

For Immediate Release

Contact: Roger Jellinek

Now available online, and from your local bookseller November 19

MANAGING WITH ALOHA
Bringing Hawaii's Universal Values to the Art of Business

Written By **Rosa Say**
With a Foreword by **Nainoa Thompson**

**A local veteran executive's book models a radically different
way to business success in Hawaii**



“Values” may be the most frequently spoken word in business today. Yet Rosa Say, founder of SAY LEADERSHIP COACHING and a former executive of *Hualalai at historic Ka‘ūpūlehu* and other Hawaii resorts, boldly proposes that it is Hawaii that is optimally suited to lead the world in the pursuit of values-centered business, because we live with something good and right by its very nature: *Aloha* and all it embraces.

Managing with Aloha explores nineteen different Hawaiian values, and in the tradition of Dr. George Kanahale this book demonstrates how managers can bring these universal values into every kind of business practice today. Say draws on many examples of how she put these values into profitable practice in her own successful career as a manager, and she eloquently shares her common-sense approaches to blending the social and economic goals of business enterprise in ways that define a Hawaiian sensibility for the way we work.

“It’s about time! *Managing with Aloha* is long overdue. Rosa Say has authored a **classic work** in her application of a powerful set of Hawaiian values designed to produce **managerial excellence in the workplace**. I love the way she walks you through the operational challenges of the workplace and then presents **real solutions** based on her experience as a high ranking corporate manager. After reading this book it will dawn on you that if you are not *Managing with Aloha* – you are underperforming!”

--Peter Apo, Director, Hawaiian Hospitality Institute

Managing with Aloha will help you bring the visionary thinking of values-centered management to your own work. These are just a few of the questions it explores, guiding you toward answers for your own business:

- How can you define the truly authentic culture-based values of your business?
- What is *sense of place*? Why is it so important?
- Is the *aloha spirit* something you train everyone in, or something you specifically hire for?
- What would the *mea ho'okipa* of old Hawaii specifically teach us about the elements of good customer service?
- How can values bring a *language of intention* to your work environment?
- *Kēia manawa*: what can you do right now, today? How can you be a great manager?
- What more must you learn to *ho'omau*, continue to persevere, and *imua*, go forward?

“Managing With Aloha is a must-read by anyone dealing with the contemporary challenges of corporate management. It’s a well organized and easily navigated book on Hawaiian values and their practical application to the workplace. Author Rosa Say is brilliant in translating her extensive corporate management experience into a useful curriculum that should be required reading by everyone doing business in Hawaii.”

-- **Doug Chang**, General Manager, Hotel Hana Maui



Rosa Say, author

Rosa Say is founder and head coach of SAY LEADERSHIP COACHING, a mentoring, coaching and training firm created as a resource for visionaries and innovators in business today. Rosa was born and raised in Hawaii, attended St. Anthony and Punahou schools, and is a graduate of the School of Travel Industry Management at the University of Hawaii at Mānoa. Rosa currently publishes *Ho'ohana*, a monthly business newsletter for managers and emerging leaders. She lives on the Big Island of Hawai'i with her *'Ohana*. Learn more about SAY LEADERSHIP COACHING and the art of *Aloha* in business management at SayLeadershipCoaching.com, or call (808) 883-9122.

To order *Managing with Aloha*, visit the Island Heritage Web site WelcomeToTheIslands.com or call (808) 564-8800.