

Linda Chock, CTA/CTC



- Objective: To be an asset to the State of Hawaii, utilizing my extensive background perpetuating our rich history, wisdom in all that is Hawaiian and to establish unforgettable experiences for our locals as well as our visitors from around the world.
- Knowledge: -For the past four (4) years on the King Kamehameha Celebration Commission, I've had the privilege and honor as the Lei Draping Chairman honoring King Kamehameha Ekahi and handling the sacred event from inception to completion and working with the State of Hawaii and City and County employees for superb finalization.
-37+ years in Public Relations, Promotions, Sales, Marketing and planning high caliber events up to 25,000 guests with the utmost care in knowing how to capitalize upon creating memories intertwining our culture and history. Possess the ability in overseeing an entire project from inception to completion.
- Experience: -Four (4) years as the Lei Draping Chairman/King Kamehameha Celebration Commissioner
-Interacting with high caliber guest with utmost professionalism
-Passing on the cultures and history of our beloved islands
-Ability to hit and exceed revenue goals in all industry markets
-Overall Visitor Industry knowledge and Cultural specialist
-Hotel Management & Destination Marketing Company background
-Ground Handling & Transportation background
-Visitor Industry Retail, Wholesale, FIT & Group experience
-Direct/hands-on experience from inception to completion of successful events such as:
 President Barack Obama (First Hawaii Presidential Launch for 200 UH students)
 Governor Neil Abercrombie Birthday Celebration = 2,000 guest
 Senator Daniel K. Inouye Mahalo Event(s) = 3,000 guest
 Congresswoman Mazie K. Hirono Mahalo Event 250 guest
 Congresswoman Colleen Hanabusa 2011
 (Kulia I Ka Nu'u Congressional Art Competition) = 200 guest
 Senator Clayton Hee Mahalo Event 300 guest
 Senator Lorraine Inouye Mahalo Event 250 guest
 Representative Hermina Morita Combined Mahalo Event 250 guest
 Representative Lyla Berg Combined Mahalo Event 250 guest
 Representative Faye Hanohano Combined Mahalo Event 250 guest
 Representative Karen Leinani Awana Event 250 guest
 Representative Jon Riki Karamatsu Event 200 guest
 American Bar Association (ABA) Event 2,000 guest
 American Psychiatric Association Event 1,000 guest
 Hawaiian Airlines 80th Anniversary = 9,000 guest
 9th Circuit Event = 1,000 guest
 Restoration of the Hawaiiloa & Hokulea Event = 600 guest

Annual events: Four (4) years Lei Draping Chairman, King Kamehameha Celebration Commission
MAMo Arts Festival in conjunction with Marks Garage, & Pa'i Foundation
Three (3) annual events: Moonlight Meles and Family Sundays
Hawaiian Electric (HECO) Event 2,000+ guest
Hawaii Pacific Health (HPH) "Kids Fest" 5,000+ guest
Hawaii State Farm Fair Bureau (HFF) 2 day Event 25,000+ guest
Young Men Catholic Association (YMCA) Event 3,000+ guest
Bernice Pauahi Benefit Awards Dinner (BPBAD) 1,000+ guest
New Hope Event 2,000 guest
Zippys Event 2,000 guest

King Kamehameha Celebration Commission: [REDACTED]

Commissioner, Lei Draping Chairman

- Work with the Governor PR officers
- Work directly with the Mayor and his cabinet directors
- Work with The Royal Hawaiian Band
- Work with the Honolulu Fire Department
- Work with Kamehameha Schools Executive Board
- Work with chanters, Kahu and multi award winners of the Na Hoku Hanohano awardees
- Work with all the different Hawaiian Homestead Board members
- Work with the annual winners of the Merrie Monarch Festival and their kumu
- Work with all Benevolent Royal Hawaiian Societies
- Work with all Hawaiian Civic Clubs and other Societies
- Work with the museums and other notable businesses of Hawaii
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Aulani, A Disney Resort & Spa: [REDACTED]

Supervisor, Holoholo Tour, Travel & Excursion Guides

- Liaison for Aulani, A Disney Resort & Spa and Pleasant Hawaiian Holidays
- Handled revenue reports for Disney & Pleasant generated from guest experiences
- Trained Holoholo cast members and Aulani guides
- Oversee sales from California & Florida Disney agents
- Works with Disney/Pleasant management team
- Develops strategic sales plans; establish/maintain/sustain/generating revenue
- Placed Second highest Sales generated for Pleasant within 5 months opening
- Supervised 6 cast members

Bernice Pauahi Bishop Museum: [REDACTED]

Director of Sales, Event Planning & Asia Pacific Marketing

- Developed Hawaiian cultural programs for visitors and dignitaries
- Oversee, develop sales & marketing efforts for all markets to include facility rental revenue
- Worked with travel industry wholesalers, contractors, vendors, hoteliers, etc
- Negotiated contractual agreements for all revenue accounts
- Ensured all transactions were flawless & complete for total satisfaction
- Worked with Wash DC Special Security for dignitaries and events
- Identify potential opportunities to increase visibility and revenue
- Did all food, beverage, & technical needs for events and clients
- Worked with Department of Health & Honolulu Liquor Commissioners office
- Experience in ADA rules and regulations
- Oversee 5 areas to include; sales, events, marketing, facility rental and visitor services
- Oversee and direct 11 employees.

Polynesian Cultural Center: [REDACTED]

Director of Meetings, Convention & Incentive Group Sales

- Developed/increased sales for conventions and groups
- Coordinate, direct protocol for Lieutenant Governors across the USA & America Samoa
- Coordinated largest American Society of Association Executives (ASAE) HNL Convention
- Directed the Promotional team and their travels globally
- Positioned in Senior management to handle VIP, protocol & government dignitaries
- Handled the DC Special Security requirements for dignitaries and their events
- Identified potential opportunities and successfully increased visibility and revenue
- Worked closely with the Department of Health regarding ADA requirements
- Extensive traveling through out the United States and Canada

Hawaii Visitors & Convention Bureau: [REDACTED]

Director of Developing International Markets

- Planned, coordinated and executed marketing and promotional projects from unsolicited regions at that time in upcoming developing markets
- Responsible for 9 offices and 12 employees in England, Germany, Sao Paulo, Taiwan, Korea, Beijing, Shanghai, New Zealand and Australia
- Responsible for 4 employees in Honolulu coordinating marketing promotions
- Planned and executed meetings for our government officials to international countries including Foreign Embassies and airline executives in promoting additional flights into Hawaii.
- Required to travel extensively developing foreign market share to Hawaii

Waikiki Beachcomber Hotel: [REDACTED]

Sales Manager – Westbound, International & MCI

- Planned strategic objectives and achieved goals in excess of over \$20M in CY2000
- Maintained, sustained all accounts except Japan
- Expert communicator in organizing & inspiring staff
- Ability to motivate and innovate sales
- Generated accounts worldwide
- Travels throughout the US, Canada, Europe, South America & South Pacific

Jetour Hawaii (Japanese Nationals): [REDACTED]

National Sales Manager – Westbound Market

- Sales Account Executive monitored productivity & analyzed American market
- Reviewing, qualifying, coordinating and implementing commission structures for GSA in New York, San Francisco and Los Angeles
- Handled all contract agreements, tariffs, brochures, and newsletter
- Traveled to all GSA areas, Japan and Los Angeles (USA) headquarters

Additional experience/employers:

- Hawaiian Regent (J.W. Marriott Resort) HR & Guest Services
- Keauhou Beach Hotel Director of Sales & Marketing
- Quality Inn Hotels (Oceans Resort) Front desk & Group Sales
- Aloha Hawaii Travel – DMC Groups Coordinator
- Roberts Hawaii Tours FIT & Group Sales; Executive Assistant

Education & Technical Experience:

Wallace Rider Farrington High School

University of Hawaii, Political Science

Travel Institute Wellesley, MA Certification San Fran, CA –CTA, CTC

Excel, PowerPoint, Outlook Express

Active Community member:

-Benevolent Royal Society; Ahahui Kaahumanu, (Hope Pelekikena) Vice President

-Hawaiian Civic Club of Honolulu

-Kalihi Palama Hawaiian Civic Club, Director

-Daughters of Hawaii, 2nd Vice Regent, Spokes Chairman, Queen Emma Summer Palace & Hulihe'e Palace

-City & County of Honolulu Mayor's Lei Princess 2011

Past member:

-American Tribal Archives, Library & Museum (ATALM) Host Committee member

-Meeting Planners International (MPI) USA & current Hawaii chapter BOD

-American Society Association Executives (ASAE) USA & Hawaii chapter

-Travel, Tourism Research Association (TTRA) USA & Hawaii chapter

-Hawaii Hospitality Sales Marketing Association (HHSMAI)

-Professional Convention Management Association (PCMA) 2006 BOD

-Greater Washington Society Association Executives (GWSAE)

-Connected International Meeting Professional Association (CIMPA)