

# Old Friends

Mufi  
HANNEMANN



May is a busy time of the year for Hawaii Lodging & Tourism Association, according to its president and CEO Mufi Hannemann. It is during this month that HLTA hosts its annual Visitor Industry Charity Walk on Molokai, Lanai, Hawaii island, Kauai, Maui and Oahu. Festivities already have taken place on Neighbor Islands, and now it is Oahu's turn at 7 a.m. Saturday (May 20) at Ala Moana Beach Park.

It's a memorable walk for a lot of reasons, says Hannemann. For one, it just might be the only walk in which participants gain weight instead of lose it. Walkers not only are fed before and after the event, but also at various checkpoints along the way. More importantly, though, all monies raised go back to the community. Last year, HLTA raised a record \$2.2 million, which supported 346 nonprofit agencies.

"The more that organizations such as ours can help and provide some kokua, the better off we're all going to be," he says.

It's a large production, with an estimated 14,000 walkers and volunteers coming together to support the community — but it isn't the only thing to which Hannemann currently is devoting his time. As founder of the Pacific Century Fellows Program, he is gearing up to select its 16th class of participants. Applications for the highly selective program are due June 30, and participants will be announced Aug. 5.

Modeled after the White House Fellows Program — in which Hannemann participated back in the '80s — the Pacific Century Fellows Program brings together like-minded individuals who share a vested interest in the community. These are people, explains Hannemann, who want to go beyond complaining or simply talking about current issues.

"We'd like for them to take an active role in their community and start developing — if they don't already have it — the idea that to whom much is given, much is expected to give back," he says.

It all begins with an opening retreat Sept. 29-30 at Turtle Bay Resort. At that time, fel-



Photo courtesy GREG YAMAMOTO/HAWAII HOSPITALITY

lows agree upon topics they will tackle together during the next nine months. Previous issues have ranged from the environment and tourism, to culture and the arts.

Interested applicants should be in their mid-20s to early 40s, and no particular profession is preferred. Past fellows have represented industries as varied as the military and education, to labor, finance and law. (Hannemann also stresses that attendance at the Aug. 5 selection event and September retreat is mandatory.)

"If we can develop a cadre of young leaders who are very motivated and focused on what's happening in this part of the world, then we help contribute to the state's leadership in this area, and hopefully our nation and the region at large," says Hannemann.

In the 20 years of its existence and 15 classes of participants, the success of the Pacific Century Fellows Program has been great, says Hannemann — so influential, in fact, that in 2014, it started a chapter in the Commonwealth of the Northern Mariana Islands.

Hannemann says that it is not uncommon for cohorts to want to continue beyond their nine-month commitment. But perhaps even more profound is the effect the program has on each fellow. Some walk away feeling recommitted to giving back. Others, says Hannemann, even have switched careers to focus on making a difference.

"The proof in the poi is that we're still going strong," says Hannemann.

There is one more hat Hannemann wears these days as host of his own radio show on 107.9 Hawaii's Kool Gold from noon to 2 p.m. each Saturday. He also has another show from 5 to 6 p.m. Fridays on KNDI 1270 AM.

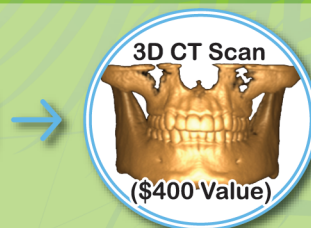
For information on the Visitor Industry Charity Walk, visit [hawaiilodging.org/charity-walk](http://hawaiilodging.org/charity-walk). For more information on the Pacific Century Fellows Program and to apply, visit [pacificcenturyfellows.com](http://pacificcenturyfellows.com).

— Jaimie Kim

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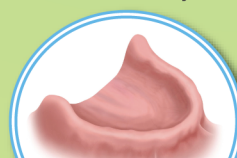


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