



Airports Modernization Update

The \$1.7 billion Airports Modernization Program at Honolulu International Airport (HNL) is well underway with projects that will substantially expand the airport's capacity, meet heightened security requirements, improve operational efficiency, enhance the traveler's experience and reflect a Hawaiian sense of place.

"The Hawaii Airports Modernization Program is equipping HNL and the State's other airports with the infrastructure and amenities that befit such a popular tourism destination," says Department of Transportation's Deputy Director of Airports Brian Sekiguchi. "We want our airports to reflect Hawaii's unique cultural and natural environment, be a place that embodies the Aloha spirit and creates a gateway to Hawai'i."

Aerial view of HNL upon completion of the Modernization Program



Last October, the first phase of the new International Arrivals Corridor (IAC) was opened to passengers. Located on the third level of the Ewa Concourse, the new IAC has a moving walkway and provides an easy, secure route to the Federal Inspection Services area for arriving international passengers, eliminating the need for Wiki Wiki buses in the area. The enclosed, air-conditioned IAC has glass walls on one side so visitors are able to see out toward Diamond Head, and is decorated on the other side with over 40 pieces of art by Hawai'i artists. The 2,100 foot long IAC is expected to be completed by the end of 2010.

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Moving walkway at the International Arrivals Corridor



Before the end of this year, site preparation will begin for the first major concourse expansion at HNL in 15 years. The new Mauka Concourse will be an extension of the Interisland Terminal (IIT), located at the site of the existing Commuter Terminal and parking lot. The project calls for a 220,000 square foot building capable of accommodating up to 12 new aircraft gates. It will include a connection to the IIT, security screening lanes, passenger holdrooms, concessions, space for a premier club, restrooms and information kiosks.

Creating a Hawaiian sense of place is a key design feature of the new Mauka Concourse. The goal is to create a concourse that is uniquely Hawaiian, so visitors know where they are as soon as they exit the aircraft. The concourse architecture, flora, outdoor vistas and Hawaiian displays will fan visitors' anticipation of exploring the islands.

In keeping with this sense of place, the new concourse will utilize the island's natural energies and be a showcase for environmentally sustainable design, such as: incorporating cost-effective air conditioning; using sunlight to limit the need for lights during the day; and using recycled materials and photovoltaics. All these strategies will result in a LEED (Leadership in Energy and Environmental Design) Silver Certification, a nationally accepted benchmark for the design, construction and operation of high-performance green buildings.

Site work on the construction of the new Mauka Concourse is expected to begin this year with completion of the concourse anticipated by the beginning of 2013.

Rendering of the exterior of the new Mauka Concourse

In preparation for construction of the new Mauka Concourse, HNL's commuter airlines will relocate, in a series of phases, from the current Commuter Terminal to the IIT. Work will begin by this summer to renovate the IIT to accommodate Island Air and go! Mokulele, which are scheduled to move there at the end of 2010 so site work on the new Mauka Concourse can begin. Pacific Wings and Mokulele Express will remain at the Commuter Terminal and their operations will not change during this phase.



In follow-on phases, and ultimately by 2013, all commuter airlines' ticketing, baggage and passenger boarding operations will be relocated and consolidated at the IIT.

"The relocation will benefit the traveling public," said Sekiguchi. "Passengers connecting to or from Mainland flights will have significantly less walking distance and do not have to undergo additional security screening as they do now at the remote commuter terminal."

The modernization effort also includes improvements in terminal wayfinding and restrooms. All of these modernization efforts mentioned above are only the first in what will eventually result in a completely renewed Honolulu International Airport facility. You can find more information about Hawaii's vision for the Airports Modernization Program by visiting: www.hawaiiairportsmodernization.com.

Rendering of the interior of the new Mauka Concourse



Hawaii SBA selects PRTech, a service industry exporter, as “Exporter of the Year”

The Hawaii SBA (Small Business Administration) has selected PRTech LLC, a Honolulu-based, multilingual marketing firm and software/website developer specializing in increasing clients’ Asian traveler market share, as the 2010 U.S. Small Business Administration’s State of Hawai’i “Small Business Exporter of the Year.” The prestigious award honors individuals and companies owning or operating a small business engaged in exporting products or services outside of the United States.

“The selection of PRTech as an “Exporter of the Year” directly supports the new NEI (National Export Initiative) defining tourism and service industries as exports and a means to boost America’s economy,” said Dave Erdman, president and founder of PRTech and its sister company, PacRim Marketing Group. “Hawaii’s SBA has recognized the importance of acknowledging tourism as the number one industry that can help drive the economy, which is significant since our national government has just established the Travel Promotion Act, the first ever U.S. promotion and communications program aimed at travelers from other countries.”

At a ceremony on the floor of the Hawai’i State Senate, Erdman was honored for working closely with businesses to position them for their initial presence in Asia via exporting their brands through online solutions and communications platforms facilitating pre-arrival reservations bookings and marketing in Asian languages. PRTech was recognized as being first to market with innovative tools to expand exporting—creating skilled jobs and helping U.S. and Hawai’i hotels and businesses attract and capture greater share of traveler spending from Asia.



Under Erdman’s guidance, PRTech has pioneered Asian language (Japanese, Korean, and Chinese) online marketing communications channels and technology platforms to drive business from Asia. PRTech’s flagship product, MyRez 2.0, a multilingual reservations booking system, helps businesses use the Internet to increase online revenue and reduce costs. PRTech also leverages sister company PacRim Marketing Group’s twenty years experience marketing to Asian travelers to create traditional and non-traditional public relations, advertising, and high impact branding products such as multilingual podcasts, interactive web portals, mobile marketing and websites.

PRTech was nominated by Galileo Tan, a Business Banking Officer at Central Pacific Bank—for which PRTech created Japanese and Korean websites initially geared toward travelers. Central Pacific Bank recognized PRTech for being, “very instrumental in helping local businesses in Hawaii broaden their client base throughout Asia-Pacific. The company has been able to accomplish this by improving upon existing Internet based technologies, as well as creating new technologies. PRTech’s efforts in developing and exporting multilingual online products and communications platforms have resulted in increased business for its clients. These efforts have also allowed visitors to have a relatively easy experience in planning their trips and vacations. These results are much appreciated, especially during the current, tough economic climate, whose effects have reached Hawai’i.”

For more information, go to www.PRTech.com .

The Moana Surfrider, A Westin Resort & Spa offers new weekend afternoon entertainment beachside

The Beach Bar at The Moana Surfrider, A Westin Resort & Spa is the new hot spot for guests and Kama'iana to enjoy their weekend afternoons amidst live entertainment and the relaxing waves of the ocean. The Beach Bar is the perfect venue to enjoy live music on weekend afternoons, just steps from the beautiful sands of Waikiki Beach. Talented local musicians such as the David & Kamuela Duo and Randy Allen will delight guests with their performances of a variety of music including: Traditional Hawaiian, Hapa-Haole, and Island Contemporary. Guests can now enjoy live entertainment every Saturday and Sunday from 11:30 a.m. to 2:00 p.m.

The new weekend entertainment offers guests a chance to relax under the afternoon sun while enjoying refreshing tropical beverages, martinis, frozen drinks and more. Guests and Kama'iana alike will enjoy the moana mai tai, a world famous original recipe made with Cruzan light rum, a touch of dekuyper, orange curacao & tropical juices beneath a float of dark rum. Beer, wine and non-alcoholic drinks are available as well. The Beach Bar also offers an extensive selection of delicious pupus (appetizers) and small dishes such as fresh fish, salads, burgers, sandwiches and desserts.

Featured musical guest Randy Allen has been playing music professionally since 2002. His passion for music started in high school where he picked up guitar, ukulele, and singing. He started a local group "First Verse" and in 2005, their debut album, "From the Top" reached #5 on local radio station Island 98.5. Randy Allen performs as a solo guitarist with his remarkable relaxing vocals, at various venues on Oahu. He has a very unique acoustic lounge sound with influences from R&B, Soul, Pop, Oldies, Rock, and Local Contemporary Music.



The David & Kamuela Duo features David Asing, a multi-talented musician who plays guitar, ukulele, bass, and vocals. He was born into a family of talent musicians, and performs regularly in the hotels of Waikiki, restaurants around town, and private weddings. Kamuela Kahoano, The youngest son of a legendary Hawaiian icon Kimo Kahoano, is one of Hawaii's newest rising and upcoming stars. As a duo the two compliment each other to create a variety of music that is sure to delight those in attendance.

The new afternoon entertainment at The Moana Surfrider, A Westin Resort & Spa complements the popular, *Unwind... A Westin Evening RitualSM*, which features the tastes, sights and sounds of Hawai'i. The program has been rolling-out across all Westin Hotels & Resorts worldwide and each hotel's unique *Unwind* is tailored to the local culture and environment. *Unwind* evening entertainment is offered every night at the moana and features the Hawaiian duo and hula dancer from 6:00 p.m. to 8:00 p.m. Acoustic guitar and contemporary Hawaiian soloists perform nightly from 8:00 p.m. to 11:00 p.m.

Designed to bring new energy to its resort, the Moana Surfrider, A Westin Resort & Spa transforms the historic Banyan Courtyard into a gathering spot, encouraging guests to socialize alongside Waikiki Beach. The new entertainment options are a revival of the resorts legendary live performances in the past. The world-famous "Hawaii Calls" radio program, created in 1935 featured live musical performances at the Moana courtyard that were broadcasted to radio stations all over the world. Hosted by Webley Edwards, the show featured musical talents like [Alfred Apaka](#), Haunani Kahalewai, Nina Keali'iwahamana, Boyce Rodrigues, Lani Custino, and Pua Almeida. Hawaii Calls was so popular it is often credited with making many Hawaiian performers household names across the U.S. and around the world.

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“The renewed Moana Surfrider, A Westin Resort & Spa is committed to providing an experience that complements the hotel’s legacy as well as creating an environment where guests can renew, relax and restore themselves,” said Erik Berger, general manager of the newly transformed Moana Surfrider. “Our goal is to deliver an exceptional branded experience through the various amenities we offer, starting with traditional Hawaiian hospitality that this resort has delivered for 109 years, coupled with Westin Workout®, Heavenly Bed®, Heavenly Bath®, Sensory Welcome and *Unwind*.” These entertainment options offer guests a distinctly Hawaiian ritual for relaxation, renewal, and fun with friends and family.

Weekend daytime entertainment: 11:30 a.m. to 2 p.m. ightly *Unwind* entertainment: 6 to 11 p.m.

Valet parking is \$6 when visiting the Beach Bar or complimentary when visiting the Beachhouse (limit 4 hours for each). Self Parking is \$4 when visiting the Beach Bar or complimentary for Beachhouse (limit 4 hours each).

For more information on Moana Surfrider, A Westin Resort & Spa, please visit www.moana-surfrider.com

Hilton Hawaiian Village’s Tropics Bar & Grill boosts entertainment, menus

Legendary Cecilio Rodriguez and Peter Apo added to entertainment lineup at the beachfront outlet.

Hilton Hawaiian Village Beach Resort & Spa’s Tropics Bar & Grill is greeting spring with a fresh new look – both on its entertainment lineup and on its menus.

Cecilio Rodriguez, one half of what is arguably the top singing duo out of Hawaii, is now performing at the beachfront restaurant on Thursdays from 5 to 8 p.m., and on Fridays from 8 to 10:30 p.m. In the 1970s, he and Henry Kapon performed as Cecilio & Kapon, recording three albums with Columbia Records: *Cecilio & Kapon*, *Elua*, and *The Nightmusic*, all of which became top-selling albums. Their third album alone garnered five of the prestigious Na Hoku Hanohano Awards.



Also added to the Tropics’ entertainment lineup on Sundays between 1 and 4 p.m. is talented singer/songwriter Peter Apo. Apo is most recently known in the islands for his distinguished, public-service career as a businessman and advocate for Native Hawaiians, but he spent many years as a folk musician based in Los Angeles with the band The Travelers Three, who toured the nation’s colleges and coffee houses. In 2006, he launched an all-folk CD titled *My Back Pages*, which commemorates the great folk songwriters and performers like Bob Dylan, Tim Hardin, Jesse Colin-Young, Gordon Lightfoot, The Byrds, The Eagles and others. In 2007, Peter organized *The Rainbow Nation Band* with several of Hawaii’s best musicians including Zanuck Lindsey – guitar, Shawn Ishimoto – guitar, Dean Taba – bass guitar, Adj Larioza – drums/percussion, Milan Bertosa –alternate Bass guitar and Dan Del Negro – keyboards.

The restaurant recently introduced new items to its diverse lunch menu, including tomato bisque, and two new salads: Greek salad and seafood salad. Tropics’ top-selling furikake and beer-battered fish and chips remains on the menu. The dinner menu has been beefed up, literally, with new items New York steak and grilled tenderloin of beef and grilled shrimp. Tropics is open from 7 a.m. to 10 a.m. for breakfast and from 11 a.m. to 10 p.m. for all-day dining, and features nightly entertainment. For more information, call the Hilton Hawaiian Village at (808) 949-4321.

Leather Soul expands its retail footprint

Men's luxury shoe store fills larger retail space at Royal Hawaiian Center

Leather Soul, a men's luxury shoe store, has relocated to a larger retail space on level 3 of Building B, next to Harley Davidson Honolulu. The store celebrates its grand re-opening on April 15, 2010 with a trunk show featuring George Cleverley's bespoke footwear as well as shoes by Alden Shoe Company. Leather Soul has the exclusive rights to carry George Cleverley in the United States.

"I am extremely happy with our new space at the Royal Hawaiian Center," said Tom Park, owner of Leather Soul. "I am looking forward to more local foot-traffic, higher visibility and a more relaxed atmosphere in the larger space. This flagship location should also help to brand Leather Soul as we open our first US mainland store in Beverly Hills on the corner of Santa Monica Blvd and Rodeo Drive."

Leather Soul is locally owned and operated and features an exclusive special edition line of Alden Shoes, which store owner Tom Park himself designs in collaboration with Alden Shoe Company. The store also carries a selection of John Lobb, Edward Green, Gaziano & Girling, Whitehouse Cox, and Rimowa. Tom has recently designed a new "Hawaii Attorney's Shoe," available exclusively to Hawaii's attorneys starting this Fall.

"After three years of successful business here at Royal Hawaiian Center, Leather Soul has grown out of its former locale and needs a larger space to meet the needs of their expanding customer base," said Marleen Akau, general manager at Royal Hawaiian Center. "We are thrilled to see a quality store like Leather Soul evolve and grow its business."



A new brand available in store now is the Globe-Trotter luxury luggage line from England. Also, top British shoe maker, George Cleverley will have its' world renowned footwear and leather goods available in the store by the beginning of April 2010, which will include leather goods made with the extremely rare, 200 year old "Russian leather."

Leather Soul is open at Royal Hawaiian Center from 10 a.m. to 10 p.m. daily. For more information on Leather Soul's products visit www.lsfootwear.com or call the store at 808-922-0777.

FREE PARKING: offer valid through June 30, 2010 Royal Hawaiian Center has the largest garage in the heart of Waikiki with 10 levels of parking and more than 600 stalls located adjacent to the Sheraton Waikiki Hotel. The Center's free parking promotion offers 3 hours of free parking with any restaurant validation and 2 hours free parking with any food court validation. Five hours of parking is \$5 when validated at Royal Hawaiian Theater. LEVEL 4 validations apply for \$5 parking after 10 p.m. Dining and entertainment validations can be combined with retail validations of \$2 for 2 hours. No minimum purchase is required for validation.

Waikīkī's newest cell phone accessory store Tricked Out Accessories

Featuring the most trendy accessories for your favorite device

A new cell phone accessory store has opened its first Hawaii location at Royal Hawaiian Center. Tricked Out Accessories has opened on level 1 of Building B, behind The Apple Store.

“Our store is focused on quality and selection,” said Jimmy Gilland, president of Tricked Out Accessories. “We search through literally hundreds of suppliers and thousands of products, and strive to sell only the most desirable accessories that will protect and enhance the mobile experience.”

The store is stocked with stylish cell phone cases for variety of phone brands including iPhone, Motorola, Nokia, BlackBerry and more. Cases are available in a variety of styles and designs including rugged Otterbox brand, designer themes such as Ed Hardy and more, as well as crystal-encrusted cases with prices running from \$19.99 to \$60.00. Name brand products are also available. Tricked Out Accessories also has a wide selection of the popular Skullcandy headphones that are made in every color and style for the avid music enthusiast.

“We are honored that Tricked Out Accessories has chosen our Center for its first location in the islands,” said Marleen Akau, general manager for Royal Hawaiian Center. “Our customers now have a retailer that is able to offer them quality accessories for their favorite electronic devices.”

Besides its first Hawaii location at the Royal Hawaiian Center, Tricked Out Accessories has 15 locations in Utah. The company has been in business since 2002.

The store is open daily from 10 a.m. to 10 p.m., and phone number is 808-923-9242. For more information on Center shopping options, visit www.RoyalHawaiianCenter.com.

FREE PARKING: offer valid through June 30, 2010

Royal Hawaiian Center has the largest garage in the heart of Waikiki with 10 levels of parking and more than 600 stalls located adjacent to the Sheraton Waikiki Hotel. The Center's free parking promotion offers 3 hours of free parking with any restaurant validation and 2 hours free parking with any food court validation. Five hours of parking is \$5 when validated at Royal Hawaiian Theater. LEVEL 4 validations apply for \$5 parking after 10 p.m. Dining and entertainment validations can be combined with retail validations of \$2 for 2 hours. No minimum purchase is required for validation.

Honolulu Zoo Society offers twilight tours



What's Wild in Waikīkī? Take a stroll to the Honolulu Zoo and learn the sort of monkey business that goes on after hours. Learn about the lives of the Zoo's remarkable citizens.

Tours are held from 5:30 to 7:30 p.m. every Friday and Saturday evening! It's a fun evening of education never experienced by day visitors. Special arrangements can be made for large groups. Families are welcome. The tours are appropriate for all ages 5 to 105! Please purchase tickets in advance from the Honolulu Zoo Society (HZS) by calling 971-7195. Walk-ups are welcome if space is available - meet at the Front Entrance at 5:15pm. See www.honzosoc.org



Top picks in paradise with Starwood Hotels

Hop out of spring fever and jump into summer lovin' with Starwood Hotels & Resorts Hawaii. Whether it is for a family vacation or a reason to take mom out for Mothers' Day, Starwood has the solution. Explore the best of Starwood Hotels & Resorts with a \$1,000 resort credit at The Royal Hawaiian, a Luxury Collection Resort or a \$500 resort credit at any Sheraton or Westin resort on Oahu for every 5 consecutive nights you stay. If you stay 10 nights, your resort credit double! Resort credits may be used towards dining, spa, activities, room upgrades and more.

Book online at www.starwoodhotelshawaii.com/resort credit or call toll free (866) 716-8140 and request promo code HRC for travel now through January 7, 2011. Check out our other top picks for April!

Oahu

Starwood Hotels and Resorts Hawaii partners with the *Hawaii Food and Wine Paradise* on two spectacular epicurean events at the Moana Surfrider, A Westin Resort & Spa. The festival's first event, "*E Komo Mai*" (Welcome) is scheduled on Thursday, May 27, 2010 at 6:00 p.m. at the Beachhouse at the Moana restaurant (pictured right). This preview party for the festival features Beachhouse Chef de Cuisine Rodney Uyehara preparing superb island cuisine to complement the Hawaiian entertainment, wine-tasting and elbow rubbing with other premier epicurean talent such as David Gianulias of Levendi Winery, Gerhard Reisacher of Delectus Winery, Steve Reynolds of Reynold Family Winery, Charlie Campbell of Silver Oak and Twomey Cellars and more. A live auction featuring a number of real finds for the bon vivant will go to benefit several Hawai'i charities.



The festival's first annual Paradise Food & Wine Classic event is planned for Friday, May 28, 2010 with a reception at 6:00 p.m. and dinner served at 7:00 p.m. Guests will have opportunities to chat one-on-one with winery owners and winemakers. The evening will celebrate food, wine, fashion and music with a five-course culinary experience created by top chefs Colin Hazama of Jean-Georges Vongerichten's Kaua'i Grill at the St. Regis Princeville Resort, Rodney Uyehara of the Beachhouse at the Moana, Jon Matsubara of Azure at The Royal Hawaiian and Ryan Loo of Twist at Hanohano at the Sheraton Waikiki. Courses will be paired with choices of premium wines poured by winery owners and winemakers. This event will also feature a head-turning fashion show by world-renowned designer Anne Namba of Anne Namba Designs, Kimo Keaulana will perform beautiful Hawaiian music from Hawai'i's past. The Satomi Yarimizo Trio featuring Rocky Holmes will also be performing smooth jazz tunes from the 1940's and 1950's. For more information or for tickets to the Hawai'i Food & Wine Paradise, please visit www.hawaiifoodandwineparadise.com.

Bring home more than a tan from your vacation in paradise as the Sheraton Waikiki presents vitality, fitness and fun under the sun! Yogaquatics is an exciting way to invigorate your mind and body during your getaway. Enjoy yoga-inspired water aerobics on Wednesdays at 9 a.m. at the Infinity Edge Pool led by fitness trainer Massimo Galluzzo. Complimentary for hotel guests 16 years and older. For more information, visit www.sheraton-waikiki.com.

The Moana Surfrider, A Westin Resort & Spa Moana Lani Spa, a Heavenly Spa by Westin is sharing the "gift of spa" for Mother's Day with a Mother and Daughter package. Return the gift of nurturing and surprise your mom



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with the gift of wellness, a haven of serenity for that much-needed break. Enjoy a 50-minute massage or facial, a manicure or pedicure and afternoon tea in the spa's private suites with beautiful ocean views. Also receive a spa gift to remember the special day. Package is \$480. For more information or to book a package, call 808-237-2535.

Just a few steps away from Waikiki Beach, The Beach Bar at The Moana Surfrider, A Westin Resort & Spa is the new hot spot for guests to enjoy Hawaiian entertainment on weekend afternoons. Gaze out onto the Pacific Ocean and listen to the local stylistic sounds of Traditional Hawaiian, Hapa-Haole and Island Contemporary music. Sit back and relax under the afternoon sun, while indulging on refreshing tropical beverages like the Moana Mai Tai and mouthwatering pupu (appetizers). For more information on the afternoon entertainment, visit www.moana-surfrider.com.

Rumfire (see photo) at the Sheraton Waikiki introduced "Night Cap" on Thursday April 1st. The new daily Late-Night Happy Hour from 9:30 -11:30 p.m. features delicious food & beverage specials. Specialty cocktails, "bombs" and shots including the Rumfire Signature Mai Tai are a great way to relax and end a long work day. Beer and wine are also on the Night Cap menu along with an assortment of pūpū (appetizers) like the seared kalua pulled pork quesadilla and the ahi poke chips Rumfire style.



Get a taste of Royal Hawaiian Center at the Waikiki Spam Jam

WHERE: Royal Hawaiian Center along Kalakaua Avenue

WHEN: Saturday, April 24, from 4:00-10:00 p.m.

DETAILS: Enjoy an evening of food and festivities at the Waikiki SPAM Jam. Taste an array of dishes created by each restaurant to showcase Hawai'i's favorite luncheon meat. Various restaurants including Okonomiyaki Chibo, Doraku Sushi, and Tropical Iceland at Royal Hawaiian Center will participate in the SPAM Jam. Guests can also enjoy free entertainment at Royal Hawaiian Center with a hula kahiko performance at 6:00 p.m. by Halau Hula O Maiki.

PUBLIC PARKING: FREE PARKING: Offer valid through June 30, 2010.

Royal Hawaiian Center has the largest garage in the heart of Waikiki with 10 levels of parking and more than 600 stalls located adjacent to the Sheraton Waikiki Hotel. The Center's free parking promotion offers 3 hours of free parking with any restaurant validation and 2 hours free parking with any food court validation. Special event parking validation rates are available at \$5. Dining and entertainment validations can be combined with retail validations of \$2 for 2 hours. No minimum purchase is required for validation.



Award winning ING Direct Café – offers half price coffee

The Champagne corks were popping at the ING Direct Café, on Kalakua Avenue, this month as Hawaii's biggest, brightest café, celebrated being **awarded** ING Direct National Café of the Year.

The Café has come a long way since it first opened in October 2008. Situated in the old Local Motion building opposite Ft. DeRussy Park, the café is a stunning example of Hawaiian architecture featuring art work from The UH Holoholo Gallery, UH Native Hawaiian Art School and Friends of Hokule'a and Hawai'i Loa.

But didn't you think ING Direct was a bank? You're right! ING Direct is America's largest online bank with over 9 million customers, not bad going for a company that only started doing business in 2000.

With a simple business formula and following the mantra, no fees, no minimums, they have made a pretty big impact in the banking world, now listed as America's 15th largest bank. Instead of branches, ING Direct decided to do something different and opened 7 cafes across the US to increase public awareness of the ING Direct brand.

From its conception ING Direct, Hawaii Café Operations Manager, Cleota Brown, knew the café had to embrace its surroundings and become part of the local Community:

- The ING Direct Hawaii café is very different from its mainland counterparts.
- We are the only ING Direct café that hosts daily events and we actively reach out to the local community through events, workshops and a variety of presentations.
- We also host local art work. We are proud to support the B.E.A.C.H Project, you can actually see their brand new display of artwork in our Green Room and we are excited that our meeting space is available for free, to non-profit organizations.
- And with our fabulous, interactive ING Direct Café cruiser, we can spread the ING Direct message easily.



The numbers speak for themselves. This year alone, the café has visited schools and events across Oahu, including the Great Aloha Run, the Ewa Beach Triathlon and numerous schools. Reaching out to over 222,000 people. And the ING Direct team is spreading their orange wings over the next few months, as they head out to the neighbor islands.

Vist the award winning Hawaii ING Direct Café, 8am – 8pm Monday to Saturday and enjoy the local menu including delicious lattes, array of hot teas and different hot lunch plate offered daily (freshly made by local catering company Xpress Chefs). So far the menu has including Sautéed Mahi with Capers, Roast Pork and Gravy and the ever popular garden lasagna and toasted garlic bread plus a drink for just \$8.00. If you're not aware, Xpress Chefs is part of Lanakila Pacific and all proceeds goes toward the Meals on Wheels program. Freshly made hot soup is also available for just \$3.00 and a freshly prepared salad bar is available at just \$8.00.

And don't forget, if you buy an ING Direct mug, your coffee is free on day of purchase and half price thereafter, making a creamy, hot cappuccino just 75c!

Why not pop in and see the award winning team today and learn all about how to **SAVE YOUR MONEY!**

Aston Waikiki Beach Hotel announces new sales and marketing hires

Aston Waikiki Beach Hotel is proud to announce three new appointments in its sales department.

Rod Lau (left) has been appointed director of sales, Gladys Sim-Avergonzado (center) has been hired as sales



coordinator, and Bernadette Worley (right) is the new catering manager. Rod Lau is responsible for building the corporate, government, military, religious, continuing medical education and pharmaceutical group segments. He has more than 20 years of experience with Hyatt Resorts in Hawaii, and has also served as the director of sales at The Orchid at Mauna Lani, Princeville Resort, Kauai Marriott Resort & Beach Club, and the Mauna Lani Bay Hotel & Bungalows.

Gladys Sim-Avergonzado has been hired as sales coordinator. Sim-Avergonzado was most recently a sales and marketing coordinator at Rancho Las Palmas Resort & Spa in the Palm Springs, Calif., area. She has also held positions in convention services at La Quinta Resort & Spa in California. Prior to that, she served as a wedding coordinator at Maui's Grand Wailea Resort & Spa.

Bernadette Worley has been appointed catering manager, where she will be responsible for selling functions in the Coconut Club, the Lokahi Room and the pool deck. She will also serve as the hotel liaison with caterers and clients, as well as oversee the hotel's functions. Worley has more than 15 years of sales and marketing experience in the tourism and hospitality industries, including several management positions. She previously worked at the Ala Moana Hotel, Makaha Resort Golf Club, Island Air and Sato Travel.

Hawaiian Diacritical Marks

Waikikī Improvement Association recognizes the use of diacritical marks (i.e., glottal stop (ʻ), macron (ā) in place names of Hawaiʻi, such as Waikikī and Kalākaua Avenue and will include them whenever possible. We also respect the individual use (or not) of these markings for names of organizations and businesses.

There will also be times when we may not have a chance to add or change the markings in all of the articles submitted and when that happens, e kala mai.

Sunday Showcase at Waikiki Beach Walk®

Outrigger Enterprises Group's popular Sunday Showcase afternoon tradition continues with special musical entertainment line-up for April. The Sunday Showcase is a free weekly program which takes place at the Waikiki Beach Walk stage plaza every Sunday afternoon (weather permitting) from 5:00pm to 6:00 pm. The weekly performances draw both locals and visitors who gather on the lawn at Waikiki Beach Walk to relax and enjoy some of the islands best island performers as well as up and coming artists, with shows ranging from Hawaiian, to jazz, to local island folk songs, contemporary, R&B and much more.

Valet parking for up to four hours is available for \$6.00 at the Embassy Suites-Waikiki Beach Walk (201 Beachwalk) and the Wyndham Vacation Ownership-Waikiki Beach Walk (227 Lewers Street), with any same-day purchase from any Waikiki Beach Walk merchant.

APRIL SUNDAY SHOWCASE

- April 11 - Hula Halau O Kawaiaha'o with Kumu Hula Ardis Gomes (pictured)
- April 18 - Beachwalkers (Brickwood Galuteria, Zanuck Lindsey, Gordon Freitas)
- April 25 - Hula Halau O Kehaulani



Waikīkī Hula Show at the Kūhiō Beach Hula Mound

Authentic Hawaiian music and hula shows by Hawai'i's finest hula *hālau hula* (dance troupes) and Hawaiian performers. Opens with traditional blowing of conch shell.

Tues-Thurs-Sat-Sun, weather-permitting from **6:30-7:30 p.m.** at the Kūhiō Beach Hula Mound, near Duke Kahanamoku statue, beachside at Uluniu & Kalākaua Ave. in Waikīkī.

FREE and open to the public. Outdoors, casual, seating on the grass; beach chairs, mats, etc. okay. Cameras welcome. Presented by the City & County of Honolulu, the Hawai'i Tourism Authority and Waikīkī Improvement Association.

For information, call Marnie Weeks, Producer, Kūhiō Beach Hula Shows, 843-8002.

Week-nights

Every Tuesday - Ainsley Halemanu and Hula Hālau Ka Liko O Ka Palai

Every Thursday - Joan "Aunty Pudgie" Young and Puamelia

Weekends

Sat April 10 - Coline Aiu and Halau Hula O Maiki

Sun April 11 - Kale Pawai and Halau Na Pua Mai Ka Lani



Street activity in / near Waikīkī (courtesy of the City)

April 18, 2010 Sunday
8:00AM Starts
10:00AM Ends

HONOLULU AIDS WALK FOR LIFE sponsored by Life Foundation. The event is expected to have 2,000 participants. It will start at Kapi'olani Park Band Stand, to Kalākaua Ave., to jogging path and cross to the mauka side., to Paki Ave. jogging/bike path, to Kapahulu Ave., to Kalakaua Ave., to end at Honolulu Marathon Finish line.

Contact: Kandice Johns 521-2437, Ext. 250 Fax: 521-1279, E-mail: kandice@lifefoundation.org

For more info, visit their website: <http://www.honoluluaidswalk.org/>

April 24, 2010 Saturday
4:00PM Starts
11:00PM Ends

WAIKIKI SPAM JAM STREET FESTIVAL sponsored by SJ Foundation. The event is expected to have 8,000+ participants. Traffic will be diverted starting 2 pm for setup. The event will close Kalākaua Avenue, all traffic lanes/sidewalk areas, from Seaside Ave. to Ka'ūlani Avenue.

Contact: Karen Winpenny 255-5927, E-mail: kwinpenny@hawaii.rr.com

Waikīkī Wiki Wiki Wire - Newsletter Deadline

Waikīkī-related news and information submitted for the weekly Waikīkī Wiki Wiki Wire should be received no later than 2 pm Wednesday for newsletters published and distributed the same evening.

Information received after the deadline will be considered for inclusion in the following issue.

Photos which accompany stories are always welcome and, for best results, should be attached to the email as a separate jpeg - maximum 1 MB please.

Your kokua is appreciated. *Mahalo.*



Waikīkī Improvement

2255 Kuhio Avenue, Suite 760
Honolulu, HI 96815

Phone: 808-923-1094, Fax: 808-923-2622

Waikīkī Wiki Wiki Wire is published weekly by [Sandi Yara Communications](#) for WIA. If you would like to share your news with other members, please send your info to: editor@waikikiimprovement.com.

Check out our website at:

www.waikikiimprovement.com



EARTH DAY

Save the Date!

Waikiki Trade Center | 2255 Kuhio Avenue

Thursday, April 22nd

11:00 a.m. – 2:30 p.m.

Open to the Public (Free) - This annual **CB Richard Ellis, Inc.** event, in celebration of Earth Day; provides tenants, vendors and the community an opportunity to explore earth day related products/services and participate in dynamic exhibits. (Segway Demonstration)

Additional Details – Coming Soon





Waikiki Beach Clean-up!

April 17, 2010

(Earth Day!)

Please join the Waikiki Ohana Workforce of the **Waikiki Improvement Association** for a Waikiki Beach Clean-up!

Continental Breakfast to be provided. Please RSVP @923-1094
(Sorry, Validated parking not available at the Hyatt)

7:00 am: Meet at the Duke Kahanamoku Statue in Kuhio Beach Park .
(Transportation will be provided to other clean-up areas.)

9:00 am: Ends back at Kuhio Beach Park.

- Wear a company t-shirt and have a photo taken!
- All are welcome!
- RSVP 923-1094 ext. 6.

Our valuable sponsors: ABC Stores, DFS Hawaii, E Noa Corporation, HPD-D6, Halekulani, Hawaiian Building Maintenance, Hilton Hawaiian Village, Hyatt Regency Waikiki, International Market Place, Outrigger Enterprises, Pacific Beach Hotel, Roberts Hawaii, Sheraton Princess Ka'iulani, Royal Star Hawaii, Waikiki Beach Activities Inc., Waikiki Beach Marriott Resort, Waikiki Trade Center.



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