

KA HUINA

TRADITION **X** INNOVATION

COMMUNITY • CULTURE • TOURISM • SUSTAINABILITY

MARCH 7, 2019 | 9:00 AM - 5:00 PM

HAWAII CONVENTION CENTER

'ANO'AI KE ALOHA

The Hawaiian term KA HUINA literally translated means the intersection or nexus. On March 7, 2019 the Native Hawaiian Hospitality Association invites you to join us at a one-day conference; where our primary intent is to feature and examine new ideas and great works that were conceived and developed at the dynamic intersection of TRADITION and INNOVATION:

tra-di-tion / trə'diSH(ə)n/: a belief, principle, or way of acting that people in a society or group have continued to follow for a long time

in-no-va-tion / inə'vāSH(ə)n/: the introduction of something new; a new idea, method, or device

Our discussions and presentations are framed by compelling issues and bold initiatives within Hawai'i tourism, sustainable development, our local communities and Hawaiian culture and language; of which we have selected four general topic areas:

Hawai'i on the World Stage The Evolution of Cultural Representation Conscious Stewardship of Cultural Treasures 2019: International Year of Indigenous Languages

To learn and comprehend the significant value of being at "the intersection of tradition and innovation" in Hawai'i requires the participation of a unique cross-section of pioneering leaders, whose backgrounds and presentations are described herein.

One of the day's highlights will certainly be a stroll down **Hana Lima Avenue** (adjacent to our meeting room) where creative artists and entrepreneurs will showcase their limited editions of cultural designs and products, all of which will be for sale.

There is a registration fee of \$85.00 for this one-day conference, which includes lunch and a Pau Hana networking reception. Come and make this a day of learning and sharing that is bound to elevate both your constructive concerns and general optimism about Hawai'i's future.

On March 7 at the Hawai'i Convention Center please join me and your fellow colleagues at the intersection of tradition and innovation. Register Now – for KA HUINA!

Mālama Pono,



John De Fries
Ka Huina Conference Chairman
Executive Director, Native Hawaiian Hospitality Association



HAWAI'I ROOTED

Island Stories for a Discerning Global Audience

A new benchmark for cultural authenticity in tourism marketing campaigns has been set by the Hawai'i Visitors & Convention Bureau. In Hawai'i Rooted, the unexpected stories of Hawai'i's heritage are now being told—by people that keep these traditions alive.



Jay Talwar

Sr. Vice President of Marketing, CMO
Hawai'i Visitors & Convention Bureau

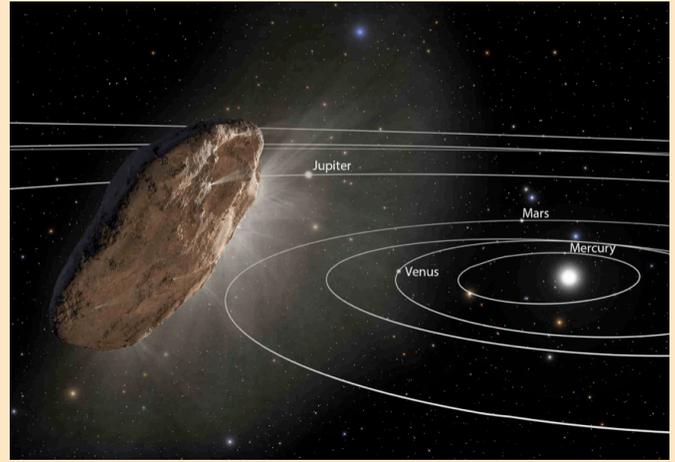
Jay is very knowledgeable about the diverse workings of Hawai'i's visitor industry and has extensive experience in destination marketing for the Islands of Hawai'i. He directed a brand review which led to positioning refinements that have been communicated consistently across all marketing channels. Under his leadership, HVCB has continued to implement innovative, multi-media marketing programs that elevate national consumer and travel trade awareness of Hawai'i, and build business during the difficult off-peak travel seasons.



Kainoa Daines

Director of Culture & Product Development
Hawai'i Visitors & Convention Bureau

With a background in Waikiki hotel sales, Kainoa has a passion for the culture of Hawai'i and combines the two areas within Hawai'i's visitor industry. He chairs the King Kamehameha Celebration Floral Parade, is an active member of the Royal Order of Kamehameha I and serves on several community and visitor industry boards and committees. At the 2018 Global Tourism Summit in Honolulu, Kainoa had the honor of hosting an interview with Sophia – the humanoid robot, thus setting a new standard in Hawaiian hospitality.



A HUA HE INOA

Naming the Universe from Maunakea & Haleakalā

'Imiloa Astronomy Center in Hilo is more than a leading visitor attraction in East Hawai'i – it is shifting global paradigms in worldwide astronomy community. A Hua He Inoa is a collaborative effort, the first of its kind in the world, to weave traditional indigenous practices into the process of officially naming modern astronomical discoveries.



Ka'iu Kimura

Executive Director
'Imiloa Astronomy Center

A graduate of the Kamehameha Schools, Kimura earned her bachelor's degree at UH Hilo in Hawaiian studies, and her master's degree in Hawaiian language and literature. Kimura's cultural heritage, life experiences and educational background are the perfect tools to help guide 'Imiloa's programs forward by providing a holistic view of traditional Hawaiian star navigation and today's astronomy findings.



Doug Simons

Executive Director
Canada-France-Hawai'i Telescope

Doug is an astronomy veteran in Hawai'i, having spent almost his entire professional career either observing with or working for various Maunakea observatories. He attended the University of Hawai'i's Institute for Astronomy from 1986-1990, specializing in infrared instrumentation and research on brown dwarfs and the Galactic center. Doug is also a member of the Maunakea Management Board, which provides input on operations and activities, developing policies, reviewing and providing recommendations for land uses planned for Maunakea.



THE ALA WAI CANAL

Let's Go for a Swim!

The Ala Wai Canal is an artificial waterway, built in the 1920s to drain coastal wetlands and enable the construction of Waikīkī as we know it – the epicenter of Hawai'i tourism. As environmental consciousness grows and the threat of climate change looms large, the Ala Wai Watershed Collaboration is a network of government, business, and community partners committed to a more resilient and prosperous Ala Wai Watershed. Let's make the Ala Wai Awesome!



Julius Lorenz Fischer

Ala Wai Watershed & Sustainability
Business Forum – Hawai'i Green Growth

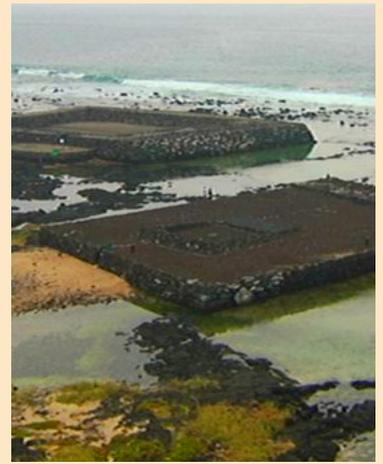
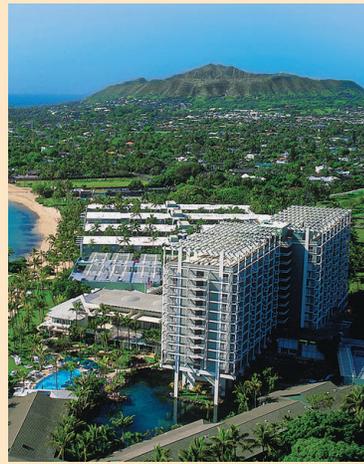
Born and raised in Germany, he has lived in New Zealand, Japan, and Micronesia. Julius holds a BA in International Relations and BS in Earth Systems from Stanford University, and a Masters' Degree in Environmental Management from the Yale School of Forestry and Environmental Studies.



Daniel Nāho'opi'i

Executive Vice President, Research
SMS Research & Marketing Services

Daniel's expertise in tourism research and his background in sophisticated large and small scale market research, social media monitoring and Hawaiian community programs is extremely valuable as SMS addresses the future needs of research in Hawai'i. Daniel is the former Director of Tourism Research and Planning for the Hawai'i Tourism Authority.



A TALE OF TWO RESORTS

Kamehameha Schools' Stewardship of Kāhala and Keauhou

In Kāhala on O'ahu, Kamehameha Schools and its tenant Kāhala Hotel & Resort set goals in education, conservation, culture preservation, and use of local products. In Keauhou Resort on Hawai'i Island, Kamehameha Schools removed the Keauhou Beach Hotel from a royal center, and is restoring significant heiau on the site. What factors respectively motivated these very different approaches to stewardship by Hawai'i's largest private landowner?



Stacy Ann Kealohalani Ferreira

Executive Strategy Consultant
Kamehameha Schools

Stacy was born and raised in Mililani. Her portfolio of work focuses on designing and incubating KS and statewide educational innovations and building strategic community partnerships that will help Native Hawaiian learners achieve greater post-secondary educational success, enabling good life and career choices.



Mark McGuffie

Senior Advisor
ResortTrust Hawai'i – Owner, The Kāhala Hotel & Resort

Born in England, Mark has lived around the world. He founded the Ulumau Leadership Series on Hawai'i Island and with Danny Kaniela Akaka Jr., co-established "Twilight at Kalāhuipua'a" at Mauna Lani Resort. Mark resides with his wife Aloha in Honolulu.



Damien Kaimana Bacarse

Regional Director, West Hawai'i
Kamehameha Schools

Kaimana holds a master's degree in Hawaiian language and literature from UH Hilo. An active servant leader in the community, he also served as a Hōkūle'a's navigator from Tahiti to Sāmoa, and crewed the South Africa leg for the Mālama Honua Worldwide Voyage.



REDISCOVERING YOUR KŪLANA

Hospitality Industry Training Goes Beyond

Kūlana refers to one's condition, place, rank, title reputation, attitude, poise and carriage – and the Native Hawaiian Hospitality Association was founded in 1997 to return the Hawaiian culture to its rightful kūlana in Hawai'i tourism. Now in NaHHA's third decade, two of its seasoned, cultural presenter-trainers are utilizing Hawaiian cultural values and hospitality industry training methods to support and empower people transitioning out of prison and back into society – potentially to jobs in Hawai'i's largest industry.



Joe Pekelo Kekipi Bright Recca

Cultural Historian & Waikīkī Historic Trail Guide
Native Hawaiian Hospitality Association

Joe is a descendant of King Kamehameha I, through the union of Kahiwakaneikopolei, his first sweetheart; a royal family name carried by his late mother Rev. Lei Bright Recca, Joe's sister, and niece. Waikīkī has always been an important part of his life and Joe had the opportunity to learn the history of Waikīkī from NaHHA co-founder and renowned Hawaiian scholar, Dr. George Kanahale.



Hi'ilani Shibata

Lead Cultural Trainer
Native Hawaiian Hospitality Association

Hi'ilani has spent the last 20 years in the field of education, both formal and informal. Born and raised in Hilo, Hawai'i, she moved to the island of O'ahu to attend the University of Hawai'i at Mānoa where she graduated with a BA in 'Ōlelo Hawai'i. For 12 years, Hi'ilani was the Education Operations Manager at the Bishop Museum; a role in which the sharing of Hawaiian culture through the kūpuna was the mission here at home and throughout the United States.



LIGHTS – CAMERA – ACTION!

Thru the Lens of Hawai'i's Transmedia Industry

Each week throughout the world, images of Hawai'i are being projected through motion pictures, television series, commercials, websites and social media. From Hawai'i 5-0 to Magnum P.I. to the independent films wherein Hawai'i is cast as the actual setting – what are the challenges and opportunities for advancing the on-screen authenticity of Hawaiian culture? What are the challenges to balancing community needs with filmmaker desires? What efforts are underway to educate, encourage, and empower Hawai'i's own transmedia storytellers?



Donne Dawson

Film Commissioner
State of Hawai'i

Donne has spent close to 20 years building Hawai'i's film industry with her Hawai'i Film Office team and collaboration with the County Film Offices across the Hawaiian Islands. Donne is a fierce advocate for Hawai'i's film industry and its growing creative talent pool. During her tenure the film and digital media industry has generated more than \$4 billion for Hawai'i's economy. Born and raised in Honolulu, this native Hawaiian practitioner is a lifelong student of hula, ho'oponopono and 'Ōlelo Hawai'i.



DUOLINGO LAUNCHES 'ŌLELO HAWAI'I

Online Platform has More Than 200,000 Active Learners

A native language is the key to unlocking unique systems of knowledge and understanding. 'Ōlelo Hawai'i is a repository for identity, cultural history, community traditions, and generational memory. Even with Hawaiian language returning to prominence in Hawai'i – the first state in the US with two official languages – it is still classified as a critically endangered language by the United Nations. Kamehameha Schools partnered with Kanaeokana – a network of over 50 Hawaiian language, culture, and 'āina-based schools and organizations – to launch Hawaiian Language lessons on the online platform Duolingo in 2018. In advance of their arrival, visitors to Hawai'i can now access free introductory lessons in Hawaiian language.



Makana Garma

Kealaiwikuamo'o Senior Project Manager
Kamehameha Schools

Makana was born and raised in Pākalā, Kaua'i by a Ni'ihau native mother and immigrant father. Hawaiian language is the catalyst for him and his career in immersion education from the Pūnana Leo program through the Papahana Kaiapuni Program. In his 15-year tenure at KS, he has developed place-based residential programs, curriculum for the DOE summer school program, supported KS' leadership through Hawaiian cultural learning, worked with various DOE stakeholder groups to provide training for teachers and administrators, and finally in his current role to support Kanaeokana in the Duolingo project.



HAWAI'I TOURISM

Our Mandate is to Mālama

In Hawai'i, our natural environment serves to revitalize the spirit of our people, while it nurtures our individual capacity to express Aloha, to all those around us. This connection to nature and one another is central to our sense of community well-being; as well as, to our brand-identity as a world-renowned visitor destination. Perpetuating this delicate balance is a serious challenge to our tourism industry and statewide society. To support our collective efforts, what can we as an industry, learn from Hawaiian culture and its values and principles?



Kalani Ka'anā'anā

Director of Hawaiian Cultural Affairs
Hawai'i Tourism Authority

Kalani is inspired by his work at HTA because of its significance to the Hawaiian community and to all the people of Hawai'i. He provides Hawaiian cultural expertise in the development and implementation of programs for the visitor industry. Kalani also assures that all activities at HTA are guided, conducted and evaluated with a high sense of cultural awareness and sensitivity toward both the Hawaiian culture and Hawai'i's multi-ethnic communities. He graduated with distinction from the Hawai'inuiākea School of Hawaiian Knowledge at UH Mānoa in 2010 earning a dual Bachelor of Arts degree in Hawaiian Language and Hawaiian Studies. Kalani is a member of the Kailua Hawaiian Civic Club. His 'ohana comes from Ka'aihe'e, Kailua, O'ahu.

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The Kālainoku Group



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John De Fries
Conference Chairman
Executive Director
Native Hawaiian Hospitality Association



Mālia Sanders
Conference Director
Office Manager
NaHHA



T. Ilihia Gionson
Conference Moderator
Principal
Hiehie Communications



Kirstin Kahaloa
Hiehie Communications



Lani Minihan
iHawai'iDigital

*Hana
Lima
Avenue*

Adjacent to our meeting room,
find a collection of artisans and
entrepreneurs showcasing and
selling limited editions of cultural
designs and products.

**Aloha Modern
Bus Up Studio
Ha'aheo Hawaiian Crafts
Kai Kompany
Lauhala Love
Le Mana Perles
Mamalani
Nā Lima Mili Hulu No'eau
'Opihi O Nā Lani
Pūko'a Studios
Wahine Toa Designs
...and more!**



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