



**NEIL ABERCROMBIE**  
Governor

**MIKE MCCARTNEY**  
President and  
Chief Executive Officer

# Hawai'i Tourism Authority

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## NEWS RELEASE

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### AARON J. SALĀ TO SERVE ON HTA BOARD

HONOLULU- The Hawai'i Tourism Authority (HTA), the state's tourism agency, is pleased to welcome its newest board member, Aaron J. Salā, who will serve as an expert on Hawaiian culture practices, on an interim basis effective immediately. He replaces Kawaikapuokalani Hewett, who has served on the HTA board since 2004.

"We are pleased to have Aaron Salā join the HTA board," said Mike McCartney, president and CEO of the HTA. "His extensive background in studying Hawaiian music, history and culture will support us in continuing to build and nurture our ties to the community."

Salā is an accomplished Hawaiian recording artist and is currently pursuing his doctorate degree at the University of Hawai'i at Mānoa, where he obtained his Masters degree in Ethnomusicology, and has also taught courses in Hawaiian Studies and Music. A recipient of a Nā Hōkū Hanohano award in 2006 for Most Promising Artist, he has also served as choral arranger for the Kamehameha Schools Song Contest.

"On behalf of the HTA board and staff, we would also like to thank Kawaikapuokalani Hewett for his years of service and offering his knowledge to perpetuate the Hawaiian culture through the visitor industry," added McCartney.

Established in 1998, the Hawai'i Tourism Authority, the state's tourism agency, is responsible for strategically managing tourism to optimize benefits for Hawai'i that integrates the interest of visitors, the community and visitor industry. Tourism is our state's leading economic driver and largest employer and the HTA continually works to ensure its sustainability well into the future. For more information on the HTA, please visit [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org), find us on [Facebook](#) or follow us on [Twitter](#) (@HawaiiHTA).

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