

# HHSMA

HAWAII HOSPITALITY SALES & MARKETING ASSOCIATION

VOL 14, NO. 1

NEWSLETTER

JULY 2004

## 2004 BOARD OF DIRECTORS

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## President's Message

*Ernest Bautista, Jr.*

### HI. Executive Planners



Greetings all HHSMA Members!

It is hard to imagine that half of the year has already gone by. I hope that all of you have had an opportunity to attend one of our monthly meetings, and in the next five months we have more interesting speakers and topics in store along with our annual fundraiser that may attract you to our meetings and events for the remainder of the year.

We have had the opportunity to experience some of the leaders in our hospitality community with their presentations at our HHSMA Educational Conference at the Hyatt Regency Waikiki in April. Despite the number of other meetings, luncheons, and the annual Secretary's Day events, we

managed to have a very good number in attendance to our conference. The distinguished panel made up of **John Monahan**, CEO of HVCB, **Randy Tanaka**, Director of Sales & Marketing for the Hawaii Convention Center, **Rex Johnson**, President & CEO of HTA, **Rick Egged**, President of the Waikiki Improvement Association., and **Marsha Weinert**, Tourism Liaison, DBEDT as our luncheon keynote speaker. The panel provided us with an optimistic outlook on the future of the tourism business in Hawaii along with an update of each of their entities. This came upon a very critical time for Marsha Weinert as her position with the State of Hawaii was on the cutting block. Rick Egged of the Waikiki Improvement Association brought to light a program that they have with a number of buildings in Waikiki where they are offering after-hours discounted parking rates to person attending the wonderful events in Waikiki such as Brunch on the Beach, and Sunset on the Beach to bring the locals into Waikiki.

A big "mahalo" goes out to **Alex Kirley** and her committee who has again made this

*(continued on page 3>)*

## It Was a Wine Tasting

*By Michelle Bartmann,  
Hagadone Printing*

It was a Wine Tasting. . . till someone let the Snake Sake loose! Yes, it's true! 40-year-old Rattle Snake Sake! **The Waikiki Lau Lee Chai & HHSMA Wine Tasting Event** had something for all... including those armed with anti-venom-serum! This was truly a memorable and rare treat. Not many wine tasting events will ever boast such unusual fair. Mahalo to our gracious hosts for sharing.

*(continued on page 2>)*

## "Olelo No'eau"

### Kua i ka hano haweo

A team's greatness is...  
"Placed in a position  
of Honor"



*By Luana Maitland*  
**Outrigger Reef**

## MEMBER PROFILE

**Brent Lausterer**  
Group Sales Manager  
Hyatt Regency Waikiki  
Resort & Spa

**Brent Lausterer**, 1st Vice President of HHSMA, is a Group Sales Manager at the Hyatt Regency Waikiki Resort & Spa, handling the Midwest and Sports markets.

He moved with his family to Maui from Omaha, Nebraska, when he was in the 8th grade. After graduating from Baldwin High School on Maui, he went two years of college at the University of Nebraska at Lincoln (Go Huskers!) and finished with a double major in English/History at University of Hawaii at Manoa (Go Warriors!). At the time, Brent's plan was to get a Ph.D in English and become a professor at University of Hawaii studying and teaching Romantic poetry and Shakespearean sonnets.

Instead, he left Hawaii to teach English for two years in Japanese public High Schools and Junior High Schools on the Japan Exchange and Teaching (JET) Program. He was placed in a rural region of the rural prefecture of Okayama. The people were very hospitable and he has fond memories of enjoying the festivals and celebrations (and sake) of country Japan, "I remember the foods and how they were connected to the seasons, for example, eating mochi on New Year's Day and doing outdoor yakiniku BBQ parties in the summertime."

While in Japan, Brent studied Japanese and at one point was able to read and write over

300 Japanese kanji characters (he now remembers three of these, river, tree and dog).

In Japan, Brent met his future wife, **Shiho**, where she worked as a new teacher of English at one of his schools. Shiho ended up moving to Hawaii in 1994 years ago, and Brent proposed to her over Italian food two years later.

When he returned to Hawaii, Brent's Japanese ability led him into the hospitality industry, starting as a Secretary of Asia/Pacific Sales at the Hawaiian Waikiki Beach Hotel, now the Aston Waikiki Beach Hotel. At that time he did not know an FIT from the HVCB, so there was lots to learn about the industry. After four months at the Hawaiian Waikiki Beach Hotel, a similar position for Asia/Pacific Sales Assistant opened at the Hyatt Regency Waikiki. After a year and a half he worked as a Catering Intern, selling off-property banquet events for Hyatt at a space at the Pali Golf Course. From there he became a Catering Manager for the Asia/Pacific market for the restaurants and event space at the Hyatt for about six months, and then he assumed his current position selling to Groups in the Midwest Market.

This will be Brent's second year on the Board. Over the years he's stayed involved with the annual fund-raiser, and this year is Co-chair for the fund-raising event with fellow board member **Wendy Lam** of Hawaii Pacific University.

During his free time Brent enjoys tossing his kids, **Jackson** (almost 4) and **Erin** (1 and half) around the ocean, watching DVDs and going to the park with his family, and riding his bike.

(> *WINE* from page 1)

Many members and guests enjoyed repeat visits to the Wine Sommelier of **Fine Wine & Spirits**. Was it the great wine, or the great looking, fun, and very knowledgeable Sommelier? After a few glasses, it was even more difficult to say. Mahalo **Kit** for supporting this event.

The Waikiki Lau Yee Chai's ambiance provided the perfect backdrop. The food and staff were outstanding! **Michelle Lee's** attention to detail, which included individualized wine glasses, spared many of us from the inevitable question of "Is this my glass? It looks like my shade of lipstick." Thank you so much!

It will be very difficult to top this wine event, but I, like many of the members will certainly mark our calendar next year to see if it can be done. Cheers!

Mahalo to committee members, **Michelle Lee** of Waikiki Lau Yee Chai; **Simone Abbott** of Abbott Communications; **Margie Walsh** of Planet Hollywood; **Kate Moore** of PROcom Hawaii and **Michelle Bartmann** of Hagadone Printing. Mahalo to HHSMA, the board of directors, and our entertaining Master of Ceremony, **Brent Lausterer**.

## MAUI NEWS . . .

The Maui Hospitality Sales & Marketing Association (HSMA) will hold their 15th Annual Scholarship Golf Tournament on Saturday, September 11, 2004 at the Makena Golf Course to raise funds for their HSMA Scholarship program for graduating seniors.

Please consider supporting our event by participating in this fun & exciting tournament and by donating to this worthy cause. These prizes are beneficial for the success of the tournament and our scholarship program. For more information contact Gineau Grandmain at [gineau.grandmain@sheraton.com](mailto:gineau.grandmain@sheraton.com).

## VISITOR INDUSTRY

The AUW Visitor Industry Campaign is scheduled Sept. 7 - Oct. 15, 2004. This year, AUW has introduced five initiatives for improving Hawaii's community. They are:

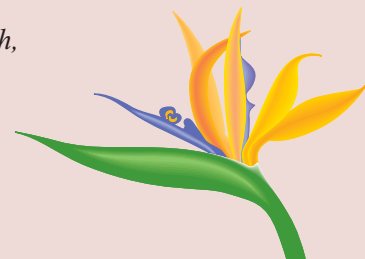
- Reduce crime and drug use
- Help children be ready to enter school
- Increase self-sufficiency of families
- Reduce the homeless
- Increase volunteers

Please contact your company's coordinator for more details.

## THOUGHT FOR THE DAY

**"Vision without Focus is Valueless"**

*Provided by Phoebe Beach,  
Outrigger  
Greenline  
Program*



(>PRESIDENT's Message Cont.) years conference a tremendous success, and again raising the bar to the types of professionals in our community that she has placed on the panel.

Our annual HHSMA fundraiser is in the planning process with **Brent Lausterer** and **Wendy Lam** heading the committee. We are looking a very exciting and new event that will allow HHSMA to raise funds for donations to various organizations and for our HHSMA Scholarship program. Keep an eye out for future flyers and information on this upcoming event in October.

**Ken Kanter** of the Hawaii Hospitality and Lodging Expo has again invited all of the HHSMA members to this annual expo at the Blaisdell Center. This is the largest hospitality and lodging expo in the State and has consistently grown over the years. This year, the expo has invited **Burton "Skip" Sack**, Chairman National Restaurant Association as their keynote speaker. In addition, other free educational seminars are available to attendees.

I hope all of you get a chance to attend this event as it provides everyone with a myriad of vendors, products and most of all an opportunity to see and sample a number of new things available in the marketplace. This expo is only by invitation and for persons in the industry, so it provides us a wonderful opportunity to experience what is available out there without all of the public and crowds.

As I look forward to the remainder of this year, I hope that all of you can get an opportunity to participate in any of the many interesting and fun

events we have planned. Should there be something that you think that HHSMA may be able to provide to you, or you would like us to become involved with, please don't hesitate to contact me at [emie@hawaiiexecutiveplanners.com](mailto:emie@hawaiiexecutiveplanners.com) or any of the other board members. We want to hear any feedback that you may have. Please be on the lookout for your new 2004 HHSMA Membership Directory in the mail soon.

## Ruth's Chris "Celebrates 15th Anniversary"

Ruth's Chris Steak House, one of three in Hawaii owned by **Randy Schoch**, celebrated its 15th anniversary in Honolulu's Restaurant Row in mid-June.

Schoch, formerly owner of Nick's Fishmarket and The Black Orchid, flew in from Scottsdale where his Desert Island Restaurants is based and, along with Hawaii Director of Operations **Paul Ah Cook**, hosted a gala party on the lawn for over 250 friends, restaurateurs, industry leaders and long-time customers. There were fabulous food stations, martini and wine bars, live entertainment by the Honolulu Jazz Quartet, and even surprise guests such as **Danny Kaleikini** joining the band and singing for Schoch. Known for its prime steaks and attention to detail, Ruth's Chris was named "Best Steak House" in the Star-Bulletin/MidWeek poll, a nice way to cap off the anniversary week's festivities. The award was accepted on behalf of the restaurant by **Alex Kirley**, HSMA member and Regional Sales & Special Events Manager for Ruth's Chris.

## HHSMA Member Honored . . .

**Charlian Wright** past president of HHSMA is being honored by the Waikiki Community Center's Na Mea Makamae O Waikiki on Friday August 27 at the Sheraton Waikiki Ballroom. Further information call 923-1802.



## A Call for Volunteers . . .

Plans are now underway for an exciting Fundraiser event with fun, friendly team-building competition! Join us at the next committee meeting: Wed. July 28 at 10:30am, Hyatt Regency Terrace Grill. Contact Chair **Brent Lausterer** at **921-6057**.

## A RECIPE FROM RUTH'S CHRIS STEAK HOUSE:

No one can replicate Ruth's Chris steaks--all prime--but you can try your hand at one of the specials created in New Orleans where the restaurant originated.

### RUTH'S CHRIS MOI PECAN

In New Orleans the chefs use trout and it is always speckled trout, but Ruth's Chris Steak House in Honolulu has modified the recipe to be done with Moi, the king of Hawaiian fish. Make sure filets are skinless and completely deboned.

#### Ingredients:

Filet of moi	4 filets (6 oz. filet per person)
Pure olive oil	3 tbs.
Butter, whole	3 tbs.
Pecans	4 oz.
Bread crumbs, finely ground	about 1.5 cups
Parsley, chopped for garnish	Salt and pepper to taste

#### Directions:

Roast pecans in 300-degree oven for 7-8 minutes. Cool and chop. Reserve. Season Moi with salt and pepper on both sides and dredge in bread crumbs. Shake off excess. Heat olive oil in heavy saute pan or iron skillet on medium heat. Add whole butter - when it begins to sizzle, add dredged Moi filets and cook 3 minutes on each side or until golden brown. When fish are done, place on serving plate. Quickly wipe out the pan and return to the fire.

### NEW ORLEANS MEUNIERE BUTTER

#### Ingredients:

Butter	1 stick, cut in small pieces
Worcestershire sauce	2 tsp.
Fresh lemon juice	1 lemon

Add butter to pan. When butter begins to brown, add lemon juice and Worcestershire sauce; pour over filets. Sprinkle 1 oz. toasted pecans per filet. Garnish with fresh chopped parsley and lemon wedge. Serve immediately.

## Back by Popular Demand!



Hilo Hattie — The Store of Hawaii recently re-opened The Kama'aina Collection at the Ala Moana Shopping Center for the summer of 2004. Situated across Macy's and Shirokiya on the mall's main level, the 2,310-square-foot store will feature a retail and product mix designed to appeal to the local shopper's needs. This is Hilo Hattie's second store location at Ala Moana Shopping Center, and its eighth in Hawaii.

"Hilo Hattie's seasonal Christmas store did excellent at Ala Moana on the mall level and we jumped at the opportunity to open this summer seasonal store," said **Paul deVille**, president of Hilo Hattie.

"Having two locations at the Ala Moana Shopping Center at street level and mall level has greatly increased our market share in the Westbound, Eastbound and Local markets."

The Kama'aina Collection features Hawaiian lifestyle merchandise along with our most popular Kama'aina prints in both silk and cotton. Hilo Hattie's newest location also carries other brand name clothing including Kahala and Haven Blue. There are also exclusive aloha shirts and t-shirts commissioned by reknown art photographer Kim Taylor Reece, enjoyable Hawaiian fragrances and beauty products by Island Plantations and nostalgic Tiki merchandise from our island past.



Kim Taylor Reece, enjoyable Hawaiian fragrances and beauty products by Island Plantations and nostalgic Tiki merchandise from our island past.

Hilo Hattie is Hawaii's largest Hawaiian retailer and also the largest manufacturer of Hawaiian, resort and casual fashions, offering hundreds of prints and styles only available at a Hilo Hattie store. It operates seven stores on all the major islands and stores in Orange, Cali-



Kim Taylor Reece

fornia; Miami, Florida; Las Vegas, Nevada and Orlando, Florida. Last year, more than 2.5 million visitors and locals shopped at Hilo Hattie, making it the state's largest shopping attraction. For more information on Hilo Hattie, call the Sales Department at 1-800-233-8912 or visit us on the web at [www.hilohattie.com](http://www.hilohattie.com).

## HAWAII LODGING, HOSPITALITY & FOODSERVICE EXPO 2004

By Ken Kanter,  
Douglas Trade Shows

HHSMA members are invited to The Hawaii Lodging, Hospitality & Foodservice Expo to be held at the Blaisdell Center **July 14 & 15** from 10 am to 6 pm. It's **FREE** and all HHSMA members are invited. There will be over 500 exhibits of products and services for Hawaii's hotels and restaurants.

HHSMA will be providing three members to judge booth designs at the 2004 Hawaii Lodging, Hospitality & Foodservice Expo. In addition Douglas Trade Shows, producer of the Expo, will be making a donation to HHSMA of \$300 in return for the assistance from HHSMA. (Judges remain anonymous).

The Key Note Speaker this year is **Burton Sack**, Chairman of the National Restaurant Association. He will speaker from 9:00 am to 10:00 am on Thursday July 14th at the Expo. All HHSMA members are invited to attend for **free**. Please RSVP by calling 848-0711 or 536-9105.

### SIGN-UP FOR THESE "FREE" EDUCATIONAL SEMINARS!

#### #101 MOLD & MOISTURE: *Prevention & Response.*

**Oahu Room: Wed. 11am - Noon OR Thur. 11am - Noon**  
Mold and moisture problems are challenging the hospitality industry and creating the potential for serious financial and legal liabilities. This session focuses on prevention and response with emphasis on prevention. Leading edge topics will be reviewed including a summary of the draft guidelines on the assessment of commercial buildings.

Presenter: **Kenton Beal**, Executive Vice President, MoldPro International.

#### #102 HAWAII TOURISM: *Where are the Hawaiians!*

**Maui Room: Wed. 11am - Noon OR Thur. 11am - Noon**  
Peter Apo presents an articulate and insightful look at issues being addressed by the **Hawaiian Hospitality Institute** in its work to reconnect Hawaii's visitor industry to Hawaiian culture and values in positive ways. He will review specific initiatives developed by the Institute that are producing opportunities of mutual benefit for native Hawaiians and for businesses in all segments of the visitor industry. Questions and answers will follow.

Presenter: **Peter Apo**, Director, Hawaiian Hospitality Institute, a branch of The Native Hawaiian Hospitality Association.

#### #103 GREASE DISPOSAL COMPLIANCE.

**Oahu Room: Wed. 1:30 - 2:30pm OR Thur. 1:30 - 2:30pm**  
Grease disposal is continuing to be a worldwide problem. If you work in the restaurant and foodservice industries you will be required to comply with government ordinances regarding grease disposal. Here is some useful inside information to help you avoid crisis management and budget abuse relating to grease trap design, size, location and preventive maintenance.

Presenter: **Environmental Biotech** - Accredited seminars nationwide.

#### #104 TAKING ON TECHNOLOGY: *Foodservice & Retail.*

**Maui Room: Wed. 1:30 - 2:30pm OR Thur. 1:30 - 2:30pm**  
Are you using outdated point-of-sales systems or cash registers and still logging those dining room reservations by book? Do you wish you had accurate cost and inventory control. Find out about the latest technology for kitchen management, recipe costing, inventory control and labor scheduling.

Presenter: **CompuTant** - Hawaii's Business Solutions Leader.

#### #105 WELCOMING THE JAPANESE TOURIST.

**Oahu Room: Wed. 3pm - 4pm OR Thur. 3pm - 4pm**  
The new generation of Japanese tourists brings opportunities and challenges. Learn about the basic values that drive their expectations. What do they think about American customer service; what are their likes and dislikes? Discover some simple things you can do to delight them and practical approaches to win loyal repeat business.

Presenter: **Tim Sullivan**, Japan Interface.

#### #106 VERTICAL FISH TASTING.

*Sponsored by: Garden & Valley Isle Seafood, Inc.*  
**Maui Room: Wed. 3pm - 4pm OR Thur. 3pm - 4pm**  
Learn the vocabulary for the characteristic taste of fish. Experience the method dubbed by Chef Mavro as "Vertical Fish Tasting." Chefs & wait-staff will be better able to describe to restaurant patrons the taste of specific fish. Move from tasting mild-flavored fish such as Ono to the fuller flavored fish like Tuna. Questions and answers will follow.

Presenter: **Howard Deese**, Marine Program Specialist, Ocean Resources Branch, DBED&T, State of Hawaii.

Free Seminars Sign-Up Form! **FAX to: 254-3324 (Oahu)**

Name (Print) \_\_\_\_\_  
Title \_\_\_\_\_ Tel \_\_\_\_\_  
Firm \_\_\_\_\_

PLEASE CIRCLE DAY & TIME UNDER EACH SEMINAR YOU WILL ATTEND.  
Go to room indicated at the scheduled time appearing under each seminar number. Seminar rooms are on the second floor of the Galleria in the Blaisdell Exhibit Hall.

#101	#102	#103	#104	#105	#106
Oahu Rm.	Maui Rm.	Oahu Rm.	Maui Rm.	Oahu Rm.	Maui Rm.
Wed. 11:00- Noon	Wed. 11:00- Noon	Wed. 1:30- 2:30	Wed. 1:30- 2:30	Wed. 3:00- 4:00	Wed. 3:00- 4:00
Thur. 11:00- Noon	Thur. 11:00- Noon	Thur. 1:30- 2:30	Thur. 1:30- 2:30	Thur. 3:00- 4:00	Thur. 3:00- 4:00

Fax to 254-3324 (Oahu) OR go to: [www.douglstradeshows.com](http://www.douglstradeshows.com)  
Douglas Trade Shows • Tel: 800-525-5275 • 254-1773 (Oahu)

For further information contact Ken Kanter, Exposition Director, at 808-261-3400 or at [kanter@lava.net](mailto:kanter@lava.net) or go to [www.douglstradeshows.com](http://www.douglstradeshows.com)



## MARK YOUR CALENDAR

### July 14 & 15

The Hawaii Lodging,  
Hospitality & Food Show  
Blaisdell Center

### August 18

Membership Luncheon  
"Think Training" with  
Sara Kalicki-Nakamura  
Sheraton Waikiki, Niihau

### September 9

Membership Luncheon  
NCL Update with  
Steven Matsuo  
Hawaii Prince Hotel, Waikiki

### October

Fundraiser

### November 17

Scholarship Luncheon

### December 9

Industry Holiday Breakfast  
Royal Hawaiian Hotel

## LATEST NEWS!!

The HHSMA Board has been working diligently for the past months to bring you the first ever HHSMA website. The website is scheduled to be on-line next month. Please visit us at [www.hhsma.org](http://www.hhsma.org) on or after August 1, 2004.



HAWAII HOSPITALITY SALES & MARKETING ASSOCIATION

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Production: Kate Moore

Photos: Chaz Hendrickson