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of BUSINESS  
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HAWAII LODGING & TOURISM  
ASSOCIATION



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**HSBP along with all its partners proudly presents:**

**Drawing From Their Strengths - Women in Farm to Table**

**Farm to Table V**

HSBP's annual "Farm to Table" has raised the profile of farmers and Chefs throughout the State. Here is your chance to learn about areas of food production not usually covered - namely how women in the Farm to Table movement draw from their unique strengths to create a place and community of their own. With this session we hear from one of the original 14 Hawaii Regional Chefs, learn about how to create an organic farm that supports and nurtures its employees by sending them to college and learn about the grocery industry from a leader in the field.

**Amy Ferguson** is one of the original 14 Chefs that founded the Hawaii Regional Cuisine movement. She was the first woman executive chef for Ritz Carlton Mauna Lani. Early in her career Julia Child named Amy Ferguson as the first woman master chef and she is featured in the Julia Child master chef series. Amy was also a James Beard award nominee. Amy founded restaurants in Hawaii and created restaurants all around the world, including initiating the start of the Farm to Table movement in Panama at the outstanding Bristol Buenaventura Resort. These days Amy is a consultant in demand world-wide and has cooked for the Sultan of Brunei and the Rolling Stones.

**Kukui Maunakea Forth** started MA'O Farms in 2001. MA'O Farms has become one of the most innovative and successful organic farms in Hawaii. The Farm grows over 40 different varieties of organic-certified fruits and vegetables on 24 acres in Lualualei Valley, Waianae and nurtures the students and workers, sending many of their managers and students to college and paying their tuition. MA'O Farms provides organic produce to more than 20 restaurants, farmer's markets and supermarkets. MA'O Farms plans for a new venture include an outstanding partnership with one of Hawaii's largest landowners.

**Claire Sullivan** started with Whole Foods in Hawaii seven months before the opening of the first store. Claire calls herself the "forager" for Whole Foods, meaning that she seeks out tasty food in their immediate environs. Claire seeks out delicious flavors wrought through thoughtful farming and production practices with her favorite foraging being cage free eggs from a farm that was on the brink of shutting down, but was brought back to life with Claire's assistance.

**Jeanne Schultz Afuvai** will moderate the panel. Jeanne served as marketing manager at the James Campbell Estate. She worked for the Chamber of Commerce of Hawaii where she established the military affairs council, Alexander and Baldwin Agribusiness as senior vice president of marketing and Xerox Corporation as branch sales manager. Currently, Jeanne is the Executive Vice President of Hawaii Institute for Public Affairs (HIPA).

**YOU'RE INVITED**

**DATE**

Thursday, February 27, 2014

**TIME**

11:30 Sign In, Networking  
12:00 Lunch and Program  
1:30 Adjourn

**PLACE**

Hawai'i Prince Hotel, Waikiki  
Mauna Kea Ballroom

**PARKING**

Function Self Parking \$8.00  
Function Valet Parking \$11.00

**PLEASE SEE NOTIFICATION BELOW\***  
(Overflow parking at the Ilikai Marina)

**COST**

Registration (by Feb. 24)  
\$35 for Members of HSBP and  
HLTA, HRA, HSCSW, OWL,  
Soroptimists & YWCA  
\$49 for Guests & Non-Members  
\$370 for Tables of 10

Late Registration (after Feb. 24)  
**\$10.00** additional

**All Reservations Must Be Honored**

**Don't miss this luncheon, it is all about the FOOD!**

**Farm to Table V • FEBRUARY 27, 2014 • REGISTER BY FEBRUARY 24**

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

No. of Vegetarian Lunches \_\_\_\_\_ (Must be ordered in advance.)

**Number of:**

HSBP Members \_\_\_\_\_

HLTA Members \_\_\_\_\_

HRA Members \_\_\_\_\_

HSCSW Members \_\_\_\_\_

OWL Members \_\_\_\_\_

Soroptimist Members \_\_\_\_\_

YWCA Members \_\_\_\_\_

Guests/Non-Members \_\_\_\_\_

For information call Roberta Cullen at (808) 537-2356

**No Telephone Registration** Please register online at:  
[www.HSBP.biz](http://www.HSBP.biz)

All Credit Card Payments **MUST** be made online

**Registration must be made and paid for in advance  
online at [www.HSBP.biz](http://www.HSBP.biz) or by mailing  
this form and a check to: HSBP • PMB 202, 350 Ward Ave. Ste 106, Honolulu, HI 96814-4004**

**NOTIFICATIONS**

**\* New Parking Instructions:**

Bring your tickets to the reception table & obtain a parking sticker with a bar code for your parking ticket. Those self-parked may pay the parking machine mezzanine level or pay at the exit gate upon departure. Those valet parked will need to obtain a parking sticker and pay the valet upon departure.

**WARNING! Cars parked  
at expired meters are towed  
immediately!**

*The Hawaii Society of Business Professionals (HSBP) takes photographs during our events. These photographs are utilized by HSBP in presentations, brochures, and may be posted on our website at [hsbp.biz](http://hsbp.biz). It is possible that your picture may appear at anytime if you attend one of our events.*