

# HHSMA

HAWAII HOSPITALITY SALES & MARKETING ASSOCIATION

VOL 14, NO. 3

NEWSLETTER

SEPTEMBER 2005

## 2005 BOARD OF DIRECTORS

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Romano's Macaroni Grill

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## President's Message

Alex Kirley

Ruth's Chris Steak House  
Romano's Macaroni Grill



Aloha HHSMA Membership!

It is mid September already and I can't believe how fast this year is flying by. I think that most of us have already even begun to plan for the holiday season as we all get so busy with our personal and professional commitments. That said, your HHSMA Board Members are already busy planning a few more educational lunches, our annual fundraising and scholarship event and of course, our annual keiki holiday event. Thanks to your commitment to our chapter and industry, I am positive that we will have a strong turnout for all of these upcoming functions, and I strongly encourage you to share in the wonderful opportunities.

I am happy to announce that **Governor Linda Lingle** accepted our invitation to be

our featured speaker at the October 19 luncheon at Ruth's Chris Steak House. She will speak on tourism. Place your reservations early as we will have to limit seating to the first 60 reservations.

To highlight our upcoming Saturday, November 19th HHSMA Annual Fundraiser and Silent Auction efforts, I'd like to give you a preview of this exciting event. We will feature a "Cosmic Bowling" at Fort Shafter this year and teams will be invited to participate in bowling in the dark. It will be a great way to socialize, have a great time and raise funds for our selected charities and our scholarship fund. We hope to have a huge turnout...so dust off your bowling shoes and come on out!

Again, there are many ways that we are able to network together and enjoy Hawaii's finest restaurants, hotels and attractions, and through each of these events, we are also able to give back to our community and to future leaders in our industry. Please come out to support our events and to continue to build value to our organization and your membership.

Warm regards,

Alex Kirley

## Member Events

Hawaii Hospitality Sales and Marketing Association held its wine tasting and networking event on June 15th at the Dillingham Estate. A big thanks to **Suzy Ford** from Hard Rock Cafe and **Trisha Lei Tsubaki** from Dave and Buster's for providing the onolicious food and dessert. We would also like to thank Discover Hidden Hawaii Tours for providing transportation from Roosevelt High School to the Dillingham Estate.

What an extraordinary evening filled with great wine, food, music, and a superb view of Honolulu and Waikiki!!

The HHSMA Aloha festival luncheon held at the Radisson Prince Kuhio was a celebratory event beginning with fresh plumeria lei for all attending Blaine Kia provided musical entertainment featuring his expert ukulele playing along with two dancers. Meg Preston sold Aloha Festival Ribbons for the event for Travel Women Hawaii.

**Charlian Wright**, Executive Director of Aloha Festivals and HHSMA past president introduced **Blaine Kia**, a noted Kumu Hula and President of Kia Enterprises Blaine informed the membership on the direction that Aloha Festivals is taking featuring the Na Hoku

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(> *ACTIVITIES from page 1*)

Hawaii theme as it relates to Lifestyles in 2005 and involving all Kama'aina and Malahini. Rosie Napiha'a (from Germaine's Luau) and the reigning Aloha Festivals King was present at the luncheon.

Charlian shared the change in events with the kick off of the Waikiki Ho'olaulea September 9th, the Downtown Mele on September 16th and the Floral Parade on the 17th. All the neighbor islands will continue to have their own celebratory events on separate schedules.

For more information members can go on-line to [www.alohafestivals.com](http://www.alohafestivals.com).



## Hawaiian Airlines Service To San Jose

Hawaiian Airlines, which has served the Bay Area for many years, recently announced that it will inaugurate daily nonstop service between Honolulu and San Jose on October 1, 2005. The new service will be on Hawaiian's comfortable fleet of wide-body Boeing 767 aircraft.

"San Jose is the largest community in the Bay Area," said Joshua Gotbaum, trustee for Hawaiian Airlines. "Now its residents will be able to get the best airline to Hawaii without having to fight the traffic to the City."

Hawaiian's new Flight 45 will depart the Mineta San Jose International Airport at 9:20 a.m. local time and arrive in Honolulu at 11:45 a.m. This will allow travelers time to be on the beach in the afternoon or catch convenient flights to the other Hawaiian Islands.

The return Flight 44 will depart Honolulu at 1:30 p.m. and arrive in San Jose at 9:40 p.m. San Jose will be Hawaiian's 5th gateway city in California.

For more information: Francine.Lee-Kadota @ hawaiianair.com.

## Sea Life Park Dolphin Discovery

Every Wednesday as the sun sets and the stars come out, Sea Life Park by Dolphin Discovery is transformed from a nationally recognized marine attraction into the world's only luau with an aquatic twist.

Located on the Windward Coast of Oahu, the luau overlooks the Pacific Ocean and offers a spectacular Dolphin Show, authentic Hawaiian food and sensational Polynesian revue.

Prices for the Dolphin Show and luau are \$80 plus tax for adults (13 years and older) and \$48 plus tax for children 4-12 years old.

For more information or reservations, please call Sea Life Park by Dolphin Discovery at 808-259-7933.

## Desert Island Restaurants Update

HHSMA President, **Alex Kirley**, who joined Desert Island Restaurants in 2001 as Regional Sales & Special Events Manager for **Ruth's Chris Steak House**, has been promoted to Regional Director of Sales & Marketing, with responsibilities for Ruth's Chris

and the opening in November of **Romano's Macaroni Grill** in Ala Moana Center, according to company chairman **Randy Schoch**.

Kirley will oversee sales, group sales, marketing, advertising, promotions and special events in her expanded position, which includes Ruth's Chris Steak Houses in Honolulu's Restaurant Row and on Maui in Lahaina and at The Shops at Wailea as well as the projected five Romano's Macaroni Grill locations to open. She will report to **Paul Ah Cook**, Regional Vice President/Hawaii Operations for Desert Island Restaurants.

In addition, Schoch recently announced plans to expand his franchise further, with a fourth Ruth's Chris Steak House at The Shops at Mauna Lani, now under construction, and with the signing of a letter of intent to open the first Ruth's Chris Steak House in Waikiki, in the Outrigger Beachwalk Project.

Prior to joining Ruth's Chris, Kirley worked at the HVCB and the Hilton Hawaiian Village.

Kirley and her husband live in Kaneohe with their newborn son, Matthew.

## Welcome New Members!

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

- **Allison Hart**  
Bubba Gump
- **Miki Itoga**  
Obun Hawaii Group
- **Steve Kolt**  
VIP Transportation
- **Jeannie Layco**  
Island Partners Hawaii
- **Eldon Miura**  
Obun Hawaii Group
- **Kathy Ogata**  
Robert's Hawaii
- **Reenie Tsuchioa**,  
Hotel Specialist, Ad-Ventures  
Hawaii Publishing.

## Member News

Congratulations to **Kay Hampton**, President of Media Matters who just acquired representation of *Marin Magazine*. This publication serves the people in the most affluent county in the country. Media Matters has also been selected to represent the *Elite Wedding Collection*, a comprehensive marketing and recognition program that endorse the best hotels and resorts for destination weddings.

**Allison Hart** is now the Sales Manager for the Bubba Gump Shrimp Company. She replaces **Dianne Hutchinson** for the Honolulu location. Dianne will continue to be the Sales Manager for Bubba Gump's in Maui and Kona.

Congratulations to **Janis Clapoff**, the new General Manager at Halekulani.

And **Scarlett Godinez-Dumadag** has undertaken a new job opportunity as the Director of Sales with CreditBack.

## MEMBER PROFILES

**Danielle Diamond** is HHSMA's Secretary for 2005. Danielle is currently the Vice President and Director of Finance for Discover Hidden Hawaii Tours. She began working with Discover Hidden Hawaii Tours in 1999 and manages the overall operations and accounting department. Before joining the world of tourism, Danielle served in the U.S. Marine Corps at Kaneohe Bay in the intelligence field.

Danielle was born and raised in Las Vegas, Nevada and moved to our beautiful island of Oahu ten years ago. She has a four-year-old son and another *keiki* on the way and enjoys Latin Ballroom dancing with her husband and traveling with her family.

Hilo Hattie has recently hired **Mari Tianne Okamoto** as their new Oahu Sales Manager, responsible for driving business into the flagship factory store on Nimitz Highway and the store at the Ala Moana Shopping Center designed for the Kamaaina market.



The Oahu Sales Manager position is a new job that promotes Hilo Hattie as the "Store of Hawaii", a unique retail-shopping destination on Oahu. She will also create and develop special events to promote Hilo Hattie and be an active participant in travel industry organizations.

Mari is Kauai born and a graduate of the University of Hawaii at Manoa.

## Hagadone Printing Company Invests \$10 Million for 2005

Hagadone Printing Company, Hawaii's leading provider of print services, has invested in a world-class Goss M-600 commercial heat set web press to meet the printing demands of Hawaii's growing businesses. The company thus becomes one of the nation's premium printing facilities.

The new equipment will also make Hawaii the only state in the Pacific region offering state-of-the-art quality and unmatched speed in commercial printing solutions.

"We are very excited about the purchase of this new Goss commercial press," says Erwin Hudelist, Hagadone Printing Company's president. Hudelist adds: "Business has been strong this year, and with Hawaii's economy growing steadily, we find it absolutely necessary to expand our capabilities. Not only will we be

able to produce more jobs with a shorter turn-around time but also offer more products with even better quality to the customers. Installing this new

equipment makes Hawaii home to a press model that is renowned throughout the world for quality, speed and efficiency. The Goss M-600 is the world's best selling 16-page web press and a machine designed to maximize pressroom productivity while providing unequalled print quality."

Hudelist adds that the company estimates an investment of up to \$10 million for 2005.



"This makes our company one of the premium printing facilities in the United States. Thus we would like to bring back the print jobs that are currently being lost to out of state vendors," concluded Hudelist.

The new commercial press is scheduled to be operating by October 2005. Please contact HHSMA member, **Michelle Bartmann** at 479-3118 for pricing or more information.

## Aloha Shirts Help To Stop Global Warming

In an effort to conserve energy and to help stop global warming, the Japanese government has asked that all companies and government offices raise their air conditioners from 77 F to an 82 F degrees level. For the first time in the history of Japan, all private and public office workers, including all politicians and professional executives are asked to "Down Dress" into shirts and directed not to wear suits and ties for the summer.

This nationwide directive by the Japanese government is called "Cool Biz", and this conservation effort is estimated to save Japan over 80 billions of gallons of oil this summer.

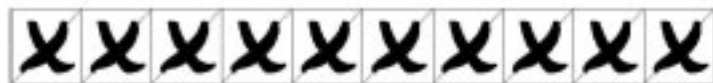


In an effort to support this program, Hawaiian style, **Hilo Hattie** has launched "Cool Biz From Hilo Hattie". Signage in all Hawaii stores will promote this new concept. A special logo has been developed by Hilo Hattie to advertise this responsible "earth friendly" initiative. Bilingual sales associates will speak to customers about the merits of Aloha wear during sweltering summer months in Japan.

"We are very pleased to be working with the Hawaii Tourism Japan Office on their 'Cool Biz' website and to support the Japanese government on their 'Dress Down' campaign", says **Paul deVille**, President and CEO of Pomare, Ltd. dba Hilo Hattie. "We feel that the 'Cool Biz from Hilo Hattie', is another way our company can share our Hawaiian way of life and *Aloha Spirit* with our friends in Japan."

Besides actively promoting this campaign this summer Hilo Hattie is already in discussions with large Japan Department Stores, the Hawaii Visitors & Convention Bureau and major Japanese tour operators to continue to promote "Cool Biz From Hilo Hattie" for the spring and summer of 2006.

## Get ready to have some fun!



## At the Annual HHSMA Fundraiser . . .

This year's event will include Cosmic Bowling at Ft. Shafter Bowling Center and a Silent Auction. The event will be held on Saturday, November 19th (Saturday) from 3:00pm to 6:00pm.

We are looking for teams and individuals to come share in this event to raise funds for scholarship recipients and various charitable organizations.

Please look for our team sign-up sheet and donation request letter later this month. Please mark it on your calendar & we look forward to seeing you there!

**November 19**  
**Cosmic Bowling**  
 at  
**Fort Shafter**  
**3pm-6pm**

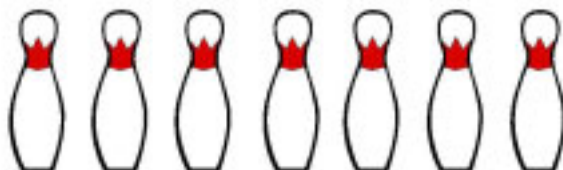
*Get your team ready to play!*



Thanks to last year's hardworking committee, we raised over \$5000 for scholarships and provide the much needed funds to Special Olympics, Sisters offering Support, Waikiki Community Center "Care A Van" and the Variety School.

If you would like to be part of our planning committee, please contact Simone Abbott [simone@abbottcommunications.net](mailto:simone@abbottcommunications.net)

## Let's Go Bowling!



## Hilo Hattie Shirts With UH Logo Available For Sale Online

Fans of University of Hawaii at Manoa athletics can now show their UH pride in Aloha style with Hilo Hattie shirts embroidered with the department's official "H" logo.

The shirts are now available on-line by clicking on the "Hilo Hattie" link on the UH athletics department's website ([HawaiiAthletics.com](http://HawaiiAthletics.com)) or on the weekly "H-Mail." The site



can also be accessed by logging on to [HiloHattie.com](http://HiloHattie.com) or at: <http://www.hilohattie.com/uh/uhathletics.cfm>.

The site features a wide se-

lection of shirts currently being worn by UH coaches, staff, and administrators emblazoned with the athletics department's official "H" logo. The shirts can also be purchased without the "H" mark.

"This is a great opportunity for our fans to acquire high-quality Hilo Hattie shirts with the 'H' logo," said **Herman Frazier**, UH Athletics Director. "This site provides a nice selection of Aloha shirts that are identical to the ones being worn by our coaches and staff

## MARK YOUR CALENDAR

### September 21

Luncheon - Leadership Works Seminar  
*Halekulani*

### October 19

Luncheon with Governor Linda Lingle  
*Ruth's Chris Steak House*

### November 19

Fundraiser 3pm-6pm  
 Cosmic Bowling/Auction  
*Fort Shafter*

### December 9

Industry Breakfast  
*Halekulani*



### Newsletter Editors:

**Wendy Lam**, HPU  
**Alex Kirley**, Ruth's Chris Steak House, Romano's Macaroni Grill  
 Production: **Kate Moore**

during athletic events. Going forward, the site will expand to include other selections. We're excited about the potential of our partnership with Hilo Hattie."

Hilo Hattie has entered into a three-year agreement with UH to serve as The Provider of Hawaiian Fashions for the UH athletics department. It is their responsibility to ensure that members of the department, including coach, are clothed in Aloha attire that reflects our unique island home.