



Maui Hotel & Lodging Association

The Voice of Maui's Visitor Industry

December 2008

Rice for the Holidays

The residents of Lanai were recently treated to frozen turkeys and 5-lb bags of rice for the Holidays. The Coon Family and the employees of **Trilogy** and Lanai City Service have been giving out turkeys on Lanai for many, many years, and when the Maui Hotel & Lodging Association heard of this

philanthropic effort, they offered to join in the spirit of giving with 5-lb bags of rice. A thousand turkeys and 500 bags of rice were handed out on Saturday, November 22 to Lanai residents.

MHLA will also be providing rice to Maui and Molokai residents in December through an effort with the Maui Food Bank. MHLA will pay for the rice and the Maui Food Bank will handle the distribution to families on Maui & Molokai. Nearly 3,000 bags for Maui and 1,000 bags for Molokai will line shelves of the Maui Food Bank during their especially busy holiday season.

"MHLA's generous donation comes at a critical time for the Maui Food Bank as we are experiencing difficulties in keeping our shelves

filled during this holiday period," said Richard Yust, Executive Director for the Maui Food Bank. "The Food Bank exists to assure that no one in Maui County goes hungry. We are grateful that MHLA is helping us to fulfill this mission."

It all started with Jim and Rand Coon of **Trilogy** allowing us to ride on their coattails on Lanai and now we are expanding our giving-back efforts to include the other islands of Maui County. We are honored to give back to the residents Maui, Molokai and Lanai. Rice is a staple for many and we hope to touch as many lives as possible during the holidays and especially during these tough economic times.



Jim Coon of Trilogy and Carol Reimann giving out free turkey & rice to Lanai Residents.

MARK YOUR CALENDARS! 2009 SCHEDULE OF EVENTS:

- April 16 - Dine Around
- May 16 - Visitor Industry Charity Walk
- May 22 - Academy of Hospitality & Tourism Graduation Luncheon
- August 28 - "Excellence in Education" Golf Tournament
- September 16 - Annual Membership Meeting
- October - Academy of Hospitality & Tourism Student Conference
- October 29 - Dine Around
- December 3 - Kupuna Dinner

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MHLA Board of Directors & Officers

During an annual membership luncheon held at the **Grand Wailea Resort Hotel & Spa** in September the following individuals were installed as 2008-2009 Maui Hotel & Lodging Association Board of Directors & Officers:

- Nane Aluli, Mauian Hotel
- Craig Anderson, The Westin Maui
- Chip Bahouth, Sheraton Maui Resort (Board Chairman)

- Matt Bailey, Grand Wailea Resort Hotel & Spa
- Nancy Chaplick, Oceanic Time Warner Cable
- Mike Jokovich, Hyatt Regency Maui Resort & Spa
- Chris Luedi, Fairmont Kea Lani, Maui
- Gregg Nelson, Napili Kai Beach Resort (Board Vice Chairman)
- Carol Reimann, Maui Hotel & Lodging Association (Board Secretary)
- Jim Shefte, Associate Member
- Sharon Suzuki, Maui Electric Company (Board Treasurer)
- Murray Towill, Hawaii Hotel & Lodging Association
- Mike White, Ka'anapali Beach Hotel

Keynote speakers at the event included Lt. Governor James "Duke" Aiona and Mayor Charmaine Tavares.



Board Members shown above: Nane Aluli, Chip Bahouth, Mike Jokovich, Nancy Chaplick, Chris Luedi, Sharon Suzuki, Jim Shefte, Gregg Nelson and Murray Towill

"We're pleased to have such a dynamic group of leaders on the MHLA Board. Collectively, we have an impressive amount of expertise on the Board which will be invaluable as we take an active role in advocating for the visitor industry during these very challenging times."

Chip Bahouth,
Board Chairman

Charity Walk—The Final Tally—\$331,000!!!!

A grand total of \$331,000 was raised during the 30th Annual Visitor Industry Charity Walk, held this past May in Wailuku, Maui.

The Charity Walk is one of the largest single-day fundraising events in Hawaii. State-wide, over \$1.1 million was collectively raised during walks on Oahu, Kauai, the Big Island and Maui -- with Maui County continuing to raise more dollars per capita than any other island. Since the Maui Hotel & Lodging Association started hosting the event in 1980, a cumulative total of over \$5 million was raised, benefitting numerous Maui County non-profit organizations.

In a special reception held at the **Maui Beach Hotel**, over 60 non-profit organizations were honored in appreciation of their participation in the event.

The annual Charity Walk is the Visitor Industry's way of giving back to the community. MHLA is committed to providing for and positively impacting the lives of the people of Maui County. This year, MHLA is pleased to have awarded funds to 60 worthy

Maui County organizations from the event's proceeds. The range of services of these recipients touches many residents' lives from children to the elderly, from athletic organizations to service-related agencies; from health to housing. It is our goal to impact many lives by supporting a variety of charitable organizations that provide valuable services, and to ultimately improve our community.

Mark your calendar for next year's Visitor Industry Charity Walk – May 16, 2009.



Donna Gomes (Hawaii Canines for Independence), Laura Echiverri (Wailuku Hongwanji Pre-School), Carlyna Nakamura (Hale Makua), Nancy Chaplick (Oceanic Time Warner Cable) and Tony Krieg (Hale Makua) were honored in a special reception for their efforts.

"The funds raised through the Visitor Industry Charity Walk have a tremendous impact in our community, providing direct support for the work of a significant number of nonprofit organizations, and indirectly touching the lives of many of our Maui County residents."

- Paula Ambre

The Maui Farm, Inc.

"Ka Lima O Maui enjoys the Visitor Industry Charity Walk because it is a very effective fundraiser while incorporating a fun, collaborative effort and outing with the people we serve!"

- Chantal Ratte

Ka Lima O Maui



Annual Kupuna Dinner

The Annual Kupuna Dinner took place at the Wailuku Community Center on Thursday, December 4. This year's holiday feast catered to 400 elderly; and represents the visitor industry's effort to give back and honor the Kupuna of Maui. Many of the guests included those who have no family to celebrate the holidays with and/or are homebound.

The Community Center was transformed into a festive "hotel-like" dining facility with fabulous entertainment and lots of great door prizes. Each year, the kupuna look forward to this enjoyable evening of celebration with friends and partake in a scrumptious meal prepared by MHLA properties. Each participating hotel provides 40 complete meals. This year's menu included: corn chowder, fresh vegetables, rolls and butter, baked ham, steamed rice, pumpkin pie, fresh brewed coffee or tea prepared & served by the following MHLA property members:

- Fairmont Kea Lani, Maui
- Four Seasons Resort Maui at Wailea
- Grand Wailea Resort Hotel & Spa
- Ka'anapali Beach Hotel
- Marriott's Maui Ocean Club

- Maui Prince Hotel
- Napili Kai Beach Resort
- Sheraton Maui Resort
- The Westin Ka'anapali Ocean Resort Villas
- Wailea Beach Marriott Resort
- The Westin Maui Resort & Spa

In addition to the fabulous meal, 200 door prizes were given out throughout the evening. These prizes were generously donated by MHLA members, individual citizens and various dignitaries. The outpouring of support from the MHLA membership and the community for the Kupuna Dinner was overwhelming. All of the Kupuna walked away with a memento. Thank you to all who provided donations for this very special event.

Each year, MHLA partners with MEO to invite and provide transportation for the participants from the various senior clubs throughout the island.

"MEO is proud to work with MHLA on this very worthy event," says Agnes Groff, MEO's Community Relations Liaison who coordinates the efforts of 44 senior clubs throughout Maui. "MEO has been "helping people...changing lives" for 42 years and we look forward to this Kupuna Dinner each year."

MHLA also partnered with Maui Community College. Four Hospitality and Tourism students assisted in the coordination of the event. MHLA is proud to give back to our Kupuna and provide valuable hands-on experience to our future business leaders.





Excellence in Education Golf Tournament Presented by Maui Land & Pineapple Company



Maui Land & Pineapple Company, Inc.

The 12th Annual Excellence in Education golf tournament presented by **Maui Land & Pineapple Company** took place on Friday, August 29 at **The Dunes at Maui Lani**. The popular event raised over \$11,000 in valuable scholarship funds..

The 12 top teams received fabulous prizes ranging from hotel stays to dining certificates to golf rounds to trips on the Hawaii Superferry. The team that placed 12th received First Place honors – a tribute to the 12th annual event. Golf results are as follows:

WINNING TEAM-12th Place (see photo)
Hyatt Regency Maui Resort & Spa

Fa'a Tialino
Aaron Medina
John Hernstat
Aaron Schosso

1st Place
Haleakala Golf Club

Rick Woodford
Dave Ulin
Tom Jezierny
Kent Smith

2nd Place
Westin KORV

Andy Pescado
Curtis Kaiwi
Wayne English
Hifo Hafoka

3rd Place
Island Movers

Ralph Miyamoto
Lance Terada
Jimmy Nagamine
Chris Martin



Team Hyatt - Won Top Honors

While many of the golfers won some great prizes, the real winners of the event are Maui's youth.

The popular visitor industry golf tournament celebrated 12 years of giving back to Maui's youth by raising over \$11,000 in scholarship funds earmarked for high school students participating in the Academy of Hospitality & Tourism (AOHT) program and students in Maui Community College's Culinary Arts and Hospitality & Tourism programs.

Scholarships will be awarded next Spring to AOHT and MCC Culinary and Hospitality & Tourism students.

Dine Around II—It was a Monster Mash...a Dine Around Smash!

Thank you to **Tiffany & Co, Maui Prince Hotel & the Grand Wailea Resort & Spa** for their gracious hospitality!
Did we have a good time? If a picture is worth a thousand words...check out these pictures....



It's All About Allies

MHLA is proud to recognize our valued Allied Members— thank you for your support!

Allied Focus: Gilbert & Associates

Gilbert & Associates has provided award-winning advertising, marketing, public relations and creative services on Maui since 1974. Over the past 3 decades, this MHLA Allied Member has evolved into the Neighbor Island's oldest and largest advertising agency, servicing a diverse range of clients on each of the major islands, from visitor industry notables to neighborhood retailers, nonprofits to government. Maui clients include: **The Shops at Wailea, Ka'anapali Beach Hotel, Maui Kai Beach Resort, First Wind, Lahaina Cannery Mall, CB Richard Ellis & Mama's Fish House.**

"Back when we established the company, ad agencies were something only the 'big guys' used," says owner & president Larry Gilbert. "We've helped change that in Hawaii and now assist hundreds of clients in building their brand."

Gilbert & Associates are the creative minds behind MHLA's current "I Work for Aloha" campaign, utilizing print and radio to target Maui County residents and reinforce the message that a robust tourism industry benefits us all.

"Sometimes we lose sight of how essential our visitors are to the Health of the whole island, and how significantly tourism impacts those who work outside of that sphere. Our visitor industry is vital. It is one of the main reasons we're proud to work on this campaign, and why we so vigorously support MHLA."

For more information on **Gilbert & Associates**, call 808/871-6230 or visit them at www.gilbertadvertising.com.

Allies Featured at Annual Membership Luncheon

MHLA's annual membership meeting in September included a mini-trade show showcasing the fine products & services of the following MHLA allied business members:

- Activities & Attractions Association of Hawaii
- Akina Aloha Tours
- Anheuser-Busch
- Costco Wholesale
- Evcom Inc. (Visitor Magazines)
- Hawaiian Airlines
- Hawaiian Commercial & Sugar (Maui Brand)



- Haynes Publishing Group (Maui No Ka Oi Magazine)
- HST Windsurfing
- Island Movers
- Maui Land & Pineapple Company, Inc.
- Maui Printing Company
- Maui Community College
- Morris Visitor Publications (WhereGuestBook)
- Oceanic Time Warner Cable
- PWC Hawaii Corporation
- Surfing Goat Dairy
- 'Ulalena
- Tiffany & Co.
- Vision Enterprises

Allied Hotline: Paradise Television Offers Scenic Hawaii

If you haven't seen it yet, you must check out **Paradise Television's** HD Channel 1000 "Scenic Hawaii" which was recently added as a fabulous offering to their ever-popular The Visitor Channel 7. HD Channel 1000 is the first ever full-time, locally produced, statewide HD channel in Hawaii. Broadcast from their Lahaina production facility, Scenic Hawaii showcases breathtaking aerial footage, spectacular sunsets and seascapes, informative and unique editorials from around the State and much more. "HD Channel 1000 Scenic Hawaii allows the viewer to escape and truly enjoy parts of Hawaii one may otherwise never see," says Jim Kartes, President of **Paradise Television Network**. Hosted by Celeste Akeo viewers can tune into HD Channel 1000 anytime, sit back, relax and enjoy stunning scenery accompanied by peaceful music...a refreshing alternative to normal television programming. Check out **Paradise Television's** website at www.scenicahawaii.com.

Greetings From MHLA!

Along with the lobbying and advocacy efforts and community endeavors that is coordinated from MHLA's two-man office, you will be interested to know that I've been busy "getting involved" since I started in February.

In addition to my various responsibilities at MHLA, I also take part in the following board and advisory groups as a representative of the visitor industry:

- Maui Chamber of Commerce
- Maui Visitors Bureau
- Hawaii Hotel & Lodging Association
- Academy of Hospitality & Tourism

- Maui Electric's IRP Advisory Group
- AOC (Airports)
- EOC (Civil Defense)
- Maui Clean Energy Green House Gases and Carbon Emissions Group
- Lahaina ByPass
- Workforce Investment Advisory Group
- West Maui Transportation Access Plan
- Hui O Wai

As we move into 2009, MHLA will continue with the "I Work for Aloha" campaign to improve public sentiment of our industry

I will also continue to send out timely eblasts on new issues and subjects that affect our industry. And now I am proud to present the second edition of "The Voice of Maui's Visitor Industry" an MHLA newsletter.

Please feel free to call on me at any time. I look forward to working with you!

— Carol Reimann, Executive Director

