

TIM Honors Donors and Alumni at Reception

The TIM School hosted an intimate reception to thank its major donors and distinguished alumni at the unveiling of its new donor and alumni hall of honor walls fronting the Sunset Reference Center on Tuesday, October 24. Kahu "Hotch" Kekoa



performed a Michael Windsor, Greg Tong, John Brogan, Aileen Char, Walter Jamieson, Chuck Gee, Gloria Henderson, Bill Lane, Peter Fithian

blessing as the walls were presented.

Dean Walter Jamieson, Vice Chancellor Neal Smatresk and UH Foundation President Donna Vuchinich recognized and thanked the donors and alumni for their generous support of the TIM School over the past 40 years.

Upcoming events:

December 15
TIM Graduation Reception

February 27
Lane Lecture in Sustainable Tourism

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Ambassador Bill Lane Announces \$100,000 Gift to TIM



Bill Lane & Erika Lacro

On his recent visit to Hawaii, Ambassador Bill Lane, Jr. announced his intent to donate \$100,000 to the TIM School. The announcement was made at a recent reception held for the major donors and distinguished alumni in the Sunset Reference Center which Lane, now former Chairman and Publisher of Lane Publishing Company (publisher of Sunset Magazine and Books), helped to finance in 1978. The Lane family owned the company until its acquisition by Time Warner in 1990.

Ambassador Lane is a founding member of the TIM School

Advisory Board and funded the research by the TIM School to produce the first and second editions of *The Story of PATA*, published by the University of Hawaii Press. Ambassador Lane has devoted decades of public service to conservation and to national and international policy. He was the first Chairman of the UNESCO "Conference on the Environment" in San Francisco in 1969, and served by presidential appointment on numerous presidential commissions and advisory boards.

Ambassador Lane served as U.S. Ambassador to Australia and Nauru from 1985-89 and as Ambassador-at-Large in Japan. His travels to Hawaii began during WWII as a classified courier US Naval officer to Admiral Nimitz in Pearl Harbor. He became Chairman of PATA (Pacific Asia Travel Association) in 1981 by appointment of President Reagan and the Secretary of Commerce and has since been traveling to the islands along with virtually every country in

and around the Pacific for the research by the TIM Sunset Magazine and PATA.

Mrs. Jean Lane is an avid conservationist and environmentalist with an interest in natural history. She is actively involved as a docent/guide at Stanford University's Jasper Ridge Biological Preserve and has also served on the Board of Trustees of the National Tropical Botanical Garden (headquartered in Hawaii) and on the Board of Directors for Smithsonian's National Museum of Natural History.

Ambassador and Mrs. Lane have made significant contributions to the TIM School and to the Hawaii tourism community and environment. Their gifts to the School have made possible the establishment of the Sunset Reference Center and the Bill and Jean Lane Endowed Lectureship in sustainable Tourism and the Environment, and the Bill and Jean Lane Visitor Center at the National Tropical Botanical Garden on Kauai. Mahalo nui loa!

Dean's Message



Aloha

As we head towards the end of the fall semester, a record 81 of our students are getting ready to graduate. The interview process has been underway and we are most optimistic about fulfilling our role in helping to meet the workforce development demands of the industry in Hawaii.

Our workforce development strategy project is proceeding most satisfactorily and we look forward to sharing our strategic initiatives with our many stakeholders early in 2007. Many thanks to all of you who have helped contribute to this discussion.

Russell Uyeno has returned from Japan where he has had very productive discussions with various Japanese universities. He continues to offer a course with our partners at the University of the Ryukyus using both distance as well as in-

place instruction. This is proving to be most useful as we begin to look at more partnerships of this kind.

Faculty members and staff are actively involved in the process of developing a Ph.D. program and increasing our Master's offerings. Expanding our programs will firmly position us as a leading school in tourism and hospitality.

I just returned from a brief visit to Sweden where we had productive discussions with several European universities about sharing graduate level courses using distance techniques. This cooperation, if it succeeds, will allow us to significantly expand our graduate offerings and provide our students with international experience and exposure.

We continue to build networks within Hawaii and are having interesting discussions with the Castle Foundation and

Conservation International about the possibility of working together. Our leadership in looking at tourism futures, which is discussed later in this newsletter, allowing us to form new partnerships as we continue to be an important resource for the industry here in Hawaii. Ramsay Taum is working with a number of groups both in providing leadership as well as assisting them in meeting their overall goals and objectives. Our new faculty member Sun-Young Park is working with the Hawaii Hotel Lodging Association on the development of a project that will allow us to look at the industry in a comprehensive way in Hawaii.

We look forward to seeing you at the Peter Schall lecture.

Best regards

Walter

TIM Students Plan Golden Scholars Event by TIM student Alex Teng

On Nov 9, 2006 University of Hawaii Alumni Association (UHAA) honored the class of 1956 as Golden Scholars with help from the TIM 316 Events Planning and Management class. The Golden Scholars had a chance to celebrate their 50th reunion with a full day of activities such as lunch at the John Young Museum, a tour of the campus or John A. Burns School of Medicine, and highlighted with an evening luau at the Waikiki Aquarium. TIM 316 students took initiative in creating the registration flyer, selecting the venue, booking the caterer and coordinating the entertainment. More students helped on arranging transportation, event set-up, and serving the luau. Lee-Ann Choy, the class lecturer, worked

closely with student leaders Alex Teng, Ku'ulei Martin, and Michelle Perlas-Neri, which contributed to the success of the event.

According to Deborah Fitzgerald, the Assistant Director of Alumni

Relations, the Golden Scholars greatly enjoyed the event and are looking forward to more exciting reunions to come. TIM students displayed the essence of hospitality and impressed the Golden Scholars with our professionalism.



Tourism Futures Explored at Workshop by Ivo Martinac



(L to R) Chris Cooper, Tony Guerrero, Peter de Jong, Jim Dator

climate change, lurking global pandemics, international political instabilities, and unexpected wild-cards are all posed to challenge the industry as we know it.

The workshop: “The Future of Tourism in Hawaii - Working Toward Smart Choices for Preferred Futures,” held at the TIM School on October 24, explored a variety of scenarios of future tourism development in Hawaii, and addressed questions including: What are the future challenges for Hawaii tourism? What untapped opportunities can be envisioned? Who are our

future visitors, and what will be their needs? What kind of workforce do we need (to develop) to meet future needs, challenges and opportunities? To what extent is continued growth compatible with the constraints of fragile island environments? How do we move from a high volume to a high yield industry?

The workshop was organized in collaboration between the TIM School, the UH Research Center for Futures Studies, and the Matsunaga Institute for Peace, and was attended by over 60 local and international experts and executives from the private and the public sector, including industry, government, academia, professional associations, as well as representatives from related stakeholder groups. Program highlights included presentations by distinguished local and international experts, including PATA CEO and President Peter de Jong, Professor Chris Cooper (Head, School of Tourism and Leisure Management, University of Queensland, Brisbane, Australia) and Mr. Anthony R. Guerrero, Jr. Vice Chairman, First Hawaiian Bank.

While it is certain that the tourism sector will remain a key source of business and revenue for Hawaii even in the foreseeable future, there will also be significant challenges to deal with. Changing visitor demographics and profiles, an increasing deficit of skilled workforce, rapidly increasing cost of air travel and transport of goods, diminishing and limited natural resources (such as water and land), continued dependence on fossil fuels,

future visitors, and what will be their needs? What kind of workforce do we need (to develop) to meet future needs, challenges and opportunities? To what extent is continued growth compatible with the constraints of fragile island environments? How do we move from a high volume to a high yield industry?

The workshop was organized in collaboration between the TIM School, the UH

This event was only the first in a series of activities and projects which the TIM School will be pursuing in close collaboration with key tourism stakeholders, to explore what the future of tourism in Hawaii could and should look like, and what steps need to be taken today, and along the way, to get where we want to be.

“Adapting to a Changing Global Marketplace” Resort Management Lecture

The TIM School held the first Peter Schall Lecture on Resort Management, “Hilton: Adapting to a Changing Global Marketplace” by Hilton executive Ted Middleton on November 28 at the Hilton Hawaiian Village Beach Resort & Spa.

Middleton’s presentation showed how Hilton Hotels Corporation adapted to a multi-brand, global marketplace through strategic mergers and acquisitions. The ten-year tenure of Hilton’s CEO, Stephen Bollenbach and the rationale of the strategic moves and their impact on Hilton’s presence in Hawaii was also highlighted.

Ted Middleton was named senior vice president—development and finance for Hilton Hotels Corporation in 1996. His responsibilities include acquisitions, dispositions, negotiating management contracts and new development of full service, owned, managed or joint venture hotel properties. He has worked on Hilton’s timeshare and hotel acquisitions in Hawaii during the past decade.

as senior vice president - acquisitions and finance for Host Marriott Corporation where he successfully completed numerous hotel financings, acquisitions and dispositions. He also managed, as owner’s representative, the construction and completion of three hotels.

Middleton joined the Marriott Corporation in 1986 as director—feasibility and market planning. He later served as regional vice president of development for Residence Inns where he supervised field offices responsible for Residence Inn development in the western United States and as vice president—project finance.

Previously, Middleton served as director of real estate development at Mariner Corporation and investment analysis manager at Fox Hotel Investors.

Middleton has a Bachelor of Science degree in economics from LeMoyne College and his MPS degree in hotel administration from Cornell University.



Walter Jamieson, Ted Middleton, Pauline Sheldon, Peter Schall

ture series is designed to provide an ongoing recognition of Mr. Schall’s contribution to the resort industry here in Hawaii. This lecture series provides an opportunity to present the industry leaders in the resort management field and to share their experience and help improve the industry here in Hawaii.

Mahalo to Hilton Hawaii for generously sponsoring the first Peter Schall lecture on resort management.

Prior to joining Hilton, Middleton served The Peter Schall Resort Management lec-

“Ramsay was instrumental in working with the HVCB and others who promote Hawaii to mitigate the impact of a Celebrity Cruise line ad that inappropriately depicted King Kamehameha holding a champagne glass.”

Community Outreach Report

TIM Director of Community Outreach Ramsay Taum continues to expand, enhance and maintain the School's relationships with local, state, national and international agencies, businesses and communities. In October Ramsay was instrumental in working with the Hawaii Visitors & Convention Bureau and others who promote Hawaii to mitigate the impact of a Celebrity Cruise line ad that inappropriately depicted King Kamehameha holding a champagne glass. The collaborative effort not only resulted in the cruise line withdrawing its ad, but produced a full page letter of apology to the Native Hawaiian community and the residents of Hawaii at large. More importantly, the company agreed to undergo cultural awareness and sensitivity training that will be delivered by Ramsay and Peter Apo of the Native Hawaiian Hospitality Association.

In October Ramsay's efforts to promote values driven, culturally authentic and appropriate health and wellness tourism and policy was recognized at a national level with his being named to the Board of Directors of the Kansas City University of Medicine and Biosciences Health Policy Institute. According to the Institute's President Barry Seward, "The mission of the KCUMB Health Policy Institute is to seek to deter-

mine through informed dialogue, appropriate public sector responses to some of society's most challenging medically related policy areas. We have brought together a board of directors, individuals with diverse backgrounds in medicine, health policy and government affairs, to confront important matters affecting medical care, medical education and life sciences research, to participate in constructive dialogue and explore related underlying values," Seward said. "We will pursue our mission by stimulating policy discussions, by developing health forums to provide information to the public and by publicly recognizing health-policy achievers."

Closer to home Ramsay addressed numerous professional and trade groups, community organizations and stakeholder groups interested in learning more about sustainable tourism, incorporating host cultural values into their corporate cultures as well as applying and using culturally appropriate images and information to promote Hawaii and its people. In September and October his speaking and keynote activities included presentations to the United Nation's Association Aloha Peace Forum, the Children's & Youth Month gathering of the State Youth Council at the State

Capitol, Hanauma Bay Science Center Speaker Series, Hawaii Hotel & Lodging Annual Luncheon, LifeFest Kapalua Health & Wellness Conference, and the Recycle Hawaii Volcano Board Retreat.

In November Ramsay has been invited to address attendees at the Keeping Kauai Green Conference, Designing Livable Communities Conference at the East-West Center, the leadership teams at Maui Land & Pine and the Kamehameha Schools Kapalama High School Campus, and the student body at Seabury Hall on Maui. He will also be participating in the Hawaii 2050 Task Force community outreach meetings on Oahu during the last week of November.

Ramsay has added to and maintained the TIM School's presence through his participation on numerous advisory groups, councils and stakeholder organizations including the Chamber of Commerce of Hawaii Tourism & Transportation Committee, HVCB Marketing Advisory Group, HTA Hawaiian Cultural Program Advisory Group, Chancellor's Sustainability Council, and most recently at the World Business Academy's Global Mind change Forum which was held at the Kellogg School of Business in Chicago.

TIM School Welcomes New Faculty



Harold Richins joins the TIM School from Sierra Nevada College where he was recently professor and chair of the resort management program. He received his Ph.D. with a concentration on tourism decision-making in regional communities from James Cook University in Australia and he received his Master's Degree with a concentration on winter and

summer resort marketing from the University of Oregon. He also has a Bachelor of Business with a major in Marketing from University of Oregon.

Harold has published widely, with over 100 major academic and professional research publications and projects. His research interests include sustainable tourism practices and planning for enterprises and destina-

tions, small enterprise tourism marketing, management and entrepreneurship and decision-making in tourism. He also has business experience with small and large companies, having spent over seven years in management positions at Nike, Inc. and Tektronix, Inc. in the USA and was previously owner and managing director of Island Adventures Holidays, a tourism enterprise.

Alumni Update



Irene Tabor, administrative assistant and food and beverage intern at the Hilton Hawaiian Village and bus wait help at the Halekulani. She was also an active member with the Singapore TIM alumni association while she was a resident of Singapore.

Irene's advice to TIM students:

"Here are some things that I should have paid more attention to in school: Understanding P&L statements and basic book-keeping (your notes will still apply years later as it seems only the technology changes in accounting!), everything in Professor Fox's menu design class and anything having to do with marketing a product. Everything else in business changes – labor laws, tax laws, information technology, human resource administration, etc. and so the main thing is to know where and how to access the information. My favorite website when starting our business was gohawaii.gov, my new favorite is anything having to do with running a successful restaurant. Learn

and apply everything that you can now, because for some unexplainable reason, the list of things you have to learn grows every year, but the amount of time you have to learn it does not. Good luck and much success!"



Jon Yamashiroya has been promoted to revenue manager at the Sheraton Maui. He joined Starwood and Sheraton Maui in 2000 and held the positions of property operations manager, guest service manager, and most recently assistant front office manager. Jon has also been an active Six Sigma Greenbelt and led teams in best practices and hotel projects. Prior to joining Starwood, Jon worked in various guest service positions at Outrigger Hotels. Congratulations Jon!

Now Irene finds her TIM background and training serve her well as manager of their successful restaurant. Among her responsibilities as owner/manager she lists server, bushelp, dishwasher, bad bartender, bookkeeper, human resources person and all other things associated with running a restaurant.

Her previous employment included training manager and quality coordinator at the Hilton Waikoloa Village, catering manager, restaurant relief manager, F&B

Alumni Events

Alumni Hall of Honor Unveiled



A new Alumni Hall of Honor plaque mounted on the wall fronting the Sunset Reference Center in George Hall was recently unveiled at a reception on Oct. 24 honoring TIM's distinguished alumni.

community (Hawaii and/or Worldwide), support of the TIM School and community service.

Pictured at left are Ren Hirose, Roberta Wong Leung, Kathy Inkinnen and Dean Nakasone.

Sixteen of TIM's outstanding alumni are recognized for their successful professional career, contributions to the travel industry and/or

Maui Alumni Breakfast

Clyde Min, TIM alumni and vice president asset management of Host Marriott Corporation, generously hosted a breakfast meeting for TIM alumni at the Fairmont Kea Lani Hotel on Maui on October 26. Eighteen alumni and

guests attended the meeting which included discussions about TIM Night. Mahalo to Clyde and the staff at the Fairmont Kea Lani for their gracious hospitality!

