Employees of the Quarter Honored
First Quarter 2009
By The Human Resources Service Center

The Outrigger ‘ohana gathered at the OHANA East Princess Ka‘iulani Room on Tuesday, April 28, to honor and recognize Employees of the Quarter for the First Quarter. Barry Wallace, Dr. Chuck Kelley, and Department Heads extended their congratulations and offered words of praise to all of the distinguished honorees and nominees.

Angie Ganitano
Housekeeper

Angie is a long-time employee, who currently works at the Outrigger at Lae Nani. She works hard to keep our guests and owners happy and is always willing to help her fellow team members. Most recently, she helped in reinforcing the recycling program and encouraged team members to save on costs by reusing liners in other areas of the property. Angie is recognized for her Aloha Spirit and generous hospitality, with return guests often remembering her by name.

Sam Yip
Housekeeper

Sam, a 27-year Outrigger veteran, currently works at the OHANA Waikiki West. He is self-motivated, hard working, and takes pride in maintaining our guest rooms to meet hotel standards. He is energetic in performing his daily responsibilities, and his positive, “can do” attitude has earned him recognition from coworkers and management. With a pleasant personality and good sense of humor, Sam brings much-appreciated fun and laughter to work.

Peril or Panic?
Pandemic in the Digital Information Age
By Dr. Chuck Kelley

(As Richard Kelley has invited guest columnist Dr. Chuck Kelley to write this week’s lead article, which is about swine flu. Dr. Richard Kelley has contributed some additional perspectives in a separate article on page 12.)

By now, everyone knows we are facing a rapidly-spreading outbreak – a potentially serious epidemic – of swine flu, the H1N1 strain of influenza. By the time this article reaches readers, the outbreak may have become a pandemic (a world-wide epidemic). This is terrible news for our business and for all humankind.

Rather than attempt to review all the details, which are widely available online and in the media, let me point out some of the unique aspects of the current situation.

A few decades ago, when Dr. Richard Kelley was working as a physician, news of a new disease outbreak would remain local for quite some time. It took weeks for detailed, accurate information to work its way through the medical community, then into newsrooms, through the writing, editing, filming, printing, and distribution process, and finally, into the hands of the general public.

Continued on page 5

Continued on page 12
Happy Birthday!


May 26: Marites De Guzman Cabida, Matthew A. Swartz, Lily Tran, Yoke F. Sasaki, Brian Takenaka, and Robert T. Uchida.

Moments of Aloha

OHANA Waikiki Malia

*Star Bulletin* KOKUA LINE

By June Watanabe

POSTED: 01:30 a.m. HST, Mar 30, 2009

“Mahalo to the OHANA Waikiki Malia hotel and its manager, Nora Waxman [Weatherwax], and to Apria Healthcare in Pearl City. I recently returned from a week’s stay in Hawaii and want to make disabled visitors aware of the courtesy and flexibility the hotel offered. I’m totally disabled, in a power wheelchair, and needed medical equipment in a hotel that would accommodate me. I had a hospital bed, patient lift, ventilator and other medical equipment delivered by Apria - thank you, Frannie! The hotel management was generous and considerate to my needs. Any handicapped visitor to Oahu would be happy to know of such a nice place that exhibits the essence of aloha! Kudos to Nora.”

Coni Foster

Corte Madera, CA

Outrigger Napili Shores Resort

“We Canadians had the pleasure of staying at Napili Shores on our Hawaiian holiday from February 11 - 25, 2009. I asked for an e-mail of the Manager and was given your business card [Bob Graybosch]. I am writing to let you know what we feel is a great employee you have in Caroline Piano-Suetos. We arrived, two very weary travelers, and she so warmly greeted us. After registering, etc., we asked where a grocery store was; she said, “I am heading home - I will take you there.” That she did and offered to stay until we got our groceries and drive us back. While at Napili Shores, we had to extend our stay as I took ill. Caroline was so accommodating - helpful in any way she could and always had that happy, cheerful, friendly smile. I just had to tell you how much we appreciated that helpful employee you have. She is a very competent employee and we feel a great asset to your organization.”

Don & Gladys Reimer

Edmonton, Alberta, Canada

Employment Opportunities

If you are interested in the position listed below and meet the qualifications, you may apply online. Please go to [www.outrigger.com](http://www.outrigger.com), and click on ABOUT OUTRIGGER, then EMPLOYMENT OPPORTUNITIES. We only accept on-line applications for the open listed position from internal candidates. If you have any questions, please call LiLi Hallett at (808) 924-6471. Application deadline for the following position is May 8, 2009.

**Bell Person (Full Time)**

Must have at least six months customer service experience, be able to lift 70 lbs, and be flexible to work any shift and day.
Political Fundraisers
By OHH PAC Committee

If you are interested in obtaining information regarding Hawaii politics, call the OHH PAC Hotline at 921-6660 and leave a message on the recorder.

May 4, 2009
Representative James Tokioka
District 15 – Wailua Homesteads, Hanamaulu, Lihue, Puhi, Portion of Old Koloa Town, and Omao
Matters of Taste
Gentry Pacific Design Center - 560 North Nimitz Highway
5:30 p.m. – 7:30 p.m.

May 6, 2009
Senator Wil Espero
District 20 – Ewa Beach, Ewa by Gentry, Ocean Pointe, Ewa Villages, West Loch, Honolululi, and Lower Waipahu
Mandalay Restaurant - 1055 Alakea Street
5 p.m. – 7 p.m.

Senator Carol Fukunaga
District 11 – Makiki/Punchbowl, Ala Moana, and McCully
Greystone Mansion - 1302 Nehoa Street
5:30 p.m. – 7:30 p.m.

May 7, 2009
Representative John Mizuno
District 30 – Kamehameha Heights, Kalihi Valley, and Fort Shafter
Saint Andrew’s Priory – Ylang-Ylang Courtyard
5:30 p.m. – 8:30 p.m.

7 Senators on the 7th
Senator Brickwood Galuteria
District 2 – Iwilei, Chinatown, Downtown, Kakaako, Ala Moana, and Waikiki

Senator Gary Hooser
District 7 – Kauai and Niihau

Senator Michelle Kidani
District 17 – Mililani, Mililani Mauka, and Waipio

Senator Donna Mercado Kim
District 14 – Moanalua, Aiea, Fort Shafter, Kalihi Valley, and Halawa Valley

Senator Clarence Nishihara
District 18 – Waipahu, Pearl City, and Crestview

Senator Norman Sakamoto
District 15 – Kalihi, Moanalua Gardens, Salt Lake, Aliamanu, Foster Village, Hickam, Pearl Harbor, Pearl Ridge, and Aiea

Senator Shan Tsutsui
District 4 – Wailuku, Waihee, Kahului, Paia, Lower Paia

Lifesaver Club Blood Drive
By Dr. Chuck Kelley and Colleen Uratake

With more than half of us needing blood during our lives, maintaining a safe and adequate community blood supply is important to everyone. By donating blood, you’ll help ensure that it is available for all who need it, and you’ll help save up to three lives.

Everyday in Hawaii, hundreds of patients count on volunteer blood donors for their very survival. Typical uses for donated blood include surgical procedures, treatment of accident victims, ulcers, anemia, mothers and newborns during delivery, and cancer therapy.

The donation process is safe and usually takes about an hour. There is some paperwork, a confidential interview, and a mini physical, but the actual collection of blood takes only five to eight minutes.

If you are interested in donating blood and would like to make an appointment at the upcoming Blood Drive, please contact Colleen Uratake at 921-6972 or by email at colleen.uratake@outrigger.com.

Wednesday, May 20, 2009
9 a.m. – 2 p.m.
Embassy Suites® - Waikiki Beach Walk®
4th Floor Beach Walk
Meeting Room #1
(take escalator or elevator next to Yard House)
Please bring a valid picture I.D. with birth date

Saturday Briefing
The Outrigger on the Lagoon - Fiji (FOR) gathered together to honor their outstanding employees for the month of April and to recognize members of our *vuwale* (family) who have celebrated birthdays. Everyone enjoyed afternoon tea, cakes, and cookies.

General Manager Darren Shaw thanked the *vuwale* for their dedication and then shared highlights from the many positive guest comment cards the property has received. Next, he presented the staff with “The Quiz”—a questionnaire about the property that each team had to answer. It was a lively game that everyone enjoyed—but there could be only one winner and that was the Sales Division Team.

Darren then introduced Colonial Bank Manager Susie Fesaitu who told the *vuwale* about the new services the bank is offering its customers and their new program “Create Awareness to Customers.” Ms. Fesaitu was then invited to present the awards to this month’s honorees. Congratulations to:

**Jane Turaga**  
Back of House Employee of the Month

**Liti Seru**  
Front of House Employee of the Month

**Kini Sarai**  
Manager of the Month

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*Image descriptions*:  
- The Sales Division Team was the winner of “The Quiz” - Wayne Robinson, Ruci Boseiwaqa, Aanareta Marawa, Maria Qoreti, Luciann David, Moreen Manjita, and Lorima Duwaka.  
- Happy Birthday! Peter White, Verenaisi Vono, Liti Seru, and Ilisoni Vibose.
Shari Souza – Guest Service Representative

Shari, who is currently working at Outrigger Regency on Beachwalk, is a team player who is able to make decisions to overcome any challenges that arise. She is flexible and able to work in different positions at the front desk. Shari also contributes to the property’s superior guest satisfaction by carefully booking and confirming reservations and attentively taking care of guests’ needs.

Leigh Bulseco – Operations Assistant

Leigh, currently at the Outrigger Reef on the Beach, is very detailed and task-oriented. She provides excellent follow-through to ensure projects are completed on time. Leigh’s “can do” attitude and Aloha Spirit have earned her many compliments. As a member of the property safety committee, Leigh provides excellent feedback on many property initiatives.

Peter Nonales – Bell Person

Peter, a model employee, currently works at the OHANA Waikiki Malia. Dependable, reliable, and flexible, Peter is always willing to lend a helping hand when needed. He demonstrates daily the Ke ‘Ano Wa’a values of Kina’ole (Flawlessness), ‘Ohana (Family), and Accountability (Kuleana) and takes pride in his work, often assisting at the front desk.

Charles Haylar – Housekeeper

Charles currently works at the Outrigger Twin Towns Resort. He exemplifies our value of Accountability (Kuleana). He is a very reliable employee, always happy and enthusiastic about his work. Charles willingness assists whenever needed. Many of our guests look forward to seeing Charles’ smiling face when they stay at the Outrigger Twin Towns Resort.

Don Claro – Building Maintenance

Don currently works at the Outrigger Waipouli Beach Resort. He takes pride in his job and makes recommendations when he sees opportunities for improvement. Don enjoys working with guests and owners. He never waits to be asked and never looks for the credit; he quietly does his job and then takes care of anything else he sees that needs doing.

Danette Bolosan – Operations Assistant

Danette, a 25-year Outrigger veteran, currently works at the Embassy Suites® -Waikiki Beach Walk®. She is always happy to assist her fellow team members. She provides insight and clarity on projects and consistently exemplifies our values of Ke ‘Ano Wa’a in all areas of her responsibility. Danette has a positive attitude, which uplifts her team members and creates a pleasant work environment.
Dianne Newman – Homeowner Liaison

Dianne currently works at the Outrigger Kiahuna Plantation Resort and is very efficient and personable. She has been instrumental in implementing a new system, improving efficiency in the homeowner liaison office, and establishing a method to set priority dates for the completion of jobs. Dianne excels in determining and meeting homeowner needs, which has kept owners and managers very happy.

Maile Okuma – Guest Service Representative

Maile is a 23-year Outrigger veteran who currently works at the OHANA Waikiki East. As a Mea Ho’okipa (host), Maile shows her Aloha by welcoming our guests with her warm, friendly smile. Maile goes the extra mile to ensure our guests experience unique island hospitality and is often praised for her kindness and attentiveness in making their stay comfortable and memorable.

Shae Gallardo – Operations Assistant

Shae currently works at the Outrigger Waikiki on the Beach. She has been the Ambassador of Aloha to all return guests. She coordinates receptions, remembers birthdays and anniversaries, and remains in contact with them throughout the year. Through her efforts, the Outrigger Waikiki has been able to retain and grow the significant number of our valued return guests.

Alex “Pinky” Jardine – Exterior Painter

Pinky, who currently works at the Outrigger Royal Sea Cliff, works tirelessly at keeping our white concrete building impeccable. He takes tremendous pride in his work, treating the building as his personal canvas. Pinky receives positive comments from owners and repeat guests. He exudes the spirit of Aloha and makes everyone in his presence feel happy.

Inocencio Agliam – Housekeeper

Cencio is a 17-year veteran who currently works at the OHANA Waikiki Beachcomber. He possesses a pleasant personality and is always willing to lend a helping hand. His positive attitude, determination, hard work, and exceptional skills are valuable assets to the property and our company as a whole. Cencio has a warm smile and an unending positive attitude.

Chad Teramae – Human Resources Coordinator

Chad’s performance in the First Quarter epitomizes Ke 'Ano Wa’a. In addition to his normal responsibilities, he sorted through nearly a thousand applications looking for employees to staff the Kani Ka Pila Restaurant at the Outrigger Reef on the Beach, resulting in an outstanding team. His warm welcome and follow-through sealed his role as “Uncle Chad” to the staff.
Congratulations also to the following Employee of the Quarter nominees recognized for their outstanding performance during the First Quarter of 2009: Allan Yeung, Norine Diorec, Keith Christy, Wayne Staunton, Tom Song, Anita Cabulera, Sidney Daez, Earl Endo, Gan Fei Su, Revinia Cabbab, Marivic Gushikuma, Renato Garingo, Jonathan Gelacio, Hans Sakurai, Elise Maddy, Robert Hurov, Sandy Wong, Qi Qiao Liu Tong, Paul Nagamine, Yoshimi Sunada, Yong Yi Liu, Russell Moeai, Keola Lasconia, Daigo Tajima, Gowil Viloria, Karen Gonzaga, Matthew Walker, Wai Yin Ho, Aniceto Anres, Jose Oberes, Maxim Guan, Herman Chiu, and Florante Villanueve.

Tiffani Saunders – Activities Assistant

Tiffani, who currently works at Wyndham at Waikiki Beach Walk*, is an exemplary Mea Ho‘okipa (Host). She brings exceptional value to the team with her vast knowledge of the Hawaiian culture and talent in creating the ideal guest experience. Guests rave about her hospitality and knowledge as above and beyond their expectations.

Jon Jarnigan – Senior Retail Reservations Agent

Jon, who is currently working at the Denver Reservation Center, is a 10-year Outrigger veteran. His Aloha Spirit is evident whenever he speaks with our guests. He is friendly, helpful, and goes above and beyond to ensure our guests have a smooth check-in at the properties. Jon has also been very instrumental in training our Retail Agents in the group reservations process.

Tiffani Saunders

Angelito Naira – Lead Maintenance

Lito, who currently works at The Wyland Waikiki, has over 25 years of experience in building maintenance. He is able to assess maintenance situations, ensuring guest satisfaction in our product. Lito has a positive attitude towards guests and coworkers and exemplifies our value of Wahi (Place). Even while on vacation, he is busy distributing food and clothing to those in need.

Outrigger’s Heart & Sole Walking Program Goes Weekly!

By Ka’ipo Ho

Due to the popularity of our Heart & Sole walks, we are scheduling regular weekly walks on Mondays and Wednesdays, beginning next week. Walks average 30-45 minutes and are a great way to relieve stress, socialize with coworkers, and meet someone from another hotel or department. Most of all, walking is an excellent way to reduce your risk of heart disease and stay fit. Come join us!

Mondays
OHANA Waikiki East Bell Desk
5:15pm

Wednesdays
Outrigger Reef on the Beach Bell Desk
5:15pm
Outrigger Main Showroom and Society of Seven Celebrate 40 Years of Aloha
By Fran Kirk

In celebration of the Outrigger Main Showroom and the Society of Seven (SOS)'s 40th anniversary, the SOS Classic is flying in to perform with the Society of Seven-Las Vegas (SOS-LV) on Wednesday, May 6 and Thursday, May 7 at 8:30 p.m. Kamaaina can enjoy a spectacular performance, dinner, and free parking at a special mahalo price of $29.95 per person from Monday, April 27, to Saturday, May 30. Guests must have a valid State of Hawaii I.D.

The Outrigger Main Showroom and SOS first embarked on a 40-year journey in 1969, when the group changed its name from the Fabulous Echoes to the Society of Seven and moved its performances to the Outrigger Main Showroom. Previously they performed at the Hong Kong Junk at the Ilikai Hotel and Duke Kahanamoku's at the International Market Place. The Outrigger Main Showroom has hosted more than 31 different artists, vocalists, and groups, including The Ali'is, The Krush, the Kim Sisters, Melveen Leed & Loyal Garner, Carole Kai, Andy Bumatai, Rap Replinger, Marlene Sai, Tommy Sands, John Rowles, Francis Ruivivar, Martin Nievera, and more recently, Jasmine Trias.

In 2001, SOS formed a second group which debuted at the Outrigger Main Showroom in 2002. The SOS-LV then traveled to Las Vegas to perform at the Hilton International, while the SOS Classic held down the headline spot at the Outrigger Main Showroom. Today, the SOS Classic performs in Las Vegas, while audiences enjoy the SOS-LV in Honolulu.

The Society of Seven LV performs Wednesday through Saturday at 8:30 p.m. at the Outrigger Main Showroom in Waikiki. A dinner show is available with seating at 6 p.m. The Outrigger Main Showroom is located at the Outrigger Waikiki on the Beach at 2335 Kalakaua Avenue, across from the International Market Place in the heart of Waikiki. Please ask about validated parking. For reservations or more information, call 923-SHOW or 922-6408.

See more photographs page 9

Dr. Richard Kelley and Fran Kirk, Executive Vice President of Outrigger Entertainment

Dinner at the new Jimmy Buffett's at the Beachcomber at the OHANA Waikiki Beachcomber hotel will consist of a choice of six different juicy burgers with a side of French fries, along with a beverage of choice. Kamaaina will also receive up to four hours of free parking at the OHANA Waikiki Beachcomber hotel.

In addition, show attendees can enter to win a drawing for a trip for two to Hawaii's favorite destination, Las Vegas, including airfare and accommodations for four nights.

This is our way of thanking Hawaii for 40 years of support and continuing to help us remain as Waikiki's hottest entertainment show. Join us for a fantastic evening with two generations of the islands' kingpins of entertainment and enter to win a trip for two to see SOS Classic in Las Vegas.

To win the Las Vegas trip, fill out an entry form at the Outrigger Main Showroom after the show. Winning names will be drawn by SOS-LV, and the winners will be contacted.

Dr. Richard Kelley and Showroom Manager Ron Lee
The Outrigger Main Showroom and Society of Seven Celebrate 40 Years of Aloha

Continued from page 8

The Society of Seven in the early years with cast members Tony Ruivivar, (seated right) and Bert Sagum (back row center)

The Society of Seven now with original cast members Tony Ruivivar (back row second from left) and Bert Sagum (back row far left)

The original staff of the Outrigger Main Showroom with (current Showroom Manager) Ron Lee (standing far left)
Waikiki SPAM® Jam Attracts an Enthusiastic Crowd

By Nancy Daniels

Kalakaua Avenue was jammed with thousands of SPAM® enthusiasts on Saturday, April 25, as they gathered in celebration of Hawaii's favorite luncheon meat! This fun, family-friendly block party brought visitors and local residents together to enjoy all things SPAM®!

Two entertainment stages – one fronting the Outrigger Waikiki on the Beach and another fronting the Royal Hawaiian Center, provided hours of entertainment to the crowds. There were also booths featuring Hawaiian arts and crafts, tents selling SPAM® merchandise, and a myriad of food booths.

Nearly a dozen restaurants showed off their best SPAM® dishes, including four Outrigger restaurant tenants. Cheeseburger Beachwalk served up BBQ SPAM® Burger Babies with Pineapple. Dukes Canoe Club and Hula Grill shared a tent with SPAM® Pot Stickers and SPAM® Fried Rice on their menu. Over at the Jimmy Buffett's at the Beachcomber tent, there was a steady stream of food fans ordering the SPAM® Nachos, SPAM® Chili with Rice and Mac Salad, and the brand new SPAM® Hot Dog, which made its world debut at this year's Waikiki SPAM® Jam.

While the Waikiki SPAM® Jam provides great fun for attendees, it’s also a fundraiser for the Hawaii Foodbank. Did you know that one of the most requested items by families and member agencies from the Hawaii Foodbank

Continued on page 11
Waikiki SPAM® Jam

Continued from page 10

is a can of SPAM®? I am happy to report that this year’s Waikiki SPAM® Jam raised over $5,000 in cash donations, and nearly 8,000 cans of SPAM® and other food items were collected.

There are many people who helped make the Waikiki SPAM® Jam a success. Mahalo to event coordinators Karen Winpenny, Toby Tamaye and Lehua Kalai, as well as our fellow sponsors, including Queen Emma Land Company, Mokulele Airlines, the Honolulu Star-Bulletin/MidWeek and Hormel Foods.

Mahalo also to Barbara Campbell, who spearheads Outrigger’s annual participation in the Waikiki SPAM® Jam, as well as these other Outrigger volunteers: Conchita Malaqui, Jenny Meyer, Lisa Kwock, Puna Ortega, Ethan Chang, Herman Lam, Man Chi Lau, Dustin Chen, Eugene Chu, Marvin Shin, Jin Soo Moon, Ji Qiao Liang, Sung Ki Kim, Barbara Lam, Cindy Castillo, Tom Song, Sam Lee, David Wong, Zhou Hui Zhao, and Avelino Rosal.

Hawaii Landfills are Minus More than 20,000 Shoes

By Nancy Daniels

This year’s Nike Reuse-A-Shoe recycling program was another rousing success with more than 20,000 shoes collected on four islands—that means 20,000 shoes that are NOT going into our Hawaii landfills and instead, will be recycled into new playgrounds and sports surfaces around the world.

Mahalo to everyone who dropped off their old athletic shoes at the OHANA Waikiki East and Embassy Suites® -Waikiki Beach Walk® hotels in April. Outrigger filled nearly two bins with used athletic shoes from family and friends for this great cause. Mahalo also to Max Sword who transported the shoes to Niketown in Waikiki on April 26.

Every year, across the globe, millions of pairs of athletic shoes end up in landfills or are disposed of in some other way. That’s a lot of shoes going to waste! However, sports shoes can be processed and recycled into material used in sports surfaces like basketball courts, tennis courts, athletic fields, running tracks, and playgrounds!

Since Nike started the Reuse-A-Shoe program, more than 20 million pairs of athletic shoes have been recycled, creating more than 250 sport surfaces around the world, giving thousands of young people access to new playgrounds and athletic facilities. In Hawaii alone, approximately 61,000 athletic shoes have been collected since the City and other sponsors, like Outrigger Enterprises Group, partnered with Nike in 2006.

As many of you already know, Niketown in Waikiki will be closing its doors in May. Because of the store’s closure, there has been some concern whether or not the Reuse-A-Shoe program would continue in Hawaii. During the April 26 collection, Honolulu Mayor Mufi Hannemann announced his commitment to continuing the recycling program, with next year’s collection location to be Honolulu Hale!

So, don’t throw out your used athletic shoes in the coming year! Put them in the back of your closet for next year’s Reuse-A-Shoe recycling program and save our landfills!
More recently, when I was in medical practice, the flow of information had speeded up quite a bit, but nowhere near the pace of today. Although a few physicians were already "online" with the Internet, the medical community generally relied on faxes to distribute alerts. Because most learning continued to take place in medical conferences, it still took weeks for information to be disseminated.

Today, thanks to the Internet and millions of networked computers, the world, of communication and information sharing is dramatically different. However, it’s worth asking if this gives us an advantage in dealing with a potential peril or if 24-hour, wall-to-wall coverage is causing unnecessary panic.

Like most people, I woke up Monday morning to find “Swine Flu” plastered on the front page of every major newspaper. Then I turned on the television and found it the lead story on every news station. On the way to work, I heard the story all over AM and FM radio. Once in the office, I turned on my computer and began to dig deeper.

First I went to the Internet and reviewed the basic facts:

• The so-called swine flu is a mutant strain of the influenza virus. In a normal year, the flu kills about 36,000 Americans and 250,000 to 300,000 people worldwide.
• Various forms of the influenza virus normally live in a wide range of animals, including birds and pigs (swine), but these viruses can mutate (evolve into new strains), attack humans, and then sometimes be transmitted between humans.
• Sometimes a mutant influenza virus can cause pandemics. For example, in 1976 and 1988, there were similar epidemic concerns in the United States.
• The current influenza virus outbreak started in Mexico a couple of weeks ago and has rapidly spread to the United States and more distant countries, causing concerns about a global pandemic.
• There is no vaccine available yet for this mutant virus.

As I write this article, Web sites such as those of the World Health Organization (www.who.int/csr/disease/swineflu/en/index.html)

“Peril or Panic?”

By Dr. Richard Kelley

My personal experience with the flu dates back about 50 years when I was a young medical student in Boston and had the opportunity to work in several hospitals around town. Some of the patients I treated told me about surviving the 1918 "Spanish flu" in their youth. That pandemic traveled around the world for about two years, and cases were reported even in the Arctic and remote Pacific islands. It was a particularly virulent mutation of the influenza virus and killed anywhere from 20 to 100 million people around the world.

Given that personal history and the fact that there are typically some 36,000 flu deaths in the U.S. and seven or eight times that number around the globe every year, I have always approached influenza with a great deal of respect, and I am pleased that our Crisis Team is doing likewise.

So far, there have been relatively few swine flu cases and deaths. Some feel that the media have overblown the situation. One critic calls it “The Great Swine Flu Panic.” That may be true, but we are early in the game and caution is warranted.

My sister-in-law, Janie Van Gilder, RN, has worked for the state of Ohio for several years to prepare that state for a pandemic. I spoke with her this week, and she offered a couple of interesting observations and suggestions.

1. The availability of the 2008-2009 seasonal flu vaccine ends this month. The Centers for Disease Control and Prevention has said this vaccine won’t likely stop the swine flu virus.
2. You do not need to take pork off your luau menu. Cooked pork is not known to transmit the “swine flu” virus. According to news reports, they’re slaughtering all the pigs in Egypt, but that is totally unnecessary.
3. Mind your personal hygiene carefully. Wash your hands frequently and thoroughly. Avoid close contact with crowds.
4. While we in the Pacific have been known for expressions of warm hospitality including hugs and kisses on the cheek, perhaps right now those should be avoided.

In the Midwest, they are turning to the “knuckle-bump” as an expression of greeting and friendship. According to Time magazine, the knuckle-bump evolved out of the “high-five” palm touching in NBA during the 1970s. The knuckle-bump was given a boost last summer when Barack and Michelle Obama celebrated Barack’s nomination for president by touching their fists on stage in St. Paul, Minnesota, before millions of TV viewers around the globe.

Thanks to everyone for their dedication and hard work in these difficult times.

Continued on page 13

Dr. Chuck Kelley and Jerry Dolak greet each other with the “knuckle-bump”
and the U.S. Centers for Disease Control (www.cdc.gov/swineflu), the CDC, are being updated minute by minute. They allow you to watch the spread of disease in “real time.”

I was astonished and pleased to find that the CDC, being at the forefront of modern communications, had teamed up with Twitter and was “tweeting” swine flu messages to computers, cell phones, and PDAs (personal digital assistants) all around the world (http://twitter.com/cdcemergency).

After I had reviewed the basic facts and was up-to-date on the current situation, it was time to find out more about the potential effects on the hospitality industry, in general, and our company, in particular.

First I visited the American Hotel & Lodging Association website (www.ahla.com/content.aspx?id=27290), which already had a swine flu page with pertinent information, links, and advice for hotels and motels. It provided valuable information, especially about proper hand washing and personal hygiene, which our team could download and use immediately.

Next, I contacted Bill Peters in our Denver Reservations office. I asked if he had detected a change in our future bookings or an increase in cancellations. Using his electronic database, he was quickly able to answer “no” – there had been no increase in cancellations. Then he was able to put into place an electronic monitoring system to track the situation from now on. Beginning then, he would be e-mailing me timely updates on cancellations.

Then I began to scan all the hospitality industry news blogs for pertinent, up-to-the-minute information. I found that West Coast tour operators were responding to the travel advisories and electronically moving their customers from Mexico to other destinations. I worried that other travel advisories could shut off our business as well. I read that airline, hotels, cruise ships, and the U.S. Centers for Disease Control (www.cdc.gov/swineflu), the CDC, are being updated minute by minute. They allow you to watch the spread of disease in “real time.”

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Then I began to scan all the hospitality industry news blogs for pertinent, up-to-the-minute information. I found that West Coast tour operators were responding to the travel advisories and electronically moving their customers from Mexico to other destinations. I worried that other travel advisories could shut off our business as well. I read that cruise ships with Mexican ports of call were changing their itineraries. There was also concern that Japan might issue travel advisories against the United States. If this happened, we could be devastated. I learned that airlines, hotels, cruise ships, and tour wholesalers were responding generously by allowing customers to change bookings without re-booking fees. Tidbits of information flowed into the computer all morning.

By mid-morning, the Outrigger Crisis Team already had enough information from multiple sources around the world to accurately assess the situation and come up with a plan. The Crisis Team always stands ready to respond to all types of emergencies and has many pre-planned responses in our Crisis Manual (which is available electronically).

A couple of years ago when bird flu and SARS were threatening, our Crisis Team created the outline of a “Pandemic Plan,” which was quite appropriate for the current situation. We were able “dust it off,” update, and adapt it as appropriate, and ready it for distribution. We also reviewed the facts everyone had collected that morning and created a “What You Should Know About Swine Flu” document to get a simple, coherent message out to our entire company.

WHAT YOU SHOULD KNOW ABOUT SWINE FLU
Updated April 30, 2009

1. Although Hawaii has not yet seen any cases of infection by the new mutant influenza virus (called “swine flu” by many) in the Hawaiian Islands, Outrigger is taking the threat of an outbreak seriously.

2. The company’s Crisis Team has been activated. We have a pandemic policy in place, and we are taking advantage of the great information streaming to us from our local Department of Health, the CDC, the American Hotel & Lodging Association, and other outstanding organizations.

3. What specific actions we take, if any, will depend upon how the situation unfolds and guidance from government agencies.

4. So far, we have not seen any unusual pattern in hotel reservation cancellations, but we will continue to monitor the situation very closely.

5. Should we become aware of any guest or employee who has swine flu, we will contact the Department of Health immediately and follow their instructions.

6. As is our normal policy, we are continuing to encourage good housekeeping and personal hygiene procedures with all of our employees, such as covering your mouth with a tissue when you sneeze, frequent hand washing, using hand sanitizers, and appropriate use of sick leave.

7. No travel warning has been issued by any authority restricting or advising against travel to Hawaii or the United States. We remain open for business and warmly welcome visitors to our shores, and to the Outrigger family of hotels.

8. The current influenza outbreak is another blow to our economy, which is already suffering greatly. If the situation continues to develop, we can expect to see a dramatic decrease in travelers and of course, more decreases in revenue and job opportunity in our state.

It was a hectic morning to say the least. But thanks to the immediate availability of online information, there was no panic and, by lunch time on Monday, the same day the news broke, we had been able to obtain all the information we needed, coordinate our response with major government agencies, find out what our customers, suppliers, and competitors were doing, assess the immediate impact on our business, update our contingency procedures, and communicate with our entire team. All of this was made possible with the wonderful tools of the digital information age.
Outrigger Value of the Week - Equality (Kaulike)

By Alan White

This is the second in a series of eight articles written by Outrigger’s executives in support of our Value of the Week program. Every other week one of our company’s executives will introduce the value of the week, and share what it means to them. This week’s author, Alan White, is Outrigger’s Chief Information Officer, and this week’s Value of the Week is Equality (Kaulike)—We foster open relationships based on honesty, trust, fairness; respect each person equally. – Kaipo Ho

Ke ‘Ano Wa’a embodies the eight values that guide us in our daily performance of our jobs and our interactions with others, whether guest, fellow employee, family, or friend. Our belief in and practice of these basic values are what distinguishes each of us from all the others in our industry. This week we have a chance to reflect on our second value of Equality (Kaulike) and it’s four key components of honesty, trust, fairness, and respect. Kaulike also carries the meanings of balance, justice, and impartiality.

Kaulike is the Golden Rule of Ke ‘Ano Wa’a, for truly it embodies the foundation of how we interact with each other at every level. Our daily exchanges with everyone we meet are touched and colored by our expression of this value, for the better or for the worse, depending on each of us at each situation. The complete transparency of our interactions (honesty) and our belief that others are doing the same with us (trust), coupled with the equal consideration of all points of view and equal treatment of others (fairness), demonstrates this value of respect. Showing no favorites and sharing the praise of achievement are actions we all do nearly every day with our family members, our friends, and our work colleagues.

While Kaulike is a uniquely Hawaiian word in its shades of meaning, it is also a universal expression that is embodied in basic human civil rights. Being treated equally is the basic founding principle of the civil rights movement, both in America and across the globe, historically and in the present. The social philosophy notion of “some more equal than others” was discarded in favor of uniformity in opportunity and action and enforced by a code of conduct (and some law). It’s a timeless concept and was embodied in the American Declaration of Independence in those famous words, “. . . all men are created equal . . .” and as such, “. . . they are endowed by their Creator with certain unalienable rights—life, liberty and the pursuit of happiness.”

In a practical sense, the evidence of practicing this value is in how we listen, how we speak, how we act with each other as guest, colleague, friend, family. It is the Golden Rule we demonstrate every day.

2009 Visitor Industry Charity Walk

By The Charity Walk Committee

With only two more weeks to go, the 2009 Visitor Industry Charity Walk is fast approaching! This statewide event occurs simultaneously on Oahu, Maui, The Big Island, and Kauai and is the only walk in the entire state where you can actually gain weight! Enjoy great food, fun with family, friends and coworkers, AND raise money for Hawaii’s charities.

Start time for the Oahu walk is 7 a.m. at Ala Moana Beach Park by McCoy Pavilion. The walk continues on a 6-mile tour through Waikiki, up Kapahulu Avenue, and along the Ala Wai Canal, down Lewers Street through Beach Walk, and ending back at Ala Moana Beach Park. The 16 checkpoints along the route are sponsored by hotels and affiliated members and will offer a variety of food, beverages, and entertainment. At the end of the walk, participants will be treated to a plate lunch and entertainment by IMUA, Pineapple Squeeze, and Honorary Chairpersons Lina Girl & Pipi from KCCN FM100. There will also be great door prizes being given away!

The Big Island’s 3.5-mile walk starts and ends at Anaehoomalu Bay at the Waikoloa Beach Resort. The walk will start at 8 a.m. for those who are walking, and at 7:45 a.m. for runners. After the walk, enjoy entertainment by Local Kine Entertainment.

On Kauai, the 2.9-mile walk starts and ends at the Historic County Building Lawn. Start time is 7 a.m. KGMB News Anchor Keahi Tucker will be the Master of Ceremonies at the finish, with entertainment by Henry Kapono. Maui’s 5-mile walk starts and ends at the War Memorial Soccer Field and begins promptly at 7 a.m. Per the Maui Police Department, due to safety concerns, all walkers must be on the course by 7:30 a.m.—late arrivals will not be permitted to walk the course. One of Hawaii’s favorite comedians, Frank DeLima, will be on hand to entertain walkers at the completion of the walk.

So invite family and friends to join you and your coworkers for a morning of fun, food, and great entertainment, and a little exercise to do a little good—for yourself and others. What better way to spend a Saturday morning!