



HHSMA

HAWAII HOSPITALITY SALES & MARKETING ASSOCIATION

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NEWSLETTER

APRIL 2004

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President's Message

Ernest Bautista, Jr.

HI. Executive Planners



Aloha to the membership of HHSMA and a very sincere *mahalo* for selecting me to represent our membership as the 2004 President. It is a pleasure to serve in this position, and my sincere thanks go out to the 2004 Board of Directors. I would also like to thank each of the Board members for volunteering their time and commitment to the success of this organization. Our members are truly the best that the Hospitality Sales and Marketing industry has to offer.

I would like to welcome and recognize two new faces on our Board of Directors for 2004. **Simone Abbott Leek** of Abbott Communications joins the Board as our elected Secretary, and **Bernard Tan** of Aston Hotels & Resorts as our elected

Treasurer. They have accepted their positions with excitement and anticipation of making this year the best year and setting our goals to new heights.

Also new to our organization is **Katie Menaugh**, our intern. Katie is a grad student working toward her M.B.A. at Hawaii Pacific University. She has a passion for horses, and has worked in the Horse Racing Industry in Colorado. Katie has jumped right into her position with HHSMA and has been busy e-mailing and collecting data on our membership. We welcome Katie to our HHSMA Ohana.

Our past treasurer, **Jacque Traweek** left the islands in September with her husband to purchase and operate a Bed & Breakfast in the State of Oregon. We wish Jacque the best of luck on her new venture.

Our year began in January with a wonderful luncheon at the Halekulani Hotel followed by our February luncheon at the Hilton Hawaiian Village with **Dewitt Jones** as the keynote speaker. His "Extraordinary Visions" presentation was an enlightening experience for everyone as you see through the perspective of this award winning photographer and motiva-

(continued on page 2>)

Aloha and Welcome!

Join us in welcoming the following members to the HHSMA Ohana:

- **Terry Colbert**, *Customer Service, Valenti Print Group.*
- **Darcianne Evans**, *VP Community Relations, Charley's Taxi.*
- **Michelle Lee**, *Director of Sales and Marketing, Top of Waikiki.*
- **Sidney Louie**, *Office Manager/Hotel Marketing Representative, Guest Informant.*
- **Sherree Moffat**, *Vice President of Sales, Castle Resorts & Hotels.*
- **Tonya Nakaguma**, *Account Manager, Cardinal Mailing Services.*
- **Emmaly Parker**, *Sales Manager, Thrifty Car Rental.*
- **Linda S. Tom**, *Senior Sales Representative, The Hertz Corporation.*



Extraordinary Visions

On February 25, 2004 HHSMA members gathered at the beautiful Hilton Hawaiian Village for our monthly luncheon to experience the unique vision of **Dewitt Jones**. In his twenty-year career as a National Geographic photographer, Dewitt Jones lived the vision of “celebrating what’s right with the world” and embraced an attitude that took him to new heights both in business and in life. He found that the creative tools he employed as a photographer had even deeper application when applied directly to his personal and professional growth.

Everyone in attendance was inspired by his presentation of “Extraordinary Visions” that incorporated his own extraordinary photographs as a visual

tapestry of emotion and content. His presentation prompted us to envision applying those

Where do we find the vision to take our lives to the next level? How do we summon the passion to keep “raising the bar”? How can we make our life less of a struggle and more of a joy?

principles to taking our lives to the next level and seeing life as less of a struggle and more of a joy.

We also had an opportunity to own some of Dewitt’s award winning photography. He donated what seemed like nearly a dozen matted photographs to HHSMA and we raffled these prized photographs off to our members in attendance.

Where do we find the vision to take our lives to the next level? How do we summon the passion to keep “raising the bar”? How can we make our life less of a struggle and more

of a joy? For photographer and creativity expert, **Dewitt Jones**, the answers to these questions lie in the images we hold about ourselves, our future and the way in which we grow.

Extraordinary Visions is an hour of both motivation and inspiration. Using his own extraordinary photographs as illustrations, Dewitt weaves a visual tapestry of emotion and content. One that allows you to touch your own passion: to balance your head with your heart: and to come away inspired. With your own creative potential!

Dewitt Jones calls Hawaii home as he resides on the Island of Molokai during a portion of the year. If anyone is interested, Dewitt Jones can be booked as a speaker for your next meeting, visit his website at www.DewittJones.com.

(PRESIDENT MESSAGE...cont.)
tional speaker.

This year as President, my goal is to get more of the members involved with HHSMA by attending monthly luncheons, our scholarship and Special Olympic event, the networking possibilities, and by encouraging members to become an active participant in our very special organization. It is also my goal to have HHSMA an organization that other professionals in our field will desire to become a member of by showing everyone the impact that HHSMA can make on our industry and our community.

Please look for upcoming information on our monthly luncheons including our Educational Conference at the Hyatt Regency Waikiki Resort & Spa on April 21 and the Wine Tasting Mixer on May 20 at Lau Yee Chai Restaurant. Stay tuned for these upcoming notices, and I hope to meet everyone at one of these events soon.

Ocean House Restaurant at the Outrigger Reef

Submitted by Phoebe Beach, Greenline Program, Outrigger Hotels & Resorts

Wok Fried Crab Cakes with Spicy Sesame Dijon

Ingredients:

- 1 lb. Crab Meat
- 1 Egg
- 1 Cup Mayonaise
- 1/2 tsp. Cayenne Pepper
- 1/2 tsp. Garlic Salt
- 1/2 tsp. Black Pepper
- 1/3 Cup Chopped Onion
- 1 Stalk Chopped Celery
- 1 1/4 tsp. Toasted or Fried Chopped Garlic
- 2 oz. Ranch Dressing
- 2 oz. Balsamic Vinegar
- 2/3 Cup Parmesan Cheese
- 2/3 Cup Panko (Japanese Bread Crumbs)

Method:

- Combine all ingredients and mix well w/ spoon.
- Scoop 1 oz. crab mixture and shape into patty.
- Place on plate with paper or plastic between layers.
- Place in freezer for 1 hour. (*easier to work with*)
- Before cooking, lightly dust crab patty in flour.
- Dip in egg wash (beaten egg).

- Roll in Panko.
- Place in deep fryer until golden brown.
- Arrange on a plate with lemon wedges, orchids, lettuce leaves, or where ever your culinaryimagination take you.
- Drizzle with Spicy Sesame Dijon Sauce & Sweet Chili Sauce (bottled).

Spicy Sesame Dijon

Ingredients:

- 4 tbs. Dijon Mustard
- 1/3 Cup Rice Wine Vinegar
- 1/3 tsp. Toasted or Fried Chopped Garlic
- 1/3 Cup Soy Sauce
- 1/2 Cup Sesame Oil
- 2/3 tsp. Black sesame Seeds
- 2/3 Cup Olive Oil

Method:

- Place all ingredients in blender except oils.
- Blend ingredients and slowly add oils.
- Drizzle over crab cakes. *Enjoy!*

“Olelo No‘eau”

Mohala ke pua, ua wehe kaiao

The blossoms are opening, for dawn is breaking



(One looks forward with joy to a happy day)

By Luana Maitland
Outrigger Reef

**HHSMA 2nd Annual
Wine Tasting &
Networking**
Save the date for
Thursday, May 20th
5 p.m. - 7:30 p.m.
Wine enthusiasts wanted!

Please join us for this top shelf event-HHSMA's 2nd Annual Wine Tasting.

Those of you who joined us last year know, it's a great way to learn about wines and "network" with industry friends. We will be featuring great wines provided by **Fine Wine Imports**. Combined with amazing cuisine in the beautiful ambiance of the **Waikiki Lau Yee Chai Restaurant**.

Our new member **Michelle Lee** has graciously invited the membership and has partnered with HHSMA to cover all of the costs for the members to truly welcome and enjoy an easy going after-hours *pau hana*.

While this event is complimentary to current HHSMA members, you are encouraged to bring potential members, co-workers and friends. This is an excellent opportunity to introduce them to the HHSMA organization and network with members. There will be a nominal fee for guests ... stay tuned for more information!

So don't be a party pooper- Please save the date and join us. If you don't show we will make up stories about you -- so don't WINE- it's up to you!



MEMBER PROFILE

2004 HHSMA President
Ernest Bautista Jr.,
Director of Sales,
Hawaii Executive Planners

As Director of Sales for Hawaii Executive Planners, **Mr. Bautista** has been in the Hawaii Visitor Industry for nearly two decades. A major portion of his career has been in the hotel industry working within some of the world's major hotel chains as Westin, Hilton, and Sheraton. In his hotel experience, he has been involved in the daily operation of the hotel as a Front Office Manager overseeing the Front Desk, Bell Desk and Telecommunication departments.

For the past five years, Ernie has been the senior Sales Manager with the largest

wholly owned Destination Management Company (DMC) in the United States, USA Hosts Hawaii.

A 1978 graduate of the Kamehameha Schools, a Liberal Arts student at the University of Hawaii at Manoa, and a 1981 graduate of Cannon's Business College Mr. Bautista received his degree in Accounting. He is also a dedicated supporter to the perpetuation of the Hawaiian culture through his studies of the Hawaiian language at the University of Hawaii and his Hula training by masters like Maiki Aiu Lake, Lahela Kaaihue, and Sonny Ching. He has also performed competitively in the Merrie Monarch Festival on the Big Island of Hawaii, and at the King Kamehameha Celebration.

Ernie has been an active HHSMA member for many, many years serving on various

committees. Last year he served as First Vice President of HHSMA and was "jack of all" during the year. Ernie was acting President during Kendra Murray's leave of absence; filled in as Treasurer when Jacque Traweek relocated; plus he was in charge of the Scholarship Golf Tournament Fundraiser!

Currently he is the 2004 HHSMA President and is also a board member on the Miss Diamond Head and Miss Waikiki Scholarship Pageant, a preliminary to the Miss Hawaii and Miss America Organization.

He has volunteered for the American Heart Association's 2000 "King and Queen of Hearts" fund drive and is a supporter on their other fundraising efforts. In his spare time, Mr. Bautista delights in designing and producing his fashion signature clothing.

2004 Educational Conference — "Keeping In The Know"

Join us April 21 to share knowledge and get an update from some of the visitor's industry key leaders. The conference will be moderated by **Michael Troy**, and include presentations by:

- **John Monahan** of the Hawai'i Visitors and Convention Bureau,
- **Randy Tanaka** of the Hawai'i Convention Center,
- **Rex Johnson** of the Hawai'i Tourism Authority and
- **Rick Egged** of the Waikiki Improvement Association.

A luncheon will follow with an update from **Governor Lingle's** Tourism Liaison, **Marsha Wienert**.

April 21 is Secretary's Day, so invite your Assistant as "Shared knowledge is power".

Join us at the beautiful Hyatt Regency Waikiki Resort & Spa, registration and morning refreshments will be served begin at 9:30 a.m.

Our morning panel of industry leaders will be held in the Ewa Ballroom, 2nd floor of the Ewa Tower from 10:00 a.m. to 12 noon.

We'll take a break and register for lunch which will be held from 12:30 - 2:00 p.m. in the Ciao Mein Restaurant, on the 3rd floor of the Ewa Tower. We are honored to have as our key note speaker, **Marsha Weinert**, State of Hawaii Tourism Liaison who will be updating us on the latest tourism industry news.

Parking is \$3.00 self parking in the diamond head side garage, or \$5.00 for valet parking.

Fee for HHSMA Members:
Morning & Luncheon = \$50.
Morning Panel only = \$20.
Luncheon only = \$30.

Fee for Non-members:
Morning & Luncheon = \$60.
Morning Panel only = \$25.
Luncheon only = \$35.

Registration is due Friday, April 16, 2004. For more information call HHSMA Secretary, **Simone Abbott-Leek** at 396-5860.

Bring a canned good to the Education Conference to support the Waikiki Health Center's Care-A-Van program.

SNAP SHOTS OF HHSMA EVENTS...



HHSMA is all about continuing education, sharing industry news and networking among friends.



✓ MARK YOUR CALENDAR

April 21
Education Conference
Hyatt Regency Waikiki

May 20
Wine Tasting & Mixer
Waikiki Lau Yee Chai
Restaurant

June 16
Membership Luncheon

August 18
Membership Luncheon

September 15
Membership Luncheon

October tbd
Fundraiser

November 17
Scholarship Luncheon

December tbd
Community Event



Publications Committee:

Phoebe Beach, Luana Maitland,
Philip Richardson.

Production: Kate Moore
Photos: Chaz Hendrickson

MARCH LUNCHEON

HHSMA was fortunate to have **Pam Chambers** provide us with some guidance on networking during our March luncheon. For those of you that missed it, here are some helpful tips:

1. Find out where to go to meet the people you want to know. Hint: HHSMA's May Wine Tasting & Networking Mixer?
2. Go there. Mingle. Mingle. Mingle.
3. Set goals. Meet three people.
4. Bring business cards.
5. Practice how you will introduce yourself. Smile, extend your hand, use a verbal greeting.
6. Stand near the entrance and take a breath.
7. Identify the people you'd like to meet. Ask for an introduction from a mutual acquaintance.
8. Introduce yourself to them. Remember what you practiced and smile.
9. Build rapport by "matching". Change your style to match theirs, ie: handshake, body language, tone of voice.
10. Ask people about themselves. Small talk builds rapport.
11. Exchange business cards. Compliment the card.
12. Follow appropriate business card etiquette. Always store it above the waist, write notes on the card in private or ask permission.
13. Make a promise that you can easily keep. Keep it simple. Keep your word.
14. End the conversation gracefully and move on. Exit with a handshake and ask for their business card.
15. Create a storage system for the business cards you've collected.
16. Follow up. Send a handwritten card.
17. Do it again!



Congratulations to the 2004 HHSMA Board of Directors!

(pictured l-r) President, **Ernie Bautista**, Hawaii Executive Planners Inc.; 1st Vice President **Brent Lausterer**, Hyatt Regency Waikiki; Director **Galyn Wong**, Mutual Publishing; Director **Alex Kirley**, Ruth's Chris Steak House; Secretary **Simone Abbott Leek**, Abbott Communications; 2nd Vice President **Wendy Lam**, Hawaii Pacific University; Treasurer **Bernard Tan**, Aston Hotels & Resorts. (Missing Past President **Kendra Murray**)