



Maui Hotel & Lodging Association

The Voice of Maui's Visitor Industry

May 2008

Visitor Industry Charity Walk—May 17

The Maui Visitor Industry celebrates 30 years of giving back to the local community with its annual Charity Walk on Saturday, May 17th at the War Memorial Soccer Field starting at 7am.

The Charity Walk is a statewide event that takes place simultaneously on Maui, Oahu, Kauai and the Big Island to raise money for charity. Sponsored by the Maui Hotel & Lodging Association and the Hawaii Hotel & Lodging Association, the Charity Walk is one of Hawaii's largest single-day fundraisers. Last year, over 1,500 Maui walkers raised \$360,000 benefiting 65 local charities. All of the money raised on Maui, stays in Maui County. Statewide, the event raised over \$1 million.

The five-mile walk starts and ends at the War Memorial Soccer Field, meandering through Central Maui with at least five aid stations along the way providing refreshments and giveaways to walkers.

At the finish line, walkers will be treated to great food booths including chili & rice, Portuguese bean soup, fried rice & eggs, pastries, fruit and more. There will also be activities for the kids and a large tent with table/chair seating for walkers to dine & enjoy the fabulous entertainment.

Fabulous door prizes will also be given out to registered walkers including a round trip vacation for two to Las Vegas, a Hobie Kayak donated by Valley Isle Marine Center, a neighbor island

weekend getaway, hotel stays, dining certificates and much more.

KPOA's Morning Goddess, Alaka'i Paleka serves as emcee for the morning's festivities along with featured entertainers Jack Stone & friends and the illusionist of Kaanapali Beach Hotel's Kupanaha magic show.

For more information on the Maui Visitor Industry Charity Walk, for walker forms or for information on grant applications, please contact the Maui Hotel & Lodging Association at 244-8625 or info@mauihla.org.



30th Annual
VISITOR INDUSTRY
CHARITY
WALK



Yesterday, Today & Tomorrow
OVER A THOUSAND MILES OF SMILES

MARK YOUR CALENDARS MHLA UPCOMING EVENTS:

- May 17—Visitor Industry Charity Walk
- May 21—Academy of Hospitality & Tourism Graduation
- August 29—Excellence in Education Golf Tournament
- September 17—Annual Membership Luncheon featuring keynote speaker Lt Governor James "Duke" Aiona

Scholarships Awarded to Six Maui Community College Students

MHLA recently awarded scholarships to six Maui Community College students from proceeds of the annual EXCELLENCE IN EDUCATION Golf Tournament held last Fall. Four students from the Culinary Academy received \$500 and two Business & Hospitality students received \$1,000 scholarships. Students were recognized as outstanding achievers by their department coordinators.

Business & Hospitality students receiving \$1,000 include:

- Mark Santiago – Born on Maui, Mark graduated from Lahainaluna High School. He already has a degree in Culinary Arts from the Art Institute of Seattle and is

now pursuing a degree in Hospitality & Tourism.

- Kathleen Bowen - Katie is pursuing an Associate in Applied Science Degree in Hospitality & Tourism and intends to work towards a Bachelor's Degree. Maui Culinary Arts students



Board of Director Gregg Nelson (far left), Executive Director Carol Reimann (middle) and Board of Director Nane Aluli (far right) present scholarships to MCC students (left to right) Nicole Fetterman, Katie Bowen and Mark Santiago.

receiving \$500 include:

- Nicole Fetterman – Born on Maui, Nicole graduated from King Kekaulike High School. She is majoring in Culinary Arts and is working toward her Associate in Applied Science Degree.
- Natacia Pharmer - Natacia is majoring in Culinary Arts & Baking.
- Yvonne LaVoie - Yvonne was born on Kauai and attended King Kekaulike High School. She is a Culinary Arts major.
- Chloe Thurston - Chloe plans to obtain an Associate in Applied Science Degree in Culinary Arts and Bachelor of Arts in Interdisciplinary Studies

. These future industry leaders were honored at the *Maui No Ka Oi* Magazine's Aipono Awards ceremony in front of hundreds of business and restaurant industry principals.

"It's an honor to be able to provide for our future. These students excel in their respective areas and have been awarded for their achievements. We look forward to watching these stellar students turn into the next generation of business leaders," says Carol Reimann, MHLA Executive Director.



Maui Hotel & Lodging
ASSOCIATION



Round, Round, Get Around....I Dine Around

What do you get when:

- You put 70 fabulous people on a bus*
- Drive them around to world-renown Hotel properties in West Maui*
- Offer scrumptious cuisine*
- Complimented with amazing drinks*
- Give away exciting, cool prizes?*

The answer is MHLA's inaugural Dine Around, held April 10, which was a sold out, resounding success!

Guests were whisked around in an air conditioned AKINA motor coach; and wine & dined their way from the WESTIN KAANAPALI OCEAN RESORT VILLAS for tasty appetizers to THE RITZ-CARLTON, KAPALUA for a scrumptious dinner, and finally to the HYATT REGENCY MAUI for exquisite dessert offerings.

All food were expertly paired with fine beverage provided by ANHEUSER-BUSCH, BETTER BRANDS and FIJI WATER.

Drawings for fabulous door prizes were held throughout the evening during the motor coach rides. ALII KULA LAVENDER generously provided all with a surprise lavender treat on their seats when guests returned to the bus after a fun & lively dinner at The Ritz-Carlton.

Nancy Chaplick of TIME WARNER OCEANIC CABLE and Craig Anderson of the WESTIN MAUI were crowned king and queen of Dine Around—a small token of appreciation for their hard work in planning the successful event. Stay tuned: DINE AROUND II, SOUTH MAUI BOUND this fall!

"It was a networking paradise! I couldn't believe the wonderful cross section of businesses that were all together in one place. If you look in terms of great people, new business resources, excellent food, and BIG fun, it was the ultimate event! I even walked away with new business too! A very lucrative evening indeed! "

*- Lani Medina Weigert,
Alii Kula Lavender*





MHLA Watch

We are committed to keeping you abreast of potential issues that may be coming down the pike & affect our business. Here are a some items that we are currently watching. As we hear more, we will let you know.

Time Share—County Council's efforts to place a moratorium on Time Share

Beach Activities—Maui County & DLNR's efforts to regulate commercial activity on beaches.

Real Property Taxes & Water Rates—Maui County Council's first pass during budget deliberations indicate no increase, but we will continue to watch these topics.



It's All About Allies (** denotes & welcomes new members)

MHLA is proud to recognize our valued Allied Members—thank you for your support! Stay tuned for features on allies in future newsletters....

<i>21ST Century Group</i>	<i>Finance Insurance, LTD.</i>	<i>Maui Ocean Center</i>	<i>Surfing Goat Dairy</i>
<i>AAAAA Rent A Space</i>	<i>Gilbert & Associates, LLC</i>	<i>Maui Printing Company</i>	<i>T S Restaurants</i>
<i>A&B Properties</i>	<i>H C & S</i>	<i>Maui Soda & Ice Works</i>	<i>This Week Mau</i>
<i>Activities & Attractions Association of Hawaii</i>	<i>Hawaiian Airlines</i>	<i>Maui Tropical Plantation</i>	<i>Tiffany & Co.</i>
<i>Akina Aloha Tours, Inc.</i>	<i>Hawaiian Sailboarding Techniques, Inc.**</i>	<i>Maui Visitors Bureau</i>	<i>Trilogy Excursions</i>
<i>Alii Kula Lavender</i>	<i>Home Maid Bakery</i>	<i>Meadow Gold Dairies</i>	<i>'Ulalena at Maui Theatre</i>
<i>American Airlines</i>	<i>Island Movers</i>	<i>Media Systems</i>	<i>VIP Foodservice</i>
<i>American Express Travel</i>	<i>Kaanapali Beach Resort Association</i>	<i>Morrad Foodservice</i>	<i>Vision Enterprises</i>
<i>Anheuser-Busch Sales of Hawaii</i>	<i>Kaanapali Golf Courses</i>	<i>Oceanic Time Warner Cable</i>	<i>Visitor Magazines, LLC</i>
<i>Bank of Hawaii</i>	<i>Kahului Carpet & Drapery Products, Inc.</i>	<i>Old Lahaina Café & Luau</i>	<i>Wailea Community Association</i>
<i>Beach Activities of Maui</i>	<i>Kapalua Land Co., Kapalua Golf</i>	<i>Paradise Television**</i>	<i>Wailea Golf, LLC</i>
<i>Blue Hawaiian Helicopters</i>	<i>King Kamehameha Golf Club</i>	<i>PWC Hawaii Corporation</i>	<i>Web Service Company</i>
<i>Carlsmith Ball</i>	<i>MCC / VITEC</i>	<i>Pono Communications, LLC</i>	<i>Whalers Village Management</i>
<i>Central Pacific Bank</i>	<i>Maui Chamber of Commerce</i>	<i>Queen Kaahumanu Shopping Center</i>	<i>WhereGuestBook (FKA: Guest Informant)</i>
<i>Costco Wholesale Corporation</i>	<i>Maui Chemical & Paper Products</i>	<i>ResortQuest Real Estate of Hawaii**</i>	
<i>Dunes at Maui Lani</i>	<i>Maui Electric Company</i>	<i>Service Rentals & Supplies</i>	
<i>First Hawaiian Bank</i>	<i>Maui No Ka Oi Magazine</i>	<i>Shops at Wailea</i>	
		<i>Standard Parking</i>	

AOHT Graduates

In the mid-1990's, MHLA initiated a program for local high school students to support & strengthen the visitor industry, offer opportunities for exposure to the industry and provide scholarships, internships and career shadowing opportunities to the students. This program is based on the principles & curriculum of the National Academy Foundation. Since then, many high school graduates throughout the state have embarked on successful careers in the industry.

This year, 175 high school students statewide and over 90 from Maui will be graduating from the Academy of Hospitality and Tourism—a valuable program that fosters workforce development for the visitor industry.



Greetings From MHLA!

It's been a fast and furious ride since I began at MHLA in mid-February.

I am here to lobby and advocate for the industry; and some of my recent efforts to get involved include: attending the State Legislative opening where I met numerous government officials, sitting through many Maui County Council budget deliberations and testifying in favor of



MVB funding; managing the "I Work for Aloha" campaign to improve public sentiment of our industry; organizing the very successful Dine Around; serving on boards of MVB, the Chamber of Commerce and HHLA; planning for the upcoming Charity Walk; and so much more....

One of my primary goals is to keep you informed. I'm sure many of you have already received Eblasts from me and

you can expect many more as I hear of issues that affect our industry. And now I am proud to present "The Voice of Maui's Visitor Industry" an MHLA newsletter which will be sent out on a regular basis.

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

Carol Reimann, Executive Director