WE ARE SHIDLER STRONG

INSIDE: We are Shidler Strong | Hawai‘i’s Reopening
Virtual Flores Real Estate Lecture | Talk Story with the CEO Features Angie Lee Kim
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 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 Douglas at dani.douglass@uhfoundation.org.

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Dean and First Hawaiian Bank Chair of Leadership and Management

Congratulations graduates!
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.

"Being in the middle of the pandemic heightened the need for the campaign, but we were also aware that there are so many needs in our community," Fujii reflected. "Our message needed to be clear in that..."
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.

“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

“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.

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When we think about what a business school does, it trains future business leaders of the community and a great business school can have a material effect on both the quality of life and the standard of living in this community.”
-Jay H. Shidler, BBA ’88

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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Earl Fry, BBA ’80 and Joy Fry, BBA ’81

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WE ARE SHIDLER STRONG
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 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 was 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 team included 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.

“The first session, which was one of the most popular of the entire series, was launched on Sept. 29,” Santiago-Narvaez said. “We had many of our board members 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 Jau 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 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.”

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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
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.

INDUSTRY REFLECTIONS AND FORECASTING

Q & A WITH PROFESSOR JERRY AGRUSA

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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 programs 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.”

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.
Weinstein Lecture Series goes virtual

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 areas of law, business, medicine, technology, economic inequality and politics.

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 concepts together, and I sit in on meetings where he buys new fabric for our retail stores.”

What do you do to relax/destress?
“I used to relax by watching Korean dramas and eating my Dosa! 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.”

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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 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 is seeking volunteer coaches and judges for its 2021 UH Venture Competition. Learn more at pace.shidler.hawaii.edu/uhvc

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pace.shidler.hawaii.edu/uhvc
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 Oahu and Kauai.

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 Santarelli 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.

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.
Giulio Ronzoni, assistant professor of marketing, was appointed the Acctoy, 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 R.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.


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


Yannii 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)

The following faculty members were appointed professorships and fellowships effective Aug. 1, 2020.

Gimel 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 Hsiao Nguyen, assistant professor of management, was appointed the Shidler College Faculty Fellow, You-I (Chichi) Park, assistant professor of accounting, was appointed the Acctoy, 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.
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.

Apparel executive establishes professorship

Textile and apparel company Esquel Group and its Vice Chairman Teresa Yang, BBA ’84, established a $250,000 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 Kau, BBA ’78, has established the Eva Kau Scholarship for Excellence. The estimated $500,000 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,” Kau 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, Kau 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 House of Finance.

Tenant family establishes faculty endowed scholarship

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 Café, 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 300,000 military personnel in the Singapore Armed Forces.

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, F.B.I. special agent, and as an inspector/tourism editor for AAA.

Johnson endows TIM professorships

William “Bill” Johnson, BBA ’65, has established two endowed professorships for TIM School 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 Johnson co-own Johnson Machinery Co., which supplies heavy construction and industrial equipment to Southern California and Western Arizona.

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

For more information, please contact Kristi Bates, executive director of development, at (808) 956-3597 or kristi.bates@uhfoundation.org.
Support Shidler by joining the Dean’s Circle
With a gift of $1 or more to the Shidler Advancement Fund, Dean’s Circle members provide the much-needed resources to support the future growth of the Shidler College of Business.

Corporate Donors

**Kool Min Hur Foundation**
Kauai Ranch Hawaii, Inc.
Pi Sigma Epsilon
Ski International Hawaii
The Queen’s Health Systems
Thompson S. Kuros, M.D., D.M.
Walters Resort Hotel
West Washington Land Foundation

**Shidler College of Business Hall of Honor**

$25,000-$99,999
Edwin M. Hastings Memorial Trust
First Hawaiian Community Foundation
Hawaii Electric Industries Charitable Foundation
Hawaii Employers’ Mutual Insurance Co.
Mamoru and Aiko Takakura Foundation
Oscar & Rosetta Fish Scholarship Foundation
TMI International, Inc.

$10,000-$24,999

**Aloha United Way**
Central Pacific Bank
DB Kim Jun Ki Cultural Foundation
First Hawaiian Bank
First Insurance Charitable Foundation
Gary Broad Foundation
KPMG Foundation
Lau & Lau Properties, Inc.
Northstar Travel Media, LLC

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**Chase**
Kawano Family Foundation
Keinonen Foundation Trust
Wannee R. Shaw & William B. Shaw, MBA

$2,000-$4,999

**American Express**
Bank of Hawaii
Bishop & Co. Inc.
Armstrong Produce, Ltd.
Astro Air,
Benz & Widmark, Ltd.

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Every effort has made to ensure the accuracy of the donors listed in this issue. Please accept the college’s sincerest apology for any errors that appear above. For questions or concerns, contact Alyssa Tanabe, associate director of donor relations, at alyssa.tanabe@shidler.hawaii.edu or give online at shidler.hawaii.edu/donors.
1 | 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, New York and Las Vegas and Arizona. Each session included updates from Dean Roley and the alumni association, the opportunity to ask questions and a fun ice-breaker. Alumni can expect more virtual opportunities to stay connected this year.

2 | 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.

3 | 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 Lin, BS ’01. “I look forward to the next one!”

4 | TIMI BOARD ANNUAL GENERAL MEETING

The TIMI International, Inc. (TIMI) held its annual general meeting on Nov. 10. The virtual event provided approximately 40 participants 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 ’19; Kevin Iwamoto, BBA ‘77; Holden Lim, BBA ’17; Tim Marsden, BBA ‘19; and Joseph Toy, MS ‘00. “The general membership appreciates the hard work of the current board of directors. Cynthia Aim, BBA ’78, BBA ’79; Kellan Briones, MAcc ’04; Eric Chang, MBA ’04; Shizir Dole, BBA ’17; Jason Haruki, BBA ’09; Daniel Hee, BBA ’12; and Krista Song, BBA ’03, were also thanked for their service as outgoing directors.

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 ’05; Grant Nakama, BBA ’05, MBA ’11; Trevor Newman, BBA ’12; and Scott Rasak, BBA ’09 were welcomed as new board directors. Cynthia Aim, BBA ’78, BBA ’79; Kellan Briones, MAcc ’04; Eric Chang, MBA ’04; Shizir Dole, BBA ’17; Jason Haruki, BBA ’09; 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 Odor Scholarship Foundation, founded by alumnus Jordan Odor, 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.
CLASS NOTES

Erin Kanno Uehara, MBA ‘99, has been appointed chair of Alexander & Baldwin following Stan Kuriyama’s retirement in September 2020. Yaeman is the former CEO of HAWAII 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 Hoku Capital LLC. He is also on the board of First Hawaiian Bank and the Hawaiian Telcom, former president Yeaman is the former CEO of retirement in September 2020.

Jerry Blue, BBA ‘99, 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 Hawaii! AAF Hawaii promotes the business of advertising 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.

Trent Thoms, BBA ‘99, 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 Kula Ranch’s director of human resources.

2000s

Trent Thoms, MBA ‘93, 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 Oahu, Thoms represents landlords and tenants seeking his consultative approach to the commercial real estate business. Umjong Nakata, MBA ‘96, has been promoted to senior director of sales and merchandising for Y. Hata & Co., Ltd. In her role, Nakata is responsible for strategic priorities for company growth and efficiency. She oversees multiple departments, including sales, customer service, marketing, business development, supply chain and category management. Nakata most recently served as the company’s enterprise marketing director.

Dongwoon Kim, BS ‘99, has been appointed director of sales and marketing at JW Marriott Hotel Bangkok in Thailand. Kim, who is a Korean national, previously served as director of sales and marketing at the Renaissance Riverside Hotel Saigon in Vietnam. Prior to that, he worked as director of sales and associate director at the Grand Hyatt Guangzhou/China.

2010s

Erin Kanno Uehara, MBA ‘13, was featured in a University of Hawaii Foundation Alumni Profile this month and an average of 15 mentions. He graduated from the University of Hawaii Foundation campaign which resulted in a highly successful projects in traffic signal optimization for Oahu’s signal.

Leilani Sniff, BBA ‘15, has been appointed 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.

Omidiyar Fellows Hawaii program

Congratulations to three Shidler College alumni for joining Cohort VIII of the Omidiyar 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 – Hawaii, Alaska Airlines.

Diane Paloma, MBA ‘98, chief executive officer, King Lunalilo Trust and Lunailio Home.

Individuals were selected through a rigorous application process, based on their accomplishments, motivation, and ability to make positive change in Hawaii. 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 Omidiyar Fellows, said.

Omidiyar Fellows Hawaii program

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

Lynn Miyahira, MBA ‘10, is an account director at IQS60. When she joined the company, she worked on the Obama Foundation campaign which resulted in a highly successful marketing campaign for the president in his home state. Miyahira previously served as the marketing director at the Shidler College.

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 Hotels’ sales at its seven properties in Hawaii. “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 macarons are the No. 1 seller in Hawaii, 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.

Cristina Schenk, GCE ‘10, is the CEO of Merittman’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 Home” program.

CLASS NOTES

Eric Yaeman

Jerry Blue

Trent Thoms

Brad Rockwell

Leilani Sniff

1980s

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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 Bonneville 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.

2020s

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.

Anthem 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.

CLASS NOTES

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 BioChef.

Travis Counsell, EMBA ‘19, has been appointed executive director of the New England Mountain Bike Association, a nonprofit 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.

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FEATURED EVENTS FOR SPRING & SUMMER 2021

THU  FEB 25  Windows of Opportunity with a TIM Degree (Online)
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. shidler.hawaii.edu/windows-of-opportunity

THU  MAR 11  Executive Vineyards (Online)
Join Shidler alumni worldwide for this highly anticipated event from the comfort of your home. Special networking breakouts 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 shidler.hawaii.edu/executivevineyards.

THU  APR 22  TIM School New Graduates Pau Hana (Online)
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.

THU  APR 29  Celebrate a Legacy in Tourism (Online)
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.

THU  MAY 6  Business Night (Online)
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.

FRI  MAY 14  Spring Commencement Reception (Online)
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.

UPCOMING EVENTS  shidler.hawaii.edu/events

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