



# HHSMA

HAWAII HOSPITALITY SALES & MARKETING ASSOCIATION

VOL 14, NO. 3

NEWSLETTER

OCTOBER 2004

## 2004 BOARD OF DIRECTORS

### President

**Ernie Bautista**  
HI. Executive Planners  
843-2027

### 1st Vice President

**Brent Lausterer**  
Hyatt Regency Waikiki  
921-6057

### 2nd Vice President

**Wendy Lam**  
Hawaii Pacific University  
544-1450

### Treasurer

**Bernard Tan**  
Aston Hotels & Resorts  
931-1337

### Secretary

**Simone Abbott Leek**  
Abbott Communications  
396-5860

### Directors:

**Alex Kirley**  
Ruth's Chris Steak House  
234-6552

**Galyn Wong**  
Mutual Publishing  
732-1709

**Past President**  
**Kendra Murray**

## President's Message

*Ernest Bautista, Jr.*

### HI. Executive Planners



Aloha all HHSMA Members!

I can't believe that the summer is over and we are entering fall. This summer brought Hawaii a record number of visitors to our sunny shores, and I hope that everyone had an opportunity to reap some of the rewards to these record numbers.

As fall approaches we find ourselves hanging on to a continuance of a rise in our industry and more optimistic views for these upcoming months. Unfortunately, competing destinations like Florida has been plagued with some unfortunate weather occurrences, but it may be our fortune to benefit from it.

The Hawaii Hospitality and Lodging Expo held in July and was their largest expo event

ever. HHSMA members were invited to attend this event at the Blaisdell Center, and three of our HHSMA members were recruited to judge the best booth in the show. Ken Kanter, the organizer donated \$300 to HHSMA for these judges. Ken has already begun to plan for next years' expo and is looking to having even a larger event!

This month of October is one of our busiest months as we have distributed and are accepting applications from college students for the HHSMA Scholarship Program as well as hosting our annual community fundraiser. This year, we've combined both the scholarship drive and community event into a single event. This event will be held on Saturday, October 23rd. at Rumours Night Club in the Ala Moana Hotel. Everyone is invited to attend to bid in our silent auction, to support your favorite team in the games, or just to have a great evening out on the town. The event will be from 4:30pm - 8:30pm, so come out and support HHSMA!

A big "mahalo" goes out to **Brent Lausterer** and **Wendy Lam** for co-chairing this event and to their committee volunteers that make this all possible.

*(continued on page 2>)*

## FUNastic FUNdraiser!

*By Brent Lausterer*

*Hyatt Regency Waikiki Resort & Spa*

HHSMA will celebrate in the spirit of the Fall Holidays at its 2004 FUNtastic Fall FUNdraiser. This year, the event is an evening affair, scheduled from 4:30pm - 8:30pm on Saturday, October 23 at Rumours Nightclub at the Ala Moana Hotel.

"Mahalo Nui Loa" to long-time HHSMA member, **Marty Milan** for allowing us to hold the event at the **Ala Moana Hotel**. And especially for the complimentary heavy pupus, the DJ and sound system, and all the support staff to ensure this is a successful event.

All members and non-members are encouraged to bring a friend or family member to join in the fun and enjoy complimentary heavy pupus, no-host beverages and lots of entertaining activities.

As in past years, teams from different member organizations will compete in a series of creative (and silly) team-building games for their chance to gain the glory of being the "First-Place" Team. During all the fun is the opportunity to network and meet new people from inside and outside the hospitality industry.

*(continued on page 3>)*

(>PRESIDENT's Message Cont.)

Many hours of planning and calling to members have been invested into this event by key members in our organization such as **Gay Wong, Michelle Bartmann, Lauryl Hinerman, Michelle Lee, Kate Moore** and board member **Simone Abbott**.

Past President and current HHSMA member, **Marty Milan**, has graciously allowed us to hold this event at the Ala Moana Hotel, Rumours Nightclub with all the amenities for a successful event. This is an exciting venue for us this year. When you attend, you will see that Rumours is ideal for company parties. **Mahalo Marty!**

As we approach the end of this year, we are looking toward next year and some new faces to represent all of you on the HHSMA Board of Directors for 2005. We will be holding an election for our 2005 Board in November. If you are interested, or know of someone who will be great at filling a position on our Board of Directors, please fill out the nomination ballot in this newsletter on page 4. Once we receive all of the nominees, we will distribute an official ballot for each member to vote on.

As I look toward to the end of 2004, I hope that all of you have had an opportunity to participate in the many 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 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.

## MEMBER PROFILE

Wendy Lam  
Director, Travel Industry Management  
Hawaii Pacific University

**Wendy Lam**, 2nd Vice President of HHSMA, has been a faculty member and administrator at Hawai'i Pacific University for more than 17 years. Currently, she is the Director of the Travel Industry Management program and is responsible for the program's academics, co-curricular, internship, and industry relations. Wendy often represents HPU by traveling to various parts of Asia to conduct seminars, visit partner universities, and participate in educational events. She also has over 20 years of professional experience in food manufacturing and retail with clients from major airlines and hotels. She conducts training programs and prepares marketing plans for major Honolulu corporations.

Since she was a young girl, Wendy's goal was to become a teacher. She earned a BBA in Marketing and an MA in Economics at the University of Hawaii and an MBA from Chaminade University. She has taught classes at UH Manoa,

UH West Oahu, Leeward Community College, Windward Community College and Kapiolani Community College.

In 1988, Wendy became a full time faculty member and academic advisor at Hawai'i Pacific University. Courses she has taught include Introduction to Travel Industry Management, Travel Industry Marketing, Principles of Marketing, Principles of Microeconomics, and Principles of Macroeconomics.

Wendy joined HHSMA two years ago. She has been active with the Special Olympics fundraiser and Scholarship fundraiser events. She was Secretary of HHSMA in 2003, and this year is the 2nd V.P. Two of her major projects in 2004 include launching the HHSMA website and co-chairing the FUNatical Fall FUNdraiser with fellow board member **Brent Lausterer** from Hyatt Regency Waikiki Resort & Spa.

Wendy serves on the boards of the Hawaii Hospitality Sales & Marketing Association and the Academy of Travel and Tourism. She is a member of the Council of Hotel, Restaurant & Institutional Education, the Hawaii Hotel Association, and the American

Educational Research Association. She is also the Vice Chair of the Downtown Neighborhood Board.

How others refer to Wendy: Wonderful Wendy; Fairy Godmother; Lady with a joyful heart; Unofficial job match-maker between employers & students;

Happiest moment:

The happiest moments for Wendy are when she realizes that she has made a difference, especially when it comes to helping people.

Perspective on Learning:

Wendy views learning as a life long experience. She believes it should be meaningful and fun. She says a great learning attitude is a person's best asset, and we should all strive for continuous improvement.

Motto:

Everything worth doing is worth doing well. Love one another.

Interests & Hobbies:

Wendy enjoys traveling, volunteering, and surfing the web.

Favorite places to visit (in order of preference)

Japan, Morocco, Spain, Switzerland, Italy, Singapore, Philippines, Malaysia, Germany, France, Turkey, Britain, Denmark, Greece, China, Taiwan.

## Have You Seen it Yet?

Our very own HHSMA web page is finished! Check it out and add it to your "favorites" list: [www.hhsma.org](http://www.hhsma.org).

A big *Mahalo* to **Wendy Lam** and her students at HPU!!



## Thought for the Day

**"What the world needs is more love and less paperwork."**

— Pearl Bailey



(>FUNdraiser from page 1)

Team competitions include: Perfectly Penned Pumpkins; If I Only Had a Brain; Trick-Tac-Toe Toss; Do Rey Mi Diddy, plus a Kid's Campground.

There will also be a general costume contest for all attendees in the categories of Silliest, Movie Character Look-Alike, and Fantasy Character. There will also be a Karaoke competition for all of our HHSMA Hawaii Stars.

Judging will be done by our very own HHSMA "Idol Judges"— **Simon, Paula** and **Randy** will be making a guest appearance for this special event! You don't want to miss this dynamic trio!

The program also includes an excellent Silent Auction with a variety of packages including hotel stays, dining, shopping, airfares, and even a television/DVD player combination. Definitely an opportunity to find some great values on memorable auction items and door prizes!

All proceeds will be provided to four local organizations: Special Olympics, Sisters Offering Support, Waikiki Community Center Care-a-Van and the Variety School. A portion of proceeds will go toward the HHSMA Educational Scholarship Fund.

Validated self-parking is \$2.00, and valet is \$10.

If you have any questions about joining a team, or about attending the event, please contact **Brent Lausterer** at the Hyatt Regency Waikiki Resort & Spa at 921-6057. Join your peers from HHSMA at Rumours for complimentary pupus, no-host cold beverages and great company, and support these worthy causes!

## Award-Wining Ruth's Chris Steak House

When Ruth Fertel said: "Life's too short to eat anywhere else," she was speaking of the amazing establishment that bears her name, Ruth's Chris Steak House.

That's not just one opinion but the recognized fact. This past year alone, Ruth's Chris has added to its accolades with such 2004 awards as:

- \* Best Steak House in Honolulu-*Honolulu Star-Bulletin*.
- \* Best Steak House in Honolulu-*Best of Citysearch*.
- \*Hale Aina Award - *HONOLULU Magazine*.
- \*Ilima Award "Best Fine Dining"- *Honolulu Advertiser*.
- \*Award of Excellence (Wailea) - *Wine Spectator Magazine*.

With three locations in Hawaii--Honolulu's Restaurant Row at 500 Ala Moana Boulevard, on Front Street in Lahaina and at The Shops at Wailea on Maui--Ruth's Chris Steak

House continues to set the standards for fine dining...and this holiday season is no exception.

For the greatest in prime beef, live Maine lobsters, fresh Island fish, perfectly-marinated chicken, New Orleans-inspired appetizers, crispy salads and mouthwatering desserts, look no further than the nearest Ruth's Chris for your holiday happening.

There are private rooms available to accommodate groups, large and small. There's an unequaled wine list to complement every meal. There's audio-visual equipment available in the well-appointed Ali'i Room for presentations. There's a comfortable cocktail lounge in which to meet and greet guests. And there's the knowledge that a meal at Ruth's Chris is always the best.

To make the holidays even more special for Hawaii Hospitality Sales & Marketing Association members, Ruth's

Chris is offering a complimentary "Chef's Appetizer" for any party of 10 or more that dines at Ruth's Chris.

Just call member **Alex Kirley** at 234-6552 to make arrangements for this treat, which is valid through January 15, 2005.

And spread the word: Ruth's Chris makes holiday gift-giving easy with its beautiful gift cards. For every \$100 in gift certificates purchased, the buyer receives a complimentary \$10 voucher to use in the restaurant. So give a gift to yourself as well as your business associates, friends and family.

Visit any location or in Honolulu, call 599-3860 and your gift cards will be ready for pick-up at the Restaurant Row location. That's also the number for reservations, so don't delay in making your holiday plans.

## MORE UPCOMING HHSMA ACTIVITIES

Join us for our Luncheon and Annual Scholarship Presentation with guest speaker **Dr. Linda Wheeler**.

We'll be at Bubba Gump's in the Ala Moana Shopping Center on Wednesday, November 17. Registration from 11:30am to 12 noon. Luncheon and presentations from noon to 1:30pm.

Please reserve no later than Friday, November 12. For more information call **Simone Abbott** at 396-5860.

Mark your calendar for Wednesday, December 1, 2004 from 11:00 am - 1:00pm.

We will celebrate this annual event with the Orthopedic Unit and Special Services at

Jefferson, Ala Wai, and Waikiki Elementary. This heart-warming event will definitely get you into the giving spirit of the Holidays.

Santa, along with our members will be assigned to a school, where they will visit with the children, sing Christmas Carols, serve refreshments and deliver gifts.

Transportation is being donated by Robert's Hawaii, Ilima Transportation and Polynesian Adventure Tours. There will be designated pick up and drop off areas for our members. More information to follow.

If you wish to serve on our committee, please call **Luana Maitland** at 924-6007.

**"Olelo No'eau"**

**Oiai e nana mai ana no na maka.**

*While the eyes still look around.*

*While a person is living, treat him kindly and learn what you can from him.*



**By Luana Maitland  
Outrigger Reef**



**Be a Part of the HHSMA Team  
Year 2005 Board of Directors  
NOMINATION BALLOT**

It's that time of year again to nominate candidates to serve on your board of directors. All members have the opportunity to suggest candidates for consideration of the nominating committee, which is chaired by the past president. A multiple slate of candidates for each office and a respective ballot will be presented to the general membership in November for voting.

**QUALIFICATIONS:**

1. Must be a member in good standing.
2. Must devote a majority of time either to the marketing function in general or to any of the marketing disciplines.
3. Must be able to devote adequate time to the association.

**TERM OF OFFICE:**

Beginning January 1, 2005 – December 31, 2005. Officer's terms are for one year only. Incoming Director will serve a two-year term ending December 31, 2007.

**NOMINATIONS:**

(You may nominate yourself)

- |          |          |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |

**Let us know what topics of interest you would like addressed in 2005:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**You are invited to serve on a committee next year:**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Committees: (circle one) Budget/Finance, Programs, Education, Scholarship, Special Olympics Fundraiser, Government Affairs, Public Relations, Membership, Newsletter.

**PLEASE RETURN BY OCTOBER 30, 2004 TO:  
Ernie Bautista**

Fax: 845-1713 \* Phone: 845-2283 \* [ernie@hawaiiexecutiveplanners.com](mailto:ernie@hawaiiexecutiveplanners.com)



## MARK YOUR CALENDAR

**October 23**

*Annual Fundraiser*

Rumour's, Ala Moana Hotel

**November 17**

*Scholarship Luncheon*

Bubbba Gump's Restaurant

**December 1**

*Community Service Event*

*joint with MPI.*

Orthopedic Unit & Special Services at Jefferson, Ala Wai, and Waikiki Elementary.

**December 9**

*Industry Holiday Breakfast*

Royal Hawaiian Hotel  
Joint PATA, TTRA and ASTA.

### Newsletter Articles

If you would like to submit an article to be included in the quarterly HHSMA newsletters, please submit to Newsletter Chair, **Luana Maitland**:

luana.maitland@outrigger.com

*Mahalo Luana for coordinating our newsletters this year!*



### Publications Committee:

Phoebe Beach, Luana Maitland,  
Philip Richardson.

Production: Kate Moore  
Photos: Chaz Hendrickson

## 2004 FUNDRAISER PRIZES!

Here is a list to date of prizes for the upcoming Fundraiser Event. Mahalo to these generous companies who donated toward this worthy event. Be sure to bring your check book or credit card to bid on Silent Auction Packages!

### Aina Haina Eye Center

(3) \$50 gift certificates

### Ala Moana Hotel

Sunday Brunch for 2

### Atlantis Adventures

Atlantis Submarines for 2

### Booklines Hawaii

(10) 24-can Coolers

### BriteSmile Whitening

One Treatment

### Castle & Cooke

(1) Large Gift Basket

### Castle Resorts & Hotels

2 night stay at Kamaole Sands.

### ColdStone Creamery

(5) Ice Cream Cakes & Pies

### Dave & Busters

(2) \$25.00 Gift Certificates

### Dollar Rent A Car

(3) 24 hour voucher for mid-size

### Doubletree Alana Hotel

One night stay-Deluxe room

### Dream Cruises

Passes for 2 aboard any cruise

### Four Seasons Hualalai

2 night stay Ocean View room

### Hawaii Candy

(2) \$ 65.00 Gift Baskets

### Hawaii Prince Hotel Waikiki

Sunday Brunch for 2

### Hawaiian Airlines

(3) Round-trip air Neighbor Islands

### Hilton Waikoloa Village

2 nights in Standard room

### Hilton Hawaiian Village

2 nights at San Francisco Hilton

### Hyatt Regency Waikiki

Restaurant gift certificate

### Ilikai Hotel

Two Room nights & Dinner

### Island Air

RT for 2 to any island destination

### Island Heritage

Gourmet condiments and Gourmet Cuisine book

### Kyoya Restaurant

(2) Dinner for 2

### Miramar at Waikiki

2 nights ocean view & breakfast buffet for two

### Paradise Cove

Royal Alii Luau Package for two.

### Pleasant Island Holidays

Round Trip for 2 to SF

### Princeville Corporation

2 night stay in ocean view room

### Princeville Corporation

2 rounds of golf at Princeville's Makai Course

### Robert's Hawaii

Magic of Polynesia Show ( for 2)  
Ali'i Kai Catamaran Sunset Dinner (2)

### Royal Hawaiian Shopping Center

(4) \$25 gift certificates

### Sheraton Waikiki

Ocean Terrace Dinner for Two

### Sisters Offering Support

Butter Warmers and tea candles,  
pedicare care kit & hand stitched bag from Bali, (2) Wyland prints

### Victoria Ward , Ltd.

\$25.00 Gift Certificate

### W Honolulu Diamond Head

1 Night stay in a DH Room

### Waikele Premium Outlet

Waikele Totes + (10) Logo Tees

### Waikiki Parc Hotel

Seafood & Prime Rib Dinner for 2