

# SHIDLER BUSINESS

Volume 38, Number 1

Spring 2015

University of Hawai'i at Mānoa Shidler College of Business

## PERFORMING AT THE HIGHEST LEVEL

SHIDLER'S SCHOLAR-ATHLETES



INSIDE: A conversation with two giants of the tech industry  
Students gain valuable advice at Business Night 2015 | Alumni at Work features Servco

## DEAN'S MESSAGE



## Aloha,

Welcome to the spring 2015 issue of *Shidler Business*. On the cover of this issue is a remarkable image of finance and management major, Sofija Djelic, a member of the UH Mānoa Swimming and Diving Team. Sofija is just one of the many amazing students featured in our cover story on Shidler's scholar-athletes. These incredible individuals are amongst the hardest-working students at the college and we are proud to share how their aspirations and dreams are taking them to new heights both in the classroom and on the field.

We are also pleased to present an exclusive interview with two renowned individuals in the information technology industry - Werner Vogels, chief technology officer for Amazon.com, and Shwetak Patel, director of the Ubicomp Lab at the University of Washington. As the featured speakers at this year's Hawai'i International Conference on System Sciences, both men graciously agreed to share their insights and words of advice with the readers of *Shidler Business*.

Within the following pages you will also find many interesting and fun stories about our dedicated alumni, stellar students,

world-renown faculty, hardworking staff and generous donors. There are also highlights and photos from the many events, competitions, and lecture series held in the past few months.

This issue not only captures the fun and lighthearted moments that we have shared this semester but also marks the beginning of extraordinary years to come. Jay H. Shidler's recent \$100 million Visionary Gift still continues to evoke a sense of pride and responsibility in all of us as we work together to take the college to even greater success.

Please enjoy browsing through the following pages and we thank you for your interest. Stay in touch and as always, your comments and ideas are welcome.

Sincerely,

Vance Roley  
vroley@hawaii.edu

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*Shidler Business* is published twice annually for alumni, students and friends of the UH Mānoa Shidler College of Business. Direct correspondence and address changes to:

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**ONLINE EDITION**  
[www.shidler.hawaii.edu/magazine](http://www.shidler.hawaii.edu/magazine)

## CONTENTS

### FEATURES

- 04 | Performing at the Highest Level  
– Shidler's Scholar-Athletes
- 08 | A conversation with two giants  
of the tech industry

### SHIDLER NEWS

- 10 | Annual luncheon celebrates  
scholarship recipients and  
donors
- 11 | Students gain valuable advice at  
Business Night 2015
- 16 | Student Snapshots

### FACULTY AND STAFF NOTES

- 20 | Research Spotlight

### DONOR NEWS

- 21 | PACE Pitch Initiative continues  
to gain momentum

### ALUMNI NEWS

- 22 | Alumni Snapshots
- 24 | Alumni Notes

### ALUMNI AT WORK

- 31 | Servco

### CALENDAR

- 32 | Featured events for summer and  
fall 2015

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27,000 per issue

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UH Mānoa swimmer and Shidler student  
Sofija Djelic



Top: Katie Spieler (Accounting), UH Mānoa sand volleyball athlete; Bottom: Shwetak Patel at the Hawai'i International Conference on System Sciences

# Performing at the Highest Level

Shidler's Scholar-Athletes by Dolly Omiya



Consider for a moment what life would be like as a college student who is taking a full course load and striving to maintain good grades. Then, add on a rigorous training schedule, road trips, weekday practices, physical therapy, team meetings, and managing a social life. That is what it takes to be a Shidler scholar-athlete who performs at the highest level in collegiate sports.

"We're extremely proud of all of our students who successfully achieve UHM Scholar-Athlete status, which requires a minimum of a 3.0 cumulative GPA," said Rikki Mitsunaga, undergraduate academic advisor at the Shidler College of Business. "These scholar-athletes pursuing their BBA degrees have the talent and aptitude to excel in the classroom and are performing at the highest level in their sport, which is not an easy feat when trying to live up to both."

UH Mānoa soccer standout Lidia Battaglia's days are long and hectic. "We only have 24 hours in a day

to do double, maybe triple, the amount of work that a regular college student does," says Battaglia. "On top of classes and finding time to do homework, we have to fit in hours of training, tutor sessions, mentor meetings, team meetings, weight lifting, and the list goes on and on. Throw in a week-long road trip and all of this becomes even more difficult."

Battaglia, a finance major, is a prime example of a scholar-athlete who is working hard to sustain her coursework while competing at the highest level in collegiate sports. She is a three-year starter and three-year All-Conference soccer player who



**Right:** Katie Spieler (accounting), UH Mānoa sand volleyball athlete, recipient of The Jennifer Matsuda Award, Top Five All-Hawai'i Rainbow Wahine Academic Honoree, Heart of the Team Award; **Top left:** Spieler receives the 2014 AVCA (American Volleyball Coaches Association) All-American Award for sand volleyball from an AVCA representative; **Bottom left:** Shidler scholar-athlete Lidia Battaglia made the Big West All-Conference soccer team for the past three years.



## **“All of these challenges have made me a stronger and better person and athlete”**

earned an All-Freshmen Honorable Mention and a Second Team spot in the Big West Conference.

Like Battaglia, many scholar-athletes agree that discipline, time management and support are the key factors necessary to succeed in the classroom and on the field.

As team captain of the UH Mānoa Men's Tennis Team, Nils Schuhmann said he misses at least eight to ten weeks of school each year. “It is very easy to fall behind on your assignments,” says Schuhmann. “It requires a lot of self-discipline. I have always managed to keep up with the class material and stay in contact with my professors and classmates.”

Schuhmann is an international student from Germany who is triple majoring in finance, international business and management. This past May, he started an internship with Business Consulting Resources Inc. in

Hawai'i and plans to study abroad at the National University of Singapore as a Shidler Freeman Scholar this fall.

Schuhmann's determination and self-discipline not only makes him an excellent student, but has also helped him to become a better athlete. Last year, he helped lead the UH Mānoa Men's Tennis Team to a Big West Conference Championship and he earned a spot on the conference's First Team in doubles and Second Team in singles.

Schuhmann said that the additional support he receives from his advisors is extremely valuable in keeping him on track to meet his educational and athletic goals. After graduation, Schuhmann hopes to start his own company or become a financial analyst.

AVCA (American Volleyball Coaches Association) 2014 All-American UH Mānoa sand volleyball player Katie Spieler said the benefits of being a scholar-athlete have largely outweighed the challenges. “I have learned that I can accomplish anything if I set my mind to it,” says Spieler.

“I know from my crazy schedule that I can work through obstacles and succeed. I have also learned that I need to relax and have fun to keep my life balanced. All of these challenges have made me a stronger and better person, and athlete.”

At this year's “H” Awards (Hawai'i Athletics Awards) at the Stan Sheriff Center in April, Spieler received three out of the 28 awards handed out that evening—the Jennifer Matsuda Award, the “Heart of the Team” Award, and she was named a Top Five All-Hawai'i Rainbow Wahine Academic Honoree. Unfortunately, Spieler was not able to accept her awards because she and her teammates were flying out to compete in Nationals at the AVCA Championship in Alabama.

Spieler was part of the first class of students enrolled in Shidler's Direct-Admit Program for high-achieving freshmen. This past May, Spieler earned her BBA degree and plans to continue playing volleyball while she works toward her Master of Accounting degree at the Shidler College of Business.

(continued on page 6)





(continued from page 5)

## Student first Athlete Second

With only a small percentage of the more than 17,000 Division I college athletes going on to play at the professional level, earning a degree helps to ensure a brighter future off the field.

According to UH Mānoa golfer Brian Lee, the term “student-athlete” – with emphasis on the word “student” – means that academics is always a higher priority. Lee has been a scholar-athlete for the past three years. He was named an All-American Scholar-Athlete in his junior year.

Like all of Shidler’s scholar-athletes, Lee holds a strong drive to excel in both academics and sports. Academic advisors say that it is the competitive nature of student-athletes that contributes greatly to their success both in and out of the classroom.

UH Mānoa football player and finance major Harold Moleni has always made school a top priority. He values his mentor’s advice to aim high. “I want to set a good example for other Polynesians who might otherwise think that football is the only avenue to success,” says Moleni. “I feel that being a student-athlete is no different than being a regular student who works long hours, has family commitments and a full course load. The only difference is that football is my full-time job.”

Moleni explains that being an athlete is a lifestyle commitment, which makes school more challenging.

During off-season, he is constantly working to keep his ideal body weight in check by eating healthy and training to maximize his speed and strength.

During football season, Moleni’s typical week involves taking a full-time course load (required by the NCAA) while attending advising and tutoring sessions, early morning weight training, running, player-run practices, regular practices, position meetings, team meetings, film study, road trips (missing two full days of school each trip), communicating with professors, homework, prepping for makeup exams, and fulfilling the recommended eight to ten hours of sleep a night, all while being married with an infant son.

Advisor Rikki Mitsunaga says, Moleni is an excellent student and has consistently made the Dean’s List since starting college in 2012.

UH Mānoa swimmer and Shidler senior Sofija Djelic has also felt the strain of being a scholar-athlete, but is determined to finish on a high note. “As long as I know, I have been interested in business,” says Djelic. “I’m majoring in finance and plan to build another career after swimming. I simply want to be successful in anything I end up doing.”

This year, the UH Mānoa Wahine Swimming and Diving Team won the Mountain Pacific Sports Federation (MPSF) Championship in California. Along with Djelic, other Shidler

scholar-athletes on the UH Mānoa team included free-style swimmer Jasmine Alkhaldi, and diver Lauren Hall. Alkhaldi was named All-MPSF

Right: UH Mānoa Warrior football player and scholar-athlete Harold Moleni was named to the Academic All-Mountain West team for the past three years. The 6'2" tight-end will play his final season this fall.



**“being a student-athlete is no different than a being regular student... the only difference is that football is my full-time job.”**

Swimmer of the Meet after winning three events and setting a new conference meet record. Hall earned a spot on the All-MPSF Diving First Team. “It was a magical moment for all of us and a great reward for all the hard work we have done over the past years,” says Djelic.

“Competing at the Division I level takes dedication and determination,” explains Rick Varley, director of the Internships and Career Development Office at Shidler. “Having scholar-athletes with these and other unquantifiable qualities such as teamwork, selflessness, discipline,

leadership, sportsmanship and resiliency in winning and losing, truly prepares them for the real world. Employers have told me that our scholar-athletes make excellent employees. They know what it means to compete in the classroom, on the playing field and in business.”

## Shidler Scholar-Athletes

**Kristina Akiona** (Management)  
Softball

**Jasmine Alkhaldi** (Management and Marketing) Swimming and Diving

**Lidia Battaglia** (Finance) Soccer

**Zachary Braunthal** (General Business) Golf

**Marcel Chan** (General Business)  
Tennis

**Lawrence Chew** (Finance) Baseball

**Paula Chillida Esforzado** (Marketing)  
Water Polo

**Justin Chu** (General Business) Golf

**Sofija Djelic** (Finance and Management) Swimming and Diving

**Marie Donnici** (General Business)  
Golf

**Raquel Ek** (General Business) Golf

**Rebecca Faltusz** (Finance and International Business) Tennis

**Niko Filipovich** (General Business)  
Basketball

**Sarah Gealer** (Accounting) Tennis

**Viktoria Goryaynova** (Management)  
Cheerleading

**Lauren Hall** (Finance) Swimming and Diving

**Kacy Johnson** (Finance) Swimming and Diving

**Stefan Jovanovic** (General Business)  
Basketball

**Kelli-Ann Katsuda** (General Business)  
Golf

**Brian Lee** (Finance) Golf

**Conner Linebarger** (General Business) Baseball

**Charles McDonald** (General Business)  
Football

**Harold Moleni** (Finance) Football,  
Top Five All-Hawaii'i Rainbow Warrior  
Academic Honoree\*

**Liana Otake** (Management  
Information Systems) Golf

**Nils Schuhmann** (Management,  
Finance, and International Business)  
Tennis, Top Five All-Hawaii Rainbow  
Warrior Academic Honoree\*

**Katie Spieler** (Accounting) Sand  
Volleyball, The Jennifer Matsuda  
Award\*, Top Five All-Hawaii'i Rainbow  
Wahine Academic Award\*, Heart of  
the Team Award\*

**Justin “Pono” Tokioka** (General  
Business) Golf

**Joseph Uglietto** (Finance) Football

**Mark (Andy) Wooldridge**  
(Management Information Systems)  
Swimming and Diving

**Sinisa Zarkovic** (Accounting and  
Finance) Volleyball, Top Five All-  
Hawaii'i Rainbow Warrior Academic  
Honoree\*

\*2015 “H” (Hawaii'i Athletics) Award

**From Top:** Sofija Djelic (swimming); Brian Lee (golf);  
and Nils Schuhmann (tennis).

All photos courtesy of the UH Mānoa  
Athletics Department



# A Conversation With Two Giants of the Tech Industry

The 2015 Hawai'i International Conference on System Sciences (HICSS) featured two renowned names in the field of information systems. Werner Vogels, chief technology officer at Amazon.com, delivered the conference's distinguished lecture and Shwetak Patel, director of the Ubicomp Lab at the University of Washington, delivered the keynote address. Here are a few excerpts from recent interviews with the two tech giants.

## Werner Vogels On Life at Amazon

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**About the Job** - I am responsible for innovation on behalf of Amazon customers. Currently, a significant portion of my activities are focused on Amazon Web Services (AWS), the cloud computing division of Amazon, where I spend a lot of time with our customers to understand how we can use our innovative powers to serve them better.

**The Pros** - We are developing technologies that truly change the way that IT is being used. We have been able to help young businesses like Flipboard, Airbnb, Dropcam and Pinterest get off the ground with minimal investment and we're helping large enterprises like Conde Nast, Dole, Lionsgate and Novartis break free from the lock-in of traditional enterprise hardware and software vendors.

**Change is Good** - Earlier in my career I was working in a job where I was unhappy. I decided to make a radical change and go back to school when I was 28. I started studying computer science and it turned out I had a real gift for it. My lesson from this experience is that you are never too old to break from what you are doing and make a new start.

**Being Customer-Centric is Key** - Amazon's success can be attributed to a single strategy: our aim to be the Earth's most customer-centric company. Both in retail and in cloud, we put our customers first and develop processes and technologies that put them in control instead of us being in control as a vendor. As such, we need to be on our toes every day to deliver the absolute best service, something that we love to do for our customers.

**Thoughts on the Future** - What you can already see is that there is tremendous innovation driven by cloud computing. The big consumer services today (Dropbox, Instagram, Airbnb, Pinterest, etc.) all grew very fast to

become big brands. When you talk to each of these companies they will tell you that without cloud computing they would not have been able to build their business. But this is only the beginning. There will be infinitely more unique applications created in the years to come.

**Amazon's Biggest Challenges** - Security will forever be our number one priority. You cannot do business on the Internet and not make protecting your customers your absolute highest priority. But next to security, being able to scale, to guarantee performance, to be highly available and to be efficient are also main priorities from a technology point of view.

**Words of Advice** - My advice is that you should not be afraid to fail. Don't avoid risk. Just try things out. Eventually you will find your calling.

## Shwetak Patel Insights and Advice

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**A Natural Calling** - I was always a tinkerer. I always liked to build things and I wrote my first computer program in third grade. I started doing research with a local university when I was in high school and that was when I found out that, "wow," this is kind of cool. I didn't know what it was, but I just knew it was fun. I knew I didn't want to be the person who implements something. I wanted to be the person who is actually inventing something.

**Defining Moment** - I was involved with a project called the Aware Home. The Aware Home was a home that was built to research sensors. I worked on this project for years as an undergraduate. I realized that we had all these sensors and we spent all this money to build this house, but this was never going to be reality. How could the average consumer adopt all of these technologies? That is when I realized that my research was going to be focused on practicality. How do you build a practical sensor that



## Werner Vogels

Chief Technology Officer, Amazon.com



## Shwetak Patel

Director, UW Ubicomp Lab



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“Don’t avoid risk. Just try things out. Eventually you will find your calling.”

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anybody can use? That was the big moment (for me).

**Cooler Part About the Job** - I can have my cake and eat it too. As a professor, I can do research. Being a researcher is really being an inventor. That is all it is. Also, I love teaching students. I love the mentorship and the fact that I can work with PhD students to create new technologies. I also like to have an impact. I don’t want these technologies to just be in a paper stuck on a shelf. I want to start companies, and as an academic you have the luxury of doing that.

**The Challenge** - I have four hats on. That is the biggest challenge. I am a professor at the University of Washington. I am chief scientist at Belkin. I am finishing up a project with Microsoft. I have a fourth start-up company I started two years ago. So I have four hats on right now but this is what is exciting about doing all this stuff.

**The Future** - The mobile device will be the center of most of what we do. Right now the desktop or laptop is the center and the mobile is on the peripheral. That is going to change. The mobile device is going to be the data collector. It is going to know your health. It is going to know all your information. You’re going to see a lot more

health sensors. I think that is going to be a big change in computing.

**Words of Advice** - I encourage all students, especially when they are in college, to try research. Even if you know that is not the thing you want to do, just try it. It may send you down a career path that you may never have even known about. Another thing is to try to think about ways to break away from the mainstream. Everybody falls in to this pit of trying to solve a problem just because everybody else is trying to do it. You can try to do it better but instead, try to do it differently. You’re probably more likely to fail but you are going to have more successes coming out of it rather than just trying to beat somebody out.

### About 48th Annual Hawaii International Conference on System Science

The 48th Annual Hawaii International Conference on System Sciences (HICSS) was held January 5 - 8 at the Grand Hyatt Kaua’i. As one of the world’s leading information system conferences, approximately 1,000 academics and professionals gathered for this year’s HICSS. With approximately 50 percent of participants attending from about 40 countries outside of the U.S., the international nature of HICSS drives the innovation edge of today’s global IS research. To learn more about HICSS, to watch Vogles’ and Patel’s presentations, or to view this year’s Best Paper winners, visit [www.hicss.hawaii.edu](http://www.hicss.hawaii.edu).



# Student Scholarships

## BY THE NUMBERS

Shidler's scholarship program continues to gain momentum. Below are a few interesting points of pride and fun facts about the program.

**\$1M** scholarship funds

Thanks to increased support, annual scholarship funds available to students have increased nearly five-fold since 2005.

**280** scholarship recipients

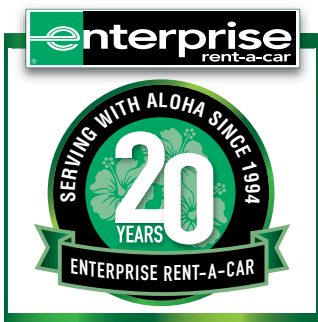
In the 2014-2015 academic year, approximately 280 scholarships were awarded from the college.

**55** endowed scholarships

Within the past decade, the number of endowed scholarships at the Shidler College has increased from 13 to 55.

**1st** title sponsor

Mahalo to Enterprise Rent-A-Car for its support as the first title sponsor of Shidler's Scholarship Luncheon.



Approximately 280 scholarships totalling nearly \$1 million awarded to students for the 2014-2015 academic year



Left and top right: Scholarship recipients and donors get to know one another during the 2015 Scholarship Luncheon; Bottom right: Event speakers Lawrence Rodriguez, Ashley Kawagishi, Joey Reyes and Terri Fujii.

Scholarship recipients and donors met for the first time at the college's annual Scholarship Luncheon on November 3. At the event, students spent time with those who have supported their education and donors could witness, first-hand, the impact of their gifts.

Undergraduate student Ashley Kawagishi and MBA student Joey Reyes addressed the audience on behalf of the scholars. Each expressed their great appreciation and desire to follow in their donor's footsteps by giving back to the college. "We are driven to excel in our classes, not only because we have to maintain a good GPA, but more importantly, we want to prove that we deserve what you have given us," said Reyes. "Your generous gifts have inspired me to do my best in my classes, take advantage of every opportunity, and to give back."

Accounting executives Terri Fujii (BBA '84, MAcc '85) and

Lawrence Rodriguez were the featured speakers that day. The duo put together a fun and quirky video through which to share their message. "We had been talking for some period of time about doing something for students here in Hawai'i. So we decided that establishing a scholarship that would benefit the people of Hawai'i to help defray some of the costs of going to school would be appropriate at that point in time in our lives," said Rodriguez. Fujii and Rodriguez established an endowed scholarship in 2006.

This special luncheon is a true celebration of Shidler's growing scholarship program. In 2005, the college held its first scholarship event with a little over 40 participants and \$200,000 in scholarships awarded. This year, more than 220 attended the event and close to \$1 million in scholarships were awarded to 280 recipients.

The event was sponsored by Enterprise Rent-A-Car and was held at Waialae Country Club. Visit [www.shidler.hawaii.edu/scholarhipluncheon](http://www.shidler.hawaii.edu/scholarhipluncheon) for more information and photos.



Suzanne Pak meets with her scholarship donor Brennon Morioka. Pak is the recipient of the Darleen Morioka Dyer Scholarship.



## Students gain valuable advice at Business Night 2015



Left: Segundo-Justin Sarce receives the Dean's Professional Development Award sponsored by Financial Executives International-Hawai'i Chapter. Top right: Manuel Wong Cam meets with his mentor Steve Tabussi, senior vice president at First Insurance Company of Hawaii. Bottom right: Lance Mizumoto delivers the evening's keynote speech.

The 54th annual Business Night was the largest to-date with nearly 570 students and business professionals in attendance. For students, the event proved to be a highly valuable experience. Through one-on-one conversations with their mentors, each gained a greater understanding of their career opportunities and an insider's perspective on what it is like to work in their fields of interest.

"It was inspiring to see how the small decisions that you make can go a long way," said undergraduate student Wai Sam

Lao. "And they gave us so much advice." Lao also stated that she felt humbled to be able to meet with the various professionals who filled the room, many of whom are amongst the top in their industries.

Central Pacific Bank President and Chief Banking Officer Lance Mizumoto (BBA '80) offered his guidance to students as the evening's keynote speaker. "I think it is important to establish your credibility early on because you establish trust in others. When they trust you, then they trust your judgement," he said. "I was a student at

UH back in the '80s and so I thought this was one way of giving back to the college," shared Mizumoto.

Through the support of local organizations, approximately \$48,000 in cash awards were presented to top students at the event. Also, each of the 270 students were able to attend at a subsidized rate thanks to First Insurance Company of Hawaii, who has supported Business Night as title sponsor for ten consecutive years.

Visit [shidler.hawaii.edu/businessnight](http://shidler.hawaii.edu/businessnight) for more information and photos.



Left: Students and mentors enjoy conversing over a leisurely dinner; Right: The members of the Business Night Planning Committee receive a warm round of applause for organizing a successful event.



Insuring Bright Futures

## BUSINESS NIGHT BY THE NUMBERS

**270** professionals  
in attendance

Students were matched, one-to-one, with a professional in their field of interest.

**78** companies  
represented

Mentors from a wide variety of organizations were in attendance.

**54** years of  
mentorship

Celebrating over five decades of fostering mentorship and career opportunities for students.

**31** awards presented  
to top students

Top students received company-sponsored awards totaling \$47,500.

**10** years of support  
by First Insurance

Mahalo to First Insurance Company of Hawaii for ten years of support as title sponsor.

**1** awesome student  
planning committee

Congratulations to the students who served on the Business Night Planning Committee. Nice job!

## COLLEGE NEWS

### An idea for an intelligent dredging robot wins the 2015 UH Business Plan Competition



Winners Monica Umeda (fourth from right) and Newton Parks (third from right) pictured with the sponsors and judges of the 2015 UH Business Plan Competition

Akabotics LLC team members Newton Parks and Monica Umeda took first prize at the 2015 UH Business Plan Competition. In the finals on May 5, the duo impressed the judges with their idea for an intelligent robot that provides environmentally-friendly and cost-effective sediment management and flooding risk mitigation of waterways.

The team won \$10,000 cash and over \$18,500 in accounting, legal and marketing services.

Second and third place went to Jun Innovations LLC and Oahu Group, respectively. Jun Innovation team members Steve Chan, Soojin Jun, Ryan Matsumoto and Timothy Shafel received \$5,000 cash and \$11,000 in services for their plan for a supercooling device that preserves the freshness of meat, fish and produce.

Oahu Group team members Bob Nakata and Rittz Reyes

received \$2,500 cash and \$4,500 in services for their wearable motion tracker prototype that allows for immersive virtual reality gaming.

Mahalo to all of the corporate and individual sponsors of the 2015 UH Business Plan Competition with special thanks to title sponsor American Savings Bank.

To learn more about the UH Business Plan Competition and to watch the final pitches by the top three teams, visit [pace.shidler.hawaii.edu/bpc](http://pace.shidler.hawaii.edu/bpc).

### Student club competition challenges participants to think outside of the box



The winners of the 2014 Mānoa Club Challenge were the American Marketing Association (left), Hawai'i Student Entrepreneurs (top right) and the Accounting Club (bottom right)



The Mānoa Club Challenge offers student clubs at the University of Hawai'i at Mānoa a chance to create value from an everyday object, while demonstrating their entrepreneurial skills.

This year, the clubs were asked to create value from a package of one dozen rubber balloons.

Video submission were reviewed by a panel of judges who scored each of the entries based on four criteria - creativity, collaboration, critical thinking and effective communication. After much deliberation, the winners were announced at a final event on October 30.

Most Creative went to the

American Marketing Association for its "Balloon Booth" idea.

Most Profitable went to the Hawai'i Student Entrepreneurs for the "Big Balloon Bash."

The Accounting Club was named Social Media Masters for their social media campaign for "Fortune Balloon."

Each winning team was

presented with a check for \$1,000. The teams' video submissions are available for viewing at [pace.shidler.hawaii.edu/mcc](http://pace.shidler.hawaii.edu/mcc).

The Mānoa Club Challenge is an annual event organized by the Pacific Asian Center for Entrepreneurship at the Shidler College of Business.



## Healthcare professionals and naval facilities managers fine-tune their business acumen through Shidler's custom and non-degree programs



Left to right: Healthcare finance panelists Hilton Raethel, Jeffrey Kissel, Richard Keene and Robert Hirokawa (not pictured).

### Professionals from the healthcare industry gain a better understanding of finance

Physicians, healthcare professionals and administrators from Hawaii Pacific Health and several other organizations participated in a special course organized by Shidler's Executive Education Center.

"Healthcare Finance For Non-Finance Healthcare Executives and Managers" was a six-week course held from January to March. The course featured a combination of online and in-person sessions and a panel discussion on the "Impacts of Health Reform." Panelists included Robert Hirokawa, chief executive officer of Hawaii Primary Care Association; Richard Keene, retired chief financial officer and treasurer of The Queen's Health Systems; Jeffrey Kissel, executive director of the Hawaii Health Connector; and Hilton Raethel, executive vice president and chief health officer for HMSA.

This was the third healthcare finance course organized by the center. Given the rapid changes and development in the healthcare industry, the course has evolved over the years to continue to meet the professional development needs of the healthcare community. It will be offered again in Spring 2017.

### Naval Facilities Engineering Command Pacific managers enroll in a custom course on business intelligence

As federal agencies strive to better manage their resources and increase transparency and accountability, data collection, data analysis and business intelligence have become the essential tools for successfully evaluating performance.

Twenty managers and analysts from the Naval Facilities Engineering Command (NAV FAC) Pacific participated in a customized business intelligence seminar held March 25-26 at Pearl Harbor. The two-day course was led by Grant Kim, associate director for the Pacific Asian Management Institute, and Lipyeow Lim, associate professor from the UH Department of Information and Computer Science. Steve Robertson (EMBA '10), chief information officer at Hawaii Pacific Health, was the guest speaker and facilitator for the case studies. The course will be offered again in July 2015.

## EXECUTIVE EDUCATION Non-Degree and Custom Programs

The Executive Education Center at the Shidler College of Business offers customized seminars, workshops and programs specifically designed to meet the needs of working professionals. Those interested in learning more about Shidler's non-degree and custom programs should visit [www.shidler.hawaii.edu/executive](http://www.shidler.hawaii.edu/executive) or contact Alice Li Hagan, director of custom programs, at [aliceli@hawaii.edu](mailto:aliceli@hawaii.edu) or 808-956-8870.

## The Accounting Club wins the prestigious IMA Clark Johnson Achievement Award

The Accounting Club is the recipient of the Institute of Management Accountants' (IMA) prestigious Clark Johnson Achievement Award, an award named after former Johnson & Johnson Chief Finance Officer Clark Johnson. In November, club members will travel to Florida to accept the award at an IMA luncheon and will also receive a \$5,000 grant.

"The members of the Accounting Club have shown outstanding dedication and teamwork toward meeting the award criteria," said Associate Professor and Club Advisor Jenny Teruya. "I am so proud of their accomplishments." The club was judged on its innovation, organizational development, ties to the community, service to members, quality of presentation and strategic plan.



Accounting Club members pictured at a recent club activity

## COLLEGE NEWS

### MBA students from Hawai'i join forces with Executive MBA students in Vietnam to study global branding



MBA students from O'ahu take a class on global branding with Vietnam Executive MBA students in Ho Chi Minh City.

On March 19, seven Shidler MBA students from Honolulu, Hawai'i packed their bags, lap tops and mobile devices and jumped on a plane headed for Vietnam. Their mission - to experience a new culture, build their network, and expand their knowledge by enrolling in a global branding course at Shidler's Vietnam Executive MBA program in Ho Chi Minh City.

To better facilitate an understanding of the local economy, each of the students from the UH Mānoa campus joined one of seven groups of students from the Ho Chi Minh City campus. Each group was assigned to evaluate branding effectiveness of a Vietnamese company. The students worked together to audit the company's brand equity, analyze its marketing communications strategies and evaluate its competitive positioning.

After hours of hard work both in and out of the classroom, all

seven UH Mānoa students and 31 VEMBA students (nine of whom were originally from countries outside of Vietnam, such as the U.S., Canada, Germany and Mexico) expanded their experiential learning and successfully completed their projects.

Lauren Kurashige and Tuan La are Shidler MBA students from Hawai'i who plan to return to Vietnam in August. Kurashige and La are both enrolled in the Juris Doctor/MBA program at UH Mānoa and will be participating in a Shidler program aimed at promoting angel investing in Vietnam. The students will be working with Shidler alumna Erin Nguyen (VEMBA '15), chief executive officer for Integrated Marketing Solutions ([www.ims.vn](http://www.ims.vn)).

To learn more about the Shidler College of Business' Executive MBA programs in Ho Chi Minh City and Hanoi, visit [www.shidler.hawaii.edu/vemba](http://www.shidler.hawaii.edu/vemba).

### Celebrating over 30 years of educating Hawai'i's accounting community



Alumni and faculty at the School of Accountancy's 32nd Anniversary Celebration.

The School of Accountancy (SOA) at the Shidler College of Business celebrated its 32nd anniversary on Friday, April 17 at the Hale Koa Hotel's Luau Gardens.

Over 200 accountancy alumni, students, faculty and staff gathered to partake in a wonderful dinner buffet complimented by drinks and a dessert bar. The crowd also enjoyed the Friday night Waikiki fireworks display along with entertainment by DJ

David, pianist Richard Lowe and Accounting Professor Shirley Daniels.

Other highlights included door prizes donated by supporters of the school and center pieces and favors that reflected the evening's theme of "growth."

The celebration provided a casual and fun atmosphere where faculty members, former students and former classmates could reconnect with one another.



## COLLEGE NEWS

### Winners of the Breakthrough Innovation Challenge receive judges' nod of approval for their unique ideas



Coaches, judges and participants pose for a group photo at the 2014 Breakthrough Innovation Challenge Final Event on November 28, 2014.

Congratulations to the following teams for surviving the Breakthrough Innovation Challenge and getting the judges' nod of approval for their unique ideas. Challengers who captured two or more "go" votes from the judges took home \$250 in an "X Factor" style showdown. The challenge was organized in partnership with the Pacific Asian Center for Entrepreneurship, the College of Engineering and the William S. Richardson School of Law.

#### **IlluminesceSense (Judges'**

**Choice Winner)** - A stage and dance floor lighting system that combines artistic expression and engineering to achieve new standards in interactive design. Team members are Kyoko Fujimoto, Noel Kawano and Trent Robertson.

**Lifesense** - A non-intrusive, health monitoring t-shirt for the elderly and for athletes that detects vital signs and feeds the data to a mobile device. Team members are Eugene Lee, M.D. and Sam Van Wesenbeeck.

**LoadX** - A software-based

energy load explorer which monitors home energy usage and incentivizes homeowners to reduce energy and replace old appliances. Team members are Nick Fisher, Kenny Luong and Andy Pham.

**Smart Shoes** - A shoe that uses kinetic energy to power mobile phones and electronic devices. Team members are Christopher Brough, Alexander Lee and William Lewis.

To learn more about the challenge, visit [pace.shidler.hawaii.edu/bic](http://pace.shidler.hawaii.edu/bic).

### Renowned names in business visit Shidler as guest speakers and lecturers

Below are just a few of the impressive names from the long list of renowned business professionals who were invited to speak at the college in recent months. Mahalo to all of Shidler's guest speakers and lecturers from the fall and spring semesters for helping to provide more educational opportunities for students, alumni and members of the community.

#### **Loretta Chen**

Creative and Business Development Director, The Activation Group of Companies in Singapore, April 1

#### **Steve Haumschild**

Owner, Lanikai Brewing Company, Inspiring Innovation Speaker Series, March 16

#### **Frank Lavin**

Chief Executive Officer and Founder, Export Now, Kipapa i ke Ala Lecture, "Five Keys to Entering New Markets," February 25

#### **Clement Leung**

Hong Kong Commissioner to the United States, "Where China and Global Advantages Converge," February 23

#### **Henk Rogers**

Founder, Blue Planet Software and The Tetris Company, Inspiring Innovation Speaker Series, November 17

#### **John C. Williams**

President, Federal Reserve Bank of San Francisco, "Monetary Policy, Money and Inflation," March 4

### Top students inducted into international business honor society



New members of the UH Mānoa chapter of Beta Gamma Sigma.

This past November, new members of the UH Mānoa chapter of Beta Gamma Sigma (BGS) were inducted into the prestigious international honor society at a special ceremony held at the Shidler College of Business. Only highly-accomplished business students from AACSB accredited collegiate institutions are invited to become lifetime members of BGS. This year's Shidler inductees included 42 undergraduate students and 21 graduate students. These outstanding individuals have all made remarkable achievements academically and within their communities. Congratulations!



# STUDENT SNAPSHOTS



Shidler vs. Richardson Soccer Match



Study Abroad Program

## GOOOOAL - Shidler vs. Richardson Soccer Match

The Seventh Annual Shidler vs. Richardson Soccer Game was held on Easter Sunday (April 5) at UH Mānoa's T.C. Ching Athletic Field. Shidler MBA students and alumni fought hard for the win but the team from the Richardson School of Law managed to claim victory after a nail-biting penalty-kick shoot-out. After the game, both teams came together to enjoy refreshments and networking.

## Congrats to all of the Shidler grads

On May 15, Shidler graduates celebrated the completion of their final semester at the Spring Commencement Reception. Over 200 people attended the event held in the Shidler courtyard. Highlights included speeches by undergraduate student Karen Zheng and graduate student Kyson Morikuni who shared their college experiences and future aspirations with the audience. Also, Entrepreneurship Award recipients were recognized, and the China and Japan Track MBA graduates received certificates of completion. Congratulations to all the students who graduated this spring as well as those who graduated last December.

## A once-in-a-lifetime opportunity

In recent years, the college's study abroad program has experienced a strong rise in participants thanks to an increased interest in global business as well as many new study abroad scholarship opportunities. Picture above: Bethany Kwan recently spent a semester abroad at Hong Kong University of Science and Technology. During Easter break, Kwan traveled to South Korea where she spent some time sightseeing and attempting to network with the locals.

## Clubs activities keep students on the go

Student clubs play an important role in providing professional, community service and social opportunities for business students. Each year, more than 600 students join one of 11 student organizations at Shidler. Pictured below are members of Hawaii Student Entrepreneurs (HSE) at its 2015 HSE Showcase event at Treetops Restaurant, and members of the Society for Human Resource Management (SHRM) at a recent car wash fundraiser (below on opposite page).



**Executive MBA 19 Graduates**  
A list of EMBA 19 graduates is available at [www.shidler.hawaii.edu/magazine](http://www.shidler.hawaii.edu/magazine).



**Student Clubs**  
Photo credit: HSE Facebook page



## WINTER AND SPRING EVENTS



**CFA Institute Research Challenge**  
Photo credit: CFA Institute Research Challenge

### Finance students advance to the finals of the CFA Global Research Challenge

Tony Wong Cam, Brent Takaki, Hanson Hermsmeier, Stefan Fujimoto and Justin Sarce (pictured above) advanced to the finals of the CFA Institute Research Challenge - Americas Region in Atlanta, Georgia. The team placed in the top five for their financial analysis of Alexander & Baldwin Inc. The annual competition, held March through April, attracted teams from over 800 universities globally.

### Hats off to UH Mānoa's top student employee

Accounting student Sara Taketa has been named the Student Employee of the Year for UH Mānoa. Taketa works as an administrative assistant for Meeting and Event Services in UH Mānoa's Student Life and Development Office. Taketa was honored at the 2015 UH Mānoa Awards Ceremony held on May 5 at Kennedy Theatre. She was also selected as the winner for the State of Hawai'i by the Western Association of Student Employment Administrators.



**Shidler Holiday Party**

### Oscar and Rosetta Fish Scholars spread the holiday spirit at the Shidler Holiday Party

The Oscar and Rosetta Fish Scholars volunteered to accompany Santa to the college's annual holiday party on December 4. Dressed in colorful red and green elf costumes, the students had a fun time passing out brightly wrapped gifts much to the delight of the Shidler faculty and staff in attendance. The 2014 holiday celebration was generously hosted by Shidler alumnus Jay H. Shidler (BBA '68) and his wife Wallete.

### On the lookout for that dream job

Business students were on the hunt for their dream jobs at the college's Spring Career Expo. With crisp copies of their resumes in hand, students met with recruiters representing organizations from the private, public and not-for-profit sectors. Over 60 organizations were on-site to vie for Shidler's best and brightest. The expo was held on Thursday, February 26 throughout the first-floor hallways and the courtyard of the Shidler College of Business.



**Student Clubs**  
Photo credit: SHRM Facebook page



**Student Employee of the Year**



**Spring Career Expo**

## FACULTY AND STAFF NOTES



Professor Kiyohiko Ito (center) with UH Mānoa Chancellor Robert Bley-Vroman (left) and UH Regent Chair Randolph Moore (right).



Dean Vance Roley (left) was presented with an award for 10 years of outstanding service to the college by Shidler Faculty Senate Chair Nick Ordway (right).

### PROMOTIONS, AWARDS AND APPOINTMENTS

**Benjamin Bystrom** has been promoted to finance instructor. As faculty advisor for FMA, Bystrom has been instrumental in leading Shidler's finance team to the finals of the CFA Institute Research Challenge - Americas Region for the past three out of four years.

**Robert Doktor**, professor of management, has been appointed editor of a special issue of the *International Journal of Entrepreneurship & Small Business*. The special issue will be entitled, "Information Science Insights & Contributions to International Entrepreneurship."

**Kiyohiko Ito**, professor of management and Shidler College Distinguished Professor, has been awarded the UH Mānoa Chancellor's Citation for Meritorious Teaching. Ito was recognized at a special awards ceremony held on May 5 at Kennedy Theatre. He was described as a truly unique and exceptional professor who inspires students to explore

new ideas and innovative ways to take on increasingly difficult global issues. Since joining the college in 2001, Ito has received numerous teaching and research awards and received a professorship in 2006. He received a BA from Keio University, an MBA from University of Delaware and a PhD from the University of Michigan. His teaching philosophy is to encourage students to find the solution to a problem on their own, instead of giving them the answer.

**Larry Rodriguez**, Shidler executive-in-residence, has been inducted into the Junior Achievement of Hawaii's Business Hall of Fame. Rodriguez was one of three business professionals honored at the organization's 25th annual event held on February 27. Rodriguez is executive vice president and COO (retired) of Central Pacific Bank and managing partner (retired) of Ernst & Young.

**Dean Vance Roley** was honored at the college's Faculty and Staff Appreciation Luncheon for 10 years of

service as dean of the Shidler College of Business. The faculty praised him for increasing professorships, research standards, fundraising activities and improving morale.

**Stephen Vargo**, professor of marketing and Shidler College Distinguished Professor, has been appointed chair of the marketing department.

Congratulations to the Professors and Staff of the Semester Award recipients for the fall 2014 semester: Professor of Business Economics **Jack Suyderhoud** (Full-Time MBA Core Course); Professor of Management **Robert Robinson** (Full-Time and Part-Time MBA Elective Course); Professor of Finance **Eric Mais** (Part-Time MBA Core Course and Executive MBA); Associate Professor of Management and Shidler College Faculty Fellow **Sonia Ghumman** (Distance Learning Executive MBA); Accounting Lecturer **Mikhail Ponce** (Master of Accounting); Chair and Professor of Management **David Bess** (Master of HR Management); Information Technology

Management Lecturer **Chris Rachal** (BBA Core Course); and Marketing Lecturer **Bill Moylan** (BBA Elective Course).

The following faculty and staff were recognized at Shidler's Annual Faculty and Staff Appreciation Luncheon in May: Chair and Professor of Management **David Bess** and Finance Instructor **Ben Bystrom** received the Dennis Ching Teaching Award; Associate Professor of Accounting and Shidler College Distinguished Professor **Boo Chun Jung** and Assistant Professor of Information Technology Management **Sophie Bo Xiao** received the Shirley M. Lee Research Award; Professor of Marketing and William R. Johnson, Jr. Distinguished Professor **Dana Alden** received the Kaizen Award; Pacific Asian Center for Entrepreneurship Program Manager **Krystal Lee** received the Ka Pou Hana Award.

### RESEARCH

**Dana Alden**, professor of marketing and William R. Johnson, Jr. Distinguished



## FACULTY AND STAFF NOTES



Ben Bystrom



Larry Rodriguez



James Marsh



Robert Garrity



Sandy Laney

Professor, and **Qimei Chen**, professor of marketing, Jean E. Rolles Distinguished Professor, and associate dean for academic affairs, have published a paper in *Health Psychology*, a journal in the field of healthcare science. This paper is part of an ongoing stream of research that emphasizes the value of cross-disciplinary applications of theory between traditional business and healthcare management.

**Boo Chun Jung**, associate professor of accounting and Shidler College Distinguished Associate Professor, along with co-authors Y. Guo and S. Yang, published a paper entitled, “Product market competition and earnings quality: Non-linear relationship,” which was named Best Paper at the American Accounting Association’s Northeast Regional Meeting.

**Tawei (David) Wang**, assistant professor of accounting and Accuity LLP Accounting Faculty Fellow, along with J.C. Yen, have published a paper entitled, “The Association Between XBRL Adoption and Market Reactions to Earnings Surprises,” in the *Journal of Information Systems*.

**N.N. Hartmann**, assistant

professor of marketing, **Qimei Chen**, professor of marketing, Jean E. Rolles Distinguished Professor and associate dean for academic affairs, M.L. Sheng and H. Chen published “The Contingent Effect of Social Cognitive Capability on Product Innovativeness in Multicultural Settings,” in the *Journal of International Marketing*.

**Hartmann, Q. Chen**, M.L. Sheng, and I. Chen’s paper, “The Synergetic Effect of MNC Management’s Social Cognitive Capability on Tacit Knowledge Management—Product Innovation Ability Insights from Asia,” will be published in the *Journal of International Marketing*.

**Steve Vargo**, chair, professor of marketing and Shidler College Distinguished Professor, and **Elizabeth Davidson**, professor of information technology management and W. Ruel Johnson Distinguished Professor, along with M. Barrett and J. Prabhu published “Service Innovation in the Digital Age,” in a special issue of *MIS Quarterly*. This special issue includes an overview of research developments in IT-enabled service innovation as well as five publications from leading

researchers in the marketing and information systems fields.

### RETIREMENTS

**James Marsh**, professor of international business economics, retired after 46 years of serving with the college. During his illustrious academic career, Marsh specialized in international economics and focused on specific issues in marine resource economics. He received many teaching and research awards and served as department chair.

**Robert Garrity**, marketing

instructor, retired at the end of 2014 after teaching 20 years at the college. Garrity brought over 30 years of real work experience into his classroom and continued to provide lectures, seminars and marketing and sales training to Japanese companies.

**Sandy Laney** retired in February after 18 years of service. Laney managed the Hawaii International Conference on System Sciences. This year’s global conference drew over 1,000 participants from more than 35 countries.

### AACSB accreditation executives recognize Dean Roley’s achievement



At the 2015 AACSB International Conference and Annual Meeting (ICAM) held in Tampa, Florida this April, Dean Vance Roley was recognized for his leadership on the AACSB accreditation review team at the Accreditation Recognition Reception. Pictured above are Dean Roley (center) with AACSB International’s Executive Vice President and Chief Accreditation Officer Robert Reid and Board Chair Linda Livingston.



## Shidler College of Business Ways to Give

With your support, the college can continue to reach toward its goal of becoming a top-ranked public business school.  
**Mahalo!**

**Create a scholarship** - Help students graduate on-time and without debt

**Create a faculty endowment** - Help recruit and retain top quality faculty

**Invest in PACE** - Help create jobs and diversify Hawai'i's economy

**Include Shidler in your will or trust** - Ensure the long-term legacy of the college

**Join the Shidler Dean's Circle with a \$1,000 gift** - Help the college fund new programs and grow alumni outreach

### MAKE A GIFT

UHFoundation.org/  
GiveToShidler

**Or contact**

**Unyong Nakata**

Senior Development  
Director

unyong.nakata@  
uhfoundation.org

(808) 956-3597

## FACULTY AND STAFF NOTES

### research spotlight

#### Women May Feel Threatened by Stereotypes at Work, But Men Can Choose to Help

Hannah-Hanh Nguyen, assistant professor of management, published a chapter, "Stereotype threat impacts on women in the workforce," in the book entitled *Gender in Organizations*, edited by R.J. Burke and D.A. Major in 2014. The chapter was co-authored by Valerie N. Streets.

In this chapter, Nguyen reviews literature of stereotype threat's negative effects on women performing tasks associated with their workplace. According to Nguyen, stereotype threat is defined as common negative stereotypes that are made to one particular group, in this case, women in the workplace.

Through her own research as well as through works by other scholars, she outlines the classic definition of stereotype threat as affecting women's intellectual ability, and then focuses on possible impacts of negative stereotype consequences in women's work- and career-related areas.

Those impacts may include a hindrance or an obstacle to women entering the workforce, choosing a career, and/or advancing their careers. The findings are based on three premises that may facilitate or exacerbate the stereotype threat effects of women's career issues: (1) when a challenging task is inconsistent with female gender stereotypes; (2) when a woman is made aware of her devalued gender membership in a stereotyped male-dominated career domain; and/or (3) when societal/environmental factors reinforce female gender stereotypes.

A relatively new area of research, Nguyen presents a number of potential intervention tactics to reduce stereotype threat effects for women in their career development. However, she emphasizes that once men and companies are aware of the problem, they can choose to actively engage in pro-women practices such as de-emphasizing gender stereotypes and creating a sense of gender identity pride.

Nguyen earned her BA in psychology from California State University, Long Beach and her MA and PhD in industrial-organizational psychology from Michigan State University. Her current research interests include the effect of building personal branding via social networking websites on job-seeking behaviors, hiring discrimination against job applicants of Middle-Eastern descents, and invisible stigmas in the workplace.



Hannah-Hanh Nguyen

### New professional program on governmental accounting is free and open to students and accounting professionals

In collaboration with City & County of Honolulu Auditor Edwin Young, the School of Accountancy has developed a new professional development program that will consist of up to ten sessions (15+ hours of instruction) covering various topics related to governmental accounting for the State of Hawai'i, City & County of Honolulu, University of Hawai'i and Federal Government. Sessions will be taught by finance and accounting professionals from different sectors of government. Upon completion, participants will receive Continuing Professional Education credit and a Certificate of Completion. For more information, including a tentative list of topics and instructors, visit [www.shidler.hawaii.edu/govacc](http://www.shidler.hawaii.edu/govacc).

<b>Program:</b>	Governmental Accounting
<b>Dates and Time:</b>	August 1 - 22 (Saturdays and Sundays), 1:00 - 4:00 p.m.
<b>Cost:</b>	Free and open to students and accounting professionals
<b>Details and Registration:</b>	<a href="http://www.shidler.hawaii.edu/govacc">www.shidler.hawaii.edu/govacc</a>
<b>Questions or Concerns:</b>	Hamid Pourjalali, 808-956-5578, <a href="mailto:hamid@hawaii.edu">hamid@hawaii.edu</a>



## PACE Pitch Initiative continues to gain momentum

Funds raised through the Pacific Asian Center for Entrepreneurship's PACE Pitch Initiative will be used to create new programs, grow existing programs and update facilities. The campaign, which initially launched in February 2014, has well-surpassed the halfway mark toward its \$3.5 million goal. To date, over \$2.3 million has been raised thanks to the support of alumni, friends, foundations and corporations!



Shidler Alumni Association Board Members meet with Dean Vance Roley. Left to right: Jared Au, Heather Yanazaki, Dean Vance Roley, Lillian Rodolfich, PACE Executive Director Susan Yamada, Kirk Horiuchi, Senior Development Director Unyong Nakata and Alumni Relations Director Maile Au.

### Shidler College of Business Alumni Association - \$100,000

The Shidler Alumni Association's five-year \$100,000 commitment will support entrepreneurial education and help UH fund research efforts. "We are extremely proud to support the students of the Shidler College of Business by investing in the PACE Initiative," stated Shidler Alumni Association President Lillian Rodolfich. "We have a long history of supporting Shidler students, most notably via our namesake scholarship endowment. We are committed to empowering students to achieve not only their academic aspirations but also their entrepreneurial dreams."



Sharon Weiner (center) with Michael Coppes, director of estate and gift planning for UH Foundation; John Dean, executive chair of Central Pacific Bank; Jay H. Shidler, founder and managing partner of The Shidler Group; Susan Yamada, Vance Roley and Unyong Nakata.

### Shidler Alumna Sharon Weiner - \$25,000

Retired business executive Sharon Weiner (EMBA '75) has committed \$25,000 cash and a significant portion of her estate to PACE. Weiner's cash gift will support the PACE Pitch Initiative. Her estate gift will support entrepreneurial education and help UHM fund research efforts through the Sharon Weiner StartSmart Entrepreneurship Endowment, which she established in 2010 with a gift of \$150,000. "Our next generation of leaders has to be imbued with entrepreneurial skills. Whether a person starts a business or joins a management team, thinking creatively, independently, and spontaneously as well as mastering basic business skills are essential to his or her success. I am so proud to be able to support PACE in providing this vital course of study."



Takitani Foundation Chair Michael W. Perry and Vice Chair Jan Luke Loo (second from right and second from left, respectively) with Maile Au, Vance Roley, Susan Yamada and Unyong Nakata.

### The Mamoru and Aiko Takitani Foundation - \$25,000

The Mamoru and Aiko Takitani Foundation's commitment of \$25,000 will be double matched by the UH Office of the Vice President for Research and Innovation to establish the Mamoru and Aiko Takitani Foundation Innovation Fellowship Program. The fellowship will be awarded to high-achieving students at UH Mānoa. The students will provide strategic planning services to companies on issues related to market expansion, new product launch and acquisition. In addition, they will also work on select UH innovations and technologies within the university's Proof of Concept Center which is housed within PACE.

# ALUMNI SNAPSHOTS



FISH SCHOLARS MINI REUNION



EXECUTIVE VINEYARDS

## Fish Scholars Mini Alumni Reunion

In January, a few alumni of the Oscar and Rosetta Fish Scholarship program gathered for a mini reunion at the Shidler College of Business. The alumni enjoyed catching up with one another while also networking with the current Fish Scholars. Fish alumni in attendance included Marnelli Basilio, Mason Choy, Josten Forsythe, Ricardo Fernandez, Daniel Hee, Do Kim, Michelle Lau, Ryan Matsumoto, Huy Nguyen, Lauren Ono and Tyson Yamada.

## Alumni and Student Mixer at Fresh Café

On November 12, the Shidler Alumni Association and the Inter-Business Council (IBC) joined forces to organize a mixer for business students and alumni. Held at Fresh Café's new downtown location, the event provided a fun environment for students to brush up on their networking skills and mingle with local business professionals. The IBC is an organization that serves as a liaison between undergraduate students, their student organizations, the college, faculty and the business community.

## Executive Vineyards 2015

The diverse and complex wines of Southern Europe were the stars of Executive Vineyards 2015. Over 100 wines were available for tasting at the annual gala organized by the Shidler Alumni Association. Making its debut was a popular craft beer station featuring unique lagers, stouts and ales from a handful of trendy breweries. Also, an educational wine station hosted by Sean Hutchinson from New Zealand's Yealand Family Wines helped tasters to break down the subtle nuances of varietals and blends. Not to be forgotten were the exciting silent auction and six award-winning restaurants that prepared incredible bite-sized dishes at the outdoor food festival.

Held on March 7 at the Royal Hawaiian's Monarch Ballroom, Executive Vineyards drew more than 500 alumni and friends, making it one of the highest-attended since the event first launched in 2001. Mahalo to beverage sponsors Southern Wine & Spirits and Beverage Marketing & More, and all the donors and sponsors for helping to make this year's event a huge success with over \$28,000 raised to benefit the Shidler College of Business.

**UPCOMING SHIDLER ALUMNI EVENTS**  
[www.shidler.hawaii.edu/events](http://www.shidler.hawaii.edu/events)



ALUMNI MIXER



EXECUTIVE VINEYARDS



# WINTER AND SPRING EVENTS



FOOD 4 KEIKI BACKPACK PROGRAM



TALK STORY WITH DAVID IGE

## Alumni volunteer to support the Hawaii Food Bank's Food 4 Keiki Backpack Program

In February, board members of the Shidler Alumni Association donated their time to help prepack canned goods and other food items for the Hawaii Food Bank's Food 4 Keiki Backpack Program. The program provides public school students who qualify for free or reduced lunch with backpacks filled with easy-to-prepare foods to take home on weekends, when school meals are not available. The alumni had a great time working together to support a truly worthwhile cause.

## UH Reunion in Hong Kong

Shidler alumni who attended the University of Hawai'i Annual Alumni Reunion in Hong Kong reunited with other graduates from UH for an evening of great fun and camaraderie. Dean Roley was in attendance to meet and mingle with the crowd. In true local style, the alumni all donned colorful leis for the Hawaiian-themed event which was held on November 15 at Fortunatus Stella Restaurant.

## Talk Story with Governor David Ige (MBA '85)

Governor David Ige was the featured speaker at Talk Story 2015. During the breakfast event, the Governor took to the stage to talk about his background in both the private and public sectors. Many of the alumni and students in attendance were interested to hear Ige discuss his experiences working at a local startup and how those experiences have influenced his outlook on Hawai'i's startup industry. Talk Story was hosted by the Shidler Alumni Association on April 7 at The Willows.

## Maui Golf Tournament supports student scholarships

Shidler golfers enjoyed a beautiful day on the links at the scenic Wailea Golf Club's Emerald Course. Following the completion of the tournament, the players were treated to a post-play networking reception at Gannon's Restaurant where prizes for individual and group play were awarded. The tournament was held on May 29 with proceeds benefitting the Maui Alumni Business Scholarship.



**LOOKING FOR MORE EVENT PHOTOS?**  
[flickr.com/shidlercollegeofbusiness](https://www.flickr.com/photos/shidlercollegeofbusiness/)



UH HONG KONG REUNION



MAUI GOLF AND NETWORKING



## Support Shidler by becoming a member of the Dean's Circle

With a gift of \$1,000 or more to the Shidler Advancement Fund, Dean's Circle members provide the much-needed resources to support the future growth of the Shidler College of Business.

Change a Life  
Invest in the Future  
Make an Impact  
Support Excellence

### JOIN TODAY

#### GIVE ONLINE

[www.shidler.hawaii.edu/deans-circle](http://www.shidler.hawaii.edu/deans-circle)

#### OR CONTACT

Jana Light  
Associate Director of  
Development  
808-956-2276  
[jana.light@uhfoundation.org](mailto:jana.light@uhfoundation.org)

## ALUMNI NEWS



Jim Dodson (BBA '76)



Howard Kam (BBA '78)



Alvin Katahara (BBA '79)

### 1970s

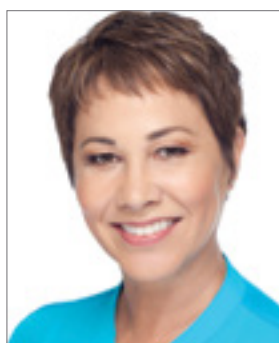
**Roland Casamina (BBA '76)** and **Eddie Flores (BBA '70)** were honored at the Kaulana O Waipahu IV Fundraiser on March 7 at the Filipino Community Center. The event recognizes those who have made positive contributions to the Waipahu community. Casamina is the president and chief executive officer of House of Finance Inc. Flores is the founder of L&L Hawaiian Barbecue. **Jim Dodson (BBA '76)**, executive director of the Ewa by Gentry Community Association, has been appointed to serve on the board

of trustees for the Community Associations Institute. Dodson also serves as vice president and fundraising chair of the Foundation for Community Association Research, a board director for the Association of Professional Community Managers, and is a lifetime member of Beta Gamma Sigma. **Howard Kam (BBA '78)** has been selected as one of the top ten accounting professionals in the State of Hawai'i for 2014 by the National Academy of Public Accounting Professionals. Also, Kam has been elected to serve on the board of trustees for Hawaii Pacific University. He has served as the managing director for TRUSTA,

An Accountancy Corporation, since 1983 and has over 35 years of professional accounting experience. **Alvin Katahara (BBA '79)** has joined Saint Louis School as chief marketing officer and director of advancement. Katahara oversees all marketing, alumni and donor relations, communications and fundraising operations for the school. Previously, he served as executive director of the UH Alumni Association and UH's Nā Koa Football, director of annual giving for 'Ahahui Koa Ānuenue and associate vice president of alumni relations at UH Foundation. **Stephen Nagaji (BBA '74)** has been promoted to senior vice



Roland Casamina (BBA '76) and  
Eddie Flores (BBA '70)



Jenny Brady (BBA '83)



Mary Hakoda (BBA '84)



## IN MEMORIAM — Fred Lins, Jr. (EMBA '79)

Fred Lins, Jr. (age 72) passed away on April 9 in Hilo, Hawai'i. Lins was the owner of August Enterprises, a data storage systems distributorship. He also served as a practitioner for the Shidler College, and later became an adjunct practitioner for executive education involved with the Vietnam Executive MBA program. Lins was a member of Shidler's first Executive MBA class and was an active member of the Shidler Alumni Association serving on the board for many years. His memorial service was held on May 6 at the Honolulu Elks Lodge. The former army captain and Vietnam War veteran is survived by his wife Susan and children August Lins and Mary Lee.





Stephen Nagaji (BBA '74)



Norman Noguchi (BBA '73)



Virginia Pressler (MBA '75)



Glenn Wachi (BBA '74)



Joanne Arizumi (BBA '83)

president and branch operations manager for Finance Factors. He is responsible for overseeing deposit operations at all branches and facilities. Nagaji has worked at Finance Factors for over 21 years. Prior to joining the company, he worked at First Federal Savings & Loan of America. **Norman Noguchi (BBA '73)** is the president and chief operating officer for Marcus and Associates Inc., a local residential and commercial real estate firm that also provides property management and construction services. Previously, Noguchi held positions with Allied Builder Systems, Bank of Hawaii and Grosvenor International Ltd. **Virginia Pressler (MBA '75)** has been named director of the Department of Health for the State of Hawai'i. Previously, Pressler had been the executive vice president and chief strategic officer for Hawaii Pacific Health. Pressler served as the deputy director for the Health Resources Administration from 1999-2000. During that time, she was instrumental in obtaining sixty percent of the \$1.3 billion tobacco settlement fund for public health purposes and initiated

the Tobacco Trust Fund, Healthy Hawaii Initiative, Hawaii Outcomes Institute and Hawaii Uninsured Project. **Glenn Wachi (BBA '74)** has been promoted to senior vice president and region manager for First Hawaiian Bank's Kapiolani Banking Center. He holds over 40 years of financial services experience.

### 1980s

**Joanne Arizumi (BBA '83)** has been promoted to senior vice president and region manager for First Hawaiian Bank's Main Banking Region. Arizumi is responsible for First Hawaiian's largest full-service branch located within the bank's corporate headquarters in downtown Honolulu. **Jenny Brady (BBA '83)** has been elected to serve as the 2015 president of the Council of Real Estate Brokerage Managers - Hawai'i Chapter. Brady is the principal broker at Hokua Hawaii Realty LLC, a residential real estate firm specializing in serving clients throughout O'ahu. **Glenn Leon Guerrero (MBA '84)** has been named director of The Guam Department of Public Works. Guerrero is a former administrator for the Guam Economic

Development Authority, general manager for the Port Authority of Guam, executive director of the Guam Election Commission and former vice president of operations for Shell Guam. **Mary Hakoda (BBA '84)** has joined Ward Village as director of sales operations. In her new role, Hakoda oversees Ward Village's sales and contracts departments. Also, she is the principal broker in charge of licensees and related activities. **Brent Helgeson (BBA '89)** has been promoted to president of First Hawaiian Leasing Inc., a subsidiary of First Hawaiian Bank. Previously, Helgeson served as senior vice president and manager of the Dealer Center Division. **Ross Higashi (BBA '87)** has been appointed deputy director of the Airports Division for the State of Hawai'i Department of Transportation. Higashi oversees 15 state airports across the islands and is responsible for the oversight of numerous modernization and facility improvement projects representing billions of dollars in construction. Most recently, Higashi served as the interim director and as interim deputy director for the division.

**Mary Ko (BBA '81)** has been promoted to vice president of human resources at James Campbell Company LLC. She is responsible for all aspects relating to human resources, including employment, benefits compensation and employee relations. Also, Ko oversees the development, recommendations and promotions of human resources policies, programs and general office services. **Angie Lamug (BBA '88)** has been named director of client accounting for Associa Hawaii. She is responsible for managing the company's finances and accounting procedures. Previously, Lamug had been the assistant controller for Hawaiiana. **Ralph Mesick (BBA '84)** has been promoted to executive vice president of First Hawaiian Bank's Commercial Real Estate Division. In his new position, Mesick manages the bank's commercial real estate lending activities and leads a team that provides financing and related banking services to real estate companies and business principals. Also, Mesick has recently been named a corporate board member for the Boys & Girls Club of Hawaii.



Brent Helgeson (BBA '89)



Ross Higashi (BBA '87)



Mary Ko (BBA '81)



Angie Lamug (BBA '88)



Ralph Mesick (BBA '84)

## ALUMNI NEWS



Mark Munemitsu (BBA '84)



Richard Ong (BBA '84)



Suzanne Young (BBA '83)



Catherine Awakuni Colon  
(BBA '91)



Tim Brauer (EMBA '96)

**Mark Munemitsu (BBA '84)** has been named president and chief executive officer for the Honolulu Federal Credit Union. Previously, Munemitsu served in several positions at the credit union, including vice president of finance and information systems, senior vice president of administration, and assistant to the president.

**Peter Nagata (BBA '82)** has been promoted to vice president of First Hawaiian Bank's Small Business Loan Center, Credit Administration Division. Nagata is responsible for the bank's underwriting and administration of small business loans. **Cary Okawa (BBA '89)** has been named vice president and corporate controller for Ready Pac Foods Inc. in Irwindale, California. Previously, he served as vice president and corporate controller at Newport Corporation. Okawa also received the highest ranking on the CPA exam in the State of Hawai'i. **Richard Ong (BBA '84)** has been named the general manager of Asia operations for Millennium & Copthorne Hotels (M&C). Ong assists in overseeing the operations of 13 regional

hotels. He holds more than three decades of hospitality experience in countries such as Singapore, Australia, China, Japan and Korea. Prior to joining M&C, Ong had been the general manager of ANA Crowne Plaza Osaka in Japan.

**Trong Son (BBA '89)** has been promoted to vice president and home loans manager for Central Pacific HomeLoans. Son is responsible for managing client relationships and generating new mortgage loans while also managing and overseeing a team of home loan consultants. Previously, he had served as a senior home loan consultant. **Suzanne Young (BBA '83)** has been named chief executive officer of the Honolulu Board of Realtors. Young held several positions within the organization, including education administrator, professional standards administrator, and membership and communications director. She also served as the area office manager for Coldwell Banker Pacific Properties for six years before returning to the board in 2010 as the director of programs.

### 1990s

**Catherine Awakuni Colon (BBA '91)** has been appointed director of the Department of Commerce and Consumer Affairs for the State of Hawai'i. Previously, Awakuni was the cable administrator in the department's Cable Television Division and served as the executive director for the department's Division of Consumer Advocacy from 2006 to 2009. **Tim Brauer (EMBA '96)** has been promoted to executive vice president of real estate investments at James Campbell Company LLC. Previously serving as senior vice president of real estate investments, Brauer continues to lead the company's acquisition activities, chair the investment committee and lead the information technology group. **Jade Butay (BBA '94)** has assumed his previous role as deputy director for administration at the Department of Transportation for the State of Hawai'i, a position he held from 2011 through 2013. Previously, Butay had served as deputy director for the Department of Labor and Industrial Relations.

**Dylan Cabaldon (MBA '99)** has been promoted to managing director of strategic procurement and supply chain management for Hawaiian Airlines. Previously, he had served as senior director of strategic procurement. He joined Hawaiian Airlines in 2005 as director of IT compliance. He also served as senior director of the project management office and process improvement. **Paula Chang (BBA '91)** has been promoted to senior vice president and team leader of First Hawaiian Bank's Kapiolani Banking Region. She joined First Hawaiian Bank in 1991 as a management trainee and held several positions including consumer loan representative, commercial loan representative, business banking officer, credit review officer and corporate banking officer. **Marilyn Cristofori (EMBA '98)** has joined the State Arts Action Network Council for Americans for the Arts. She has served as the chief executive officer of Hawaii Arts Alliance since 1994. Cristofori was a leader in the formation of the ARTS FIRST Partners, and she



## CONGRATS – Dave Matlin (MBA '97), Athletics Director, UH Mānoa

Congratulations to Dave Matlin (MBA '97) who has been named athletics director for UH Mānoa. "I am honored and humbled to be introduced as the University of Hawai'i's athletics director," said Matlin at a recent UH press conference. "It is exciting to come back to Mānoa to reunite with many friends and colleagues. I learned so much here and am a proud MBA graduate from the Shidler College of Business. The relationships I formed with professors and fellow students were lifelong relationships and lessons I learned as a graduate student have equipped me to be a better business leader." Matlin holds many years of experience in sales, marketing, finance, information technology and event management. He formerly was the executive director for the Hawaii Bowl and the Hawaiian Airlines Diamond Head Classic. He has served as a member of the Shidler Alumni Association's board of directors since 2005.



## ALUMNI NEWS



Jade Butay (BBA '94)



Dylan Cabaldon (MBA '99)



Paula Chang (BBA '91)



Wesley Machida (MBA '97)



Shannon Okinaka (BBA '96)

recently initiated pilot programs for STEAM (science, technology, engineering, arts and math) for the complete education of Hawai'i's youth. **Kevin Kaji (BBA '90, MBA '94)** has joined American Savings Bank as business banking manager. He is responsible for leading the bank's business banking officers and business relationship managers. **Janis Kushimi (BBA '91, MBA '95)** has been promoted to vice president of human resources at First Insurance Company of Hawaii. Previously, she served as assistant vice president. Prior to joining the company in 2013 as human resources manager, she had been the director of corporate human resources at The Queen's Health Systems. **Wesley Machida (MBA '97)** has been named director of finance and head of the Department of Budget and Finance for the State of Hawai'i. Previously, Machida served as the executive director of the \$14 billion Employees' Retirement System for the State of Hawai'i. His prior experience also includes serving as assistant auditor in the Office of the Auditor, assistant administrator for the Child Support Enforcement

Agency, and positions with various public accounting firms. **Lee Moriwaki (MBA '91)** has been promoted to executive vice president and chief information officer for Central Pacific Bank. Previously, he had served as senior vice president and manager of the loan and deposit operations division. **Shannon Okinaka (BBA '96)** has been named executive vice president and chief financial officer of Hawaiian Holdings and its wholly-owned subsidiary, Hawaiian Airlines. Previously, she had been serving as vice president and interim chief financial officer. Okinaka has served as vice president – controller for the airlines since 2011. She first joined the company as senior director in charge of Sarbanes-Oxley compliance and special projects. **Alan Saka (MBA '91)** has been named senior vice president and chief information officer at UHA Health Insurance. Saka oversees technical solutions to meet UHA's needs and as security officer, he is responsible for the security of essential business processes and information. **Keri Taoka (BBA '93)** has been promoted to tax director at Hawaiian Telcom. Prior to joining

Hawaiian Telcom in 2012, Taoka served as senior tax manager for Deloitte LLP. **Thor Toma (BBA '90, MBA '94)** has been promoted to senior vice president of projects and new initiatives for Servco Pacific Inc. Toma is involved in Servco's strategic initiatives to support both current and prospective operations. Previously, he served as vice president and director of strategic planning for the company's automotive operations. **Mike Tottori (MBA '95)** has been promoted to senior vice president and region manager for First Hawaiian Bank's Wealth Advisory Division. Tottori manages a team of wealth advisors who assists bankers in providing comprehensive wealth planning to their clients, including insurance, trust, investments and estate planning on O'ahu, Maui and Hawai'i Island. **Paul Vella (BBA '98)** has joined Finance Factors as commercial real estate loan department manager. Vella oversees the department's commercial real estate loan production and business development, the credit quality of the CRE loan portfolio and client relationship management.

Also, he ensures compliance with regulations and company policies and procedures. Previously, he served as vice president and Hawai'i commercial banking officer for Pacific Rim Bank.

### 2000s

**Giorgio Caldarone (EMBA '02)** has been named director of real estate planning for Kamehameha Schools. For the past decade, Caldarone was the O'ahu and Neighbor Island manager for the school's land assets division, where he managed residential and agricultural initiatives as well as utility-scale sustainable energy projects. **Craig Crisler (MBA '07)** has been named business development and marketing specialist at ScribeSense, an online service based in Texas that automates educational grading processes and provides insights on class performance. Also, Crisler has a consulting practice specializing in funding development and board management/recruitment in non-profit organizations. Prior to joining ScribeSense, Crisler had been the director of partner relations for Hyperspective Studios Inc. in Honolulu, Hawai'i.



Alan Saka (MBA '91)



Thor Toma (BBA '90, MBA '94)



Mike Tottori (MBA '95)



Paul Vella (BBA '98)



Craig Crisler (MBA '07)

## ALUMNI NEWS



Jimmy Davis (MBA '04) with his daughter Delilah



Cindy Janus (MBA '03) with her husband Duff and sons Devon and Matthew



Toni Mingo (MHRM '07) with her husband Darin, son Kaikea, and daughters Hana and Siera

**Jimmy Davis (MBA '04)** is currently enrolled in the Masters in Education & Teaching program at Stony Brook University in New York. Davis is taking a break from his career with O'ahu luxury real estate firm Eovino & Associates Inc. He plans to return to Honolulu in 2016. Davis and his wife Sara Fischlowitz recently celebrated the birth of their second daughter, Delilah, who was born June 24, 2014. **Cindy Janus (MBA '03)** and her husband Duff are pleased to announce the birth of their new son Matthew Alexander Janus. Matthew (8 lbs, 3 ounces) was born on November 24, 2014 at Castle Medical Center. All are doing fantastic including big brother Devon. Janus is the director of professional and continuing education at Chaminade University. **Tobias Keil (MBA '06)** founded his own business called MANAWA Marketing through the cooperation of a few of his colleagues. Also, Keil was named professor for marketing and business psychology at the FOM University of Applied Science in Frankfurt. Previously, Keil worked as a senior consultant and director for creative analytics in Frankfurt where he was

responsible for exploring consumer behavior to develop brand and marketing communication strategies. He received his PhD from the University of Hohenheim in Germany for his studies in the field of brand management. **Toni Kruse Mingo (MHRM '07)** and her husband Darin are pleased to announce the birth of their twin daughters Hana Tae (5.25 lbs) and Siera Joy (5.5 lbs). The girls were born on October 10, 2014. All are doing fantastic including big brother Kaikea (age 4). Mingo is the director of executive degree programs at the Shidler College of Business. **Tyler Kruse (BBA '09)** has joined the Ulupono Initiative as communications specialist. Kruse assists with Ulupono's communications strategy and tactics, including social media. Previously, he served as a communications and digital media specialist in Governor Neil Abercrombie's administration and prior to that he worked at Anthology Marketing Group. **Marc Kup (EMBA '07)** has been promoted to senior director of fleet transaction at Hawaiian Airlines. Kup is responsible for overseeing the negotiation and purchase

of new aircrafts as the airlines continues to expand its fleet.

**Lynell Lingaton (BBA '01)** has been promoted to vice president for Bank of Hawaii's marketing division. Lingaton executes marketing strategies for targeted clients and oversees segment brand, advertising, promotions and marketing support activities for the bank. **Lucas Love (MAcc '07)** has joined Carlsmith Ball as an associate attorney in the firm's Honolulu office. Love is a member of the firm's Tax, Estate Planning and Wealth Management Practice Group. Previously, he practiced international tax planning and litigation at Baker & McKenzie in Palo Alto, California. **Gwen McDonald (BBA '09)** has been named manager of risk management for Hawaiian Telcom where she manages the company's insurance program and participates in strategic projects and business continuity planning. Previously, she had been an account manager at Risk Solution Partners LLC. She holds the professional designations of Chartered Property Casualty Underwriter and Associates in Risk Management. She is currently serving as treasurer for the CPCU

Society Hawaii Chapter. In her free time she likes to surf. **Justin Murata (EMBA '07)** has joined the Queen Lili'uokalani Trust as real estate manager. Murata manages the trust's real estate holdings on the islands of Hawai'i and O'ahu with particular focus on management of the trust's 4,300 acres of land at Keahuolū in Kailua-Kona. Murata spends his free time playing traditional Hawaiian and bluegrass music on his guitar. **Debra Ota (NIMBA '02)** has been named Hawai'i Island general manager for Hawaii Gas. Ota is responsible for all activities on Hawai'i Island including supply and distribution of propane, new service installation, customer service, pipeline operations and maintenance. **Nina Ota (MBA '02)** has been promoted to vice president of personal lines at First Insurance Company of Hawaii. Ota began her career at FICOH as a trainee and held positions in personal lines, commercial lines, IT, and project consulting. She was appointed assistant vice president of agency relations in 2013 and in 2014 assumed leadership responsibility for the department. **Michael B. Pietsch (EMBA '09)**



Nita Ota (MBA '02)



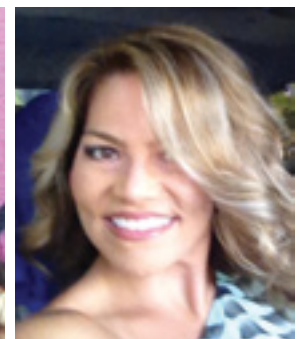
Michael Pietsch (EMBA '09)



Cathy Ross (EMBA '07)



Melissa Rota (BBA '04)



Leeann Watanabe (BBA '00)





Tobias Keil (MBA '06)



Tyler Kruse (BBA '09)



Lynell Lingaton (BBA '01)



Lucas Love (MAcc '07)



Justin Murata (EMBA '05)

has been promoted to executive vice president and chief operating officer of Title Guaranty Hawaii Inc. Pietsch is responsible for the daily operations of both the title and escrow companies. He joined the family-run business in 2004. Previously, he served as senior vice president of operations and regional manager. **Cathy Ross (EMBA '07)** has been appointed deputy director for administration for the Departments of Health and Public Safety for the State of Hawai'i. Ross has over 14 years of government experience, working for the Department of Health before joining Public Safety in 2012. Previously, Ross was the department's performance-based management coordinator. **Melissa Rota (BBA '04)** has opened Sweat + Soul, a boutique fitness studio located in Kaka'ako specializing in barre method classes as well as yoga and cardio classes. Rota is a former software engineer who decided to make a career change with her fitness business. Her studio opened in December 2014. [www.sweatandsoulstudio.com](http://www.sweatandsoulstudio.com). **Lee-Ann Watanabe (BBA '00)** is the owner and operator of 2CW-HI, a fitness business

that she launched in July 2011. After spending 11 years as a media planner with Milici Valenti Ng Pack, Watanabe now serves as a personal trainer and fitness instructor where she enjoys leading group classes and private clients through fitness workouts helping them achieve their health and wellness goals. Also, Watanabe coaches and races for Boca Hawaii, an endurance training clinic on O'ahu. **Allyn Wijnveldt (BBA '05)** has been promoted to floor manager at Servco Auto Waipahu's Toyota and Chevrolet dealerships where he assists in managing the new and pre-owned automobile sales staff. Wijnveldt started his career at Servco in 2006 in the company's management associate program. Previously, he served as a floor manager at Servco Toyota Windward. **Danielle Yanagihara (BBA '06)** has been promoted to manager in KMH LLP's tax compliance and advisory services division. Yanagihara is responsible for reviewing returns prepared by staff and senior associates and assisting with other areas of tax compliance, new staff training and development. **Kalbert Young (MBA '00)** has been named vice

president for budget and finance and chief financial officer for the University of Hawai'i System. Previously, Young had been the director of budget and finance for the State of Hawai'i where he was responsible for the development of long-term financial plans and strategies, and coordination of the state's \$11-billion budget.

## 2010s

**Joshua Akaka (BBA '10)** has been hired as assistant manager for Commercial Roofing & Waterproofing Inc. He is responsible for assisting in project management, estimating and field operations. Previously, he had been a customer care manager and sales consultant for Solar Wave. **Bryan Butteling (BBA '10)** has joined Sultan Ventures, a venture firm that focuses on early-stage startups. Butteling focuses on marketing, branding and strategic partnerships. Most recently, he was the business development manager at Nella Media Group. He also played a key role in the branding and growth of BoxJelly, Hawai'i's first and largest co-working space. **Leslie Campaniano (EMBA '13)** has joined Watanabe Ing LLP as

government relations and public affairs advisor. Campaniano is responsible for providing strategic counseling and government affairs services for clients on public policy issues involving county councils, the Hawai'i State Legislature and Congress. Campaniano holds over nine years of work experience in Hawai'i government and politics.

**Anita Cheung (BBA '12)** is a wellness advocate for doTERRA, a company which promotes healthcare and total wellbeing for the home and body through natural solutions. "I have found my calling. Being able to help others while also building a business are two great passions of mine," shared Cheung. **Marc Elliott (BBA '13)** is running a popular food cart in Anigua, Guam called Pokeyz. Elliott's truck features different types of ahi poke - a cuisine he was first introduced to while completing his MBA degree at Shidler. **Malia Haumschild (EMBA '11)** is the founder of Hula Hula Entertainment, a company that produces Hawaiian and Polynesian shows for events both locally and internationally as well as for destination weddings. Last May at the Merrie Monarch Festival,



Allyn Wijnveldt (BBA '05)



Kalbert Young (MBA '00)



Leslie Campaniano (EMBA '13)



Anita Cheung (BBA '12)



Malia Haumschild (EMBA '11)

## ALUMNI NEWS



Hilton Lewis (NIMBA '11)



Ben Trevino (MBA '13)



Megan Tsuchida (BBA '11)



Shanna Uyeda (BBA '11)



Jie Ming Xie (BBA '12)

Haumschild launched a new business- Hula Hula Tea, a product line featuring local teas including pikake green tea and Hawaiian māmaki to name a few. She was recently featured in *Hawaii Business Magazine's* March 2015 issue. **Beth Ito (BBA '10)** has been named president for the Society for Marketing Professional Services (SMPS) Hawai'i Chapter. Ito is the marketing manager for Coffman Engineers. **Kristen Kauhane (BBA '13)** has been hired as an account coordinator for Anthology Marketing Group. Kauhane oversees itineraries and activities for visiting travel writers and assistance for travel and tourism clients, including the Kauai Visitors Bureau, Polynesian Cultural Center and Atlantis Adventures. **Hilton Lewis (NIMBA '11)** has been promoted to director of the W.M. Keck Observatory located on the summit of Mauna Kea on Hawai'i Island. He joined the observatory in 1986 to lead the design and development

of the software systems that control the observatory's twin 10-meter telescopes on Mauna Kea. During his 28-year tenure at the Keck Observatory, Lewis has held leadership positions in software development and management. **Spencer Mawhar (China MBA '14)** has joined Koa Capital Partners LLC as a business analyst. Mawhar assists in the evaluation of potential investments and in tracking the performance and growth of portfolio companies. Prior to joining Koa Capital, he had been a compliance specialist at Pacific Resource Partnership. **Kelli Shintani (BBA '13)** has been promoted to director of membership at The Plaza Club. Shintani handles all member requests and leads membership communications. She also works with the food and beverage team to develop programs and events that enhance the membership experience. Previously, she had served as executive assistant.

**Ben Trevino (MBA '13)** has been named president and chief operating officer of Bikeshare Hawaii, a non-profit organization that promotes bike-sharing in the islands as an effective and healthy transportation alternative. Trevino is the founder of Interisland Terminal, the Kakaako Agora and R&D Bookstore and Café. Trevino has been commuting by bike in Hawai'i for eight years. **Megan Tsuchida (BBA '11)** has been promoted to senior account executive at Bennet Group Strategic Communications. Tsuchida represents clients in the areas of consumer marketing, education and the non-profit sector. Previously, Tsuchida had been an account executive for the firm. **Shanna Uyeda (BBA '11)** has joined Honolulu HomeLoans (HHL) as a loan officer. Uyeda specializes in residential mortgage loan origination and refinancing. Previously, she had worked for Savio Realty and the Hawaii State Federal Credit Union. **Ha Vong**

**(BBA '14)** has joined Staffing Solutions of Hawaii as a marketing coordinator and executive assistant. Vong is responsible for creating promotional material on behalf of the company and maintaining all social media accounts. In addition, she provides direct assistance to the company's president. **Jie Ming Xie (BBA '12)** has been hired as a real estate agent at Keller Williams Honolulu. Previously, Xie had been a commercial real estate analyst at Central Pacific Bank and also served as a business credit analyst at American Savings Bank.

### SEND IN YOUR ALUMNI UPDATES AND PHOTOS

**SUBMIT ONLINE**  
[shidler.hawaii.edu/alumni/update](http://shidler.hawaii.edu/alumni/update)

**OR**

**EMAIL THE EDITOR**  
[amy.watari@uhfoundation.org](mailto:amy.watari@uhfoundation.org)



## ADVENTURES ABROAD

Alavi Rumi (BBA '14)

"In April, I had the privilege of participating in a Hanoi VEMBA Charity Fund trip to the northern province of Ha Giang, Vietnam. We distributed much-needed clothing and supplies to children from 15 schools in the rural region. The steep and rocky paths made access to the schools difficult, but with the assistance of motor bikes to traverse the steep mountainsides we managed to complete our goal by the end of the day. The VEMBA Charity Fund operates through donations from its members. The long-term goal is to build and improve the infrastructure of schools to create a safe learning environment for children. I met truly remarkable and generous individuals during this trip, and it has left a lasting impression on me. This was a life-changing experience and I hope to return to help again soon."





Shidler alumni show their school pride by gathering at Servco's flagship Toyota dealership in Mapunapuna. Over 50 Shidler graduates are members of Servco's dedicated auto, insurance, commercial and home products, and investment teams. Each of these outstanding individuals plays an integral role in the success of one of Hawai'i's top local corporations. Mahalo to all the Shidler alumni at Servco for their support of the UH Mānoa Shidler College of Business.

### Shidler Graduates at Servco.

Gordon Arakaki (BBA '77)	Dan Hirota (BBA '85)	Bryan Lee (BBA '87)	Pamela Peterson (MBA '82)
Keith Arakaki (MBA '86)	Jason Hong (BBA '10)	Francis Kwok Kei Lee	Kyle Shirakata (BBA '82)
Frederick Badua (BBA '84)	James Horiuchi (BBA '04)	(BBA '86, MAcc '88)	Jace Skedeleski (BBA '12)
Del C. Brown (BBA '97)	Joseph Hu (BBA '80)	Andrea Mailo (BBA '12)	Thomas M. Suekawa (BBA '72)
Thang Duc Bui (BBA '93)	Glenn Inouye (BBA '76)	Ryan Matsumoto (BBA '09)	Michele Tabios (BBA '90)
Eric Chang (MBA '05)	Keith Kaneshiro (BBA '93)	Whit Michel (MBA '02)	Carol-Lynn Tyson (BBA '05)
Michael Chang (BBA '07)	Dan Kashima (BBA '90)	Lori Miyake (BBA '76)	Jason Uejo (BBA '95)
Patrick Ching (MBA '87)	Jane Kikuchi (BBA '68)	Alton Nadamoto (BBA '74)	Dennis Wakashige (BBA '79)
Riley Ching (BBA '14)	Wes Kimura (BBA '82)	Leslie Nakashima (BBA '03)	Derrick Wong (BBA '00)
Sandra Ching (BBA '72)	Courtney Kinder (BBA '13)	Lorraine Nakasone (BBA '82)	Scott Yonesaki (BBA '92)
Susan Coloma (BBA '92)	Evie Kobayashi (BBA '76)	Aimee Nelson (BBA '13)	Doug Young (BBA '03)
Brian Hanada (BBA '84)	Patrick Kohara (BBA '74)	Glenn Nishimura (BBA '89)	
Ken Hashimoto (BBA '14)	Carol Lam (BBA '73)	Jessica Nohara (BBA '06)	
Dean Hirahara (BBA '86)	Paul Lam (BBA '85)	Rene Osborne (BBA '97)	

Servco Pacific Inc. (Servco) is consistently named as one of Hawai'i's top corporations and a Best Place to Work by *Hawaii Business* magazine. With revenues over \$1 billion and the majority of the company's 1,500 employees based in the state, Servco strives to be both a good employer and a good neighbor to the local community. As a diversified company with headquarters in the Hawaiian Islands, the majority of the company's employees work in the automotive division, which is the largest automotive operation in the state and the 30th largest dealer group in the U.S., while others work in the home and commercial products, insurance services and investment areas. [www.servco.com](http://www.servco.com).

Address Service Requested

**FEATURED EVENTS FOR SUMMER AND FALL 2015****JUNE - AUG****PACIFIC ASIAN LECTURE SERIES****Presented by the Pacific Asian Management Institute**

Top experts in Asia-Pacific business will discuss trending issues in today's global economy at this summer's Pacific Asian Lecture Series. The series of seven lectures will be held early June through August. All lectures are free and open to the public. [pami.shidler.hawaii.edu/pals](http://pami.shidler.hawaii.edu/pals).

**JULY** | 15  
WED**Shidler Alumni Association 2015 Annual Meeting****Rijo Restaurant, 5:30 – 8:00 p.m.**

Alumni and guests are invited to the Shidler Alumni Association's 2015 Annual Meeting. Cost is \$25 for Shidler Alumni Association members (two person maximum purchase at this discounted price) and \$35 for non-members. [www.shidler.hawaii.edu/annualmeeting](http://www.shidler.hawaii.edu/annualmeeting).

**JULY** | 16  
THUR**ETHICS IN ENTERTAINMENT (Part of the Weinstein Ethics Lecture Series)****School of Architecture Auditorium, 6:00 - 7:30 p.m.**

Featuring guest panelists Shep Gordon, Hollywood film agent, talent manager, producer and star of "Supermensch: The Legend of Shep Gordon" directed by Mike Myers; Chris McCutcheon, CEO and president of TRI Studios; and Jacqueline Sabec, partner with King, Holmes, Paterno & Berliner LLP. For a list of all seven lectures in the series, visit [www.shidler.hawaii.edu/weinstein](http://www.shidler.hawaii.edu/weinstein).

**OCT** | 04-06  
SUN - TUE**WACSB 2015 ANNUAL CONFERENCE****Hosted by the Shidler College of Business**

Shidler will host the Western Association of Collegiate Schools of Business (WACSB) 2015 Annual Conference, which presents business school leaders with an opportunity to discuss the issues and trends that define their work environment. [www.shidler.hawaii.edu/wacsb](http://www.shidler.hawaii.edu/wacsb).

**OCT** | 08  
THUR**HALL OF HONOR AWARDS****Sheraton Waikiki, 5:00 - 9:00 p.m.**

Honoring Shidler alumni and supporters Tran Trong Kien, Eric Martinson, Dawn Matsumoto, Lawrence Rodriguez and Allen Uyeda. A special Visionary Award will be presented to Jay H. Shidler for his \$100 million Visionary Gift to the college. [www.shidler.hawaii.edu/hall-of-honor](http://www.shidler.hawaii.edu/hall-of-honor).

**SHIDLER EVENTS**

For a complete listing of upcoming events at the Shidler College of Business, please visit:

**WWW.SHIDLER.  
HAWAII.EDU/EVENTS**

**Free CPA review sessions are open to students, alumni and accounting professionals**

The School of Accountancy is offering a series of free sessions designed to help accounting professionals prepare for the CPA Exam.

The program will start on September 4, 2015. Sessions will be held on Saturdays and Sundays from 1:00 to 4:00 p.m. at the Shidler College of Business. To learn more, visit [www.shidler.hawaii.edu/cpa-review](http://www.shidler.hawaii.edu/cpa-review).