

## MEMBERSHIP

# Kahe Wale

July 2002

"Let It Flow" Published by the Hawai'i Visitors & Convention Bureau

### FROM THE DIRECTOR

#### Maui and Moloka'i, Mark Your Calendar!

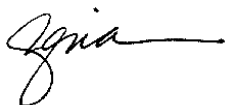
Our next 2002 Marketing Partner Event will be held Wednesday, July 31, at the Renaissance Wailea Beach Resort from 8:15 a.m. to 12:00 p.m.

Then we'll be on Moloka'i a week later on August 8. This first time ever event for Moloka'i will be from 6:00 p.m. to 8:00 p.m. at the Ku Lana 'O Iwi Kalamaula – Hawaiian Homes Meeting Room.

Please contact Janet Grace at (808) 924-0233 or [jgrace@hvcb.org](mailto:jgrace@hvcb.org) for more details. To learn more about our upcoming events, log on to our website at [www.gohawaii.com/memberevents](http://www.gohawaii.com/memberevents).

Hope to see you there!

Mahalo,



Gina Salvador  
Director, Membership

### E-MEMBERSHIP MINUTE

A member asks, "Our company definitely needs to get better automated but its such a huge undertaking we don't know where to start. Worse yet, I fear that much of the staff will resist change. How do you overcome those obstacles?"

Implementing newer technologies is all about implementing change and change is never easy. And although it may seem many times that people do not want change, the truth is that people will change very quickly if it is for the better from their perspective. Unfortunately, because so many technology projects have resulted in making people's lives more difficult and time-consuming, their resistance to change is really a resistance to wasting their time on something that will fail.

The best way I've learned to overcome this is to culturally embrace the concept of a "Pilot Project" defined as:

- A new project that represents a different way of doing things.
- Risky, meaning that it can fail or succeed and no one is really sure.
- Small, meaning that initially it will impact a lesser group of people that understand the project risks and are willing to take it on.

- Something that is OK to fail. We all understand that you can't get ahead without taking risk and risks imply the possibility of failure.
- Will only be implemented throughout the rest of the company if and only if the people that are actually using it decide it is a good thing.

So instead of announcing grand plans as if they were cast in stone and people had no say in the matter, announce a Pilot Project to tackle a given company problem. The small project will only affect a few people and be adopted by the company only if it proves itself. This approach is non-threatening, encourages positive review and critique, and allows the sponsor to gracefully bow out if it doesn't deliver. Pilot projects can be especially effective in Hawaii because we are generally averse to risk and definitely averse to losing face.

Use Pilot Projects along with a continual improvement philosophy and you've got a great formula for transforming your organization, one Pilot Project at a time.

Send me your toughest e-business questions and if the topic is of general interest, I'll happily post your question and the answer.

Peter Kay  
[peterk@cyber-hawaii.com](mailto:peterk@cyber-hawaii.com)

## Aloha & Welcome To The HVCB Ohana...

*A Simply Elegant Wedding, 'Ai Lani Orchards Retreat House, All-Travel, Aloha Condo Rentals, Destination Wedding Connection, Dolphin Quest – Oahu, Halawa Falls Cultural Hike, Hawaii-Thai, Maui Sunset, Molokai Action Adventures, Montien Thai Restaurant, Rainbow Plantation, and The Rock House of Koloa.*

## Show Your Support!



The **HVCB Member** logo is available to members in good standing as one of the many benefits and services of membership. We encourage you to display it on your website and promotional materials such as letterheads, brochures, and business cards as a sign of your active participation in, and support of, Hawaii's visitor industry.

It is available in versions suitable for use on the web or in printed material, in color or black & white. Please note, if you are currently displaying any HVCB Member logo other than the logo shown here, we ask that you replace it with the new logo as soon as possible.

To request the HVCB Member logo, please contact the Membership Department at (808) 923-1811.

## Here's What Members Have To Say

**H**otel Reservations Network is the leading provider of discount hotel accommodations worldwide and supplier of hotel lodging during sold out periods. Hotel Reservations Network supplies travelers with an easy-to-use, one-stop source for the guaranteed lowest rates. For more information, visit our website at [www.hoteldiscount.com](http://www.hoteldiscount.com).

**K**ona Historical Society – "Living History Coffee Farm" has added a new dimension to their award winning attraction! The most recent expansion is an outdoor function area groups, which offers the advantage of cool elevation, lots of information on the cultural heritage of coffee farming in the district and an awesome view of Kealakekua Bay. Perfect for luncheons, receptions and dinners, the function area adjacent to the farm will provide an option for groups who wish to experience a truly unique event. The Kona Historical Society is a community-based, non-profit organization whose mission is to collect, preserve and disseminate the history of the Kona districts. For more information, please call (808) 323-3222.

**S**ports Express is the premier sports equipment and luggage delivery service. Over the course of two years, Sports Express has developed a Web-based system that links FedEx and UPS to the travel industry. We provide scheduling of pickups and deliveries based on travel information, monitor delivery progress, and generate customized email and fax notifications. Sports Express offers guaranteed delivery, travel cases from leading manufacturers, five hundred dollars in free insurance coverage. Our Travel Concierge staff is also available seven days a week for customer care. Visit our website and get a quick quote today at [www.SportsExpress.com](http://www.SportsExpress.com).

**M**orton's of Chicago, Honolulu sets the standard for fine steakhouse dining. We have been tempting foodlovers with an award-winning menu, including hearty portions of USDA prime aged beef, fresh fish, and a selection of elegant desserts. As with the other 62 Morton's worldwide, the Honolulu restaurant's elegant interior is reminiscent of a private club, with rich mahogany paneling, leather banquettes, white tablecloths, and subdued lighting. From a group of 10 to 75, Morton's two private Boardrooms offer the perfect alternative for business meetings and receptions. For reservations, please call (808) 949-1300.

## Mahalo for your continued support & participation

### Member Since 1961-1985

*A L Kilgo Company, Inc, Aloha Airlines, Inc, Ana Hallo Tours (USA), Inc, Aston Waikiki Beach Hotel, Brennecke's Beach Broiler, Brick Oven Pizza, Byodo-In Temple, Caldwell Travel Service, Central Pacific Bank, Ching Young Village, Chuck's Steakhouse, Creative Hawaiian Gifts, Inc, Creative Leisure International, CSAA Travel Agency, Delta Air Lines, Inc, Destination America, Inc, E Noa Tours, Food Pantry, Ltd, Garden Isle Telecommunications, Hawaii Nanioloa Resort, Hawaiian Host, Inc, Honolulu Academy Of Arts, Hyatt Regency Waikiki Resort & Spa, Isemoto Contracting Co, Ltd, Jalpak International Hawaii, K Takata Store, Inc, KTA Super Stores - Hilo, KTA Super Stores - Kona, Kualoa Activity Club & Secret Island, Kyo-ya Company, Ltd, Lyman Mission House And Museum, Mauian Hotel, Mauna Lani Bay Hotel & Bungalows, Media Links, Min Plastics & Supply, Inc, New Otani Kaimana Beach Hotel, The, Obun Hawaii (Ad Concepts), Pacific Products Company, Ltd, Polynesian Hospitality, Polynesian Plaza, Princeville Ranch Stables, R & C Hawaii Tours, Regency Tours & Travel, Robert J Clancey, Ltd, Royal Grove Hotel & Apts, Shirokiya Inc, Stryker Weiner & Yokota Public Relations, Terry T Tamura, Tihati Productions, Ltd, Tower Travel Agency, Town & Country Travel Agency LLC, Travel Agent Magazine, USS Bowfin Submarine Museum & Park, Waikoloa Land Company, Waimea Plantation Cottages, Weil & Associates, West Hawaii*

*Today, William H Coester, Williams Family Property Agency, and Yokohama Okadaya.*

### Member Since 1986-1989

*American River Travel, Aston Maui Kaanapali Villas Resort, Aston Waikiki Beach Tower, Atlantis Submarines, Bed & Breakfast Honolulu (Statewide), Carole Kai Charities, Inc, Cloud 9 Travel, Current Affairs, Destination Hawaii, Inc, Four Seasons Resort Maui at Wailea, Furusato Japanese Restaurant, Garden Island Inn, Hard Rock Cafe Oahu, Hostelling International-Honolulu, HVS International, Kaala Center, Lahaina Cannery Mall, Louis Vuitton Hawaii, Inc, MacFARMS of HAWAII, Maui Condo & Home Realty, Inc, Maui Potato Chip, Inc, NACOS International Institute, Napili Sunset, Papaya Paradise Bed & Breakfast, Rendezvous Tours, Inc, Servco Pacific, Inc, Sheila Donnelly & Associates, and Watanabe, Ing & Kawashima.*

### Member Since 1990-1993

*A Dream Wedding:Maui Style, LLC, Adventures On Horseback, Ltd/ Maui Horse Whisperer, Aloha From Oahu's Sunset Beach House, Aloha Picture This Photographics, Aston At The Waikiki Banyan, Becker Communications Inc, Champagne Cove At Kapoho Beach, Coconut Coast Weddings & Photography, G K Ltd Travel, Hale Pau Hana Resort, Hawaii Pacific University, Hawaiian Travel, Inc, Hilo Hattie - The Store of*

*Hawai'i, HRT, Ltd, Hyatt Regency Kauai Resort & Spa, International Concierge Services, Island Breeze Luau, Jan Lee, Kamaole Beach Royale Resort, Kinko's, Kona Pacific Farmers Cooperative, Kulakane Condominiums, Merriman's Restaurant, PacRim Marketing Group, Inc, Panache Destination Management, Inc, Regency Pacific Realty, Sam Shenkus, Sheraton Kauai Resort, Sugar Cane Train, The Bay Club Ownership Resort, Travel Planners, Inc, Volcano Winery, LLC, and Waipio Wayside B&B Inn.*

### Member Since 1994-1995

*101 Things To Do, 111 AAA A Dream Wedding Hawaii, A White Orchid Wedding, Inc, Aloha Festivals, Aloha Tower Marketplace, Art on the Zoo Fence, Employers Options, Ewa Hotel Waikiki, Hale Koa Hotel, Hawaii On Sale!, Hawaiian Resources Company, Ltd, HonBLUE, Inc, I Do Weddings, Japanese Answering Service, Kauai Marriott Resort & Beach Club, KCCN/KINE Broadcasting Co, Inc, Kings' Trail Rides O'Kona, Koke'e Natural History Museum - Hui o Laka, Korean Air Co, Ltd, Shinwa Golf Hawaii Co, Ltd, South Shore Vista, Sullivan Properties, Waikiki Aquarium, The, Watson Wyatt Worldwide, and Will Squyres Helicopter Tours.*

### Member Since 1996-1997

*`Ohana Helicopter Tours, I 'A'A Above & Beyond Hawaii Weddings, All Nippon Airways Co, Ltd, Aston Hawaii Polo Inn,*

## Mahalo for your continued support & participation (continued)

### Member Since 1996-1997

*Attco, Inc, Coastline Cottages, Coldwell Banker Aloha Properties, Dolphin's Paradise, Dream Cruises, Eco-Adventures, Scuba, Snorkel, Travel, Friends of Iolani Palace, George House Academy, Guest Informant, Hawaii Forest & Trail, Honokeana Cove, ICES, Jack's Tours, Inc, Kato Golf Tours, Inc, Kilauea Lakeside Estate, King Auto Center, KK Bed & Bath, Lahaina Ticket Company, Longwoods International, Maui Accommodations Guide, Places To Stay, Ryan's Grill, Sheraton Maui Hotel, The Contemporary Museum, The Estates of Turtle Bay, Inc, The Orchid At Mauna Lani, The Vow Exchange, Tuxedo Junction, Waikiki Trolley, and Weddings in Paradise.*

### Member Since 1998-1999

*A Beach Wedding Hawaiian Style, A State of the Art Productions, Ala Aina Ocean Vista, All Ways Maui'd Weddings & Ceremonies, Bike Hawaii, Cheeseburger In Paradise, Edgy Lee, Event Specialists International, Expediacom, Flowers and Sunshine, Friend Travel Service Co Ltd, Gay & Robinson Tours, LLC, Hale Kai O'Kona, Hawaii Bride & Groom Magazine, Hawaii Travel Services, Hawaiian Paradise, Hawaiian Walkways, Inc, Hawaiian Waters Adventure Park, Heald College, Holoholo Charters, Inc, Honu Group, Inc, Kauai Economic Development*

*Board, Kauai Wedding Professionals Association, Ko Olina Resort Operators Association, Kokoke Lani Bed & Breakfast Inn, Kula Botanical Garden Inc, Luxury Vacation Homes, Inc, Mahina Surf, Maui Princess, McBryde Garden, Molokai Princess, Myriad Travel Marketing, Nakea Kauai Vacations Rentals, Nana Enterprises, National Football League, Poipu Plantation Resort, Prudential Orchid Isle Properties, Royal Princess Cruises, Sun 'N Surf Condominiums, The Limtiaco Company, Vacation-Mauicom, Wincubiccom, and Xerox Hawaii.*

### Member Since 2000-2001

*123 Hawaii Vacation & Tickets, AAA Automobile Club of Southern California, Aina Hawaiian Tropical Products, Aloha Country Inn, Aston Hotels & Resorts, Blue Hawaii Properties Inc, Blue Water Rafting, Brian Ross Photography, China Travel Bureau, Destination Avenue, Fleet Street Graphics, Fritz, A UPS Company, Haiku Getaway, Hale Ho'onanea Bed & Breakfast, Hanalei River House, Hawaii Travel Newscom, Hawaii-Aloha Unterkuenfte (Accommodations), Hawaiian Travel Club, Hawaii-Xpertcom, Heli USA Airways, Inc, Holua Resort, Ho'okipa Hale Vacation Rentals, Hotelscom, Kapoho Vacation Cottages, Kauai ATV, Marina Hawaii Vacations, Maui Destiny Weddings, Maui Oceanfront Inn, Maui Resort Vacations, Maui Tours & Transportation, Mokulele Flight Service, Inc, Molokai Bicycle, Northwest Airlines World Vacations, Paradise Hideaways LLC, Patrick L Roherty*

*Photography, LLC, PEP Consulting, Poipu Beach SurfSong, Pony Express Tours, Inc, Products of Hawaii, Ruth's Chris Steakhouse, Sealodge @ Princeville Kauai, Seaside Cottage, We Love Islands, and Wheelchair Getaways.*

**HAWAII**  
**Visitors & Convention Bureau**  
or to submit articles for *Kahe Wale*,  
contact Scarlett Godinez in the  
Membership Department at (808) 924-0232.