

Registration and Payment Information

Name

Name Preferred on Name Badge

Title (if applicable)

Organization

Address

City

State

Zip Code

Telephone

Fax

E-mail

Conference Package - \$135 - Includes complete access to three days of conference plenary sessions, panel discussions, applicable workshops and two lunch programs.
I will attend: Tu 5/2 W 5/3 Th 5/4 Total \$ _____

____ **Tickets for Celebration of Culture and Arts Dinner- \$60**
Join us for this special banquet and enjoy captivating performances by Hawaii's own. W 5/3 Total \$ _____

Please Total All Fees Total \$ _____

Payment Method - Registration will only be processed with payment.

Check Enclosed (please make payable to CNHA)

Purchase Order enclosed; PO# _____

Please Charge my: Visa Mastercard AMEX

Card Number _____

Expiration Date _____ 3-digit security code _____

Cardholder Name _____

Signature

Date

*Continental breakfast, coffee and tea service will be provided daily, and a buffet breakfast will be provided on the last day.

Refund Policy: Requests for refunds must be made in writing and received before April 25, 2006. A \$35 processing fee will be charged. After April 25, 2006, no refunds will be granted, but substitute registrants are welcome. There are no refunds for no-shows. All refunds will be made after the Conference. **Special Needs:** If you have special needs or dietary requirements addressed by the Americans with Disabilities Act, please notify Council for Native Hawaiian Advancement at 808.521.5011 by April 25, 2006.

Scholarship Application

I am applying for the following scholarship(s):

- Conference Package- \$135
- Hotel Accommodations (2 nights)
- Roundtrip Airfare (within Hawaii)

Scholarship Criteria: Check All That Apply

I will be traveling from a neighbor island.
Location: _____

I am a student at (school): _____

I am a Kupuna (age 55 and over)

I am Native Hawaiian

Applicant has a financial hardship. Please describe:

Signature

Date

**Scholarships are limited and may be awarded on a first-come first-served basis.*

NaHHA's Tourism Conference

Shaping the Future – Building Bridges

Nānā i Hawai'i i Ko'u Mau Maka (See Hawai'i Through My Eyes)

Conference theme courtesy of Kumu John Lake's Chaminade University Program

May 2-4, 2006 at the JW Marriott Ihilani Resort and Spa at Ko 'Olina

This conference is a must for all individuals interested in shaping the future of tourism: Native Hawaiian business owners, community leaders, cultural practitioners, artists and performers; tourism industry leaders and employees; and policy makers. The goal of the conference is to develop a Native Hawaiian Tourism Plan through input that results in:

- **Increased jobs and economic development opportunities** for Native Hawaiians through education, workforce & business development;
- **Improved natural resource management, environment and infrastructure** through community initiatives;
- **Development of educational resources** on Hawaiian culture that the tourism industry may use in their marketing & communications;
- **Development of community leadership** that engages social issues and their impact.

Conference attendees will define key strategies regarding tourism that is the culmination of input from meetings held statewide between June 2005 and April 2006 with Native Hawaiian communities, organizations, and cultural practitioners and other stakeholders. The Native Hawaiian Hospitality Association is a nonprofit organization whose mission is to promote Hawaiian culture, values and traditions in the workplace through consultation and education, and to provide opportunities for the Native Hawaiian community to shape the future of tourism.

How to Register: Please complete this registration form for each person attending and mail with payment to: **Council for Native Hawaiian Advancement (CNHA)**; 33 South King Street, Suite 513; Honolulu, HI 96813. Persons making payments via credit card or purchase order may fax in this form to **808.521.4111** or toll-free to **800.710.2642**. Additional forms may be downloaded from our website at www.hawaiiancouncil.org or requested by phone at **808.521.5011** or toll-free at **800.709.2642**. **Regular registration is open until April 21, 2006**. Late registrations will be accepted through the beginning of the Conference on May 2, 2006, and may be subject to additional fees and space availability.

Scholarships: A limited number of need-based scholarships are available on a first-come first-served basis to students, kupuna and neighbor island individuals. Please call our office at **808.521.5011**, toll-free at **800.709.2642** or visit our website at www.hawaiiancouncil.org for a scholarship application. Scholarships will provide a full Conference Package registration at a cost of \$0-\$135 per attendee. Scholarships may include roundtrip airfare, lodging for two nights and registration fees (not including the Celebration of Culture and Arts Dinner).

Hotel Accommodations: JW Marriott Ihilani Resort and Spa at Ko 'Olina. Rooms as low as \$150 per night for May 2nd and 3rd. Call Marriott Reservations at 1.800.626.4446 and ask for the Native Hawaiian Tourism Conference block of rooms. Space is limited.

NaHHA's Tourism Conference - Shaping the Future - Building Bridges

Remember to Join Us May 2-4, 2006 For an Exciting Agenda

Native Hawaiian Caucus: Tuesday, May 2, 2006 • 8 am-5 pm

- **Hawaiian Leadership in the 21st Century** – Keynote by Tommy Kaulukukui, Chair of the Board, Queen Lili'uokalani Trust
- **Bridging the Gap...Can it be done?** - Presentation by NaHHA Executive Director Lulani Arquette sharing what NaHHA has heard and learned
- **Place, Commerce & Culture** – Panel Discussion, including Doug Chang, Incoming Chair, Hawai'i Tourism Authority, and others
- **E Malama Pono I Ka 'Aina: Why We Need to Protect & Preserve This-Special Place** – Workshop by Kapa Maly, Owner, Kumu Pono & Associates, a cultural historian and natural resource specialist
- **Marketing Hawai'i/Hawaiians, at What Price?** – Workshop by Ramsay Taum, Special Assistant to the Dean on Host Culture and Community Affairs, UH School of Travel Industry Management
- **Whose Kuleana Is It?** – Workshop by Hokulani Holt-Padilla, Cultural Programs Director, Maui Arts & Cultural Center, and other cultural leaders to develop criteria and standards to ensure the integrity of cultural knowledge
- **Is There Hope on the Horizon...Can We Get Respect?** – Workshop by veterans of Hawai'i's music/entertainment industry

Conference Schedule of Events: Wednesday, May 3, 2006 • 8 am-5 pm

- **What a Life!** - Keynote Address by Kimo Kippen – Vice President, Human Resources, Renaissance Hotels
- **Best Practices...Making it Pono** – Panel Discussion, including Kaniela Akaka, Director of Cultural Affairs, Mauna Lani Resort, Hawai'i, and others to share their success stories

- **Sense of Place & Lanikuhonua** – Workshop by Peter Apo, Director of Culture & Education, Native Hawaiian Hospitality Association, and Auntie Nettie Tiffany, whose family are the traditional caretakers of Lanikuhonua
- **Cultural Tourism in Aotearoa (New Zealand)** – Workshop by Andrew Te Whaiti, CEO, Te Puia, a successful Maori-owned and operated visitor attraction
- **How to Maintain Values Amidst Change, Chaos & Competition** – Workshop by Kimo Kippen - Vice President, Human Resources, Renaissance Hotels, sharing from his years of experience in international tourism
- **Truth or Trend?** – Workshop by Clifford Nae'ole, Cultural Advisor, The Ritz-Carlton, Kapalua, and others
- **Celebration of Culture & Arts Dinner** - Kimo Kahoano emcees a special celebratory night with Kawika Trask & Friends and a surprise line-up of top Hawaiian entertainment

Thursday, May 4, 2006 • 8 am-12 pm

- **We're Listening & Learning...Here's What We're Doing!** – Keynote Address by Rex Johnson, President/CEO, Hawai'i Tourism Authority, and a co-presenter
- **Declaration of Responsible Tourism** – Key industry leaders, stakeholders and participants express support for a Declaration of Responsible Tourism
- **Next Steps** – Follow-up work to the Conference is identified and agreed upon.