Virginia Asakawa Awarded IHG®’s Best of the Best Honors
By Dean Nakasone and Pam Yagi

Please join the Holiday Inn® Waikiki Beachcomber (OBC) ‘ohana in congratulating our very own Executive Housekeeper Virginia “Virgie” Asakawa on her IHG (Intercontinental Hotels Group) Best of the Best Award as Executive Housekeeper of the Year for the Holiday Inn Resorts brand in the Americas.

In a congratulatory letter from IHG President – The Americas, Kirk Kinsell states that the Best of the Best honorees are comprised of hospitality professionals at the leading edge of efforts to advance the brands, who deliver on their service promises and earn the confidence of our guests.

As many of you know, Virgie is a 30-year veteran of Outrigger®, who until this day remains incredibly passionate about her work. Her enthusiasm is often contagious, so much so that during a recent quality visit, she challenged the entire hotel team to achieve higher service and quality scores in 2012 (than in 2011), thus committing the team to improve on the hotel’s performance. Of course, we’re currently on track (Virgie wouldn’t allow otherwise).

Closer to home, Virgie is an exceptional team leader and respectfully demands the best effort possible from her team. She is a perfectionist, as evidenced by the hotel’s housekeeping cleanliness quality score of 98.87 percent, achieved during a most thorough IHG quality inspection visit.

Dr. Chuck Kelley shared, “Housekeeping is a critical service to our guests, and how well this function is performed depends on the good leadership of our Executive Housekeepers. Walk into the OBC Housekeeping department any day, and you will immediately understand Virgie’s impact on the success of the property. The department is orderly and efficient, and she is well respected by all. The spirit of Aloha can be felt at all times. Thank you and congratulations, Virgie!”

See “Virginia Asakawa” on page 4

More Visitors From Taiwan Coming Soon
(And that means more Hawai‘i jobs!)
By Dr. Richard Kelley

I was thrilled to hear this week’s announcement by the U.S. Department of Homeland Security that qualified Taiwan residents will soon be able to travel to the United States without a visa for business or pleasure and stay up to 90 days.

Taiwan will join 36 nations on the U.S. Visa Waiver Program, which allows international travelers wanting to come to the United States to avoid the complicated and time-consuming process of applying for a U.S. visa, as well as paying high application fees.

Roget Hsu, secretary general of the Travel Agent Association of the Republic of China, Taiwan, predicted that being added to the visa waiver program will result in an “immediate travel surge” of Taiwan tourists to Hawai‘i because of its tropical climate during the winter months.

(Source: eTurboNews Global Travel Industry News)

It is difficult to say how large that surge will be, but after South Korea joined the visa waiver program in 2008, the number of visitors from that country has more than tripled to an expected 140,000 South Korean visitors to Hawai‘i this year.

Adding Taiwan to the visa waiver program is the latest example of how long-standing barriers to international travel to the United States are starting to fall significantly.

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Happy Birthday!
October 17: Cristina Tamayo, Keith H. Yamane, Eva E. Burd, Nola T. Sanchez, Marica Veruku, Jobe Nagata, Roneel Prasad, Kenrick Bocago and Roger Galsim.

October 18: Revinia V. Cabbab, Evelyn V. Ceredon, Max J. Sword, Jese Mika and Michelle Hall.


October 20: Stacey L. Cameron, Sun R. M. Bee, Chad H. Teramae, Lucia Turner, Kwan Wui Ng, Elizabeth A. Aguinola, Mildred B. Bunghanoy-Aiu, Erlita B. Sorian, Tara Hawley, Stephanie Keys, Orada Phomnual and Amiel Mariano.


October 23: Darren Christopher Keli Alcos, Kin Ho Cheang, Rosario V. Soriano, Bert G. Nawatani Jr., Cristina Agmata, Christopher J. Hodges, Kinisimere Tagayawa, Elenoa Basiyalo and Christina Panaguiton.

Employment Opportunities
If you are interested in the positions listed below and meet the qualifications, you may apply online. Please go to Outrigger.com, click on ABOUT OUTRIGGER, then EMPLOYMENT. We only accept online applications for the open-listed positions from internal candidates. If you have any questions, please call Chad Teramae at (808) 921-6989. Application deadline for the following positions is October 12, 2012.

Revenue Coordinator (Full-Time)
Responsible for the Revenue Management functions pertaining to transient, group/wholesale data analysis of pace, segment mix, block integrity and rate pricing, and ultimately executing revenue strategies that maximize RevPAR and meet or exceed market growth of our competitive set. Maintain the integrity of the hotel's inventory between Stellex, Opera and Holidex, in addition to processing reservations into Opera. Work closely with the Revenue and Sales departments. Excellent computer skills required. Previous sales, revenue, and group reservations highly desired, with hotel experience preferred. Excellent written and verbal English communication required.

Business Analyst (Full-Time)
Assists in ensuring projects related to IC technology are fully supported. This includes but is not limited to working with various departments and stakeholders to develop business requirements, product requirements, project management, as well as system testing and troubleshooting. This role will include utilization of numerous systems including, Sitecore, Exact Target, Omniture, JIRA, Confluence, Basecamp, WordPress and others. This position requires a good understanding of systems, project management and website/current technology. Key areas of focus include site maintenance, new site functionality, systems and hosting. Must have at least three years experience in supporting mid to high-volume e-commerce websites and a minimum of three years using established content management systems, web analytics platforms and testing and defect tracking tools. Excellent written and verbal English communication skills required.

Bartender (Full-Time)
Must be able to work any day with flexibility to work any shift. Ability to serve beverages and/or food to guests in a friendly, courteous and timely manner, resulting in guest satisfaction. Ability to prepare beverages for other servers to serve to our guests and act as a cashier for the lounge. Must be 21 years of age. Bartending experience preferred. TB Card/Blue Card required.

Political Fundraiser
By OHHPAC
If you are interested in attending the below fundraiser, please email Kathy Foley at kathysb@outrigger.com or call 921-6957. Mahalo!

Senator J. Kalani English
6th Senatorial District - Hāna, East and Upcountry Maui, Moloka‘i, Lāna‘i and Kaho‘olawe
Thursday, October 18 • 5:30 p.m. - 7:30 p.m.
Mandalay Restaurant • 1055 Alakea Street
Celebrating “Where We Come From” at the OHANA Waikiki Malia
By So'o Tana

In September, our OHANA Waikiki Malia family celebrated Paddle 2, “Where We Come From.” Alaka’i Amante Castro came up with a brilliant idea for this paddle — for each employee to showcase their unique culinary expertise using the universal staple food, rice. We all come from many different places with unique histories, cultures and stories, so our Paddle 2 theme was: Rice Unites the World.

Rice is the staple food for a majority of the world’s population, undergoing numerous incarnations in the diets of both East and West as it crossed cultural boundaries. This grain undoubtedly satisfies an international palate.

Our celebration had no boundaries. Rice could be used in desserts, main dishes, an appetizer or even a drink! Employees brought in a variety of dishes from the Philippines, such as sticky mochi rice called sinuman, arroz caldo rice soup (similar to Chinese chuk rice soup), mochiko ginataan rice, mochi sapin sapin, kutsinta rice flour and bibingka rice. We also had a selection of Korean mochi rice cakes called souen pon, Chinese fried rice with shrimp, green onions and spam, Indian curry fried rice with cranberries, chocolate rice cake, local rice crackers and Samoan coco rice. We celebrated by eating, of course!

Prizes were awarded for the top three judge favorites. The Indian curry came out on top, Chinese fried rice, second and arroz caldo rice, third.

Everyone thoroughly enjoyed the experience of sharing cultural foods in this unique way as we celebrated “Where We Come From” and how we are always connected to each other.
Celebrating “Where We Come From” Continued from page 3

Marylou Casilla

Kim Xiao

Mary Rose Tabion

The 3 winners! Alvina Leon, Siu-Lan Fong and Florefe Lawrence

Virginia Asakawa Continued from page 1

Barry Wallace added, “Housekeeping is the heart of our hotels, and our guests are more likely to remember their Housekeeper than they are any Manager. Training our Housekeepers and operating a Housekeeping department requires excellent leadership skills and Virgie abounds in those.”

Virgie embraces her work, her team and all that is Outrigger. When we converted to the IHG Holiday Inn brand two years ago (her first assignment with a global brand), she embraced the challenge and said, “Let’s Do It!”

Always pleasant, professional, poised and an absolute joy to work with, we have always been proud to work with Virgie and her Housekeeping department. This recent IHG Best of the Best award validates what we always knew – that Virginia Asakawa is our Executive Housekeeper of the Year, each and every day!

Congratulations, Virgie!

Marylou Casilla

Kim Xiao

Mary Rose Tabion

The 3 winners! Alvina Leon, Siu-Lan Fong and Florefe Lawrence

2012 Making Strides Against Breast Cancer of Honolulu Walk

Saturday, October 6 • 7 a.m.
Richardson Field/Ford Island

Join the Outrigger Team for a worthy cause! Every Making Strides Against Breast Cancer Walk is a powerful and inspiring opportunity to unite as a community to honor breast cancer survivors and raise awareness and money to help the American Cancer Society fight this disease. Call DJ Nash at 926-4322.

Lunch & Learn Craft Hour: Pumpkin Painting

Wednesday, October 17
12 p.m. to 1 p.m.
OHANA Waikiki East Pool Terrace

The first 50 employees to sign up will get a free mini pumpkin to paint. Everyone is welcome to join during the hour. LivingWell will provide the paint; feel free to bring any supplies you would like to use as well.

For those with a competitive spirit, we’ll have a contest in the following categories:

- Funniest Pumpkin - Humor is the name of this pumpkin’s game!
- Spookiest Pumpkin - Not for the faint of heart.
- Best Represents LivingWell Pumpkin - The healthiest pumpkin around!

Photos will be taken of contest entries at the end of the hour and sent to our judges Dr. Richard Kelley, Dr. Chuck Kelley, David Carey, Jean Rolles and Bitsy Kelley.

Winners will be announced in the October 27 issue of Saturday Briefing.

To sign up, call DJ Nash at 926-4322 or email dj.nash@outrigger.com
“Touchdown Weekend” for Outrigger Waikiki on the Beach and Fox Sports Radio

By Lois Shore

Whether traveling to Hawai‘i for a few days or an extended period, visitors to our islands are looking for extraordinary experiences and unforgettable memories. I am happy to report that a very special group of visitors to the Outrigger Waikiki on the Beach last month received that and much more thanks to an exciting promotional partnership between Outrigger Hotels and Resorts, Los Angeles radio station AM570 and FOX Sports Radio Network that garnered the company more than $350,000 in advertising and web placement value.

In July, the FOX Sports Radio Network teamed up with Outrigger to provide listeners of the popular nationally broadcast radio show, the Loose Cannons, with six chances to win the ultimate getaway – a Waikīkī Weekend at the Outrigger Waikiki with the Loose Cannons’ celebrity hosts Vic “The Brick” Jacobs and Steve Hartman, along with NFL Hall-of-Fame football star Eric Dickerson.

For six weeks, the contest was promoted on air and online across the FOX Sports Radio Network and AM570 with live national mentions and recorded promos and tags. I did a live call-in interview in addition to ones done by Outrigger Waikiki General Manager Robert McConnell and Director of Public Relations Nancy Daniels to help create excitement and promote the contest to listeners of the Loose Cannons. The Waikiki Weekend contest was posted online on the FOX Sports Radio and AM570 home pages throughout the duration of the promotion, with Outrigger simultaneously working its website and social media platforms to help promote the sweepstake. Entries to the contest were conducted via email entry and also via social media. Collectively, almost 9,000 people entered to win the trip to Waikīkī.

The six-week contest culminated in five winners and their guests arriving in Waikīkī on Thursday, September 13, for a weekend of fabulous fun, food and canoe surfing. For some, the trip was their first visit to Hawai‘i; for all, it was a dream come true.

First on the agenda Friday morning was a live broadcast of the Loose Cannons show from the lower deck of the Outrigger Waikiki back to the mainland. For some of the prize winners, this was their first opportunity to meet, in person, the celebrity hosts of the radio show. An added bonus was seeing, hearing and “rubbing elbows” with NFL star Eric Dickerson. In addition to being heard across the nation, the show was streamed live over the Internet, which meant fans – wherever they were in the world – were able to log on to watch the fun and hear the non-stop accolades about the Outrigger Waikiki from the Loose Cannons!

In addition to the broadcast, prize winners were treated to an evening reception under the stars on the Ali‘i Deck, with Lehua Kalima accompanied by Shawn Pimental providing the entertainment.

The following day, winners enjoyed outrigger canoe rides in front of the Outrigger Waikiki and were free to join the Aloha Festivals Waikīkī Ho‘olaule‘a at their leisure.

The comments that evening and post-trip from each and every prize winner, as well as the FOX Sports Radio crew, were nothing short of superlative for the incredible experience and outstanding service they received in their short visit.

A promotion like this could not have been coordinated with such a positive outcome without the help of so many. Mahalo nui loa to everyone at the Outrigger Waikiki - especially Robert McConnell, Patsy Narimatsu, Herman Lam, Gwen Boyce and Ricol Akana-Phillips - for all the coordination behind the scenes and for hosting the group. And thanks to Duke's Waikiki for the great food and fun and to Faith Riding Co. for assisting us with the canoe surfing rides. Special thanks to Gay Shinbara for coordinating not only with the properties, but also for handling all the travel arrangements and special requests of the winners and guests. Thanks to our internal Marketing Services, Interactive Commerce and Public Relations teams for helping with the live radio show and for the local coverage of the event as well.
This month we are preparing for two major sporting events: the Sigatoka Bilbili (bamboo boat) race to be held on October 10 in which all hotels and resorts in Suva, Denarau and the Coral Coast participate, and the Fiji Hotel Workers Volleyball tournament to be held on October 27. The Outrigger Men’s Volleyball Team has held the top honors for the last 18 years!

Along with these exciting sports preparations, The Outrigger on the Lagoon – Fiji (FOR) vvuale (family) was excited to gather to recognize star performers for the month of September.

Beverage Manager Mateo Kaveni and Guest Service Manager Taina Tauyavu were hosts of the gathering and Leone Rokovada opened with a beautiful prayer followed by the singing of the Fiji National Anthem.

General Manager Peter Hopgood warmly greeted the vvuale thanking them for their superior service over the last month and making special mention of wonderful guest comments on AAA. He reminded everyone of their responsibility to keep the grounds clean and awarded a special certificate to Baravi Bar Attendant Ratu Luke who was spotted picking up rubbish lying around the pool deck. Peter also announced a new adult pool and wedding venue, gave his best wishes to all the sports team members and introduced the new Junior Sous Chef Kelevi Lalawaiwalevu, who was one of the opening Kitchen Cooks when FOR first opened in 2000!

Rhandir Kumar shared a bit about last month’s Finance Community Project at one of the local schools, and Mateo and Taina announced September’s shining stars:

**Front of House □ Jobe Kuridroya Nagata**

Jobe is “spot-on” in his attitude towards his work. He is never late and accomplishes all of his tasks with excellence. He is a very experienced attendant who has added much strength to the team.

**Back of House □ Shavindra Prasad**

He is a quiet achiever and in a short span of time, has learned cost audit techniques, working on his own with little supervision.

**How Can I Help □ Jane Turaga**

Jane is known for her charm, yet she is able to keep the Engineering Team in line! She ensures all requests are filled quickly and efficiently and enjoys encouraging the Engineering Team to work with pride.

**Here to Help □ Inia Vidovi**

A long-time member of the vvuale, Inia has what it takes to ensure the smooth operation of the Porter Desk and Lobby. He is friendly to staff and guests, is always courteous and ensures his workstation is clean.

**Manager of the Month □ Gulshan Kumar**

Gulshan drives his Kitchen Team to consistently achieve the best in food quality. He has worked in many hotels and restaurants overseas and is well known for his favorite dish, “Butter Chicken.”

The Heads or Tails game and afternoon tea and sweets followed the recognitions for the month.
Change came in a most welcome way at Outrigger Guam Resort’s monthly Department Head (DH) meetings. At the beginning of 2012 and eager to capitalize on different perspectives, General Manager John Wigsten announced to the management and executive member teams that all DH meetings would be chaired by a different manager each month. John challenged his management team to be open to endless ideas and formats and encouraged the sharing of knowledge and information each manager considered important with the group. This practice would then allow for the development of managers in areas of public speaking, teamwork, planning and implementation.

In doing so, every DH meeting since January 2012 has been unique to the chairing manager’s style and personality. Monthly meetings now consist of teambuilding exercises, market updates, safety and motivational presentations, only to name a few. Each month is guaranteed a special meeting, unique to the chairperson’s agenda.

Below are photos from the most recent DH meeting, chaired by Front Office Manager Jeannie Gaminde. In her team building exercise, managers were required to join hands with each other in no particular order. The object of the exercise was that groups were to figure out how to untangle from one another, without letting go of each other’s hands. In this exercise and in order to meet the objective of the game, managers were required to work with one another, communicate and compromise. What an exercise it was and a fun time had by all!”

![Team One gets out of the knot; only a couple more hands to untie!](image1)

![Rodel Soberano, Akiko Futakami, Jenny Costes and Chef David Jones need some help!](image2)

![John Wigsten looks on as his team figures out their strategy](image3)

![Jimmy Gwak, Tess Woodall, Marvin Pinaula and Mohammed Jiffry contemplate their next move out of the knot!](image4)
More Visitors from Taiwan Coming Soon
(And that means more Hawai‘i jobs!)

According to eTurboNews Global Travel Industry News:

- Currently, 88 percent of visa applicants are interviewed within three weeks after submitting an application.
- Visa-processing capacity has increased by 40 percent for Brazil and will increase by that amount in China by December 2012.
- A program to waive visa interviews and increase efficiency has been launched in 28 countries.
- Global Entry, a U.S. Customs and Border Protection program that allows expedited clearance for pre-approved, low-risk travelers upon arrival in the United States, has been expanded to nationals from South Korea, Mexico, Canada and the Netherlands. Through a limited pilot program, it also is being extended to citizens of the United Kingdom, Germany and Qatar.

All of these steps — and many more to come — will improve the total overseas visitor experience and increase the number of international travelers coming to the United States.

Not only does an increase in international tourism help America’s economy, the visa waiver program clearly demonstrates an important principle: If you eliminate or streamline the visa process, the number of visitors to the United States will increase and new job opportunities will be created!

A recent U.S. Travel Association study shows that for every 33 additional overseas visitors who come to the United States, one new job is created!

To put that into perspective, if the number of visitors from Taiwan to Hawai‘i last year — 8,186 — doubles in 2013 because of the visa waiver program, their presence, activities and spending would create about 248 new jobs.

The jobs created may be in a hotel, a restaurant or tourist attraction frequented by visitors. Or the jobs might be in Longs Drugs, Safeway or any store in a shopping mall where visitor industry workers shop.

Revenue from a vast array of taxes, such as the General Excise Tax, the Transient Accommodations Tax (hotel tax), car rental taxes, alcoholic beverage and cigarette taxes, gasoline taxes and property taxes, is generated as visitors and visitor industry workers spend their money throughout our Islands. This revenue helps pay the salaries and retirement benefits of thousands of state and county employees, including those of the wonderful teachers who are educating our keiki in public schools.

Then, hana hou! That money “works again” as it is re-circulated several times throughout the community, repeating the process time after time and helping to create jobs each step of the way.

The Travel & Tourism industry generates jobs and economic activity across America. But because the visitor industry is the driving economic force in our special island state, it should be obvious that In Hawai‘i, Tourism Is Everybody’s Business! ©

Moments of Aloha

Outrigger Twin Towns Resort
“...My husband and I stayed at the Outrigger for a little bit of a getaway from the kids. We have a child that is quite ill and spend most of our time chasing around after him with hospitals and doctors, so we were very excited to finally get the chance to spend some quality time together. From the moment we arrived the experience was fantastic. We’re lucky to be checked in by the Front Office Manager, Katie [Carter], who was extremely professional and an absolute delight to speak with. I must say that I have never been to a hotel where the manager is on the desk checking people in!! Katie had concierge help us with our luggage and when we arrived at the room the concierge took the time to show us how to operate the TV and the air conditioning. We were in the room for about an hour when Katie called us to make sure everything was OK with the room and to offer any assistance with dining choices or tours we might want to do. This was a great touch! A huge congratulations to Outrigger on their wonderful management. From the moment we walked in the door we felt like we were welcomed and wanted. With a Front Office Manager who is helping her staff members check in and making calls to ensure the guests are comfortable, I can see why your hotel has such high ratings!! This property is a must do in Coolangatta.”

TripAdvisor Post

Katie Carter