

# HHSMA

HAWAII HOSPITALITY SALES & MARKETING ASSOCIATION

VOL 14, NO. 2

NEWSLETTER

JUNE 2005

## 2005 BOARD OF DIRECTORS

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Ruth's Chris Steak House

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## President's Message

*Alex Kirley*  
Ruth's Chris Steak House



Aloha HHSMA Membership!

What a wonderful first half of the year! We are at record numbers for our membership levels, with great support and attendance at each event, and new members are joining us on a monthly basis. Our momentum is certainly on the rise and this makes for excellent opportunities for professional development, staying current with industry news and trends and networking.

As it is my commitment this year to make sure that the organization is fulfilling the needs of our membership and the goals of HHSMA, here is a quick recap of the events of the first half of the year:

In January, we started with a Chinese New Year luncheon at **Lau Yee Chai Restaurant** and learned about the emerging Chinese market and etiquette. In February we had a very edu-

cational and emotional presentation on plans for a new museum and visitor center at Pearl Harbor and veterans who survived the war joined us for the event. Then in March our luncheon was held at **Planet Hollywood** with an update from **Mitchell Imanaka**, Chair of the Hawaii Chapter of ARDA, on the timeshare industry and its impact on the hospitality industry and an update on the Waikiki Beach Walk Project by **Mel Kaneshige**, COO of Outrigger Properties. In April, we partnered with Meeting Planners International and had a half day conference at the **Waikiki Beach Marriott Resort & Spa** featuring MPI Platinum speaker **Roger Rickard** with a presentation on "We the People...Citizens Not Spectators" on how to be a citizen activist to support the hospitality industry. This presentation was followed by honorary keynote guest speaker, **Mayor Mufi Hanneman** and a board of panelists including

*(continued. on page 2>)*



## Welcome New Members!

A warm welcome to the following new members to our HHSMA *ohana*:

**Kathryn Acorda**, Director of Marketing, Ala Moana Condominium Hotel.

**Carol Arnott**, Honolulu Zoo Society.

**Katie Bailey**, Sales Manager, Dave & Buster's.

**Marivic Cabrera**, Sales Manager, Aston

**Kainoa Daines**, Sales Manager, Miramar at Waikiki.

**Danielle Diamond**, Vice President, Discover Hidden Hawaii Tours.

**Dave Evans**, Associate Professor, KCC Hospitality & Tourism Dept.

**Suzy Ford**, Senior Sales Manager, Hard Rock Cafe.

**Barbara Gusman**, Senior Sales Manager, Outrigger Reef Hotel.

**Heather Leigh**, Sales Manager, Thrifty Car Rental.

**Colleen Reyes**, Sales Manager, MC&A.

**Shree Sadagopan**, Sales Manager, Dream Cruises, Inc.

**Collette Seu**, Sales Manager, Waikiki Shopping Plaza.

**Dan Spears**, Professor, University of Hawaii.

**Randy Tanaka**, Director of Sales & Marketing, Hawaii Convention Center.

*(continued on page 4>)*

(> PRESIDENT message continued from page 1)

Tourism Liaison, **Marsha Weinert** and the Hawaii Visitors and Convention Bureau's VP of Sales in Corporate Meetings and Incentives, **Mike Murray**.



Finally, in May we held a HHSMA E-Commerce workshop once again at the **Waikiki Beach Marriott Resort & Spa** which featured a panel of industry experts including **Mary Fastenau**- Starr Tech Interactive, **Dave Erdman** of PacRim Marketing and

tors and Convention Bureau's VP of Sales in Corporate Meetings and Incentives, **Mike Murray**. Finally, in May we held a HHSMA E-Commerce workshop once again at the **Waikiki Beach Marriott Resort & Spa** which featured a panel of industry experts including **Mary Fastenau**- Starr Tech Interactive, **Dave Erdman** of PacRim Marketing and



**Michael Reichartz**, Vice President of Hotels for Expedia.com and Hotels.com.

Wow- what a busy first half of the year, and we hope that we have met some of your needs for attending our monthly luncheons. Next month we'll take some time to relax and enjoy some great wine and food at the **Bishop Estate!**

On that note, I'd like to thank the board for their support. We are lucky to have such a great team of dedicated people moving this organization forward. And when you see them, please give them your thanks for their countless hours of planning. That being said, the further success of HHSMA can only be achieved with your support, and I encourage everyone to get involved! If anyone is interested in joining a committee, making a donation for our scholarship and fundraising efforts, contributing to our newsletters or making suggestions on future events and speakers, we welcome your efforts!

Warm regards,  
*Alex Kirley*

## Charity Walk

The 27th annual Visitor Industry Charity Walk, sponsored by the Hawai'i Hotel & Lodging Association (HHLA) raised a total of \$963,000 on Saturday, May 21. More than 10,205 walkers on Oahu, Maui, Kauai and the Big Island participated to raise money for Hawaii's charities. The previous record was \$960,400 last year.

"We would like to thank all of those who made this event an enormous success by donating their time and money to this great endeavor. Thousands will benefit from the generosity of this day," said **Alan Cambra**, general manager for the **Renaissance Ilikai Waikiki Hotel** and chairperson for this year's Charity Walk.

Themed "Mahalo to our Troops," this year's Walk paid tribute to Hawaii's armed forces and their families.

"The visitor industry has its share of employees serving in the military and we are pleased to show our utmost appreciation and respect to all of the servicemen and women and their families," said Cambra.

"This is an expression of our aloha for the community. There's a lot of heart that goes into this event by the workers and managers of Hawaii's visitor industry, that's been in great evidence today." said **Murray Towill**, president of HHLA.

The HHLA will donate a portion of the proceeds to support military organizations, including USO-Hawaii, Armed Services YMCA and Hawaii Supports Our Troops.

On Oahu, walkers stepped off at 6 a.m. to the trumpet sound of "Reveille in the Morning" and "Charge" by the 111th Army Band's Bugler, SFC

Domingo from Ala Moana Beach Park's McCoy Pavilion and continued on a seven-mile trek through Waikiki, Kapiolani Park, along the Ala Wai and back to Ala Moana Beach Park.

Oahu participants enjoyed food and entertainment at 17 checkpoint stations along the route. Different checkpoints distributed delicious food such as kalua pig in taro buns, chocolate chip cookies, brownies, graham cracker smores and spam musubi; provided live entertainment; and refreshed walkers with POG slushies and cold wash-cloths.

Highlights along the route included a military command post with a live band at the **Island Colony** checkpoint and an **Outrigger Hotels & Resorts** booth for walkers who wrote notes of appreciation to soldiers in Iraq that will be sent with a care package.

At the finish line, walkers were treated to a special plate lunch and post-Walk entertainment showcasing the musical stylings of Gregg Hammer and the Flashback Band and a performance by Ka Hula O Ululani.

Walks on Maui, Kauai and the Big Island featured visitor industry sponsored checkpoints offering food, beverages and a variety of local-style entertainment, including a post-Walk karaoke competition on the Big Island.

Sponsored by the HHLA, the annual Visitor Industry Charity Walk is the largest single-day fundraiser in the state, providing an outlet for the visitor industry to collectively give back to the local communities. Since its inception in 1978, the Charity Walk has raised over \$16 million for Hawaii's charities.

## What We Heard

By Wendy Lam, HPU and  
Margie Walsh, Planet Hollywood

### March Luncheon An update on Timeshare Industry & the Waikiki Beachwalk Project

Hawaii Hospitality Sales & Marketing Association (HHSMA) held its March luncheon on March 16, 2005 at Planet Hollywood, and over



50 members and guests attended the event. The featured speakers were **Mr. Mitch Imanaka**, Chair of American Resort Development Association - Hawaii and **Mr. Mel Kaneshige**, COO for Outrigger Properties.

Mr. Imanaka enlightened the audience with an overview of the timeshare industry and its economic impact in Hawaii. Highlights of his presentation are as follows:

- As of 2005, there are 5,734 timeshare units in Hawaii
- Average age of timeshare owners is 55; they are affluent, well educated, travel in large party and have long average stay.
- Hawaii timeshare industry generates about 524,000 visitors and \$627 million of

spending annually

- Estimates of 15,340 full-time jobs are created by the industry and it contributes \$81.8 million to State revenue annually.

Members can visit ARDA website at [www.arda.org](http://www.arda.org) for the latest information on the timeshare industry.

Mr. Kaneshige is responsible for the acquisition, development, management and dis-

position of the real estate assets of the Outrigger group of companies. He shared updates on the Waikiki Beach Walk Project. The project,

now underway will bring a new and exiting dimension to Waikiki. Attendees were treated to useful information including the targeted timeline, expected project benefits, and artist renditions of the completed project.



## HHSMA Members invited to Hospitality Expo -- July 13 & 14

HHSMA members are invited to attend the 2005 Hawaii Lodging, Hospitality & Foodservice Expo at the Neal Blaisdell Center in Honolulu Wednesday July 13, from 10 am to 6 pm and Thursday July 14 from 10 am to 5 pm. The Expo is free and open to the industry only.

There will be 330 companies occupying 570 exhibit spaces for the largest Expo in its 11 year history. Eight free educational seminars will address a variety of industry subjects including customer service for Japanese visitors and internet marketing for restaurants and hotels. HHSMA members may attend any and

all free seminars. Expo attendees also have the opportunity to win round trip inter-island travel certificates from Aloha Airlines and Las Vegas vacation travel packages from Vacations Hawaii.

Each HHSMA member is already registered for the Expo and will receive the EXPO PREVIEW newsletter announcement in late June and a pre-printed free admission badge the first week of July.

For further information on the 2005 Hawaii Lodging, Hospitality & Foodservice Expo contact **Ken Kanter** of Douglas Tradeshows at 808-261-3400, [www.douglastradeshows.com](http://www.douglastradeshows.com)

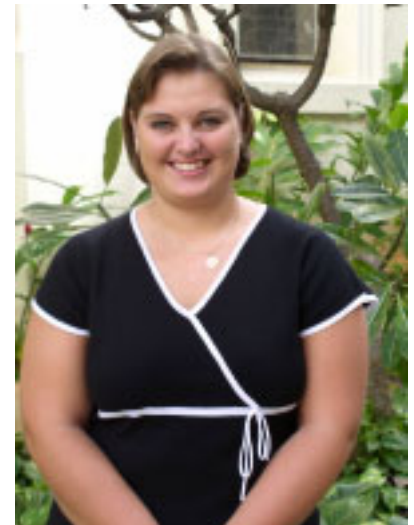
## Welcome New HHSMA Intern

In March, HHSMA hired a new intern, **Karin Wanscher**, who comes to us from Hawaii Pacific University (HPU).

Karin is a native of Denmark, who arrived to Hawaii in the summer of 2003. She is a senior student majoring in Travel Industry Management at Hawaii Pacific University's College of Business Administration.

Karin is a 2004 HHSMA scholarship recipient and also the former President of the

Travel Industry Management Student Organization (TIMSO), for whom she has arranged and participated in many events, several in coordination



with HHSMA.

In addition, Karin is an active member of HPU's Rotaract club and the prestigious President Host program as well as a member of the Alpha Sigma Lambda and Delta Mu Delta honor societies.

Karin will be graduating from HPU in December 2005 at which time she will be pursuing a career in marketing or event planning.

## MEMBER PROFILE

**Dana Washofsky**, marketing communications manager for Marriott Hotels and Resorts Hawaii is responsible for over-



seeing and maximizing advertising, public relations, e-marketing resources, and strategic alliances for Marriott's Hawaii Regional Cluster of nine properties for all market segments including consumer, travel agents, and meeting planners.

Dana brings a wealth of hospitality marketing experience and a strong relationship with the Marriott brand to the position. Prior to this Dana served as media director for Laird Christianson Advertising for 10 years where she was primarily responsible for the Marriott Hotels and Resorts Hawaii account. In 2003, Dana stepped into manage the Hawaii office of Yesawich Pepperdine Brown & Russell, overseeing the advertising business for Outrigger Hotels and Resorts.

In her spare time, Dana enjoys traveling with her husband Craig, VP and General Manager of Servco Appliance and Electronics Distribution Company; cooking, photography, crafting, and spending time with her two boys, Benjamin (20) a Senior at the University of San Francisco and Jacob (16) a Junior at Punahou.

## Committee Volunteers

HHSMA is looking to recruit for the following committees. We have a great group of members already signed up (thank you!), however, we are always looking for new faces to get involved.

### **BENEFITS:**

- 1) Have fun
- 2) Make new friends
- 3) Contribute to the community through HHSMA

### Fundraiser Committee

Committee Chair: **Wendy Lam**  
Meets between July and October to plan and coordinate HHSMA's annual fundraising event in October.

### Scholarship Committee

Committee Chair: **Simone Abbott**

Meets between July and September to provide applications to various colleges, review applications and select recipients.

### Community Event

Committee Chair: **Judy Kawahara**

Meets between September and December to coordinate HHSMA's annual community event in December.

Please contact Simone Abbott at 800.993.2499 or you can contact her at: [simone@abbottcommunications.net](mailto:simone@abbottcommunications.net) to sign up!

## Member to Member

**Ruth's Chris Steak House Celebrates 40th Anniversary -- Special \$40 Prix Fixe Menu in effect July 25, 26**

Forty years ago, a feisty single mother named Ruth Fertel bought a steak house in New Orleans, promptly renaming it Ruth's Chris Steak House to retain its original visibility.

That single location has grown into the national and international standard bearer, with three locations in Hawaii alone--Restaurant Row in Honolulu, Front Street in Lahaina and The Shops at Wailea, also on Maui.

To celebrate the founding, Ruth's Chris in Honolulu is offering patrons a special \$40 prix fixe menu for July 25 and 26. Reservations are sure to be at a premium once the word is out, so don't delay in making immediate plans by calling 599-3860 or emailing HHSMA member Alex Kirley at [alex@direstaurants.com](mailto:alex@direstaurants.com).

The anniversary menu begins with a choice of appetizer: barbecue shrimp or mushrooms stuffed with crabmeat. Then comes the Ruth's Chris signature Caesar salad. For entrees, diners will select from the petite filet, Island fresh fish prepared to the Chef's specifications, or broiled marinated chicken in a unique marinade. Accompanying the entrees and served family-style will be garlic mashed potatoes and creamed spinach.

Rounding out the meal will be Ruth's own recipe for bread pudding with whiskey sauce, accompanied by coffee or tea.

The entire award-winning Ruth's Chris Steak House menu also will be in effect on the anniversary evenings, along with the restaurants extensive wine list and complete bar.

## "Na Honu Hawai'i" The Spirit Within

**Aloha Festival 2005** will be held August 25 to September 13, 2005. Mark your calendars to participate in this year's events. Please visit their website for more information: <http://alohafestivals.com>

(> *NEW MEMBERS continued*)

**Lance Wheeler**, V.P. Sales & Marketing, Successories of Hawaii, Inc.

**Giovanna Wheelock**, Regional Operations Manager, Ala Moana Condominium Hotel.

**Liz Wong**, Sales Manager, Waikiki Park Hotel.

**Candace Yuen**, Group Sales Manager, Ala Moana Hotel.

## Winetasting and Networking

**WED., JUNE 15**

**BISHOP ESTATE**

**6:00 pm - 8:00 pm**

A great way to end the day! Join us for a fun filled Pau Hana event, network with your friends and learn more about wine! Parking is not available at the estate. Transportation to be provided by Discover Hidden Hawaii Tours at two pick up times from Roosevelt High School (5:30 or 6:00pm.) You must register for one of the pick up times and this event has limited space. First come -- first serve!

To register please contact Karin Wanscher via email at: [karinwanscher@yahoo.dk](mailto:karinwanscher@yahoo.dk)

The fee is \$20 for HHSMA members and \$25 for non-members.

## Congratulations!

We'd like to welcome Past-President **Lorena Horiuchi** of the Hilton Hawaiian Village back to HHSMA and also to congratulate her on her new baby **Kamryn Kaori Teresa Horiuchi**, born January 14, 2005!

And we bid a fond *aloha* to **Phoebe Beach** who is spending most of her days on the golf course! We will all miss her smiling face...and of course we are all jealous.

## In Memorium

HHSMA extends their deepest sympathy to past President **Valery O'Brien** for the loss of her dear husband and friend, **Scott O'Brien**.

HHSMA has made a contribution on the membership's behalf to Special Olympics in lieu of flowers at his memorial.

If you would like to make an additional contribution, memorials have been established in Scott's name with The Easter Seals of Hawaii, the Special Olympics and the Rotary International Foundation and can be mailed to:

Scott O'Brien Family  
c/o Valenti Print Group  
PO Box 3026  
Honolulu, HI 96802.

Our sympathy and prayers go to the O'Brien Family.

May Peace Be With You  
Valery.

## Many Many Mahalos!

On behalf of the entire membership, we'd like to send a big *mahalo* to the following members and for their generous donations in support of our scholarship and fundraising efforts as of May 25th, 2005:

**Gail Glushenko**, Aloha Airlines:

round trip ticket to neighbor island

**Ken Kanter**, Douglas Trade Show:

Six- \$25 Long's gift certificates.

**Ernie Bautista**, Hawaii Executive Planner:

Sam Choy's Restaurant gift certificate

**Francine Lee-Kadota**, Hawaiian Airlines: Logo items

**Kainoa Daines**, Miramar at Waikiki:

2 nights stay with breakfast each day for two.

**Jo-Ann Bayne**, Paradise Cove Luau: 2 luau certificates

**Margie Walsh-Lehman**, Planet Hollywood: Gift certificates

**Alex Kirley**, Ruth's Chris Steak House: Gift certificate

**Vickie Omura**, Starwood Hotels:

Breakfast for 2 at the Royal Hawaiian Surf Room

**Vickie Omura**, Starwood Hotels: Banana Bread Basket

**Conchita Malaqui**, Waikele Premium Outlets: Logo items

**Cheryl Ann Viera**, Ala Moana Hotel:

Plantation Cafe gift certificate

**Anna Kennedy**, Atlantis Adventures:

Navatek Sunset Buffet Cruise

Please contact Alex Kirley for any further donations at 808-234-6552 or alex@direstaurants.com. You may also mail directly to HHSMA, PO BOX 89619, Honolulu, Hawaii 96830.

## HHSMA Website - CHECK IT OUT TODAY!

HHSMA established a new website last year and for those of you who did not get the chance to look through it yet, here is a little information on

the different elements.

The website can be found on [www.hhsma.org](http://www.hhsma.org)

On the "Events" page, you can find descriptions of upcom-

[Home](#) / [Contact](#) / [Site Map](#) / [E-mail](#)

ing events, the dates, locations and the theme. The newsletters that we send out periodically will also be available on the "Newsletter" page.

The "Membership Application" page contains an application and information about the organization and its events as well as the programs offered.

The website also lists the current 2005 "Board members" and links to industry related organizations and companies as well as offers from members and partnerships.

If you are interested in posting your own newsletters and offers onto the website, please contact HHSMA's intern **Karin Wanscher** at [karinwanscher@yahoo.dk](mailto:karinwanscher@yahoo.dk).



## Mission Statement

Hawaii Hospitality Sales and Marketing Association is a non-profit business organization comprised of sales and marketing professionals in the hospitality, travel and tourism industries.

The mission of the organization is to develop sound business practices as well as encourage and foster a high standard of professional conduct among the men and women engaged in travel, hospitality and tourism related services. To achieve this goal, HHSMA offers its membership seminars, guest speakers and educational programs to enhance their professional performance.

Business luncheons feature guest speakers and topics that provide membership with valuable information that can be brought back into the workplace and incorporated into business practice.

Special events, fund-raisers and scholarships enhance the organizations involvement in the community. Local non-profit volunteer organizations benefit from annual fundraiser activities. Scholarships are granted to students actively pursuing careers in the hospitality and tourism related industries. Students are encouraged to participate and network by volunteering and participating in fund-raising events.

In addition, HHSMA establishes:

- € Contacts between all aspects of the tourism industry.
- € A professional networking system.
- € Continuing education opportunities.
- € Opportunity to share industry-related ideas and information.
- € Mentors for up and coming industry participants.



## MARK YOUR CALENDAR

### June 15

Wine Tasting Networking  
*Bishop Estate*

### July 13 & 14

HI. Travel & Lodging  
Expo  
*Blaisdell Center*

### August 17

Lunch - "Aloha Week"  
*Radisson Waikiki*  
*Prince Kuhio*

### September 21

Luncheon  
*Ruth's Chris Steak House*

### October 22

Fundraiser  
*tba*

### November 23

Scholarship Luncheon  
*Halekulani*

### December 9

Industry Holiday Breakfast  
*Halekulani*

*Community Event tba.*



Production: Kate Moore  
[procom@hawaii.rr.com](mailto:procom@hawaii.rr.com)  
Photos: Chaz Hendrickson  
[emailchaz@aol.com](mailto:emailchaz@aol.com)