

INSIDE: HLTA OUTLOOK * CAROLE KAI'S GREAT ALOHA RUN

HAWAII *hospitality*

LODGING & FOODSERVICE | JANUARY/FEBRUARY 2017



Women in Lodging's
**WOMAN
OF THE
YEAR**

Barbara Campbell of
Outrigger Enterprises Group

Hawai'i Lodging & Tourism Association's

27th Annual

**Na Po'e
Pa'ahana**

Awards Recognition Luncheon

2017 WINNERS

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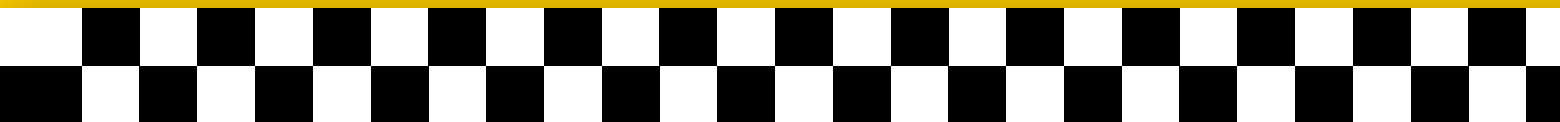


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contents

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INSIDE:

Special HLTA Na Po'e Pa'ahana Awards Section

- 6 Hospitality People: Don Chapman
- 7 Great Aloha Run
- 8 A Bow to Carole Kai
- 10 A Suite Concept
- 13 2017 Na Po'e Pa'ahana Winners



- 39 Mufi's 'To-Do' List
- 40 WIL Woman of the Year
- 43 WIL: A Force of 400
- 44 Hookipa: HLTA Holiday Party
- 46 Hookipa: HRA Holiday Party
- 48 News Briefs
- 49 HTA: George Sziget
- 50 Nakasone Joins HLTA as VP
- 50 HRA: Gregg Fraser

checking in

The 2017 Na Po'e Pa'ahana Awards celebrate the outstanding performers in Hawaii's heralded hospitality industry, and the winners in the various categories appear in this issue. Also inside is a special section on the annual awards, with lists of finalists and the 300 nominees.

One of the fastest-growing organizations in Hawaii—and almost half of the U.S. Mainland—is the Women in Lodging & Tourism chapter, which boasts 400 members. WIL-Hawaii was formed only two years ago, attracting 100 members at its inaugural gathering. We take a look at WIL's 2016 achievements as well as the chapter's plans for 2017, beginning with the unveiling of its Woman of the Year.

Few people have done more to enrich lives in Hawaii than Carole Kai. Since the 1970s she's been arranging fundraisers and events, including the world-famous Great Aloha Run, to support hundreds of local charities. We take a look back at her adventurous career as an entertainer and philanthropist.

And be sure to read our report on how local entrepreneurs are pushing hotel suites to travelers seeking to save money while getting expanded perks during their stay in the Islands. One such company, suite3sixty.com, operates entirely online.

Aloha!

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Carole Kai

HAWAII hospitality

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Living the American Dream in Hawaii

Danny Chounramany was 10 that day he walked into a fifth-grade class at Ala Wai Elementary School, not knowing a soul or a word of English. He and his mother **Nimonth** and four other siblings had recently fled Laos after his father **Chantahla**, a three-star lieutenant colonel in the Royal Lao Air Force, was shot down during the Vietnam War, captured by the communists and sent to a concentration camp.

Danny recalls of those early days in Hawaii: "I got nobody to look up to."

Ironical how the American dream can work out, because today Danny, 48, an engineer at the Princess Kaiulani Hotel in Waikiki, is someone others look up to. He was just named Starwood's Engineering Associate of the Year—worldwide. And he's been nominated for the Hawaii Lodging & Tourism Association's Na Po'e Pa'ahana Hospitality Awards this month.

There was, however, one day his colleagues could have looked down at him—into 10 feet of dark-as-ink water—if anyone else had been there. Which there wasn't.

In a scenario more suited to an action film than back-of-the-house hotel matters, Danny was on his way home from serving with the Hawaii Air National Guard at Bellows when he got an alert on his phone that there was a problem with the pump that provides 50 percent of the water for the Princess Kaiulani, Moana and Royal Hawaiian hotels. He called his boss **Eric Au** for confirmation, and got it: "There's a flood over there."

The pump caps a well located near Danny's alma mater, Kaimuki High School, and the water line from there runs below the Ala Wai Golf course, Ala Wai Canal and International Market Place.

"I was the first responder," Danny says. "I was having a hard time opening the door (to the pump house) because the water was so high—and when I got the door open the water just came gushing out. And the water was still shooting up. I guessed that pump motor was built to run underwater—I didn't want to get shocked, so I ran to the back, turned off the pump.



Danny Chounramany of Starwood Hotels

But the water is still shooting up."

The valve to stop the flood was now located under 10 feet of cold water, all the lights were necessarily off and there was only one thing for one man to do.

"I have to go down into the pit," Danny says matter-of-factly. "But I know the exact location of the valve and everything. It's a gate valve. I can only hold my breath so long, so I go down (fighting against the current rushing up from the well), do a couple of turns (of the valve), come back up, go down, do a couple of turns ... several dives like that, I don't know how long ... I just want to secure that water line so it stops and we save thousands of gallons of water, and make sure any contamination doesn't get syphoned back into our well—that would destroy everything."

At last he stanchied the flow, and as you might suppose that's a big reason he's being honored internationally by Starwood and nominated by his peers for the HLTA award. But both are based on more than engineering skill and daring actions. Community service also is a consideration. As the Na Po'e Pa'ahana nominating form says: "Whether he's taking the lead on fundraising at the hotel, promoting a healthy lifestyle with his colleagues, or reducing electrical use at home, Danny is always seeking ways to improve lives. He is a regular blood donor, volunteers at the Hawaii Foodbank and even volunteers as a

designated driver with Airmen Against Drunken Driving."

See, after eight years in the Army (which followed three years of JROTC at Kaimuki High), Danny spent more than 20 years with the Air Guard. The driving program offers airmen who've had too much to drink a safe and free ride home.

Of his military service, he says: "I just want to give back something to the country that took us in and gave us a chance. ... We all turned out OK."

There is one more detail in Danny's family story that needs to be wrapped up, regarding his father, lest you think he was abandoned.

"We found out he tried to escape one time, but the guards shot the truck he was driving and blew out a tire, and it flipped and he broke his leg," Danny says. "But he apologized, said he was sorry and wouldn't do it again. He was an engineer himself, he helped them (communist leaders) build bridges, so they trusted him. ... He lived off the land, worked for them. ... They started to trust him more, they'd let him come into town to pick up materials, supplies. ... When my relatives in Laos heard this, they got in touch with my mom ... she can speak seven languages, so she'd gotten a job at Immigration."

A plan hatched among the family. Papers for his father to come to America were drawn up.

"My sister and brother-in-law flew up," Danny continues, "and they found out what day he would be doing this again, going back and forth (for supplies) ... and they got him out and flew him back here. ... That was the second time he tried to escape. We reunited in 1991, that's how many years I haven't seen my dad, no news for like 10 years before we got that news from our relatives, and from there we're just planning how we can extract him out of Laos."

Chantahla would live another 20 years in Hawaii, surrounded by a family that never forgot him.

You could say it was a mission well-engineered.

Know a good story about a good person in Hawaii's hospitality industry? Please contact me at chapman001@hawaii.rr.com.



33RD GREAT ALOHA RUN Sharing Hawaii's Spirit

Runners, walkers, marchers and strollers toe the line for annual charity fundraiser

The Kaiser Permanente Great Aloha Run, staged by Carole Kai Charities and touted as Hawaii's largest participatory sporting event, once again has thousands of runners and walkers signed up for the charity fundraiser.

This year marks the 33rd incarnation of the GAR, and at 7 a.m. on Feb. 20, participants will embark on an 8.15-mile course that begins on Nimitz Highway in front of Aloha Tower, runs under the H-1 Freeway viaduct and winds



Carole Kai

up at Aloha Stadium.

Kai credits much of the GAR's success over the years to its myriad sponsors, saying they "are sooo important because they help to keep us 'sharing aloha' with the people of Hawaii. We give to 50-plus Hawaii organizations annually, plus the military here, and without our sponsors that would not be possible.

"We thank them and are most grateful for their giving spirit. Hawaii has the most generous people in all of the United States. *Mahalo pumehana!*"

The GAR has gifted more than \$12 million to 150 Hawaii charities since its founding in 1985. More than 24,000 entrants participated in last year's GAR.



Chad Karasaki

"Carole Kai is a local treasure, and has been tirelessly working for charitable organizations for decades," says Chad Karasaki, president of AON Risk Services. "Anything we can do to support

Carole is something we want to do." AON Risk Services is one of the sponsors of the Sounds of Freedom entrants—men and women from units of America's five military branches who

run-march in formation, calling out cadence—thus the name "Sounds of Freedom." Last year 5,700 SOF personnel participated.

"Hawaii and the military have such a special relationship," says Karasaki, "and we have a great deal of respect and empathy for the sacrifice our best and brightest give to all of us with their service. They are prepared to give the ultimate sacrifice, so we can all enjoy the freedoms and privilege with being American, and especially living in Hawaii."

Lynne Kinney, a principal at CKW Financial Group—also a Sounds of Freedom sponsor—says "GAR is a part of Hawaii's history where people gather and participate, promoting a healthy lifestyle and sense of community. The three partners at CKW have themselves participated over the years with our families and continue to sponsor and encourage our staff.



Lynne Kinney

"The Great Aloha Run's success is in bringing people together from not only Hawaii, but also from around the world and welcoming all participants, regardless of capabilities. In addition," Kinney adds, "the Great Aloha Run has supported countless nonprofit organizations throughout Hawaii for over three decades. CKW Financial Group appreciates the thoughtfulness that goes into their efforts in choosing where the monies can do the most good for the community, and that we're participating in benefiting those organizations."

The event has expanded to include Great Aloha Run Sports, Health and Fitness Month. A major draw is the KP-GAR Expo at Blaisdell Exhibition Hall that is scheduled for Feb. 17 from 4-9 p.m., Feb. 18 from 9 a.m. to 7 p.m., and Feb. 19 from 9 a.m. to 5 p.m. Runners come to pick up entry packets with their race numbers and timing microchips,



Signing Up

- To register for the Great Aloha Run, and for more information on the other events, go to greatealoharun.com.

- For more information on the 2017 Keiki Great Aloha Run, go to kahoomiki.org.

and vendors offer fitness and health goods, services and activities. There are participatory activities and demonstrations, children's activities, prize giveaways and food and entertainment.

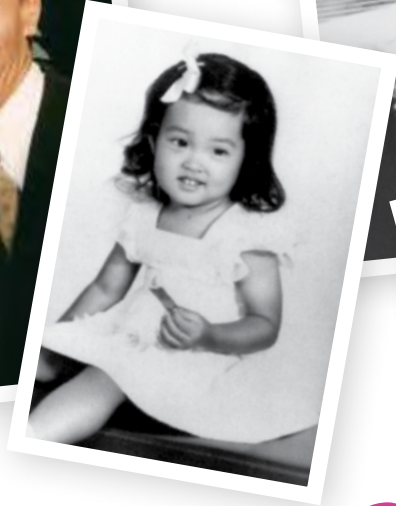
The lineup also includes the 28th annual Silver Streaks Sunrise Walk for Seniors on Feb. 18 at 7:30 a.m. at Ala Moana Beach Park, and the untimed 1.5-mile Keiki Great Aloha Run for youths 12 and under that runs around the Blaisdell Center and McKinley High on Feb. 18 beginning at 8 a.m.

There is also an in-race high school challenge and a seven-member team challenge, plus a costume contest. Along the way, participants are offered refreshments and entertained by a variety of live music.

But GAR day itself remains the centerpiece, with runners and joggers, huffers and puffers, not to mention stroller pushers, lining up for the race.

And, yes, for the more serious runners they do keep score. Last year, the first runner to cross the finish line at Aloha Stadium was Jacob Alplund, a student at Hawaii Pacific University, with a time of 43:38.

Don Chapman contributed to this report.



A Bow to Carole Kai

One of Hawaii's favorite stars gives back with talent and an abundance of aloha

BY DON CHAPMAN

Looking back, it seems almost preordained that Carole Kai Charities and its biggest event—the Great Aloha Run—would gift more than 150 Hawaii charities with more than \$12 million since 1985. It's just such a good idea.

But growing up, that was never part of Carole Kai's dreams and plans. At least since her days at McKinley High School—just a couple of blocks away from where her mother Ethel ran Kapiolani Barber Shop—becoming a singing star was the dream. And she was well on her way. She played all of Honolulu's top venues in the 1970s and wowed audiences as far away as Singapore. She even opened for Don Rickles in Las Vegas and for George Carlin in Reno, both in 1979.

And she was catching the eyes of Hollywood talent scouts.

One agency wanted to make her an international star, “the next Rita Moreno,” with her exotic looks and promised to get her on the popular TV game show “Hollywood Squares.” She just first had to meet with a Vegas big shot.

“Sure, I'll bring Grandma Ewing along,” she said eagerly, referring to the grandmother of a friend in Vegas she was staying with. The reply was no,

no, no—Kai should show up alone. To which her response was no, no, no—and before long she was back home.

“Just like that I went from making \$5,000 a month in Vegas to making \$600 a month writing a local entertainment column for *This Week* magazine,” she recalls. “But I was happier, and I didn't have to compromise my values. . . . That set me on a course to here.”

She'd already been involved with the Carole Kai Bed Race since 1974. For the uninitiated, teams consisted of several PJ-wearing runners-pushers and one bed rider (often lingerie-clad). It was for a good cause—the Variety School—and was a hoot whether participating or spectating. But it made only about \$50,000 “because there was a finite amount of beds,” she says. “So I had this idea to start a little run to help support the bed race.”

Kai enlisted the help

of cardiologist Jack Scaff, an early proponent of running for health who had helped found the Honolulu Marathon. They proposed a charity fun run along Diamond Head. “But the city turned us down because it would disturb a bunch of rich people,” Kai recalls.

Enter Buck Buchwach, editor of the *Honolulu Advertiser*





and a patient of Scaff's, who told Kai he had a concept for a run from Aloha Tower to Aloha Stadium—the Great Aloha Run.

That first one in 1985 drew 12,000 participants, proving an instant success. It remains the only GAR that did not happen on a Presidents Day.

"The first run was on a Sunday," Kai recalls, starting to blush, "and I got a call from my pastor, Mel Schmeiser of Faith Fellowship. He asked if I wanted to take people away from Jesus. I said of course not. And he said, 'Show me you're committed, hold it on another day.'"

That day turned out to be the third Monday in February—which falls this year on the 20th. "The Lord blessed it," Kai says.

Not that Kai gave up show biz. Back home she's known multi-generationally as the co-host with Kimo Kahoano of the TV karaoke hit "Hawaii Stars," as well as "a cook-

ing show, a keiki show, a teen show ... and in 2009 we started doing documentaries (such as 'Kama'aina Business Success Stories'). I'm very proud of that."

The Great Aloha Run has experienced similar growth and diversification, even as the Bed Race ceased its, well, run after 20 years, in 1994. "Two events was too much," she says.

The Great Aloha Run has grown so much that it relies on the efforts of more than 4,000 volunteers. "And not just regular volunteer-volunteers," Kai says, "we have really good volunteers. ... They boss me around, and I let them—because they're smarter than I am!"

She's being humble: She's also an unpaid volunteer.

"We only have one full-time person, Claire Nakamura," Kai says, "and she has to get paid because she has to know everything. ... That's one of the best things about the Great Aloha Run, only 5 to 6 percent of entry fees go to administrative costs. The rest goes to charity."





A Suite CONCEPT

New Hawaii-based website assists hoteliers in selling high-priced rooms

BY CATHY CRUZ-GEORGE

A troika of Hawaii executives has launched Suite3Sixty.com, a website selling hotel suites—and nothing else. The site opened in October and already is undergoing major tweaks to better accommodate travelers looking to book suites.

The fledgling company has “temporarily closed the website . . . to completely overhaul, redesign and relaunch the marketplace,” says co-founder and CEO Doug Hesley. “From its inception, we knew we would iterate through multiple versions of the website. Fortunately we are able to do so faster than expected.”

Suite3Sixty has been working with Colorado-based Newmedia/RiotLabs to upgrade the website, scheduled to relaunch in March. The revamped site will be faster, social-media enabled and will work across multiple platforms.

The company promises customers exclusive inventory, membership perks and speedy transactions. From a

room-inventory standpoint, Suite3Sixty tackles two major issues facing hoteliers worldwide:



Justin Kimble

says Justin Kimble, Asia/Pacific regional director for Suite3Sixty. Often, “the highest-priced inventory are heavily discounted for sales, or are used as free upgrades for randomly selected customers,” he says.

Industry researchers predict that in 2017, nearly 44 percent of hotel reservations worldwide will be made online. More than 52 percent of that will be through online travel agencies such as Expedia.com, booking.com and hotels.com.

- The ongoing price wars between online travel agencies and hotel brands.
- The challenge of selling higher-priced hotel rooms to mass markets.

Suites are difficult to sell,

Who is Behind Suite3Sixty?

• Douglas Hesley is the chief executive officer with extensive experience in

revenue strategy and hospitality management. He also is president of Associa Hawaii, a community management group.



Douglas Hesley

• Tena Parker is chief marketing officer with a

strong background in film and television.

• Justin Kimble is the Hawaii and Asia / Pacific regional director and boasts a diverse background in film and television, accounting and service in the United States Marine Corp.

How Does Suite3Sixty Work?

Suite3Sixty users must sign up for free membership. According to Suite3Sixty.com, this private membership allows hotels to grant Suite3Sixty special rates that are lower than those offered by hotels themselves. Members book suites using “VIP Instant Reservation Purchasing,” a technology not used by any other travel booking website. Advance payment is required and is 100 percent refundable up to 30 days prior to checkin, minus a few dollars for credit-card company processing fees. Already, Suite3Sixty is on track to reach 1,000 members by early 2017.



Some Popular Suites in Waikiki

- The Sheraton Waikiki recently converted some of its oceanfront rooms to "Ohana Suites," featuring two full-sized beds in one room, a king-sized bed in the adjoining room and two full baths. Designed to accommodate six adults, the suites are popular with families.

- At the Moana Surfrider, A Westin Resort & Spa, also known as the "First Lady of Waikiki," the 21st floor Penthouse Suite offers magnificent views of Waikiki Beach. The suite's soothing colors of blue and gray symbolize different hues of the ocean.

- At the Outrigger Reef Waikiki Beach Resort, the Voyager 47 Club 1 Bedroom Oceanfront Suite boasts over 1,000 square feet of separate living room area with a queen sofa sleeper, two bathrooms with a whirlpool bath and separate shower. Guests have VIP access to the Voyager 47 Club Lounge, directly overlooking Waikiki Beach.



- At the Outrigger Waikiki Beach Resort, the one-bedroom Diamond Head Oceanfront Suite boasts exclusive glass railings, stunning panoramic views of Waikiki Beach and iconic Diamond Head, and over 685 square feet with 2 separate bathrooms. A spacious separate living room area holds a queen-sized memory-foam sleeper, while another bedroom houses a king-sized bed.

(Left) The Ohana suite at the Sheraton Waikiki. (Above) A suite at the Outrigger Waikiki Resort.
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Online Trends

- **One-on-one personalization.** Using personalized deals, mobile alerts and the VIP treatment, brands will stay in touch with their regular customers.
- **Online travel agencies take reign.** Approximately 44 percent of U.S. hotel reservations will be made online in the year 2017. Of that, 52 percent will be through online travel agencies.
- **Easy use across all devices.** Customers will book hotel rooms—and save their profiles for later—using mobile devices, desktop sites and third-party apps. One-click checkout will become more common.
- **Helpful humans at the other end.** While booking hotel rooms online, customers will chat online with a concierge or call on the phone and immediately speak to a person.

SOURCES: Travel Market Report, Nielsen for Google



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“Well-known OTAs are battling over customers and fighting over market share,” Kimble notes.

Suite3Sixty drops the standard commission structure and charges hotels a set fee. Hotel brands are drawn to the fee-based concept. Suite3Sixty initially developed partnerships with Starwood Resorts and Hotels Hawaii and Oberoi Hotels & Resorts. In December, the company inked deals with The Keating Hotel in San Diego and Outrigger Resorts & Hotels (the partnership involves only one Outrigger property).

Starwood executives say they are thrilled with the partnership. “We

jumped at the chance to work with this innovative company,” says Kelly Sanders, area general manager for Marriott International, new owner of Starwood.



Kelly Sanders

“They truly are doing something that speaks to our core value of creating experience,” Sanders adds. “While new, we believe that many guests of today are looking for the hidden jewels in each of our resorts, and this is a great way to get these to general vacation audience.”

27th Annual Na Po'e Pa'ahana

Awards Recognition Luncheon

Baybayan, Burbano Win 'Hospitality Oscars'

Winners chosen from a record 300 nominations by Hawaii's hotels and resorts

BY DAVID PUTNAM

Lisalani Baybayan firmly believes that "every day is an opportunity to learn," and for the past 33 years has used that approach to welcome guests at the Hyatt Regency Maui Resort & Spa.

The Regency Club concierge has been voted Most Outstanding Employee of the Year by the Hawaii Lodging & Tourism Association while Precy Burbano of the Mauna Lani Bay Hotel & Bungalows was named Manager of the Year.

They joined winners in six other categories at the HLTA's 27th annual Na Po'e Pa'ahana Awards luncheon on Jan. 12 at the Sheraton Waikiki. The 2017 winners were chosen from a record 300 nominees for what HLTA President and CEO Mufi Hannemann calls the "Hospitality Oscars."

"We congratulate all the well-deserved nominees of the 2017 Na Po'e Pa'ahana Awards," he says. "These men and women have been selected for their exceptional job performance, contributions to their community and especially their embodiment of the spirit of aloha."

"This year's finalists are a phenomenal group of individuals that have gone above and beyond to create lasting memories and authentic relationships with the visitors that come to our islands. These are the very moments and experiences that continuously support the success of Hawaii's visitor industry."

The Hyatt Regency Maui Resort & Spa, in its nomination form, says Baybayan "is positive and resilient in the face of change and challenges. Her personality and style allows her to be like bamboo, easing with the ebbs and flows of the day to day. She shares her knowledge and wisdom freely, and feels enriched when others are exposed to the beauty of new



Lisalani Baybayan



Precy Burbano

positive experiences."

Baybayan routinely goes beyond the normal call of duty, the hotel says. "One example of her exemplary professional service occurred when she took guests to her family's sustainable farm on Maui called Pae Loko (hidden pond). She and the other club concierges utilized their days off to make a trip with the guests to the farm for an educational and fun-filled day, creating lifelong memories for all."

Baybayan is also involved in many charitable activities, ranging from the Visitor Industry Charity Walk, to Earth Day and Adopt-a-Highway cleanup events to helping promote the Susan B. Komen breast cancer awareness drive.

Following Baybayan in the voting for Most Outstanding Employee of the Year were Alyssa Lende Kane of Aulani, A Disney Resort & Spa and Rosie Newton of the Westin Maui Resort & Spa.

Burbano, the director of housekeeping at the Mauna Lani Bay Hotel & Bungalows, typifies "living and sharing aloha," says the hotel in its nomination form, adding that "her motivation comes from the joy in making others happy and she always gives without expecting anything in return. Her reward is seeing others achieve their goals."

She joined the hotel as a room attendant in 1983 and has worked her way up the chain of command and now leads the housekeeping department of 69 employees.

"There is a natural aura about Precy that lets everyone know how genuine and giving she is," according to the hotel. "Caring comes easily for her, even as a leader of one of the most demanding departments in the hotel. She has a natural

ability to understand people and she makes positive interaction a primary concern.”

Along with Burbano, other finalists for Manager of the Year were **Eric Au** of the Sheraton Princess Kaiulani and **Kenneth Duane Sparkman** of the Westin Maui Resort & Spa.

The HLTA also honored **Jerome Agrusa** of Hawaii Pacific University as Hospitality Educator of the Year, **Roy Yamaguchi** as Restaurateur of the Year and Oahu Publications Inc. as HLTA Allied Member of the Year. The Sheraton Princess Kaiulani received the Leader in Sustainability Award and the Society of Seven was selected for the Na Po'e Pa'ahana Legacy Award.

Other 2017 Na Po'e Pa'ahana winners include:

- **Kawika Maeda** of the Outrigger Reef Waikiki Beach Resort was named Bell/Valet Person of the Year. As Senior Bellman he is “one of those people who makes everyone’s life around him easier,” the hotel says in its nomination form. “He is one of best hosts when it comes to training new team members with operational procedures and brand standards. He has a pure desire to provide the best possible service to the guests.”

Other finalists were **Ernesto Cabrera** of the Maui Beach Hotel and **Ross Ramelb** of Aulani, A Disney Resort & Spa.

- **Danny Chounramany** of the Sheraton Princess Kaiulani was awarded Engineer Maintenance Person of the Year. Chounramany, a 24-year veteran of the hospitality industry, is a “superhero,” says his manager, Eric Au. “Superheroes come in all sizes and professions, and while an engineer might not be the first person to come to mind when thinking about a hero who saves the day, it’s Chounramany and his fellow engineers who end up responding to the call for duty for guests and fellow employees alike,” he says.

Other finalists were **Michael Sakaida** of The Royal Hawaiian, A Luxury Collection Resort, and **Myron Yamamoto** of Mauna Lani Bay Hotel & Bungalows.

- **Mark Gonsalves** of the Hilton Hawaiian Village Waikiki Beach Resort was tabbed Food and Beverage Person of the Year. As the Senior Banquet Captain at Hilton Hawaiian Village, where he has been for 29 years, Gonsalves “has the rare gift and ability to work with all types of customers, from the high-powered meeting planner, to the nervous bride and

groom,” according to the hotel’s nomination statement. “He is a humanitarian at heart and his peers often teasingly refer to him as ‘Mother Theresa’ because he gives from his heart with no expectation of receiving anything in return.”

Other finalists were **Alona Watson** of The Westin Kaanapali Ocean Resort Villas and **Yuen Nam Wong** of The Royal Hawaiian, A Luxury Collection Resort.

- **Sherrie Smith** of the Waikiki Resort Hotel was honored as Front Office Person of the Year. She has been in Hawaii’s hospitality industry for more than 27 years, including the past 12 at the Waikiki Resort Hotel where she serves as Reservation Agent. In its nomination statement, the hotel says: “If it weren’t for Sherrie, we would not have the volume of return guests that we have. Year after year, and even multiple times a year, our return guests continue to ask for Sherrie to book their reservations. Sherrie exudes the special warmth and friendly personality that our guests are so delighted with, and her way of making them feel important keeps them coming back to our hotel.”

Other finalists were **Nancy Jones** of the Hilton Hawaiian Village Beach Resort and **Iwalani Segovia** of the Ala

Moana Hotel.

- **Eddie Macoco** of Moana Surfrider, a Westin Resort & Spa was named Housekeeper of the Year. “I wish that I could clone Eddie,” jokes his manager, Joanne Iwamoto, “then the hotel would always be in perfect condition.” A former sailor, Macoco has been at the Moana Surfrider for 12 years and in that time has become known as the “go-to person” to get things done.

Other finalists were **Irene Abordo** of The Royal Hawaiian, A Luxury Collection Resort, and **Nenilia Eugenio** of the Trump International Hotel Waikiki.

- **Jose Castellanos** of the Hilton Hawaiian Village Beach Resort was chosen Security Officer of the Year. He recently rescued a guest out of the ocean fronting Duke Kahanamoku Lagoon and another time performed CPR on an elderly guest. “Compassion and the ability to handle medical emergencies every day and to stay calm under pressure, coupled with a heart full of aloha, is what makes Jose an exemplary security officer and team member,” the resort said.

Other finalists were **Curtis Aiwohi** of Moana Surfrider, a Westin Resort & Spa, and **Jarrett Hew** of the Sheraton Princess Kaiulani.

27th Annual Na Po'e Pa'ahana AWARD WINNERS



Kawika Maeda



Danny Chounramany



Mark Gonsalves



Sherrie Smith



Eddie Macoco



Jose Castellanos



Hawai'i Lodging & Tourism Association's

27th Annual
**Na Po'e
Pa'ahana**

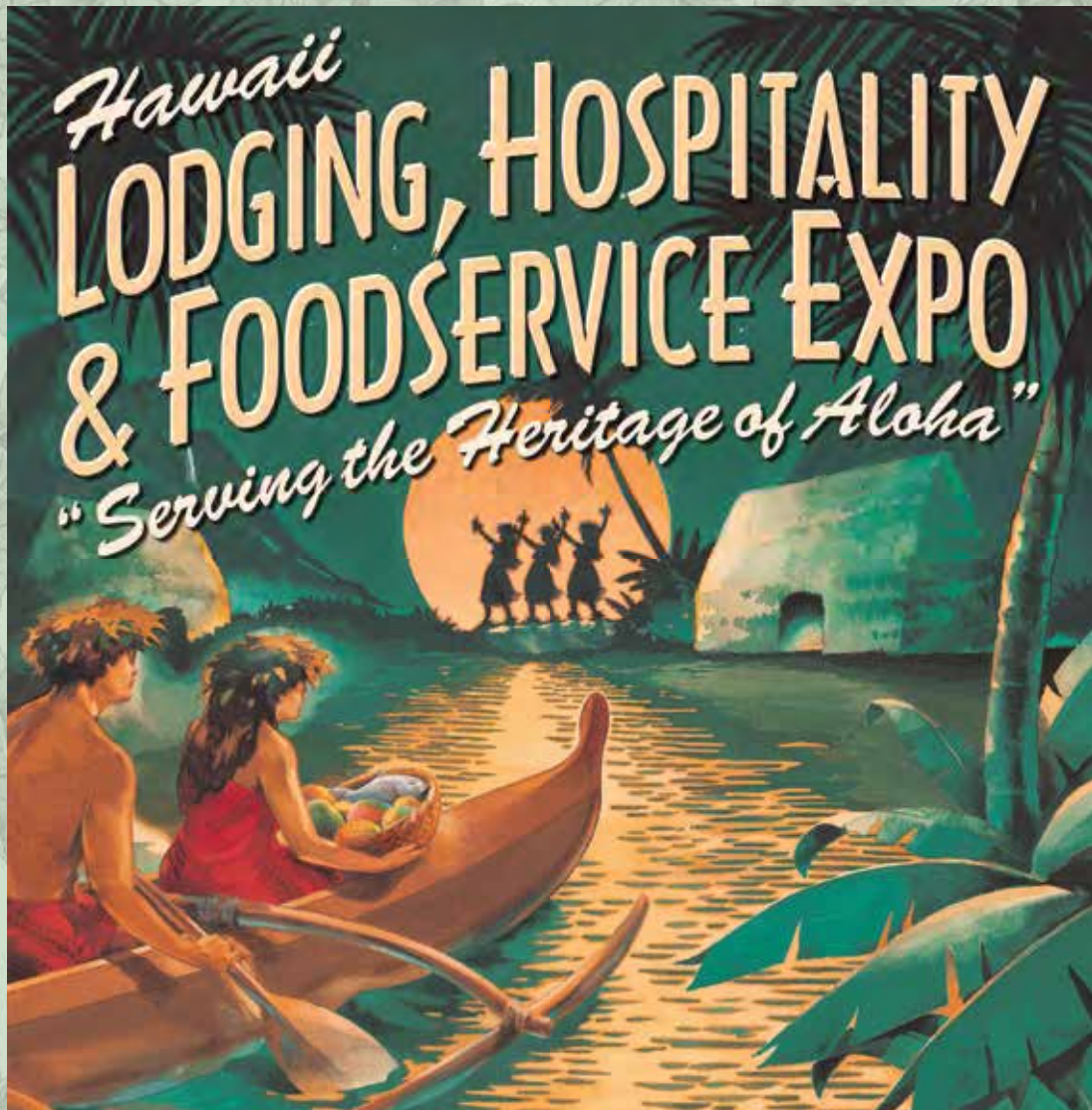
Awards Recognition Luncheon

**Sheraton Waikiki Resort
Grand Ballroom**

January 12, 2017

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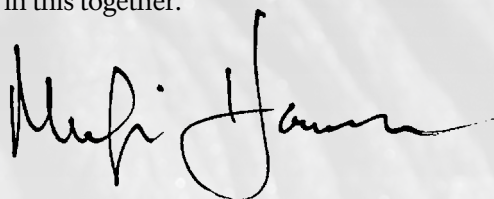
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ALOHA

On behalf of the Hawai'i Lodging & Tourism Association, I commend and congratulate our Na Po'e Pa'ahana Award nominees. Our hospitality industry is enjoying record-setting success, an achievement attributable to the exceptional professionals selected for this special honor. The Na Po'e Pa'ahana Awards recognize the hardworking and often unsung heroes representing our industry; today is your day to shine. To all who make Hawai'i no ka oi, mahalo nui loa for your dedication, teamwork, and aloha spirit. We're all in this together.



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

Special Thanks

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Hawai'i Lodging & Tourism Association's

27th Annual Na Po'e Pa'ahana

Awards Recognition Luncheon

PROGRAM

10:30 am – Registration

11 am – Doors Open

11:10 am – Opening Remarks by Emcees

- Senator Glenn Wakai – *Chair, Senate Committee on Economic Development, Tourism and Technology*
- Alexandra Roth – *HLTA Director of Communications & Special Projects*

11:15 am – Oli/Blessing

Monte McComber
Royal Hawaiian Center, Cultural Director

11:15 am – Lunch

- 2017 Charity Walk Awards

11:45 am – Program Starts

- Mufi Hannemann, *HLTA President & CEO*

Na Po'e Pa'ahana Awards

- Allied Member of the Year
- Restaurateur of the Year
- Educator of the Year
- Leader in Sustainability
- Legacy Award
- Women In Lodging & Tourism:
Woman of the Year Award
- Bell/Valet
- Engineer/Maintenance
- Front Office
- Food & Beverage
- Housekeeper
- Security Officer
- Manager
- Outstanding Lodging Employee of the Year

1:45 pm – Finalists Group Photo

1:50 pm – Closing Remarks

2 pm – Off-stage Photo Opportunities



TOGETHER, WE'RE *better!*

Congratulations to all our team members for being recognized as Na Po'e Pa'ahana finalists. We're proud of your accomplishments and all that you do, both at our hotels and in the community.

Engineer Maintenance Person of the Year

Danny Chounramany, Sheraton Princess Kaiulani
Michael Sakaida, The Royal Hawaiian,
a Luxury Collection Resort

Food & Beverage Person of the Year

Alona Watson, The Westin Kā'anapali Ocean Resort Villas
Yuen Nam Wong, The Royal Hawaiian,
a Luxury Collection Resort

We are proud of all of our nominees and honored to work with you.

Kauai Marriott Resort & Beach Club

Richard Alao, Manager
Marla Davis, Front Office
Ernest Desilva, Outstanding Lodging Employee
Jerelyn Guerrero, Housekeeper
Tyrone Kua, Food & Beverage
Justin Kanoho, Security Officer
Mike Perlas, Bell/Valet

Moana Surfrider, A Westin Resort & Spa

Eduardo Crisostomo, Food & Beverage
Marian Lima, Front Office
Bryan Louis, Engineer/Maintenance
Ruby Palafox, Human Resources
Roxanne Hashim, Manager
Guy Tatsuno, Bell/Valet

The Royal Hawaiian, a Luxury Collection Resort

Roland Bustamante, Front Office

Housekeeper of the Year

Irene Abordo, The Royal Hawaiian,
a Luxury Collection Resort
Eddie Macoco, Moana Surfrider, a Westin Resort & Spa

Manager of the Year

Eric Au, Sheraton Princess Kaiulani
Kenneth Duane Sparkman, The Westin Maui
Resort & Spa

Most Outstanding Employee of the Year

Rosie Newton, The Westin Maui Resort & Spa

Security Officer of the Year

Curtis Aiwohi, Moana Surfrider, a Westin Resort & Spa
Jarrett Hew, Sheraton Princess Kaiulani

Wakako Freepartner, Outstanding Lodging
Employee
Colin Hazama, Manager
Daniel Nomura, Bell/Valet

Sheraton Kona Resort & Spa

Ruben Akana, Outstanding Lodging Employee
George Gomes, Manager
Augustine Puamaile Kimitete, Front Office
Roger Maghanoy, Engineer/Maintenance
Jeffrey Ortiz, Housekeeper
Ariel Rosenbloom, Security Office
Peggy Szelinski, Food & Beverage

Sheraton Maui Resort & Spa

Imelda Casio, Housekeeper
Ivy Ralar, Front Office
Eric Recolizado, Engineer/Maintenance
Jayare Sabalo, Food and Beverage
Ramil Saribay, Bell/Valet
Kyuin Yi, Manager

Sheraton Princess Kaiulani

Vanessa Dela Pena, Housekeeper
Caro Hayashida, Front Office
David Komine, Outstanding Lodging Employee
Imelda Tungpalan, Food & Beverage

Sheraton Waikiki

Priscilla Gaoiran, Housekeeper
Lucy Kato, Bell / Valet
Manami Lewis, Front Office
Casey Obatake, Manager
Lori Sasahara-Lozano, Outstanding Lodging
Employee
Ernesto Tagata, Food & Beverage
Jon Taniguchi, Engineer/Maintenance
Richard Wilbur, Security Officer

Wailea Beach Resort

Terry Harris, Food & Beverage
Virgilio Nerona, Engineer/Maintenance
Judy Purdy, Front Office

Jose Salazar, Security Officer
Alma Siangco, Housekeeper

Waikiki Beach Marriott Resort & Spa

Eugene Foki, Bell/Valet
Jon Kanaiaupuni, Security Officer
Rosito "Chito" Lazo, Engineer/Maintenance
Ha Le, Manager
Lea Liwanag, Front Office
Kim Mamiya, Food & Beverage
Helen Purugganan, Housekeeper
Jeannie Wright, Outstanding Lodging
Employee

The Westin Maui Resort & Spa

Edward Ferreira, Security Officer
Lindel Puha, Front Office

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Na Po'e Pa'ahana award-winners create Hawaii's 'Best Practices'

BY BRETT ALEXANDER-ESTES

Hearth-pounding excitement. Beaming pride. Tears of joy. When Na Po'e Pa'ahana Awards are announced, winners experience emotions like those overwhelming Emily Arcangel when she became 2016's "Outstanding Lodging Employee of the Year."



Emily Arcangel

"Winning the Na Po'e Pa'ahana Award was one of the most awesome experiences I've ever had," says Arcangel, concierge at the Hyatt Regency Maui Resort and Spa. "Winning that prestigious award afforded me the opportunity to share what I already possessed: my love and confidence in this industry."

Mufi Hannemann, president and CEO of the Hawaii Lodging and Tourism Association, the awards' sponsor, says that for Arcangel and her industry cohorts, the awards are "an incentive to do what they do and then share that with others."

Arcangel grew up in a small plantation village, and hospitality—*hookipa*—was everywhere. "My dad worked in the machine shop at the sugar mill and my mom worked in the pantry at the Maui Hilton Hotel," she says. "We grew up sharing everything—mangos, chores, slippers, anything and everything between families, neighbors, friends and strangers."

At the Maui Hilton, Arcangel says, "*malahini* made me look at our island's splendor through their eyes. And what an amazing sight—and how proud I was!—to share our *aina* with one and all."

Fred Orr, Sheraton Princess Kaiulani

general manager, sees *hookipa* every day in the industry. "We are a tight-knit group," he says, and are focused on



Fred Orr

the same thing: "making sure our visitors have the best, most memorable experiences while in our Islands. Each year, the Na Po'e Pa'ahana Awards bring out the most heartwarming stories about sharing our aloha with our visitors," Orr says of those who share the real Hawaii—and in so doing, create Hawaii's best hospitality practices.

"The Na Po'e Pa'ahana Awards present the hospitality industry with an invaluable opportunity . . . to elevate their services," says Eileen Caldwell, The Westin Maui Resort & Spa human resources director. Elevated service, she says, be-



Eileen Caldwell

come pathways for Westin associates to "raise the quality of what the Hawaii hospitality industry offers visitors."

Often, those pathways lead to better stewardship of the land.

"Our landscaping manager Duane Sparkman is one of the three finalists selected for the Manager of the Year award in 2017," says Caldwell. "In addition to managing his work responsibilities, he shares his passion for preserving the environment by introducing an innovative Mauka to Makai Botani-



Ben Rafter, 2016 HLTA chairperson; Emily Arcangel, 2016 Outstanding Lodging Employee of the Year; Mufi Hannemann, HLTA president and CEO

cal Tour within the resort for guests to learn more about the traditional Hawaiian *ahupuaa* system, as well as partners nonprofit and local organizations in other initiatives such as reef preservation, restoration of a Hawaiian settlement in Honokowai and more."

Best practices like these position

Hawaii as a premier resort destination, but to Arcangel and to many in the industry, they mean much more. Arcan-

angel's desire to be part of the visitor industry began in her childhood, she says: "Plantation living gave me the heart to give of myself."

Plantation living gave me the heart to give of myself.

Ferguson, Congratulates Na Po'e Pa'ahana Award Winners

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Person of the Year BELL/VALET

Victor Ascuena

*Grand Hyatt Kauai
Resort and Spa*

Jeffery Avis

*DoubleTree by Hilton
Alana Waikiki Beach Hotel*

Danilo Balantac

Aqua Pacific Monarch

Ronald Baybado

*Marriott's Maui
Ocean Club*

Ernesto Cabrera

Maui Beach Hotel

Gabriel Coit

The Modern Honolulu

Wallace Coleman

*The Kahala Hotel
& Resort*

Juanito "JD" Daquip

Hale Koa Hotel

Elpidio Pete Delacruz

Turtle Bay Resort

Eugene Foki

*Waikiki Beach Marriott
Resort & Spa*

Jonathan Gelacio

*Holiday Inn Resort
Waikiki Beachcomber*

Mark Hanley

*Wyndham Vacation
Resorts Royal Garden
at Waikiki*

**Chelsea-Lee
Kaluhiokalani-Glackin**

*Marriott's Ko Olina
Beach Club*

Keith Kanaiaupuni

Pacific Beach Hotel

Lucy Kato

Sheraton Waikiki

Jiro Kim

*Outrigger Waikiki
Beach Resort*

Rogelio Lim

*Marriott's Waiohai
Beach Club*

Kawika Maeda

*Outrigger Reef Waikiki
Beach Resort*

Randal Mahiai

*Hyatt Regency Maui
Resort & Spa*

Sam Matola

*The Westin Princeville
Ocean Resort Villas*

Daniel Nomura

*The Royal Hawaiian, A
Luxury Collection Resort*

Lloyd Okumura

Ala Moana Hotel

Michael Perlas

*Kauai Marriott Resort
& Beach Club*

Miles Quartero

*Hilton Hawaiian Village
Waikiki Beach Resort*

Amado Racasa

*Aston at the Waikiki
Banyan*

Ross Ramelb

*Aulani, A Disney
Resort & Spa*

Ramil Saribay

Sheraton Maui Resort & Spa

Kenton Shimomi

Ambassador Hotel Waikiki

Saipele Siatini

*The Surfjack Hotel
& Swim Club*

Alan Tallman

Waikiki Parc Hotel

Guy Tatsuno

*Moana Surfrider,
A Westin Resort and Spa*

Travis Waltman

*The Lotus Honolulu
at Diamond Head*

Joe Zazzaro

*The Westin Ka'anapali
Ocean Resort Villas*

Person of the Year ENGINEER/MAINTENANCE

Joby Amaral

*Hapuna Beach
Prince Hotel*

Nelson Antalan

*The Surfjack Hotel
& Swim Club*

Arnold Bala

*The Lotus Honolulu at
Diamond Head Hotel*

Pablo Balboa

*Hyatt Regency Maui
Resort & Spa*

Franco Begonia

*The Kahala Hotel
& Resort*

Rayelani Boots

The Modern Honolulu

Rodel Callorina

*Hyatt Place
Waikiki Beach*

Le Chen

Hilton Waikiki Beach

Danny Chounramany

Sheraton Princess Kaiulani

Edmundo Coloma

Aqua Bamboo Waikiki

Jerry Corpuz

*Trump International
Hotel Waikiki*

Eugene Dicion

Turtle Bay Resort

Darell Driggers

*Aston at the
Executive Centre*

Ernesto Ecraela

*Hawaii Prince
Hotel Waikiki*

Jezer Gadiano

*Marriott's Ko Olina
Beach Club*

Sandy Gallardo

*Hilton Hawaiian Village
Waikiki Beach Resort*

Kevin Hotema

Hale Koa Hotel

Shannon Jacinto

*Marriott's Kauai
Lagoons - Kalanipu'u*

Emer Justo
Mauna Kea Beach Hotel

Henry Kali
Lawai Beach Resort

Rosito "Chito" Lazo
*Waikiki Beach Marriott
Resort & Spa*

Patrick Lopez
*The Westin Princeville
Ocean Resort Villas*

Bryan Louis
*Moana Surfrider, A
Westin Resort & Spa*

Roger Maghanoy
*Sheraton Kona
Resort and Spa*

Alani Malafu
Aston Maui Hill Resort

Ronald Manuel
*Grand Wailea,
A Waldorf Astoria Resort*

Viriglio Nerona
*Wailea Beach Resort –
Marriott Maui*

Erwin Ramos
*Grand Hyatt Kauai
Resort and Spa*

Eric Recolizado
*Sheraton Maui
Resort & Spa*

Michael Sakaida
*The Royal Hawaiian, A
Luxury Collection Resort*

Kelly Spencer
Hilton Grand Vacations

Steve Stiller
*The Westin Ka'anapali
Ocean Resort Villas*

John Sumang
*Aulani, A Disney
Resort & Spa*

Jon Taniguchi
Sheraton Waikiki

Randy Udaundo
Aston at Poipu Kai

Richard Valencia
Aston Kaanapali Shores

Edgar Visitacion
*Marriott's Waiohai
Beach Club*

Myron Yamamoto
*Mauna Lani Bay Hotel
& Bungalows*

Person of the Year FOOD & BEVERAGE

Robert Bidigare
*The Surfjack Hotel
& Swim Club*

Roldan Blando
*Marriott's Ko Olina
Beach Club*

Romulo Bungcayao
*The Westin Princeville
Ocean Resort Villas*

Jeff Cho
Pacific Beach Hotel

Eduardo Crisostomo
*Moana Surfrider, A
Westin Resort and Spa*

**Jantzen Kainoa
Darval-Chang**
*The Kahala Hotel
& Resort*

Mark Gonsalves
*Hilton Hawaiian Village
Waikiki Beach Resort*

Teresa Harris
*Wailea Beach Resort –
Marriott Maui*

Kiha Kaina
Montage Kapalua Bay

Tyrone Kua
*Kauai Marriott Resort
& Beach Club*

Nansi Lundgren
*Aulani, A Disney
Resort & Spa*

Kim Mamiya
*Waikiki Beach Marriott
Resort & Spa*

Shanelle Ann Martin
*Marriott's Waiohai
Beach Club*

Rowena Mendoza
Hale Koa Hotel

Keola Morgan
Turtle Bay Resort

Les Nagashima
*Grand Hyatt Kauai
Resort and Spa*

Tsubasa Ogura
*Trump International
Hotel Waikiki*

Bernadette Pleimann
*Hawaii Prince
Hotel Waikiki*

Rebecca Prendergast
*Hyatt Regency Maui
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Jay-are Sabalo
*Sheraton Maui
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Myles Sakai
Hilton Waikiki Beach

Jorge Salvador
*Hyatt Place
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Derek Suzukawa
The Modern Honolulu

**Margaret "Peggy"
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Ernesto Tagata
Sheraton Waikiki

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*Sheraton Princess
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Mia Valenciano
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Alona Watson
*The Westin Ka'anapali
Ocean Resort Villas*

Yuen Nam Wong
*The Royal Hawaiian, A
Luxury Collection Resort*

Justin Wulbrecht
*Grand Wailea,
A Waldorf
Astoria Resort*

Person of the Year FRONT OFFICE

Susan Akutagawa

*Aston Islander
on the Beach*

**Dolores Kaleolama
Bento**

Hale Koa Hotel

Roland Bustamante

*The Royal Hawaiian, A
Luxury Collection Resort*

Marla Davis

*Kauai Marriott Resort
& Beach Club*

Marquis Dawkins

*Grand Hyatt Kauai
Resort and Spa*

Kristere Annie Esposo

Lawai Beach Resort

Donna Ferreira

*Outrigger Reef Waikiki
Beach Resort*

Talumani Finau

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Caro Hayashida

Sheraton Princess Kaiulani

Dawn Johnson

Aston Kaanapali Shores

Nancy Jones

*Hilton Hawaiian Village
Waikiki Beach Resort*

Blake Shingo

Kauahiokaleponi Ka'ahu
White Sands Hotel

Angel Kaohelaui'i

*Marriott's Waiohai
Beach Club*

Apelila Kauo

Aqua Waikiki Pearl

James Kepa

*The Kahala Hotel
& Resort*

Augustine P. Kimitete

*Sheraton Kona
Resort and Spa*

Matt Koike

*Hyatt Place
Waikiki Beach*

Manami Lewis

Sheraton Waikiki

Marian Lima

*Moana Surfrider, A
Westin Resort & Spa*

Lea Liwanag

*Waikiki Beach Marriott
Resort & Spa*

Linh Ly

*Hilton Grand Vacations
at Hilton Hawaiian
Village*

Branden Lokahi Mimms

Aqua Bamboo Waikiki

Cherae Moea'i

Turtle Bay Resort

Donald Mozingo

Aston Waikiki Sunset

Darlene Nakago

Hilton Waikiki Beach

Kat Pahulu

*The Westin Ka'anapali
Ocean Resort Villas*

Veronica Paige

The Modern Honolulu

Solomon Kalani Park

*Aston Waikiki
Beach Tower*

June Praigg

*Hyatt Regency Maui
Resort & Spa*

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*Westin Maui Resort
& Spa*

Laurie Punzal

Kauai Beach Resort

Judy Purdy

*Wailea Beach Resort -
Marriott Maui*

Ivy Ralar

*Sheraton Maui
Resort & Spa*

Ronnie Rodriguez

*Marriott's Ko Olina
Beach Club*

Loihi Samuseva

*Aulani, A Disney
Resort & Spa*

Iwalani Segovia

Ala Moana Hotel

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*Aqua Skyline at
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Sherrie Smith

Waikiki Resort Hotel

Reiko Stiver

*Holiday Inn
Resort Waikiki
Beachcomber*

Carissa Suguitan

*The Lotus Honolulu at
Diamond Head Hotel*

Larissa Sullivan

*Aston at the
Waikiki Banyan*

Kent Tamashiro

Pagoda Hotel

Sarah Torres

Aston Kona by the Sea

Jared Welch

*Marriott's Maui
Ocean Club*

Michelle Wu

*DoubleTree
by Hilton
Alana Waikiki
Beach Hotel*



CONGRATULATIONS

to our Hilton Hawaiian Village team members who have been nominated for the Na Po'e Pa'ahana Awards.

You were selected because of your focus on excellence in everything you do. Mahalo from your 'ohana at Hilton Hawaiian Village.



CONNIE DEGUAIR
Manager of the Year

FRANCISCA AMADO
Outstanding Employee of the Year

JOSE CASTELLANOS
Security Officer of the Year

LUZ BALDONADO
Housekeeper of the Year

MARK GONSALVES
Food & Beverage Person of the Year

MILES QUARTERO
Bell/Valet Person of the Year

NANCY JONES
Front Office Person of the Year

SANDY GALLARDO
Engineer/Maintenance Person of the Year



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HiltonHawaiianVillage.com

Person of the Year HOUSEKEEPING

Renato Ababa
Hale Koa Hotel

Marlyn Abalos
*Grand Hyatt Kauai
Resort and Spa*

Irene Abordo
*The Royal Hawaiian, A
Luxury Collection Resort*

Tranquilino Alonzo
The Kahala Hotel & Resort

Evelyn Apalla
*Aston Islander
on the Beach*

Marciana Ayento
The Pagoda Hotel

Luz Baldonado
*Hilton Hawaiian Village
Waikiki Beach Resort*

Editha Batinga
*Hilton Grand Vacations
Club - Lagoon Tower*

Jeffrey Bautista
The Modern Honolulu

Wilma Bautista
*Ilikai Hotel &
Luxury Suites*

Anita Cabulera
*Holiday Inn Resort
Waikiki Beachcomber*

Josephine Carig
Aqua Aloha Surf Waikiki

Imelda Casio
*Sheraton Maui
Resort & Spa*

Avelino Castillo
*Marriott's Maui
Ocean Club*

Philip Cortado
*The Westin Princeville
Ocean Resort Villas*

Glenda Cruz
Turtle Bay Resort

Gloria Daoang
*Outrigger Waikiki
Beach Resort*

Vanessa Dela Pena
*Sheraton Princess
Kaiulani*

Liesel Duldulao
Aston Waikiki Sunset

Denish Dumlao
*Marriott's Waiohai
Beach Club*

Jerome Dumpit
Aqua Pacific Monarch

Marisa Edra
*DoubleTree by
Hilton Alana Waikiki
Beach Hotel*

Nenilia Eugenio
*Trump International
Hotel Waikiki*

Encarnita Galarce
*Hawaii Prince Hotel
Waikiki*

Nelita Ganaden
Lawai Beach Resort

Priscilla Gaoiran
Sheraton Waikiki

Jerelyn Guerrero
*Kauai Marriott Resort
& Beach Club*

Chin Shiao Joe Hwang
Halekulani

George Julian
*The Lotus Honolulu at
Diamond Head Hotel*

Everlyn Kidani
Aqua Oasis

Shirlann Levita
Mauna Kea Beach Drive

Nida Longboy
Maui Beach Hotel

Jun Li "Jenny" Lu
*Courtyard by Marriott
Waikiki Beach*

Jose Lucas
*Hyatt Place
Waikiki Beach*

Eddie Macoco
*Moana Surfrider, a
Westin Resort and Spa*

Mark Anthony Madriaga
*Kings' Land by Hilton
Grand Vacations*

Marilyn Magno
Sheraton Kauai Resort

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Resort & Spa*

Sylvia Martin
*Aston Waikiki
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Danica Moral
*Hyatt Regency Maui
Resort & Spa*

Jeffery Ortiz
*Sheraton Kona
Resort and Spa*

Enriqueta Paguirigan
*Hyatt Regency Waikiki
Beach Resort & Spa*

Angelita Paige
Grand Naniloa Hotel

Maria Pascual
Waikiki Resort Hotel

Aurelia Pelayre
Waikiki Parc Hotel

Sub Pinpherk
*Hapuna Beach
Prince Hotel*

Helen Purugganan
*Waikiki Beach Marriott
Resort & Spa*

Sylvia Rara
Aqua Waikiki Pearl

Eileen Rosaro
*Outrigger Reef Waikiki
Beach Resort*

Jocelyn Rubonal
*Marriott's Ko Olina
Beach Club*

Catherine Sablay
Aston Mahana

Pedro Sanchez
*The Westin Ka'anapali
Ocean Resort Villas*

Janet Santos
*The Surfjack Hotel
& Swim Club*

Alma Siangco
*Wailea Beach Resort -
Marriott Maui*

Eulyn Valdez
*Grand Wailea,
A Waldorf Astoria Resort*

Teresita Visitacion
Ewa Hotel Waikiki

Joselyn Yadao
*Maui Lea at Maui
Hill Resort*

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Hotema**
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Cheryl Amsbary

*Kohala Suites by
Hilton Grand Vacations*

Eric Au

Sheraton Princess Kaiulani

Marjorie Awai

*Aulani, A Disney
Resort & Spa*

Precy Burbano

*Mauna Lani Bay Hotel
& Bungalows*

Clarita Cacho

Maui Lea Timeshare

Roxy De La Garza

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Ocean Club*

Connie Deguair

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Waikiki Beach Resort*

Zach Evans

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Beach Club*

Micha Forbes

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Colin Hazama

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Turtle Bay Resort--

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*Luana Waikiki Hotel
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Miho Kamanao-Espiritu

Park Shore Waikiki

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Tracey Kupihea

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Ha Le

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Kauai Beach Resort

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Annie Esposito
Henry Kali

Eltomer Dullaga
Nelita Ganaden
Susan Magallanes

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Pacific Beach Hotel

Carol Lopes

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Alex Loughran

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Ocean Resort Villas*

Jesusa "Susan"

Magallanes

Lawai Beach Resort

Ruthy Makaena

Hilton Waikiki Beach

Rocky Miyagi

Waikiki Parc Hotel

Casey Obatake

Sheraton Waikiki

Brandi Peralta

Paradise Bay Resort

Gina Reeves

*Outrigger Reef Waikiki
Beach Resort*

Justin Simpson

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Silofa Singh

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Levana Solidum

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Kenneth D. Sparkman

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Judy Itzig Heine, Outstanding Lodging Employee
Emer Justo, Engineering Person of the Year

Hapuna Beach Prince Hotel

Sub Pinperk, Housekeeper of the Year
Shariann Drummond, Outstanding Lodging Employee
Joby Amaral, Engineering Person of the Year
Michelle Harrison, Manager of the Year

Hawaii Prince Hotel Waikiki

Ernesto Ecraela, Engineer Person of the Year
Mark Miura, Outstanding Lodging Employee
Encarnita Galarce, Housekeeper of the Year
Shirley Lau Chan, Manager of the Year
Bernadette Pleimann, Food & Beverage Person of the Year

Person of the Year SECURITY

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Ace Adams

*Grand Hyatt Kauai
Resort and Spa*

Curtis Aiwohi

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Jose Castellanos

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Rhoda Clark

*The Westin Ka'anapali
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Micheal Colber

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The Modern Honolulu

Apolosi Lauhingoa

Turtle Bay Resort

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*Aston at the
Executive Centre*

Ariel Rosenbloom

*Sheraton Kona Resort
and Spa*

Lane Sakamoto

*Grand Wailea,
A Waldorf Astoria Resort*

Jose Salazar

*Wailea Beach Resort -
Marriott Maui*

Brandon Keoni Solidum

Hale Koa Hotel

Richard Wilbur

Sheraton Waikiki

Byron Wong

*The Lotus Honolulu at
Diamond Head Hotel*

Outstanding Lodging Employee of the Year

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Turtle Bay Resort

Reuben Akana

*Sheraton Kona Resort
and Spa*

Francisca Amado

*Hilton Hawaiian Village
Waikiki Beach Resort*

Reggie Baraoidan

*The Westin Ka'anapali
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Lisalani Baybayan

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*Hapuna Beach
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Eltomer Dullaga

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*The Royal Hawaiian, A
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Amy Honey

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Judy Itzig Heine

Mauna Kea Resort

Alyssa Lende Kane

*Aulani, A Disney
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Marsha Kapu

*Embassy Suites by Hilton
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Mytra McKeague

*The Westin Princeville
Ocean Resort Villas*

Mark Miura

*Hawaii Prince Hotel
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Westin Maui Resort & Spa

Ruby Palafox

*Moana Surfrider, A
Westin Resort & Spa*

Pat Radona

*Marriott's Ko Olina
Beach Club*

Hazel Sagaysay

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Jeannie Wright

*Waikiki Beach Marriott
Resort & Spa*

Elizabeth Yago

Kauai Beach Resort

Congratulations

Na Po'e Pa'ahana Award Finalists

*Thank you for your hard work,
passion and dedication to our industry,
visitors from around the world and fellow employees.
You are truly an inspiration to all those whose lives you touch.*

Our Nominees:

Wilbert Martes, Laundry Worker – Outstanding Lodging Employee, Halekulani

Chin Shiao 'Joe' Hwang, Houskeeper – Housekeeper of the Year, Halekulani

Alan Tallman – Bell / Valet Person of the Year, Waikiki Parc Hotel

Aurelia Pelayre – Housekeeper of the Year, Waikiki Parc Hotel

Rocky Miyagi – Manager of the Year, Waikiki Parc Hotel



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THE 2017 FINALISTS

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Kawika Maeda
*Outrigger Reef
Waikiki Beach
Resort*



Ross Ramelb
*Aulani, A Disney
Resort & Spa*

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Danny Chounramany
*Sheraton Princess
Kaiulani*



Michael Sakaida
*The Royal
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A Luxury
Collection Resort*



Myron Yamamoto
*Mauna Lani Bay
Hotel & Bungalows*

Food & Beverage Person of the Year



Mark Gonsalves
*Hilton Hawaiian
Village Waikiki
Beach Resort*



Alona Watson
*The Westin
Ka'anapali
Ocean Resort Villas*



Yuen Nam Wong
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A Luxury Collection
Resort*

Front Office Person of the Year



Nancy Jones
*Hilton Hawaiian
Village Beach Resort*



Iwalani Segovia
Ala Moana Hotel



Sherrie Smith
Waikiki Resort Hotel

Housekeeper of the Year



Irene Abordo
*The Royal
Hawaiian,
A Luxury
Collection Resort*



Nenilia Eugenio
*Trump
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Hotel Waikiki*



Eddie Macoco
*Moana Surfrider,
A Westin Resort
& Spa*

Manager of the Year



Eric Au
*Sheraton Princess
Kaiulani*



Precy Burbano
*Mauna Lani Bay
Hotel &
Bungalows*



**Kenneth Duane
Sparkman**
*Westin Maui
Resort & Spa*

Outstanding Employee of the Year



Lisalani Baybayan
*Hyatt Regency
Maui Resort & Spa*



**Alyssa
Lende Kane**
*Aulani, A Disney
Resort & Spa*



Rosie Newton
*Westin Maui
Resort & Spa*

Security Officer of the Year



Curtis Aiwohi
*Moana Surfrider,
A Westin Resort
& Spa*



Jose Castellanos
*Hilton Hawaiian
Village Beach
Resort*



Jarrett Hew
*Sheraton Princess
Kaiulani*

Individual Awards

Allied Member of the Year: **Oahu Publications Inc.**

Hospitality Educator of the Year: **Jerome Agrusa, Hawaii Pacific University**

Leader in Sustainability: **Sheraton Princess Kaiulani**

Restaurateur of the Year: **Roy Yamaguchi**

Na Po'e Pa'ahana Legacy Award: **Society of Seven**

FINALIST



Kawika Maeda
Bell / Valet
Person of the Year

A heartfelt congratulations

to all the finalists and nominees
of the 2017 Na Po'e Pa'ahana Awards.

We are so proud of your dedication
to sharing the spirit of Ke 'Ano Wa'a
(the Outrigger Way) with our guests
from around the world.

NOMINEES



Jiro Kim
Bell/Valet



Jonathan Gelacio
Bell/Valet



Mark Hanley
Bell/Valet



Anita Cabulera
Housekeeper



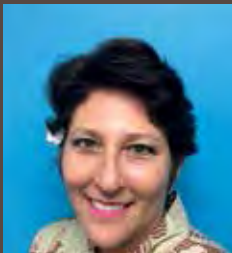
Ellen Rosaro
Housekeeper



Gloria Daoang
Housekeeper



Donna Ferriera
Front Office



Reiko Stiver
Front Office



Amy Honey
Lodging



Marsha Kapu
Lodging



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CONGRATULATIONS

Thank you to all our finalists and nominees
that make Hawaii a World Class Destination.

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Arnold Bala
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Wilma Bautista
Ernesto Cabrera
Clarita Cacho
Josephine Carig
Edmundo Coloma
Darrell Driggers
Liesel Duldulao
Jerome Dumpit
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Ryan Funamura
Dawn Johnson
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Everlyn Kidani
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Kent Tamashiro
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HLTA Gears Up for 70th Anniversary

BY MUFI HANNEMANN

2016 was a good year for Hawaii's tourism industry, celebrating the fifth record year of visitor arrival and visitor spending increases. The Hawaii Lodging & Tourism Association also had a productive year in 2016 with continued success of our traditional events, as well as the introduction of several new initiatives.

In February, we presented the first Tourism Day at the Capitol to educate members about Hawaii's leading industry through an educational seminar, a hospitality-driven expo and a legislative meet-and-greet. In April, HLTA launched a new committee called HYPE (Hospitality's Young Professionals and Entrepreneurs) to give the millennial generation a means to network and build professional relationships. In May, our visitor industry topped the Charity Walk record by raising over \$2.2 million statewide for over 350 charities.

In July, we introduced a monthly Hospitality Industry Pau Hana to stimulate networking among our membership, as well as to recognize a hospitality employee who exemplifies "selfless generosity" with the coveted Kahiau Award. In September, HLTA debuted Generational Mentoring, a program that pairs a dozen local college students with our dedicated hotel general managers for a seven-month mentorship that helps them gain first-hand insights from tourism partners.

Finally, in December we brought back a tradition with the HLTA Holiday Party, which was held at SKY Waikiki this year.

HLTA has a lot to look forward to in 2017 as we celebrate our 70th anniversary as an association. We kicked off the year with the Na Po'e Pa'ahana Awards in which we recognized a record 300 nominees for our "Hospitality Oscars." We also introduced a brand-new allied awards category,

"Restaurateur of the Year," to recognize a leader in Hawaii's fast-growing culinary industry.

Some of the initiatives HLTA plans to bring to the table this year include at least one board meeting outside of our general membership meeting on a neighbor island, coupled with a membership event on that island. HLTA will also be adding three new committees: agriculture, housekeeping and technology.

For the 39th annual Charity Walk, we will be rolling out a new online crowd-funding platform to allow participants to register and donate entirely online. This will be a change from years past and we are optimistic that this shift will eventually be a win-win for everyone as it will open up the possibility for additional funds to be raised to help more nonprofit organizations throughout the 808.

Lastly, look out for events tied to HLTA's 70th anniversary. There will be many exciting

things in store for our members and Hawaii's hospitality industry at large. From all of us at HLTA, we wish you a very prosperous and successful 2017 and look forward to working with you. After all, we're all in this together.

Mufi Hannemann is president and CEO of the Hawaii Lodging and Tourism Association (HLTA). For more on the HLTA, visit www.hawaiilodging.org.



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Mufi's 'To-Do' List

Community support, airport authority top HLTA efforts

BY BRETT ALEXANDER-ESTES

2017 marks the Hawaii Lodging & Tourism Association's 70th anniversary, and the Islands' visitor industry champion has a full schedule of events and activities planned for the new year.



Mufi Hannemann

"We're never satisfied," says HLTA President and CEO Mufi Hannemann.

In 2016, the HLTA Charity Walk raised at least \$2.2 million in donations—a record. But, Hannemann says, "we're going to initiate an online crowd-funding platform this year" to raise even more.

"It's a way to help organizations that are short of funding, that are not getting as much support from the community at large," says Hannemann of HLTA's annual statewide event. "We step up, we provide the funding."

Crowd-funding platforms report a nearly 30 percent success rate, and Hannemann hopes this "will open up new opportunities for more donations and get more people involved" in supporting Hawaii's nonprofits.

"We'd really like to see the creation of an airport authority."

In 2016, Charity Walk funds went to more than 350 Hawaii agencies, with donations raised on each island going to local groups. Oahu recipients include Big Brothers and Big Sisters of Hawaii, Women of Waianae and Hawaii Meals on Wheels.



**HAWAII LODGING
& TOURISM**
ASSOCIATION

Hannemann says these nonprofits "come back and say, 'Thank you, we are finally able to initiate a new project,' and 'Thanks to your funding, we are able to provide expanded social services.'"

Hawaii hotel and restaurant workers

are the heart of the Charity Walk. But before they give their all to the May event, many of them will showcase their industry at the state Legislature.

"Tourism Day at the Capitol," tentatively scheduled for Feb. 21, made its debut last year. "It was so well-received," says Hannemann. "The feedback and reaction were so positive, that obviously we're going to effect an annual 'Tourism Day at the Capitol' to convey our message on the hospitality industry to our lawmakers."

Hannemann says the HLTA's message has always been collaboration, with government and the private sector working together. A perfect example, he says, is Waipahu High School's Culinary Academy—"one of the big hits of 'Tourism Day' last year. We were

Continued on Page 42

Tourism's New HYPE

Alex Roth and Jared Higashi, young directors at the Hawaii Lodging & Tourism Association, have advice for other industry go-getters:

"Think like an entrepreneur."

That's the founding principle of HYPE (Hospitality's Young Professionals and Entrepreneurs), an HLTA networking platform for visitor industry professionals in their 20s to 40s.



Alex Roth

"Network Like a Boss," HYPE's first educational seminar last summer, presented a panel of young industry leaders and lightning rounds

"where the participants got a chance to practice" successful tactics, Roth says. Mufi Hannemann, HLTA president and CEO, says he started HYPE last year because "I'm a big believer in mentoring." HLTA provides seasoned feedback,

Hannemann says, but HYPE members "set up a board and committees that they actually run. They propose their new programs and initiatives that really do come through them."



Jared Higashi

HYPE has been so successful that in 2017 "we will be looking at helping establish different HYPE chapters throughout the Neighbor Islands," says Higashi. "Kauai will most likely be the first model out of the gate, but we will work with the different HLTA chapter chairpersons in identifying and building strong HYPE leadership teams in each county."

Who will be HYPE's new recruits? "We want to find people who are going to be really engaged," says Roth, "and like to learn more about who's who in the industry—and how they can work on becoming a leader."



Outrigger's Barbara Campbell Named Woman of the Year

Whether in hardhat and jeans or dressed for the board room,
winner of WIL honor is known for her 'perseverance and passion'

Barbara Campbell of Outrigger Enterprises Group says she was “surprised, delighted and honored” when told she had been chosen 2017 Woman of the Year by the Women in Lodging & Tourism–Hawaii Chapter.

Campbell, vice president of retail leasing and property management for Outrigger Enterprises Group, oversees retail development and leasing for Outrigger’s commercial and hotel properties, including the entertainment-retail portion of its \$460 million Waikiki Beach Walk project. She also is among the founders of the Hawaii Lodging & Tourism Association Women in Lodging & Tourism chapter.

“Receiving this recognition is proof that striving to make a difference in Hawaii and in our industry truly pays dividends,” she says, “and to have the perseverance and passion to create positive change can go a long way toward achieving your goals.”

“Throughout my career I’ve had the privilege of being able to find ways to give back to the community as well as contribute to the hospitality industry. I hope to lead by example and inspire others to do the same.”

Mufi Hannemann, president and CEO of the HLTA, says Campbell is “an excellent and superb choice” for the Woman of the Year Award.

“She is a proven tourism executive, superb role model for women and men and is involved in a plethora of community activities where her leadership has made the difference in the success of many of those organizations,” he says. “She has been an exceptional HLTA board member and has been involved in myriad activities of our association.”

“Barbara has developed a reputation as someone we can always count on no matter what the task may be,” Hannemann adds. “Outrigger has benefitted from her exceptional skills in areas of her *kuleana* dealing with retail development and leasing.”

“As a former mayor heavily involved in the transformation of the Lewers Street redevelopment project, I appreciated the critical role she played in the emergence of Beach Walk as a quality first-class development in the heart of Waikiki.”

The award is given to a woman in the industry who “demonstrates excellent leadership in her profession

and community and serves as a role model for other women,” according to the group’s website. Lynette Eastman, general manager of the Surfjack Hotel and Swim Club, received the award last year.

Campbell has been in commercial leasing and property management for the past 30 years with companies in Washington, D.C., California, Denver and Hawaii.

“Receiving this recognition is proof that striving to make a difference in Hawaii and in our industry truly pays dividends.”

Prior to joining Outrigger, she was president and CEO of DGM Group Inc., responsible for the leasing, management and marketing of office buildings and shopping centers in Hawaii and Guam, including Waikale Center and Guam Premium Outlets.

In 2006, Campbell received Outrigger’s Chairman’s Award, the highest honor given by the company, in recognition of her work in opening the Waikiki Beach Walk project. She also is a founder of the annual Waikiki Spam Jam, which benefits the Hawaii Foodbank, Visitor Aloha Society and the Waikiki Community Center.

Campbell’s nomination for the WILWoman of the Year award gained support from community leaders.

“When nonprofit organizations look for board members, we have a saying that members need to contribute one of the ‘three Ts’—time, talent or treasure. Barbara has generously given of all three,” says Caroline Hayashi, executive director of the Waikiki Community Center.

“Despite the significant demands of her professional life, she has been proactive in finding ways to leverage resources, strategies and ideas to propel

the center forward.

“Due in large part of her leadership, the center has gone from being on the brink of closing its doors to a thriving, growing oasis in the middle of Waikiki.”

Julie Arigo, general manager of the WaikikiParc Hotel and 2014-2016 WIL chairperson, recalls her first meeting with Campbell.

“My first personal introduction to Barbara was during the development of the Beach Walk project on Lewers Street in 2007,” Arigo says. “She was in a hardhat and jeans, as she proudly toured our company’s executive management team through the project and explained the details of the plans with such ownership and pride.”

“I could tell that with this woman at the helm, there was no doubt it would open successfully—and that it did.”

Hannemann says Campbell is “sincere, caring, dependable, humble, personable and she knows how to have fun. Check out the highly popular, fun-filled Spam Jam festival on Kalakaua Avenue in which she clearly has been the driving force.”

“We congratulate Barbara for this well-deserved honor and wish her continued success in the years to come.”

Campbell is a past president of the Building Owners and Managers Association (BOMA) and the Institute of Real Estate Management (IREM) and has served on the boards of a number of civic and community organizations, including the Waikiki Community Center and Friends of the Waikiki Aquarium.

Campbell says WIL is proving to be a solid resource for women in Hawaii’s hospitality industry.

“Women generally have been under-represented in the industry, and with the formation of WIL in 2014, women now have an organization that supports advancement, builds confidence, addresses in a positive way important issues for women and opens opportunities for women in upper level and management positions,” she says.

“Professional development, promoting long-term careers in hospitality and enhancing professionalism are just some of the ways we set women up for success in this industry.”

“WIL has accomplished a tremendous amount in the last two years,” Campbell adds, “and we’re poised to do even more for both women and the entire industry in moving forward.”



The HLTA's 2016 Charity Walk raised more than \$2.2 million in donations.

“So I think right now, one our main objectives should be that we not be complacent, that we not rest on our laurels. We want to make sure that Hawaii remains no ka oi.”

Continued from Page 39

able to cook some *ono* grinds for our legislators, and also, through the HLTA, to work for development. We’d like to see Waipahu become the first nationally accredited culinary academy in the state of Hawaii.” The Oahu public school, Hannemann notes, already has a great reputation for its other nationally accredited programs, “and we have to make hospitality and culinary right up there.”

In 2017, Hannemann says, an airport authority and homelessness are two other major HLTA priorities, among others.

“We’d really like to see the creation of an airport authority,” he says.

“That was one of our priorities last year. It didn’t quite make it out of conference. But we’re very pleased with the work that has been done by the state Department of Transportation in terms of making sure that this bill will meet with success. They’ve hired a consultant team that I had an opportunity to meet with. And I think its prospects for passage are a lot better this session.”

Hannemann says the HLTA is also “strategizing right now on how we can get state support for certain areas of the state impacted by homelessness.”

Tourism, says Hannemann, is “the

state’s number one industry, responsible for lots of jobs.” So, he says, it’s critical for the HLTA to support the industry through the Na Po’e Pa’ahana Awards celebrating employee achievement, HLTA networking groups like HYPE (Hospitality’s Young Professionals and Entrepreneurs) and WIL (Women in Lodging & Tourism)-Hawaii Chapter and new HLTA committees—agriculture, housekeeping and technology—that can respond to tourism’s speed-of-light changes.

“There’s increasing competition out there,” Hannemann says. “Cuba now is the latest entry into the market. So we have to continue what we do, but at the same time be aware of new opportunities—in the Asian market and with Chinese visitors, and keep our strength with the U.S. market that comes here primarily from the West Coast.”

Hannemann says that “we’ve been very fortunate that we’ve had five straight years of visitor increases,” he says. But, he notes, “it’s been highly volatile.”

“So I think right now, one of our main objectives should be that we not be complacent, that we not rest on our laurels. We want to make sure that Hawaii remains no ka oi.”

The HLTA in the 2016 Legislature

Record arrivals aside, Hawaii tourism is facing big new challenges. Mufi Hannemann, Hawaii Lodging & Tourism Association president and CEO, says through submission of testimony, the HLTA supported 2016 measures aimed at:

- Preventing sex trafficking
- Funding the World Conservation Congress (WCC)
- Implementing a study for the super ferry
- Prohibiting the sale of any part or product from various animal and marine species

A FORCE OF 400

Women in Lodging & Tourism in Hawaii has seen its membership quadruple in only two years, and plans a full slate of networking and educational events in 2017

BY DAVID PUTNAM

The Women in Lodging & Tourism-Hawaii chapter, a committee of the Hawaii Lodging & Tourism Association, has seen its membership expand 400 percent since it was launched two years ago, and today comprises 20 percent of the total WIL membership nationally.

According to Rosanna Maietta of the American Hotel & Lodging Association, a national association representing the U.S. lodging industry, there are approximately 2,000 members at 23 active state WIL chapters.

Women in Lodging & Tourism, the state chapter of the American Hotel & Lodging Association Women in Lodging program, launched with 100 members in 2014 and now reports more than 400 members.

"The goal for 2017 is to reach Neighbor Island members through events on Kauai, Hawaii and Maui," says Karen Wataru-Nakaoka, the outgoing HLTA vice president who has been serving as staff adviser to the WIL. "WIL also will strive to continue to provide quality education to members and opportunities for networking and mentoring."

WIL began the new year by honoring Barbara Campbell of Outrigger Enterprises Group as Woman of the Year. Also in January, WIL, in partnership with HLTA, made its first scholarship award.

During the past year, WIL took part in myriad programs, such as support-

How to Join

Membership in Women in Lodging & Tourism is free and open to all women employed by HLTA and AHLA members. Men also may apply to become members. For more information visit the HLTA website at www.hawaiilodging.org

ing Ho Ola Na Pua, a nonprofit that helps victims of human trafficking, and became a member of its "1,000 for 1,000" campaign. Additionally, WIL sponsored a workshop featuring Chris Malone, a customer loyalty expert and author of "The Human Brand."

Wataru-Nakaoka says members "were enlightened and inspired to discover how and why we make the choices we do, as well as what it takes for companies and brands to earn and keep our loyalty in the digital age."

Another educational event staged by WIL featured Bank of Hawaii Senior Vice President Danny Kim who offered advice on how leaders can use self-exploration and skill development to encourage and empower. "Danny taught us that our own unforced errors may be contributing to challenges in our personal and professional lives and how self-sabotaging behaviors are more common than we might think," says Wataru-Nakaoka. "He shared why these behaviors show up in our lives, and what we can do to overcome them."

WIL members were also treated to the HLTA's panel discussion on "building a dynamic team through employee recruitment and retention in today's fast-paced world." The panel consisted of Gregory Dunn, president and CEO of the Better Business Bureau; Judy Bishop of Bishop & Co.; Mike Vasper of Hawaii Employers Council; and Kat Lin Hurtibise, founder and president of Gourmet Events Hawaii.

In October, WIL partnered with HYPE (Hospitality's Young Professionals and Entrepreneurs) on a workshop presented by Cindy Sakai, co-founder THINK LLC, on meeting the needs of a diverse workforce.

Other activities that members of the women's group took part in include the Ho Ola Na Pua Golf Tournament, the HLTA's back-to-school drive, the Native Hawaiian Hospitality Association's "Spread Aloha" initiative and the Salvation Army Waikiki's Red Kettle Challenge and Angel Tree projects.

2017 Women in Lodging & Tourism Officers

President: Pam Yagi,
Hilton Grand Vacations

Lodging Member Co-Chairperson: Sheryl Tsugawa, Embassy Suites Waikiki Beach
Allied Member Co-Chairperson:

Josilyn Bantilan, Enterprise Rent A Car
Oahu Representative: Karen Fowler, Cintas

Maui Representative: Lisa Paulson,
Maui Hotel & Lodging Association

Hawaii Island Representative: Jaisey Jardine
Kauai Representative: Denise Wardlow,
Westin Princeville Resort Villas



Pam Yagi

Advisory Council Representatives: Chelsea Tsuchida, Nella Media Group; Carrie Takahama, Hawaii Employers Council; Jo Ann Perreira Machiguchi, Hawaii Prince Hotel

Past President: Julie Arigo

HLTA Holiday Party

PHOTOS BY
NATHALIE WALKER

With entertainment led by Ellsworth Simeona, the Hawaii Lodging and Tourism Association held its annual Holiday Party for HLTA members and their guests on Dec. 14 at SKY Waikiki.



Jim Brame, Barry Wallace, Karen Wataru-Nakaoka, Robin Graf



Consuela Rodriguez, Anne Murata, Barry Redmayne



Chris Sbarbaro, Chandler Pearson, David Tumilowicz



Pierre Daguzan, Kenix Lau, Koichi Takahashi, Moses Nakao



Darin Auyoung, Barney Brennan, Travis Yanagida



Doug Goto, Julie Arigo, Kyoko Kimura, Lisa Paulson, Justine Gronwald, Alan Hornstein



David Jenkins, Jon Tavares, Carol Shimomura, Lisa Reddinger, Calvin Shimomura



Janey Bullock, Nanci Santoro



Joe Hillje, Greg Valen, Silvana Shull



David Begley, Jamie Choi



Allison Lakowski, Terri Racine, Berit Aljand, Kevin Rivera



Matt Bailey, Nancy Wallace, Vince Mitchell, Teddi Anderson



Emi Espinda, Heather Weis, Kaleo Schneider, Tracey Gernenz



Michelle McGuinness, Mike Hernandez-Soria, Ken and Karen Berry, Alex Roth



Earl Nakachi, Jill Kinoshita, Jason Nishimura, Joslyn Bantilan, Cody Assenmacher



Elle Zhang, Will Caraway, Suedona Hardy, Cathy Walker

HRA Holiday Party

PHOTOS BY
NATHALIE WALKER

The Hawaii Restaurant Association hosted its annual Holiday Party for members and guests at Bill's Sydney Waikiki on Dec. 5. Entertainment was provided by the Nohelani Cypriano Trio.



Lisa Miller, Michael Miller, Sharon Shigemoto, Roy Shigemoto, Carol Kramer, Colleen Paparelli



Huyen Bledsoe, Melisa Ampornpun, Rhonda Collins



Steven and Faye Falsetti, Allison Roberts



Lindsey and Karen Watanabe, Anhchi Ly, Ivan and Wendy Radosavljevic



Mits and Janelle Hamada, Lisa Nakagawa, Lester Lao



Alexander Lau, Karen Berry, Nicole Lueker, Dirk Koeppenkastrup, Tom Jones, Ken Berry



Frank Nagamine, Doug Harris, Chris Clark, Hide Sakurai, Tyler Roukema



Dianne Vicheinrut, Brian and Jessica Drover



Jessica Chiu, Leina Ijacic, Kili Spencer



Kawehilani Ballou, Jason and Lorrie No



Michael George, Dirk Koeppenkastrup, Santa, Alexander Lau, Tom Jones



Gabby Delapena, Jody Raposa, Fran Formoso, Cerresse Esteron



Warren Shon, Michael Miller, James Baloaloe



Terri Ishii, Jim Cremins, Val Hata, Russell Hata, Grace Nushida



Paul Harada, Audrey Okaneku, Tyler Roukema, Naomi Azama, Bob Paparelli



Jon Youngs, Gregg Fraser, Donna Robinson, Brad Zurlinden

KSL Acquires Outrigger Hotels

KSL Capital Partners LLC completed its acquisition of Outrigger Hotels & Resorts in December. The sale encompasses all of Outrigger's holdings, including its portfolio of 37 multi-branded hotels, condominiums and vacation resort properties in Hawaii, Guam, Fiji, Thailand, Mauritius and the Maldives.

Outrigger President and CEO **David Carey** will continue to lead the company

from its Waikiki headquarters. The current management team also will remain in place.

"Throughout our 70-year history, Outrigger has achieved tremendous success—growing



David Carey

from one property in Waikiki to 37 properties across 10 time zones, employing thousands of hosts and welcoming hundreds of thousands of guests every year," Carey says. "KSL's deep knowledge and experience in our industry, capital capacity and shared vision make it the perfect choice to lead Outrigger to still higher levels.

"With the deepest appreciation for the generations of wise stewardship of Outrigger by the Kelley family, we are truly looking forward to our next chapters with KSL."

KSL is a U.S.-based private equity firm focussing on investments in travel and leisure enterprises with offices in Denver; Stamford, Conn.; and London. Since 2005, KSL has raised over \$7 billion of capital and completed more than 30 investments in the travel and leisure industry.

Drenker to Head HVCB Market Insights

Michelle Drenker has been promoted to director of market insights at the Hawaii Visitors and Convention Bureau (HVCB).

Drenker is responsible for analyzing trends affecting tourism in Hawaii and HVCB programs. Her evaluation of customer, economic, business and general travel trends will help generate research-based recommendations for marketing Hawaii as a leisure and meetings destination.



Michelle Drenker

Drenker moves up from manager of market insights at HVCB. Previously she served as the research specialist for Tourism Whistler and was an assistant planner to Metro Vancouver's regional transportation authority.

She also will direct marketing effectiveness, research and analysis, digital analytics and foundational research for HVCB's annual brand marketing plan.

Milstead Heads Marketing for Fairmont Kea Lani Maui

Shannah Milstead has been named director of sales and marketing at the Fairmont Kea Lani Maui. She will oversee the 450-key all-suite and villa resort's group and leisure sales divisions, conference services and catering sales, revenue management and marketing and public relations efforts.



Shannah Milstead

Raffles and Swissôtel brands.

In 2015, she was recognized by the Hospitality Sales and Marketing Association International as one of the Top 25 Most Extraordinary Minds in Sales & Marketing.

Most recently, she served as executive director of sales programs for FRHI Hotels & Resorts International where she headed the worldwide sales programs strategy for all hotels and global sales teams within the Fairmont,

Kiyabu to Head Retail Operations at Pualeilani Atrium Shops

Bonnie Kiyabu was recently named director of retail operations for Pualeilani Atrium Shops at the Hyatt Regency Waikiki Beach Resort and Spa. The shops occupy the first three floors of the resort and consist of over 60 retail spaces including Hawaii's only

Urban Outfitters and UGG stores.

Kiyabu is returning to Hyatt Regency



Bonnie Kiyabu

with Hyatt in 1976 as a concierge at Hyatt Regency Beach Resort and Spa.

Kiyabu also is Oahu Chapter chairperson of the Hawaii Lodging & Tourism Association for 2017.

Waikiki Beach Resort and Spa after having served as general manager at Waikiki's first Hyatt Place where she oversaw the opening and transition of ownership of the property. She began her 40-year career



Hilton's Grand Naniloa Opens in Hilo

With a \$30 million renovation finalized, The Grand Naniloa Hotel Hilo—a DoubleTree by Hilton debuts its transformed oceanfront 70-acre property along Hilo Bay. The hotel's renovation includes 320 fully refurbished guest rooms and suites.

Each guestroom includes complimentary Wi-Fi, a work desk, microwave, refrigerator, in-room safe and DoubleTree Sweet Dreams sleep experience beds. Suites offer a separate living area and ocean views from the balcony. The Lobby Lounge offers sweeping vistas of Hilo Bay from the outdoor deck. The hotel's showroom provides nightlife and a space to showcase local musicians.

The property's 13,000 square feet of indoor and outdoor event space includes a wedding gazebo able to accommodate up to 400. An updated sound system and AV equipment are also available, as well as a 24-hour business center and a catering facility.

Honor Hokule'a's Return This Summer

One of the most incredible feats the world has ever seen is the ancient Polynesians sailing across the vast Pacific to settle the Hawaiian Islands, then establishing a beloved culture and way of life embraced by people everywhere today.

The bravery of those voyagers is unimaginable, the faith in their quest undaunted.

This summer we will see the culmination of perhaps the greatest accomplishment in modern Hawaiian history when Hōkūle'a returns home after completing its around-the-world four-year voyage, Mālama Honua.

The Polynesian Voyaging Society, Master Navigator Nainoa Thompson and Hōkūle'a's crewmembers deserve all of Hawaii's accolades for fulfilling a mission that will resonate with generations to come.

The significance of this monumental achievement goes far deeper than navigating the world aboard a traditional Hawaiian vessel.

Mālama Honua has shown people worldwide the core of Hawaii's spirit—our respect for indigenous people, our commitment to perpetuating native culture and our concern for protecting the environment that gives us life.

Mālama Honua has reminded everyone what matters most to our future.

A memory I will carry with me forever occurred last May when I watched Hōkūle'a enter Washington, D.C. from the Potomac River.

I had the honor of witnessing the welcoming ceremony at the Washington Canoe Club and it was filled with emotion, happiness, pride and admiration.

Nainoa Thompson's words that day were riveting as he described Mālama Honua's impact on people around the world. He spoke eloquently about the significance of perpetuating the Hawaiian culture and preserving our ocean resources.

As we begin a new year, it's imperative all of us in tourism heed the message of Mālama Honua. More than any other destination, Hawaii's appeal to travelers worldwide relies on how we continue to share the Hawaiian culture and care for

PHOTO COURTESY
POLYNESIAN
VOYAGING
SOCIETY



To follow the Hōkūle'a and its crew, go to www.hokulea.com

our environment.

These two qualities, Hawaiian culture and Hawaii's natural resources, are what separate our Islands from every other destination worldwide. They are the primary reasons first-time visitors dream about coming to Hawaii and why repeat visitors keep coming back.

Perpetuating Hawaiian culture and preserving our natural resources are of paramount importance to the mission we fulfill at the Hawaii Tourism Authority. In fact, the first goal of the strategic plan we follow is: Improve the integrity of the destination.

We are committed to leading the state's marketing initiatives to support tourism and are proud of how this helps feed more businesses and families in Hawaii than any other industry.

At the same time, Hawaiian culture is ingrained into every component of our marketing efforts, and we support dozens of programs annually that help preserve our natural resources.

All of us at HTA care deeply about maintaining this balance—of promoting Hawaii's qualities to the world while preserving its legacy for the benefit of everyone's future.

Hōkūle'a is coming home. Let's all join together in celebrating its arrival and continue honoring its mission for generations to come.



George Szigeti is president and CEO of the Hawaii Tourism Authority (HTA), the state's tourism agency.



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Nakasone Joins HLTA as VP

Hotel veteran can help take the organization 'to the next level'

Dean T. Nakasone, former general manager of the Outrigger Reef Waikiki Beach Resort, has been named vice president of the Hawaii Lodging & Tourism Association.

Nakasone replaces Karen Wataru-Nakaoka, who has taken a position as membership director for the Hawaii Visitors and Convention Bureau.



Karen Wataru-Nakaoka

all phases of hospitality operations, a seasoned professional like Dean will

"We're delighted that Dean Nakasone is joining our team," says Mufi Hannemann, HLTA president and CEO. "With more than 35 years of experience in the industry, in



Dean Nakasone

be part of an organization that prides itself on giving back to the community in so many ways. I am looking forward to working with Mufi Hannemann and being part of his hard-working team in continuing HLTA's mission of being a leading advocate and voice for the state's number one industry."

A graduate of the University of Hawaii School of Travel Industry Management, Nakasone has held various general manager and executive posts. Prior to being the GM at the Outrigger Reef Waikiki Beach Resort he headed the Holiday Inn Waikiki Beachcomber Resort and OHANA Waikiki Beachcomber. He also has worked at the

hit the ground running. He not only will make immediate contributions to the work of the HLTA but will help take us to the next level."

Nakasone says he is "honored to

Halekulani, Waikiki Parc Hotel, Hawaii Prince Hotel and Sheraton properties on Hawaii Island.

"We expect him to add his personal insights into the challenges facing the visitor industry, and the hotel sector in particular, before legislative bodies and the community. Moreover, Dean is very familiar with our organization because he's served and led many of our committees, chaired the board of directors, chaired the Oahu Chapter and was the chair of the most recent statewide Visitor Industry Charity Walk," Hannemann says.

Nakasone is on the boards of the UH School of TIM and Kapiolani Community College's Hospitality and Tourism Education Department, among his community service activities.

Wataru-Nakaoka's "departure is a great loss" for the HLTA, Hannemann says. "I hired her in 2011 to oversee our membership recruitment and retention efforts and she's done a remarkable job of boosting our numbers and becoming a top-flight executive who's accomplished so much for the HLTA."

HRA | Gregg Fraser

More Growth, New Challenges in 2017

The coming of a new year always brings about reflection of the past year. 2016 was a year of growth for many, and perhaps setbacks for a few. With the recent presidential election, the state of our country is uncertain. What will happen to the minimum wage? What about the Affordable Care Act (ACA)? Will the incoming administration be supportive of the food service industry?

The Hawaii Restaurant Association, in conjunction with the National Restaurant Association, will be working to address any issues that may have a negative impact on the food service industry and communicate those issues back to you, the industry leaders.

Currently, the food service industry as a whole continues to grow, generating over \$780 billion nationally. With a million-plus restaurant locations across the country, it is projected that almost 2 million new restaurant jobs will be created by 2026.

Hawaii is on pace to hit over \$4.5 billion of restaurant-generated revenue in 2016, with approximately 6,000 restaurants in the state. Currently, Hawaii employs over 90,000 food service workers, which represents 15 percent of employment in the state. In the next 10 years, Hawaii is projected to increase to nearly 100,000 food service employees.

All you need to do is drive down Ala Moana Boulevard and through Kakaako to see that Hawaii is experiencing huge growth. With all of the new buildings comes new restaurants. In addition, Waikiki continues to reinvent and add new culinary concepts from around the world.

But with growth comes challenges. The need for staff, reduced operating expenses and enhanced marketing opportunities has made it difficult for some to compete. As more dining options arrive, an operator needs to be more savvy so as not to have menu prices create a

negative reaction for customers.

Restaurants need to take the focus off of prices and look toward cuisine and enhanced customer service to attract and retain a healthy customer base. People don't mind paying a little more for exceptional service and a culinary experience that they tell all their friends about.

The HRA and the HRA Educational Foundation have some great things planned in support of the industry in this new year. 2017 will be a very exciting year for all of us in the food service industry.

Gregg Fraser is executive director of the Hawaii Restaurant Association. He can be reached at gregg.fraser@hawaii-restaurant.org or 944-9105. For more information about the HRA visit www.hawaii-restaurant.org.





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