

It was a packed room at the “Business Concepts for the 21st Century.” Symposium hosted by the Honolulu Liquor Commission.

Invited attendees included business owners, restaurant, hotel, retail managers, and those who make and distribute Liquor, and government officials from the city and the state.

Speakers and topics include:

- Mayor Kirk Caldwell and Don Pacarro, administrator of Honolulu's Liquor Commission
- Susan Dworak and Sonya Sigler from Real Identities, LLC, presenting, “Fake ID’s and the Future of Identification.”
- Michael Miller from the Hawaii Restaurant Association, discussing, “How Investing in Customer Facing Technology Will Help Businesses Grow and Succeed.”
- Mayor Kirk Caldwell and Don Pacarro, administrator of Honolulu's Liquor Commission
- Alan Yamamoto from the Hawaii Occupational Safety and Health Division, asking the group, “Am I Compliant with OSHA/HIOSH Regulations?”
- Anna Hirai, Assistant Liquor Control Administrator, providing information on the upcoming Legislation and Administrative Rule Updates.

Along with his presentation Michael Miller was able to share the benefits of being a HRA member. Holly and Lelia were both on hand to answer questions on membership.

Honolulu Liquor Commission’s 2019 Symposium “Business Concepts for the 21st Century.”

How Investing in Customer Facing Technology Will Help Businesses Grow and Succeed

Michael Miller, Hawaii Restaurant Association, Tiki’s Grill & Bar Director of Operations

Key Topics, Applications and Videos from today’s presentation:

- Erik Qualman, Innovation and Digital Transformation - **www.equalman.com**
- ChatBots & AI - Alexa, Google, Siri, ManyChat – **[Facebook.com](https://www.facebook.com/manychat)**
- Alexa for Hospitality
- “ChatBots are NOT Personalization” - **[accenture.com](https://www.accenture.com)**
- Save 400 Hours a Year- **[SinglePlatform.com](https://www.singleplatform.com)**
- Free Wifi - **[ZenReach.com](https://www.zenreach.com)** or **[YelpWifi](https://www.yelpwifi.com)**
- Guest Notes, Transactions, Reviews - **[GetVenga.com](https://www.getvenga.com)** or **[SevenRooms.com](https://www.sevenrooms.com)**
- Tablet Menus Change Fast - Deal with fluctuating costs immediately - **[imenutech.com](https://www.imenutech.com)**

- Digital Menu Boards & Beer - Enticing food shots and video - pacificdigitalsigns.com
- Analytics for Brand, Marketing, Guest, F&B - MarketingVitals.com
- Team Member Motivation - Contest, Tip Impact, Charity Drives - incentivizeme.com
- Claim or Update your Yelp Page. <http://biz.yelp.com>
- Augmented Reality - fjordnet.com

HRA Membership Benefits

- Legislative Advocacy
- Networking and Community Engagement
- Education and Future Employee Development
- Special Members Only Discounts
- Dual Membership to the National Restaurant Association (restaurant members only)

HawaiiRestaurant.org

Join US online or call Holly at 808-421-8090 to become a member today.