

# Kahe Wale



AUGUST 2002

"Let it Flow" published by the

HAWAII VISITORS AND CONVENTION BUREAU

## FROM THE DIRECTOR

Aloha Valued Members,

The *Kahe Wale*, your monthly membership newsletter has a new face! As we continue to reach out to provide your business with marketing publication deadlines, newsworthy tidbits on technology, updates on new website features, and introductions to member marketing partners, we are evolving your communication network to become an effective tool in gathering information and opportunities for your business.

We ask that you stay tuned to this exciting newsletter as it evolves and watch for more added-value services. If you would like any information on a particular HVCB benefit or service, please email [membership@hvcb.org](mailto:membership@hvcb.org). Take advantage of your opportunities as a marketing partner.

Mahalo for your continued participation and valued support.

Aloha and a hui hou,

Gina Salvador  
Director, Membership

## E-MEMBERSHIP MINUTE

A reader asks, "I've heard that your office is paperless. We want to reduce/eliminate paper-based business processes. What's your advice?"

First, understand that you will never eliminate paper from your office or company. The goal is to eliminate what I call operational paperwork. Operational paperwork is using paper to execute business processes within your company. Examples include company forms, memos (God forbid, are people still printing these and distributing them?), reports, documents requiring signature, and any other paper usage, which requires long-term filing or storage.

Eliminating operational paperwork from your company is not an easy thing to do and requires much discipline, leadership, and the ability to try and internalize (naturally use) new technologies. Every company works differently, so there is no one-size-fits all formula. However, I do have a few general suggestions that will place you on the road to the paperless office.

First, get a good, large monitor. If you won't be printing that spreadsheet, you'll need to see it and for that you need at least a 19" monitor. I've got a nice 21" one on my desk. They are cheap

these days, about \$500-\$700. Set the resolution as high as you can so you can maximize the viewable content area.

Next, get rid of any desktop printers. Of course you can't eliminate all the printers, but get rid of the ones that are conveniently close to you. If printers are far away from you, you'll tend not to print so much. Keep a printer on your desktop and there's paper everywhere. Don't miss this important step!

Finally, get a copy of Adobe Acrobat full version. This allows you to "print" but instead of creating paper it creates Acrobat documents that can also be digitally signed and can be contractually binding. If you must print, print to Acrobat. This too is a must.

Now all that's left is your own personal habits. Remember, most, if not all, documents started out in a computer somewhere. The trick is to view and manipulate documents on screen instead of printing them. I'll continue this topic next month with how to eliminate typical paper-based processes like document markup, note-taking, phone messages, and the all-encompassing post-it note. 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 Tradewind Charter, Activities 4 Less, Activity Wholesalers, Aloha Beach Vacation Rentals, Bayview Inn Bed & Breakfast, BeBack Molokai, Deep Blue Dolphin Adventures, Dunbar Beachfront Cottages, Floral Specialist, Garden Island Properties & Vacation Rentals, Hale Aloha Aina, Hardwick Vacation Services, Hawaii Executive Planners, Hawaiian Isles Kona Coffee Co, Hawaiian Watersports, Hilo Hawaiian Corporation, Hotel Lanai, Maui Nui Botanical Gardens, Molokai Outdoors, Paradise Thoughts, South Kohala Management Inc, Sun Star Photo, Trekking Hawaii and The Wedding Pledge.*

## Show Your Support!



The **HVCB Membership Decal** incorporates the original warrior logo as well as our brand logo. You will find these to be more convenient as they are non-adhesive and easy to place and remove from your window. You can replace the previous one or create a collection and display each year's decal side by side.

To request an HVCB Member decal, please contact us at [membership@hvcb.org](mailto:membership@hvcb.org).

## Aloha Concierge, added-value service

There have been some exciting new features to the Aloha Concierge Program, which is an added-value service to the Hawaii Visitors and Convention Bureau Membership. This service provides your business face-to-face interaction with thousands of visitors from around the world.

The Aloha Concierge kiosk, located in the state-of-the-art Convention Center lobby provides delegates the opportunity to experience the flavors, colors, and splendors of our islands. The Concierge staff connects businesses across Hawai'i to those who want to experience all Hawai'i has to offer.

At our last Aloha Concierge Open House, there were over 25 businesses in attendance to learn more about Hawaii's growing convention market. Zenaida McLin, Director of Convention Services and Gina Salvador, Director of Membership were there to provide information about incoming conventions and how essential it is for businesses in Hawaii to work together to see our economy flourish.

The Aloha Concierge Service offers Convention delegates a brochure racking and restaurant reservation service. Each delegate has the opportunity to walk away with a direct connection to your business, whether it be through a referral, brochure, or a reservation made by the Aloha Concierge staff. If you are a HVCB Member, the annual fee for this added-value service is \$100. As you can see, the value far outweighs the cost.

If you are interested in exploring the Convention market or would like to attend an Open House, contact Jaci Murakami, the Membership/MCI Services Coordinator at (808) 924-0250 or [jmurakami@hvcb.org](mailto:jmurakami@hvcb.org) for further details.

## Here's What Members Have To Say!

**H**ilo Hattie The Store of Hawaii is Hawaii's largest retailer of Hawaiian fashions, gifts, souvenirs, T-shirts, gourmet foods and island jewelry. Also the world's largest manufacturer of Hawaiian, Resort and Casual Fashions offering hundreds of exclusive prints and styles.

Enjoy low manufacturer's-direct prices on thousands of Island Lifestyle products. Volume discounts, dozens of profitable FIT, group and incentive promotions are also available.

For information, call our sales department at (800) 233-8912 (U.S. & Canada), (808) 524-3966 or call our Uniform and Custom Print Division at (808) 535-6615.

**D**estination Resorts Hawaii announces the August launch of its new "GuestWave" digital guest services. The new digital cable, video on demand, and high speed Internet access services will be available to guests staying in Destination Resorts Hawaii vacation rental condominiums located in the exclusive Wailea and Makena golf and tennis resorts on the south coast of Maui.

For a nominal fee, the GuestWave Video On Demand service will provide resort condominium guests with access to a library of over one hundred and eighty movies that can be paused, fast-forwarded, or reversed like a VCR. Guests will also be able to order optional services on a weekly basis including High Speed Internet Access, HBO on Demand, and five other premium channels.

For further information please call Destination Resorts Hawaii toll free from the U.S. or Canada (800) 367-5246 or (808) 891-6200 or visit the website at [www.drhmaui.com](http://www.drhmaui.com).

**J**apan Guide to Hawaii was rated number one in market penetration and readership. The locally produced magazine not only beat out all other Hawaii-based guides, but Japan-based publications as well.

JGH has come in first or second in readership among Hawaii-based guides for 13 out of the 14 years Omnitrak has conducted the survey, according to JGH associate producer Isabel Figel.

Japanese Guide to Hawaii is a free magazine that averages 112 to 128 pages per issue. Figel said they print 53,000 to 55,000 issues per month, which are distributed at more than 200 locations throughout Oahu and Japan.

Further information on ad rates and deadlines may be obtained by calling JGH at (808) 531-3755.

## Mahalo For Your Continued Support & Participation...

### *Member Since 1961-1985*

*Ala Moana Hotel, All About Hawaii, Aloha VIP Tours, Inc., Americantours International, Inc., The Compleat Kitchen, Hawaii Tropical Botanical Garden, I.T.S. Group of ExpoExchange, Japan Airlines, Kamaka Hawaii, Inc., Kauai Island Tours, Inc., Kona Coast Macadamia Nut & Candy Factory, Maita i Catamaran, Manpower, Inc., MC&A, Inc., Pacific Accommodations, Sony Hawaii Company, Spotlight Hawaii Publishing, USA Hosts Hawaii and Waikiki Prince.*

### *Member Since 1986-1990*

*Arnott's Lodge & Hiking Adventures, AV Travel, Inc., Classic Vacation Cottages, Fantasy Holidays, Kaanapali Beach Hotel, Kahana Sunset - A Premier Resort, Outrigger Shops, Ltd., Paradise Television Network, Inc., SMS Research, Tropic Temptations D.M.C., Inc. and Victoria Place.*

### Member Since 1991-1992

*A Dragonfly Ranch: Healing Arts Retreat, Aloha Beach Resort, Aloha Diners Club, Bed & Breakfast Kauai, Captain Dan McSweeney's Year-Round Whale Watch, Hale 'Aha at Princeville, Hawaiian Isles Kona Coffee Co., Kauai Lagoons Resort Co., Ltd., Manele Bay Hotel, Nihii Kai Villas, Royal Aloha Vacation Club and Team Real Estate.*

### Member Since 1993-1994

*Aloha Kauai Tours, Inc., Aloha Resources, Inc., Beachfront Kawela Bay Home, Bed & Breakfast Mountain View, First Class Weddings Inc., Hanalei North Shore Props., Ltd. Kanaloa At Kona, Kayak Kauai Outbound, Maui Floral, Inc., Nancy Emerson School of Surfing, Pacific Whale Foundation, South Kohala Management, Inc. and Sunset Kahili Condominium.*

### Member Since 1995-1996

*Aloha Tower Marketplace, Colony One at Sea Mountain At Punaluu, Hale Tutu Bed & Breakfast, Hawaii Movie Tours, Inc., Hotel Lanai, Punalu'u Bake Shop, River Estate, Shipman House Bed & Breakfast Inn, Tanaka of Tokyo East and Valenti Print Group.*

### Member Since 1997

*A Piece of Paradise, American Cancer Society, Hawaii Pacific, AT & T Business Services, Dahlquist Photography, DoubleTree Alana Waikiki Hotel, Hans Hedemann Surf, Inc., Hawaii Connection, Hawaiiana Hotel, Mana Kai Maui Resort, Panda Travel Hawaii Inc., Travel Impressions and Vacations Hawaii.*

### Member Since 1998

*Above It All, Inc., Ahuanani Lodge, Belle Vue Cottage and Suites, Coral Creek Golf Course, Golf Hawaii with Mark Roling, Hawaii Ecotourism Association, Huggo's, Maui Vacation Properties, Neiman Marcus, Rainbow Weddings & Celebrations, Volcano Lava Lodge Accommodations, W HONOLULU DIAMOND HEAD and Waikele Golf Club.*

### Member Since 1999-2000

*Alii Hale, An Elegant Island Wedding, Bear Com Wireless Worldwide, Celebrations From the Heart, Cheeseburger in Paradise, Eco Air Tours - Hawaii, Floral Specialist, Flower Farm, Inc., Hawaii Bound, Keauhou Property Management, Inc., Nancy's Hideaway, Ornaments To Remember and Wailana Coffee House.*

### Member Since 2001

*Chapel in the Palms Weddings, CondoRentalsHawaii.com, Direct By Owner Maui Rental Condos, Gigi's Oceanfront Paradise, Hawaii Five 0 Travel, Hawaii Island Economic Development Board, Holualoa Kona Coffee Company, Institute of Intensive English, It's Hawaii, Mass Appeal Enterprise Inc., Pacifica Island Art, Inc., Paradise Rent A Car, Puunoa Beach Estates, The Real Hawaii Eco-Cultural Excursions, Secret Beach Ohana Hale, SunBusters Hawaiian Vacations, Trinity Properties, Ltd. and Vacations For Less, Inc.*

# HAWAII®

**Visitors & Convention Bureau**

For more information on membership or to submit articles for *Kahe Wale*, contact Scarlett Godinez at [sgodinez@hvcb.org](mailto:sgodinez@hvcb.org).