INSIDE: Not Business as Usual | Executive Vineyards 20th Anniversary
Business Night Moves Online | Talk Story with the CEO Features Chris Iwamura
DEAN’S MESSAGE

This past semester has been like no other. With the uncertainty of COVID-19 in our future, we had to develop new ways of engaging with our staff, faculty, students and alumni from a distance. Although some events were canceled, we worked hard to minimize the impact to our students and alumni with virtual events whenever possible.

While life as we know it has dramatically changed, I continue to see a glimmer of optimism with every challenge. I have seen our students, alumni and community confront the crisis with compassion, selflessness, ingenuity and innovative solutions.

This issue is dedicated to those students, individuals and businesses who have risen to the challenges brought on by this pandemic. Their uplifting stories have given us hope and offered us inspiration that we can get through this together.

Starting in August, instead of our annual alumni visits, we will offer a series of virtual alumni events to connect with our alumni all over the world. While it doesn’t replace the human connection we so enjoy, it teaches us how to be creative and flexible. If successful, we will be able to extend our reach and connect to more alumni living in other regions.

As always, we welcome your feedback and guidance as we plan our reengagement strategy for 2021 and beyond. I wish you, your families and friends good health. Together we will come through this stronger.

Sincerely,

V. Vance Roley
Dean and First Hawaiian Bank Chair of Leadership and Management

EDITOR’S MESSAGE

This issue is unlike any other previous Shidler Business because we are living in an unknown time with COVID-19 and the sobering challenges of social injustice. Nothing has been business as usual but what has remained constant through this time is an uplifting human spirit. I have been inspired by the resiliency and dedication of our faculty, staff, students, alumni and supporters. The stories of our alumni working on the frontline of the crisis are remarkable and showcase the many traits of a Shidler alum, including leadership, innovation, responsiveness, community engagement, compassion and adaptability.

During this quieter time, our editorial team has been looking at ways to continue to improve our magazine. Starting with the next issue, we will be going green in response to a growing preference for a digital format. We will still provide the same high-quality and informative magazine, accessible anytime through your devices. Alumni graduating prior to 1995 will continue to receive the magazine by mail unless specified otherwise. If you prefer receiving the magazine in the traditional format, you can still opt in to receive a hard copy by visiting shidler.hawaii.edu/magazine/update.

As we move forward and adjust to the new normal, we will continue working together and helping one another. We are learning about virtual events, the power of social media and video conferencing; and the importance of staying connected. I am proud to be a part of the Shidler ‘ohana and look forward to a new school year and working alongside exceptional individuals as we create a new future together.

Sincerely,

Dani Douglass
Director of Alumni and Development Communications
Shidler College of Business Advisory Council


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Earlier this year, our lives changed unexpectedly because of the COVID-19 crisis and together, we’ve adapted to unprecedented times. Major life events have come and gone in the months since the onset of the coronavirus, including milestone birthdays, funerals, graduations, weddings and births. At the Shidler College of Business, classes, events and meetings swiftly pivoted to an online format and alumni felt a pull to use their skills and talents to help their community.

Through much uncertainty this year, one thing that has become evident is that it’s not business as usual on campus, throughout our state and nation and around the world. As we move into the second half of the year, we can take lessons learned so far to heart as we navigate the new normal.

Of those whose lives were disrupted, students may have adapted the most seamlessly as many were raised with the internet and social media integrated into their daily lives. The shift to online classes and navigating the technology was the easy part. But even with their inherent skills they faced connectivity challenges, as well a lack of social interaction and a need to create a concrete schedule to stay on task. “Although I won’t be able to experience it for myself, I’m excited
to see how UH and Shidler take on in-person classes again next semester” Corina Quach, BBA ’20, who graduated in the spring with her degree in entrepreneurship and international business, said, “I think students and professors have adapted so well to online learning that they’ll easily be able to adapt again to new conditions in the fall.”

Some students, such as recent graduate Angie Lee, EMBA ’20, co-owner of Fabric Mart, took an active role in equipping the public with the necessary supplies to flatten the pandemic’s curve while also focusing on coursework. Lee assisted with making masks and selling them at her family business, which was deemed an essential business.

For many faculty members, this is one of the most challenging times in their careers. The clamor of an energetic classroom filled with inquisitive students is now replaced with a visual mosaic of tiny boxes of their students’ faces. What is also missing from a classroom environment is the ability to walk around and assist students, collaborative group work and the ease of immediate assessment of student learning.

Jenny Teruya, an associate professor of accounting, says that what she misses the most is the students, which is one of her favorite parts of teaching. She also has concerns about what next semester will look like.

“The only way that I can think of where we can have some amount of in-person classes given our classroom sizes and current enrollments is to have some sort of hybrid where students take turns coming to the in-person classes,” Teruya said. “This would mean that faculty will have to figure out a way to integrate in-person teaching with online teaching via Zoom or another meeting app.”

On the administrative side, staff have been working from home, attending meetings on video conferencing platforms, juggling home life and staggering their work schedules when they do come into the office. Social distancing and face mask coverings are now common and virtual events are being held in place of what used to be packed classrooms, ballrooms and conference rooms.

“It was quite stressful juggling my last semester and dealing with the uncertainty of business and the demand for fabric.”

-Angie Lee
rooms. Although there are challenges in working from home and working in traditional “in person” positions, a sense of gratitude and a healthy dose of resilience has been the key to success for Shidler’s staff.

“I feel pretty blessed to have the opportunity to keep working and continue to have a job during these times and I think that appreciation has definitely helped me deal with some of the challenges as well,” Marc Endrigat, director of MBA admissions, said.

Endrigat, who has been working in higher education for most of his career, was surprised by the university’s swift response to COVID-19. He says he is hopeful that this kind of forward thinking continues beyond the pandemic. He is also hopeful that appropriate in-person, online and hybrid options will provide the best learning outcomes for students in the fall.

The college’s Pacific Asian Center for Entrepreneurship (PACE) held its first virtual UH Venture Competition (formerly called the UH Business Plan Competition) in the program’s 20-year history. The event was highly successful and the final three teams shared more than $60,000 in prizes and presented via live stream to more than 300 viewers on May 7. In addition, PACE has moved many other programs and competitions online.

“We shifted to 100% online because we felt it was imperative to keep our programs going so our entrepreneurs can keep going,” Peter Rowan, executive director of PACE, said. “Our programs support the next generation of entrepreneurs and these pioneers need help now more than ever as we navigate away from an over reliance on tourism. The online experience has been very good and allowed us to include our UH ‘ohana from around the world.”

And beyond the college’s walls, our strong alumni network is out on the community frontline continuing to ensure that Hawai‘i’s people are able to access services and goods amidst this challenging time in history. Here are a few of the incredible ways alumni and their companies have pivoted to meet the myriad of challenges that have emerged during 2020.

“I feel pretty blessed to have the opportunity to keep working and continue to have a job during these times...”

-Marc Endrigat
When Y. Hata & Co. Limited was faced with the new reality of its main customer base being cut off because of the COVID-19 pandemic in March, it quickly pivoted both its physical space and operations. The 107-year-old company is the largest foodservice distributor in the state and its customers include restaurants, the Department of Education, the military, institutional cafeterias and food trucks.

Right off the bat, safety measures were implemented at the facility to protect employee and customer health. Recognizing that not everyone is comfortable going into a physical space, Y. Hata launched two innovative programs to get products safely to the consumer.

The ChefZone Curbside program allows customers to drive through the parking lot to pick up frozen and refrigerated foods, prepared foods and pantry staples. Superette to GO! brings products to neighborhoods island-wide reducing the need to travel. Both programs are now online, which allows customers to order and pay prior to pick up.

The new programs have seen tremendous community support and membership at ChefZone has skyrocketed. The company’s social media following, which has increased rapidly since the stay-at-home order went into effect, has played a key role in helping to spread the word about the programs and weekly options.

On the charitable front, the company has also participated in the Show Aloha Challenge food drives and organized a fundraiser for The Salvation Army over the Memorial Day weekend.

CONVENIENT AND SAFE WAYS TO GET QUALITY FOOD
ALUMNUS PROVIDING COMMUNITY WITH RESOURCES

Evan Leong, EMBA ’05, is using the skills that he learned during his time at Shidler College to help Hawai‘i’s businesses and the community through the COVID-19 crisis. Leong has worked on multiple initiatives that provide much-needed community support.

His first effort included his 17-year-old son, Buddy. Together, they coordinated with Cathy Ross, EMBA ’07, to help the state source personal protective equipment (PPE) supplies for medical professionals. Seeing a worldwide shortage and the challenge of procuring the supplies locally, the group acted.

He then teamed up with his brother and Hawai‘i employment law expert, Darin Leong, along with Stacey Katakura, president of Accumulus, Jeff Harris, partner at Torkildson and Jane Sawyer, district director of the U.S. Small Business Administration, to launch a webinar series called Save Hawaii Jobs and Businesses. The project shared information about how to get federal assistance through various initiatives and helped Hawai‘i companies obtain more than $2 billion of Paycheck Protection Program (PPP) funds.

The third – and certainly not the final – effort is called “Anxiety to Clarity,” a podcast featuring mental health expert guests. He teamed up with UH alumna Trisha Kajimura, MA ’96, MPH, ’11, and longtime Hawai‘i Public Radio host Beth-Ann Kozlovich to provide the service, which is a collaboration between Sutter Health Kahi Mohala, Mental Health USA Hawai‘i and Brain Gain Hawaii.

A SHIFT IN FOCUS PROVIDES FRONTLINE WORKERS WITH PPE

Shidler alumnus Kevin Fung, BBA ’12, is a finance and property manager at Fung Enterprise and co-owner of Blue Planet Surf Gear. During the pandemic, Fung’s focus shifted to an urgent community need to provide PPE to frontline workers at Hawai‘i’s hospitals and health organizations.

As the need for PPE equipment in the islands grew, Fung started Malama
Travis Ito, BBA ’15, chief amazement officer of Blue Logic Labs, shared two information-packed resources to help Hawai’i residents as they adapt to a new way of life, work from home and collaborate with colleagues digitally.

The Ultimate Guide to Remote Work is a resource compiled by Blue Logic and is based on eight years of collective experience working as a remote team. The 23-page guide addresses important issues and concerns employees and managers may have, including remote work myths, best practices for success, communication, morale and feedback.

The second resource is the Hawaii Distance Learning Forum, which is a space for teachers to come together and share resources and tips and a little dose of inspiration with each other during this unique time. In April, seven principals and 462 teachers representing 165 public, private and charter schools had signed up.

Hawaii Hospitals along with Eric Fitzmaurice and Dr. Reid Sakamoto. The trio set up a GoFundMe campaign and Instagram account to increase awareness of the shortage of face masks and other vital equipment health care workers need when working on the frontline. The group was able to raise $20,000 through the support of the community on its GoFundMe page.

The Malama Hawaii Hospitals hui has donated more than 24,000 face masks to health care workers. There have been some challenges along the way for the group, including obtaining customs clearance because of additional international import and export restrictions that were in place during one of the shipments.

Travis Ito of Blue Logic Labs.

Malama Hawaii Hospitals is comprised of Kevin Fung, Eric Fitzmaurice and Dr. Reid Sakamoto.
Chamber of Commerce Hawaii’s (COC) President and CEO Sherry Menor-McNamara, JD/MBA ’05, has led her organization to make swift modifications to the way it does business. There have been internal pivots for staff, which include video check-ins in the morning and late afternoon, as well as a fun Friday activity to kick start the weekend.

External changes have also been implemented, such as modifying a once-bustling events schedule to a new virtual format, as well as ramping up informational webinar opportunities for members. The organization’s goal is to ensure that small businesses are represented during this unique and challenging time.

Menor-McNamara says that COC’s main concern remains to adjust to a new norm while shifting the organization’s business model to best serve its members. She believes that, as with any challenge, taking advantage of potential opportunities will elevate and strengthen the COC’s role as a business advocate.

**SUPPORTING LOCAL BUSINESS CRITICAL TO ECONOMY**

**CDC GUIDELINES TO SLOW THE SPREAD OF COVID-19**

1. Wash your hands often for 20 seconds
2. Wear a mask when out in public
3. Stay six feet apart from others
4. Clean frequently touched objects
5. Don’t touch your eyes, nose and mouth
6. Stay home if you are sick

For more information, please go to [cdc.gov/coronavirus](http://cdc.gov/coronavirus)
Malcolm Inamine, BBA ’94, EMBA ’00, vice president and chief operations office of the Hawaii Foodbank, is drawing on his education as he leads his team through the most difficult time in the organization’s history. In April, the food bank saw an 85% increase in food distributed on O’ahu as compared to the same time last year.

When Hawaii’s stay-at-home order went into effect on March 25, the demand for food assistance increased by more than 60%. In April, Hawaii Foodbank distributed 1,843,336 pounds of food compared to 994,016 pounds of food in April 2019. The organization’s financial situation has also drastically changed and the food bank has spent more than $715,000 on emergency food and supplies.

In order to keep up with the staggering demand for food for residents who face unemployment and other financial distress, the Hawaii Foodbank purchased $600,000 of food in April and approximately $2 million in May.

Under Inamine’s leadership, the Hawaii Foodbank has made some pivots to its operations and information technology to respond to the current demand. Increased capacity and innovative solutions are paramount to maintaining a consistent flow of food to people in need.

Inamine said that the most impactful thing people can do is make a monetary donation to the Hawaii Foodbank to help with the large scale community food distributions in the wake of COVID-19. A contribution of just $10 can provide food for 25 meals through the organization’s partnership with Feeding America, which is the nationwide network of food banks.
When brothers Trung Lam, MBA ’06, and Brandon Lam, BBA ’06, MBA ’08, were students they learned impactful lessons in the classroom that would aid them in leading their company forward more than a decade later. Trung Lam, CEO of La Tour Group, LLC and Brandon Lam, president of La Tour Bakehouse, are leading the helm of their popular family restaurant and manufacturing business, which produces breads, pastries, crackers, cookies, specialty products and more.

With the onset of COVID-19 earlier this year, the pair worked quickly to make operational tweaks that would assure their loyal customers would still have access to their products. They pared down their usual production of more than 100 items daily to 30, focusing on the core items.

On the distribution side, they transitioned wholesale customers to will-call pick up and are delivering products directly to select customers. Another operational pivot the company has made is the expansion of its retail presence in grocery stores across the state.

Although they’ve been able to adapt and find a way to get their products to customers, their concerns are similar to those fellow alumni are grappling with – the health and safety of staff and customers, servicing debt, finding growth opportunities and the new challenges brought on by COVID-19.
When Medicine Meets Business

Dr. Cedric Strong, EMBA ’19, co-founded WePrescribe with Dr. Neel Chauhan in late 2019. Since the telehealth service launched, it has provided services to more than 100,000 members. Since the onset of the COVID-19 pandemic, the video chat service has seen a 30% increase in patients seeking assistance with general health conditions.

WePrescribe also screens patients for the coronavirus – and provides expedited testing if needed – following the Centers for Disease Control and Prevention (CDC) and the World Health Organization’s (WHO) guidelines.

Dr. Strong, who has been practicing medicine for 20 years, said that his time at the Shidler College of Business and in the Executive MBA program gave him the confidence to use his entrepreneurial skills.

7 Business Tips to Help Companies Adapt During Covid

NATHANIEL HARTMANN, associate professor of marketing
Shidler College Faculty Fellow

1. **Prepare for different futures.** Be ready for what you believe is most likely to occur but also other scenarios so you are prepared for whatever unfolds.

2. **Reduce cash burn rate.** Extend how long your business can maintain operations by reducing cash burn rate by renegotiating recurring expenses, canceling unneeded services and deferring payments for offerings rendered.

3. **Generate money today for services provided in the future.** Gift cards are an option to generate immediate money. You can also offer discounts or additional service length as an incentive for paying upfront.

4. **Pivot to different value propositions and offerings as needed.** Recognize that your services and products may need to change and the appeal of some products and services may decrease or increase. Also, recognize that your employees may have the knowledge and skills to take on different roles.

5. **Support employees and maybe add new ones.** Provide frequent updates to employees on business operations and support services. Continue to look for opportunities to invest in your company’s future by hiring competent employees now available because of COVID-19.

6. **Mind, prioritize and add to your customers.** Maintain and strengthen customer relationships by responsibly updating customers on business operations, changes to offerings and order status. There is also the potential for businesses to find new customers.

7. **Securely transition to digital.** Support employees so they have the technology and skillset to work and ensure that appropriate cybersecurity packages and processes are in place to minimize any security vulnerabilities.

🔗 shidler.hawaii.edu/news/hartmann-7tips
A nontraditional graduation for the class of 2020

Although the COVID-19 pandemic disrupted long-held traditions and events this academic year, it did not deter the college from honoring and celebrating the accomplishments, talents and resiliency of its 400 graduating students.

The nontraditional commencement celebration was online from May 15. The program featured a prerecorded video that included messages from Dean Vance Roley; commencement speaker Duane Kurisu, BBA ’76, MBA ’80, founder and chairman of aio Hawaii; student speakers Kelly Zheng, BBA ’20 and Philipp Steinmüller, MBA ’20; and Shidler Alumni Association directors. The video also included candid photos of students and a scrolling list of names to the traditional Pomp and Circumstance march.

In his commencement speech, Kurisu said, “As we celebrate your achievements today, your diploma is not the end, but just the beginning of a lifetime of learning. Your diploma marks a new phase in your life as you find your path to earn dignity and respect from others and success in your chosen career. Let today be that day that we acknowledge that this is a time for renewal for all of us, a time that provides our chance to remake ourselves so that we can help rebuild Hawai’i to what we see in our heads and what we feel in our hearts.”

Kurisu ended his speech by asking students to repeat after him, “I am my own hero and I am committed to go all-in with life and measure myself by the contributions I make in the lives of others.”

TIM School and Meikai University establish partnership

The School of Travel Industry Management (TIM School) reestablished a Memorandum of Understanding (MOU) with the School of Hospitality and Tourism Management at Meikai University in Japan. The MOU facilitates and encourages the exchange of faculty, scholars, students and academic knowledge between the two schools.

UH President David Lassner and Shidler College Dean Vance Roley joined Meikai University President Jun Miyata, Dean of the School of Hospitality and Tourism Management Takami Uchizono and other distinguished guests in a signing ceremony on the UH Mānoa campus in February.

This agreement allows Meikai students to participate in a study abroad program at the TIM School for two weeks during August and September. The program consists of lectures and site visits to various hotels in Waikiki and local restaurants and an introduction to Hawai’i’s culture. The TIM School also plans to send two students to Meikai University in the spring of 2021.

“This valuable exchange program offers our students the opportunity to learn about Japanese culture through experiential learning activities,” Roley said. “We also look forward to developing research opportunities for our faculty and graduate students through this partnership.”
“As we celebrate your achievements today, your diploma is not the end, but just the beginning of a lifetime of learning.”

-Duane Kurisu

Top: Recent graduate Kirstin Seal, MBA ’20
Bottom: In lieu of the college’s traditional commencement celebration, spring graduates had the opportunity to win prizes and gift cards from alumni businesses, including Rainbow Drive-In, La Tour Café and Banán.

SHIDLER ON SOCIAL

Check out these posts from accounts that tagged @shidlercollege on Instagram! Be sure to tag the college in your social media posts for a chance to appear in the next issue. Mahalo for the support @shidlergbsa, @pacificedge, @firstinshi and @timsaatuhm.

4 new degrees this fall

This fall, we will be offering three new Master of Science programs and a new Distance Learning Executive MBA track in travel industry management.

- Master of Science in Finance
- Master of Science in Information Systems
- Master of Science in Marketing Management
- Distance Learning Executive MBA - Travel Industry Management Track

shidler.hawaii.edu/ms
shidler.hawaii.edu/distance-emba/tim

In collaboration with the College of Social Sciences, we are also offering a graduate certificate in Renewable Energy and Island Sustainability.

socialsciences.hawaii.edu/certificate/reis

As we celebrate your achievements today, your diploma is not the end, but just the beginning of a lifetime of learning.”

-Duane Kurisu

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In January 2020, the Hawaii International Conference on System Sciences (HICSS) welcomed more than 1,000 participants from 41 countries to its 53rd annual conference at the Grand Wailea on Maui. Participants included scholars with senior editorial positions in leading research journals, industry professionals from companies such as IBM, Microsoft, Intel, Facebook, Expedia, SAP and Boeing; and government leaders from the National Security Agency, U.S. military and worldwide agencies.

The conference hosted 34 symposia, workshops and tutorials and 665 paper presentations encompassing trend-setting research in quantum computing, blockchain, artificial intelligence, data analytics, digital transformation, information security and privacy; and information technology and health care.

The conference featured three keynote speakers. Kohei Itoh, professor and founder of the IBM Q Hub from Keio University, shed light on the applications of quantum computing in financial and chemical engineering sectors; Jevin West, director of the Center for an Informed Public at the University of Washington’s iSchool, shared about the spread of misinformation in digital environments and offered solutions; and Ajit Pai, FCC chairman, highlighted his signature policy aimed to close the digital divide.

For more than 50 years, HICSS has played an important role in setting research trends. The number of downloads from the last four conferences has grown to more than 1.3 million. According to Microsoft Academic, HICSS is ranked 37th in citations among over 4,000 conferences being tracked for the past 40 years.

The Hawaii Accounting Research Conference (HARC) was held at the University of Hawai‘i at Hilo in January 2020. The conference drew nearly 300 attendees and featured keynote speaker Christine Botosan from the Financial Accounting Standards Boards (FASB). Botosan spoke about FASB’s “Standard-Setting Challenges” and its mission to establish and improve financial accounting and reporting standards.

The conference included panel discussions on blockchain and accounting and several other sessions including “Strategic Withholding and Imprecision in Asset Measurement;” “The Economic Consequences of Corporate Credit Rating Errors;” “What shapes CRS performance? Evidence from the changing enforceability of non-compete agreements in the United States;” and “Do Proprietary Costs Deter Insider Trading?”

Participants were also treated to receptions at UH Hilo’s Edwin Mookini Library hosted by Washington State University’s Hoops Institute of Taxation Research and Policy; and at ‘Imiloa Astronomy Center sponsored by the Journal of Accounting Auditing and Finance and HARC.

Since 2017, the HARC conference has grown in the quality of its research papers. This year’s conference received more than 300 papers, a 47% increase compared to last year.

HARC 2021 is scheduled to be held at the University of Hawai‘i at Mānoa from January 3-5, 2021. @ manoa.hawaii.edu/harc

If these conferences change because of COVID-19, an alternative solution will be proposed.
Meet Chris Iwamura, MBA ’18, the CEO and third generation owner of Rainbow Drive-In. As CEO, he is responsible for creating and implementing strategies for each of the businesses, which include Rainbow Drive-In, Hawai’i’s Favorite Kitchens Rainbowtiki (official Rainbow Drive-In logo shop) and franchise restaurants. Previously, Iwamura worked as a software developer for a handful of small web startups.

**Tell us about a day at the office.**
“Working at a restaurant means there are no ‘typical’ days. Every day we face new challenges across all our businesses. I am so lucky to have an amazing staff and team that help me to solve these issues.”

**What are some of your favorite memories of Shidler?**
“My absolute favorite memory of attending Shidler was building life-long friendships with both my fellow classmates and the faculty.”

**How have you adapted to meet the needs of your customers during the COVID-19 pandemic?**
“We realize these are unprecedented times and all industries are affected, and of course, scared. We have always put the safety of our customers and employees first. To address the COVID-19 pandemic, we have implemented social distancing requirements by adding screens to our windows, acquiring facemasks for all employees, and providing daily memos to keep our employees informed. The situation in Hawai‘i changes daily and we are ready to adapt as quickly as needed.”

**What do you do to relax/destress?**
“Learning to make time to relax and destress was something I needed to learn. Running a business, and especially a family business, can be high pressure and you always feel that you should be at work. Learning to trust your team is important to giving yourself the needed space to reset your mind. Personally, I enjoy listening to a podcast while walking, photography, attending UH sporting events and spending time with my fiancé and friends. The pandemic has pushed everyone to their maximum stress levels and it is more important to find things that help you relax.”

**What’s your advice for current students?**
“My best advice is to build transferable skills. I often get asked if I regret acquiring a master’s in computer engineering and working in the Bay Area. My answer is that I learned so many transferable proficiencies from the tech sector that I do not regret it at all. Building a set of skills that you can take to any job such as time management, problem solving and communication skills will give you that confidence to succeed in any sector you choose.”

**What’s your favorite lunch?**
“At Rainbows, my favorite lunch is the boneless chicken with gravy all over and a slush float. Outside of Rainbows, I absolutely love fresh poke and Hawaiian food. I feel that food is a great way to share a culture and no place does it better than Hawai‘i.”

**What’s your favorite activity outside of the office?**
“Traveling is my favorite activity. Although we can’t travel right now, I look forward to exploring, photographing and eating my way through more of the world.”

**How did your experiences at Shidler prepare you for what was to come?**
“I credit Shidler with helping me change my mindset from a strict engineering-focused process to a more business-oriented mind. Coming from computer engineering, we are taught to be extremely efficient. This thought process fits well with objectives like cash flow management and cooking processes. However, Shidler also broadened my perspective on aspects of the business such as managing company culture and having a lens toward brand marketing. Obtaining my MBA opened my mind and has helped fill in the missing pieces to successfully run our business.”
Five Hawai’i startups participated in the UH Ventures Accelerator as the spring 2020 cohort. The program is designed for early-stage University of Hawai’i-affiliated ventures and provides tailored mentorship, intensive startup education and seed funding.

Congratulations to the five teams who completed the program:

- **Hawaiian Innovation Lab** led by Arif Rahman, post doctoral fellow;
- **Pharmacist First** led by Colby Takeda, MBA ’16;
- **Radial3D** led by Evan Young, BBA ’17;
- **RendezView**, led by Alberto Gonzalez, doctoral student; and
- **Selective HA**, led by Zoe Pastorfield, Honolulu Community College student.

Hawaiian Innovation Lab develops low-cost, liquid metal optical coating for flexible mirrors. Pharmacist First provides telehealth services to better manage chronic disease. Radial3D delivers 3D clinical lab experiences to medical schools online. RendezView is an online meeting platform that helps remote workers collaborate, create and edit in sync. Selective HA aims to utilize fashion waste and other aloha wear fabrics to make reusable, fashionable face masks.

Thank you to coaches Susan Yamada, BBA ’82, Jill Sims and Eric Taylor; and mentors Allison Izu, Andrew Pedtke, William Donahue, Isar Mostafanezhad. These individuals contributed their time and valuable insight to the startup teams.
The UH Venture Competition, hosted by PACE through the generous support of title sponsors Hawaiian Electric and the HEI Charitable Foundation, was held virtually for the first time in the program’s 20-year history. The program’s name was changed from the UH Business Plan Competition to the UH Venture Competition earlier this year to place a heavier emphasis on creating viable new ventures.

Three of 26 teams advanced to the final round and used their digital prowess to win over the judges’ hearts for a share of more than $60,000 in prizes. More than 300 viewers tuned into the live stream of the final event, which was held on May 7. The semester-long competition is made possible thanks to more than 50 business professionals who volunteered as coaches, judges and instructors.

Congratulations to this year’s winners: First place – Pono Potions; team members: Peter Hessler, Madonna Castro-Perez and Christilei Hessler. Second place – Manaola Innovations, Inc.; team members: Everett Amundson and Kendra Horvath. Third place – What’sFresh!; team members: Lauren Pierce and Spencer VanDerKamp.

Pono Potions manufactures artisanal flavored syrups that are made with locally-sourced ingredients from Hawai‘i. Manaola Innovations designs discreet, adjustable garments that help reduce stress and anxiety. What’sFresh! is an online marketplace for fresh fish and small-scale agriculture.

A big mahalo to the final round judges: Donavan Kealoha, MBA ’09, director, Startup Capital Ventures; Benny Madsen, founder, Oceans Royale; Scott Seu, president and chief executive officer, Hawaiian Electric; and Mark Watkins, founder, Bookship.

Jeffrey Van Hoosear and Wendy Peterson share tips.

Wendy Peterson, BBA ’82, HOH ’19 inductee, and Jeffrey Van Hoosear visited PACE on January 23 to share their legal knowledge and advice with student entrepreneurs about registering a business name. The dynamic duo of legal counsel from law firm Knobbe Martens presented “10 Things You Need to Know to Protect Your Company and Brand.” They spoke of the importance of protecting trademarks, copyrights and trade secrets; provided several well-known examples and answered questions from the audience.

The event was free and open to all UH students and faculty. Knobbe Martens is the largest law firm in Orange County, California and one of the largest intellectual property law firms in the nation. Peterson serves on the PACE Board of Directors, and is an alumna of Shidler College and the William S. Richardson School of Law.

PACE.SHIDLER.HAWAII.EDU/INSPACE


Jeffrey Van Hoosear and Wendy Peterson share tips.

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The event was free and open to all UH students and faculty. Knobbe Martens is the largest law firm in Orange County, California and one of the largest intellectual property law firms in the nation. Peterson serves on the PACE Board of Directors, and is an alumna of Shidler College and the William S. Richardson School of Law.

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1 | CONNECTING VIRTUALLY
On April 30, the School of Travel Industry Management’s (TIM) annual Nā Kukui Netlinks event took place virtually. The online program featured a welcome speech from Dean Vance Roley and a panel of industry experts. Panelists included Daniel Chun, BS ‘02, from Alaska Airlines, Stuart Kotake from Marriott International – Waikiki Complex Kyoya Hotels and Resorts and Jennifer Chun from the Hawaii Tourism Authority. TIM professor Jerry Agrusa served as the moderator.

The event was planned by students in the TIM 316 practicum course in two and a half weeks. With guidance and a quick lesson on virtual events from TIM faculty Lee-Ann Choy, BBA ’88, the students built a website, developed a social media strategy, offered tips and resources and assembled a prestigious panel of industry leaders from the hospitality, transportation and tourism areas.

2 | EXCEPTIONAL PRESENTATION
A team of undergraduate students impressed judges with a stellar presentation that earned them third place during the HSBC/HKU Asia Pacific Business Case Competition, which was held virtually from June 6-9, 2020.

Twenty teams representing 12 countries were given six hours to analyze their case studies, prepare slides, record a video and submit their presentation by the deadline—all while collaborating virtually. This year’s case topics were on blockchain, sustainability and the COVID-19 pandemic.

Team members included Kelly Zheng, BBA ’20, Amber Kim, Jordan Abanto and Alex Tyau, guided by faculty and advisor Constancio Paranal.

3 | ASPIRING ENTREPRENEUR
Student entrepreneur Nathan Bek was recognized as a finalist for the Hawai’i Student Entrepreneur of the Year award at the Hawai’i Venture Capital Association Gala in March. Bek is the CEO of Green Dream Waianae, a family-run company that handcrafts organic soap, laundry detergent and surf wax from natural ingredients from local farms. He is also the CEO of Lucy’s Lab Creamery, an ice-cream parlor.

Bek entered the college as a freshman through the Direct Admit Program and is currently a junior majoring in finance and journalism. In addition to his entrepreneur ventures, he is interning at Hawaii Business Magazine and is vice president of the Hawaii Student Entrepreneurs at the University of Hawai’i at Mānoa.

4 | CHAPTERS OF DISTINCTION
The TIM School’s chapter of Eta Sigma Delta (ESD) was named Chapter of Distinction for the 2019-2020 school year by the International Council of Hotel, Restaurant and Institutional Education (CHRIE). The ESD honor society for
hospitality and tourism students was selected as one of three top chapters from more than 500 internationally.

The Accounting Club at the Shidler College was presented with the Award of Excellence for Outstanding Student Chapters from the Institute of Management Accountants (IMA) in June. The Accounting Club was selected on three areas: planning and evaluation, programs and activities and administrative. The club will receive a monetary award of $1,000 and a trophy, which will be presented at the next IMA conference.

5 | ROAD TRIP, RESEARCH AND FUN!
Shidler doctoral candidates participated in the Hawai‘i Accounting Research Conference (HARC) at the University of Hawai‘i at Hilo in January. The group attended presentations, plenary sessions and conference events to network with other researchers on trending accounting topics and issues. They also volunteered at the event by providing technical support, serving as guides and assisting presenters.

6 | KUDOS TO DAP STUDENTS
Congratulations to the Shidler College team for winning second place overall at the 9th annual Milgard Invitational Case Competition on Social Responsibility at the University of Washington Tacoma in February. The team included Direct Admit Program (DAP) students Rachel Yasunaga, BBA ’20; Hannah Domingo, BBA ’20; Anna Chen, BBA ’20; and Tiana Tran, led by marketing faculty Constancio Paranal.

This year’s competition attracted 86 teams from 35 universities and offered teams a chance to think creatively about how Microsoft can use AI to leverage more impact from its corporate social responsibility initiatives.

The DAP program is designed for high-achieving incoming freshman who wish to enter the college to get a head start on their business courses.

7 | MARKETING STUDENT SCORES BIG
Undergraduate marketing student Zachary Hild was recognized as a top scorer in this year’s RNMKRS Global Virtual Sales Spring Competition. More than 1,300 students from 49 universities competed by using mobile phones to connect with AI customer bots to try to win their trust and educate the buyer on their product line.
New Staff

Kirk Urada, BBA ’18, has joined the college as the program coordinator of the Pacific Asian Center for Entrepreneurship (PACE). He is the co-founder of Kope Soap LLC, a local company that specializes in premium upcycled artisan soaps handcrafted with coffee from Hawai’i’s favorite local cafes. Additionally, he is the co-founder of Polu Energy, an innovative renewable energy provider amplifying Hawai’i’s renewable energy mix using Blue Energy. Urada received his bachelor’s in marketing, management and entrepreneurship from the Shidler College in 2018.

Cara Sawai-Mangan, BS ’08, has joined the college as the events and marketing specialist. She is responsible for managing the School of Travel Industry Management (TIM School) events and assisting the school’s marketing efforts. Sawai-Mangan has more than 10 years of experience in the hospitality industry. Most recently, she worked for Prince Resorts Hawaii’s domestic group sales team for Prince Waikiki, The Westin Hapuna Beach Resort, and Mauna Kea Beach Hotel. She earned her bachelor’s in travel industry management from the TIM School.

Kristi Bates, MHRM ’09, joined the college as the new executive director of development. She was a key member of the UH Foundation’s major gift team from 2007-2013, raising funds for the College of Arts and Humanities, College Engineering and the UH Cancer Center. Most recently, Bates served as vice president of fundraising and development for Easterseals Hawaii, and was previously the director of individual giving at Tolani School. She earned her master’s in HR management from the Shidler College.

Kwanglim Seo has joined the TIM School as an associate professor in hospitality. His areas of expertise are in hospitality finance and accounting. Previously, Seo was a faculty member at Pennsylvania State University and has years of industry experience working for Holiday Inn Hotel in Glasgow, U.K., the Accord Hotel in Tenerife, Spain and the Riviera Hotel in Daegu, Korea. Seo received his doctorate from the Pennsylvania State University.

Recognitions, Promotions and Appointments

Jerry Agrusa has been promoted to professor at the TIM School specializing in hospitality and tourism management. He has been an active contributor to the local and national media on his latest research on Hawai’i’s tourism industry amid the COVID-19 environment. Robert Bachini has been promoted to specialist in the Office of Student Services. He is currently the senior director of the undergraduate student services office. Kelly Holden and Constancio Paranal have been promoted to full-time faculty instructors in marketing. Paranal will continue to serve as faculty advisor to students participating in business competitions. Kiyohiko Ito, professor of management, has been elected the vice president of the Consortium for Undergraduate International Business Education (CUIBE) for the 2020-2021 school year. Marjan Houshmand has been promoted to associate professor in management. She has also been appointed faculty director for the Family Business Center of Hawai’i, a nonprofit, member-based forum housed at the college.

The following faculty and staff were recognized for outstanding achievement for the 2019-2020 academic year: Prasanna Karhardt, assistant professor of information technology management and Shidler College Faculty Fellow and Randall Minas, associate professor of information technology management and the Hon Kau and Alice Lee Distinguished Associate Professor, received the Shirley M. Lee Research Award; Constancio Paranal, marketing lecturer, and Eric Mais, professor of finance, received the Dennis Ching Outstanding Teaching Award; Jon Fujiwara, director of computer resources and telecommunications, and Ingrid Lin, associate professor of the TIM School, received the Kaizen (continuous improvement) award, and Marc Endrigat, MBA admissions director and Alyssa Tanabe, BBA ’19, associate director of donor relations, received the Ka Pou Hana Award (staff award for excellence).
Bianca Mordasini, senior director of alumni engagement, led a yoga fundraiser for the Hawaii Foodbank, which was hosted by the Chamber of Commerce Hawaii Young Professionals. The donation-based class was attended by more than a dozen yogis via Zoom on May 25 and raised $300. Mordasini is a certified yoga instructor and regularly teaches classes. In addition to yoga, Mordasini is an avid surfer.

Research
Elizabeth Davidson, professor of information technology management and W. Ruel Johnson Professor with colleagues in Germany, recently published “Configuration in Smart Service Systems: A Practice-based Inquiry,” in the Information Systems Journal. The study is on using “smart technologies” to improve home care of persons with dementia.

Davidson and J. Winter are studying how personal health data can be governed to realize potential breakthroughs in health care delivery while also protecting individual privacy. Their research is funded by the National Science Foundation and has been presented at the American Medical Informatics Association and the Academy of Management annual conferences and published in Digital Policy, Regulation and Governance and The Information Society.


Faculty in the News
Investorplace.com — Buy Roku stock if it dips next week’s earnings (2/4/20), Tray Spilker, assistant professor of finance

Institutional Investor — Hedge fund “cubs’ share information—and alpha (2/14/20), Nimesh Patel and Tray Spilker, assistant professors of finance

KHON2 — Coronavirus panel to address questions and concerns about COVID-19 outbreak (3/9/20), Jerry Agrusa, professor at the TIM School

Hawaii Associated Press — Hawaii governor issues stay-at-home order to slow virus (3/23/20), Jerry Agrusa, professor at the TIM School

Honolulu Star Advertiser — Economists ponder Hawaii’s road to economic recovery from coronavirus (3/22/20), Jack Suzyderhoud, professor emeritus of business economics

KITV4 — UH expert’s 7 tips for business success during COVID-19 (4/2/20), Nathaniel Hartmann, associate professor of marketing

Hawaii Public Radio, Bytemarks Cafe — Developing new economic sectors in Hawaii (5/13/20), Peter Rowan, executive director of the Pacific Asian Center for Entrepreneurship

Washington Post — Hawaii isn’t messing around when it comes to enforcing tourist quarantines (5/20/20), Jerry Agrusa, professor of the TIM School
Business Night moves online

For the first time in its 59 year history, Business Night moved to an online format. The premier student mentorship event usually brings together more than 500 for an evening of mentoring and recognition. With the support of title sponsor First Insurance Company of Hawaii (FICOH), media sponsor Hawaii Business and the local business community, the program made its virtual debut.

The website features pre-recorded video speeches from Dean Vance Roley, Jeff Shonka, president and CEO of FICOH, keynote speaker Julie Arigo, BBA ’88, general manager of Halepuna Waikiki and Kelly Zheng, BBA ’20, executive director of the Business Night student committee. Award winners and names of their sponsored companies are also highlighted.

“Our committee was disappointed, but our primary concern was the safety and well-being of our community,” Zheng said. “Fortunately, we were still able to celebrate virtually through our awards slideshow and inspiring video messages from Dean Roley, Jeff Shonka and Julie Arigo.”

This year, with continued support from Hawai’i companies and organizations, the college awarded 48 Business Night awards to top undergraduate and graduate business students totaling $87,000.

“With difficult challenges ahead for many businesses, we were thrilled by the number of companies that agreed to continue their award sponsorship and honor deserving students during this unprecedented crisis,” Roley said. “We are extremely appreciative for their support and grateful to First Insurance for continuing their title sponsorship despite the cancellation of the in-person event.”

Late Dean Gee leaves legacy gift to the School of Travel Industry Management

The late Chuck Gee, who served as the longest dean of the School of Travel Industry Management (TIM School) from 1976-1999, left his beloved school an estate gift that will ensure that future
generations of students are able to pursue an education in the tourism and hospitality industry.

“During his 23 years as dean, Dean Gee touched the lives of many students, alumni, travel executives and government leaders with his dedication and enthusiasm for the tourism and hospitality industry,” Dean Vance Roley said at the gift celebration.

The $1 million estate gift will create two endowment funds at the TIM School totaling $625,000; another $150,000 will be shared between the College of Arts and Humanities, the Cancer Center and the Institute for Astronomy; and the remaining $225,000 will be used to establish and maintain a TIM School display.

shidler.hawaii.edu/deangeegift

Takamines establish $50,000 scholarship

Matt Takamine, BBA ’98, and Erin Takamine have established an endowed scholarship at the Shidler College of Business at the University of Hawai’i at Mānoa. Their scholarship will benefit undergraduate students from public high schools in Hawai’i who are pursuing a business degree in accounting.

Born and raised in Hawai’i, the Takamines attended public high schools and UH Mānoa. While Erin Takamine eventually graduated from the Isenberg School of Management at the University of Massachusetts at Amherst through the National Student Exchange program, Matt Takamine, a scholarship recipient, continued at UH and graduated from the Shidler College of Business.

“I was honored to be part of the first cohort of the Oscar and Rosetta Fish Scholarship for Excellence at the Shidler College of Business,” Matt Takamine said.

Matt Takamine is currently an executive managing director and captive operations leader at Beecher Carlson, an Atlanta-based large accounts insurance brokerage and risk management advisory company and Erin Takamine is an audit managing director at the KPMG Honolulu office.

shidler.hawaii.edu/takaminescholarship

Travel Industry Management Development Fund
Funds student enrichment programs, special student activities, as well as alumni outreach and engagement.

uhfoundation.org/supporttim

School of Accountancy Advancement Fund
Funds student activities and clubs, academic development, continuing education courses and conferences.

uhfoundation.org/accountancy

We Are All in this Together

There are two funds that the UH Foundation created in response to the COVID-19 pandemic to support the UH ‘ohana.

The Urgent Student Relief Fund helps students to stay afloat during the crisis and the Research to Save Lives fund helps scientists in the ongoing development of heat-stable vaccines for viruses, including coronaviruses causing COVID-19.

uhfoundation.org/covid19
MORE THAN $40K RAISED AT 20TH EXECUTIVE VINEYARDS

The chatter was lively and robust amongst the ballroom, foyers and seaside lanai of the Royal Hawaiian Hotel as more than 500 guests gathered earlier this year for Executive Vineyards, the Shidler Alumni Association’s premier fundraising event.

“We were delighted with the turnout and generous support shown by our Shidler ‘ohana at this year’s 20th anniversary event,” Shidler Dean Vance Roley said. “This event would not be possible without our community coming together to ensure these funds are available for the college, students and alumni.”

Alumni and college supporters sampled wines from around the world and enjoyed delectable fare from several of Honolulu’s award-winning restaurants. After a brief downpour at the start of the event, the evening sky cleared and guests were able to disperse among the picturesque backdrop of Waikiki Beach and Diamond Head.

“We would like to thank everyone who attended the event and all the people who’ve supported Executive Vineyards and the association over the years,” President Tyson Yamada, BBA ’03, MBA ’07, said. “Seeing people look forward to the event each year and having a good time during the event inspires us to make it better each year.”

The event celebrated its 20th anniversary milestone this year and is one of the most enduring alumni events. The event is the largest fundraiser for the association, raising critical funds to support student programs and alumni outreach initiatives.

The next Executive Vineyards is planned for March 2021 at The Royal Hawaiian Hotel. For more information, or to learn how your organization can get involved, contact Senior Director of Alumni Engagement Bianca Mordasini at bianca.mordasini@uhfoundation.org or call (808) 956-3263.

shidler.hawaii.edu/ev2020
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2 | SYNERGY IN SINGAPORE
Five members of TIM International, Inc. (TIMI), the alumni association of the School of Travel Industry Management, traveled to Singapore in January to meet up with 12 alumni from across Asia. The TIMI members who made the trip included Clyde Min, BBA ’71, president; Lee-Ann Choy, BBA ’88, vice president; Kathy Inkinen, BBA ’67, board member; Lois Sismar BBA ’72, treasurer; and Nestor Ocasio. The group hosted an alumni reunion dinner at Godmama Modern Peranakan Restaurant, owned by alumna Christina Khoo Keilthy, BBA ’84. Great discussion and fellowship took place and Min delivered a written message from Dean Vance Roley. Following dinner, the group enjoyed after-dinner drinks along the picturesque Singapore River at alumnus Anthony Wong’s, BBA ’83, restaurant, Fremantle Seafood Market at Clarke Quay.

3 | TOURISM EXPERT SHARES INSIGHTS IN TOKYO
Approximately 45 alumni and friends gathered at the Tokyo American Club in Japan on February 18 for an alumni and friends mixer. The group had a great evening connecting with one another and hearing from Hawaii Tourism Authority’s President and CEO Chris Tatum, who shared tourism trends for Hawai’i. Tatum also serves on the advisory board for the School of Travel Industry Management. A big mahalo to alumni ambassador Tim Ondo, BBA ’83, for sponsoring the group at the club and coordinating the event along with alumni ambassador Miki Akamine, BBA ’17; and to Curtis Freeze, MBA ’87 of Prospect Management Company for sponsoring the event for the third consecutive year.

4 | SHIDLER ALUMNI ASSOCIATION ANNUAL MEETING
The Shidler Alumni Association held its annual networking mixer virtually on June 23. Approximately 100 alumni and friends from around the globe joined in to hear guest speaker Alan M. Oshima discuss “Diversifying Hawai’i’s Economy” and to hear college updates on the past year’s accomplishments and highlights. Oshima covered many topics related to business recovery, tourism’s role and looking to new avenues to broaden the state’s economy. During the annual meeting portion, five new board directors were officially inducted.

5 | MEET YOUR NEWLY INDUCTED SHIDLER ALUMNI ASSOCIATION DIRECTORS
Trevor Newman, BBA ’12, Accounting Manager, Hawaii Convention Center; Scott Rasak, BBA ’09, Chief Operating Officer, Jocor Distro; Grant Nakama, BBA ’05, MBA ’11, Vice President - Operations, Mahi Pono LLC; Evan Leong, EMBA ’05 Chief Executive Officer, Brain Gain Hawaii; Nina Buenconsejo, BS ’07, MBA ’14 Category Manager - Strategic Procurement Hawaiian Airlines

6 | MEET YOUR NEW TIMI EXECUTIVE TEAM AND BOARD
Clyde Min, BBA ’71, Consultant, President; Lee-Ann Choy, BBA ’88, Manager, Pacific Rim Concepts, Vice President; Alan Okimoto, BBA ’80, Energy Analyst, DBEDT Hawaii State Energy Office, Secretary; Lois Sismar, BBA ’72, Retired, Treasurer; Glenn Vergara, BBA ’84, General Manager, Waikiki Resort Hotel, Director; Kristie Lo, BS ’01, Director of Human Resources, Koa Pancake House, Director.
Barry Meyers, BBA ’87, paid a visit to the college in February. While at his alma mater, he met with the senior director of alumni relations and recalled his fond memories of attending the college. He shared how he was able to complete his degree in 32 months by taking 18-22 credits each semester as well as attending summer sessions. He said his time at the college equipped him for a long career in project and construction management.

Pat Ogawa, BBA ’82, was featured in a Seattle 24x7 article about Deloitte Digital, a creative digital consultancy. Ogawa, who is the managing director of the company’s Seattle office, was interviewed about the various aspects of creative digital consulting, including Deloitte’s “Five Components of Structured Innovation.”

Hazel Balmaceda, BBA ’02, MAcc ’06, has joined the Hawaii Employers Council (HEC) as its treasurer and chief financial officer. In her new role, Balmaceda is responsible for all aspects of financial management for HEC. Prior to joining the organization, she was the director of finance and accounting for Elite Family of Companies and its various entities.

Eric Chang, MBA ’04, has been promoted to manager of Servco Auto Maui. In his new role, Chang oversees the dealer operations for both Servco Lexus Maui and Servco Subaru Maui. He recently joined the board of Hale Mahaolu, a nonprofit organization working to provide affordable housing solutions in Maui County. Chang also served as a Shidler Alumni Association board member for several years.

Rebecca Dayhuff Matsushima, JD/MBA ’07, was recognized in Hawaii Business Magazine’s 20 for the Next 20. She serves as Hawaiian Electric Company’s director of renewable acquisition and says the best part about her position is knowing that the work her team is doing now will benefit the community for generations to come.

Pualani Fernandez, BS ’00, MHRM ’11, has joined The Kahala Hotel and Resort as resort manager. In her new role, Fernandez is responsible for overseeing the operations and strategic management of the 338-room luxury hotel. She brings nearly 20 years of experience in the hotel industry and has held management positions in Hawaii and California.

Joanne Lui, BBA ’02, has joined Hunt’s Hawaii Development Region as a financial analyst. In her new role, Lui is responsible for project pro forma forecasting, underwriting valuation analysis and market research. Prior to joining Hunt, Lui served as a senior accountant at Hunt’s Ohana Military Communities.

Laurie Ann Chan, BBA ’04, was recognized in Hawaii Business Magazine’s 20 for the Next 20. Chan serves as the executive vice president and chief administrative officer for Avalon Development Company. She says the favorite part about her job is working with extraordinary people.
Marissa Hirata, MBA ‘10, has rejoined the University of Hawai‘i Foundation (UHF) as the director of development operations. Hirata previously worked at UHF for five years before accepting a position in advancement services at Hawaii Baptist Academy (HBA). She is implementing donor and advancement skills which she gained during her time at HBA in her new role at UHF.

Lina Le, BBA ‘11, MHRM ‘13, was recognized in Hawaii Business Magazine’s 20 for the Next 20. Le serves as the enterprise director of human resources at Y. Hata & Co. Ltd. She said that one of her favorite things about working in her role is being able to help shape the happiness of employees’ home and work lives.

Josiah Nishita, MBA ‘11, has been named the deputy managing director for the County of Maui. In his new role, Nishita supervises administrative functions and evaluates the management of performance of various agencies and performs a variety of tasks assigned by the mayor.

Cerell Rivera, EMBA ‘17, has joined LinkedIn as the program lead for Global Strategy and Operations – LinkedIn Sales Solutions. Rivera has worked in a variety of industries – including Fortune 100 enterprises, start-ups and nonprofits. Prior to LinkedIn, Rivera has been named the deputy managing director for the County of Maui.

A group of MBA alumni present their donation to Cho Ray Hospital.

VEMBA alumni donate more than $30,000 in emergency equipment

A group of MBA for Executives in Vietnam (VEMBA) alumni raised approximately $32,000 to purchase a Draeger Savina 300 ICU Ventilator and two Draeger Vista 120 Central Monitoring Systems. The fundraiser was initiated by current VEMBA student Hieu Phan, and facilitated by Tai Truong.

VEMBA ’14. The fund also raised several donations from VEMBA alumni, as well as their families, companies and friends. The emergency equipment was then donated to Cho Ray Hospital in Ho Chi Minh City. The hospital is one of the largest working on the frontline in Vietnam to fight against the COVID-19 pandemic.
Lauren Saiki, BBA ’15, was recently appointed as alumni relations coordinator for the University of Hawai‘i Foundation. In her new position, she works with the alumni relations team to connect UH alumni. Saiki serves as the primary external contact and works with her team to develop and implement strategic alumni initiatives, programs, benefits and events.

Christopher Saki, BBA ’14, was appointed as a New York ambassador as part of the Shidler Regional Alumni Ambassador Program. Ambassadors are dedicated to enhancing the college’s reach, mission and vision and serve as resources for other alumni in their area. Saki is a tax attorney at the New York office of Troys, LLP, one of Canada’s leading international business law firms.

Ryan Trujillo, MBA ’17, has been promoted to content marketing manager at Servco. In his new role, Trujillo manages the content strategy and execution of Servco’s owned content channels, including social media for Toyota, Lexus and Subaru in Hawai‘i.

Kirk Wei, BBA ’17, started a new position as product manager for SmallTalk Agency, which works with large Fortune 500 companies with an emphasis on the technology industry in the San Francisco Bay Area. Prior to his current role, Wei worked as a senior consultant at Deloitte, where he worked to advise some of the largest technology and health care clients in the U.S. and worldwide on risk management and IT compliance best practices. Wei, who also serves as a Seattle Alumni Ambassador for the college, brings his client service, project management and product sense skills to his new role as he manages and drives global expansion projects for his clients.

Jake Muise, BBA ’05, and his wife, Kuulani Muise, were the recipients of the Hawaii Venture Capital Association’s (HVCA) Island Innovator of the Year award. The Muise’s own Maui Nui Venison, a venison farm that sells wild-caught Axis deer products. Jake and Kuulani Muise received the award in late March at the HVCA’s Annual Awards Gala.

Japan Alumni Ambassador Miki Akamine, BBA ’17, got engaged on May 2 to her fiancé, Simon, who is originally from Montreal, Canada. He proposed to her in front of her parents at Minato Mirai, Yokohama. The couple had been dating for a year prior to the engagement and are planning for their wedding in September 2021 in both Japan and Canada.

Send in your class notes and photos
Submit your personal and professional milestones, promotions, new jobs, travel photos, birth announcements, marriages, retirements, etc. to the Shidler Business magazine. If possible, please submit a high-resolution photo to accompany your class note.

Submit online
shidler.hawaii.edu/alumni/update

Give us a call
(808) 956-6044

Send an email
busnews@hawaii.edu
“Since the arrival of COVID-19 in Hawai‘i in mid-March, Hawaii Foodbank has distributed more than 9 million pounds of food to families in need. This is a staggering figure in less than four months – especially when you consider that in 2019, Hawaii Foodbank distributed just more than 12 million pounds for the entire year. Yet amidst times of uncertainty, we remain reassured by our incredible ‘ohana of supporters, volunteers, donors and partners. So many members of our community have stepped in to support Hawaii Foodbank’s mission, and for that, we are incredibly grateful. It’s allowed us to remain swift in our daily response to hunger during the pandemic, and it keeps us hopeful that Hawai‘i will continue to rise resiliently thereafter.”

-Laura Kay Rand

Hawaii Foodbank

Hawaii Foodbank is a certified member of Feeding America and operates as the official food bank for the state of Hawai‘i. Hawaii Foodbank serves O‘ahu and Kaua‘i directly while partnering with The Food Basket to serve Hawai‘i County and the Maui Food Bank to serve Maui County. Last year, Hawaii Foodbank and its network of food banks collectively distributed 16.6 million pounds of food to Hawai‘i residents in need.
FEATURED EVENTS FOR FALL 2020 & WINTER 2021

THU | AUG 13
Will Weinstein Ethics Conversation Series – Ethics in Politics (Online)
Featuring Barbara Boxer, former U.S. senator for California; Kirsten Gillibrand, U.S. senator for New York; and Eric Swalwell, U.S. representative for California’s 15th Congressional District. Moderated by Will Weinstein and held via Zoom from 6-7:30 p.m. PT. shidler.hawaii.edu/weinstein

2020 | AUG-SEP
Mixer and Coffee Hour with Dean Roley (Online)
Join us for a regional, virtual mixers with your fellow alumni and hear about updates from the college and alumni association. All events held via Zoom. Southern California: Wed., August 5, 6 p.m. PDT | Northern California: Wed., August 12, 6 p.m. PDT | Pacific Northwest: Fri., August 14, 6 p.m. PDT | Hong Kong: Fri., August 21, noon HKT | Neighbor Islands: Wed., August 26, 5:30 p.m. HST | New York: Thurs., August 27, 6 p.m. EDT | Japan: Sat., September 12, noon JST | Las Vegas and Arizona: Thurs., September 17, 6 p.m. PDT/MST shidler.hawaii.edu/events

THU | SEP 10
Eddie Flores Real Estate Lecture Series (Online)
Featuring Christopher Benjamin, president and CEO of Alexander & Baldwin. The annual lecture was established by L&L Drive-Inn/L&L Hawaiian Barbecue’s Founder Eddie Flores, BBA ’70, and his wife, Elaine. Held via Zoom from 6-7:30 p.m. HST. shidler.hawaii.edu/flores-real-estate-lecture-series

FRI | DEC 18
UH Mānoa 2020 Commencement Exercise
Students participate in UH Mānoa’s commencement ceremony starting at 9 a.m. at the Stan Sheriff Center. shidler.hawaii.edu/commencement

2021 | JAN 3-5
Hawai‘i Accounting Research Conference (HARC)
Conference held on the campus of the University of Hawai‘i at Mānoa. shidler.hawaii.edu/harc

UPCOMING EVENTS shidler.hawaii.edu/events

WE’RE GOING GREEN STARTING WITH THE WINTER 2020 ISSUE

In doing our part to reduce waste and save precious resources, we are making a few changes to the Shidler Business magazine mailing list starting with the next issue.
· Alumni who graduated prior to 1995 will receive a hard copy of the magazine.
· Our lifetime donors will continue to receive the magazine.
· All other alumni will receive a high-quality and informative electronic version of the magazine.

Please go online to update your information and choose how you’d like to receive the magazine. shidler.hawaii.edu/magazine/update