



## ISLAND MATTERS *Mufi Hannemann*

# Charity Walk And A Mentoring Program

Hawaii Lodging & Tourism Association and our hospitality industry have a lot to be excited about, as it's Charity Walk season! The 39th annual Visitor Industry Charity Walk starts May 6 on Molokai and Lanai, moves to Kauai, Maui and Hawaii Island May 13, and then concludes Oahu May 20.

Every year, HLTA strives to reach more people to participate in the walk, and consistently make the walk bigger and better. This time, we've extended our reach worldwide with an online crowdfunding platform.

Whether you're registering to walk on your island, or donating from around the world, you now can do so with a method that is as easy as online shopping. Walkers now can register or donate in support of their "Team," designating their property, organization or company. These team pages each have a thermometer keeping track, in real time, of how much money that team has raised. Supporters even can create personal fundraising pages on behalf of their team to help them exceed their personal fundraising goals.

Since its inception in 1978, the Charity Walk has raised more than \$30 million to benefit hundreds of local organizations. Last year, an amazing 14,000 walkers helped us raise a record \$2.2 million statewide and generate funding for nearly

350 charities across the Hawaiian Islands. What's noteworthy is that all the money raised in Hawaii stays right here.

On Oahu, awarded grants are based on program needs, Charity Walk participation and monies raised by the organization themselves. For example, if the organization raises \$1,000, it will be granted at least \$1,000. Additional monies are considered for those nonprofit organizations that also volunteer their time and help for the event itself, such as setup, breakdown, course marshaling, aid stations along the route, miscellaneous activity tents and much more.

We hope you'll join us and make the 39th annual Visitor Industry Charity Walk another great success. For more information, visit [charitywalkhawaii.org](http://charitywalkhawaii.org) or call 923-0407. We're all in this together, and there's no better way to demonstrate your commitment than by supporting this worthy event.

April 19 marked the end of a seven-month mentorship program between a dozen of Hawaii's top general managers, and hospitality students from Brigham Young University-Hawaii, Hawaii Pacific University and

University of Hawaii at Manoa. We initiated the inaugural Generational Mentoring program with the assistance of Art Sarkissian of Here and Now Consulting, and it involved sharing core values, learning emotional intelligence, and developing leadership skills. My own personal experience with the White House Fellows and Pacific Century Fellows programs has made me a huge advocate of these types of mentoring initiatives.

The close of the seven-month GM program was celebrated with a luncheon at Hyatt Regency Waikiki Beach Resort & Spa, where the men-

tors, who work on all four counties, and mentees were awarded certificates and shared insights on their experience. A few quotes from some of the testimonials of the participants say it all:

*"I am truly honored to be selected for Generational Mentoring. It was a very thorough, methodical structured experience one that aids and assists both mentor and mentee in establishing new strengths and different outlooks on leadership."* —Charles Young, Hyatt Centric Waikiki Beach.

*"Through HLTA's well-structured program ... and the excellent guidance by Mr.*

*Niel Mason at Outrigger, I have gradually understood the essentials to become a successful general manager. I feel blessed and I am very thankful to all the great professionals I have met, and especially to Mr. Mufi Hannemann and the entire HLTA, for believing in me."*

—Isabella Brostroem, HPU.  
*"Mentoring our future Generation for a career in Hospitality is a great honor. My mentee, Estelle Thach of the TIM school was so engaged and prepared for every session ... I learned a lot about what the next generation of our hospitality leaders are looking for in their career experience."*



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## Citizen-Scholar Awards

*Congratulations to HLTA for being the pacesetter on an industry wide program that looks to developing our next generation of hospitality Leaders.* —Cheryl Williams, Royal Hawaiian hotel.

*“My personal experience with Generational Mentoring has been amazing. My mentor, Kelly Hoehn of The Modern, is a spectacular mentor and leader. The skills I learned through this program will be the foundation of my career. ... Thank you, HLTA, for this wonderful opportunity and I have really enjoyed my time.”* —Derek Lin, UH-Manoa.

*“I am so grateful I got the opportunity to be mentored by Lynnete Eastman of the Surfjack Hotel. One of the vital items she taught me are core values and how these will help me in life with finding a career. I will always remember this mentorship program ...”* —Toetu Lepule, BYU- Hawaii.

We appreciate the collaborative work of Dean Thomas Bingham of University of Hawaii at Manoa, Dr. Jerry Agrusa of Hawaii Pacific University and Steve Lundgren of Brigham Young University for selecting fantastic students as mentees this year, as well as the dedication of the mentors and mentees. We look forward to launching year two.

At HLTA's flagship scholarship event for public high school students, the Citizen-Scholar awards, we presented 42 public high school students with \$1,000 scholarships, with the help of our member organizations, in partnership with the state Department of Education and *Honolulu Star-Advertiser*. This year, in honor of HLTA's 70th anniversary, we revised

the format by presenting four additional \$2,500 scholarships to the top student from each of the state's four counties. This year's recipients of the “Most Outstanding Citizen-Scholar” were Jaccie Hisashima of King Kekaulike High School on Maui, Lester Iwata of Waiakea High School on Hawaii island, Truman Spring of Kahuku High School on Oahu, and Grace Yatsko of Kapaa High School on Kauai — all of whom came away with \$3,500 in scholarship monies from the luncheon.

Iwata has been involved in community service since the beginning of his high school career at Waiakea. He is a member of the National Honor Society, Student Government Association Secretary, a varsity baseball team member and was selected “Hardest Worker” in Waiakea's Hall of Fame. Lester currently is working on a project using computer drafting programs to draw a 3-D model of the Hokualaka'i voyaging canoe. By using his STEM skills, Iwata hopes to educate the community on the history of the canoe and promote Hawaiian culture. He is bound for the University of Portland.

Yatsko is president of her school's Interact Club and student representative to the Kapaa High School PTSA. She also has extensive experience in volunteering with youths: She tutors first-grade students at Kapaa Elementary School, works part time as a teacher's aide at All Saints Preschool, and has served as a Ke Akua Youth group leader and Sunday school teacher at her church. When Friendship House, an organization that focuses on mental illness, was burglarized, she spearheaded a successful fundraising effort to recoup its

losses. Yatsko will be attending Colorado State University.

Over the course of her schooling at Kekaulike, Hisashima has put in more than 1,000 hours of volunteer service. She is the student body president, also having served as freshman and sophomore class president, and is a member of the National Honor Society, STEM club, tennis team and a taiko group. Hisashima also returns every year to her elementary school, Pukalani, to volunteer for events such as Read Aloud America and Pumpkin Math Night, where she teaches younger students STEM subjects. She will enroll at Chapman University in Southern California.

Spring of Kahuku High School is vice president of his school's National Honor Society, captain of the Kahuku speech and debate team, vice president of the drama club, and captain of the soccer club. He is also a History Day competitor who has placed in the top 10 nationally for four years. When several students from Kahuku lacked the financial resources to compete in National History Day in Washington, D.C., a few years ago, Spring helped get the students to the competition by successfully obtaining a youth leadership grant that required 275 students to participate in 1,000 hours of service through community environmental sustainability projects. Truman is headed to BYU- Provo.

Clearly, these students are truly exceptional and we're all very excited for their futures. We commend their families, their schools and communities for helping them to lay such a solid foundation to build upon!

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