DEAN’S MESSAGE

DEAN’S MESSAGE

ALOHA,

Happy new year! We hope you enjoyed the holiday season with loved ones and friends. As we reflect on the past year and move into 2023, it has been uplifting to see the college return to pre-pandemic activities, including in-person classes, student programs, study abroad exchange and large-scale events.

In this issue, we cover the return of our in-person signature functions, such as our fall Shidler Commencement Ceremony, where we hosted more than 150 graduates and guests, including over 20 Vietnam Executive MBA students from Ho Chi Minh City and Hanoi; annual Hall of Honor Awards, honoring four distinguished alumni leaders; Scholarship Luncheon, where donors connected with their student beneficiaries; the Lane Lecture Series, which focused on sustainability in tourism; as well as a number of regional alumni activities on the West Coast and Asia, including the Newport Yacht Cruise, which was hosted by alumnus Bill Johnson, BBA ’65.

We also delve into the work of our college faculty, “talk story” with outstanding alumni, recognize recent donations and highlight the many great accomplishments of our students.

I am delighted to share some recent college highlights, including:

• Being ranked #13 in international business schools in the 2022-2023 U.S. News & World Report’s “America’s Best Colleges” rankings, up one spot from 2022. The ranking evaluates more than 600 AACSB accredited business schools.

• The Residences for Innovative Student Entrepreneurs (RISE), slated to open later this year, will be an exciting live, learn, work community, featuring state-of-the-art maker spaces, meeting rooms and 374 dorm beds. The program will be operated by Shidler’s Pacific Asian Center for Entrepreneurship and is accessible to UH students across all disciplines. To date, approximately $4 million in program and scholarship support has been raised.

• The School of Travel Industry Management (TIM School) continues to grow its resources with the addition of $1.5 million in new student scholarships, $500,000 for study abroad support and six new faculty endowments. In addition, the school has hired three new faculty members, including John Crotts, newly appointed director of the TIM School and William R. Johnson Jr. Distinguished Professor of TIM.

• Our Freshman Direct Admit Program maintained its traction with this past cohort boasting 100 high-achieving incoming freshmen, with an average GPA of 3.95. 60% of this group are from Hawai‘i high schools, and 40% from the U.S. mainland, with half from California.

We look forward to an exciting and busy year ahead. Please continue to stay connected with us and we hope to see you at an upcoming alumni event.

Sincerely,

V. Vance Roley
Dean and First Hawaiian Bank Chair of Leadership and Management
Shidler College of Business Advisory Council


ON THE COVER
Shidler Day makes its in-person comeback.

CONTENTS
Features
04 | Paths Less Traveled
10 | Hall of Honor

College News
12 | Shidler Day
13 | Rick’s Corner
13 | U.S. News Ranking
16 | What’s Happening at PACE

Faculty and Staff Notes
20 | Notable Mentions

Donor News
24 | New Spaces for Students
25 | Scholarship for Maui Students

Alumni News
22 | Alumni Features
26 | Alumni Snapshots
28 | Class Notes
31 | Alumni at Work Features Aloha Pacific Federal Credit Union
Hilton Lewis, MBA '11, his career journey has been out of this world. As the director of the W.M. Keck Observatory, where two of the world’s largest optical and infrared telescopes sit on the slopes of Maunakea on Hawai‘i Island, he wears several hats. He describes his role as twofold, with a responsibility of keeping the observatory at the forefront of scientific research while also guiding its development to maintain continued success. “For me, a huge part of my role is ensuring that there is a bright future for astronomy in Hawai‘i, rooted in community and respect for culture, place and the people of Hawai‘i,” he said.

He’s worked at the observatory for more than 36 years and relishes in the reward and challenge it presents. He says that building and maintaining an organization is dynamic and despite massive disruption during COVID, there was an opportunity to reorganize. Lewis earned his master’s degree while he was already in a senior leadership position as deputy director. He jokes that he pursued his degree so that he could counter the arguments of the organization’s chief financial officer. After he completed the program and proudly walked into her office, she reminded him that she also earned the same degree 30 years prior.

All jokes aside, Lewis says that his Shidler education helped round him out as a leader and exposed him to concepts far removed from an observatory, such as entrepreneurship. He also felt the pressure of being a full-time student while leading the observatory. “It was tough, but it was also fun, and I made some good friends among both the faculty and my fellow students,” he reflects. “And doing something outside of your core area of expertise is a wonderful growth experience.”
Alumna Natasha Bailey, BBA ’18, found her zen on her yoga mat after completing her studies in entrepreneurship, and she is now teaching others the ancient Indian tradition. Her journey started under a full moon shortly before finishing her degree when a friend invited her to a yoga class. She experienced a profound relaxation and fell in love with the practice, which led her to enroll in teacher training that summer. After completing her 200-hour certification in power vinyasa, she never looked back.

These days, you can find Bailey at the front of the yoga studio guiding her students. She focuses on going beyond the workout aspect and incorporates breathwork, calm music, dim lighting, incense, props and a soothing voice into her classes to assure the “union” aspect of yoga – alignment of body, mind and heart – is preserved. “During a yoga class, I have students set an intention before we start and then move their bodies with that focal point in mind, the same way they can bring that intention off of the mat and into their daily lives,” she said.

Bailey’s untraditional business path has allowed her more flexibility in her schedule and the opportunity to travel. She is grateful to have a skill set that can be applied to multiple careers and for the soft skills she obtained in college, including developing a strong personal and professional network and mentors who believed in her. “My experiences after attending Shidler have taught me that I can find fulfillment in life if my goals are relevant to any career path I choose rather than specific to a particular job,” she said.
Yosef Ben Gershom, DLEMBA ‘22, is a project engineer for the Hawai‘i Space Flight Laboratory at UH Mānoa. His team develops satellites and sees them through assembly, integration, testing, launch and operations with a goal of supporting the aerospace industry in Hawai‘i. His career started following completion of his mechanical engineering degree at UH and landing a full-time position at the laboratory after working on his capstone project there. One of Ben Gershom’s career highlights so far was working on the team that built Hawai‘i’s first successful satellite, Neutron-1, delivered and launched in 2020.

Ben Gershom enjoyed his work as an engineer but also recognized the growing needs of the lab required him to take on more project management responsibilities. After contemplating graduate school for engineering, he discovered that Shidler’s Distance Learning Executive MBA (DLEMBA) fit his career trajectory. He says that one of the appeals for him was the opportunity to meet diverse professionals and grow his network to support his passion for expanding aerospace opportunities statewide. “As I progressed through the DLEMBA program, I gained more interest and confidence in shifting from an engineering role toward a management and leadership role,” he said.

Ben Gershom recently completed his graduate degree all while working full-time. He reflects on the importance of developing goals and planning the next steps in both his personal life and career. He says this ensures finding passion and engagement in his career as he moves forward. He also acknowledges the influence of those around him. “I believe it is critical to have support from family and friends, for them to understand what you will be going through when times get tough,” he said.

No matter what twists and turns their paths took, these three alumni can all agree that though they may have taken paths less traveled, they’ve found success in their life’s work and the education they received at Shidler provided a valuable foundation that they stand on today.
Shidler College’s inaugural Humanities Integrated Program with Social Sciences (HIPSS) cohort started in the fall. Created by Hamid Pourjalali, director of the School of Accountancy and Donald A. Corbin Distinguished Professor in Accounting, the program is free to freshmen in the Freshman Direct Admit Program (DAP) and prebusiness students who plan to obtain their degree from the college. Pourjalali designed the curriculum as an integrated path of humanities and social science to equip students with these critical skills.

“I wanted to start something that addressed the fact that we should improve on the way we teach humanities to college students,” he said. “I also wanted students to understand that their daily choices and behavior have consequences beyond themselves.”

HIPSS includes the prebusiness courses students need to complete to earn their business degree. Pourjalali says that faculty make the classes engaging and use enjoyable teaching methods such as integrated games, simulations and case studies.

He is excited to continue the program into 2023 and expects that the first cohort will complete the one-year program as the next group begins in the fall. The first cohort drew 20 students from the U.S. mainland, Hawai‘i and Canada, who had a unique opportunity to be exposed to topics and develop skills beyond a traditional business curriculum. The small cohort size also allows friendships to form and more individualized instruction from faculty.

“The HIPSS program was a great way to integrate into the college lifestyle,” said student Whitney Wong. “Bonding and working with a small cohort of students and faculty allowed me to build communication and teamwork skills, while also meeting several new people from around the world with different perspectives.” Fellow student Aalia Meer added, “The faculty’s enthusiasm and dedication to the cohort is commendable; there was never a time where I felt like I couldn’t reach out to them!”

Outside of Shidler College faculty, the program draws on the expertise of faculty from colleges across UH Mānoa, including the College of Arts, Languages & Letters and the College of Social Sciences. Currently, the program offers nonbusiness courses in public speaking, economics, sociology and writing.

“The HIPSS program sets students apart once they graduate and start their careers,” Pourjalali said. “They receive a detailed transcript which shows they have the qualities today’s employers seek. These courses provide them with a strong foundation and the confidence required to succeed in our ever-changing world.”

Apply to be a part of the HIPSS 2023-2024 cohort by May 15. | shidler.hawaii.edu/hipss
LONG-TIME PROFESSOR DEDICATES HIMSELF TO SUSTAINABILITY

BY DANI DOUGLASS

Shidler College of Business marketing professor Dana Alden, MBA ’84, has seen his career significantly evolve over the years. In the early 1980s, the William R. Johnson, Jr. Distinguished Professor and Marketing Department chair was working full-time as the first executive director of the Straub Foundation while completing his master’s. He returned to Shidler in 1989 after earning his doctorate in marketing and international business at the University of Texas, Austin. As an alumnus, Alden was excited to join the college and devoted his energy to examining cross-cultural consumer behavior and global brand management in Asia-Pacific, while teaching undergraduate and graduate marketing courses.

After 15 years of researching traditional international marketing topics, Alden shifted his focus to healthcare consumer decision making. He spent time working with reproductive health clinics and conducting research in Vietnam, while also serving as director of Shidler College's Vietnam Executive MBA (VEMBA) program from 2001-2007. He also collaborated with physicians at leading medical institutions such as UCLA’s David Geffen School of Medicine, developing decision support tools to enhance shared decision making – when health care providers work collaboratively with patients to make medical decisions. Alden loved that his work was making a difference in people’s lives.

In 2019, his career took a new turn. While presenting his health care decision making research to scholars in Chengdu, China, Alden experienced an internal shift that inspired him to recalibrate. The pivot was a natural progression given his longstanding interest in the environment and growing concern about marketing’s contribution to global warming. It was there, during those hot and humid days in China, that he decided to put things into motion when he returned home to Hawai’i.

“I started questioning where we are going to be in a few decades,” he said. “And I looked at my children and wondered ‘What’s the world going to be like for them in 2050? Are they going to be able to enjoy their lifestyle in any way, shape or form as I have?’”

Alden believes that marketing has a major role to play in sustainability. “Marketers have an opportunity to influence green product design, distribution channel circularity, equitable treatment of supply chain workers and environmentally positive consumption,” he said. “Scientists predict that temperatures will be 2.7 degrees Celsius warmer by the end of the century. If we don’t get climate change under control, people won’t be able to work outside. Tropical locations, which are the least responsible for the greenhouse emissions, will pay the heaviest price.”

Since that transitional moment nearly 6,000 miles from his home in Hawai’i, Alden’s focus on sustainability has snowballed, with his life work now devoted to the field of sustainable marketing during his remaining years in higher education.

Although the School of Travel
Industry Management (TIM School) has offered a sustainable tourism course for several years, similar courses within Shidler were not yet available. Alden taught the college’s first sustainable marketing course in 2019 with just over 15 students. The class is now fully enrolled and typically has a waitlist. In addition, the Finance Department is now offering a sustainable finance class. “Gen Z students are strongly interested in this topic because they know how important sustainable business management is to their future,” Alden said.

Alden’s next goal was to work with colleagues to create a scholarly journal that would publish high-quality sustainability research of interest to both academics and practitioners. He thought that the Journal of Sustainable Marketing would be a natural brand name for the new journal, but there was a small hiccup. Conducting an online search, he discovered that scholars in Turkey had just launched a journal with the same title. Instead of abandoning his desire to contribute to a sustainable marketing journal, Alden did what any good marketer would do. He contacted the new journal’s editorial staff.

Those initial conversations led to an invitation to join the journal’s team as an associate editor. Alden then decided to use part of his professorship funding to improve the journal’s website and other backend processing systems. He also approached Shidler Dean Vance Roley about endorsing the journal. In addition, he recruited several top marketing scholars to join the editorial board. In August 2021, he agreed to serve as the journal’s editor. “My main mission is to enhance the journal’s recognition as a leading source of scientific sustainable marketing research – research that is rigorous but also relevant to managers and policymakers,” he said.

Alden then worked with colleagues to establish a global online sustainable marketing symposium that will attract top scholars to share their work and collaborate. The inaugural Research Innovations in Sustainable Marketing (RISM2023) will take place online from March 14-16. Shidler College is the main sponsor and participants will join from Africa, the Middle East, North America, Australia and Asia.

Alden’s latest initiative involved cofounding the American Marketing Association’s (AMA) sustainable marketing special interest group with Robert Dalstrom of Miami University. The group is actively sponsoring sessions at major AMA meetings and has attracted numerous researchers and practitioners from around the world.

Throughout his time at the college, Alden has been a popular professor, known for his dedication and enthusiasm. He has received the Professor of the Semester Award twice, as well as the Dennis Ching Teaching Award, the Kaizen Service Award and the Shirley M. Lee Research Award.

Now, 33 years after returning to Shidler, Alden’s work centers on an issue he believes we can no longer ignore. He says that business research and education have major roles to play in addressing these concerns and this is his contribution to winning the race against climate change.

“Every generation has a major challenge. And, I want to do whatever I can to address what is clearly one of the most pressing challenges facing humanity and the planet today.” — Dana Alden
The Shidler College hosted the 2022 Hall of Honor Awards in-person for the first time since 2019 on Oct. 13 at the Sheraton Waikiki. Nearly 400 guests gathered to celebrate the newest four inductees as they were welcomed into this prestigious group of business leaders and alumni, which now tops more than 110 since the event began in 1992.

Honorees are selected each year based on their demonstration of business excellence in their careers, contributions they make to their communities and their dedication to the college. The 2022 inductees were Julie Arigo, BBA ’88, general manager, Halepuna Waikīkī by Halekulani; Terry George, MBA ’09, president and CEO, Harold K.L. Castle Foundation; Shelee Kimura, BBA ’95, president and CEO, Hawaiian Electric Co.; and Paul Tse, BBA ’76, MBA ’78, executive director, Golden Crown Development Ltd.

The event, which is the college’s largest fundraiser held in partnership with the Shidler College of Business Alumni Association, raised $340,000 for student programs and scholarships, faculty research, alumni outreach and special programs.

“This event is held each year to celebrate the achievements of our alumni and friends,” Shidler College Dean Vance Roley, said. “We are grateful for the partnership with the Shidler College of Business Alumni Association, and to everyone who contributed so generously to make this evening special. These honorees are stellar role models for our students as they demonstrate sound leadership, unwavering integrity and steadfast service to their communities.”

Shidler alumna and 2014 Hall of Honor recipient Gina Mangieri, EMBA ’02, once again emceed the event. Hawaiian Electric, Hawaiian Electric Industries and American Savings Bank served as presenting sponsors; Aulani, A Disney Resort & Spa was contributing sponsor; and Pacific Business News was the event media sponsor for the seventh consecutive year.

The Shidler Alumni Association is planning the next event and looks forward to welcoming guests at the 2023 Hall of Honor Awards later this year. For more information about the event or to make a contribution to Shidler College’s Advancement Fund, please contact Kristi Bates, executive director of development, at (808) 445-3164 or email kristi.bates@uhfoundation.org.
SHIDLER HOSTS WACSB ANNUAL CONFERENCE

By Dani Douglass

The Shidler College hosted the 2022 Western Association of Collegiate Schools of Business (WACSB) Conference from Oct. 9-11. A welcome reception, stimulating conversations at the iconic Moana Surfrider Waikiki and a tour of the ‘Iolani Palace followed by dinner filled the agenda.

Deans from business schools in Alaska, Arizona, California, Hawai‘i, Idaho, Nevada, Oregon, Utah and Washington make up the WACSB. During the conference, nearly 40 schools and organizations participated in the event and 52 individuals were in attendance.

Shidler College Dean Vance Roley gave the welcome address to conference attendees, many of them fellow deans at top-ranked business schools at universities including San Diego State University, UC Davis, Seattle University, University of Utah and University of Washington.

“The WACSB conference was an incredible convening of academic leaders in the business arena representing the western region of our country,” Roley said. “In this meeting of the minds, we were able to exchange meaningful and pertinent ideas and insights about issues ranging from entrepreneurship and innovation to international education and life-long learning, all in our spectacular hometown of Honolulu.”

Hawai‘i Lodging and Tourism Association President and CEO Mufi Hannemann served as the keynote speaker. During his speech, he talked about local tourism and ongoing changes, workforce development and education. Sandra Fujiyama, executive director of the Pacific Asian Center for Entrepreneurship (PACE), also addressed the audience on the first day of the conference. She spoke about PACE’s journey to becoming UH’s entrepreneurship center and its latest endeavor, Residences for Innovative Student Entrepreneurs, or RISE. The live-learn-work community, scheduled to open in the fall, is for student entrepreneurs across the UH System.

“The conference inspired engaging discussions and sparked collaboration opportunities,” Fujiyama said. “The level of camaraderie amongst this group of leaders was truly impressive.”

Attendees were treated to a robust conference experience. Not only did they enjoy thought-provoking discussions on the latest issues and trends relevant to their dean and directorships, but they also experienced the storied history and deep cultural roots the island of Oahu has to offer.
Shidler Day makes a strong comeback

The first Shidler Day since 2019 took place on Sept. 1 in the Eddie and Elaine Flores, Jr. Courtyard at Shidler College. Incoming and returning prebusiness, business and TIM students were treated to a fun-filled afternoon to kick off the 2022-2023 school year. The energy was high as hundreds flocked through the courtyard and enjoyed pizza and popcorn, assorted beverages and received goodie bags. Attendees had the opportunity to purchase merchandise, learn more about Shidler student clubs and how to stay connected with the college after graduation through the Shidler and School of Travel Industry Management (TIM) Alumni Associations.

This year’s event was made possible by a handful of generous community sponsors. Thank you to gold sponsors Central Pacific Bank and Chamber of Commerce Hawaii Young Professionals; silver sponsors Bank of Hawai‘i, Hawaiian Airlines, Hawaiian Host Group and Popeyes Hawai‘i; and bronze sponsor Meadow Gold Dairies.

Sustainable tourism lecture

The Ambassador L.W. “Bill” Lane Jr. Lecture on Sustainable Tourism was held on Nov. 17 at the Japanese Cultural Center. More than 50 attended the complimentary event which featured David Kong, founder and principal of DEI Advisors, a nonprofit organization based in Arizona, and former retired president and CEO of Best Western Hotels and Resorts. His lecture was titled “Innovation, Performance and Sustainability” and explored the many career opportunities and paths for advancement in the hospitality industry and how diverse leadership can help with some of the challenges that minorities face in the workforce.
Rick Varley is the director of Shidler College’s Internship and Career Development Office. In this column, Varley selects an outstanding student to share their internship experience. During the spring and fall 2022 semesters, Varley placed nearly 300 Shidler students in internships.

In this feature, Colton Goza, BBA ’17, recalls his journey as an intern as he was attending Shidler and going overseas to Japan as a Freeman Scholar while earning his bachelor’s degree in finance with a minor in Japanese. The three internships he completed at Shidler served as a foundation for his current role as a credit analyst at Sumitomo Mitsui Trust Bank in its New York City branch, where he has worked since March 2022.

Shidler’s influence on my success
By Colton Goza

Prior to graduating, I was fortunate enough to represent Shidler as a Freeman Scholar in Japan, and to participate in a total of three internships through which I gained skills that served as a foundation for my current role as a syndicated corporate loan credit analyst with a major Japanese bank in New York City.

As is probably the case with most people, my first internship was the most important one – it served as the catalyst for everything that has happened since. Before starting at Shidler, I knew I had wanted to work in Japan in the field of finance in some capacity, but wasn’t sure what that would look like. Through Rick’s office, I was able to find and prepare for a summer internship as an equity analyst intern with Diamond Head Financial Advisors. I naturally gained fundamental and technical skills through the internship and thanks to CEO Steven Connell, my vision for what a financial career in Japan would look like was made clearer and the paths to getting there were clarified.

After completing this first internship, I went on to perform two more. I served as a fixed income asset management intern with First Hawaiian Bank and a startup research analyst intern with Sultan Ventures. After graduating, I prematurely attempted to pivot to Japan and failed to land a finance role after three years of language study. However, through the alumni network I was fortunate to land my current role in New York (thank you Cody Alexander, BBA ’18)! Although life experience has taught me the hard way that I must take the much longer well-trodden path, I have no doubt that I will become established in Japan in due time.

I’d like to end with some advice to those reading – reach out and ask for help. Whether it be for career guidance, networking, or making career moves, it’s never a bad thing to take the initiative and ask for assistance. I may not have tread the same path you want to walk, but most certainly other alumni have. If you’re unsure who to ask or where to start, the most obvious resource would be Rick Varley.

Shidler ranks in top international programs

Shidler College was once again listed among the top business schools in the U.S. News & World Report’s “America’s Best Colleges” rankings for 2022-2023. The college moved up one spot in the international business program specialty, ranking from 14th last year to 13th on the current list. U.S. News also ranked the college 128 out of 516 among the best undergraduate programs accredited by the Association to Advance Collegiate Schools of Business (AACSBS).

shidler.hawaii.edu/rankings
The TIM School now offers several graduate level degree programs for students to choose from.

A Master of Science in Travel Industry Management prepares students for advanced careers and leadership roles across the industry and explores specific topics of interest including sustainable tourism, ecotourism, electronic commerce, social and cultural aspects of travel and tourism, among others. Qualified undergraduate students may also choose to complete this degree as a 4+1 option.

The new PhD in Business Administration offers an academically challenging and rigorous program designed to prepare students for a career in research and teaching with a particular focus on Asia and the Pacific. This full-time doctoral program emphasizes a strong foundation in both methodological and theoretical training.

Shidler's annual scholarship luncheon event made its in-person return on Nov. 7 at the Royal Hawaiian Hotel. For the 2022-2023 school year, 315 scholarships totaling nearly $1.1 million were awarded to students. “As our students prepare to be the next generation of Hawai‘i business leaders, these scholarships remove some of the financial pressure and allow students to fully immerse themselves in their academic and leadership activities,” Shidler Dean Vance Roley, said.

The event brings student scholarship recipients and scholarship donors together for the afternoon. Students have the opportunity to meet and thank their donors over a keynote address and lunch. This year’s speaker was alumnus and scholarship donor, Matt Takamine, BBA ’98, executive managing director and captive practice leader at Brown and Brown. The Shidler Alumni Association served as title sponsor for the event and Hawaii Business Magazine as the media sponsor for the fourth year. shidler.hawaii.edu/scholarshiplunch2022

Giving Tuesday 2022

For the second year in a row, Shidler College partnered with the University of Hawai‘i Foundation for Giving Tuesday on Nov. 29. This year’s campaign was the “Shidler Alumni Student Clubs” challenge. A generous alumni donation matched all gifts dollar for dollar and nearly $10,000 was raised for student clubs. shidler.hawaii.edu/givingtuesday2022
Meet Diane Paloma, MBA ’99, president and CEO of Hawai’i Dental Service (HDS). Prior to HDS, she held leadership positions as the CEO of Lunalilo Home and Trust; director of Native Hawaiian Health at Queen’s Health Systems and the director of Management Affairs at UH’s John A. Burns School of Medicine. She also serves on the University of Hawai’i board of regents and on the Shidler College of Business Advisory Council. Paloma earned her bachelor’s in physiological science from UCLA and her doctorate in healthcare administration from Capella University. She lives in Honolulu with her husband and three daughters.

Tell us about a day at the office.
“After dropping off one of my daughters to school, it’s normally nonstop meetings. Meetings are hybrid, which can either help me or make my day a bit more crazy. These meetings range from regular check-ins to major strategic decisions. Oftentimes, they are through lunch so incorporating lunch with the meetings is helpful. I try to get through emails and request for approvals daily. Around 4 p.m., I try to clear out my email inbox. I also laugh daily – often at myself.”

What do you do to relax/destress?
“I’m an avid hula practitioner – it’s grounding, my second ‘ohana, history lessons and a great physical workout.”

What’s your advice for current students?
“Stick with your program no matter how hard it gets. I was pre-med in undergrad and needed to retake a neuroscience course. As difficult as it was, I still finished my degree and that alone was a huge accomplishment. It has really shaped how I approach challenges. Ho’omau (persevere)!”

What are you working on currently?
“Our 2023 strategic plan, which seeks to better focus on our products and services. We are learning to apply all that we have learned from our internal operations through the COVID years. We are also looking to explore the workforce development of the dental industry. Being without a dental school in Hawai’i offers challenges, but also opportunities. The biggest item in 2023 is the restoration of adult Medicaid dental benefits by the State of Hawai’i Med-Quest division, with adults now having access to preventive dental care that the state removed a decade ago. Although we are anticipating some challenges with access to care for this population, we are excited to be able to administer this benefit back to those who need it most.”

What’s your favorite lunch?
“Any kind of noodles – whether it’s saimin, ramen, dry mein, pho, pasta, udon, pancit, long-rice, etc.”

How did your experiences at Shidler prepare you for what was to come?
“It allowed me to see things from different perspectives. I was in a class with engineers, investment bankers, marketing advertisers, accountants and architects. We all bonded with lasting friendships. The diversity made for great conversations and understanding issues through different lenses. Today, I use that multifaceted lens to review issues from all angles.”

What are some of your favorite memories of Shidler?
“Weekend collaborations/group projects in the Lum Yip Kee Room, the lounge and precursor to work-play offices. Many social events and final group project planning took place there. It was the hangout on weekends since most of us worked a full-time job and could only meet for group projects on the weekend.”

What are your favorite activities outside of the office?
“Beach time with the family, hula with my halau; and being outdoors and enjoying the beauty of Hawai’i nei.”
PACE

WHAT'S HAPPENING AT

PACE

PACIFIC ASIAN CENTER FOR ENTREPRENEURSHIP | PACE.SHIDLER.HAWAII.EDU | @PACEHAWAII

PACE X HOLMES

Engineering students race against the clock to build a triangle-inspired mock time capsule.

On Sept. 22, PACE partnered with the College of Engineering to host PACE x Holmes. The event invited students to form teams and compete to build a hypothetical prototype time capsule to be buried in the foundation of the new RISE building. The activity challenged 50 participants on six teams to choose a single item to capture the moment in time so that future students have a glimpse into life at UH in 2022. Some of the creative selections included a flash drive containing Bitcoin, a COVID-19 test kit and picture viewer device with photos.

PACE DAY

Jad Abbas takes the stage to pitch his idea for innovative heat detection technology for use in firefighting.

PACE was front and center at the Campus Center Courtyard for PACE Day on Sept. 29. The event welcomed students to pitch their business ideas on stage for a chance to win prizes like a Nintendo Switch Lite. Fifteen students put their ideas to the test and more than 100 visited the booths to enjoy food and learn more about PACE’s offerings.

TALK STORY WITH TECH PROS

Students listen intently as tech pro Zach Kim shares professional advice.

PACE partnered with the Association for Computing Machinery (ACM) student group, ThriveHi and Builders VC to host Talk Story with Tech Pros on Oct. 11. The first-of-its-kind networking mixer brought more than 30 technology industry professionals face-to-face with over 100 students eager to learn how to pursue technology careers. The event opened with remarks from special guest, UH Mānoa President David Lassner. Other guests included software engineers, founders and other professionals from companies including Microsoft, Amazon and Google.

SUMMER STARTUP LAUNCHPAD

A dozen teams made up of 28 UH students practiced the lean startup methodology during the six-week Summer Startup Launchpad in May and June. The teams represented a diversity of majors from engineering to nursing and multiple campuses including UH Mānoa, Kapiʻolani Community College and West O‘ahu. Each week, the teams, who were paired with a business mentor dedicated to guiding them through the lean startup process, conducted customer interviews and then reported their insights. At the end of the program, designed to teach student founders to seek customer validation for a business idea before spending any resources, each team was awarded $2,000 to help launch their business. Thank you to the Mamoru and Aiko Takitani Foundation for the generous sponsorship. pace.shidler.hawaii.edu/launchpad
Reeler cofounders Lauren Pierce and Spencer VanDerKamp show off their catch.

PACE hosted Entrepreneurship Live once again in-person. Each event in the series, which is sponsored by First Insurance Company of Hawaii, features a company executive sharing their real-world challenges and triumphs, and range of emotional experiences through their career. Students have the opportunity to network with speakers and ask questions that provide valuable insight to help fuel their own entrepreneurial journeys. In fall 2022, PACE invited a diverse group of business leaders to speak, including: Davin Higashi, BBA ’05, CEO of Crowdmade; Bryson Honjo, CEO of HiConnect Studios; Ed Schultz, president and CEO of Hawaiian Host Group; and Chloe Shih, product manager of Discord.

calvinshindoventurefund.com

The Calvin Shindo Student Venture Fund has made its first investments in two UH-affiliated startups, Hohonu and Reeler. The fund has invested $20,000 in these promising companies. Hohonu, which uses technology developed by School of Ocean and Earth Science and Technology Associate Professor Brian Glazer, monitors tides and water levels in real time. Reeler, founded by UH Mānoa alumni Lauren Pierce, BA ’21, and Spencer VanDerKamp, BBA ’20, connects small-scale fishermen directly to consumers via its mobile app.

pace.shidler.hawaii.edu/venture-fund
Reeler cofounders Lauren Pierce and Spencer VanDerKamp show off their catch.

FAMILY BUSINESS CENTER OF HAWAI‘I

The Family Business Center of Hawai‘i’s annual retreat was held in-person for the first time since 2019. The event was themed “Keys to effective communication and families” and included several communication-focused discussions. Leslie Dashew and Donnel Nunes with the Aspen Family Business Group led the group to discover the importance of boundaries as well as how to provide support with mutual respect and appreciation of individual differences. The Maui Chapter also had their first in-person meeting since 2020, and Gary Kuba and Matt Moyer of Globalview Advisors discussed the importance of business valuations in family businesses.

fbcofhawaii.org

PACE held its annual Breakthrough Innovation Challenge on Nov. 17. Eight finalists, from across UH Mānoa, shared their innovative ideas during five-minute presentations to a panel of four judges. The process was fun and engaging, with each judge using an emoji paddle to give thumbs up votes. Each paddle raise was worth $250 and contestants had the chance to win up to $1,000. Entrepreneurship major Diego Chavez, founder of Gecko Plastics, a company that uses recycled plastics to produce surfboard fin keys, won an additional $1,000 for the most promising idea, sponsored by David and Roselyn Yun. A big mahalo to all the event’s sponsors, coaches and judges.

pace.shidler.hawaii.edu/bic

Diego Chavez with David and Roselyn Yun.

GET INVOLVED WITH PACE

Members of our community, including alumni, make it possible for PACE to deliver its programming. If you have more than five years of experience as an entrepreneur, working in a startup environment or assisting entrepreneurs, please consider serving as a volunteer speaker, instructor, mentor or judge. Your experience can help to grow the next generation of business leaders and new venture founders in Hawai‘i.

pace.shidler.hawaii.edu/give | pace@hawaii.edu
1 | ASIAN FIELD STUDY RETURNS
Six Executive MBA (EMBA) and three MBA students joined Ben Bystrom, program director for Shidler’s Asian Field Study Program, on a vast tour through Asia stopping in Ho Chi Minh City, Ha Long Bay and Hanoi in Vietnam; as well as Seoul, Korea and Singapore. The group met with 18 companies in industries ranging from banking, tourism, real estate, manufacturing, entertainment and technology. They also explored the Mekong Delta by canoe, visiting local markets, farms and craftsmen. Students sampled local cuisine including former President Barack Obama’s bun cha meal with Anthony Bourdain in Hanoi; and Hainanese chicken rice in the bustling street food markets of Singapore.

2 | WELCOME BACK
The accounting department welcomed students with a back-to-school kick-off event on Aug. 24. Current and prospective accounting majors gathered to meet and chat with their classmates while enjoying pizza. Students also participated in an interactive activity where they were able to learn more from professors about career pathways, becoming a certified public accountant and minoring in professional accounting.

3 | SOCIAL RESPONSIBILITY
For two weeks, Freshman Direct Admit Program (DAP) students in instructor Constancio Paranal III’s entrepreneurship class built and ran small companies using a $10 seed investment. Paranal proposed the idea of donating all the raised capital to a nonprofit organization to teach the students the value of social responsibility. On Sept. 28, students met with Amy Marvin, CEO and president of Hawaii Foodbank, and Brandon Kamigaki, executive director of Finley Fort Foundation, to donate their profits and to learn more about the importance of nonprofit organizations.

4 | MENTOR CONNECT IS BACK
Making its in-person return for the first time since 2019, Mentor Connect took place on Sept. 27 at the International Marketplace. Organized by the Shidler Alumni Association, 60 students representing Shidler club leadership were split into groups with alumni and business professionals for an evening of networking at some of Waikiki’s most popular restaurants.

5 | BUSINESS ETIQUETTE 101
TIM School instructors Amanda Rease and Brent Fujinaka partnered with the TIM Alumni Association to host a business etiquette workshop for more than 50 students on Sept. 16 at the Hilton Waikiki Beach Hotel. Cindy Sakai, BBA ’92.
coowner and training resultant of TH!NK, LLC, led a session focused on professionalism and communication through a DiSC assessment activity. Gary Manago, director of food and beverage at Hilton Waikiki Beach Hotel, spoke on dining etiquette and Alisa Onishi, director of brand management at Hawaiian Airlines, presented on professional attire and appearance.

6 | ANOTHER YEAR, ANOTHER AWARD
Shidler’s Beta Alpha Psi (BAP) Delta Theta chapter received international recognition as a Superior Chapter for the 2021-2022 academic year. Throughout the year, BAP has excelled in areas of academic, professionalism and leadership by hosting several professional development workshops and community service events. Along with the recognition, BAP also received a $500 award sponsored by KPMG LLP and KPMG Foundation.

7 | KEEPING HAWAI’I CLEAN
Hosted by the TIM Alumni Association, students from the Travel Industry Management Student Association (TIMSA) joined Prince Waikiki employees for a beach cleanup at Sherwood Beach in Waimanalo. In addition to removing trash and microplastics from the beach, students were able to network and engage with industry professionals.
New Faculty and Staff

Tarrence Aldueso, BBA ’17, joins Shidler College as a human resources specialist. He previously worked at Securitas as a human resources generalist and recruiter for nearly five years, and before that, served as an intern at the Department of Transportation’s Airport Division.

Jessie Chen joined the Pacific Asian Center for Entrepreneurship (PACE) in August as program manager. She received her bachelor’s degree in ecology, behavior and evolution from UCLA and her master’s degree in natural resources and environmental management from UH Mānoa. Prior to her current role, she worked for the Undergraduate Research Opportunities Program at UH.

John Crotts has been appointed director of the School of Travel Industry Management (TIM) School and William R. Johnson Jr. Distinguished Professor of TIM. He recently served as professor, founding director and chair of the Department of Hospitality and Tourism Management at the College of Charleston, South Carolina. Prior, he was senior lecturer in the advanced business program on tourism at Otago University in Dunedin, New Zealand, and was director of the Center for Tourism Research and Development at the University of Florida. His research encompasses consumer behavior, sales and negotiation strategy. Crotts earned his bachelor’s in sociology from Appalachian State University; his master’s in experiential education from Minnesota State University and his doctorate in leisure studies and services/tourism from the University of Oregon.

Brent Fujinaka has been named assistant director of internships and career development, responsible for internships and career development at the TIM School. Fujinaka earned his bachelor’s and master’s in English from UH Mānoa and is also finishing up his master’s in education. He served as a counselor for many years and was previously employed with the Mānoa Career Center and Hawai‘i Pacific University.

Adeline Ortiz, BBA ’21, MS ’22, joins PACE as program coordinator. She is a proud Shidler alumna and earned her bachelor’s and master’s in marketing management. Prior to working at PACE, she served as an admissions specialist for the Office of Admissions at UH Mānoa.

Research


Qimei Chen, professor of marketing and Harold and Sandy Noborikawa Distinguished Chair Professor of Entrepreneurship, Marketing, and Information Technology, and Miao Hu, Shidler College Faculty Fellow and associate professor of marketing, authored “The interplay between brand relationship norms and ease of sharing on electronic word-of-mouth and willingness to pay” with Y. You and Y. He in Information and Management, 2021; and “Understanding guests’ evaluation of green hotels: The interplay between willingness to sacrifice for the environment and intent vs. quality-based market signals,” with Y. He, I. Lin and A. Mattila in the International Journal of Hospitality Management, 2022.


Boochun Jung, professor of accounting and Shidler College Distinguished Professor, has published the following articles: “Income smoothing through R&D management and earnings informativeness,” with B. Baik, K. Gunny and D. Park, in The Accounting Review, 2022;
Bianca Mordasini, senior director of alumni and external relations, and her husband, Jesse, welcomed baby boy, Clark Kalalau Cooke, on Aug. 22.


Pauline Sheldon, TIM School professor emeritus, coedited, with I. Ateljevic, a special guest editorial on the theme of transformation and regenerative future for tourism in the September 2022 issue of Journal of Tourism Futures.

Recognitions and Promotions

John Crotts, director and William R. Johnson Jr. Distinguished Professor of TIM School, Dan Spencer, professor of TIM, and Chip Fletcher, interim dean of the School of Ocean and Earth Science and Technology at UH Mānoa; were awarded a grant titled “Assessing the Impact of Rising Sea Levels on Travel and Tourism in APEC Economies.”

Rick Kazman, Danny and Elsa Lui Distinguished Professor of Information Technology Management, was elected to the 2023 IEEE Computer Society’s Board of Governors. The computer society is the world’s largest academic and industrial organization for information technology and computer engineering.

Stephen Vargo, professor of marketing and Shidler College Distinguished Professor, appeared on the 2022 Web of Science’s Highly Cited Researchers list for the ninth consecutive year. He was one 92 scientists selected worldwide to the economics and business category. Vargo has demonstrated exceptional influence through his publications, which were frequently cited by peers in the last decade. Articles focus on the Service-Dominant (S-D) Logic framework, which redefines how value is cocreated through economic exchange.

Faculty in the News

USA TODAY – Save on your Hawaii vacation by booking cheaper, more sustainable options to a rental car (12/8/22), Jerry Agrusa, professor of TIM, and Taylor Ledgerwood, TIM student and Ho‘oilina scholar, served on a panel at the December 2022 Hawai‘i Tourism Conference, hosted by the Hawai‘i Tourism Authority.

Jerry Agrusa, professor of TIM, and Taylor Ledgerwood, TIM student and Ho‘oilina scholar, served on a panel at the December 2022 Hawai‘i Tourism Conference, hosted by the Hawai‘i Tourism Authority.

Jiakai Chen, assistant professor of finance, was cited in remarks by Jerome H. Powell, Chair of the Board of Governors of the Federal Reserve System, at the inaugural conference on the International Roles of the U.S. Dollar on June 15. His research paper, “Slowed-Down Capital: Using Bitcoin to Avoid Capital Controls” was coauthored with A. Sarkar.

Jerry Agrusa, professor of TIM, and Taylor Ledgerwood, TIM student and Ho‘oilina scholar, served on a panel at the December 2022 Hawai‘i Tourism Conference, hosted by the Hawai‘i Tourism Authority.

Jiakai Chen, assistant professor of finance, was cited in remarks by Jerome H. Powell, Chair of the Board of Governors of the Federal Reserve System, at the inaugural conference on the International Roles of the U.S. Dollar on June 15. His research paper, “Slowed-Down Capital: Using Bitcoin to Avoid Capital Controls” was coauthored with A. Sarkar.
David Bangert, professor emeritus of management, and his wife Sandy, joined Hong-Mei Chen, professor of Information Technology Management, to support Rick Kazman, Danny and Elsa Lui Distinguished Professor of Information Technology Management, during his performance at the Sounds of Aloha Concert.

Constancio Paranal III, marketing instructor, was featured on a ThinkTech Hawaii episode, highlighting student projects in his summer marketing course, called “Imagination, Entrepreneurship.” Projects included a cookbook on reducing one’s carbon footprint, along with children’s picture books on ocean preservation, and three podcast episodes featuring professionals, students and activists who spoke on tackling climate change.

Pauline Sheldon, TIM School professor emeritus, was one of a team of six international tourism researchers invited by University of French Polynesia in Papeete, Tahiti, to share expertise on the strategic tourism development plan for the region. Sheldon’s presentation was titled “Beyond Business as Usual: Understanding Sustainable and Regenerative Tourism.” Sheldon has also been appointed as a contributing expert to the International Tourism Panel on Climate Change (TPCC). The TPCC was formally launched in November 2022 at the United Nations Climate Change Conference.

When Courtney Ro, BBA ’12, was a student at Shidler, she was busy preparing herself for her postcollege path, which would include her first job at Ernst and Young and then running her own bookkeeping business in 2017. She couldn’t have imagined it at the time, but the flexibility would allow her to help her husband, Zachary Villanueva, also a UH Mānoa alumnus (BA ’15), to sell handcrafted ice cream. Now the pair operate Sage Creamery, scooping out flavors like strawberry fields, kiawe honey lavender and haulolo.

“We started the business in 2020 in honor of my husband’s late brother, who passed away from cancer in 2018 at the age of 36 and was an inspiring entrepreneur,” she said. “Our brand was created in his image of simplicity and authenticity. We source organic and locally-made ingredients whenever possible.”

In a short two years, the company has evolved from selling pints on Instagram, to a food truck and now to the first brick and mortar location, opening this year in West Oahu’s new Ho’opili neighborhood.

“Being a first-time business owner with your partner is inherently challenging and rewarding,” she said. “The most difficult part can be navigating both the relationship and business partnership. It’s our biggest advantage and challenge.”

Recalling her time at Shidler, Ro fondly reflects on her involvement in Beta Alpha Psi, which allowed her to bond with classmates and business professionals while making friendships and building her network.

She has some sage advice to current students and recent alums. “Stay open and be like a sponge and trust that every situation you find yourself in has a lesson and opportunity for growth,” Ro said. “If you keep an open attitude in each step, you’ll find yourself exactly where you need to be in the end.”

Sage Creamery a sweet success
Success is not always linear

Eva Kam, BBA ’99, spent her childhood watching her father, Kwock Yum “Johnson” Kam, grow L&L Drive-Ins across the islands. He purchased the first location in 1976, later partnering with Eddie Flores, Jr., BBA ’70, to expand into franchising in 1991. Johnson Kam eventually opened more than 90 locations by the mid-2000s and helped many former employees become business owners. “My father has always been an inspiration for me,” she said. “He is and always was generous, willing to take risks and invest in people.”

While she was a student, Eva Kam studied in Paris, piquing her interest in the fashion industry. In 2000, she started Nouvelle Designs with a friend. After 9/11, the company’s wholesale accounts stopped ordering. Around that time, Johnson Kam began expanding on the west coast. Eva Kam says that she never pictured herself working in the family business, but since her first business wasn’t successful, she needed to pivot.

Throughout the early 2000s, Eva Kam led the opening of many locations with teams of young recruits that worked at existing L&Ls. She started in Southern California, and then moved to Las Vegas, Washington State and Northern California. After seeing the success of the early stores, she became a multilocation franchisee.

Long hours eventually took a toll and she decided to move back to Hawai’i to take a break and work for L&L Franchise. She says she was then hit with the entrepreneur bug and moved back to the mainland. Between 2006-2007, there was rapid expansion and new locations were opening every month. That all came to a halt a year later with the economic downturn. Many of the restaurants struggled and eventually closed. “This was an opportunity to reevaluate and improve on the business model,” she said. “After 2010, sales steadily improved.”

Despite COVID, customer demand on the mainland continues strong, breaking all-time sales records in 2022. Eva Kam continues to mentor the upcoming generation of L&L franchise owners.

Her great balancing act of service and love

When Maura Mizuguchi, BBA ’83, made the decision to earn her accounting degree after thumbing through help wanted ads, she never looked back. She worked diligently, eventually landing a position at PricewaterhouseCoopers and moving to the mainland. Since then, she’s worked at several Fortune 100 companies and is now the chief accounting officer of Cetera Financial Group.

Despite her successful career, Mizuguchi’s life took a turn when her son, Kapono, was diagnosed with autism at age 5. Initially, she was devastated, but decided that she would speak openly about her journey. Being Native Hawaiian and a first generation college student, she was no stranger to adversity.

“The more I reached out, the more people seemed to reach back. Referrals, empathy and references to personal experiences emerged, and most surprisingly, people wanted to be a resource and to help.” While not everyone was receptive, she said that the more she spoke about Kapono’s diagnosis and challenges, the more the family was understood.

“Raising children is difficult, but raising a child with autism is a whole other playing field,” Mizuguchi said. “I wanted to resign from the workforce, but that wasn’t financially possible so I had to supercharge my efforts and ultimately, that overdrive provided me the opportunity to succeed in my career.”

Mizuguchi says that raising Kapono has caused an internal shift, with many core leadership and business values arising from her experience as a mother to her son. She says that instead of fixing her child, it was herself she needed to fix.

“I became more flexible, empathic and tolerant of differences,” she reflects. “I learned to practice acceptance. I took a 360 degree view of everything and realized that everyone has a special need in them. I do and you do. And if you don’t believe you do, then maybe that is your special need.”
Newly refurbished spaces funded for Shidler undergraduates

Shidler College undergraduate students can now enjoy two new study spaces at the college thanks to the commitments of generous donors.

A blessing ceremony was held on Aug. 11 to celebrate the completed state-of-the-art renovation of the Tom W.S. Hee Undergraduate Computer Room. Funded by the estate of Clifford and Blanche Hee and named in honor of their son Tom Hee, BBA ’78, the $600,000 upgrades were managed by Bowers + Kubota Consulting. The space has sleek new furnishings, upgraded computer systems, sound dampening technology, large digital displays and flexible working spaces designed specifically for group collaboration. Additional Bloomberg terminals were added for students to conduct high-level financial analysis projects.

Tom Hee was an admired alumnus of the college and an accomplished banking professional, computer expert and community-minded volunteer. Clifford and Blanche Hee first established an endowed scholarship in 2002 in honor of their sons, Tom Hee and Michael Hee, who predeceased their parents due to complications arising from hemophilia. The estate later committed to a $2 million bequest to support additional student scholarships as well as the modernization and naming of the computer room.

“I am delighted that Shidler will be dedicating this new undergraduate computer lab for current and future students,” said Tony Ching, trustee and brother of Blanche Hee. “Although my nephew Tom Hee lived with many challenges, he never allowed these obstacles to define his life.”

Shidler alumnus Roland Casamina, BBA ’76, founder and CEO of House of Finance, Inc. and founding president of the Filipino Community Center, and his wife, Evelyn, gave a gift of $250,000 to name and modernize the Roland and Evelyn Casamina House of Finance, Inc. Undergraduate Student Leadership Center. A blessing ceremony took place on Jan. 6 to commemorate the newly refurbished space, which was also managed by Bowers + Kubota Consulting. The center now includes a multipurpose lounge area, a conference room that seats up to a dozen guests and a storage space to hold items for student activities.

“The ethos of hard work was ingrained in me at a young age,” Roland Casamina said. “It has always been my hope to inspire future generations to pave their own path and hone their leadership skills. Evelyn and I decided to support the Undergraduate Leadership Center to show students that anything can be accomplished through hard work, persistence and dedication.”

The Casaminas previously donated $50,000 to the college in 2012 to establish an endowed scholarship for undergraduate students at the Shidler College. In 2021, they increased their support, with an additional $250,000 to renovate the leadership center.

shidler.hawaii.edu/tom-hee | shidler.hawaii.edu/casamina

Important message about Donor Recognition

Starting with this issue of Shidler Business magazine, our annual donor recognition list will be posted online. To view a listing of our current donors for the 2021-2022 fiscal year, please visit shidler.hawaii.edu/donorroll.
RISE donations continue as leasing and scholarships open

Donations continue to come in for the Residences for Innovative Student Entrepreneurs, or RISE, which will be operated by the Pacific Asian Center for Entrepreneurship (PACE) at Shidler College, and is slated to open in the fall of 2023. To date, the $70 million project, which will house 374 beds and become a live-learn-work facility for entrepreneurial-minded students, has raised $4 million. ProService Hawai‘i’s President and CEO Ben Godsey and his wife, Yvonne Chan, recently gave a $250,000 gift toward RISE because they understand the importance of entrepreneurs to Hawai‘i’s economy.

“Hawai‘i is run by small businesses—and small business is entrepreneurship, whether it’s a brand-new business, or it’s a business that’s been around for 50 or 100 years,” Godsey said. “Entrepreneurship and small business are at the heart of making Hawai‘i a more livable place.”

In November, RISE also began accepting leasing applications and offering 50 scholarships for students interested in innovation and entrepreneurship through the PACE Leaders Program. Program participants will have the opportunity to gain transferable skills while enriching the education of their peers and receiving scholarship support. The Clarence T.C. Ching Foundation, the Mamoru and Aiko Takitani Foundation, alumni Kent Tsukamoto, BBA ’78, and Jean Tsukamoto, BBA ’78, and others gifted scholarships totaling $600,000 to support the PACE Leaders program.

donor.news/pace.shidler.hawaii.edu/leaders

TIM alumnus endows new scholarship benefiting Maui students

School of Travel Industry Management (TIM School) alumnus **Ren Hirose, BBA ’85**, is no stranger to supporting his alma mater. His latest gift was an endowed $50,000 scholarship, called the Ren Hirose Family Endowed Scholarship. This adds to his contributions over the years to the college and its students. As a Maui native and Baldwin High School graduate, Hirose’s scholarship will preference students from Maui high schools to give them opportunities to attend the TIM School to prepare them for promising careers in the tourism and hospitality industry.

The value of education is deeply rooted in Hirose and his older brother, **Roen Hirose, BBA ’82**. His mom was a teacher and his dad was his principal at Iao Intermediate School and later served as deputy district superintendent for Maui County. He fondly recalls the advice his grandfather gave him about education. “He told me ‘Ren, get your education because it is something that no one can take away from you.’”

Hirose’s new scholarship is what he saw as the natural next level of giving back. He says that he was inspired by fellow TIM School alumnus **Clinton Inouye, BBA ’80**, who established his own named scholarship. He hopes that his gift will inspire other TIM School alumni to give back and support the next generation of hospitality professionals.

**shidler.hawaii.edu/ren-hirose**

**Donor News**
Dine Around, a signature event hosted by the Shidler Alumni Association, returned for its 2022 gathering on Aug. 31. Nearly 60 attendees were split into six different groups and enjoyed signature dishes and drinks at Eating House 1849, Kuhio Food Hall and Strip Steak while meeting and networking with a new group at each rotation.

For the first time since 2019, Shidler’s development team traveled overseas to Singapore and Vietnam in summer 2022. While in Singapore, they met with several alumni to foster new relationships and rekindle connections. In Vietnam, the team attended the Vietnam Executive MBA (VEMBA) commencement ceremonies and receptions in Ho Chi Minh City and Hanoi. They also visited the Deloitte headquarters, where many VEMBA graduates are currently employed.

Approximately $43,000 was raised in support of student scholarships, programs and alumni outreach following a successful online auction held in the fall. While continuing to offer a wide selection of hotel stays and entertainment experiences in Hawai‘i and the U.S. mainland, several international experiences were also featured. These included a seven-night oceanfront condo stay in Puerto Vallarta, a two-night stay in an overwater villa in Bora Bora and a two-night stay in an oceanfront room at the Hilton Hotel Tahiti.

This year’s homecoming week celebration included the first-ever UH Mānoa Homecoming Makers’ Market held at
SALT, Our Kaka’ako on Sept. 16. The event showcased a variety of alumni-owned small businesses, connected alumni and drummed up excitement for the UH homecoming football game. Keep It Simple, owned by Hunter Long, BBA ’16 and Jillian Com, BBA ’20, first started as a concept used for Long’s Drugs’ business plan competition in an entrepreneurship class at Shidler. The business focuses on selling zero waste products and has prevented more than 15,000 plastic bottles from ending up in the environment. Dolkii, a Hawaii inspired clothing store owned by Shaiyanne Dar, BBA ’08, was also a featured vendor.

5 | MAHALO, JOE PLUTA!
A special mahalo to Joe Pluta, BBA ’74, for his service to the TIM School and the TIM Alumni Association. Pluta has served on the association’s board of directors for more than 40 years, including two terms as president. Pluta now plans to focus more of his efforts toward his role as president of the West Maui Improvement Foundation.

6 | CALIFORNIA CRUISING
As the Shidler development team traveled through California in September, they reconected with alumni and friends of the college. Beginning in Northern California, nearly 20 TIM alumni and friends met at the Park James Hotel for an evening of networking. Moving further south, Bill Johnson, BBA ’65, and his wife, Sue, hosted the Newport Yacht Cruise once again for the first time since 2019. Alumni and friends set sail along Newport Bay for an afternoon of catching up with new and old friends, while receiving the latest college news from Dean Vance Roley.
1970s
Peter Fong, BBA ’77, has been appointed chair of the board of directors at Maryknoll School. In this role, he leads efforts to raise funds for student projects, which include a performing arts program and facility. Fong was also appointed chair of the board of directors and president of Palolo Chinese Home.

1980s
Dan Ihara, BBA ’86, was named the inaugural recipient of the Arne Sorenson Social Impact Leadership Award for his dedication to drive change through strong leadership and community engagement.

1990s
Tony Soh, BBA ’90, has been named chief executive officer of the National Volunteer & Philanthropy Centre in Singapore. In this leadership role, he works closely with partners and the community to deepen and grow a culture of giving.

Matt Takamine, BBA ’98, has been promoted to executive managing director and captive practice leader at Brown & Brown. In his elevated role, he is responsible for all of the company’s captive management and consulting services. Takamine recently served as the keynote speaker at Shidler’s 2022 Scholarship Luncheon.

Todd Takayama, BBA ’90, has been promoted to president at First Insurance Company of Hawaii. In this role, he oversees the company’s finance, marketing, legal and claims departments while continuing to serve as chief underwriting officer.

2000s
Landon Beers, BBA ’07, has been promoted to managing director at Deloitte & Touche LLP’s Honolulu audit practice, where he leads audit engagements in banking, technology, retail and hospitality practices. Beers also serves as treasurer for the Shidler Alumni Association.

2010s
Daniel Chong, BBA ’15, has been hired as marketing director for Pearlridge Center at Washington Prime Group, where he leads events, advertising and communications for Pearlridge to grow its impact as a special gathering place for the community.

Riccardo Coffani, BS ’11, has been named general manager of Tokyo Pizza London, a concept restaurant that marries the flavors of Japan with classic pizza. He most recently served as marketing manager at Orange Hospitality Limited.

Christopher Hodges, BBA ’10, has been named vice president, deputy chief financial officer and finance division manager at Hawaii...
Alyssa Tanabe, BBA ‘11, has been hired as development associate at the East-West Center. Tanabe most recently served as development coordinator for the University of Hawai‘i Foundation.

2020s
Kylie Butts, BBA ‘21, has been promoted to account executive at Anthology Marketing Group, a FINN Partners Company. In her elevated role, she serves as the primary contact for clients, provides public relations and communications recommendations and ensures all client needs are met.

Macey Chinen, BBA ‘20, has been promoted to human resources manager at Grace Pacific LLC. She is responsible for benefits administration and leave management while continuing to provide support to other HR functions. Chinen previously served as the company’s human resources coordinator.

Mackenzie Plunkett, BBA ‘22, has been named specialty sales executive team leader for Target Corporation. She is responsible for overseeing scheduling, hiring, planning of merchandising, replenishment of the sales floor; as well as the pricing workload of the apparel and accessories, beauty, home decor and electronics departments at the new Windward Mall location.

Paul Lam, BBA ‘85, was awarded the American Advertising Federation District 13 Silver Medal Award at the 2022 Pele Awards Show, honoring Hawai‘i’s best in advertising and design. Established in 1959, this award recognizes individuals who have made outstanding lifetime contributions to Hawai‘i’s advertising industry.

Kathy Inkinen, BBA ‘67, was featured in Star Advertiser’s “A Refreshing Appetizer” article; Robert Hennessy, BBA ‘14, was featured in Pacific Business News’ “FloWater of Hawaii drowns out usage of plastic bottles” article; Tim Roy, MBA ‘17, was featured in Boardroom Media’s “Meet United State’s 7 Top COO’s in the Home Services Space;” and Corina Quach, BBA ‘20, was featured on Netflix’s “Street Food USA.”

Book Release
Casey Bales, BBA ‘10, made his debut as an author with the release of “Invisible Outsider: From battling bullies to building bridges, my life as a Third Culture Kid.” The book was published in August 2022 and is available for purchase on Amazon and Barnes and Noble. Amazon’s synopsis says that the book “…at its heart is a message of hope: cross-cultural experience can promote global literacy, harmony, and mutual understanding.”

“It wouldn’t have been possible without the valuable relationships I have made through the University of Hawai‘i,” Bales said. “The book contains stories and cultural insights I have experienced living in two cultures that are on opposite sides of a spectrum. I consider the book one more soldier out there helping to spread the message about cultural tolerance and understanding.”
Send in your class notes and photos

We love to feature your special milestones, including job appointments, promotions, retirements, engagements, marriages and births on our website, eBlasts and in Shidler Business.

shidler.hawaii.edu/classnotes

In Memoriam

1950s
Takemi Goya, BBA ’59
Richard K. Imai, BBA ’59
Bailey H. W. Tom, BBA ’57

1960s
Allen M. Arakaki, CPA, BBA ’69
David W. Baba, BBA ’69
Dennis K. K. Ching, BBA ’66
Melvin K. Honda, BBA ’67
Thomas D. King, Jr., MBA ’66
Norman T. Kunishima, BBA ’65
Robert Y. Nakamoto, BBA ’69
Carl M. Sakamoto, BBA ’66
Mildred S. Shiroma, BBA ’60
Neal M. Takeuchi, BBA ’68
Daniel K. Tengan, BBA ’63
Gordon M. K. Wong, BBA ’60

1970s
Melvin R. Arakaki, BBA ’74
Michael S. Chagami, BBA ’74
Calvert G. Chipchase, III, BBA ’71
Ann S. Doo, BBA ’78
Young H. Dow, BBA ’77
William T. Higuchi, BBA ’70
Glenn T. Lee, BBA ’70
Maxwell G. McLeod, Jr., MBA ’78
David Okazaki, BBA ’75
David A. Rick, BBA ’70

1980s
Lois C. Kawano, BBA ’84
Glen R. Okazaki, BBA ’82
Lori H. Ringor, BBA ’81

2000s
Kristy Y. L. Oshita, BBA ’05

First Hawai‘i Obama Scholar

Pok‘i Balaz, EMBA ’20, has been selected as an Obama Foundation Scholar and is the first from Hawai‘i to be selected, since the program’s 2018 inception. Through an immersive curriculum, the prestigious program provides rising leaders who are already making a difference in their communities with the opportunity to take their work to the next level.

TurnoverBnB New Hires

Congratulations to the newest members of TurnoverBnb, a startup company that provides vacation rental hosts an online platform to manage their cleanings. The company was founded in Honolulu by Assaf Karmon, MBA ’17, and Tim Roy, MBA ’17. Five alumni were hired for the company’s marketing team.

Kayla Bisquera, BBA ’21, digital marketing coordinator
Abigail Concepcion, BBA ’21, influence marketing associate
Samuel Hoffer, BBA ’21, marketing manager
Mia Pimentel, BBA ’21, content marketing associate
Angela Rush, BBA ’22, content marketing associate

Pacific Business News’ 40 Under 40

Congratulations to Chris Anjo, MBA ’13; Teresa Hamabata, BBA ’11; Trevor Newman, BBA ’12; and Reid Hinaga, BBA ’06 (pictured clockwise below) for being honored in Pacific Business News’ 40 Under 40 Class of 2022 for their demonstration of business excellence, contributions to their organizations and strong community involvement. Hamabata, Newman and Hinaga also serve on the Shidler Alumni Association board of directors.

We love to feature your special milestones, including job appointments, promotions, retirements, engagements, marriages and births on our website, eBlasts and in Shidler Business.

shidler.hawaii.edu/classnotes
Founded in 1936 by industrious City and County of Honolulu employees, Aloha Pacific Federal Credit Union is Hawai‘i’s third-largest credit union. It has grown from a single branch to 11 branches — eight on Oahu, one in Las Vegas and one each on Kauai and Maui.

In addition to steady growth over the years, this member-owned financial cooperative benefited from a number of mergers that started back in 2008 through its most recent partnership with St. Francis Medical Center FCU in 2021. Today, Aloha Pacific FCU has over 180 employees, a diverse membership of more than 55,000 members, and assets of more than $1.2 billion. It offers a wide range of financial products and services to help members through every stage of life – from opening a keiki account, going to college, buying their first car, helping them buy their first home, and through retirement.

Aloha Pacific is also dedicated to giving back to the community through service projects and initiatives, including its annual Masami Oishi Scholarship Awards. During the pandemic, more than $20,000 worth of restaurant holiday cards were presented to members whose livelihoods were affected. Aloha Pacific was among the credit unions that assisted in the City & County of Honolulu’s Small Business Relief and Recovery Fund program, distributing $31 million in federal CARES Act funds to 2,000 small businesses.

Aloha Pacific Federal Credit Union Alumni

Not pictured: Brian Desaki, BBA ‘97, Director of Sales; Chad Kunihisa, BBA ‘94, Financial Advisor; Jamie Takushi, BBA ‘15, Trainer, Training Department; and Vikki Kaya-Lao, BBA ‘01, Financial Advisor Sales Administrator.
## Featured Events for Spring/Summer 2023

### Mar 9

**Executive Vineyards**

Join fellow alumni for the Shidler Alumni Association’s premier fundraiser event at The Royal Hawaiian Hotel. The fun begins at 6 p.m. with wine and spirit sampling, delicious menu items from some of Oahu’s hottest restaurants and an exciting silent auction. This highly anticipated event raises funds for student scholarships, programs and alumni outreach initiatives.  
🔗 [shidler.hawaii.edu/executivevineyards](shidler.hawaii.edu/executivevineyards)

### TUE-THU Mar 14-16

**Research Innovations in Sustainable Marketing (RISM)**

The inaugural RISM symposium is a global virtual symposium sponsored by more than 20 academic institutions including Shidler College. The virtual conference kicks off at 1 p.m. GMT (3 a.m. HST). Attendees will meet and collaborate with researchers from around the world who are interested in sustainable marketing issues. The keynote speakers are Rebecca Marmot, chief sustainability officer at Unilever and Jagdish Sheth, Charles H. Kellstadt Professor of Business at Emory University.  
🔗 [manoa.hawaii.edu/rism](manoa.hawaii.edu/rism)

### Apr 13

**Celebrate a Legacy in Tourism**

The 21st annual Celebrate a Legacy in Tourism event will take place at the ‘Alohilani Resort Waikiki Beach at 5:30 p.m. This year’s honorees are Keith Vieira, BBA ’79, principal of KV & Associates Hospitality Consulting, LLC; and Clinton Inouye, BBA ’80, retired and freelance photographer. Alaska Airlines will receive the Distinguished Service Award. Registration closes on March 30.  
🔗 [shidler.hawaii.edu/legacy](shidler.hawaii.edu/legacy)

### May 4

**Business Night**

The college will celebrate its 62nd annual Business Night at the Sheraton Waikiki at 5 p.m. This event brings together local professionals for an evening of scholarly recognition and mentoring.  
🔗 [shidler.hawaii.edu/businessnight](shidler.hawaii.edu/businessnight)

### Upcoming Events

🔗 [shidler.hawaii.edu/events](shidler.hawaii.edu/events)

---

### Show Your Shidler Support

There are many ways to contribute to the Shidler College of Business and every gift counts. Your donation ensures that the college 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](uhfoundation.org/supportshidler)

- **Travel Industry Management Development Fund**  
 🔗 [uhfoundation.org/supporttim](uhfoundation.org/supporttim)

- **School of Accountancy Development Fund**  
 🔗 [uhfoundation.org/accountancy](uhfoundation.org/accountancy)

To learn more about making a gift through your will or trust, contact Kristi Bates at (808) 956-3897 or kristi.bates@uhfoundation.org.