TOO GOOD, LESTER!

For the past 30 years, the Hawai‘i Lodging & Tourism Association has sponsored the annual Na Po‘e Pa‘ahana Awards to recognize the men and women who are the life-blood of the hospitality industry. Na Po‘e Pa‘ahana, which means “hard-working people,” is an apt description of the honorees, who are individuals employed by hotel properties and famed for their exceptional work and stellar service to their guests, fellow employees, and communities.

The Na Po‘e Pa‘ahana Awards also call attention to the contributions of individual and organizational members for their contributions to our association.

Lester Kodama, representing the Honolulu Star-Advertiser, this year received the well-deserved honor as our Individual Allied Member of the Year. An Allied member is an HLTA individual or business that is not a hotel or lodging member.

Lester is the finest example of the HLTA member, unfailingly in his support for our missions and goals, never missing a meeting as a member of our board of directors, and answering every call to share his enthusiastic leadership and participation in our many year-round activities, from the annual Visitor Industry Charity Walk to the inaugural Hawai‘i Hotel & Restaurant Show last May.

We’re all in this together, and Lester Kodama and the entire team at the Honolulu Star-Advertiser embody the spirit of collaboration and teamwork that ensures the continued success of the number-one industry in the Hawaiian Islands.

Mahalo, Lester, on behalf of everyone at the Hawai‘i Lodging & Tourism Association, for your service and achievements.

Mufi Hannemann
President & CEO
Hawai‘i Lodging & Tourism Association

ABOUT LESTER

Lester Kodama, Individual Allied Member of the Year, delivered newspapers in his youth and is now print retail marketing manager for the Honolulu Star-Advertiser.

The Hilo-born, Oahu-raised Kodama is an alumnus of Roosevelt High School and the University of Hawai‘i at Manoa. He worked for many years in the hospitality industry as a cook, clerk at the Hālčulani, sous chef at the Waikīkī Beachcomber, and executive chef at several hotels and country clubs, before joining the Hawai‘i Newspaper Agency as a district manager.

He and his wife, Faith, have three children and 12 grandchildren. Lester golfs and fishes in his free time.

2020 Na Po‘e Pa‘ahana
Individual Allied Member of the Year

For exemplary service to the Hawai‘i Lodging & Tourism Association and its membership as a dedicated member of the board of directors since 2014 … active participant on the Government Affairs Committee … volunteer for the annual Tourism Day at the State Capitol … involvement in the Visitor Industry Charity Walk as a representative of the Honolulu Star-Advertiser … and unparalleled contributions to the HLTA’s missions of advocacy, education, and philanthropy.

Mufi Hannemann
President & CEO
Hawai‘i Lodging & Tourism Association

For more information about the 2020 Na Po‘e Pa‘ahana honorees, representing the top employees in eight hospitality career categories, and Hawai‘i Lodging & Tourism Association business members or individuals who have made significant contributions to the association or the visitor industry, see the HLTA’s website or contact your local tourism office.

ABOUT THE HLTA

The Hawai‘i Lodging & Tourism Association is a non-profit, statewide trade organization of lodging properties, lodging owners and management companies, suppliers, and related firms and individuals. The association was founded in 1947 and is the state’s largest private sector tourism organization. Today, HLTA consists of 700 members representing the state’s lodging industry, 170 of which are lodging properties with over 50,500 rooms.

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2020 Na Po‘e Pa‘ahana
Individual Allied Member of the Year

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