



# 2017 Ho'okela Awards

## Guidelines & Rules

### Award Categories:

- Retailer of the Year
- Governor's Award
- Retail Business of the Year – State of Hawaii
- Retail Business of the Year – Hawaii Island
- Retail Business of the Year – Kauai
- Retail Business of the Year – Maui
- Retail Business of the Year – Oahu
- Retail Employee of the Year
- Resort Retail Business of the Year
- Fastest Growing Retail Business of the Year
- Neighborhood Retail Business of the Year (Single Store)
- Best NEW Retail Business of the Year

### Who is Eligible:

- Any Storefront Retail Operation, (excluding auto sales & service, and food service restaurant operation).
- Previous winners may not be nominated in the same category for five (5) years.
- *Retailer of the Year*, *Governor's Award* and *Retail Employee of the Year* are for INDIVIDUALS; all other categories are for BUSINESSES.
- Nominees for *Retailer of the Year* and *Retail Business of the Year – State of Hawaii* MUST be members of Retail Merchants of Hawaii in good standing.

### Who Can Nominate:

**Any person or organization may submit nominations by:**

1. Completing the **nomination form & questionnaire** and indicate the appropriate category.
2. Including at least **one (1) COLOR head shot** photograph of the person being nominated in the categories of *Retailer of the Year*, *Governor's Award* and *Retail Employee of the Year*.  
**OR**  
Including at least **one (1) COLOR photograph of the business storefront** for all other **Retail Business of the Year** categories.
3. Including one (1) copy of any support materials that substantiate the award entry to include but not limited to comment cards and letters, news clippings and other support materials for judging consideration (e.g. Company newsletter, advertisements ...).

***Your nomination will NOT be considered without this information.***

Photos may be shown at the Ho'okela Awards luncheon.

All submitted materials will become the property of RMH for promotional purposes and will not be returned.

### Selection of Winners:

**Ho'okela Awards** will be presented to the **Retailer of the Year** and ONE winner from each of the other categories at the RMH Annual Conference on October 19, 2017 at the Hilton Hawaiian Village Waikiki Beach Resort.

### Notification:

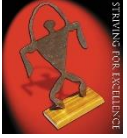
The **Retailer of the Year** and **THREE finalists** (and their nominators) from each of the other categories will be notified by Retail Merchants of Hawaii by the middle of September 2017.

### Deadline:

All Ho'okela nominations must be physically received in the RMH office by 3:00 p.m. OR postmarked no later than **AUGUST 1, 2017**.

Please submit completed forms to:  
**Retail Merchants of Hawaii's Ho'okela Awards**  
3610 Waialae Ave  
Honolulu, HI 96816

**For information: (808) 592-4200 / tyamaki@rmhawaii.org**



# 2017 Ho'okela Award Guidelines & Rules Continued

## Retailer of the Year

To honor an outstanding **INDIVIDUAL** who has contributed to the success and vitality of the retail industry in Hawaii.

- ✓ Is an individual award recognizing the person.
- ✓ Has the principal responsibility of owning and/or operating a storefront retail business.
- ✓ Has gained the respect of his/her peers.
- ✓ Demonstrates exemplary leadership qualities.
- ✓ Contributes to the retail industry.
- ✓ Has earned success in retailing.
- ✓ Contributes to the community.
- ✓ Company must be a member of Retail Merchants of Hawaii in good standing.

## Governor's Award

To honor an outstanding **INDIVIDUAL** who has been a champion for the retail industry in Hawaii.

- ✓ Is an individual award recognizing the person
- ✓ Has the principal responsibility of owning and/or operating a storefront retail business.
- ✓ Has gained the respect of his/her peers.
- ✓ Demonstrates exemplary leadership qualities.
- ✓ Contributes to the retail industry.
- ✓ Has earned success in retailing.
- ✓ Contributes to the community.
- ✓ Company must be a member of Retail Merchants of Hawaii in good standing.

## Retail Business of the Year State of Hawaii

To honor an outstanding storefront retail **COMPANY** that has contributed to the success and vitality of the retail industry throughout the State of Hawaii.

- ✓ Nominee **MUST** have locations in at least three of the four counties.
- ✓ Contributes to the state's retailing industry.
- ✓ Has earned the respect of their peers.
- ✓ Has gained success in retailing.
- ✓ Contributes to the community
- ✓ Nominee may previously have been awarded a Ho'okela in another category
- ✓ Company must be a member of Retail Merchants of Hawaii

## Retail Business of the Year by County

Hawaii Island  Kauai  Maui  Oahu

To honor an outstanding storefront retail **COMPANY** that has contributed to the success and vitality of the retail industry throughout the State of Hawaii.

- ✓ Nominee **MUST** have locations in at least three of the four counties.
- ✓ Contributes to the state's retailing industry.
- ✓ Has earned the respect of their peers.
- ✓ Has gained success in retailing.
- ✓ Contributes to the community
- ✓ Nominee may previously have been awarded a Ho'okela in another category

## Retail Employee of the Year Award

To honor an outstanding **INDIVIDUAL** employee (at any level of a retail company) that exemplifies creativity and innovative spirit contributing to the success of a retail business

- ✓ Is a non-owning employee of a retail business
- ✓ Has demonstrated excellence, creativity, innovation in interaction with customers
- ✓ Has contributed to the company's success in retailing.



# 2017 Ho'okela Award

## Guidelines & Rules Continued

### **Resort Retail Business of the Year**

To honor an outstanding storefront retail **COMPANY** that has contributed to the success and vitality of the resort retail industry

- ✓ Contributes to the state's retailing industry.
- ✓ Has earned the respect of their peers.
- ✓ Has gained success in retailing.
- ✓ Contributes to the community

### **Fastest Growing Retail Business of the Year**

To honor an outstanding retail **COMPANY** that has more than doubled their growth in the past three years.

- ✓ Contributes to the state's retailing industry.
- ✓ Has earned the respect of their peers.
- ✓ Is an integral part of the communities in which they do business.

### **Best New Retail Business of the Year**

To honor an outstanding NEW storefront retail **COMPANY** that has been in business fewer than **THREE** (3) years and has contributed to the success and vitality of the retail industry in the State of Hawaii.

- ✓ Contributes to the state's retailing industry.
- ✓ Has earned the respect of their peers.
- ✓ Has gained success in retailing
- ✓ Contributes to the community

### **Neighborhood Retail Business of the Year**

To honor an outstanding **NEIGHBORHOOD** single-location storefront retail **COMPANY** that has contributed to the success and vitality of their community.

- ✓ Contributes to the state's retailing industry.
- ✓ Has earned the respect of their peers.
- ✓ Is an integral part of the neighborhood in which it does business



# 2017 Ho'okela Award Past Winners

## PAST RETAILER OF THE YEAR WINNERS

2017 TBA	2006 <b>Linda Holt &amp; Phil Fong</b> , <i>Jeans Warehouse, Inc.</i>	1995 <b>Jody Schucart</b> , <i>The Pocketbook Man</i>
2016 <b>Barry Taniguchi</b> , KTA SuperStores	2005 <b>Bob Taylor</b> , <i>Maui Divers of Hawaii, Ltd.</i>	1994 <b>Allan Ikawa</b> , <i>Big Island Candies</i>
2015 No Ho'okela Award Presented	2004 <b>Steven Ai &amp; Carol Ai May</b> , <i>City Mill</i>	1993 <b>Jiro Matsui</b> , <i>Petland</i>
2014 <b>Keith Sung</b> , Honolulu Cookie Company	2003 <b>Paul Kosasa</b> , <i>ABC Stores</i>	1992 <b>James Romig</b> , <i>Hilo Hattie</i>
2013 <b>Michael Tam</b> , Martin & MacArthur	2002 <b>Beth Tom</b> , <i>PriceBusters</i>	1991 <b>Aubra Kilgo</b> , <i>Kilgo's</i>
2012 <b>Brian Halsey</b> , Walmart	2001 <b>Michael Windsor</b> , <i>Mclnery</i>	1990 <b>Barbara Mason</b> , <i>Liberty House</i>
2011 <b>Al Tomonari</b> , Neiman Marcus	2000 <b>Gary Hahn</b> , <i>Louis Vuitton Hawaii</i>	1989 <b>Samuel Kramer</b> , <i>Kramer's</i>
2010 <b>Dale Ruff</b> , Louis Vuitton Hawaii	1999 <b>R. Dana Lundquist</b> , <i>Hardware Hawaii</i>	1988 <b>Goro Arakawa</b> , <i>Arakawas</i>
2009 <b>John Geppert</b> , Tiffany & Co.	1998 <b>Joyce Okano Reed</b> , <i>Chanel</i>	1987 <b>Paul Chun</b> , <i>Chun Kim Chow</i>
2008 <b>Hyo Kyu Lim</b> , Palama Supermarket	1997 <b>Mike Jenness</b> , <i>Reyn's</i>	1986 <b>Rick Ralston</b> , <i>Crazy Shirts, Inc</i>
2007 <b>W. Lloyd Jones</b> , <i>Martin &amp; MacArthur</i>	1996 <b>Kiyoto &amp; Glenn Uejio</b> , <i>The Slipper House</i>	1985 <b>Sidney Kosasa</b> , <i>ABC Stores</i>

## PAST GOVERNOR' AWARDS WINNERS

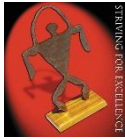
2017 TBA	2007 <b>Barbara Campbell</b> , <i>Outrigger Enterprises Group</i>
2016 <b>Alyson Helwagen</b> , Pacific Basin Communications	2006 <b>Masako Nashimoto</b> , <i>Nashimoto &amp; Associates</i>
2015 No Ho'okela Award Presented	2005 <b>Randy Yeager</b> , <i>Madison Marquette Hawaii</i>
2014 <b>Linda Fernandez</b> , <i>Fun Factory, Inc.</i>	2004 <b>Peter Schall</b> , <i>Hilton Hawaiian Village Beach Resort &amp; Spa</i>
2013 <b>Kelly Kauinana</b> , <i>Pearlridge Center</i>	2003 <b>Sharon Serene</b> , <i>Sharon Serene Creative</i>
2012 <b>The Honorable Barbara C. Matsumoto</b> , <i>House of Representatives</i>	2002 <b>Elton Tanaka</b> , <i>Sears (retired)</i>
2011 <b>Conchita Malaqui</b> , <i>Waikiki Beach Walk</i>	2001 <b>Bob Coe</b> , <i>DFS Hawaii</i>
2010 No Ho'okela presented	2000 <b>Valery O'Brien</b> , <i>Kamehameha Investment Corp.</i>
2009 <b>Watanabe Ing LLP</b> , <i>Public Affairs Group</i>	1999 <b>Douglas Smoyer</b> , <i>Retail Strategies</i>
2008 <b>Diane Bruce</b> , <i>GGP-Ward Centers</i>	1998 <b>David Erdman</b> , <i>PacRim Marketing Group</i>
	1997 <b>John Reed</b> , <i>DFS Hawaii</i>

## RETAIL BUSINESS OF THE YEAR – STATE OF HAWAII AWARDS WINNERS

2017 TBA	2012 <b>Walmart</b>
2016 <b>Macy's</b>	2011 <b>Martin &amp; MacArthur</b>
2015 No Ho'okela Award Presented	2010
2014 <b>Longs Drugs</b>	2009 <b>Crazy Shirts</b>
2013 <b>Tori Richard</b>	2008 <b>Maui Divers of Hawaii</b> (First Year of Award)

## PAST RETAIL BUSINESS OF THE YEAR BY COUNTY WINNERS

2017 TBA	2014 <b>Banana Patch Studio</b> (Kauai)	2012 <b>Hoku Whole Foods</b> (Kauai)
	<b>`Iolani Sportswear</b> (Oahu)	<b>Kilauea Creations I &amp; II</b> (Hawaii)
	<b>Hamai Appliances, Inc.</b> (Maui)	<b>T&amp;C Surf</b> (Oahu)
	<b>S. Tokunaga Store, Inc.</b> (Hawaii Island)	<b>Kula Hardware &amp; Nursery</b> (Maui)
2016 <b>Salty Wahine Gourmet Hawaiian Sea Salts</b> (Kauai)	2013 <b>Ishihara Market, Ltd</b> (Kauai)	2011 <b>Kela's Glass Gallery</b> (Kauai)
<b>Tanioka's Seafoods &amp; Catering</b> (Oahu)	<b>Hula Daddy Coffee</b> (Hawaii)	<b>Kona Mountain Coffee</b> (Hawaii)
<b>Westside Wines Hawaii, LLC</b> (Hawaii)	<b>Fisher Hawaii, Inc</b> (Oahu)	<b>Little People Hawaii</b> (Oahu)
<b>Mahina</b> (Maui)	<b>Uptown Service, Inc</b> (Maui)	<b>Home Maid Bakery</b> (Maui)
2015 No Ho'okela Award Presented		



# Ho'okela Award

## Past Winners Continued

### PAST RETAIL EMPLOYEE OF THE YEAR AWARD WINNERS

2017	TBA	2010	<b>Ryan Roth</b> , Waikiki Beach Activities	2006	<b>Sadao Goya</b> , City Mill Company, Ltd
2016	<b>Amy Tomita</b> , Neiman Marcus	2009	<b>Frank Suster</b> , City Mill Company, Ltd.	2005	<b>Sandy Wooden</b> , Martin & Macarthur
2015	No Ho'okela Award Presented		<b>Norma Itagaki</b> , Woodcraft	2004	<b>Alan Yoshioka</b> , Harry's Music
2014	<b>George Kam</b> , Quiksilver	2008	<b>Roger Izuka</b> , T-Mobile	2003	<b>Mercedes Manligot</b> , ABC Stores
2013	<b>Laura Ross</b> , Hula Daddy Coffee Co	2007	<b>Mary Chang</b> , Louis Vuitton	2002	<b>Patti Nakagawa</b> , DFS Hawaii
2012	<b>Suzie Metivier</b> , Reyn Spooner		<b>Cindy Murakami</b> , DFS Hawaii	2001	<b>Kamuela Potter</b> , Crazy Shirt
2011	<b>Patrick Lee</b> , Tori Richard		<b>Lance Duyao</b> , Big Island Candies		<b>Kathy Wong</b> , Louis Vuitton
				2000	<b>Rae Seki</b> , Tiffany & Co

### RESORT RETAIL BUSINESS OF THE YEAR AWARD WINNERS

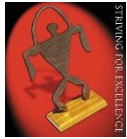
2017	TBA	2012	<b>Whaler's General Store</b>
2016	<b>Island Gourmet Markets</b>	2011	<b>Waikoloa Village Market</b>
2015	No Ho'okela Award Presented	2010	<b>Ko Olina Golf Club</b>
2014	<b>Quiksilver</b>	2009	<b>Step Three, Ltd., dba Sandal Tree</b>
2013	<b>Hawaiian Quilt Collection, Inc.</b>		

### BEST NEW RETAIL BUSINESS OF THE YEAR AWARD WINNERS

2017	TBA	2013	<b>Island Olive Oil Company</b>
2016	<b>Hawaiian Shochu Company</b>	2012	<b>Manoa Chocolate</b>
2015	No Ho'okela Award Presented	2011	<b>Paradise Enterprise Center</b>
2014	<b>Flip Flop Workshop LLC</b>	2010	<b>Edible Arrangements Honolulu</b>
		2009	<b>The Wedding Café</b>

### NEIGHBORHOOD RETAIL BUSINESS OF THE YEAR AWARD WINNERS

2017	TBA	2012	<b>Kamaka Hawaii Inc</b>
2016	No Ho'okela Award Presented	2011	<b>Cindy's Lei Shoppe, LLC</b>
2015	No Ho'okela Award Presented	2010	<b>Harry's Music Store</b>
2014		2009	<b>Strong Current Hawaii LLC</b>
2013	<b>Eki Cyclery</b>	2008	<b>Uyeda Shoe Store</b>
		2007	<b>Nagasako General Store &amp; Okazu-Ya Deli</b>



# Ho'okela Award

## 2017 Nomination & Questionnaire Form

Please submit completed forms by **August 1, 2017** to:

Retail Merchants of Hawaii's Ho'okela Awards / 3610 Waiialae Ave • Honolulu, HI 96816 / tyamaki@rmhawaii.org  
You May Nominate in All Categories, but ALL nominations must have a separate form.

### Category

Check the category that you are submitting this nomination for:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Retailer of the Year                        | <input type="checkbox"/> Retail Business of the Year Kauai  | <input type="checkbox"/> Fastest Growing Retail Business of the Year |
| <input type="checkbox"/> Governor's Award                            | <input type="checkbox"/> Retail Business of the Year Maui   | <input type="checkbox"/> Best New Retail Business of the Year        |
| <input type="checkbox"/> Retail Business of the Year State of Hawaii | <input type="checkbox"/> Retail Business of the Year Oahu   | <input type="checkbox"/> Neighborhood Retail Business of the Year    |
| <input type="checkbox"/> Retail Business of the Year Hawaii          | <input type="checkbox"/> Retail Employee of the Year        |  |
|  | <input type="checkbox"/> Resort Retail Business of the Year |  |

### Nominee Information

Individual's First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext: \_\_\_\_\_

Number of years in business: \_\_\_\_\_ Number of Employees (Business Categories): \_\_\_\_\_

**Nomination Questionnaire AND storefront photo for Business category OR head and shoulder photo for Individual category MUST be attached in a JPG or Tiff format.**

### Nominator Information

Submitted By: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext: \_\_\_\_\_

**On a separate sheet, describe in detail as it will be compared to all others in the same category:**

- Description of Nominee:
- Historical outline of the business or individual biography.
- Why did you nominate this company or individual? (i.e.: innovative or creative products/services; ability to overcome obstacles; increase in sales/operations/ability to meet special needs of customers; etc.)
- List any community activities the nominee supports.
- List any awards or special recognition the nominee has received.