WE ARE SHIDLER STRONG

WE ARE SHIDLER STRONG
DEAN’S MESSAGE

ALOHA,

I am amazed by the resiliency of our Shidler community as we continue to navigate through these challenging times. We have moved our events to an entirely digital format and were thrilled by the support we received from the Shidler Alumni Association, TIM International and members of the business community to make these events special and memorable for our students, alumni and the general public. I am also proud of our staff and faculty for their continued dedication to adapt to the virtual world we are now faced with. While things are different, we are not closed. We continue to maintain virtual offices to provide needed services to our students and celebrate the successes of our faculty and recently welcomed five new faculty to the Shidler ‘ohana via Zoom.

Last September, we launched the Shidler Strong campaign with a goal to raise $350K for student scholarships, programs and to meet the college’s greatest needs. The response from our alumni and Hawai‘i’s business community was extremely positive and as a result of their outpouring of support, the college surpassed its goal. The success of the Shidler Strong campaign is a great example of how the community, alumni and the college can come together during unprecedented times to support students.

This issue marks the start of our effort to convert more of our subscriptions to a digital format. Alumni who graduated after 1995, as well as our international alumni, will receive the magazine via email format and it will also be available on our website for download. You can go to shidler.hawaii.edu/magazine/update to request changes to your subscription. Our Development team is working on some great events for our alumni across the globe so I encourage you to check our website often and be on the lookout for ways to stay connected to the college virtually.

On behalf of everyone at the Shidler College, I want to send a big mahalo to our alumni, donors and the greater Hawai‘i community for helping us to stay strong through 2020, 2021 and beyond.

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

If you’re an alumna/alumnus with good news to share with us, please contact Dani Douglass at dani.douglass@uhfoundation.org.

Alumni who graduated in 1995 or later will receive an electronic version of Shidler Business. This only applies to those whose record is linked to a valid email address. Those with no email or who have graduated prior to 1995 will receive a hard copy in the mail unless otherwise requested.

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ON THE COVER
Undergraduate students show their support for the Shidler Strong campaign.

Shidler College of Business Advisory Council


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Anthology Marketing Group
In the summer of 2020, it became evident that the financial repercussions from the COVID-19 pandemic would have a lasting and catastrophic impact on the college well into 2021. Shidler alumni, faculty and staff and community supporters came together to brainstorm ideas on how to best help the college weather the storm during this time of uncertainty. A virtual fundraising campaign became the top suggestion when the team realized that a remote environment would clearly continue at least through the remainder of the 2021 school year.

From a running list of potential names for the virtual campaign, Shidler Strong emerged as the favorite choice because it represents characteristics synonymous with the college. A campaign committee – comprised of 14 alumni and faculty headed by Co-Chairs Terri Fujii, BBA ’84, MAcc ’85, and Keith Vieira, BBA ’79 – was quickly assembled to lead the charge to raise $350,000 in support of the college and its programs. As of Jan. 31, the campaign has surpassed its goal and has raised $534,423.

“The traditional ways that the college has raised funds in the past were not available or doable because of the pandemic,” Fujii said. “But the funds that are normally raised are still
needed to provide additional learning opportunities for the students and to provide faculty with the resources to provide those learning opportunities.”

The committee hit the ground running and understood from the get go how important the campaign was to the college’s future success. It would replace the college’s two premier fundraising events (Hall of Honor and Celebrate a Legacy in Tourism) which are usually held in person annually but were canceled because of the pandemic.

“We have to be able to provide them [students] with the necessary scholarships so that finances are not one of the issues in them getting an education,” Vieira said. “Right now it’s even more scary for students because they are wondering if there are going to be jobs in the future. This makes it all the more important for financial aid so there was no question it had to be done. It was just difficult timing to do it.”

Timing was arduous and as one would imagine, asking for money at a time when every industry, especially tourism, was struggling immensely was no easy feat. But the committee members reached out to associates and explained why supporting the business school was so important. The community was receptive and their generosity was overwhelming. Coupled with donations from private businesses, alumni and supporters, exceeding the goal was a heartwarming accomplishment.

“It is so important to the people of Hawai’i to have a world-class business college here that they can learn from and build different areas of our economy…”

-Randall K. Minas Hon Kau and Alice Lee Distinguished Professor
continuing to provide students with the opportunity to obtain a good education will benefit our community and the rebound of our economy."

The money raised will provide critical funds for student, faculty, alumni and community programs and activities not covered by the state-appropriated funds and Jay H. Shidler’s $228 million gift to the college in 2017. Most importantly, it will help the college perpetuate a legacy of excellence for today’s students and future business leaders. “Funds raised through the Shidler Strong campaign help the college continue scholarship and program support and fulfill ongoing commitments impacted by this community crisis,” Vance Roley, dean of the Shidler College, said.

“Among a plethora of sentiments, one thing 2020 did was force us to pause and reflect on our most basic needs and care for those who matter most to us. At Shidler College, our top priority was to ensure the adjustments made to daily life took the health and well-being of our students and faculty into consideration. With that in mind, the college was able to deliver the distinctive global programming it is known for from a distance, while also raising these critical funds to help get the college through 2021 and beyond.

“Shidler is important to Hawai‘i because it’s important to have a strong local community. It allows high school graduates to have an opportunity to be close to home and get a top-notch education.”

-Tyson Yamada
BBA ’03, MBA ’07

“Shidler is important to Hawai‘i because it’s important to have a strong local community. It allows high school graduates to have an opportunity to be close to home and get a top-notch education.”

-Jay H. Shidler, BBA ’68
WE ARE SHIDLER STRONG

MAHALO!
Mahalo nui loa to all those who helped us to make Shidler Strong a success! We couldn’t have done it without you.

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UP TO $2,500K+

shidler.hawaii.edu/strong/donor-roll
In August 2020, a discussion between Shidler Alumni Association board members Toby Tamaye, BBA ’95 and Evan Leong, EMBA ’05, sparked an idea for a webinar series that would spotlight the reopening of Hawai’i’s battered tourism industry. With the backing of board members John Doyle, EMBA ’17 and Sandy Santiago-Narvaez, BBA ’06, Tamaye created a tourism executive committee with the support of the college’s two alumni associations (Shidler Alumni Association and Travel Industry Management International) to run a webinar series for the college. There was no organization offering this type of information online and Leong had experience applying similar technology from his “Save Hawai’i Jobs and Businesses” series he hosted earlier last year.

The group’s vision was to provide multiple sessions to students, industry professionals and the general public at no cost. Thought-provoking topics related to important facets of the tourism industry would allow top-level experts a platform to communicate with the public. The group chose subjects that were vital to recovery, including restarting the economy; restoring travel from Japan; health and safety, technology and policy innovation; and impacts and forecasts of the airline, hotel, retail, restaurant and wedding planning industries.

“We needed to hear from our leaders in the various industries,” Tamaye said. “We needed them together, united and we needed their help in determining our own plans to reopen successfully. The goal of these sessions were to deliver information that could save small businesses, save jobs and provide hope to our attendees with positive and forward thinking messages.”

Just a couple of weeks later, the series – Hawai’i Reopening Consortium Webinar – was launched. The group acted swiftly after Governor David Ige announced the pre-travel testing program would launch on Sept. 16. The three alumni, along with Shidler student coordinators and staff, Shidler Alumni Association board members and Travel Industry Management International board members, worked on the logistics and secured the panelists by approaching their personal networks.

“This was truly a team effort,”
Santiago-Narvaez said. “We had many members of our board participate in the entire series. I am so impressed by the level of professionalism our board members possess and am especially grateful for our student coordinators, Alexandra Tyau and Michelle Ota. Our team included Toby Tamaye, Evan Leong, Buddy Leong, John Doyle and our president, Tyson Yamada. We certainly could not have built such a talented line up of panelists without Katarina Matayoshi, Nina Buenconsejo, Lance Higa, Dave Erdman, Scott Rasak, Masato Itoh, Dianne Vicheinrut, Kristie Lo, Lee-Ann Choy and Trevor Newman.”

The first session, which was one of the most popular of the entire series, was launched on Sept. 29 and was focused on the reopening of Hawai‘i’s tourism industry. The inaugural event had the highest audience turnout of 650 participants. Seven subsequent sessions were offered every Tuesday through Nov. 17.

“I applaud both board groups and other alumni speakers and moderators who helped to have a successful online presentation,” Travel Industry Management International Board Director Dave Erdman, said. “We can be proud of the programming, outreach, high-level discussions and opportunity to help our alumni associations shine and provide relevant information on the situation of travel and tourism and how companies are adapting, handling and planning for a restart of tourism during this COVID-19 crisis.”

Tamaye said that the only speakers to decline did so due to scheduling conflicts and that all the panelists were recruited through personal connections. Many of the speakers were also Shidler College and University of Hawai‘i alumni and highly respected in the industry, which helped draw large audiences.

“Many understood that the series not only reached professionals but it also allowed them to reach college students, which many felt was very important to support,” Tamaye said. “The timing of this series was also a big factor in our success. Probably the most important factor though was a personal connection. Each panelist was carefully examined to make sure they would be able
to deliver the right messages for the webinar."

Santiago-Narvaez said that the participants were grateful for the opportunity to hear from their counterparts and connect with the public. They appreciated the platform to provide accurate and timely information. The series was elevated through email communication, UH news and local media coverage. The eight sessions resulted in more than 3,000 attendees and featured 42 industry executives, including State of Hawai‘i Lt. Gov. Josh Green, M.D., Kaua‘i Mayor Derek Kawakami, Hawai‘i Lodging and Tourism Association President and CEO Mufi Hannemann and a variety of other top experts in the featured industry.

“The overall reaction was definitely positive,” Santiago-Narvaez said. “Toby and I both had numerous colleagues approach us and share that they gained valuable information from the series. I also found that friends that were furloughed at the time considered it a way to stay in touch while they were at home. It touched me that this was a way we were connecting people that were in so many different situations.”

“...It touched me that this was a way we were connecting people that were in so many different situations.”

- Sandy Santiago-Narvaez
BBA '06
INDUSTRY REFLECTIONS AND FORECASTING

Q & A WITH PROFESSOR JERRY AGRUSA

Jerry Agrusa is a professor in the School of Travel Industry Management (TIM School) at the Shidler College of Business. He has been a faculty member at leading hospitality management programs in the United States for more than 25 years and has published over 100 research articles and conference papers and presented his research in more than 25 different countries. His work has been cited in numerous newspapers and magazines including The Wall Street Journal, The New York Times and Forbes. Agrusa gave more than a dozen interviews in 2020 related to the COVID-19 pandemic and its effects on the tourism industry.

IN YOUR OPINION, WHAT AREAS OF THE TOURISM SECTOR WERE HIT THE HARDEST IN 2020?

“Small businesses and especially the full-service restaurants. The profit margins are so small and restaurants had to adjust, first with the shutdowns and then having to lower indoor dining to 25-30% capacity. It’s just not feasible to be profitable. When restaurants develop their business models, they are designed for indoor dining. Another major challenge is the rents are extremely high. Even with the postponed rent, the challenge is having enough money to pay it back. The other industry hit hard is the hotels. We saw a drop of 35,000 tourists a day to nothing, then up to approximately 4,000 a day."

WHAT ARE YOUR THOUGHTS/PROJECTIONS FOR 2021? WHEN DO YOU THINK TOURISM WILL REBOUND TO PRE-PANDEMIC LEVELS (IF EVER)?

“We are on the right path. What we did do correctly is use the research to indicate that tourists are willing to take a COVID-19 test. My research demonstrated that 63% of respondents were willing to take a pre-travel test and 61% a post-travel one. I project we will be back on track by the third quarter of 2021, although a challenge is airline capacity as less people fly in. We don’t need the same numbers as we had pre-pandemic levels if we have high spending tourists. My research shows that tourists that stay in the hotels eat out 21 times over a seven day period. Those staying in timeshares eat out seven times and those in Airbnb’s eat out three times. The tourists staying in hotels produce jobs.”

WHAT ADVICE DO YOU HAVE FOR RECENT TIM SCHOOL GRADUATES LOOKING FOR OPPORTUNITIES?

“Keep a positive attitude and be flexible. You should also be willing to take a position that is not your dream job. I believe that attitude is more important than skills. We can teach skills but it’s hard to teach or adjust attitudes. Another option is to consider completing a master’s degree during this time. It’s a lot easier when your brain is trained to think like a student. It’s a much more difficult adjustment becoming a student after you’ve been working full-time.”

AGRUSA HAS MANY IDEAS FOR REVIVING TOURISM IN HAWAI’I BY DOING THINGS DIFFERENTLY. THESE INCLUDE:

- Enforce mask-wearing and equip the Aloha Patrol with complimentary masks to hand out to visitors who are not wearing one. If the tourists don’t comply, the Honolulu Police Department should ticket them.
- Adjust the severity of penalties for COVID-19 violations. For example, a visitor breaking the quarantine requirement should have a stricter consequence than someone who loitered on the sand when beaches were off limits.
- Crack down on illegal vacation rentals, which will encourage tourists to stay in hotels that produce more jobs for the local economy.
- Raise and implement fees for tourists at popular destinations such as the Diamond Head hiking trail and Hanauma Bay. Money from admission can be used to maintain the attraction and facilities.
- Create better technology such as apps for pre-travel testing and vaccination documentation in addition to an online reservation system for popular attractions.

bit.ly/36jthyQ
Drive-thru graduation celebration

The Shidler College held a drive-thru graduation ceremony in December 2020. The event was found to be a welcome replacement to recognize and celebrate students’ academic achievements.

The fall commencement ceremony went online with pre-recorded speeches, congratulatory messages, photos and a virtual diploma roll call. Graduating students were also treated to a drive-thru celebration to pick up their special gifts and prizes.

“This has been a very disappointing and challenging year for our students,” Dean Vance Roley, said. “While we were not able to celebrate students’ graduation in our typical manner, the college was able to cheer on our students through a drive-thru celebration thanks to donations from the Shidler and TIM School alumni associations and Prince Waikiki (on behalf of Kisan Jo, EMBA ’19).”

Scholarships enrich students’ lives

The Shidler College of Business’ annual scholarship event looked a little different this year. Instead of its traditional luncheon, the event was held on Zoom with smaller breakout rooms to celebrate the generous support of its scholarship donors and the academic achievement of its student scholars. This year, the college awarded more than $825,000 in scholarships to 337 students.

Shidler College Dean Vance Roley said, “In the midst of everything we’ve faced during this challenging year, it is truly heartwarming to hear from students whose lives were enriched by the generosity and thoughtfulness of our scholarship donors. Scholarship support not only helps students achieve their educational goals but affords them opportunities to engage in leadership and college activities to prepare them for future success.”

The scholarship program included a speech by keynote speaker and former HEI CEO Robert Clarke, who spoke about his nearly 30-year involvement with the college and his emotional experience meeting his scholarship recipient for the first time last year. He and his wife, Edwina, BBA ’85, established a $100,000 scholarship for the Direct Admit Program.

In her speech, graduate scholarship recipient Penelope Ng Pack explained that receiving a scholarship will not only help ease her financial burden but will impact her career and quality of life. “We all have different Shidler success stories but are united in that we wouldn’t be here to share them without the generous hearts of our Shidler donors.”
The Shidler Drive-Thru Commencement Celebration event drew graduates to the college campus on Dec. 21 and 22 to pick up their graduation gift, commemorative graduation T-shirt and a chance to win one of 50 gift cards donated by the Shidler Alumni Association and the TIM International alumni group. Pictured left: The 2020 Commencement T-shirt was designed by MBA student Amy Kelly. She received a $100 gift card for her winning entry.

Top International Program

The college was listed among the top business schools in the latest U.S. News & World Report’s Best Colleges ranking for 2021. The college’s undergraduate business program was ranked 116 out of 511 AACSB-accredited business programs nationwide. In the specialty ranking, the college’s international business program moved up one spot to 14th. The rankings are based on peer institution surveys on the quality of business programs.

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, @bestuhm, @sydarikawa and @esd.uhm.
Former securities executive and part-time Hawai‘i resident Will K. Weinstein presented his ethics conversation series virtually on Zoom over the summer drawing approximately 300-500 viewers per lecture. The popular series, which is part of his summer graduate course, featured an impressive line-up of guest speakers from Hawai‘i and the U.S. mainland.

Weinstein said, “It was a real pleasure to be able to introduce the university community to some really dedicated agents of change. Our class had really insightful and thoughtful questions relevant to ‘Ethics in Politics’ and I think and hope that many of them were answered. Wrapping up our 17th year was fun and gratifying. Our students were engaged and made the Zoom experience really easy and enjoyable.”

This year’s series, which included issues related to the global pandemic, included expert panelists in the area of law, business, medicine, technology, economic inequality and politics.

Weinstein Lecture Series goes virtual

In September 2020, more than 300 attended the Flores Real Estate Lecture Series to hear Chris Benjamin, president and CEO of Alexander & Baldwin (A&B), present “Repositioning A&B after 150 years: Twists, Turns and COVID-19.”

Moderated by Pacific Business News Editor-in-Chief Kam Napier, Benjamin talked about his experience and the evolution of A&B’s industries throughout its 150 years in Hawai‘i and the impact of the pandemic on its commercial real estate business.

As Hawai‘i’s largest owner of grocery-anchored shopping centers, A&B’s tenants were directly impacted by the pandemic. “I’ve been very pleased by the fact that our property management-leasing team has really worked very closely with our tenants and tried to find the right balance,” Benjamin explained. “We’re going to have tenants that don’t make it and that’s one of the saddest things about this and it is the unfortunate reality of COVID-19. We take a long-term perspective when working with our tenants because keeping them in business is extremely important.”

According to Benjamin, he is thankful that A&B’s commercial real estate business model focus is leasing to tenants who offer services for Hawai‘i residents which resulted in many being deemed essential during the pandemic. A&B’s other businesses such as Grace Pacific, renewable energy segment, trucking business on Maui and other businesses continued operating as usual.

“The reality is that most people are hurting from COVID-19 and it’s just a matter of trying to make sure that it doesn’t become an existential event,” he said. “You’re prudent with your capital, you’re prudent with your cash and you live to fight another day. And that’s really what we’re trying to do.”

The annual event is sponsored by Eddie Flores, Jr. and Elaine Flores.

A&B CEO headlines the Flores Real Estate Lecture

The School of Travel Industry Management (TIM School) hosted a virtual welcome reception for Ho‘oilina scholars and representatives from the Hawai‘i Tourism Authority (HTA) and Hawai‘i Lodging & Tourism Association (HLTA). Guests included Former HTA President and CEO Chris Tatum, HLTA President and CEO Mufi Hannemann; Shidler Dean Vance Roley and UH West Oahu Chancellor Maenette Benham. The Ho‘oilina Scholarship was established through a partnership between the HTA, HLTA and the Shidler College to award eight four-year scholarships to exceptional public high school graduates from Hawai‘i majoring in travel industry management.

Welcoming Ho‘oilina Scholars
Meet Angie Lee Kim, EMBA ’20, the vice president of the family-owned Fabric Mart, Inc. and Printex Fabrics, Inc. Kim, who is expected to take over the family business, works alongside her father and CEO, Daniel Lee. She is responsible for importing and exporting textile goods, marketing and oversees sales and operations for Printex Fabrics, the wholesale branch of the company. There are three Fabric Mart retail stores located on O‘ahu and one on Maui.

Tell us about a day at the office.
“Like any family business, I wear multiple hats. My time is mostly spent at Printex Fabrics, our wholesale textile business. I start the day by reading emails from our textile printers from overseas and checking on the status of our custom designs. Next, I put on my salesperson hat and partner with our sales team to supply our customers. I jump over to our main Fabric Mart location – which thankfully is just a block away – to work on marketing, our website and innovating our retail stores. I also shadow my dad and work on new design ideas together, and I sit in on meetings where he buys new fabric for our retail stores.”

How have you adapted to meet the needs of your customers during the COVID-19 pandemic?
“Currently, we’re creating our own cotton brand called ‘Kahala Cotton.’ We hope to supply our cotton across the U.S. at an affordable price point, which has always been my dad’s vision. This is a priority now because of the demand for fabric masks. In the last 8-9 months, we brought in roughly 700,000 yards of fabric to meet the demand of fabric masks. Our wholesale business shifted to design more cotton fabric rather than our polyester cotton blend because cotton is the preferred material for fabric masks. It’s been really exciting creating designs and seeing the community wear them on their masks.”

What do you do to relax/destress?
“I used to relax by watching Korean dramas and eating my Oreos! I know it’s bad, but I started to stress eat during the height of the pandemic. Now that things have slowed down, my husband and I started to invest in our health by having a personal trainer and eating healthier. Each morning I also use my Calm app to meditate.”

What’s your advice for current students?
“Soak in the knowledge from professors and ask a lot of questions because they are there for your self-development and to enrich your growth as a business leader. I was finishing my last semester during the start of the pandemic and thankfully I had my professors to give advice on how to best operate our fabric business. But more importantly, they were supportive and empathized with what I was experiencing. The professors care and want to help, so pick their brains and ask questions.”

What’s your favorite lunch?
“My favorite lunch is anything Korean. I like bibimbap, kimchee soup, kalbi and Korean side dishes. Sometimes, nori and rice with a side of kimchee hits the spot for me.”

What’s your favorite activity outside of the office?
“I enjoy volunteering at my church and I love to sing!”

How did your experiences at Shidler prepare you for what was to come?
“Shidler helped me develop core business and leadership skills. Learning skills in accounting, finance, project management, marketing and organizational behavior has given me more confidence as I transition to lead our family business. The professionals I met during my time at Shidler have given me a larger business network. Thank you, Shidler!”

What’s your favorite memory of Shidler?
“I will never forget residence week, when I met my cohort in-person for the first time rather than on Zoom. My second favorite memory is going on the Asia Field Study trip this past summer. I learned so much about Asia, businesses overseas and most importantly, about myself. It was on this trip that I decided to return and to help grow our family business.”

What’s your favorite activity outside of the office?
“I enjoy volunteering at my church and I love to sing!”
UH BREAKTHROUGH INNOVATION CHALLENGE
A TOTAL ONLINE EXPERIENCE

The 10th annual UH Breakthrough Innovation Challenge, sponsored by Accuity LLP, was held completely online for the first time. The Challenge provides students with a platform to showcase their innovative solutions to some of our world’s biggest problems. Entries flooded in from across the UH System from a diverse group of students, including those studying education, engineering, computer science, psychology and business. Each team was matched with a business mentor, who provided guidance on exploring the commercial potential of the innovation. On Nov. 19, the final four teams made presentations to an expert judging panel and live audience. The judges awarded the $5,000 first prize to Nimbus AI, a team of computer scientists that is providing an effective solution to solar power grid managers to make quick decisions based on cloud cover forecasts.

PACE has launched a new initiative to further support student entrepreneurs and the community. Recognizing that building a strong team is a key factor in building a successful company, StartupTree was rolled out in June. The unique networking platform allows students and alumni to connect with co-founders, mentors and investors across the globe. Shidler alumni and friends are welcome to create a profile.

PACE hosted an ensemble of experienced founders who shared their startup stories and advice as part of the Entrepreneurship Live Speaker Series, sponsored by Accuity LLP, was held completely online for the first time. The Challenge provides students with a platform to showcase their innovative solutions to some of our world’s biggest problems. Entries flooded in from across the UH System from a diverse group of students, including those studying education, engineering, computer science, psychology and business. Each team was matched with a business mentor, who provided guidance on exploring the commercial potential of the innovation. On Nov. 19, the final four teams made presentations to an expert judging panel and live audience. The judges awarded the $5,000 first prize to Nimbus AI, a team of computer scientists that is providing an effective solution to solar power grid managers to make quick decisions based on cloud cover forecasts.

New Initiative
Stay Connected in a Remote World

Entrepreneurship Live Speaker Series
Pandemic Sparks New Convos

In November, PACE unveiled its new website, which was developed with the help of the creative team at Blue Logic Labs, led by Shidler alumnus Travis Ito, BBA ’15. The refreshed site is easier to navigate and explore PACE’s program offerings. The interface is much more responsive and is now mobile-friendly.
The competitive Launchpad program, which accepts only the most serious student entrepreneurs, was held online for the first time in 2020. This made it easier for students from across the UH System to connect. The cohorts, which are normally comprised of mostly UH Mānoa students, celebrated a more diverse mix this year with students from UH West O‘ahu and Kapi‘olani, Leeward and Kaua‘i Community Colleges. From May to July, 10 teams committed themselves to practicing the lean startup methodology, which tasks the fledgling founders to gather insights from customers in order to determine a viable marketplace. Each team was assigned a business mentor and weekly guest speakers shared their knowledge on relevant startup topics. The Mamoru and Aiko Takitani Foundation generously sponsored the program and each team completing the requirements was awarded a $4,000 startup capital grant.

PACE welcomed Maria Lowder to its rotation of professionals-in-residence this fall. Lowder is a long-time PACE supporter and offers years of experience in business accounting. During her career, she has owned her own CPA firm and has helped numerous small businesses and entrepreneurs. Lowder and three other volunteer residents provided counsel through their device screens to students since they were not able to meet in person. The free business counseling service provides students and faculty with a priceless opportunity to receive advice from experts in fields including law, marketing, accounting and finance. Appointments are held in a private videoconferencing room hosted by PACE over 45-minute sessions.

PACE'S monthly Co-Finder events continue with a mission to foster a growing entrepreneurial ecosystem by connecting students, faculty and alumni. Last semester, more than 40 students attended the revamped virtual mixer and shared their unique ideas and skills. From the comfort of their homes, students were able to meet like-minded individuals from across the UH System. More than 20 startup ideas were pitched, ranging from vacation rental cleaning services, contact tracing initiatives and smart elevators free of COVID-19.

Family Business members enjoyed this year’s annual social event in the comfort of their own space while virtually exploring 20 acres of cacao trees on the slopes of Lahaina, Maui and learning about the production that takes place at the Maui Ku‘ia Estate Chocolate (MKEC) farm. A delicious package of chocolates was delivered to each FBCH member which allowed them to experience the texture, smell and flavors of these delectable treats. Gunars Valkirs, CEO and chief dreamer of MKEC, shared his passion by curating the 13-flavor tasting event. A full-time Maui resident and retired biotech entrepreneur, Valkirs started his cacao farm with the goal of making great chocolate. As the operation grew, he and his wife, JoRene, wanted it to become a philanthropic endeavor. Plans for the farm, factory, and company evolved. MKEC’s Chocolate Kuleana took shape right along with it, creating a remarkable business model.
1 | COMPASSION THROUGH VOLUNTEERISM
The pandemic has caused huge demand at Hawaii Foodbank and the organization has reached out for more volunteers to help distribute food to those in need. Organized by the Shidler Alumni Association, students representing the Shidler Global Leaders, Inter-Business Club and Graduate Business Student Association volunteered for the Foodbank’s Food 4 Keiki program to pack 4,800 bags to feed children and their families across O’ahu and Kaua’i.

2 | TOP HONORS IN DIGITAL MARKETING AND ACCOUNTING
The Shidler College undergraduate team won first place at the 2020 Global Digital Marketing competition outperforming 85 universities from eight countries. The winning team members were Emma Scott, Stacy Odquier and Jenny Tran. The trio was tasked to increase reach, awareness and downloads; and develop a revenue stream to assist the student loan repayment app Change Ed to solve the national student debt crisis.

(Not pictured) Master of Accounting students Chloe Honbo, Kristine Santaniello and Denis Mannschatz placed first at the Association of Government Accountants (AGA) Government Finance Case Challenge. The case challenge involved analyzing data for the City of Urbandale, Iowa and developing a Citizen-Centric Report.

3 | EARNING SUPERIOR STATUS
Congratulations to the Beta Alpha Psi (BAP) club for its outstanding achievement during the past challenging year. Advised by accounting faculty Jenny Teruya and Mary Woollen, BAP received international recognition and was named Superior Chapter for their excellence in academics, professionalism and leadership.

BAP is the premier international honor society for accounting students. Its mission is to inspire and support excellence by providing opportunities for service, professional development and interaction with professionals.

4 | SOCIAL MEDIA CHALLENGE
A group of MBA students created the winning social media strategy to elevate the School of Travel Industry Management (TIM School) as part of their 658 marketing course led by Marketing Instructor Constancio Paranal III. The winning team members were Penelope Ng Pack, Cedric Colling, Kaelyn Okuhata and Taylor Igarashi. Their strategy included a six-week social media campaign consisting of 20 media posts targeted to prospective students and their parents. The campaign included a virtual open house and interviews, presentations and a “How to Apply” process. The winning team received branded college gifts, publicity through Shidler news outlets and an opportunity for their strategy to be used by the TIM School.
5 | SHIDLER DAY WINNERS
The annual spirited Shidler Day went virtual in the fall due to the pandemic. Students participated through social media and answered college trivia questions and posted selfies reflecting their Shidler spirit. Graduate student Phuntsho Wangmo won the grand prize gift card to Lucy’s Lab and college swag and several other winners received gift cards to alumni-owned businesses and college swag.

6 | ALOHA HARVEST RECEIVES A HELPING HAND
The Travel Industry Management Student Association (TIMSA) volunteered to help Hawaii Restaurant Association’s (HRA) Aloha Harvest with a food distribution in December. Through this activity, students learned first-hand the needs of people affected by the pandemic. They also witnessed compassion and continued community support despite its membership experiencing economic hardship.

HRA expressed their thanks to Professor Jerry Agrusa and TIMSA for their aid and support of the tourism industry.

7 | GRAD DRIVE-THRU
In November 2020, the Graduate Business Student Association (GBSA) hosted its first-ever “drive-up mixer” for new and current graduate students at the Shidler College. GBSA wanted to show their support for students’ perseverance and strength in continuing their education during the pandemic. Students were gifted with a goodie bag that included a Shidler tote bag, stickers and a gift card to Rainbow Drive-In.

8 | ACCOUNTING STUDENT EARNS PRESTIGIOUS AWARD
Chloe Honbo, a graduate accounting student at the Shidler College, was named a Public Company Accounting Oversight Board (PCAOB) Scholar for the 2020-2021 academic year. The School of Accounting (SOA) nominated Honbo for this prestigious award and she is the third SOA student to receive the honor. The PCAOB is a nonprofit corporation established by Congress to oversee audits of public companies and has awarded academic scholarships of $10,000 to accounting students nationwide since 2011.
New Staff

**Christopher Cannon** has joined the college as assistant professor of marketing. His research examines how consumers’ social motives influence their consumption choices specifically in the area of luxury consumption, resource scarcity, social hierarchy and gift giving. Cannon’s work has appeared in the Journal of Consumer Psychology, Personality and Social Psychology Bulletin and the Journal of the Association for Consumer Research. He received his doctorate in marketing from the Kellogg School of Management at Northwestern University and his bachelor’s and master’s degrees in psychology from the University of Michigan.

**Caroline Fry** is an assistant professor of management and industrial relations. Her research focuses on innovation in emerging economies and the role of institutions and globalization. Fry gained work experience as a project associate for the Innovations for Poverty Action in Sierra Leone and consultant for the World Bank in South Africa. She received her doctorate from Massachusetts Institute of Technology and her bachelor’s and master’s degrees from the University of Cambridge, United Kingdom.

**Sungjin Kim** has joined the college as an assistant professor or marketing. He is interested in quantitative marketing and Bayesian data analysis and focuses his research in the area of quasi-experimental methods, non-profit marketing and public policy. Prior to entering academia, Kim worked as a marketing manager in the steel industry for four years. He received his doctorate in marketing from Johnson Graduate School of Management at Cornell University, master’s in statistics from the University of Minnesota and bachelor’s in economics from Yonsei University.

**Giulio Ronzoni** has joined the college as an instructor in the School of Travel Industry Management. Ronzoni has managerial experience in the hotel, restaurant and special events industry throughout Europe, including working for Hotel de Paris in Monte Carlo and Ritz-Carlton in Ireland. He also organized the ATP Rolex Masters of Tennis and the Royal Wedding in Monte Carlo. Born and raised in Italy, he moved to France after high school to pursue his bachelor’s and master’s degrees in international hotel and tourism management and earned his doctorate in hospitality management at the Rosen College of Hospitality Management at the University of Central Florida. His research area includes guest delight, branding, diversity and intercultural management, human trafficking and senior living management.

**Dalee Yoon** has joined the college as an assistant professor of management. Her primary research interest focuses on the behavioral perspectives of entrepreneurs and managers. She is particularly interested in understanding how the psychological traits of entrepreneurs drive both their performance and various strategic decisions (e.g., market-entry, financing design and succession). She received her doctorate in management from the Krannert School of Management at Purdue University; and her bachelor’s in English, language and literature and bachelor’s and master’s in business administration from Korea University.

Recognitions and Appointments

The following faculty members were appointed professorships and fellowships effective Aug. 1, 2020. **Qimei Chen**, professor of marketing and senior associate dean for academic affairs, was appointed the Harold and Sandy Noborikawa Endowed Chair in Entrepreneurship, Marketing, and Information Technology; **Marjan Houshmand**, associate professor of management, was appointed the Family Business Center of Hawaii Distinguished Professorship; **Hannah-Hanh Nguyen**, associate professor of...
management, was appointed the Shidler College Faculty Fellow; You-il (Chris) Park, assistant professor of accounting, was appointed the Accuity, LLP Accounting Faculty Fellow; and Dan Spencer, professor in the School of Travel Industry Management, was appointed the William R. Johnson, Jr. Distinguished Professorship in Travel Industry Management.

S. Ghon Rhee, professor of finance and the K.J. Luke Distinguished Chair Professor of International Finance and Banking received the 2020 China International Risk Forum (CIRF) Lifetime Achievement Award virtually in August for his dedication to advancing the risk management profession through education, research and service.

**Research**


Sungjin Kim, assistant professor of marketing, with C. Lee and S. Gupta, published “Bayesian Synthetic Control Methods,” in the Journal of Marketing Research.


Yanmei Zheng, assistant professor of marketing and Shidler College Faculty Fellow, with J. Alba, published “Consumer Self-Control and the Biological Sciences: Implications for Marketing Stakeholders,” in the Journal of Marketing.

Jian Zhou, professor of accounting and the Lloyd Fujie/ Deloitte Foundation Distinguished Professor in Accounting, with J. Kim and Y. Kim, published “Time Encoding in Languages and Investment Efficiency, in Management Science. (Forthcoming).

**Faculty in the News**

Hawaii Public Radio — Shifting Business Education in Hawaii, (8/4/20), Marc Endrigat, MBA admissions director

KHON2 — Leaders of the hospitality industry say that hotels will be ready when tourism restarts, (9/16/20), Jerry Agrusa, professor of TIM School

Civil Beat — Can Shave Ice and Surfboards Help Keep Young People Safe? (10/6/20), Dana Alden, professor of marketing

NerdWallet.com — Credit Card Annual Fees, (11/27/20), Nimesh Patel, assistant professor of finance

Hawaii News Now—West Coast states urge against travel, putting Hawai‘i’s fragile tourism recovery at risk, (11/16/20), Jerry Agrusa, professor of TIM School

Star Advertiser — ICE order would’ve damaged higher ed, (7/18/20) Tung Bui, professor of ITM; Tamar Kreps, assistant professor of management; Hannah Nguyen, associate professor of management.

In Memoriam

Ed Wary, alumnus and lecturer of the School of Travel Industry Management and Honolulu restaurateur, passed away in December. Since 1995, he has used his years of experience in the hospitality and food industry to teach students the restaurant business through his course at the TIM School. Wary was a dedicated teacher and beloved by his students and continued teaching through the pandemic from home. Wary was a mentor to many students from the TIM School and an advocate for restaurant entrepreneurs. He was best known for his restaurants on Oahu including Bishop Street Café, Auntie Pasto’s, Dixie Grill and his popular country western nightclub Whiskey Dix Saloon.

Wary was the past president of the Hawaii Restaurant Association and the National Restaurant Association. He was inducted into the TIM School Hall of Honor in 2007-2008 for his professional achievements, dedicated...
DONOR NEWS

Five gifts to elevate the School of Travel Industry Management

Restaurateur establishes $250,000 faculty endowment for TIM School

Anthony Wong, BBA ’83, a well-known Singaporean restaurateur, has established a $125,000 faculty fellowship at the School of Travel Industry Management (TIM School), which will be matched equally by Jay H. Shidler, BBA ’68, to create a $250,000 endowment.

“I am very grateful for the school and happy to give back to the institution that has given me my head-start in my career and business,” Wong said.

Through his holding company, Creative Eateries, Wong has established 50 restaurants and two catering divisions. He founded Crossings Cafe, an initiative to employ socially marginalized individuals in the restaurant industry. He was recently appointed president of the Catholic Business Network and SAFRA Board of Governors, which oversees facilities, activities and programs to aid more than 380,000 military personnel in the Singapore Armed Forces.

Apparel executive establishes professorship

Textile and apparel company Esquel Group and its Vice Chairman Teresa Yang, BBA ’84, established a $500,000 Esquel-Yang Family Distinguished Professorship at the TIM School with matching funds from Jay H. Shidler. The professorship will advance research and academic activities at the TIM School for the benefit of the wider community.

“The professorship is being established to honor the late Dr. Chuck Gee, Dean Emeritus of the TIM School for his enduring dedication to the development of the tourism and travel industry and the TIM School, along with his staunch support of Esquel,” Yang said.

The Esquel Group is a leading Hong Kong-based manufacturer and was founded in 1978 by Theresa Yang’s father, Y.L. Yang. The company has facilities in China, Mauritius, Sri Lanka and Vietnam and produces more than 100 million cotton shirts each year for global brands and retailers.

Creating scholarships for TIM School

Eva Kaa, BBA ’78, has established the Eva Kaa Scholarship for Excellence. The estimated $850,000 estate gift will go to full-time undergraduate students pursuing a degree at the TIM School.

“I credit my education at the TIM School for preparing me well for a variety of careers,” Kaa said. “I am grateful for the generosity of donors and others at the University of Hawai‘i for providing me with the opportunities to pursue my goals and dreams.”

Originally from Minnesota, Kaa attended UH with the help of scholarships, grants and financial aid and worked part-time to cover her living expenses. With the assistance of Chuck Gee, then dean of the TIM School, she landed her first full-time job at Pacific

Leadership center named for the Casaminas

Roland Casamina, BBA ’76 and Evelyn Casamina have made a generous gift to renovate and name the Undergraduate Leadership Center at the Shidler College of Business. The gift is valued at $250,000 and adds to a previous $50,000 endowed scholarship he established for students at Shidler College.

“The Leadership Center is a perfect opportunity to inspire students to strive to be their best and to become the very leaders that they themselves would want to follow,” Casamina said. “Coming to this country with nothing but hope, it was only a dream that I could one day be in a position to leave a legacy like this.”

Roland Casamina was born in the Philippines and came to Hawai‘i in the 1960s. Casamina is the CEO and president of House of Finance, a residential loan funding company he established in 1995. Evelyn Casamina serves as the co-owner of the family-run business.
Asia Travel Association. This opportunity led to many successful careers as a police officer, owner of an investigation company, flight attendant/purser with Pan American World Airways, FBI special agent, and as an inspector/tourism editor for AAA.

Johnson endows TIM professorships
William “Bill” Johnson, BBA ’65, has established two endowments to provide distinguished professorships for the School of Travel Industry Management (TIM School). The $500,000 gift will be equally split between professorships and will also be matched by college namesake Jay H. Shidler.

Johnson and his wife Sue, have been strong supporters of the Shidler College. The couple previously established two $1 million distinguished professorships at Shidler College and a $1.75 million endowment to support the school’s study abroad program. The Johnsons co-own Johnson Machinery Co., which supplies heavy construction and industrial equipment to Southern California and Western Arizona.

Hee family establishes faculty fellowship
The Hee Family Endowed Faculty Fellowship has been established at the School of Travel Industry Management (TIM School) to attract and retain high-caliber, talented faculty. The $125,000 gift will be matched by Jay H. Shidler. Anthony “Tony” Ching, trustee for the Estate of Clifford Hee, established the gift to honor the lives of Clifford and Blanche Hee and their late sons, Michael and Tom Hee, BBA ’78.

A previous gift of $2 million from the Hee’s estate was given in 2018 to honor Tom and Michael Hee. Both sons unfortunately predeceased their parents due to complications arising from hemophilia. The 2018 gift was added to their original scholarship established in 2002 in honor of Tom Hee, which has awarded scholarships to 49 students totaling nearly $170,000 thus far. As part of the 2018 gift, the college’s computer room was named the Tom W.S. Hee Undergraduate Computer Room to honor his leadership and legacy.

Supporting Shidler
In this challenging time, your support of the college is needed now more than ever. Your donation ensures that the Shidler College of Business can continue performing at a level of excellence while providing students with valuable resources and support to stay on track with their academic and career goals. Please consider making a gift of any amount to one of the following funds.

Shidler Advancement Fund uhfoundation.org/supportshidler
Travel Industry Management Development Fund uhfoundation.org/supporttim
School of Accountancy Advancement Fund uhfoundation.org/accountancy

For more information, please contact Kristi Bates, executive director of development, at (808) 956-3597 or kristi.bates@uhfoundation.org.
DONOR RECOGNITION

Thank you to all of our supporters

Our sincerest mahalo to the following alumni, foundations, companies and friends for their gifts to the Shidler College of Business during the last fiscal year, July 1, 2019 - June 30, 2020.

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Austin A. Thomas, BBA ’98
Douglas M. Tonokawa, BBA ’79, MAcc ’81 & Jane M. Tonokawa, BBA ’82
Allan S. Totoki
Michelle H. Tucker, BBA ’77
Thomas T. Ueno, BBA ’67, MBA ’70 & Carole Ueno
Capt. Charles M. Vinson, MBA ’84 & Susan C. Vinson
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Eric K. Yeaman, BBA ’89 & Melanie M. Yeaman, BBA ’88
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STAYING CONNECTED DESPITE AN OCEAN AND SOCIAL DISTANCE

The Shidler College held a series of virtual mixers in August and September for alumni throughout the world. The “Virtual Alumni Mixer and Coffee Break with Dean Roley” series was held on Zoom in Southern California, Northern California, the Pacific Northwest, Hong Kong, Japan, the neighbor islands, New York and Las Vegas and Arizona. Each session included updates from Dean Roley and the alumni associations, the opportunity to ask questions and a fun ice-breaker. Alumni can expect more virtual opportunities to stay connected this year.

VIRTUAL MENTORSHIP PROGRAMS IN FULL SWING

While students and mentors were unable to connect in person, the college kicked off a number of highly successful mentorship programs in 2020. The college mentoring programs are spearheaded by the Alumni Relations Department and the Shidler Alumni Association. They have expanded to include EMBA students and recent graduates of the college. 2020 was also the first time that mentors included those living abroad and on the West Coast. The college also provides mentorship for undergraduate students, including those who are part of the Shidler Global Leaders and Freshman Direct Admit programs, which connect them to business leaders for real-world insight and expertise.

TIMI PAU HANA

TIM International, Inc. (TIMI), the alumni association for the School of Travel Industry Management (TIM School), held its TIMI Virtual Happy Hour on Oct. 8. The event featured a DIY cocktail tutorial conducted by Jared Matsuki, BS ’19, who is currently a management trainee at the Prince Waikiki. Attendees were provided with a recipe list prior to the meeting to participate in the live demonstration. They also had the opportunity to network with fellow alumni from around the world. “As an attendee, I would say it was one of
the most effortless yet fun, entertaining and productive networking events I ever attended,” said Kristie Lo, BS ’01. “I look forward to the next one!”

4 | TIMI BOARD ANNUAL GENERAL MEETING

The TIM International, Inc. (TIMI) held its annual general meeting on Nov. 10. The virtual event provided approximately 40 School of Travel Industry Management (TIM School) alumni with the opportunity to hear about college updates, take a virtual site inspection of The Kahala Hotel highlighting COVID-19 procedures and participate in networking activities. Also during the meeting, newly elected board members were announced. The eight new members are: Kekai Edayan, BS ’18, MHRM ’19; Kevin Iwamoto, BBA ’77; David Kong, BBA ’74; Holden Lim, BBA ’89; Derek Lin, BS ’17; Tim Marsden, BBA ’76; Jared Matsuki, BS ’19; and Joseph Toy, MS ’00. “The general membership event was a good way to get involved and align my career path and aspirations,” Edayan said. “I’m looking forward to being in service, representing from the island of Hawai’i and staying connected to other TIM alumni.”

5 | SHIDLER ALUMNI ASSOCIATION ANNUAL MEETING

The Shidler Alumni Association held its virtual annual meeting on June 23, with approximately 100 guests from around the globe to hear speaker Alan M. Oshima discuss “Diversifying Hawai’i’s Economy” and to receive updates on the past year’s accomplishments. Nina Buenconsejo, MBA ’14; Evan Leong, EMBA ’08; Grant Nakama, BBA ’05, MBA ’11; Trevor Newman, BBA ’12; and Scott Rasak, BBA ’09 were welcomed as new board directors. Cynthia Alm, BBA ’78, BBA ’79; Kellan Briones, MAcc ’05; Eric Chang, MBA ’04; Shiraz Dole, BBA ’17; Jason Haruki, BBA ’00; Daniel Hee, BBA ’12; and Krista Song, BBA ’03, were also thanked for their service as outgoing directors.

6 | EMBA ALUMNI PROVIDE SUMMER INTERNSHIPS TO STUDENTS

A group of 17 Shidler College alumni came together and pooled their time and resources to provide 19 students—six of whom were Shidler College students— with an unforgettable and meaningful summer. The Jordan & Cara Odo Scholarship Foundation, founded by alumnus Jordan Odo, EMBA ’17, provided a five-week Virtual Summer Internship Program to give students opportunities to obtain practical experience, expand their networks and build on their service leadership in the community. The students worked alongside mentors who devoted numerous hours to the program and provided practical advice and instruction and led the students in developing team leadership, research market analysis, information synthesis and presentation skills. The program ended on July 18 and generated enormous support and encouragement from the community, along with cash prizes to winning teams.

#TASTYTUESDAYS

Shidler College launched a Tasty Tuesday initiative on social media in November to help promote food and beverage products at alumni-owned businesses. The businesses offer up an exclusive discount or promotion to anyone in the community who shows the post during checkout. If you are an alumni-owned business who would like to be included in a future Tasty Tuesday post, please email Kirstin Seal at seal@hawaii.edu.
Eric Yeaman, BBA ‘89, has been appointed chair¬man of Alexander & Baldwin following Stan Kuriyama’s retirement in September 2020. Yeaman is the former CEO of Hawaiian Telcom, former president of First Hawaiian Bank and the founder and managing partner of Hoku Capital LLC. He is also on the board of Alaska Air Group Inc. and DRFortress.

Jerry Blue, BBA ‘89, has been named as the president of the American Advertising Federation, Hawaii Chapter (AAF Hawaii). In this leadership role, Blue leads and works alongside the organization’s board to promote AAF Hawaii as the unifying voice for advertising in Hawai‘i. AAF Hawaii promotes the business of advertising and communications and provides an arena for members of the advertising community to work together for the common goal of creating a stronger industry. Blue is the partner and president of Element 8, LLC.

Timon Leong, BBA ‘89, has been appointed vice president and director of HR services for the Hawaii Employers Council (HEC). In his role, he is responsible for overseeing the strategic direction of human resource services and maintaining positive member relations. Leong brings more than 25 years of experience to the position and he previously served as Kualoa Ranch’s director of human resources.

Unyong Nakata, MBA ‘05, has been promoted to senior director of sales and merchandising for Y. Hata & Co., Ltd. In her role, Nakata is responsible for overseeing the strategic direction of human resource services and maintaining positive member relations. Leong brings more than 25 years of experience to the position and he previously served as Kualoa Ranch’s director of human resources.

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2000s

Trent Thoms, MBA ‘03, was promoted to first vice president, advisory and transaction services at CBRE. Thoms specializes in investment sales and industrial advisory and transaction services. Working mostly on the island of O‘ahu, Thoms represents landlords and tenants seeking his consultative approach to the commercial real estate business.

2010s

Erin Kanno Uehara, MBA ‘13, was featured in a University of Hawai‘i Foundation Alumni Business profile as the owner of Choco le‘a, a gourmet chocolate company in Mānoa. During the pandemic, Uehara and her staff conducted weekend drive-thru pick ups so that customers could continue purchasing chocolates.

Michael Robinson, MBA ‘14, has joined the Board of the Hawaii Economic Association (HEA). HEA’s mission is to promote public awareness and understanding of economics and to support the professional growth of its members by providing a forum to discuss Hawai‘i’s economic issues and to interact with other professionals. Robinson serves as the vice president of government relations.
Congratulations to three Shidler College alumni for joining Cohort VIII of the Omidyar Fellows Hawaii program!

Tony Au, BBA '91, MBA '96, executive vice president – residential real estate division, First Hawaiian Bank

Daniel Chun, BS '02, director of sales, community and public relations – Hawai‘i, Alaska Airlines

Diane Paloma, MBA '99, chief executive officer, King Lunaiilo Trust and Lunaiilo Home

Individuals were selected through a rigorous application process, based on their accomplishments, motivation, and ability to make positive change in Hawai‘i. Their courageous leadership continues to be demonstrated through their response to the coronavirus pandemic and the ongoing health and economic crisis.

“We see leadership as an activity, not a role, and we have appreciated all of those who have stepped forward to diagnose the real and deeper challenges, engage others, and intervene skillfully,” Bill Coy, director of Omidyar Fellows, said.

and community affairs for Hawaii Pacific Health (HPH).

Brad Rockwell, EMBA '14, was promoted to chief of operations at Kauai Island Utility Cooperative (KIUC), where he is in charge of all operations for the utility on Kauai. Prior to his current role, Rockwell served as the power supply manager at KIUC.

Leilani Sniff, BBA '15, has been named product manager at Apple. Sniff previously worked at a small digital agency where she worked with Apple as a client and then she became a full-time employee at Apple. In her new position as product manager, she works on expanding seamless payment experiences and affordability for her high-profile projects is traffic signal optimization for Oahu’s 239 traffic signals.

Claire Fukuoka, MBA '16, is a project manager for Austin Tsutsumi & Associates, Inc. One of her high-profile projects is traffic signal optimization for Oahu’s 239 traffic signals.

Miju Kim, MS '08, is an area account director at Highgate. Kim began her career in hospitality at the Sheraton Waikiki and is now responsible for Highgate Hotel's sales at its seven properties in Hawai‘i. “It was a great honor to be selected for the 40 under 40 2020 class,” she said. "I was the only hotel representative on the list and am so proud to represent the industry.”

Trung Lam, MBA '06, is the CEO of La Tour Café. Lam’s French macaroons are the No. 1 seller in Hawai‘i producing more than $500,000 in annual revenue. “My time at Shidler gave me a solid business foundation allowing me to focus my energy on developing vision and innovation in my different businesses,” he said.

Lydia Miyahira, MBA '10, is an account director at iQ360. When she joined the company, she worked on the Obama Foundation campaign which resulted in a highly successful media campaign for the president in his home state. Miyahira previously served as the marketing director at the Shidler College.

Dan Richards, BBA '09, is the director of marketing at Coldwell Banker Island Properties. His public relations strategy averages $42,000 in value each month and an average of 15 mentions. He sits on the board for the American Marketing Association Hawaii chapter. “Being recognized as a member of this 40 Under 40 class is an incredible honor and testament that hard work pays off,” he said. “I owe much of my success to the unconditional support of my family and friends, and my time at Shidler College.”

Cristina Schenk, GCER '10, is the CEO of Merriman’s Restaurants, where she oversees five of the company’s operations. She supports community initiatives including the Puu Kukui Watershed Preserve and the “Adopt a Tree & Preserve Our Aina” program.

Omidyar Fellows Hawaii program

Congratulations to the six Shidler alumni who were named in Pacific Business News’ 21st Annual “Finally Legal!” 40 Under 40 list.

Leilani Sniff

Claire Fukuoka

Miju Kim

Trung Lam

Lydia Miyahira

Dan Richards

Cristina Schenk

Brad Rockwell

Leilani Sniff

Claire Fukuoka

Miju Kim

Trung Lam

Lydia Miyahira

Dan Richards

Cristina Schenk
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.

Meredith Mawhar, BBA ’16, has joined Mobi, a wireless service provider company, as vice president, financial planning and analysis. In her role, she is responsible for supporting strategic initiatives through financial modeling and long-term business planning, as well as coordinating financial analysis and management reporting. Prior to joining Mobi, Mawhar served as the director of expansion at BoxJelly.

Travis Counsell, EMBA ’19, has been appointed executive director of the New England Mountain Bike Association, a non-profit in New England with 29 chapters and approximately 8,000 members. In his role, he is responsible for the organization’s operations, programs, strategic planning and fundraising initiatives.

Colette Masunaga, MBA ’20, has been named director of external affairs and special projects at The Queen’s Health Systems (QHS). In her role, she leads the state and local government relations team. Masunaga is also responsible for the direction of all government and public policy initiatives and advocacy. Masunaga was also recently named the 2020 American Hospital Association (AHA) Grassroots Champion in Hawai’i.

Marc Putman, MBA ’20, has been promoted to vice president of Armstrong Builders. Putman brings more than 10 years of experience in construction and started his career with Armstrong Builders in 2016 as a project manager, where he has overseen many challenging projects.

In Memoriams

Daniel Lau, BA ’41, former CEO and director of Grand Pacific Life Insurance Company and co-founder of Finance Factors, passed away in October 2020 at 101 years old. He was a successful entrepreneur, a Bronze Star honored veteran, a distinguished athlete and a community leader. A McKinley High graduate, he went on to earn business degrees from UH and Harvard University School of Business Administration Advanced Management Program. He also established the Daniel B.T. & Evelyn Y.Q. Lau Shidler Graduate Fellowship Endowment.

Frank Watase, BA ’50, passed away in September 2020 at 96. He was chairman of Yum Yum and Winchell’s Donuts, the largest donut chain in California and later opened Quality Naturally Foods. Prior to that, Watase worked in Hawai’i as a senior VP at Servco Pacific and at his brother’s company, Mark Construction Inc. He also led efforts to establish the University of Hawai’i College of Business Administration and previously established the Frank Watase Endowed Scholarship Fund. Watase also served in the military twice, interrupting his education. The first time was while at UH during World War II, and then again during the Korean War while at Harvard Business School.

Wallace Hirai, EMBA ’79, former executive with C. Brewer & Co’s in Hilo, and his wife Mae passed away at the Yukio Okutsu State Veterans Home in September, both were 91 years old. Wallace Hirai was also the founder and president of W.A. Hirai & Associates, a private consulting engineering firm with offices in Honolulu and Hilo. Hirai served in U.S. Army as an officer in the Korean War. He received his bachelor’s in engineering from Iowa State University and his executive MBA from UH.
Anthology Marketing Group

Created in 2007 with the convergence of two of Hawai‘i’s most respected communications firms, Anthology is the state’s largest integrated marketing practice with roots that reach back more than 50 years. Anthology is comprised of best-in-practice specialists in advertising, public relations, web and mobile development, digital marketing, research, analytics and social media working together to provide integrated communication solutions critical to companies today. Headquartered in Honolulu, Anthology provides a full range of services to solve marketing and communication challenges for clients with regional or global interests in Hawai‘i, Asia, North America and Europe. Clients represent a broad range of industries, from regulated industries (financial, insurance and energy) to technology and communications to educational, retail, healthcare, travel and tourism, and professional services.

Curtis Agor, BBA ’99, Chief Financial Officer
Czarina Caberto, BBA ’17, Account Executive - Advertising
Mary Fastenau, EMBA ’96, Principal
Craig Kim, BBA ’91, Vice President - Research
David Pettinger (not pictured), BBA ’10, President - Research

Anna Piergallini (not pictured), BBA ’16, Account Executive - Public Relations
Cheyenne Maltezo, BBA ’15, Account Executive - Public Relations
Jacob Munoz, BBA ’19, Traffic Coordinator - Advertising

William Nhieu, BBA ’10, Director, Strategic Communications - Public Relations
Christine Ulandez (not pictured), BBA ’19, Assistant Account Executive - Public Relations
Yeon Wong, BBA ’05, Media Supervisor - Advertising

anthologygroup.com | (808) 544-3000
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<tr>
<th>Date</th>
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<tr>
<td><strong>THU</strong></td>
<td><strong>FEB 25</strong> Windows of Opportunity with a TIM Degree (Online)</td>
<td>Featuring seven panelists from various industries. Speakers will discuss how you can use your tourism experience in other sectors. Geared toward recent graduates. Held via Zoom from 5-6:30 p.m. HST. <a href="shidler.hawaii.edu/windows-of-opportunity">shidler.hawaii.edu/windows-of-opportunity</a></td>
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<tr>
<td><strong>THU</strong></td>
<td><strong>MAR 11</strong> Executive Vineyards (Online)</td>
<td>Join Shidler alumni worldwide for this highly anticipated event from the comfort of your home. Special networking breakout will be offered for alumni, with an interactive program featuring lucky draw prizes, a silent auction, wine tasting, and curated dinner entrees (for O‘ahu guests). Register online at <a href="shidler.hawaii.edu/executivevineyards">shidler.hawaii.edu/executivevineyards</a>.</td>
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<td><strong>THU</strong></td>
<td><strong>APR 22</strong> TIM School New Graduates Pau Hana (Online)</td>
<td>The TIM Alumni Association hosts a virtual mixer with TIM School alumni and soon-to-be graduates. Held via Zoom from 4:30 p.m. HST. Please check the college website for the latest information.</td>
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<td><strong>THU</strong></td>
<td><strong>APR 29</strong> Celebrate a Legacy in Tourism (Online)</td>
<td>This year’s honorees are Paul Kosasa, president and CEO of ABC Stores and Glenn Vergara, BBA '84, vice president and general manager at Waikiki Resort Hotel. Proceeds from the event fund TIM student scholarships.</td>
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<td><strong>THU</strong></td>
<td><strong>MAY 6</strong> Business Night (Online)</td>
<td>The college will celebrate Business Night’s 60th anniversary virtually with a commemorative video and student awards. Please check the college website for the latest information.</td>
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<tr>
<td><strong>FRI</strong></td>
<td><strong>MAY 14</strong> Spring Commencement Reception (Online)</td>
<td>Graduates will be invited to participate in the college’s online commencement program and drive-thru celebration. Please check the college website for the latest information.</td>
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**UPCOMING EVENTS** [shidler.hawaii.edu/events](shidler.hawaii.edu/events)