

SHIDLER BUSINESS

Volume 35, Number 1
Spring 2012

University of Hawai'i at Mānoa Shidler College of Business



There's something for everyone
Shidler undergraduate clubs

INSIDE: Kīpapa i ke Ala Lecture: A master class on local values
The new Distance Learning Executive MBA program | HICSS-45 features the first U.S. CIO



DEAN'S MESSAGE

ALOHA,

Walking through the halls of the Shidler College of Business, one cannot help but get caught up in the positive energy that emanates from our students. Their optimism, focus and sense of purpose are absolutely contagious. Each day, I am continually reenergized and inspired by these amazing individuals.

This issue of *Shidler Business* showcases our extraordinary student body and their finest achievements of the semester. From business competition finalists to top scholarship recipients, these future business leaders represent the best of Shidler and serve as a source of pride for us all.

We will meet several of these stellar Shidler students in our feature story that explores the growing popularity of the College's business clubs. These remarkable student-run organizations have become an essential resource for those in search of professional development, networking, leadership and life skills that transcend the classroom.

The following pages also celebrate our vital and diverse family of alumni, faculty, staff and supporters who lie at the heart of our growth and success. Read about Professor Dana Alden's marketing research project involving an interactive tool that strives to improve patient health care in Hawai'i; the new Distance Executive MBA program that will utilize state-of-the-art technology to reach those on the neighbor islands and in the military; and meet inspirational alumni from around the world including the three successful Hilo businessmen who drew approximately 600 people to our recent Kīpapa i ke Ala Lecture.

It has truly been an incredible semester and we would like to acknowledge the involvement and generosity of our wonderful global community. Our genuine thanks to all of you for helping us to build upon our tradition of preparing tomorrow's business leaders.

Please enjoy this issue of *Shidler Business* and thank you for taking an interest in all that we have accomplished together. Mahalo for your support and feedback.

Sincerely,

Vance Roley
vroley@hawaii.edu

It has truly been an incredible semester and we would like to acknowledge the involvement and generosity of our wonderful global community.

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Superclubs Day participants
Front row (L to R): Brice Akeo,
Janell Shimabukuro,
Sean Do; Back row (L to R):
Aimee Nelson, Alen Ngai,
Jhenelyn Galo, Nicole Stone,
Dakota Robinson

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MAKING THE WORLD A "GREENER" PLACE

In our efforts to "go green," Shidler alumni who graduated in 2005* or later will receive an electronic version of *Shidler Business* via email. Those who graduated prior to 2005 will continue to receive an issue of *Shidler Business* in the mail.

For questions or concerns, please contact
amy.watari@uhfoundation.org or call 808-956-6044.

**Applies to alumni whose record is linked to a valid email address. Those with no email listed in our database will continue to receive a hard copy in the mail.*

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facebook, linkedin, twitter, vimeo

Online edition available at www.shidler.hawaii.edu

A MASTER CLASS ON LOCAL VALUES

Hilo entrepreneurs share lessons from the heart
at the 22nd Kīpapa i ke Ala Lecture

by Amy Watari

This year's Kīpapa i ke Ala lecture was unlike any other. It was truly a master class on living a life guided by local values and the spirit of aloha.



Allan Ikawa



Duane Kurisu



Barry Taniguchi

Integrity, compassion, responsibility and community were among the key themes of this year's Kīpapa panel discussion which featured Hilo-born entrepreneurs Allan Ikawa, founder of Big Island Candies, Duane Kurisu, founder of aio, and Barry Taniguchi, president of KTA Super Stores.

The three successful businessmen and long-time friends sat down with PACE Executive Director Susan Yamada last November for a fun and inspirational "talk story" session. The panel drew an audience of over 600 community members which included many of the "Who's Who" of Hawai'i's business world. Some attendees even flew in from Hilo to attend the special event.

The panelists started things off by sharing a few entertaining stories from their early days in business and some of the important lessons learned throughout their careers. Much to the delight of the audience, the humble trio kept the conversation light-hearted by poking fun at each other and dishing out high-fives while

Yamada humorously served as the Pigeon English translator for the conversation.

"I feel like I'm sitting in a psychiatrist's chair," kidded Kurisu when asked about his early days growing up in Hilo. "I really think public school prepared us to deal with our employees because you have to deal with a whole cross-section of people. You learn how to survive," commented Ikawa. "So you either have to run away, beat 'em up, or talk your way out of it," he joked.

The three men, who are all proud graduates of Hilo High and the Shidler College, put the jokes aside once the discussion turned toward their beliefs and philosophies on life and business. All three are deeply committed to perpetuating the local values upon which they were raised—values like compassion, humility, cultural respect, and a sense of responsibility to give back to the community.

"It goes back to a base philosophy that my grandparents had," explained Taniguchi whose family-owned chain of markets has been



Left: Allan Ikawa and Duane Kurisu had fun on stage. Right: Students from the Entrepreneurs Club had an opportunity to chat with the three Kipapa panelists prior to the public lecture.

“Going back to the basics . . . That can really transform the world.” – Duane Kurisu

a staple in the Big Island community for 95 years. “We need to take care of the community because it’s the community that is going to take care of us.”

aio’s tag line, “Make your life make a difference,” summed it up nicely for Kurisu. “Things like love, joy, serenity, and happiness are the crux of what aio is all about. That is really the foundation for what we call ‘local style,’” he said. “Going back to the basics . . . That can really transform the world.” Kurisu’s business ventures stretch the globe and are dedicated to promoting the unique values and cultures of Hawai‘i and its people.

Ikawa expressed a feeling of responsibility to take care of his employees. “I really feel that the person you hire should be someone you would love to have as your neighbor because you spend more time at work together than you do at home with your families. So there is a lot of obligation I feel toward my employees.”

When asked about his philosophies on leadership, Taniguchi commented, “Local-style leadership is about having empathy for your employees. Communicate with them. Give them the ability to grow,” he shared. “Put yourself in the other person’s shoes.”

For nearly two hours, the panelists spoke from the heart, inspiring the audience with their simple message of aloha. Each of the men also offered some valuable parting words of advice for entrepreneurs and business professionals of all ages and backgrounds.

“You’ve got to have a good product. You’ve got to offer good service,” said Taniguchi. “Other than that, just put your nose down and go.” He also stated, “Try anything. If it doesn’t work, then you try something else, but don’t stop trying.”

For students, Ikawa emphasized the importance of gaining experience and learning from those around you. “Get as many part time jobs as you can. Do a lot of different things. Then, just sit back and listen to the older guys. Learn from their experiences because it’s going to really, really, pay off down the road.”

“Entrepreneurship is not easy,” said Kurisu. You have to have ‘stick-to-it-ness’ because it’s going to be a lot of hard work.” He also commented, “It’s just [about] living your life without regrets. Just go. Don’t have regrets.”

In true local style, each member of the audience left with an “omiyage” (a gift) filled with treats from aio, Big Island Candies and KTA Super Stores. But, more importantly, everyone took with them a greater sense of belonging, awareness, and appreciation for the islands that we call home. Lucky we live Hawai‘i.

The 22nd Kīpapa i ke Ala lecture was a free public event held on November 30 at the Ala Moana Hotel, Hibiscus Ballroom. The event was generously sponsored by the Emmett R. Quady Foundation and Kamakura Corporation.

About the Kīpapa i ke Ala Lecture Series

The Kīpapa i ke Ala Lecture Series is organized by the Pacific Asian Center for Entrepreneurship at the Shidler College of Business. Kīpapa i ke Ala means “to pave the way,” which is befitting of this series created to help us understand how Hawai‘i can benefit from the fast-paced changes in the worldwide marketplace. This forum brings the best and brightest from the world of business to share their knowledge with students, faculty, alumni and members of the greater Hawai‘i community. To learn more about the Pacific Asian Center for Entrepreneurship and the Kīpapa i ke Ala Lecture Series, visit www.shidler.hawaii.edu/pace.



View this year’s Kīpapa i ke Ala Lecture Series online at www.shidler.hawaii.edu/kipapa

SHIDLER UNDERGRADUATE CLUBS

There's something for everyone by Dolly Omiya



Left: Undergraduate club members pictured at Super Clubs Day at Kanewai Park. Middle: The American Marketing Association—UH Mānoa Chapter at the 34th American Marketing Association International Collegiate Conference in New Orleans, Louisiana. Right: BEST Vice President Chalei Maduli and President Alyssa Nakao enjoy a 'sweet' moment together at Super Clubs Day.

Call it a boot camp for business students—the Shidler clubs are not your typical student organizations. From as early as their freshman year, students begin signing up for one of 11 undergraduate business clubs at the Shidler College of Business.

Once a member, students are offered professional development training in business etiquette, resume writing, dressing for success, interview techniques, networking and much, much more. Whether students want to hone their business skills, take on a philanthropic project, or snag an ultimate dream job, there's something for everyone.

At Shidler, clubs are everywhere. Just walk through the first floor corridor and you will see walls with bulletin boards displaying club activities and photos. Approximately 65% of all undergraduate business students are members of one or more clubs. Each club has its own membership requirements and offers a variety of academic and social activities to complement their members' interests.

"I've seen my fellow club members grow academically and personally," said Business Executive Society of Tomorrow (BEST) President Alyssa Nakao, "They have gained skills within the classroom and from their involvement in club activities. Many members have attained internships and jobs at highly competitive firms such as Boeing and PKF Pacific Hawaii. In addition, many members have seized opportunities to study abroad in countries such as Korea, Japan and Denmark."

But what Nakao finds truly amazing is the camaraderie. "The friendships that I developed through my participation in BEST are indescribable," Nakao expressed. "They have not only led to new friendships within our club, but with other club members and business professionals."

According to Nakao, some of her club's biggest supporters are business professionals and alumni such as Ross Shimokawa and Lincoln Koike from Ameriprise Financial; Patrick Oki and Heather

ACCOUNTING CLUB

111 members

A student chapter of the Institute of Management Accountants whose main goal is to promote the professional and personal development of its members. www2.hawaii.edu/~acctclub

AMERICAN MARKETING ASSOCIATION

98 members

AMA aims to provide members with the opportunity to develop a better understanding and appreciation of marketing and creativity. www.amauhm.com

BETA ALPHA PSI

60 members

A national scholastic and professional accounting fraternity. www2.hawaii.edu/~bap

BETA GAMMA SIGMA

25 undergraduate members

A national business honor society by invitation only.

BUSINESS EXECUTIVE SOCIETY OF TOMORROW

54 members

An opportunity to meet and network with Hawai'i's business professionals. www.bestuhm.org

ENTREPRENEURS CLUB

38 members

A dynamic environment for innovation through a network of inspired students. www.ecmanoa.com

Yanazaki from PKF Pacific Hawaii; Tracyn Miyashiro-Wong from the City & County of Honolulu; and Kara Iwasaki from Kumabe HR. These professionals offer guidance, financial support, and opportunities to gain experience outside the classroom.

“As a professional, I’ve continued my involvement with students, especially with the leaders of the Inter-Business Council and the Graduate Business Student Association,” added Lillian Rodolfich (BBA ‘87, EMBA ‘05), vice president of the Shidler Alumni Association and controller for Aloha Air Cargo. “These continued interactions help me to understand what issues students are facing as they navigate their way through college. I feel it’s important to mentor students and help them become successful.”

“We try to enhance the college experience by encouraging students to join business clubs,” said Vance Roley, dean of the Shidler College of Business. “The clubs provide a variety of learning and real-work opportunities through community service projects, company visitations, academic competitions, leadership training workshops, internships, and networking events with Hawai‘i’s business community. These activities are a vital part of the total college experience here at Shidler.”

As president of the Society for Human Resource Management (SHRM) club, Tarina Castillo had the opportunity to attend the Hawaiian Airlines recruitment fair in Honolulu earlier this year.

“There were about 2,400 candidates interviewing for the Hawaiian Airlines flight attendant positions,” said Castillo. “Our members were able to observe the hiring process and give their input and recommendations to Hawaiian Airlines personnel. This kind of learning experience is valuable for our success.”

Some clubs promote professional development by encouraging participation in academic competitions or national conferences.

Huy Nguyen, president of the American Marketing Association (AMA), along with several of his fellow AMA members, traveled to New Orleans in March for the 34th American Marketing Association International Collegiate Conference. “Not only did we leave with two awards for Outstanding Chapter Planning and Outstanding Fundraising Chapter, but I was able to meet many students from different AMA chapters around the world,” said Nguyen. “The trip was truly a memorable one.”

The Shidler clubs are also becoming popular for their social and cultural activities attracting many students who want an opportunity to network with one another.

Undergraduate Club Faculty Advisor Robert Bachini expressed that if he had to name one reason for students to join a club, it would be to form relationships. “Success in the business culture has often been attributed to relationships,” Bachini said. “The relationships developed in student clubs extend well beyond the brick and mortar of the College and into the business community.”

No one understands this better than Inter-Business Council President Mary Viloso whose group organized Super Clubs Day in March. “Over 250 students, representing 11 business clubs, gathered for a friendly day of competition in sports, academics, relay races and cheering to win the coveted Super Clubs Day trophy and points towards the Most Outstanding Club Award,” said Viloso. “It was great to see everyone come together to represent their clubs and enjoy themselves at such a fun-filled event.”

There are great benefits for joining a Shidler club. “Participation in student clubs provides opportunities for professional networking, leadership, scholarship, and service,” added Bachini. “These outcome variables translate well in scholarship selection, competitive internships, and prospective employment. My message to students is to take full advantage of every opportunity to build your business career.”

10 REASONS STUDENTS JOIN A BUSINESS CLUB

1. Meet business professionals
2. Build leadership and business skills
3. Make friends
4. Make a difference in the community
5. Go on company field trips
6. Attend social networking events
7. Compete in national competitions
8. Attend national conferences
9. Receive an internship
10. Snag their “DREAM JOB”

FINANCIAL MANAGEMENT ASSOCIATION 67 members

An opportunity to expand members’ knowledge of financial theory through interaction with professionals.

www.fmahawaii.org

INFORMATION TECHNOLOGY MANAGEMENT ASSOCIATION 34 members

Dedicated to the enrichment of its members through professional interaction with members of the business community.

www.itmahawaii.com

INTER-BUSINESS COUNCIL 20 members

Serves as a liaison between the undergraduate organizations and the Shidler College of Business and the Hawai‘i business community.

www2.hawaii.edu/~ibo

INTERNATIONAL BUSINESS ORGANIZATION 55 members

Promotes international business and culture.

www2.hawaii.edu/~ibo

PI SIGMA EPSILON 21 members

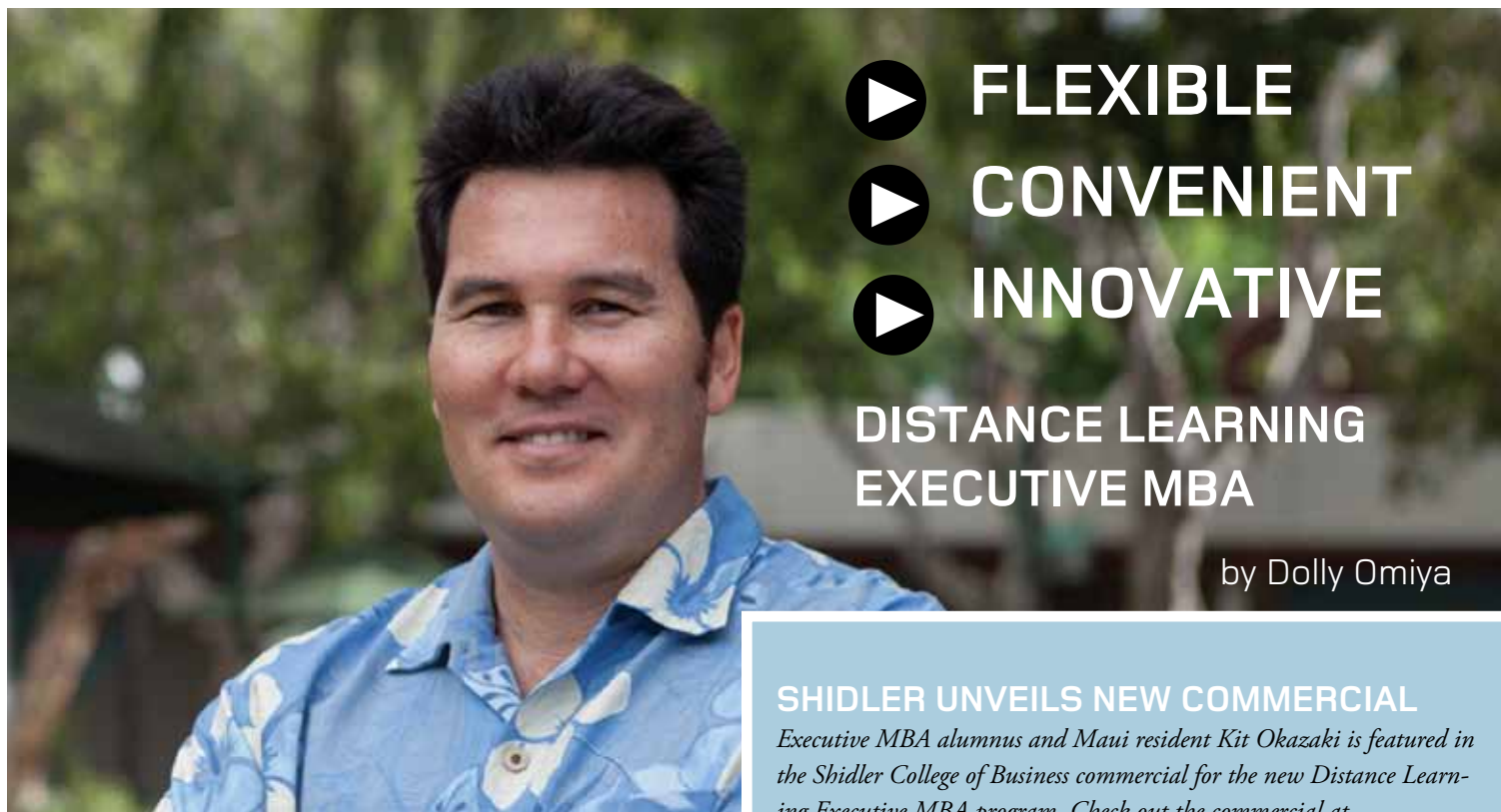
A national professional fraternity in marketing.

www.psehawaii.org

SOCIETY FOR HUMAN RESOURCE MANAGEMENT 56 members

Provides a variety of activities for students interested in the Human Resource Management field. Sponsored by the SHRM Hawaii Chapter.

sites.google.com/site/shrmuhm



▶ **FLEXIBLE**
▶ **CONVENIENT**
▶ **INNOVATIVE**

DISTANCE LEARNING EXECUTIVE MBA

by Dolly Omiya

SHIDLER UNVEILS NEW COMMERCIAL

Executive MBA alumnus and Maui resident Kit Okazaki is featured in the Shidler College of Business commercial for the new Distance Learning Executive MBA program. Check out the commercial at www.shidler.hawaii.edu.

The **Distance Learning Executive MBA** combines all three elements—flexibility, convenience and innovation—into an exciting new program for working professionals on the neighbor islands and military personnel. The program is flexible to accommodate the working professional, convenient from home or any where you can receive Internet access, and offers innovative teaching and curriculum to expand the way you think and work.

The 48-credit program offers an intensive five-day residential weekend at UH Mānoa, 14 core and elective online courses concluding with a capstone course. The faculty-led program is design in a cohort structure to be completed in approximately 22-months.

“The program uses the latest technology in videoconferencing software to transmit video and audio through the Internet,” explains Program Director Toni Mingo. “This will provide live interaction among students enabling them to ask questions,

offer comments, conduct project presentations, and participate in classroom dialogue—all in real time.”

Classes are held online on Tuesdays and Thursdays from 6 – 9 p.m. and alternating Saturdays from 8 a.m. - 12 p.m. Students will gather periodically throughout the program at the Shidler campus to network and collaborate on projects. According to Mingo, roundtrip airfare to attend on-campus sessions in Honolulu are included in the tuition.

LENGTH OF PROGRAM

22 Months
Starting in Fall 2012

ADMISSIONS REQUIREMENTS

Admissions are based on the composite characteristics of the applicants rather than strict numerical criteria. The following guidelines apply:

- GPA minimum of 3.0
- 5+ years of work experience*
- 2 letters of recommendation
- Resume
- Statement of objectives
- Interview
- GMAT minimum score of 450
- International Students:
TOEFL: 550/paper-based,
or 213/computer-based,

SCHOLARSHIP OPPORTUNITY FROM YOUNG BROTHERS, HAWAIIAN TUG & BARGE, MAUI AND HAWAII PETROLEUM, MINIT STOP, ALOHA AIR CARGO AND SALTCHUK RESOURCES



Left to right: Kimo Haynes, president, Maui Petroleum Inc.; Brian K. Bogen, president and chief executive officer, NorthStar Utilities Group; and Glenn Hong, president of Young Brothers Ltd.

“Neighbor island residents will now have an opportunity to enroll and receive scholarships through our new Distance Learning Executive MBA program,” said Shidler Dean Vance Roley.

Together, Young Brothers, Hawaiian Tug & Barge, Maui Petroleum, Hawaii Petroleum, Minit Stop, Aloha Air Cargo and Saltchuk Resources have established a \$120,000 scholarship fund for the Distance Learning EMBA program.

The scholarships will be used to support students in the 2012-2014 cohort starting this fall. To qualify, students must be a State of Hawai‘i resident, and live and work on Kaua‘i, Maui, Moloka‘i, Lana‘i or Hawai‘i Island.

“We are grateful to Saltchuk Resources, and its Hawai‘i-based companies. They are committed to developing future business leaders in the communities they serve by helping neighbor island residents obtain an MBA,” said Roley.

For more scholarship information on the Distance Learning Executive MBA program, please visit: www.shidler.hawaii.edu/emba/dl.

or 80/internet-based or
IELTS: 5.5

*Applicants who have less than
5 years of work experience
require a minimum GMAT
score of 500.

APPLICATION DEADLINES

Priority Deadline: March 1
Regular Deadline: July 1

Applications are now being
accepted for the first class
starting in August.

QUESTIONS?

Contact Toni Mingo
akruse@hawaii.edu
(808) 956-5774

MILITARY- FRIENDLY PROGRAM

For over 50 years, the Shidler College of Business has proudly graduated active duty, reserve and veteran students from all branches of the military. With the new Distance Learning Executive MBA program, military personnel can now earn an MBA and gain a competitive advantage for career growth within the armed forces or prepare for a successful transition into the civilian workforce.

The program offers military personnel an opportunity to leverage their veterans’ educational benefits to pursue a degree while still on active duty. Contact us today to find out how a Shidler College of Business MBA can complement your military experience.

FACT

- US military active duty personnel stationed in Hawai‘i, their spouses, and their authorized dependents (up to age 23) are eligible for this program.

FACT

- Members of the Hawai‘i National Guard or Hawai‘i-based Reserve who are under contract in Hawai‘i are also eligible.

FACT

- The program is flexible and fully accessible to accommodate deployed military personnel.

The first CIO for the United States delivers keynote at HICSS-45

by Amy Watari



Vivek Kundra
Photo courtesy of John Seely Brown

This January, approximately 1,000 of the world's top academics, researchers and practitioners in computer science and information technology gathered in Maui for the 45th Hawaii International Conference on System Sciences (HICSS-45).

One of the big highlights of the conference was a keynote speech by Vivek Kundra, the first U.S. chief information officer.

In 2009, Kundra was appointed by President Obama to the newly created CIO position overseeing policy and strategic planning of federal information technology investments and spending.

During his presentation, "Digital fuel of the 21st century: Innovation through open data platforms," Kundra shared his views on data transparency and his experiences in establishing successful open data platforms. "The network effect [of open

data] is going to fundamentally change the way our institutions operate," stated Kundra. He went on to explain how public access to government data will solve some of the country's toughest challenges, create accountability, and launch multi-billion dollar businesses.

"Just think about all the untapped possibilities. Think about how much some of these businesses [that are utilizing open data] are worth," said Kundra. "The Weather Channel sold for about 7.6 billion dollars to NBC. Guess where all that data is coming from."

Kundra, who is credited with saving over \$3 billion in

taxpayer money through his initiatives, stepped down as CIO in 2011 to accept a fellowship at Harvard University. Today, he is executive vice president of emerging markets for Salesforce, a cloud computing company.

HICSS-45 also featured a Distinguished Lecture by Doug Cutting, Cloudera architect and co-founder of Apache Hadoop, who gave an insightful presentation entitled "Apache Hadoop and the Big Data Revolution." Both Cutting's and Kundra's presentations, along with the conference's Best Paper winners, can be viewed online at www.hicss.hawaii.edu/HICSS_45/45highlights.htm.

Over the past 45 years, HICSS has built a name as the premier forum for the interchange of ideas in the Information Systems (IS) industry. It is one of the longest continuously running scientific conferences in the world and is recognized for bringing

together top IS academics and professionals in an interactive environment.

The three-day conference features symposia, workshops, tutorials and paper presentations on cutting-edge topics such as cybercrime in the digital economy and secure cloud computing. Industry giants who have recently given HICSS keynote speeches include Nobel Laureate Arno Penzias and former Chief Scientist at Xerox John Seely Brown. The international nature of HICSS drives the innovation edge of research with about 50 percent of participants attending from 40 countries outside of the United States.

To learn more about the Hawaii International Conference on System Sciences, visit www.hicss.hawaii.edu.



SHIDLER CO-HOSTS VIETNAM-U.S. BUSINESS FORUM IN HONOR OF THE PRESIDENT OF VIETNAM

Left to right: The Shidler Group Founder and Managing Partner Jay Shidler, Shidler College of Business Dean Vance Roley, Speaker of the House Calvin Say, University of Hawai'i at Mānoa Chancellor Virginia Hinshaw, President of Vietnam Truong Tan Sang and Hue University President Toan Nguyen celebrate the formal signing of a Memorandum of Understanding between UH Mānoa and Hue University.

On November 12, the Shidler College of Business and the Vietnam Chamber of Commerce and Industry co-hosted an exclusive U.S.-Vietnam business forum at the Kahala Hotel and Resort.

The special gathering was held in honor of Vietnam President Truong Tan Sang and drew over 200 top business executives and community leaders from Vietnam and Hawai'i including Jay Shidler, founder and managing partner of The Shidler Group, Charles Kelley, chairman of Outrigger

Enterprises, and two VEMBA alumni, Pham Long Tran, chairman of Vietnam Posts and Telecommunications and Da Truong Ngo, chairman and CEO of QD-Tek Company.

The half-day forum allowed attendees to meet and network, strengthening relationships between professionals from the two economies. "Today, we have an opportunity to make history by taking a major step toward strengthening relationships between the business communities of our two countries," commented

Shidler College Dean Vance Roley. "Over 10 years ago, we took a bold step to offer the Executive MBA program to business leaders, entrepreneurs and government officials in Hanoi. Many of our Vietnamese alumni are directly involved with the growth of Vietnam and contribute to the job market and to the overall economic health of the country. We are very proud to play a part in building the relationship between our two countries."

Along with a question-and-answer session with President

Sang, the forum featured presentations by the President of the Vietnam Chamber of Commerce and Industry Vu Tien Loc, Lieutenant Governor of the State of Hawai'i Brian Schatz, Speaker of the House Calvin Say and the head of Export Finance for the U.S. Export-Import Bank John McAdams. The program concluded with the formal signing of Memorandums of Understanding between the University of Hawai'i at Mānoa, the Foreign Trade University and Hue University.

Congratulations to the winners of the 2012 Breakthrough Innovation Challenge



Left to right: Nicholas Fisher and Larry Martin with Susan Yamada

The Breakthrough Innovation Challenge is presented annually by the Pacific Asian Center for Entrepreneurship (PACE) and is organized in partnership with the College of Engineering and the William S. Richardson School of Law. The Challenge provides UH students and faculty with an opportunity to bring attention to their innovations and obtain the resources needed to further develop their inventions. This year's contestants submitted their entries via a two-minute YouTube video. The four finalists pitched their innovations

First Place (\$1,000):

Engineering Students Nicholas Fisher and Larry Martin for their shoebox-sized nanosatellite that provides reliable means of effective calibration for the U.S. military's radar systems.

Second Place (\$500):

Engineering Students David Hummer and Michael

Menendez for their electric utility vehicle.

Third Place (\$250): Kaua'i Community College Faculty Member Wade Tanaka for his clipboard with mono-pod leg.

Fourth Place

(\$100 Imagine Award): Business Student Jessica-Nicole Ulloa for her all-in-one tablet.

in front of judges on November 17. Winners were awarded cash prizes and each received a \$100 Imagine Grant.

For more about the Breakthrough Innovation Challenge, visit www.shidler.hawaii.edu/bic.

Learn more about all the latest entrepreneurial news and initiatives at the Shidler College at www.shidler.hawaii.edu/pace.

SHIDLER NEWS

West Coast Field Study has a big impact on MBA students from China



Left to right: U.S. International MBA students Juan "Sherry" Qin, Qingqing "Serina" Chen, Jiani "Rita" Hu, Yi Yu, Qianying "Doris" Wen, and Jingyi "Echo" Zeng (not pictured) enjoyed a visit to the Boeing offices in Seattle, Washington.

This January, the students of the U.S. International MBA program participated in a field study to the U.S. West Coast. The six students from China spent about a week touring California and Washington to gain an insiders' perspective on U.S. business culture and practices.

In addition to site visits to a few of the country's most successful organizations, the students also had the opportunity to meet with top executives and Shidler alumni including Earl Fry (BBA '80), CFO, CAO and EVP of customer support at Informatica, Swan Boon

(BBA '82), recruiter at Google and John Matsumoto (BBA '90), director of global sales enablement at Amazon. Site visits included JP Morgan, Google and Informatica in California and Costco, Amazon and Boeing in Washington.

The U.S. International MBA is an 18-month program designed for Chinese and International students who want to do business with the U.S. The program is offered in partnership with Sun Yat-Sen University School of Business in China. Students spend one year earning an MBA from Sun Yat-Sen and the second year in Hawai'i earning a Shidler MBA.

Ensuring a high quality education for the world's future Human Resource leaders



Left to right: MHRM Advisory Board Members Toni Mingo, Jon Paul Akeo, Sarah Kalicki-Nakamura, Nelson Sakamoto, Jean Hamakawa, Marty Woodward, Marcia Taira, Dean Vance Roley, Stevette Santiago, Jennifer Foley, Bill Chung, Malcolm Inamine, Marie Kumabe, Nona Tamanaha. Not pictured: Elaine Bailey, Allen Chung, Barbara Falvey, Janis Kane, Pauline Lo Bailey, Mari Olson, Winona White, Lianne Yoshida, Beth Carvin, and Gail Lerch.

Human Resource executives from many of Hawai'i's top organizations were invited to join the advisory council for Shidler's Master of Human Resource Management (MRHM) program. In March,

the council met with program leaders to discuss emerging industry trends and provide guidance toward enhancing the program's curriculum.

Now preparing for its sixth cohort, the MHRM program

continues to attract top local, mainland and international students to the Shidler College of Business. Classes are currently offered on O'ahu and on Maui, Kaua'i and the Big Island through distance-

learning technology. It is the only Master of HR program in Hawai'i accredited by AACSB International.

To learn more about the MHRM program, visit www.shidler.hawaii.edu/mhrm.

Undergraduate finance team makes final four in New York competition

Competing against 250 of the nation's top business schools in North and South America, the UH Mānoa Shidler College of Business CFA undergraduate team made the final four at the New York CFA (Chartered Financial Analyst) Equity Research Challenge in April.

Shidler team members Billy Wu, Luke Kudray, Jimmy Jones, Miku Konsolas and Wilson Wang presented a comprehensive analysis and valuation of Hawaiian Electric Industries and its subsidiaries Hawaii Electric Company and American Savings Bank.

The students began their quest to the finals by winning the Hawaii CFA Chapter competition in February making them one of 44 schools invited to compete at the New York



Left to right: Finance students Wilson Wang, Billy Wu, Miku Konsolas, James Jones, Luke Kudray

Americas Championship.

In New York City, the Shidler team competed against Boise State, University of Kansas, Grand Valley State, USC and University of Denver to advance to the semi-finals. In the second round, the Shidler

team triumphed over Marquette, Wharton (EMBA team) and the University of Manitoba, moving into the final four with William & Mary, Illinois Tech and University of Waterloo. In an extremely close final competition, Illinois Tech was

selected as the winner.

The Shidler team was sponsored by the CFA Hawaii Society and CFA Board Member and UBS financial services advisor Paul Yamashita. UH Faculty Member Ben Bystrom served as the students' advisor.

New Bloomberg terminals allow students to trade like the pros



Students make use of the 11 new terminals at the Shidler College.

During the spring semester, 11 new Bloomberg terminals were introduced into key locations throughout the Shidler College of Business. In just a few short months, the powerful Wall Street tool is transforming the way in which students and faculty analyze market activity,

make trading decisions and research trends.

The terminals utilize a software subscription to the Bloomberg Professional Service, a computer system which is the industry standard for financial institutions worldwide. In addition to up-to-the-minute

stock market data, the service provides access to a massive stream of live news, analytics, communications, charts, liquidity, functionalities, and execution services all in a single user-friendly interface.

Access to the software is also available in Shidler classrooms allowing faculty to easily incorporate the use of Bloomberg into their curriculum.

"I used to teach about asset prices using a page from the Wall Street Journal," commented Assistant Finance Professor David Hunter. "Now I show asset prices in real-time, and I can instantly transition to more detailed information as may be necessary. It facilitates

the use of actual data both to instruct students and to answer their questions. It's a great tool."

"Access to the Bloomberg Professional Services will definitely give our students an edge by familiarizing them with a system that is an essential tool on trading floors worldwide," said Dean Vance Roley. "Learning to be proficient with this powerful financial tool will be a big asset in today's highly competitive financial job market."

The 11 new terminals are available to all Shidler undergraduate, graduate and PhD students. Professors also have access to a terminal which has been installed in one of the faculty suites.

EXPERIENCE SUMMER AT SHIDLER

UH SUMMER PROGRAMS

SUMMER I

May 21 - June 29, 2012

SUMMER II

July 2 - August 10, 2012

Choose from over 40 undergraduate courses and 20 graduate courses offered during the summer. Students can select from a wide range of core and elective courses from basic accounting to personal financial training to multinational marketing.

Or, discover the world of international business this summer through one of the many unique courses and programs offered at the Shidler College.

- The Pacific Asian Management Institute (PAMI) offers certificate programs in International Management and International Entrepreneurship. There are over 28 courses to choose from.
- The Pacific Asian Lecture Series (PALS) features notable international business and entrepreneurial experts on Japan, China and Korea.
- The Will Weinstein Conversation Series features guest speakers on current ethical issues in business, health, sports and law.
- On August 7, Will Weinstein presents "Ethics of Education" featuring Kevin Johnson, former NBA player and mayor of Sacramento and Michelle Rhee, founder and CEO of Students First and former chancellor of D.C. public schools.

For more information, visit: <http://www.outreach.hawaii.edu/summer/summerinhawaii/shidler.asp>

Faculty development program focuses on the unique aspects of Vietnam's economy



Faculty tour the Asia Injury Prevention Foundation/Protec Tropical Helmets in Hanoi. The non-profit organization designs, manufactures and promotes the use of motorbike helmets in Vietnam.

This year's Southeast Asia Faculty Development in International Business explored the unique aspects of doing business in Vietnam.

Ho Chi Minh City's (HCMC) growing SMEs and MNE outsourcing was the focus of the first segment of the tour with visits to nine different organizations which included Saigon High Tech Park and Intel's \$1.3 billion manufacturing plant. The Hanoi portion of the trip emphasized the transition

of state-owned enterprises with site visits to four companies including Deloitte Vietnam and the Hanoi Trade Corp., a state-owned enterprise.

Also, the faculty hosted a panel session on global financial markets for Shidler's Vietnam Executive MBA students and an interdisciplinary session led by Vietnamese scholars.

Other highlights included a few exciting cultural experiences—a boat ride along the Mekong Delta, an overnight

sampan touring of Halong Bay, exploring a local wet market and watching a traditional water puppet show.

Twenty-one faculty from 14 U.S. business schools participated in the third annual faculty field study held January 2-14, 2012. The program was co-hosted by the Center for International Business Education and Research at the University of Hawai'i at Mānoa and the University of Wisconsin—Madison.

UH CIBER supports Hawai'i's Export University



The UH CIBER supported Hawai'i Export University, a special project of the U.S. Department of Commerce National Export Initiative. The program garnered national

recognition on November 11, 2011. The event included addresses by State of Hawai'i Lieutenant Governor Brian Schatz, and the U.S. Under Secretary of Commerce

Francisco Sanchez, who awarded Export University graduates their national certificates of recognition, including Hawai'i companies Noni Biotech and Cynaotech.

Left to right: Brent Bailey, CEO of Cynaotech, Francisco Sanchez, U.S. Under Secretary of Commerce, Marie Laure Ankaoua, CEO of Noni Biotech, Brian Schatz, Lieutenant Governor for the State of Hawai'i, John Holman, Pacific Islands Director for the U.S. Department of Commerce, Stephen Green, Foreign Service Commercial Officer for the U.S. Department of Commerce, Savannah Rotter and Jennifer Tran, Shidler interns for the U.S. Department of Commerce.



BY THE NUMBERS

"HEY, SHIDLER UNDERGRADUATES! WHAT HIGH SCHOOL YOU WENT?"

In Hawai'i, when meeting someone new, one of the first questions often asked is, "What high school you went?" (Translation – "From which high school did you graduate?") For locals, the answer to this question can provide insight into a person's background, open doors to further conversation, and lead to the discovery of mutual acquaintances. Here are a few high school facts about current Shidler undergraduate students.

HIGH SCHOOLS THAT GRADUATED THE MOST SHIDLER UNDERGRADUATE STUDENTS

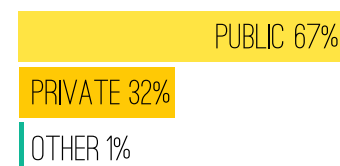
PUBLIC

1. Roosevelt High School
2. McKinley High School
3. Kalani High School

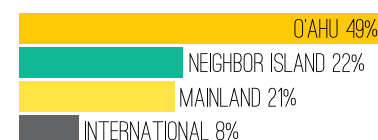
PRIVATE

1. Kamehameha Schools – Kapalama Campus
2. Mid-Pacific Institute
3. 'Iolani School

PUBLIC VS. PRIVATE SCHOOL



HIGH SCHOOL LOCATION



*Derived from data collected during enrollment of undergraduate students who are currently attending the Shidler College of Business.

International business center directors collaborate with the APEC Business Advisory Council



Left to right: Tony Nowell, ABAC New Zealand, Founding Director, Valadenz Limited (Regional Economic Integration Working Group); Yang Yunsong, ABAC China, President & CEO, China Tsinghua Agriculture Company (SME & Entrepreneurship Working Group); Deborah Henretta, ABAC 2011 Chair, Group President – Asia, Procter & Gamble Asia Pte. Ltd.; and, Richard Drobnick, University of Southern California, CIBER Director, and National University of Singapore, Managing Director of the APRU World Institute.

On November 7, 2011, the Centers for International Business Education and Research (CIBER) at the University of Hawai'i hosted a meeting for the directors from all 33 CIBERs from across the

U.S. The directors met with members of the Asia Pacific Economic Cooperation (APEC) Business Advisory Council (ABAC) and executives from Hawai'i's business community to discuss recommendations

developed by a team of MBA students from the University of Southern California's Marshall School of Business.

The recommendations represented the culmination of a year's research which included special onsite work in APEC countries.

The ABAC gathering was held during the CIBER International Education Meeting on November 8-11, 2011. The CIBER meeting featured a panel discussion with the Hawaii Ethnic Chambers of Commerce; a discussion with Deputy Assistant Secretary for Asia for the U.S. Department of Commerce Craig Allen; and a presentation on IBM's investment in growing markets.

Former UBS China executive is named Shidler's first international executive-in-residence

Richard Leung has been named Shidler's first international executive-in-residence. In April, the former managing director of UBS Securities Company Ltd., China, arrived in Hawai'i to begin his new role at Shidler.

Leung spent much of his time with business students helping them to gain a greater understanding of Asian business culture and guiding them in their future career goals and aspirations. He also served as a judge for the University of Hawai'i Business Plan Competition.

"Richard has really integrated his experience, resources and expertise into

the life of the College and he has made a big impact on the students, faculty and staff," said Vance Roley, dean of the Shidler College of Business. "He has also helped us to build stronger ties with the Asian business community. His contributions have been invaluable to us all."

Leung has over 30 years of international banking experience. He has held numerous senior executive positions at Hang Seng Bank, Citibank Hong Kong, HSBC Bank USA and DBS Bank where he served as managing director, country head of China and vice-chairman of The Greater China Strategy Committee. He received a



Richard Leung

Shidler BBA in 1979 and an MBA from the University of Minnesota. Leung was inducted into the Shidler College of Business' Alumni Hall of Honor in 2008.

DONOR NEWS

Scholarship recipients and donors meet at annual luncheon



Left: Aidan Millar, Howard Todo, Dean Vance Roley, Billy Wu; Right: Students and donors gather for lunch at the Kahala Hotel & Resort.

On November 14, more than 250 guests gathered for the annual Scholarship Luncheon event at The Kahala Hotel & Resort to thank donors and recognize the academic achievements of Shidler scholarship recipients.

This year, the Shidler College awarded over \$1.1 million in scholarships to 220

business undergraduate and graduate students.

Keynote speaker Howard Todo (BBA '72), vice president for budget and finance and chief financial officer of the University of Hawai'i System, shared his story of transitioning from a first generation college graduate of UH to a scholarship donor.

Believing that education is

the key to a successful career and life, Todo and his wife created the Howard and Vivian Todo Scholarship Fund to support students majoring in accounting. "We need to help each other out in order for everyone to succeed. This is what growing up in Hawai'i teaches us," Todo said.

Finance and International

Business major Billy Wu and full-time MBA student Aidan Millar also shared touching stories of how their scholarships left a major impression on both their academic and personal lives.

For a list of 2011 - 2012 scholarship recipients and donors, visit www.shidler.hawaii.edu/scholarshipluncheon.

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If you are interested in investing in the students and faculty of the Shidler College of Business, please contact:

Unyong Nakata, MBA
Director of Development
(808) 956-3597
unyong.nakata@uhfoundation.org

You can also make a gift securely online at
www.uhfoundation.org/GiveToShidler.



Doreen and Graeme Freeman met with the inaugural group of Freeman scholars.

Freeman Foundation supports study abroad opportunities to Asia

The Freeman Foundation has made a gift of \$100,000 to establish the Freeman Scholars Asia Abroad Program. The program will help to encourage

students to participate in study abroad programs therefore opening the doors for Shidler students interested in gaining a first-hand Asian business

perspective. The gift will support 20 undergraduate students studying abroad at one of Shidler's 11 partner schools in Asia during the 2012-2013 academic year.

Created in 1994 in memory of AIG Co-founder Mansfield Freeman, the Freeman Foundation supports the study and understanding of Asia and its cultures. The Foundation is dedicated to strengthening the bonds between the U.S. and the Far East by supporting organizations that foster greater Asian-American appreciation and understanding.

Accounting Executive James Hassett funds a new scholarship



James Hassett

James A. Hassett (BBA '73) has established the James A. Hassett/Ernst & Young Endowed Scholarship for Accounting Excellence to provide ongoing support to full-time Shidler students majoring in accounting. Hassett's initial gift of \$60,000 was matched by Ernst & Young LLC to total \$120,000.

Hassett has had an accomplished career with Ernst

& Young. At age 33, he was named a partner with the firm's Houston office and went on to hold a number of senior management positions throughout the U.S. and abroad. Most recently, he served as managing partner of Ernst & Young's Far East Area which encompasses approximately 21,000 employees throughout 16 countries. In 2004, Hassett was inducted into Shidler's Alumni Hall of Honor.

Shidler alumna makes unique gift of condotel



Cecilia Ho

Cecilia Ho (BBA '80) has made a real estate gift of \$117,000 to the Shidler College. The Ala Moana condotel will be used for visiting professors, faculty candidates, and visiting executives in residence. The future sale of the property will fund the Cecilia Ho Endowed Scholarship for Excellence to support Shidler undergraduate students.

Ho, who resides in Hong Kong, is the president of the Lee

Hysan Foundation. Previously, she worked in global banking holding numerous executive positions at Goldman Sachs (Asia) LLC and Citi Private Bank.

She is an avid supporter of educational and humanitarian initiatives such as World Vision, Ocean Junior Chamber of Commerce, and she established an elementary school in Lijiang, China. Ho was inducted into Shidler's Hall of Honor in 2010.

DONOR NEWS

First Insurance Company of Hawaii establishes new scholarship



Allen Uyeda, president and CEO of First Insurance and Jeffrey Shonka, CFO, VP and treasurer of First Insurance.

First Insurance Company of Hawaii has established a \$50,000 endowed scholarship benefiting students enrolled at the Shidler College of Business.

The new scholarship is one in a series of gifts FICOH has made to the College. In 2007, the company established the First Insurance Company Distinguished Professorship to recruit and retain faculty in the area of risk management. In addition, FICOH has been the title sponsor of Business Night for the past seven years.

"As a local business, we have a personal interest in fostering the development of Hawai'i's future business talent," said Allen Uyeda, president and CEO of First Insurance. "With our endowed scholarship, we can support the students whose ideas and innovation will one day move First Insurance and Hawai'i's larger business community forward."

FACULTY AND STAFF NOTES



Richard Brislin



Amy Cook



Melissa Jones



Carlos Medina



Lynn Miyahira



Marlene Sagapolutele

NEW FACULTY AND STAFF

Amy Cook and **Melissa Jones** have joined the College's Graduate Office of Student Academic Services as master programs advisors for the part- and full-time MBA, Japan-focused MBA, China International MBA and the Master of Accounting programs. For the past four years, Cook has worked as a career counselor at the Mānoa Career Center. Prior to that, she worked at Hawaii Pacific University as the associate director of admissions, transfer coordinator and gained experience working as an academic counselor and articulation officer in California. Cook earned a BA from Hawaii Pacific University and a Master's in Educational Counseling from Azusa Pacific University. Originally from Oregon, Jones moved to Hawai'i in 2003. Previously, she worked at the UH Mānoa Undergraduate Admissions Office as an admissions officer and at Hawaii Pacific University as associate director of admissions, transfer services. She also worked at Portland Community College as an academic advisor. She earned a BA in Education

from the University of Oregon and an M.Ed. in Educational Administration from UH Mānoa. **Lynn Miyahira** joined the External Relations Office as marketing coordinator. She will be responsible for marketing the College's part- and full-time MBA and Master's programs. Previously, she worked for the Okinawa Prefectural Board of Education and Inovus Solar, a startup company providing solar powered streetlights. She received a BA from Willamette University in Salem, Oregon, and a Japan-focused MBA from the Shidler College.

Marlene Sagapolutele has joined the College as secretary for the School of Accountancy. Previously she worked at the University Health Services and the Department of Chemistry as an account clerk. She has an AS degree in accounting from Heald College.

PROMOTIONS AND APPOINTMENTS

Elizabeth Davidson served as 2011 program chair for the Organizational Communication and Information Systems Division of the Academy of Management Conference, the largest academic conference for management scholars. **Carlos Medina** has been promoted

to master programs director. He previously served as master programs advisor. Originally from Colombia, Medina moved to Hawai'i in 1999. Prior to joining Shidler, he worked at Hawai'i Pacific University (HPU) in the International Center and in the Academic Advising Center. He also worked for General Motors in Colombia for eight years. Medina received an Industrial Engineering degree from the Pontificia Universidad Javeriana and an MA degree in Organizational Change from HPU. Shidler College Distinguished Professor of Marketing **Stephen Vargo** was named: Research Fellow at the Judge Business School, University of Cambridge, UK; RMIT University Foundation Visiting Fellow, RMIT University, Melbourne, Australia; and Visiting Fellow to Wolfson College, University of Cambridge, UK. Professor of the Semester Awards were presented to: Finance Lecturer **Ben Bystrom** (MBA Elective), Shidler College Faculty Fellow of Information Technology Management **Reginald Worthley** (EMBA), Finance Instructor **Judith Mills-Wong** (BBA Elective, BBA Core), Accounting Lecturer

Bob Hatanaka (MAcc), and Finance Professor **Jack Suyderhoud** (Part-Time MBA Core, Full-Time MBA Core). Congratulations to all.

RESEARCH

Shidler College Faculty Fellow of Information Technology Management **Reginald Worthley** and B. Mac Nab co-authored two papers entitled, "Stereotype awareness development and effective cross-cultural management: An experiential approach," in the *International Journal of Cross-cultural Management*, in February and "Individual characteristics as predictors of cultural intelligence development: The relevance of self-efficacy," in the *International Journal of Intercultural Relations*, in January. Worthley co-authored other papers in 2012 including: "Servicescape moderation on personality traits," in the *International Journal of Hospitality Management*, with I. Lin, and "Experiential cultural intelligence development: Context and individual attributes," in the *International Journal of Human Resource Management*, with B. Mac Nab and Emeritus Professor **Richard Brislin** in April. Master of

Financial Engineering Program Director **Gunter Meissner's** papers were accepted for publication: "Modeling random phenomena," in the *Journal of Integration: Mathematical Theory and Applications*, with M. Burgin in fall of 2011; and "Can we use the Black-Scholes-Merton Model to value temperature options?" in the *International Journal of Financial Markets and Derivatives*, with J. Burke in December 2011. W. Ruel Johnson Distinguished Professor of Information Technology Management **Elizabeth Davidson** published two papers: "Reconsidering deconstruction in information systems research," in the *European Journal of Information System*, with M. Chiasson, and "Unity in diversity: Electronic patient record use in multidisciplinary practice," in *Information Systems Research*. The later paper examines the use of electronic patient records by clinical specialists in their development of multidisciplinary care for diagnosis and treatment of breast cancer. Information Technology Management Lecturer **Fred Lins'** paper entitled, "Qualitative comparative analysis complements quantitative statistics: A study of the effect of an MBA intervention on entrepreneurial orientation," was published in the *Journal of Business Leadership*, winter edition. Associate Professor of Accounting **Boo Chun Jung** published two papers entitled, "Do financial analysts add value by facilitating more effective monitoring of firms' activities?"

in the *Journal of Accounting, Auditing, and Finance* with K. Sun and S. Yang, and "Earnings smoothing activities of firms to manage credit ratings," in *Contemporary Accounting Research*, with N. Soderstrom and S. Yang. Finance Professors **Ghon Rhee, Wei Huang** and Associate Professor **Qianqiu Liu**, and F. Wu published "Extreme downside risk and expected stock returns," in the *Journal of Banking and Finance*, forthcoming. **G. Rhee** also published "Anything wrong with breaking a buck? An empirical evaluation of NASDAQ \$1 minimum price maintenance criterion," in the *Journal of Financial Markets* with F. Wu.

RETIREES

A fond aloha to Shidler Distinguished Professor of Management **Richard Brislin** upon his recent retirement. Brislin served as a faculty of the East-West Center from 1972-1996. He later joined the Management Department in 1996 and retired from the College last year as emeritus professor. Brislin has spent nearly 40 years studying and researching intercultural behavior and has helped many individuals and organizations deal with different attitudes and values in the workplace. Over the years, Brislin's books have been widely praised for their practical application in the workplace. His published works include *Working with cultural differences, dealing effectively with diversity in the workplace*, and *The art of getting things done: A practical guide to the use of power*.

RESEARCH SPOTLIGHT



In March, Dana Alden (center) invited Dr. Dale Collins Vidal (Left), director of the Center for Informed Choice at Dartmouth Hitchcock Medical Center, to give a presentation to leading O'ahu medical institutions and the UH medical school on the value of introducing a new decision aid healthcare tool to Hawai'i.

IMPROVING PATIENT/DOCTOR INTERACTION

Dana Alden, William R. Johnson Distinguished Professor of Marketing

The Challenge: To contribute to higher quality health care in Hawai'i through increased use of culturally sensitive patient decision aids.

The Story: Earlier this year, Professor Dana Alden, who specializes in cross-cultural consumer psychology, received a \$60,000 grant from the Keck Foundation to work with researchers and practitioners to develop and test online interactive programs designed to improve decision making between patients and their health care providers.

Alden says patient decision aids will help improve health care in Hawai'i by familiarizing patients with preference sensitive treatment options; enabling patients to clarify values related to alternative treatments; providing feedback to providers on patient values and preferences; enhancing shared decision making between patients and providers; and increasing patient satisfaction and compliance with prescribed treatment.

"I actually see this as a potential industry for Hawai'i given our unique multi-cultural environment—which is a perfect living laboratory," says Alden. "Decision aids that are tailored to Hawai'i's Asia-Pacific cultures represent potential exports to Pacific Rim markets like China and South Korea where health care quality is increasingly on the radar of policymakers, providers and the general public."

In addition to Alden's research, Keck Foundation funds are supporting an expert speaker's program. This summer, Alden will travel to Japan to give seminars on his research to interested physicians and other health care providers. He will also invite experts from various medical centers across the nation to discuss the development and implementation of patient decision aid technology in Hawai'i.

For more information, contact Professor Alden at dalden@hawaii.edu.



SAKE EVOLUTION



PROFESSIONAL SERVICES SOCIAL



TOKYO NETWORKING RECEPTION





KAUA'I NETWORKING RECEPTION



MAUI ALUMNI GOLF TOURNAMENT

AND NETWORKING EVENT



SOCIAL NETWORKING – GRASSROOTS STYLE

WINTER AND SPRING ALUMNI EVENTS AT SHIDLER

Sake Evolution featured a variety of sake specialties paired with the exquisite culinary creations of Executive Chef Travis Inouye from Ka Restaurant and Lounge. A fun group of approximately 70 alumni and friends attended the second annual friend-raiser presented by the Shidler Alumni Association. The event was held on November 17 at Ka Restaurant and Lounge.

The **Professional Services Social** was the first alumni gathering of 2012. Word is spreading quickly about this popular professional mixer co-hosted by the Young Lawyers Division of the Hawaii State Bar Association and the Shidler Alumni Association. Approximately 100 guests attended the February 2 pau hana at The Standard featuring networking and Happy Hour drinks and appetizers.

The **Tokyo Alumni Networking Reception** was a special gathering for alumni. It had been a few years since Dean Roley visited Tokyo and many alumni from the area enjoyed the opportunity to reconnect with their fellow Shidler grads. Also, several Japan-focused MBA students attended the event and had a great time networking with the alums. The reception was held on March 9 at Loco Blue with approximately 40 people in attendance.

The **Kaua'i Networking Reception** was held at the Lihu'e home of alumnus Jim Mayfield (MBA '85) on April 5. Jim hosted a local-style get-together for a great group of alums living on the Garden Isle. A fantastic time was had by all who attended. This was the second alumni event that Mayfield hosted at his home.

The **Maui Alumni Golf Tournament and Networking Event** on April 13 was held at the beautiful Wailea Golf Course. After a fun and challenging round of golf on Wailea's Emerald Course, alums gathered at the club house to enjoy a networking reception at Gannon's Restaurant. Mahalo to President of Wailea Golf and Shidler Alumna Anne Takabuki (BBA '78) for helping to coordinate such a wonderful event.

For more alumni events, visit www.shidler.hawaii.edu/events.

ALUMNI NEWS

“Talk Story” event features the “CEO of Savings”



Arkadi Kuhlmann chats with Shidler alumni while he personally autographs copies of his *Orange Code* book.

Arkadi Kuhlmann, chairman and president of ING Direct USA, was the featured speaker for the Shidler Alumni Association's second annual “Talk Story” event. Nicknamed the “CEO of Savings,” Kuhlmann is one of the world's leading experts on the use of corporate culture as branding.

During his presentation, Kuhlmann provided insight into

his unconventional approach to business strategy, leadership, marketing and management and how these unique philosophies helped ING grow into the most successful online banking venture in history. He also explained how ING stands for a purpose—“Save your money,” the company's tagline, guides each and every one of Kuhlmann's business decisions.

From marketing campaigns, to product lines, to turning away customers that do not fit ING's business strategy, according to Kuhlmann, it is all about intertwining this mantra in to every aspect of the company.

Following the presentation, Shidler alumni and guests lined up to meet Kuhlmann and purchase an autographed copy of his bestselling book, *The*

Orange Code: How ING Direct succeeded by being a rebel with a cause.

The event served as a membership drive for the Shidler Alumni Association. It was held on February 23, 2012 at the Kahala Hotel & Resort.

To learn more about Arkadi Kuhlmann, ING Direct USA and *The Orange Code*, visit www.theorangecodebook.com.

Wine tasting raises funds for education



Left: Executive Vineyards guests enjoyed open sampling in the Maile Ballroom at The Kahala Hotel & Resort.; Right: The exclusive educational wine seminar was a special treat for Premium Ticket holders.

Each spring, alumni and friends look forward to the Shidler Alumni Association's annual Executive Vineyards wine tasting benefit. This year's event lived up to its reputation as one of the most popular gatherings of its kind.

The Kahala Hotel & Resort's Maile Ballroom was filled to

capacity as nearly 500 wine enthusiasts navigated their way through a maze of tasting stations and silent auction items. Delicious appetizers created by the Kahala chefs complimented the wonderful array of wines and champagnes available for sampling. Guests enjoyed entertainment by Mānoa DNA

and emcee Taizo Braden kept the program flowing smoothly. Premium ticket holders were treated to a private tasting seminar featuring Zonin Italian Wines led by David Gochros from Young's Market and Mark Milton from Beverage Marketing & More. It was truly a fantastic evening filled with

great wine, new connections and renewed friendships.

Over \$31,000 was raised at the March 1 event thanks to the generosity of all the event sponsors. A special thanks to Young's Market Company and Beverage Marketing & More for donating the wines for the evening.

ALUMNI NEWS

1940s

Daniel B.T. Lau (BA '41) has been inducted into the Junior Achievement of Hawaii's Business Hall of Fame. Lau is the chairman and secretary of Finance Factors.

1960s



Frederick D.S. Choi (BBA '65, MBA '68) has been named one of this year's UHAA Distinguished Alumni Award recipients. He was honored at

UHAA's DAA event on May 10 at the Sheraton Waikiki Hotel. Choi is dean emeritus and Distinguished Service Professor of Business at the New York University Stern School of Business. Prior to his career at NYU, Choi was a professor of accounting at Shidler. He was inducted into Shidler's Alumni Hall of Honor in 2003.

1970s

Gary Ettinger (BBA '74, MBA '79) has been re-elected to the Hawaii Employers Council Board of Governors. Ettinger currently serves as executive vice president of operations for Aston Hotels and Resorts.

Colin Kiyonaga (BBA '73) has been promoted to chief financial officer for Occidental Underwriters of Hawaii Ltd. He previously served as treasurer and has been with the company since 1979.

Duane Kurisu (BBA '76, MBA '80) has been appointed to the Central Pacific Financial Corp. Board of Directors. Kurisu has served on the board of directors of Central Pacific Bank since 2004 and will continue to serve as a director of both the CPF and CPB boards. Kurisu is involved in numerous and varied businesses and industries in Hawai'i and abroad. He is a real estate investor and owns and manages office buildings, shopping centers, and industrial parks in Hawai'i and Washington. He is also

the chairman, CEO, and owner of aio, a holding company for brands focused on Hawai'i and the Pacific in the areas of media, sports, and food.

Candice Naito (BBA '77) has been promoted to senior vice president and team leader for First Hawaiian Bank's Kapiolani banking branch. She joined the bank in 2007 with 34 years of banking experience.

Keith Sakamoto (BBA '78) has been appointed to the board of directors for the YMCA of Honolulu. Sakamoto is president of Hawaiian Hosts Inc.

Ken Uemura (BBA '72) has been named executive vice president of finance for Prudential Locations. Previously, he served as chief financial officer for Hawaii Pacific University and Pomare Ltd. and as senior vice president and controller of C. Brewer & Co. In 2010, Uemura was named *Pacific Business News* "CFO of the Year" in the nonprofit-public agency category.

1980s

Derek Akiyoshi (BBA '83, EMBA '90, MHRM '04) has been named administrator for Maluhia. He oversees all operations of the Alewa Heights long-term care facility. Previously, Akiyoshi served as assistant administrator for the Convalescent Center of Honolulu. Also, he has held various administrative positions at Hawaiian Telcom, Hawaii Transfer Company Ltd. and Grace Pacific Corporation.

Susan Au Doyle (MBA '82) has been elected to the board of directors of Family Promise of Hawaii. She is the former president and chief professional officer of Aloha United Way. Family Promise is a nonprofit that mobilizes community resources and local congregations to provide compassionate care through shelter, meals and case management to families without housing.



Carolyn Baba Aquino (BBA '83) has been promoted to treasury and finance manager/controller for Outrigger Enterprises Group. In her

new position, Aquino oversees the financial functions for the OHANA Hotels & Resorts properties in Waikiki. Aquino brings to her position many years of experience in the hotel industry working at the Princeville Resort on Kaua'i, various Sheraton properties in Hawai'i, and the Renaissance Ilikai Waikiki Hotel. She most recently served as treasury and finance manager for Outrigger.

Jenny Brady (BBA '83) has earned her CRB Designation (Certified Real Estate Brokerage). Brady is principal broker for Hokua Hawaii Realty LLC.

Darcy Endo-Omoto (BBA '86) has been appointed to the board of directors for the American Cancer Society Hawaii Pacific. She currently serves as vice president of government and community affairs.

Vincent Fong (BBA '86) has been promoted to district manager in charge of 18 ABC Stores in Waikiki. He started as a manager trainee.



Roger Higa (BBA '86) has been hired as an agent with New York Life Insurance Co. He previously worked as the fund development and marketing

director for Big Brothers Big Sisters of Honolulu.

Robert Higuchi (BBA '87) has been promoted to store manager for the ABC Store fronting the Hilton Hawaiian Village Beach Resort and Spa.

Warren Ishii (BBA '80) has been promoted to director of culinary services for ABC Stores

Hawaii. Previously, Ishii served as store manager and operations development manager. His experience includes work as district manager and management trainee for ABC.

Alan Ito (MBA '87) has been named chief information officer for the State Community Hospital System of the Hawaii Health Systems Corp. Ito has more than 30 years of experience in the health care information technology industry.



Heidi Kalepa (BBA '88) has been named corporate director of human resources for Aqua Hotels & Resorts. In her new role, Kalepa oversees all

HR functions for Aqua including recruitment and staffing, benefits, training, employee relations and hotel acquisitions. Previously, she was the director of employment for Starwood Hawaii's four hotels in Waikiki.



Sharon Weiner (MBA '75) has been honored at the Girl Scouts of Hawaii's "Woman of Distinction Dinner" on November 16, 2011. The annual event recognizes extraordinary women who understand the power of "Global Thinking" and whom affect positive social change in the world. Weiner is the former VP of global communications and government relations for DFS Group LP and continues to consult for the company.

ALUMNI
ASSOCIATION

Board of Directors

OFFICERS

President, Kirk Horiuchi (BBA '87)

Vice President, Lillian Rodolfich
(BBA '87, EMBA '05)

Secretary, Cynthia Alm (BBA '78)

Treasurer, Allison Toma (BBA '94)

Immediate Past President,
Jerry Linville (MBA '96)

DIRECTORS

Jared Au (BBA '03, MAcc '04)

Kellan Briones (MAcc '05)

Keri Brown (MBA '10)

Eric Chang (MBA '04)

Casey Ching (MBA '06)

Chessa DeCambra (MBA '05)

Jason Haruki (BBA '00)

Jodi Hashimoto (EMBA '00)

Randal Ikeda (BBA '84)

Grant Kubota (BBA '99, MBA '05)

Jeffrey Lau

Christopher Letoto (EMBA '09)

Joseph Magaldi, Jr. (BBA '64)

David Matlin (MBA '97)

Sanford Morioka

Dayle Murakami (BBA '89)

Cory Nakamura (BBA '04)

Jeffrey Sakai (MBA '05)

Christlyn Shitagi (BBA '96)

Krista Song (BBA '03)

Toby Tamaye (BBA '95)

Brian Walker (BBA '89)

Tyson Yamada (BBA '03, MBA '07)

Heather Yanazaki (BBA '07)

Nelson Lau (BBA '85) has been named managing partner of KPMG's Honolulu office. He joined the company in 1986 and was admitted to the partnership in 2005. Lau has more than 25 years of audit experience.



Dee Jay Mailer (EMBA '85) has been appointed to the board of directors for Ke Ali'i Pauahi Foundation, a non-profit support organization

for Kamehameha Schools. Historically made up solely of Kamehameha Schools trustees, the restructured board is aimed at providing a well-balanced and diverse range of expertise from within Kamehameha Schools and the general public. Mailer currently serves as the chief executive officer of Kamehameha Schools.

Eugene Nishimura (BBA '86) has been appointed to the board of directors of the Japanese Cultural Center of Hawaii. Nishimura is the owner and general manager of Hokulani Kigyo LLC dba Professional Commercial Services, a truck repair and general merchandise transportation company. With over 24 years of experience in the banking and finance industries, he most recently served as chief

financial officer of David Deluz Enterprises and previously served as vice president/regional manager with Hawaii National Bank.



Scott Ono (BBA '89) has been appointed director of asset services for the Hawai'i region for CBRE Group Inc. His responsibilities include

strategic planning, new business opportunities, deepening client relationships and overseeing financial performance. Ono joined CBRE in 2001 prior to working for Waipono Investment Corporation as vice president. He later became vice president and part owner of Hawaiian Building Maintenance and most recently had been vice president of Trust Real Estate Services at First Hawaiian Bank.



Alvin Sakamoto (MAcc '83) has retired from American Savings Bank (ASB) after 26 years of service. He most recently served as executive

vice president and chief financial officer. Sakamoto first joined ASB in 1986 as an assistant controller from accounting firm Peat Marwick

& Mitchell (now KPMG) where he had served as American Savings Bank's external auditor for four years. He was promoted to vice president and controller in 1987; senior vice president of finance in 1997; and executive vice president of finance in 2004.

Barbara Searls (MBA '84) has been named chief financial officer for the SouthEast Alaska Regional Health Consortium (SEARHC). Searls, who had been serving as interim CFO, previously worked for SEARHC as vice president of finance and administration from 2002-06. Also, she has been CFO for the Central Council of Tlingit and Haida Indian Tribes of Alaska, CFO for Sealaska Corporation and vice president and corporate controller for the United Bank of Alaska.

Roy Shioi (BBA '87) has been promoted to assistant vice president for Shioi Construction Inc. He has been with the company since 2004 and previously served as senior estimator.



Randy Stuart (MBA '89) has been appointed by the president of Kennesaw State University to the five year term as faculty athletics representative



SEAN LEE (BBA '98)
OWNER AND HEAD ROASTER
KEALA'S HAWAIIAN COFFEE
SEATTLE, WASHINGTON

Sean Lee is the owner and head roaster for Keala's Hawaiian Coffee in Seattle, Washington. Lee recently opened a new coffee bar to showcase his unique brand of Hawaiian coffees. Located within Boulevard Grocery, a century-old market in Seattle's University District, the coffee bar specializes in "straightforward" espresso beverages. Lee believes that his Hawai'i roots paired with his knowledge of Seattle's specialty coffee industry is reflected in his one-of-a-kind blends, all of which contain a minimum of 20% Hawaiian coffee. "I pledged to start a brand that would showcase the craftsmanship of the coffees in Hawai'i," commented Lee. "We blend our Hawaiian coffees with quality coffees from around the world that have complementary characteristics. Above all else, we strive to create a coffee that is worthy of being called Hawaiian." Lee is also the owner of Seven Coffee Roasters Inc., a Seattle-based wholesale coffee roasting company.

to the NCAA. Stuart is an assistant professor of marketing at the Cole College of Business at Kennesaw State University.

Cindy Suzuki (BBA '88) has been named license branch employee sales and service manager for Central Pacific Bank. Suzuki previously served as sales representative at Humana Marketpoint and prior to that, she worked for more than 10 years as an assistant vice president and financial consultant at First Hawaiian Bank.



Joy Uchida (BBA '84) has been promoted to corporate director of financial systems for Outrigger Enterprises Group. In her new role, Uchida

is responsible for overseeing the implementation project for Outrigger's new Oracle JD Edwards Enterprise One system conversion. She first joined the company in 1987 as an assistant controller for Outrigger Hotels and has since held various management roles for the company including most recently serving as corporate controller.

Tom Wellman (MAcc '84) has been named chief accounting officer, senior vice president and controller of the Shared Service Center for Ports America. Wellman is responsible for accounting, billing, payroll, disbursements and receivables. Previously, he served as the chief financial officer for The Gas Company.

Eric Yeaman (BBA '89) has been named "CEO of the Year" by *Hawaii Business* magazine. Also, Yeaman has been appointed chair of The Queen's Health Systems Board of Trustees. Yeaman is president and chief executive officer of Hawaiian Telcom.

1990s

Melvin Baum (BBA '99) has been promoted to O'ahu operations manager for Atlantis Adventures. In his new role, Baum oversees the day-to-day activities of the Atlantis Submarines' tour experience at Waikiki Beach. He joined Atlantis

CONGRATULATIONS!



Newlyweds Kristen Yee (CIMBA '11) and David Schmidt (MBA '11) pictured with their fellow Shidler MBA alumni from the 2010 and 2011 cohorts.

Kristen Yee (CIMBA '11) and **David Schmidt (MBA '11)** were married at Kualoa Ranch on February 18, 2012. The newlyweds currently reside in Tucson, Arizona where Schmidt is an associate product manager for Alcoa Fastening Systems. Prior to moving to Arizona, Yee worked for the General Services Administration in Washington D.C. Also, last summer, the couple traveled to American Samoa to work on a special project for the UH Pacific Business Center. They spent nearly 3 months collaborating with the American Samoa Government and FEMA to provide disaster relief funding for the people of the islands.

Congratulations to **Kevin Simon (BBA '06)** and **Stacie Nakamura (BBA '08, MAcc '10)** upon their recent marriage. The couple wed on December 18, 2011 at the Royal Hawaiian Hotel. Their honeymoon took them from the east to west coast, and ended in Lana'i. Nakamura is a consultant with Deloitte Tax LLP and was admitted to the Hawaii State Bar Association in 2011. Simon is a land acquisition agent for the Highways Division of the State of Hawai'i Department of Transportation and is currently working on a big project acquiring land for the widening of Saddle Road on the Big Island.



Congratulations to proud new parents **Noel (MBA '09)** and **Jingjing Miller (MBA '09)**. Anya Sophie Miller was born 7 lbs., 7 oz. on April 10. The Millers reside in Seattle, Washington where Noel works as a product manager for T-Mobile and Jingjing is a project and supplier development specialist for TerraPower LLC.

in 2006 and has worked his way through the ranks to his most recent position as senior pilot. In that role, one of his duties was piloting Atlantis' submarines to depths of more than 100 feet. An avid scuba diver, Baum has 18 years of experience in Hawai'i's hospitality and ocean activities industries. Before joining Atlantis, he spent 12 years with Ocean Concepts Scuba serving in various capacities as a scuba instructor, boat captain, and operations manager.



Marsha Bolson (EMBA '94) has been promoted to vice president of community relations and communications for Kamehameha Schools. Bolson

has worked in the school's communications and community relations department for over 30 years and brings years of institutional knowledge and experience to the position. She previously served as director of new media. Bolson is a 1970s graduate of Kamehameha Schools.



Michael Chong (BBA '93) has been named vice president of fund development and strategy for Aequitas Capital Management in Portland, Oregon. In his new role,

Chong leads investment product design and structuring for the

investment management firm. Prior to joining Aequitas, Chong directed global fixed income business operations and strategy for BlackRock in San Francisco.

Sheri-Ann Clark (BBA '95) has been promoted to corporate secretary and general counsel for the Hawaii Employers Council. She previously served as human resource consultant and assistant general counsel for the organization.



Brian Desaki (BBA '97) has been named manager for Aloha Pacific Federal Credit Union's Fort Street branch. He is responsible for profitability,

administration and supervision of the branch. Desaki also oversees branch staffing and training, and the implementation of operational, business and service objectives.

Mitch Ka'aiali'i (MBA '97)

has been promoted to vice president and area manager of First Hawaiian Bank's Wahiawa branch. Previously, Ka'aiali'i served as assistant vice president and business banking officer at the bank's main branch. He joined the bank in 2000 and has 18 years of financial industry experience.

Wade Kojima (BBA '93) has been promoted to accounting manager for ABC Stores. Kojima previously served as an accounting analyst. He worked as a senior auditor and assistant controller for a CPA firm and a property management firm.



Grant Kubota (BBA '99, MBA 05) has been selected as one of "Hawai'i's Top Wealth Managers" in the February 2012 issues of *Hawaii Business*

and *Honolulu* magazine. Kubota is a vice president of wealth management and a financial advisor for Morgan Stanley Smith Barney. This is the second consecutive year Kubota has received this distinguished honor.

Jenny K.H. Li (BBA '93) has been named vice president and fiduciary adviser in Bank of Hawai'i's Personal Trust-Fiduciary Wealth Department. She is responsible for assisting customers in growing, managing and protecting their wealth. Prior to joining the bank, Li was vice president and marketing manager at Ohana Pacific Bank. She is a board member of the Hawaii Korean Chamber of Commerce and is vice president, treasurer and a board member of The United Korean Association of Hawaii.

Wesley K. Machida (MBA '97) has been named one of *Hawaii Business*' "20 for the Next 20," an annual list of Hawai'i's emerging leaders. Machida is administrator of the Hawaii State Employees' Retirement System where he manages a multibillion-dollar portfolio that pays out tens of millions of dollars in benefits every year.



Lisa Maruyama (BBA '91), president and CEO of the Hawai'i Alliance of Nonprofit Organizations (HANO), has been appointed to the board of

directors of the National Council of Nonprofits, the largest network of nonprofit organizations in the U.S. Prior to HANO, Maruyama served as executive director of the Pacific Asian Affairs Council and as vice president for public affairs at Bright Light Marketing. Her board service includes serving as a director for the Hawai'i Society of Business Professionals and Think Tech Hawai'i. She has been recognized as one of *Pacific Business News*' "Top Forty Under 40," and is a recipient of the Hawai'i Psychological Association's Daniel K. Inouye Award for Excellence in Community Mental Health Service.



Myron Mitsuyasu (EMBA '92) has been named director of finance for the Ke Ali'i Pauahi Foundation, a non-profit support

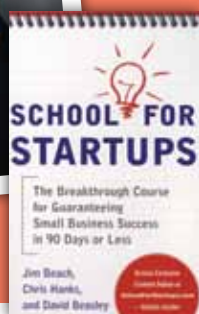
organization to Kamehameha Schools. Mitsuyasu is responsible for the fiscal management of the foundation's operations, resources and activities. He has 18 years of service with Kamehameha Schools, including work as the director of operations for the Community-Based Early Childhood



JIM BEACH (JEMBA '91) ENTREPRENEUR AND AUTHOR

Jim Beach has written his first book, *School for Startups*. The beginner's guide to low-risk entrepreneurship was published by McGraw-Hill in June 2011. Beach is the founder of a web resource company, also named the School for Startups, which teaches his philosophies on starting a business.

Beach has successfully launched multiple businesses and has taught entrepreneurship around the world. At age 25, he founded American Computer Experience which was the world's largest technology training company for children with over 700 employees, in 39 states and in three countries. Beach has received numerous awards and accolades for both his business and educational achievements. He has appeared on NPR, MSNBC, CNN, and in the *New York Times*, *Wired*, and *Entrepreneur Magazine* as an expert on technology and education.



Education Division, internal audit manager, and tax administrator. He is also an accounting instructor at UH Mānoa, and is a certified public accountant in the State of Hawai'i.



Shannon Okinaka (BBA '96) has been appointed to the board of directors of the Japanese Cultural Center of Hawaii. Okinaka is vice president and

controller for Hawaiian Airlines. She has been with the company since 2005 and previously served as a senior director. Prior to joining Hawaiian Airlines, Okinaka served as a manager with PricewaterhouseCoopers LLP and before that as a senior auditor at Hawaiian Electric Co.

Vince Otsuka (BBA '95) has been promoted to senior vice president of lending for Aloha Pacific Federal Credit Union. In his new position, Otsuka oversees the credit union's lending department. He also serves as president of CUSO of Hawaii Services LLC, a wholly owned subsidiary of Aloha Pacific FCU. Otsuka joined the credit union in 2002. Otsuka previously worked at Central Pacific Bank and Bank of Hawaii for more than 10 years.

Robert Piper (MBA '93) has been named as one of *Hawaii Business* magazine's "20 for the Next 20." Piper is executive director of the Honolulu Community Action Program, a nonprofit that provides human services to impoverished communities on O'ahu. "20 for the Next 20" is an annual list

of Hawai'i's emerging leaders published by *Hawaii Business*.

Scott Richardson (BBA '91) has been named associate store manager of ABC Store No. 76 in the Waikiki Beach Marriott Hotel. He first joined the company as a stock clerk.

Manoj Samaranayake (BBA '92, MBA '98) has been hired as tax partner for PKF Pacific Hawaii. He previously served as vice president of tax and tax compliance director at Bank of Hawaii. He also held positions at Accuity and PricewaterhouseCoopers' Honolulu office.

Aaron Sato (MBA '98, MAcc '00) has been promoted to senior vice president and chief financial officer of Finance Factors. Sato will oversee the financial management of the company, including asset/liability, investment, product pricing and the comptroller. He previously served as vice president and treasurer. Sato is the incoming president of Financial Executives International's Hawai'i Chapter and sits on the boards of the Financial Management Association — University of Hawai'i Finance Club and Junior Achievement of Hawai'i.

Deborah Sharkey (MBA '96) has been named secretary for the board of directors for the Public Relations Society of America, Hawai'i Chapter.



Todd Takayama (BBA '90) has been named assistant vice president of commercial underwriting for First Insurance Company of Hawaii.

Takayama has more than 20 years of insurance-industry experience in Hawai'i and California and has achieved a CPCU designation. Before joining FICOH, Takayama worked at Island Insurance and held management-level positions at HEMIC, Fireman's Fund and DTRIC.

Michael Tresler (BBA '91) has been named as one of *Hawaii Business* magazine's "20 for the Next 20." Tresler is senior vice president of Grove Farm Inc. He oversees various operations ranging from industrial and commercial properties to agriculture to growing involvement in renewable energy. "20 for the Next 20" is an annual list of Hawai'i's emerging leaders published by *Hawaii Business*.

Keith Wakamura (BBA '98) has been hired as vice president and commercial real estate officer for Central Pacific Bank.

Aimee Yamamoto (BBA '99, MBA '04) has been named residential appraisal manager for American Savings Bank.

2000s

John Abenoja (BBA '05) has been hired as an agent with New York Life Insurance Co. Previously,

Abenoja worked at Hawaii Pacific Health.



Richard Cheong (BBA '05) met with a small group of MIS students during his recent visit to the Shidler College. Cheong volunteered his time to

offer career advice and answer questions relating to his experiences in the tech industry. Cheong is a business strategy manager for Google's Asia Pacific Online Partnerships Group. Prior to that, he worked for Merrill Lynch's Global Technology Investment Banking Group in California.



Ian Clagstone (BBA '07) has been promoted to vice president of investment sales and leasing for PM Realty Group's Honolulu office. He previously served

as senior associate of investment sales and leasing. In this role, Clagstone provides investment advisory services and landlord and tenant representation leasing services to clients among Hawai'i's Top 250 as well as publicly-traded companies. In addition to being on PMRG's corporate client development team, he also partners in landlord representation teams which have responsibility for over 800,000 square feet of office space in Honolulu. Clagstone has been published in *Hawaii Business*

KRISTY OSHITA (BBA '05) FOUNDER AND DIRECTOR, BUMBLEBEE TENNIS / NEW YORK, NEW YORK

Kristy Oshita is the founder and director of BumbleBee Tennis in New York City, a tennis training school for kids and adults of all skill levels with several locations throughout Manhattan, Queens and Brooklyn (www.bumblebeetennis.com). Oshita played Division 1 tennis for the University of Nevada and the University of Hawai'i at Mānoa and also helped re-start the Entrepreneurship Club at the Shidler College of Business. Oshita is also currently working on two new start-ups, www.Real-Mambo.com, which holds live video networking events between real estate investors worldwide and a consulting company that helps small businesses outsource certain tasks such as internet marketing, in order to reduce costs by more than 50%.



QUANG HUYNH (VEMBA '11)

HEAD OF COMMERCIAL
BANKING
HSBC BANK (VIETNAM) LTD.
HO CHI MINH CITY, VIETNAM



PRIMARY ROLE

I oversee several departments for HSBC Vietnam including commercial banking, trade and receivable finance, global payments and cash management. We really strive to provide the best solutions, services and experiences for our customers and to deliver the level of return on capital that meets our shareholders' expectations.

BEST THING ABOUT THE JOB

I enjoy talking to customers and learning about their businesses so we can provide them with the best possible solutions. I also enjoy talking to my employees and helping them to develop. Seeing them grow and succeed in their careers is very rewarding.

ADVICE TO STUDENTS

Enjoy your time in the program. Study hard and play hard because at the end of the day it is not just what you know, but also who you know that is important.

MOST ADMIRED BUSINESS PROFESSIONAL

Sanford "Sandy" Weill, former chairman and CEO of Citigroup and Jack Welch, former chairman and CEO of General Electric

FAVORITE BOOK

The 7 Habits of Highly Effective People by Stephen R. Covey

GREATEST CHALLENGE

It must be participating in the Vietnam Executive MBA program while also working at HSBC during one of the most difficult periods in Vietnam's modern economic history. I really had to be disciplined and focused so I could succeed on both fronts. Time was really sacred.

VALUE OF A SHIDLER DEGREE

The knowledge and experiences I gained has helped me tremendously in my current job and will continue to help me in my future career. I learned to think about and speak meaningfully on issues relating to strategy, marketing, finance, human resources, technology, etc. What I learned has really built my confidence on these subjects.

magazine and is the editor of PMRG's quarterly market update reports. He also led the company toward earning the CoStar Power Broker Award as a Top Leasing Firm for 2011.

Jeremy Dunaway (BBA '03)

has been hired as an agent with State Farm Insurance. He formerly served as an agency field specialist for the firm.

Dave Grad (MAcc '09) has been hired as an audit associate for Grant Thornton's Detroit office. He formerly worked at PKF Pacific Hawaii.

Won Han (BBA '00) has been promoted to senior tax manager at N&K CPAs Inc. Han has been with N&K since 2003. Previously, she worked for a national CPA firm in California.



Jun Kabigting (JEMBA '00) is the managing director of Tokyo-based consultancy, HR Central K.K., the founding chief community officer of The

Japan HR Society (JHRS), and the managing editor of Japan's first and only bilingual human resources-focused magazine, *The HR Agenda*, published quarterly by JHRS. He also serves as an adjunct professor with Temple University Japan Campus. Kabigting has more than 20 years of experience in the HR industry and passionately believes in advancing the HR agenda in Japan through continuing HR education, knowledge sharing, and use of HR best practices.

Wendy Kaneyama (MBA '04)

has joined Swinerton Builders as preconstruction manager. She will oversee preconstruction efforts, acting as the main point of contact during preconstruction and ensuring best-in-class service for clients. Kaneyama has more than 15 years of construction experience in hospitality, healthcare, federal and military markets.

Erin Kobayashi (BBA '02) has joined The Law Office of Mei Nakamoto as an associate attorney in the Honolulu office. Kobayashi is a member of the Hawaii State Bar

Association. She also is a member of the Family Law Section of the Hawaii Bar Association, Federal Bar Association, American Bar Association and Hawaii Women Lawyers. Prior to joining the firm, Kobayashi volunteered for the Office of Disciplinary Counsel and worked as an extern for the Honorable Sabrina S. McKenna, for the Honorable R. Mark Browning, and for the Honorable Christine E. Kuriyama.



Jason Lippert (BBA '00)

has been hired as manager for Aloha Pacific Federal Credit Union's Kailua branch. Lippert is responsible for the profitability,

administration and supervision of the branch and the promotion of teamwork, service excellence, relationship building and staff professionalism. He will implement operational, business and service objectives, oversee branch staffing and training and generate reports to track performance. He previously managed branches for American Savings Bank and Wells Fargo Financial Hawaii.



Azamat Kumykov (JEMBA '02) with Oscar and Rosetta Fish Scholarship recipients Daniel Hee (far left) and Billy Wu (far right)

Azamat Kumykov (JEMBA '02)

spoke to student recipients of the Oscar and Rosetta Fish Scholarship this past January during his trip to Hawai'i. Kumykov is a specialist in Russian real estate with experience in real estate asset management, development and private equity. He currently serves as investment director for Prom Svyaz Capital in Moscow.

Russell Lockwood (BBA '00) has joined Shearwater Air as Flight Coordinator. He is responsible for arranging all logistics for Shearwater's charter flights and for the management of the Monterey office. He also oversees all marketing and sales for the company. Previously, Lockwood worked for Monterey Jet Center as Fixed Base Operations Manager. Lockwood is a native of Monterey, California who enjoys volleyball, running, cycling, hiking and spending time with his family.

Melissa Loy (BBA '05) has been promoted to audit manager for N&K CPAs Inc. Prior to joining N&K in 2005, Loy worked at a local CPA firm as an intern and was also a piano music teacher for several years.

Kelli Myers (BBA '03) has been promoted to loan officer at Hawaii National Bank's Kihei branch. Myers joined the bank in 2003 as a credit analyst and entered the bank's management training program in 2006. In her current position, Myers will assist Hawai'i businesses with their financing needs.



Jasmine Nip (MHRM '09)

has been named Miss Asia Honolulu for 2012.

Nip received her crown in February at the Miss

Asian Hawaii Pageant. She held several other titles including 2011 Narcissus 2nd Princess and 2009 Miss Chinatown Hawaii 1st Princess. Nip is a human resources generalist at Waikiki Business Plaza.

Sayaka Ogura (BBA '08) has been promoted to partner with New York Life Insurance Co. She was an agent with the firm since 2009.

Maryann Otake (BBA '02) has been promoted to vice president of operations and development at Hawaii First Federal Credit Union. Otake oversees three branches and two community resource centers. Previously, she served as branch manager.



William "Billy" Pieper II (MBA '04) has been appointed to the board of directors for Ke Ali'i Pauahi Foundation, a non-profit support organization

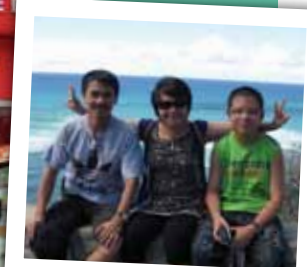
for Kamehameha Schools. Historically made up solely of Kamehameha Schools trustees, the restructured board is aimed at providing a well-balanced and diverse range of expertise from within Kamehameha Schools and the general public. Pieper currently serves as vice president and manager of Retirement Plan Services at Bank of Hawai'i.

Amanda Price (BBA '07) has been named associate director of corporate giving and annual fund for Hawai'i Pacific Health's philanthropy department.

Timothy J. Roe (EMBA '03) has been appointed president and CEO of the Rehabilitation Hospital of the Pacific. Roe previously served as executive director of the Cheng Health Foundation and has served as the CEO and medical director for International Health Technologies. He also worked at the Queen's Medical Center and Kuakini Medical Center.



Mike Seper (Entrepreneurial Studies '04) has launched Eco Zipline Tours in St. Louis. Built in 2010, Seper's company is the largest zipline canopy tour in Missouri. As founder and president, Seper oversees everything from accounting to training to guiding zipline tours. Seper is the former vice president of the UH Entrepreneurs Club.



Left: Ngo Trong Thanh (right) with UH President M.R.C. Greenwood (center); Right: Thanh (left) with his wife Dang Thi Thanh Huyen and son Ngo Dang Thai Son during their trip to Hawai'i.

NGO TRONG THANH (VEMBA '10) FOUNDER, VIETMAC

Ngo Trong Thanh has taken Vietnam by storm with his unique twist on the fast food burger. Thanh's VietMac restaurant chain features burgers made of two rice patties wrapped around a variety of meat and salad. The burgers are accompanied by a small bowl of soup, or canh. According to Thanh, his rice burgers are 100 percent additive free and are a healthy alternative to its traditional counterparts. As quoted in a recent article by DPA Germany, Thanh explained, "The burger is the symbol of fast food in the world. But I am giving them something that tastes like home. Vietnam is a country of rice cultivation. It was built on rice."

The first VietMac restaurant opened about a year ago and today there are 12 locations throughout Vietnam. The company will go global soon with franchises opening in Germany this summer. www.VietMac.com.vn

UHAA

UHALUMNI.ORG



Joining as a paid UHAA member includes a free membership in our Shidler College of Business Alumni Association chapter. Visit UHalumni.org/join or call 1-877-UH-ALUMS.



UNIFIED. PROUD. STEADFAST.

Laurie Ann Sato Chan (BBA '04) has been promoted to vice president of client services for Avalon Development Co. In her new role, Chan is responsible for development services to third parties, including planning, engineering, design and development. Previously, she served as director of client services. She has been with the company since 2004.

Gail Slawson (MBA '02) has been promoted to senior managing partner for OceanHead Investment Group. In her new role, Slawson is responsible for defining the company's investment strategy, identifying and analyzing emerging markets, acquisition analysis and due diligence, directing all marketing activities, and managing investor relations. She previously served as a partner for the firm.

Yu-Jen Wang (BBA '04) has been promoted to branch manager of the Waimalu branch for Aloha Pacific Federal Credit Union. Wang is responsible for the profitability, administration and supervision of the branch and the promotion of teamwork, service excellence, relationship building and staff professionalism. Also, he will establish and implement operational, business and service objectives and oversee branch staffing and training. Previously, Wang worked at Wells Fargo Financial and most recently was

a branch manager for American Savings Bank.

Tanny Waters (BBA '00) has been promoted to branch manager of Aloha Pacific Federal Credit Union's Hawaii Kai branch. She most recently served as branch supervisor. She joined the credit union in 2009. Prior to joining APFCU, Waters was a mortgage loan consultant with Onpoint Community Credit Union in Oregon.

Heather Yanazaki (BBA '07) has been promoted to advisory manager for PKF Pacific Hawaii LLP. Previously Yanazaki served as advisory senior associate. She is also a member of the Shidler College of Business Alumni Association's Board of Directors.

Lai Ieng Yee (BBA '04) has been promoted to tax manager at N&K CPAs Inc. Yee has been with N&K since 2005.

2010s



Tricia Dang (EMBA '11) has been named regional development manager for McDonald's Restaurants of Hawaii. She will oversee acquisition, development and redevelopment of McDonald's real

estate assets in Hawai'i, Guam and Saipan. She will also oversee all construction matters including new restaurant construction, remodeling and site maintenance.



Kristofer Fan (MFE '10) has been hired as a software engineer for ITG, an independent research and execution broker that provides data-driven

insights for portfolio managers and traders. On January 25, 2012, Fan and his fellow ITG colleagues were invited to visit the New York Stock Exchange to celebrate the firm's 25th anniversary and to highlight ITG's new brand identity. Fan cheered on ITG CEO Bob Gasser as he rang the closing bell for the day. Fan currently resides in Boston, Massachusetts.

Maria Goto (MBA '11) has been promoted to tax senior for N&K CPAs Inc. Previously, Goto worked as a tax intern during the 2011 tax filing season while earning her MBA. She received her CPA certificate in 2011.

Laura Lott (MBA '11) has been promoted to director of community and public relations for Kaiser Permanente Hawaii. She has 20 years of media and communications experience

working for HMSA, the Hawaii State Department of Health and she was also a producer with KHON2. Lott has also recently been appointed to the board of directors for the Women's Fund of Hawaii.

Steve Mazur (MBA '10) has been hired as renewable energy developer for RevoluSun. Mazur first joined the company in December 2010 as an independent project developer. Prior to that, he worked at Better Place Hawaii and the Corcoran Group in Florida.

Mark Young (BBA '10) has been named Top Producer for 2011 by Benn Pacific Group Inc. Young is a realtor associate with the firm.

CALLING ALL ALUMNI: SHARE YOUR PHOTOS AND STORIES

We are eager to receive photos and stories that highlight the many accomplishments of Shidler's global community of alumni. Submission will be considered for use in the *Shidler Business* magazine and Shidler e-newsletter. Email amy.watari@uhfoundation.org.



STEPHANIE CASTILLO (EMBA '00)

INDEPENDENT FILMMAKER
KAPA'A, KAUAI

PRIMARY ROLE In 1989, I started Olena Media to make my first film, *Simple Courage*, which won an Emmy five years later. It was a joint production with PBS Hawaii and I was acting as an independent contractor.

BEST THING ABOUT THE JOB Doing what I love: making stories into documentary films.

GREATEST CHALLENGE Raising money for films. It's always a conundrum how to do it. Part faith, part business.

VALUE OF A SHIDLER DEGREE As an artist, I learned to ask, what is the company's self-interest in providing support or funding? Before the EMBA, I (and most artists) only thought to ask, don't you like my project and want to fund it? Wrong question, I found.

HOBBIES Movies, I love movies, I am still learning how to tell a good story. Eating out with friends - the best! Conversation and trying new restaurants or foods go together so well. Travel for work - I've been to Asia and Europe several times to work on film projects and it's the best way to travel because it opens doors to meet extraordinary people

ADVICE TO STUDENTS Everything you do will count one day in your work, so build your experiences, don't be afraid to take a job to learn from that may not be your dream job yet. And still follow your dream!



Shidler alumni who work at HMSA at the company's corporate headquarters on Ke'eaumoku Street in Honolulu.

HMSA's dedicated team includes dozens of Shidler graduates. These hard-working professionals each play an integral role in fulfilling the company's mission of promoting healthy living and providing quality health care coverage to the people of Hawai'i.

Mahalo to HMSA Chief Executive Officer Robert P. Hiam and all of the Shidler alumni at HMSA for their support of the University of Hawai'i and the Shidler College of Business.

Shidler Alumni at HMSA

Robert Hiam (Shidler Advisory Board Member)
Chief Executive Officer

Ron Hashiro (MBA '83)
Senior Operations Analyst & Project Manager

Jere Humphreys (MBA '84)
Strategic Marketing Analyst

Jonathan Hurtado (BBA '07)
Configuration Specialist

Aaron J. Ibara (BBA '92, EMBA '02)
Supervisor

Daniel Isobe (BBA '07)
Bluecard Account Support Assistant

Kellie M. Learmont (BBA '87)
Account Implementation Consultant

Chris Letoto (EMBA '09)
Senior Business Analyst

Jason Lum (BBA '99, MBA '04)
Business Analyst

Brian Manning (BBA '02)
Application Lead

Kurt Naito (BBA '99)
Program Manager

Grant L. Nishiyama (BBA '07)
Sales Representative II

Michael M.W. Okinaga (BBA '09)
Configuration Analyst

Lynette A.N. Oshiro (BBA '81)
Senior Business Analyst

Nam Phan (BBA '03)
Business Analyst, Medicare Programs

Brian L. Rambonga (BBA '09)
Business Project Coordinator

Joseph S. Sam (MBA '02)
Manager, HMO & Government Program Reporting & Analysis

Teresa Sasaki (BBA '87)
Financial Analyst/Cost Accountant

Genevieve T. Sepada (BBA '99)
Operations Coordinator

Jeremy Uota (BBA '04, MBA '11)
Senior Data Administrator

David Vrba (MBA '07)
Senior Business Analyst

Andrew VanHooser (BBA '07)
Bluecard Account Support Assistant

HMSA is the largest and most experienced provider of health care coverage in the state of Hawai'i. Established in 1938, the organization has been committed to providing quality, affordable health plans; employee benefit services; and worksite wellness programs for the people of the islands for almost 75 years. HMSA also offers a variety of programs, services, and support to help improve the health and well-being of its members and the local community. Learn more at hmsa.com.

Address Service Requested

CALENDAR 2012

JUNE

- 13 Alumni "Dine Around" event
5:30 p.m. | Royal Hawaiian Center
www.shidler.hawaii.edu/dinearound
- 29 Last day of instruction for Summer Session I

JULY

- 2 First day of instruction for Summer Session II
- 5 "Legal Ethics"
Will Weinstein Conversation Series
www.shidler.hawaii.edu/weinstein
- 10 "The Ethics of Capitalism"
Will Weinstein Conversation Series
www.shidler.hawaii.edu/weinstein
- 17 Shidler Alumni Association Annual Meeting
5:30 p.m. | Chai's Island Bistro
busalum@hawaii.edu
- 17 "Corporate Governance and Ethical Behavior"
Will Weinstein Conversation Series
www.shidler.hawaii.edu/weinstein
- 19 "Medical Ethics"
Will Weinstein Conversation Series
www.shidler.hawaii.edu/weinstein
- 24 "Ethics in College Athletics"
Will Weinstein Conversation Series
www.shidler.hawaii.edu/weinstein

AUGUST

- 7 "Ethics in Education"
Will Weinstein Conversation Series
www.shidler.hawaii.edu/weinstein
See box on right.
- 10 Last day of instruction for Summer Session II
- 16 Executive MBA Reunion
5:30 p.m. | Waialae Country Club
busalum@hawaii.edu
- 20 First day of instruction for fall semester
- TBA Annual N.H. Paul Chung Memorial Lecture and Luncheon
Time and location TBA
www.shidler.hawaii.edu/pami

SEPTEMBER

- 1 UH vs. USC Football Game and UHAA Tailgate
busalum@hawaii.edu

OCTOBER

- 12 Alumni "Back to Business" Event
Time TBA
Shidler College of Business
www.shidler.hawaii.edu/backtobusiness
- 17 Alumni Hall of Honor Awards
6:00 p.m. | Hilton Hawaiian Village Beach Resort and Spa
www.shidler.hawaii.edu/hallofthonor
- 27 Hong Kong Alumni Reunion
Time and location TBA
busalum@hawaii.edu

NOVEMBER

- 5 Scholarship Luncheon (Private Event)
busevent@hawaii.edu

For more information, visit
www.shidler.hawaii.edu/events.

Ethics in Education

A conversation with **Kevin Johnson**, mayor of Sacramento and former professional basketball player and **Michelle Rhee**, CEO and founder of Students First.

August 7
6 p.m. | School of Architecture Auditorium

This event is presented as part of the Will Weinstein Conversation Lecture Series. It is hosted by the Shidler College of Business and the William S. Richardson School of Law. For a complete listing of Weinstein Conversation lectures, visit www.shidler.hawaii.edu/weinstein.

Pacific Asian Lecture Series

May 22, 29
June 5, 12, 19
July 17, 24, 31
4:15 p.m. | Shidler College, Room D207
Free and open to the public

The Pacific Asian Lecture Series (PALS) features experts in international business and entrepreneurship. For a complete listing of all PALS lectures, visit www.shidler.hawaii.edu/pals.

YOUR GIFT TO THE SHIDLER ADVANCEMENT FUND MAKES A BIG IMPACT

Be a part of the future growth of the College with a gift to the **Shidler College Advancement Fund**. With your support we can continue to move toward our goal of becoming a top-ranked public business school. Your gift will:

- Provide crucial discretionary income to support programs and meet unexpected needs at the College; and
- Allow the College to engage alumni and the business community both locally and abroad.

Make a gift today at www.uhfoundation.org/givetoshidler

To learn more, contact (808) 956-3597 or
nyong.nakata@uhfoundation.org

