

Dean's Welcome



After many years at the TIM School, I am pleased and proud to serve as interim dean of the UH TIM School. Although this is a challenging time due to the economic downturn, there is a lot that can be accomplished during this period of readjustment and reflection. Traditionally, these are times when people look for opportunities to develop or improve their knowledge and skills. As the UHM school that supports the largest industry in the state, it is a time for travel industry personnel to take advantage of the many programs and opportunities offered by the TIM School's educational, research and community outreach programs to help prepare for present and future challenges. To this end I have much to report and more to come.

With the welcome addition of two new faculty, Drs. **Joyce Hwang** and **Gui Lohmann**, we now have expertise in all areas of foodservice, transportation, hotel, information technology, finance, and tourism. Faculty diversity is a strength within the school with faculty hailing from Korea, Taiwan, Australia, Japan, Brazil, Wales, Hawai'i and the continental U.S. Please let me know if you are interested in having any of our faculty join working committees in your professional organizations or associations. This newsletter features faculty and alumni that have been honored in the local and international arenas, including **Pauline Sheldon**, **Ramsay Taum**, **Ed Wary**, **Anthony Wong**, **Karen Kan Li**, and **Aldrin Leung**.

The Center for Tourism Policy Studies is pursuing follow-up efforts to the very successful workforce development study completed for the Hawai'i Tourism Authority by **Russell Uyeno** and **George Ikeda**. **Professional Programs** organized by **Rachel Soma** are thriving with another successful completion of the **EDIT** summer program and customized training for Japanese and Chinese groups during these next few months. This winter's **HIHI** program will offer two training seminars on: 1) sales strategies and skills and 2) energy efficiencies and conservation in housekeeping operations. New programs in revenue management, information technology, Korean and Chinese markets, and a teacher's certification are being planned. Future

plans will also capitalize on the school's 30-year history of professional training of key tourism officials in China by **Chuck Gee** and TIM faculty.

UH Vice President **Linda Johnsrud** has funded a **neighbor island distance program** in the TIM School that will offer core courses online being developed by TIM faculty starting next fall. By completing five basic TIM core courses, students will earn an online certificate with the option of continuing on to complete the degree. These courses will be of particular value to working professionals and those with associate degrees.

The TIM School, along with its TIM International (TIMI) alumni association headed by **Dave Evans**, produced another successful and meaningful Legacy Banquet that raised funds to support regular student events such as graduation receptions, Netlinks networking program, and student and teaching awards. Money raised will also be expended on technology upgrades for the Gee Technology Center that was established by TIMI. Alumni reunions are gaining momentum with meetings organized by **Johnson Choi** and **Roberta Wong Leung** in San Francisco, Beijing, Hong Kong, Nevada and a sold out event in Sonoma County.

Thanks to our generous donors like **Ed Hubenette** from Marriott International and **Yoshitaro Iwasaki** of the Iwasaki Scholarship Foundation for each donating \$100,000 in scholarship funds for TIM students. During the coming year, we will be soliciting funds for scholarships and awards for our top students. Thanks to **Murray Towill** of the HHLA we have a head start with a \$2,000 donation to kick off our TIM awards program, to be featured at a student scholarship and awards event to be planned by students enrolled in the events management course in Spring 2009. Finally, plans for the TIM webpage include establishing an online job bank to facilitate job placement for TIM students in Hawai'i and abroad. During the course of the year, I have had many occasions to meet with our students in TIM clubs like Eta Sigma Delta, TIMSA, CMAA, PATA and the Po'okela Program. They are eager and committed to the industry and would be an asset to your company. Please continue to contact **Kim Brooks** directly at brookski@hawaii.edu with any job and internship opportunities for our fine TIM students.

Mahalo nui loa for all your support!
Juanita C. Liu, Ph.D.
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Happy Holidays
 from TIM

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TIM Honors Eight at Legacy Event



Above: 2008 alumni honorees Ed Wary (Left) and Anthony Wong (Right)

On October 23, 2008 the TIM School and its alumni association, TIM International, Inc., partnered with the Hawai'i Hospitality Hall of Fame for the annual *Celebrate a Legacy in Tourism* banquet. Attended by over 200 guests at the Hawai'i Convention Center, six pioneering leaders in Hawai'i's tourism industry, along with two distinguished TIM alumni were honored, including:

Kenneth F. C. Char, Visionary Executive, Aloha Airlines/Hawai'i Visitors Bureau. Kenneth had the foresight to see that tourism would be the leading industry which was instrumental in the expansion of Aloha Airlines and the establishment of the TIM School.

Jerry Hulse, Influential Travel Writer, *Los Angeles Times*. Jerry Hulse captured his

readers with stories of beautiful Hawai'i, which succeeded in luring visitors to our state and establishing Hawai'i as a popular destination.

George H. S. Kanahele, Leader in Hawaiian Renaissance, Waiaha Foundation and Native Hawaiian Hospitality Association (NaHHA). George is credited with reconnecting Hawai'i's tourism industry with the Hawaiian culture, promoting the idea that tourism and the Hawaiian host culture could flourish together.

Kanae Kobayashi, Developer of Diversified Hotel & Travel Companies, Kobayashi Travel Service Ltd. Kanae went from a single hotel enterprise to operating one of Hawai'i's largest hotel chains and ground transportation. He exemplified the aloha spirit in his management style and was known for treating his employees like family.

Robert N. Rinker, Master Hotelier and Executive of Hawai'i Hotel Association. With an extensive background in hotel operations, Robert N. Rinker was influential in working with the tourism industry and government to develop Hawai'i as a world class tourism destination.

George "Pete" Wimberly, Designer of Signature Hawai'i Resorts, Wimberly, Allison, Tong & Goo. George is recog-

nized for his creative, exotic and imaginative style of resort architecture. His landmark projects helped define Hawai'i tourism and created a Hawai'i-based business designing resorts around the world.

Ed Wary (BBA '68) and **Anthony Wong** (BBA '84), both TIM graduates were inducted into the TIM Alumni Hall of Honor for their exemplary success and dedication to the TIM School and community. Dean Emeritus **Chuck Gee** made a meaningful presentation to the awardees.

Ed Wary is a successful restaurateur having established a variety of innovative concepts in Hawai'i, including Auntie Pasto's and Dixie Grill. He emphasized the importance of the restaurant industry as the largest growing segment of the hospitality industry. He teaches the restaurant management course in the TIM School, imparting to students his entrepreneurial spirit. Anthony Wong is CEO of Creative Eateries, a restaurant company based in Singapore, which manages 18 outlets across eight different restaurant brands. He said that economic downturns can provide opportunities to enable one to try out new concepts in creative enterprises.

Both credit their UH education at the TIM School as secrets of their success. These alumni honorees were selected for their accomplishments in their careers, as well as their commitment to the school and to their communities. They represent the success and dedication of the more than 3,000 TIM alumni.

The gala event was emceed by **Brickwood Galuteria**. Thanks to generous donors for a fabulous silent auction, the event raised more than \$30,000 to support the students at the School.



Above: 2008 Hawai'i Hospitality Hall of Fame families and associates of honorees.

Legacy Event (continued)



Top row: Honoree Anthony Wong and Teresa Wong, Juanita Liu, Douglas Tom, Renee Oyama-Evans, Dave Evans.
Bottom row: Chuck Gee, Jim McGuinness, James Hamachek, honoree Ed Wary, Maddie Wary, and Tina Wary.



Left: Aileen Char, widow of the late Kenneth F. C. Char and Peter Fithian.



Right: Heather Wimberly, daughter of the late George Wimberly and John Brogan.



Above: Family of the late Robert Rinker and Bo Hulse, son of the late Jerry Hulse.

Right: Jeanne Kanahele, widow of the late George H.S. Kanahele and Priscilla Texeira.

Below: Family of the late Kanae Kobayashi.



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Family of Kenneth F. C. Char
Family of Kanae Kobayashi
Hawai'i Medical Service Association
Hawai'i Visitors & Convention Bureau
The Kāhala Hotel & Resort
Native Hawaiian Hospitality Association
Outrigger Enterprise Group
Wimberly, Allison, Tong & Goo

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TIM Student Volunteers



Professor Pauline Sheldon Wins 2008 UNWTO Ulysses Award

The United Nations World Tourism Organization (UNWTO) this year awarded Professor **Pauline Sheldon** its prestigious Ulysses Prize in recognition of her outstanding contributions to tourism research and education. Professor Sheldon's work and studies focus on how tourism enterprises, educational institutions, organizations and governments can excel in a sector with huge potential and enormous challenges. The Ulysses Awards were introduced 6 years ago by UNWTO to recognize achievement and contribution to tourism, with the Ulysses Prize itself being awarded for Academic

Excellence. Professor Sheldon received her prestigious award at a gala award ceremony in Madrid, Spain which was presided over by the Secretary General of the UNWTO and attended by international dignitaries and the press at the Museo Cerralbo, Madrid.

Professor Sheldon's acceptance speech entitled "Collaborations and Connections in Tourism" highlighted and thanked her many colleagues and collaborators. She also presented the keynote address at the following Ulysses Conference entitled "Is Tourism Awakening?" Citing her

various research studies, she noted that "...much has been accomplished, but the awakening of tourism is still not complete. We need to act within the framework of developing educa-

tion, governmental tourism policies and tourism enterprises towards the promotion of values ranging from innovation and excellence, to sustainability, stewardship and responsibility."



Left (L to R): Dr. Jafar Jafari, previous Ulysses Winner, University of Wisconsin-Stout; Dr. Eduardo Fayos-Sola, Head, Knowledge Management Department UNWTO; Dr. David Airey, Chair UNWTO Education Council, University of Surrey; Dr. Pauline Sheldon, 2008 UNWTO Ulysses Award Winner; Secretary General Francesco Frangiali, UNWTO

Iwasaki Scholarship Foundation Donates \$100,000

TIM is pleased to announce that the Iwasaki Scholarship Foundation Inc. of Kagoshima City, Japan has gifted USD\$100,000 to the School for an endowed scholarship fund for TIM students from Japan.

The Iwasaki Scholarship **Foundation** and its related organization, Iwasaki Sangyo Co., Ltd., and the TIM School will pursue collaboration in tourism education by sharing information, talented individuals and programs that are mutually beneficial.

Interim Dean Juanita Liu says, "The TIM School is grateful to generous donors like Mr. Yoshitaro Iwasaki of the Iwasaki Foundation who support our students with much needed scholarships. For some time now there has been an increase in students from Japan graduat-

ing from the TIM school with both our undergraduate B.S. and graduate M.S. degrees. We welcome them and look forward to awarding worthy recipients the Iwasaki awards so that they can complete their studies with us."

Ramsay Taum Receives Award & New Role



Ramsay Taum, Director of Community Outreach, was recently selected as the Individual Educator Winner by

Hawai'i Home and Remodeling magazine for his work in sustainability. He was also recently appointed as the new president of the Pacific Islanders in Communications board of directors (PIC). PIC is a Honolulu-based non-profit organization that supports the advancement of Pacific Islander media content and talent, primarily through public television.

Visiting Professor Doug Pearce

The TIM School was delighted to welcome renown scholar **Professor Doug Pearce**, Professor of Tourism Management in the Victoria Management School, Victoria University of Wellington, New Zealand for the month of September. His previous sabbatical visit to the school – was a semester about 19 years ago. Dr. Pearce made use of the TIM Sunset Reference Center working on various research projects. In a presentation on "Developing Effective Tourism Distribution Strategies," he outlined a practical seven step framework for tourism distribution channel design. Given the proliferation of channels and diverse paths to the market available to suppliers

today, this was a very timely topic. The approach he presented was based on his major five year research project in New Zealand. The seminar was well attended by students, faculty and industry personnel.

During his time at the school he also worked with **Dr. Gui Lohmann** on a joint research on transportation and inter-island ferry services in New Zealand. As a Fellow of the *International Academy for the Study of*

Tourism, he collaborated with its current president **Dr. Pauline Sheldon** on a book proposal in conjunction with the *Academy's* upcoming conference in Spain to mark its 20th Anniversary. We thank Doug for his visit and all he contributed to the School during his brief visit with us.



Professors Juanita Liu, Pauline Sheldon, Doug Pearce and Gui Lohmann at the Wai'oli Tea Room in Mānoa.

Po`okela Program Gains Momentum

In Spring 2008 the TIM School launched the Po`okela Student Excellence Program. Through this program, both undergraduate and graduate students are able to enhance their academic experience, network and expand their understanding of tourism and their community. This past summer, Po`okela students participated in an exclusive Honolulu Police Department Ride Along. The students accompanied Officer Leland Cadoy and the officers from the Crime Reduction Unit for an eye-opening experience through Waikiki. The purpose of the activity was to promote and improve a mutual understanding of police and community problems, expose TIM students to the reality of crime and illegal activity that occurs in a tourist destination and its remedies. The students also went on a tour of Chinatown hosted by the Honolulu Culture & Arts District. The tour focused on the gentrification and revitalization of this historic district.

Other events this summer and fall included:

Exploring O`ahu: Circle Island Style – Students explored Pali Lookout, Byodo-In Temple Valley, Kualoa and the North Shore.

Real Life with Sonja Swenson of Stryker Weiner & Yokota, Public Relations – What is travel PR? How can students launch a career in this fast-paced business?

MyCareer: Interview Prep – What sort of questions can stump an interviewee? How do you put your best foot forward?

Slippers to Suits with Lance Cabanilla-Ku of Horizon Lines – This recent graduate of TIM spoke openly about the challenges and opportunities that face our students post-graduation.

Best Western International Trade Show – Thanks to David Kong, President and CEO of Best Western Interna-

tional, students got a first-hand look at the enormous task hotel managers have when making decisions about products and design to meet the needs of their customers.

Coffee Talk with Hawai`i Tourism Authority – This intimate coffee hour helped students understand the enormous task in which HTA has to promote Hawai`i`s largest industry to both visitors and community. Members of HTA`s product development staff encouraged students to not only learn micro concepts, but to understand the larger picture of Hawai`i`s tourism.

Professor Gui Lohmann attended a Po`okela event and said that the program “provides students with the opportunity to have close contact with industry experts in a format that is very relaxing.” What`s next for Po`okela? We are working on a full Spring 2009 calendar that includes:

MyCareer: Your Elevator Pitch Culture Share

Hot Topics: The Use of Technology in our Society

Exploring O`ahu: Waimea Valley

Information Share: The Disney Keys to Excellence

If you or your company would like to support the TIM School`s Po`okela Student Excellence Program by guest speaking or offering other unique opportunities, please contact the Director of Student Services, Kawehi Sellers at



Graduate student Mun-Hee Song gives her impromptu speech



Students and TIM staff with HPD officers outside the Waikiki Police Substation



Po`okela members enjoy their afternoon at the Best Western International Trade Show



Students, faculty and staff with Hawai`i Tourism Authority representatives

Lane Lecture on Sustainable Tourism

This year's guest speakers faced an overflow crowd in George Hall to address the relationship between *green* initiatives and tourism at the **6th Annual Ambassador L.W. "Bill" Lane Jr. Lecture on Sustainable Tourism** on Thursday, May 1, 2008. The joint lecture entitled: "Reshaping the Nature of Tourism: External Pressures, Internal Choices" featured Kathryn Janda, Senior Researcher, Environmental Change Institute (ECI), Oxford University, UK, and Victoria Edwards, Research Director of the School of Environmental Design and Management, University of Portsmouth, UK, and founder of Forest Holidays LLP.



Kathryn Janda and Victoria Edwards

Kathryn Janda emphasized the need to reduce carbon dioxide emissions, which will influence tourism's shape and nature in the future. She echoed Al Gore's agenda with a short review of the projected economic damage and adaptation costs from unprecedented weather patterns and rising sea levels. She stated that "Spending money on sustainability now is going to be cheaper than spending money on it later."

Victoria Edwards gave context to sustainable tourism management by applying important principles that encourage both demand- and supply-side adjustments, and said that the recipe for success includes input from the community, industry, and government, and all with a focus on the environment. This sustainable 'process versus product' management approach suggests that tourism can actually act as a catalyst to change how we spend or respect our dimin-

ishing resources. With the proper monitoring of a destination's resources, and education among travel consumers regarding conservation and preservation, the environmental consciousness of the travel industry will naturally be raised to match that of its consumers. Incentives such as recognition through certification or tax breaks will aid in the industries expediency in increasing its standards for green practices.

Both Victoria and Kathryn reminded the audience that studies show that what the tourism customer wants is local distinctiveness which bodes well for our island state in the face of increased pollution, extreme energy costs, and projected major weather interruptions. "They travel to Hawai'i to experience Hawai'i and they want to feel like they are in Hawai'i," said Victoria, "which isn't staying in a closed, hyper air-conditioned box, or eating food imported from California."

Hawai'i's year-round moderate temperatures and ocean breezes should inspire natural ventilation systems that consume far less energy than the traditional sealed-in hotels we are used to seeing.

Further discussion on improving management of tourism destinations revealed *ecoresort* developments, hoteliers seeking green credentials to assuage their well-traveled, and well-meaning guests, energy-use profile labeling on hotels, and personal carbon allowances (in the form of credit cards) with feedback devices for travelers to link energy savings to saving the environment. Ultimately, today's visitors want to see, feel, and taste the destination which for Hawai'i can amount to practical sustainable resource management.

PowerPoint presentations are in "Past Events" on the TIM Web site at www.tim.hawaii.edu.

"Keep the Torch Burning" By Lulani Arquette

Hō'ā Ka Lamakū!

The second Native Hawaiian Tourism Conference themed "Keep the Torch Burning," was held at the Hawai'i Convention Center May 8 – 9, 2008. Attendees included hotel and tour company staff, national park employees, Native Hawaiian cultural practitioners, students, educators, and entrepreneurs. In addition, the conference's main evening event honored **Peter Apo** - one of Native Ha-

waiian Hospitality Association's (NaHHA) founders and current board member, and **Doug Chang** - former NaHHA board president, for their enduring commitment to promote and perpetuate Hawaiian culture and values in the visitor industry.

Attendees heard outstanding presentations on workforce development – "People are Tourism's Greatest Assets" with TIM School's **Ramsay Taum** and **Walter Jamieson**; Ola Hawai'i's

"train the trainers" program for employees in the visitor industry with **Kumu Tommy Kaulukukui** and **Ramsay Taum**; and the Ka'anapali Beach Hotel's *Makahiki* Challenge, which involved employees and management in learning and making Hawaiian artifacts. Other aspects of the industry were examined, including the influence of imagery in industry promotional materials. Planning relative to architecture, design, and art from a Hawaiian perspective were discussed. Success stories were shared to inspire and encourage future endeavors.

Dewitt Jones, renown professional photographer, opened the conference with a powerful message of creativity, persever-

ance, and human potential....the attendees are still talking about it! **Andrew Te Whaiti**, managing director of the Department of Discovery in Aotearoa (New Zealand) presented his amazing work on cultural tourism. The conference ended with a remarkable talk by *Ioea* (expert) on Hawaiian cultural practices - **Dr. Pualani Kanaka'ole Kanahele**, who spoke on her life-long study of the *Kumulipo*, the Hawaiian creation chant, and how it defines the Hawaiian concept of existence.



New Professors Join TIM



Dr. Joyce Hyunjoo Hwang joins the TIM School after spending 3 years

teaching at North Dakota State University teaching numerous foodservice management related courses including restaurant operations management, cost control in foodservice, and food and world cultures. Prior to that, she taught similar courses at McNeese State University in Louisiana after earning her PhD in Foodservice and Lodging Management from Iowa State University in Iowa and a master's degree in Hospitality

and Tourism Management from Purdue University in Indiana. She earned her bachelor's degree in Food Science and Human Nutrition from Pusan National University in Pusan, Korea.

Dr. Hwang has worked at a university dining center as an assistant manager in Iowa and consultant to a contract foodservice company in Korea. She has conducted a research project comparing different productivity measures of school foodservice operations funded by School Nutrition Association as a doctorate student and has 8 years of teaching experience.

She has published journal articles in various refereed journals including *Journal of Hospitality and Tourism Research* and *International Journal of Hospitality Management*.

Her research interests include various ways to measure food-service operations efficiency and cultural influences on restaurant consumer behavior.



Dr. Gui Lohmann joins the TIM School after spending almost three years in Brazil, his home country, where he was coordinat-

ing a research project in tourism marketing and teaching at the University of São Paulo. Prior to that, he lived in New Zealand where he received a PhD in Tourism Management from the Victoria University of Wellington. He also lectured tourism and management courses at the University of Waikato. Dr. Lohmann earned his bachelor's and master's degrees in Transportation Engineering from the Federal University of Rio de Janeiro,

Brazil.

He has participated in research and consulting projects, including a recent one for the Brazilian Ministry of Tourism about the competitiveness of 65 domestic destinations. He has four years of teaching experience.

Dr. Lohmann has authored three books in Portuguese; the most recent on theoretical aspects of tourism and the other two on tourism transport. His research interests include all modes of tourism transport (airlines, cruise tourism, ferries, RVs, rental cars, trains etc), tourism marketing and transportation geography. Some of his areas of interest are research methodologies, theoretical aspects of tourism and issues related to family leisure and tourism patterns.

TIM Professional Programs Offers Hawai'i Winter Session

TIM Professional Programs develop skilled managers and leaders through training, continuing education and life long learning. The TIM School is offering a Hawai'i Winter Training Session for Manager in 2009—January 28, February 4 and February 11. Courses include:

Energy Efficiencies & Conservation in Housekeeping Operations

January 28, 2009 from 1pm-5pm
The objective of this course is to apply a cost savings approach in operations through the conservation of resources, supplies and energy. Energy conservation in hotels is the rising universal business practice for the 21st century. The increasing cost of fuel and energy and demand to lower operation costs requires department heads to be innovative and creative in their operational and managerial approach

to conserving energy. Travelers are concerned also and partly weigh their decisions to stay at a certain hotel brand based on what energy mindful companies are doing. This course examines the practicality of energy conservation decisions and practices that heads of housekeeping departments have made over the past ten years. Participants will discuss what conservation methods in housekeeping work and what doesn't. Participants will also examine newly innovative energy efficient ideas, and cost-savings products and services that could lead to further operational efficiencies. The session will cover the usefulness of training your employees to promote energy saving measures for the benefit of the company, employee and their customers. Instructor: Pat Kramm, Pat Kramm Associates, Honolulu Hawai'i .

Sales Strategies & Skills

Two Sessions: February 4 & 11 from 1pm-5pm

In the Sales Strategies & Skills course one of the training objectives is to learn relationship sales strategies.

In a time of economic instability selling strategies and skills are critically important for the sales team of any resort and hotel property and travel business handling import and export travel services. This course employs a cross-business performance sales approach by introducing some of the best sales practices used in and by the pharmaceutical industry.

The two half-day training sessions will cover sales goals, product and competitive knowledge and messaging, territory management and strategy and selling skills. The course objec-

tive is to reach a proficiency level of understanding on sales performance measurements and rewards, sales strategy, targeting customers, frequency, relationship building, use of resources, five best representative attributes, pre calling planning, call opening, product message presentation, productive questioning, handling sales objectives, closing, use of sales materials, and development. Class lecture, group discussions, role playing and study assignments are some of the training methods that will be used to cover these topics. Instructor: Joseph Burke, District Manager, Wyeth Pharmaceuticals, Honolulu, Hawai'i .

For more information or to request an application please contact Rachel at 808.926.4902 or rsoma@hawaii.edu.

TIM Alumni Receive Prestigious Awards

Congratulations to **Karen Kan Li (BBA '83)** and **Aldrin Leung** for winning Hotel Club awards at the Hong Kong Jockey Club on November 13, 2008.

Karen Li, Executive Director at the Lanson Place Boutique Hotel & Residences, received Hotel Club Awards for "Top Hotel in Asia" and "Best Service Hotel."



EDIT Program's alumnus **Aldrin Leung**, General Manager of the Salisbury YMCA Hong Kong, received the Hotel Club's Award for the "Best Affordable Hotel."



The awards are very prestigious as all votes are casted directly by consumers worldwide, not by travel writers or leaders in the hospitality industry that typically

vote in the majority of the tourism and hotel award campaigns.

Hotel Club is a global accommodation specialist website that offers channels for internet users to make hotel room bookings online for over 48,000 hotels in 120 countries worldwide. Followed by the successful launching of the first award campaign in 2007, Hotel Club worked with its partners and

sponsors again on a global consumer survey for the Best Hotels and Resorts in Asia Awards 2008. Three new categories were added to the Hotel Club Awards Asia 2008 for a total of 13 categories. More than 120,000 votes were received from the consumer survey, with over 71,000 hotels and resort nominations for the various awards.

TIM Alumni Updates

Tia Graham (BS '04) was recently appointed as the new Assistant Director of Sales and Marketing for W Hotels in New York City. She was the Director of Sales and Marketing at the Sheraton Kauai Resort and Westin Princeville Resort for the past two years. Prior to that she was the Management trainee and Sales Manager for Starwood Hotels in Waikiki.

Cybil Rawlins (BS '02) took on a new job at the Hii-paka LLC dba Waimea Valley. She is their new Recruitment & Training Coordinator. Cybil previously worked for the Hawaii Hotel and Lodging Association as their Education Coordinator. She is also currently serving on the TIMI Board.

Two TIM Alumni (below) joined

the management team at the Westin Princeville Ocean Resort Villas. **Clinton Yamashita (BS '04)** is Front Office Manager and **Frank Guarin (BS '98)** is the Director of Operations. The Westin Princeville Ocean Resort Villas' had its soft opening back in April and fully opened in July.

Ryan Laskey (BS '95) was appointed Complex General Manager for The Westin San Francisco Airport and Clarion Hotel in Millbrae, CA. Ryan joined Starwood in 1992 and since has held positions as Guest Services Manager, Beverage Manager, Front Office Manager, and Director of Revenue Management at the Sheraton Maui Hotel. He served as Hotel Manager for the Sheraton Waikiki Resort, and most recently as General Manager for the Sheraton Universal Hotel in Universal City, CA.



Paul Peralta (BS '97) has moved to the St. Regis Monarch Beach Hotel in California where he is now the Director of Rooms. Prior to his move to the St. Regis, Paul worked as the Director of Rooms for the Sheraton Waikiki. Paul was also recently appointed as a new board member of the TIMI.



Debbie Ann Ogata (BBA '90) recently joined Sub-Zero/Wolf Hawai'i as their Product Specialist. Debbie previously worked as a project administrator for Brett Hill Construction Inc and also worked as an administrator or events coordinator at the Pacific Beach Hotel, Hawai'i Prince Hotel Waikiki, and the Waikiki Beach Marriott Resort.



Ren Hirose (BBA'85) recently moved to Los Angeles, California for his new job as General Manager of the W Los Angeles - Westwood. Ren worked as the Regional Director of Six Sigma (Hawai'i & French Polynesia). He led project teams for Starwood North America and the Region that focuses on productivity, operations and service improvements.



Roberta Wong Leung (BBA '71) moved to City University of Hong Kong as a former dean at Shunde Polytechnic. She is now the Senior Lecturer and Programme Leader for the Associate Bachelor Degree of Hospitality Management Program. Roberta has been a very active overseas TIMI representative planning numerous TIMI gatherings in Asia. She is also serving as a TIMI Board Member.



David Kong (BBA'74) was on O'ahu in October 2008 for the second Best Western International Trade Show. David has been President and CEO of Best Western International since 2004 and has helped to make Best Western the largest international hotel brand in Asia. He previously held the position of executive vice president of International Operations and has maintained senior management positions at Hyatt, KPMG Consulting, and Omni International. During his time in Hawai'i, he began his distinguished career at the Hilton Hawaiian Village and moved on to the Kāhala Hilton, the Hawaiian Regent, and Island Holidays Resorts.



The management team at the Westin Princeville Ocean Resort Villas

Alumni Spotlight: Miriam Domingo



The exciting and speedy career path of **Miriam Domingo** (BS '98), has led her to Maui for a second time, where she is now Senior Marketing Manager for Starwood Vacations Hawai'i at the Sheraton Maui Resort.

"I would not be as strong as I am or as advanced as I am without the TIM School," says Miriam. TIM has opened doors for her and introduced her to some of her mentors including **Dean Emeritus Chuck Gee, Marie Kumabe** and **John Cox**. Miriam has always had high aspirations and everything she does has a purpose. She's also a very driven and competitive individual.

As a young girl growing up in Kalihi, Miriam watched her family work hard. There was little opportunity for them to indulge in extravagant travels, so her dream was to one day see the world and provide her family with an opportunity to do the same. The possibility of world travel was part of the reason Miriam enrolled in TIM after graduating from Sacred Hearts. The other reason was Alex P. Keaton from the hit '80s TV show, *Family Ties*. His suit and his briefcase in hand stirred up an interest to study business, but at the same time she loved history and travel. With TIM she could study and experience all three.

One of Miriam's most memorable times at TIM was enrolling in Professor Cox's Hotel Management course. She had always been a straight-A student. With this kind of academic record it was easy to see why it was a shock when she received an "F" early on in the course. Professor Cox was known to be a tough professor with high expectations, however Miriam appreci-

ated that he pushed his students so hard.

Her leadership roles at TIM included Vice President of the PATA and President of Eta Sigma Delta. She was also TIM Night Program Director and HR Director in addition to being involved in the community. She continues to play a role at the TIM school as a Netlinks Mentor and member of the Board of Directors for the TIM alumni association.

Professionally, Miriam's career began in Guam at the Pacific Islands Club Hotel. She interned in various positions in F&B and the Front Office. The working conditions there were what motivated her to become a key player in the industry. Miriam wanted to improve and streamline operations to the best of her ability. She took this knowledge and experience with her to her first job after graduating from the TIM School. Miriam had received an offer letter from the Maui Marriott to be a Front Desk Manager and she was unsure if the salary was a good offer. Miriam turned to Chuck Gee and **Elena Tom** for advice and fondly remembers the look on both of their faces as they immediately told her to take it! She settled in exceptionally well in Maui, getting offers to be mentored as a GM and various job offers to join different departments and properties.

Her next career move came when the Maui Marriott Resort and Ocean Club in Lahaina offered her a Marketing Manager position. Timeshare was very new and unpopular at the time, which made it a tough decision. She confided, once again, in the TIM School 'ohana. In the end, she trusted her instincts and accepted the job.

After about three years, Miriam returned to O'ahu to Marriott's Ko Olina Beach Club, where she became Sales

Executive. She was soon known to be a top volume producer with the highest customer satisfaction rates. In 2004, she switched over to Starwood Vacations Hawai'i as Director of Marketing in Waikiki and just a few months ago, returned to Maui to take on a larger establishment.

When asked what makes Starwood Vacations Hawai'i stand out, she recognized her company's reputation and focus to offer quality, not quantity. She says that Starwood took longer than other businesses to jump on the timeshare wagon, but when they did, they did it right. Miriam says that it's all about going the extra mile for the customer and that the Starwood Preferred Guest points have really amounted to their success.

Miriam loves her work because it defines a lot of what she does. She has enjoyed being a part of the timeshare industry and watching how fast it has evolved in the last ten years. She commented on how interesting it is to see how our state has grown with timeshares since Hawai'i has always been known as a hotel industry.

Her future goal is to move to Hong Kong or another city in China. She sees value in venturing outside of Hawai'i as she is reminded of her internship in Guam. Miriam says that had she never left Hawai'i, she would not have experienced the different working conditions, which has driven her to accomplish her goals.

You might call Miriam an "extremist" since she sets the bar so high. She is constantly putting herself into an environment that is bigger than what she knows or will be comfortable with, and this enables her to consistently be learning and be challenged.

TIM Alumni Out & About



TIM faculty, students and alumni at the Industry Holiday Breakfast.

TIMI PARTNERS WITH INDUSTRY ASSOCIATIONS

TIM International (TIMI), the alumni association of the TIM School, co-sponsored a seminar with the **Pacific Asia Travel Association (PATA)** - Hawai'i Chapter. Entitled "Hawai'i's Airline Industry & Airports Modernization Plan Update," it was held on October 23, 2008 at the Hawai'i Prince Hotel Waikiki.

Marsha Wienert, tourism liaison for the State of Hawai'i, was joined by a panel, including Chris Kam - Director of Market Trends, Hawai'i Visitors & Convention Bureau; Daniel Naho'opi'i - Tourism Research Branch Chief, DBEDT; Brian Sekiguchi - Deputy Director, DOT-Airports; and David Uchiyama - Vice President of Tourism Marketing, Hawai'i Tourism Authority.

INDUSTRY HOLIDAY BREAKFAST

TIMI again partnered with PATA, along with the **Travel and Tourism Research Association (TTRA) & Meeting Professionals International**—Aloha Chapter (MPI), to host the annual Industry Holiday Breakfast held on December 5, 2008 at the Halekulani Hotel.

This year proceeds from the silent auction benefitted the **Visitor Aloha Society of Hawai'i (VASH)**. For over a decade, VASH has helped Hawai'i's visitors who have been victims of crime. They are a deserving non-profit organization that provides a unique service run solely by volunteers. President and Executive Director **Jessica Lani Rich** was honored. **Eric Masu-**

tomi, VP of Planning for the Outrigger Enterprises Group, presented a slideshow of the award winning cultural program at the Outrigger.

TIM ALUMNI REUNIONS

On August 12, 2008 TIM Alumni gathered at the Crowne Plaza Hotel in Beijing to reconnect with TIM alumni in China. Other gatherings during the year were held in San Francisco, Las Vegas, and Hong Kong.

On October 12, 2008 about 30 TIM alumni, family and friends gathered for a sold-out two-day reunion at the DoubleTree Sonoma Hotel & Wine Country, California. Arrangements were made by **Ted Sakai**, GM for the DoubleTree Sonoma, the event included special guests **Dean Emeritus Chuck Gee**, and retired professor **Dr. Morton Fox**. It was a fun and exciting Sunday that started out with brunch at the hotel, and then tours of three different wineries. Everyone had a great time sampling the local fare, networking and fondly reminiscing about the days at the TIM School. Special thanks go to **Johnson Choi**, **Rita Lau**, **Holden Lim** and **Clyde Min** for organizing the event and making it such a great success. Be on the lookout for future exciting gatherings.

Below: TIM alumni at the DoubleTree Sonoma



LAMALAMA 'O WAIKIKI FUNDRAISER - WAIKIKI NEI CULTURAL SHOW

On August 21, 2008 the TIM School staff and alumni supported the Lamalama 'O Waikiki Fundraiser Event at the Royal Hawaiian Center. The fundraiser benefited the newly established Native Hawaiian Ho'okipa Scholarship, which will provide support for students pursuing a career in Hawai'i's travel industry. Lamalama 'o Waikiki hopes to increase the numbers of native Hawaiians in leadership positions in Hawai'i's travel industry. It wishes to find ways of keeping our State in the forefront of travelers' minds by enhancing their visits through authentic Hawaiian cultural experiences. The scholarship will be managed and administered by Kamehameha Schools' Ke Ali'i Pauahi Foundation (KAPF).

Website: www.Pauahi.org