



HHSMA

HAWAII HOSPITALITY SALES & MARKETING ASSOCIATION

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NEWSLETTER

MARCH 2005

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President's Message

Alex Kirley
Ruth's Chris Steak House

Aloha and Happy New Year!

I am very excited and honored to be serving as the 2005 HHSMA President and am looking forward to our many gatherings, luncheons and events to come. We have a wonderful Board of Directors serving this year, and I am sure that our calendar of events will be filled with many amazing speakers and networking opportunities. I'd like to also thank the 2004 board for a wonderful year and their dedication to the organization. I'd like to commend each and every person for their level of commitment and for the countless hours that they contributed.

This year, it is my commitment is to make sure that the organization is fulfilling the needs of our membership and the goals of HHSMA. On behalf of the entire board, we are seeking your input on the types of speakers, topics, programs and events that we will plan throughout the year. That being said, we're also seeking volunteers to join committees including Marketing/Public Relations, Special Olympics, Scholarship, Fundraising, Programs, Educational Conference and our annual Christmas Community Event.

We've already begun 2005 with a Chinese New Year luncheon at Lau Yee Chai Restaurant and thank you to **Michele Lee** for such

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HHSMA Scholarship Awards Luncheon

By Wendy Lam
Hawaii Pacific University

HHSMA held its annual scholarship luncheon at Bubba Gump Restaurant on November 17, 2004. The scholarships are awarded to students majoring in travel or hospitality who have good character, a high grade point average, and are involved in extra-curricular activities. Applications are open to students at four local colleges. Six finalists from Hawaii Pacific University were awarded \$500 each this year.

Dr. Linda Andrade Wheeler, CEO Successories of Hawaii, was the guest speaker at the luncheon. She enlightened the audience on "The 5 P's to being a Star in Hospitality Sales and Marketing."

She encouraged the audience to be their best by following the 5 P's as outlined below:

1. **Planning** • Develop a plan & mindset for your work;
 2. **Passion** • Motivate yourself to achieve your goals;
 3. **Performance** • Execute the sales with confidence & competence;
 4. **Promote** • Develop a network of supporters
 5. **Pride** • Selling yourself is something you do by yourself;
- Appreciate your efforts & those who helped you.



2005 Board of Directors:(l-r) Ernie Bautista, Simone Abbott, Alex Kirley, Margie Walsh Lehman, Pattie Furtado, Danielle Diamond, Dana Washofsky and Wendy Lam.

MEMBER PROFILE

Simone Abbott is HHSMA's 2nd Vice President for 2005. Simone was last years Secretary and has been an active member of the organization since she started her sales career almost ten years ago.

The Personal Story

Simone began helping her parents learn to sail at 11 months old when they moved aboard Yacht *Antigone* in Sacramento. A few years later they were ready for adventure; one that lasted 8 years through Mexico, Panama, the Galapagos, the South Pacific Islands, and New Zealand and Australia. Her sailing career was halted when *Antigone* took a break so that she could finish school in Hawaii. This began her love of the Islands.

After a brief encounter with the "mainland", Simone had to return "home" alone. *Antigone* with parents aboard was headed back to sea towards Mexico and the Caribbean and Simone was ready to conquer the world.

The Work Story

A career of travel seemed only fitting and Simone began working at none other than a travel agency, Nippon Travel Agency. This led to more travel adventures but this time by air (much quicker!). After seven great years working in hotel reservations, retail sales and training, Simone found her calling: advertising sales in none other than travel publications.

She joined Media Matters and learned from the best, her dear friend and "2nd mother", **Kay Hampton**, before forming her own company, Abbott Communications.

She currently handles sales for *Hana Hou!*, *Hawaiian Skies* and the *Oahu Travel Planner*.

The School Story

Class by class of night school at KCC and HPU produced Simone a BA in Communications. She is also a proud graduate of the Travel West Academy and Moanalua High School (go Menehunes!).

Real Life

Simone is passionate about travel and spends as much time abroad as she can get away with. Favorite places include Brazil, the entire South Pacific (esp. Tahiti, Rarotonga, and the Tuamotus), and the island of Capri.

She is also an avid watergirl and spends the year canoe paddling, canoe sailing, and kayaking.

Next Stop

Guam. Love lures Simone away from the Islands--but only temporarily. You will find Simone in both Hawaii and Guam in 2005. Stay tuned for new contact details as she'll be back often to service her clients and the members of HHSMA.

Thought for the Day

"Even if you are on the right track, you are going to get run over if you just sit there."

*Contributed by:
Phoebe Beach
Outrigger Hotels
& Resorts*



2004 HHSMA President Ernie Bautista (right) with association Presidents (l-r) Chris Kam of TTRA, Gloria Keller of PATA and Wendy Goodenow of ASTA during the joint industry breakfast held at the Royal Hawaiian Monarch Room.



Thomas K. Kaulukukui, Jr., a respected Hawaiian orator, provided an inspirational presentation honoring and perpetuating the Hawaiian culture and community.

Kaulukukui is presently Chairman for

the Board of Trustees of the Queen Lili'uokalani Trust, and is a collaborate with the Pauahi Leadership Institute which is committed to further developing the capacity of native Hawaiians to serve as leaders in their families, communities and businesses. Attendees were also entertained by "**Kalia**" a Hawaiian musical group comprised of employees from the Outrigger Reef of the Beach Hotel.

An HHSMA Christmas Event to Remember

By Luana Maitland

Outrigger Reef on the Beach

What a joyful moment it was for the Orthopedic Unit and Special Services students from Jefferson, Ala Wai and Waikiki Elementary Schools as we took our Annual Christmas Event to them.

We had a great turn out of HHSMA members and was also joined by a few members of MPI and students of HPU, who also donated Christmas gifts for the children, helped to serve refreshments and who also sang Christmas Carols.

None of this would be possible if it wasn't for the time and efforts of the following committee members: **Dan Bayne** (Marc Resorts), **Judy Kawahara** (Pleasant), **Phoebe Beach** (Outrigger Hotels & Resorts), **Coco Davis** (Polynesian Cultural Center), **Michelle Souza** (Hawaii Executive Planners) and the HHSMA Board of Directors, **Ernie Bautista**, **Brent Lausterer**, **Wendy Lam**, **Simone Abbott-Leek**, **Bernard Tan** and **Alex Kirley**.

A very special Mahalo to **Gay Wong** (Mutual Publishing) for the donation of children books. **Deams Narimatsu** (Robert's Hawaii) and **Alan Akiyama** (Ilima Transportation) for providing transportation for our members to and from each school.

A big mahalo to **Hawaiian Airlines**, **Hilton Hawaii Village**, **Sheraton Hotels & Resorts** and **Outrigger Hotels & Resorts** for the delicious refreshments they prepared for the children.



(>PRESIDENT'S message con't.)

a superb lunch! The presentation was given by **Dr. Zanella** of Hawaii Pacific University on Chinese New Year etiquette, and it was very informative and entertaining!

Again, a sincere thank you for electing me as your new President, and I hope that everyone has a great new year!

Alex Kirley

HHSMA 2004 SCHOLARSHIP RECIPIENTS

Ms. Yu-Ling Chen, a senior from Taipei who interned with Walt Disney World's entertainment department;

Ms. Michele Oka, a sophomore from Mililani with an internship at the Honolulu Country Club;

Ms. Nelly Pager, a junior from Bordeaux, France with an internship at MC&A; **Ms. Natalie Paul**, a sophomore from Singapore;

Ms. Pernilla Persson, a senior from Sweden who wrapped up an internship at Hanauma Bay and will soon begin a second internship with Dolphin Quest at the Kahala Mandarin Oriental Hotel; and **Ms. Karin Wanscher**, a senior from Denmark. All well-deserving students at HPU, - winning all six HHSMA \$500 scholarships.



HHSMA members and guests celebrate Chinese New Year with a delicious luncheon at the Lau Yee Chai Restaurant in Waikiki

Dr. Zanella of HPU enlightened the audience with Chinese etiquette.



MARK YOUR CALENDAR

April 20

Luncheon joint with MPI Education Day & Lunch with **Mayor Mufi Hanneman**.
Waikiki Beach Marriott

May 16

Education Conference
Waikiki Beach Marriott

June 15

Wine Tasting Networking
Bishop Estate

July 13 & 14

Hl. Travel & Lodging Expo
Blaisdell Center



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