

**Na Kilohana 'O Wahine**  
The Superior of Women

Honolulu, Hawaii

*A Chapter of the  
American Business  
Women's Association*



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## A New Year's Resolution: Communicating Bad News More Effectively ... Even Though You Feel Like Hiding

*Nathan K. Hokama, from Strategic Communication Solutions is our guest speaker in January.*

Everyone likes to share about their organization's achievements, but no one likes to be the bearer of bad news, especially when it affects those around you. Trying to hide or pretending the problem doesn't exist only makes things worse. Nathan Hokama, principal of Strategic Communication Solutions, will share empowering, practical tips with ABWA members and our guests, so that we can communicate effectively in a crisis. Whether you're facing employees, customers, vendors, government officials, media or other stakeholders, you'll be prepared to communicate with more confidence and credibility regardless of your situation.

Nathan Hokama has more than 25 years of corporate communication experience and established Strategic Communication Solutions, a communications consulting firm, as an independent practitioner, in April 2004. He provides a wide range of services including corporate advertising and branding, issues management, crisis and emergency communication, litigation support, me-

dia relations, community relations, internal communication, and marketing communication.

Prior to Strategic Communication Solutions, he served as corporate communications manager for Tesoro Hawai'i, media relations consultant and spokesperson, and assisted with Public Utilities Commission public hearings during the acquisition of Verizon Communication Inc.'s Hawaii assets by The Carlyle Group, corporate communications manager at American Savings Bank, and community relations director for Shriners Hospital for Children.

Hokama holds a bachelor's degree in journalism and philosophy from the University of Hawai'i. He is an accredited member of the Public Relations Society of America (PRSA), and a member of the organization's Counselors Academy and Independent Practitioners Alliance. He is a past president of the Hawaii chapters of both PRSA and the International Association of Business Communicators (IABC). He was named the PRSA Gregg W. Perry Public Relations Professional of the Year in 2008.



*"The difference between the right word and the almost right word is the difference between lightning and the lightning bug."*

**—Mark Twain**

*The Mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.*

## Message from the Presidents

Hau‘oli Makahiki Hou!

For many a new year means a fresh start both personally and professionally. Chassidy and I have these self-discovery, new learning conversations all the time and we know for sure that we will never stop learning from one another no matter how much things change. Change is a constant. We happened upon an article, "Why Change?" on the Cedar Rapids Chapter website. Words could not be stated better:

Why should we change? There are many changes going on in our chapter as well as in the organization as a whole. Some people might ask, why change? Things are working the way they are. But are they? If

we don't change will we be able to sustain our organization as is and continue to grow?

If we don't continually change, the organization as well as our chapter may be at risk. Times are changing, specifically with communication and technology, and the future of ABWA will be very different than it is even today!

We have to embrace the new technology, the new ways of communicating and marketing our chapter and organization. This will not only help us learn the new skills

(con't on page 4—Message)



## Economy Recovering Slowly but Surely ... or Is It?

By Myrtle Ching-Rappa (not an economist, just an interested party)

*"Overall, the current DBEDT forecast is more optimistic compared with the previous forecast"*  
— Richard C. Lim

In a 2011 4th quarter forecast (final figures not in at time of this article) about Hawai‘i’s economy, Richard Lim, Director of the Department of Business, Economic Development & Tourism had the following to say:

- Personal income will grow at faster rates, 4.6 % in 2011 and 4% in 2012
- Hawaii’s economy measured by real GDP (Gross Domestic Product) is projected to show a 1.4 percent increase in 2011 and expected to increase to 1.7 percent in 2012
- Rates of visitor arrivals, days,

and expenditures are all expected to grow in 2011

- The Honolulu Consumer Price Index (CPI) is expected to increase by 3.3% in 2011 and 2.8 % in 2012
- Projections for 2013 and 2014 also indicate growth

Go to [http://hawaii.gov/dbedt/info/economic/data\\_reports/qser/outlook-economy](http://hawaii.gov/dbedt/info/economic/data_reports/qser/outlook-economy) for more details.

In a recent article, Pacific Business News, showed the following statistics.

- Hawai‘i hotel room revenue rose 9.9% in October with Waikīkī hotels leading the economic recovery
- UHERO (The Economic Research Organization of UH) reports Hawai‘i’s recovery has flattened despite mainland and international downturns. Modest

growth expected in 2012

- Unemployment rate [in Hawai‘i] of 6.5% decline of .5% since it’s peak of 7% in June of 2009 but still far from the low of 2.3 in October to December 2006

Of course, one could probably find statistics to support the opposite view as well. In the interest of fair reporting, consider the following cautions:

- Keep an eye on Europe debt crisis — could be biggest danger to U.S. economy.
- Fewer folks looking for jobs— could be reason for lower unemployment rate
- Housing market still slow to recover
- The economic outlook of the Asian nations have great influences on Hawai‘i’s economy. Keep an eye on that as well.

## 2011 In Review

*By Myrtle Ching-Rappa*

The end of the year is when all the magazines and newspapers come up with their “Top Ten” lists. Indulge me in doing the same.

First, the top ten event of ABWA Na Kilohana O Wahine Chapter.

1. Member affiliation ceremonies: Haunani Yano-Medeiros, Anastasia Keller-Colins, Anna Sislyan, Aileen Higa, Brandon Toro
2. Celebration of Top Ten/Chapter Woman of the year on Maui.
3. Traffic Control Tower excursion.
4. Eliza Kim Seminar on Health and Wealth
5. Great speakers: Sherri Okinaga, Dan Boylan, Wendy Nakamura amongst others
6. Progressive dinner hosted by Karen Yonemoto and Linda Yamashiro.
7. Great Garage Sales
8. Lunch at Aulani
9. Annual holiday party—of course!
10. Last but certainly not least: Patti Hokama—NKOW’s nominee for ABWA Top Ten

Of course you may have a different idea, so please let me know what your top ten events were and they will be printed in the next edition—pictures would be great, too.

So what about local news? Here’s the top ten most viewed stories/photos on the StarAdvertiser.com website:

1. Photos: Aftermath of the Japan quake, Hawaii tsunami
2. Story: Waves bring flooding on Maui, damage in Kailua-Kona
3. Photos: Scenes from the highway shooting spree
4. Photos: Earthquake strikes Japan

5. Stories: The new Hawaii Five-O
6. Story: Tsunami warning center raises magnitude of Japan quake to 9.1
7. Reader submitted photos of unusual weather in May
8. Noth Shore tsunami in aftermath of Japan quake
9. Story: HECO strike: 1,300 workers walk off the job amid outages
10. Story: 8-year-old girl arrested for allegedly punching vice principle

For more details on these stories go to the Star Advertiser website.

How does that compare with the national scene? Well that depends on who you ask. There’s the Google list, as well as lists from Forbes, People, Science and every newspaper, news magazine, and news website you can think of. Even “Ask.com” has a list.

I happen to like MSNBC so I googled them. Well, they have all kinds of Top Ten Story lists: money stories, immigration stories, Alabama sports stories, and the list of lists go on. Since we are a “business” organization. Here are their Top 10 money stories of 2011 according to Linda Stern who said, “2011 forever changed the way you’ll manage your money.”

- Volatility achieved permanence
- Your wallet got Durbinized
- Annuity sales hit record highs
- Washington got serious about disclosures
- The weather got really ugly
- European debt problems dominated markets
- Munibonds outyielded Treasuries
- Occupy Wall Street solidified anger at banks
- Financial companies tried new marketing approaches
- Washington Failed.

The details to this list is worth a read: <http://www.msnbc.msn.com/id/45766182#.Tv5Cf7IzCS0>.

Now let’s move to the movie scene and a lighter note. Did you feel like 2011 didn’t bring on many new picture ideas but instead seem like a year of sequels? If you did, you are right. A recent New York Times article, “Familiarity Breeds Hollywood Sequels,” says exactly that. The top 7 of the top ten money makers were “sequel”-type films.

1. Harry Potter and the Deathly Hallows Part 2
2. Transformers: Dark of the Moon
3. The Twilight Saga: Breaking Dawn Part 1
4. The Hangover Part II
5. Pirates of the Caribbean: On Stranger Tides
6. Fast Five
7. Cars 2

There are three currently playing sequels that could edge their way on to the list as well:

1. Mission: Impossible—Ghost Protocol (just saw this one, recommend it)
2. Rise of the Planet of the Apes, Sherlock Holmes: A Game of Shadows (saw this one, too, recommend it as well)
3. Alvin and the Chipmunks: Chipwrecked

Can’t the writers think of anything new?



## Message—con't from page 2

but it will also help our personal and professional marketing by using tools such as, Women's Instructional Network (WIN), Facebook and LinkedIn. If you are not on those social sites, you are missing out and are not marketing yourself to your fullest potential.

How will we be able to reach the future leaders of ABWA if we are not communicating and located where they are? We need to be visible where they can see us in order to teach them what we are all about and hopefully gain them as new members (BGadmin, 2010).

This month we welcome Nathan Hokama as our guest speaker, his

topic, "A New Year's Resolution: Communicating Bad News More Effectively... Even Though You Feel Like Hiding". Please join us to listen and learn!

As we embark on the year 2012, we wish for everyone a happy and successful year. We'd like to close this message by sharing Michael Jackson's lyrics to "Heal The World" ~ and remember that it starts from within.

*There's a place in your heart  
And I know that it is love  
And this place could be much  
Brighter than tomorrow.  
And if you really try  
You'll find there's no need to cry.  
In this place you'll feel  
there's no hurt or sorrow.*

*There are was to get there  
If you care enough for the living  
Make a little space, make a better  
place ...*

*Heal the world  
Make it a better place  
For you and for me  
And the entire human race  
If you care enough for the living  
Make a better place  
For you and for me.*

## Dawn and Chas



## Conducting an Effective Interview

By Myrtle Ching-Rappa

Hiring the right person for a position can save a lot of time and money in the long run. It reduces turnover and improves overall morale of co-workers which increases overall productivity. The interview is key to hiring the best candidate. It has several objectives:

- Verify statements made by the candidate in their cover letter and resume
- Clarify anything that seemed not to fit
- Determine the best fit for both the employer and employee



The primary elements of a good interview is one that does not violate the candidate's rights while providing the employer with the most relevant information. All questions should address qualifications as stated in the position listing or helps the employer determine fit. Open ended questions generally garner more information than yes/no or multiple choice questions.

Preparation for the interview begins before the advertising is even sent out, with a job analysis (See page 5) Spending time to do the analysis could help avoid litigation, accusations of prejudice, and/or favoritism. The job description, advertising, interview questions should all come from the analysis. It's a matter of fit after that.

Several question formats can be employed:

- Scenarios—to test what problem

solving skills the person would use in certain situations

- Role playing—help discover the person's interactive skills and determine whether that fits into the organizational culture
- Open-ended questions can help ascertain the candidate's ability to think, communicate, and interact with others. They can also be used to clarify items in the resume or previous answer.
- Lists can be utilized to solicit a multi-faceted answer such as, "please tell me about at least three skills required in your last position"
- Some questions that are not within the normal realm of strengths and weaknesses, that have no right or wrong answers could reveal the candidate's ability to analyze and think quickly:
  - ◇ What color is good customer service and why?
  - ◇ If you were going to be turned into a vegetable, what would it be and why?

(Con't on Page 5—Interview)

## Interview—con't from page 4

- ◇ What is the speed of dark?
- ◇ How do you know when you're out of invisible ink?
- ◇ What is the sound of red?

If the position is one where the person needs to be creative, consider asking?

- Tell me about your last really good idea.
- What about a pretty major mistake you might have made.
- How can you contribute in the first 30-60-90 days of working here?

Use these questions to determine which candidate constitutes the best fit:

- What did you like most/least about your last job and why?
- Describe your "ideal" boss/job.
- [Describe a scenario where the person in put into a compromising situation] then ask – What would you do?
- What's important to you in a job and why?

Don't skimp on the questions. Spending an hour with a candidate can save a lot of time later.

***Surround yourself with the best people you can find, delegate authority, and don't interfere as long as the policy you've decided upon is being carried out.***

— Ronald Regan

## Job Analysis

### PURPOSE

- Why is the position necessary?
- How does it contribute to fulfilling the organization's objectives?
- How does it fit into the organizational structure
- What will be the responsibilities of the position (not tasks)?

### JOB SETTING

- Location
- Organization of work
- Physical conditions
- Social conditions

### MAJOR TASKS ESSENTIAL ELEMENTS

- 3 or 4 that are absolutely necessary to enable accomplishment of purpose

### QUALIFICATIONS

- **K**nowledge (include education, certifications, equipment, hardware/software, etc.)
- **S**kills
- **A**bilities
- **P**revious experience

## ABWA's Proud Code of Conduct

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.



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## Upcoming Chapter Events

**January 11th**—Monthly meeting  
Guest Speaker: Nathan Hokama,  
Business Associate Night. Bring a co-  
worker or your boss.

**February 4th**—UH Wahine Basket-  
ball Game: Alumnae at 5:00; Utah  
State at 7:00; \$7.00/adult; \$5.00/  
Senior (65+)

**February 8th**—Monthly Meeting  
Guest Speaker: Erik Haines, Hawai'i  
Opera Theatre, "Opera & You"

**February 12th**—An Afternoon at the  
opera.

**March 14th**—Monthly meeting  
Guest Speaker: HPD, "Disaster  
Awareness & Terrorism Response"

**March 17** —Garage sale in Kāhala at  
Yvonne's House

**April 11th**—Monthly Meeting  
Guest Speaker: Alice Inoue, topic to

January 11th — Monthly Meeting  
Japanese Cultural Center  
2454 South Beretania Street

5:30—Networking

6:00—Dinner

Menu:

Assorted sushi, somen salad, mamasu with clams, wweet potato  
tempura, chicken nishime, furikake salmon, teriyaki beef -- steak  
cut, ice cream,  
iced tea, hot coffee , and tea with condiments

Cost: \$25 for dinner (please note increase in price); \$5 for parking

Raffles: A-M

R.S.V.P. On-line at [www.abwahawaii.org](http://www.abwahawaii.org) by January 8th .

be determined

Birthday Celebration

**May 9th**—Monthly Meeting: Guest  
Speaker: Kathy Inkinen.

**July 8th**—Monthly Meeting

Other items will be added as they are  
confirmed.

**June 11th**—Monthly Meeting