



Hawai'i Tourism Authority

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NEWS RELEASE

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HTA WILL HOLD SEMINAR TO HELP FESTIVAL AND EVENT ORGANIZERS REVITALIZE THE GUEST EXPERIENCE

HONOLULU—The Hawai'i Tourism Authority (HTA) will be holding its seventh annual Festivals and Events Seminar, “Revitalizing the Guest Experience.” The professional development opportunity will feature national and local experts who will speak on various topics including attracting broader audiences, getting the most out of revenue resources, overcoming operational obstacles and more. The seminar will be held on May 5 on O‘ahu at the Hawai'i Convention Center and May 6 on Hawai'i Island at Keauhou Beach Resort in Kailua, Kona.

“Hawai'i's festivals and events constitute an important part of our tourism product, showcasing the diversity of our people and culture, and setting our islands apart as a truly unique visitor destination,” said Mike McCartney, president and CEO of the HTA. “This seminar will provide important tools for our local festival and event organizers to further develop their skills and training to enhance and improve their product, and to stay fresh, relevant and successful.”

Confirmed speakers include:

- Sam Lemheney, director of design, Philadelphia International Flower Show – Lemheney joined the Philadelphia International Flower Show, which attracts more than 300,000 visitors each year, in 2003 as director of design. He is an active member of the International Festivals and Events Association (IFEA) and served on its board of directors from 2002-2008.
- Rick Egged, president, Waikīkī Improvement Association – Under Egged's leadership, the Waikīkī Improvement Association (WIA), a private, nonprofit organization, developed Agenda Waikīkī, an action plan for Waikīkī revitalization. The WIA also supported the Kūhiō Beach Park and Kalākaua Avenue improvements, as well as launched the Waikīkī Business Improvement District.

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- Diana Bertsch, event director, Ford Ironman World Championship – Bertsch joined the Ironman Team in 1997, having herself completed the challenging Ironman event in 1995. Prior to joining the Ironman Team, Bertsch owned and operated an event management company that organized sporting events, weddings and various community festivals, among others.
- Becky Genoways, president, On-the-Waterfront – Genoways has transformed On-the-Waterfront into Illinois' largest music festival, attracting more than 250,000 visitors over the span of four days. Expanded to now include a film festival, festival store and new sources of non-sponsorship revenues, the 25-year-old festival has been awarded the prestigious national Gold Pinnacle Award by the IFEA.

Early registration is \$59.99 and ends April 29. Regular registration is \$69.99 and deadline is May 5. The registration fee includes lunch, refreshments and seminar materials. For more information call (808) 528-4050, email stakemoto@omnitrakgroup.com, or visit www.htafestivalsandevents.com.

The Hawai'i Tourism Authority was created in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with our economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information on the HTA, please visit www.hawaii-tourism-authority.org.

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