

HAWAII VISITORS & CONVENTION BUREAU
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ADELE K. TASAKA

Senior Director of Accounts Corporate Meetings and Incentives Hawai'i Visitors and Convention Bureau

Adele K. Tasaka has been representing the interests of Hawai'i's meeting industry in various professional capacities for the Hawai'i Visitors and Convention Bureau (HVCB) since January 1996.

She presently serves as senior director of accounts for the Corporate Meetings and Incentives (CMI) division, and is responsible for selling Hawai'i's meeting benefits to associations and incentives, including those in Japan, Australia, and New Zealand.

She also manages the successful *Kuhina* (ambassador) program, which works with Hawai'i business and community leaders to connect HVCB sales professionals with national and international organizations and associations.

Tasaka is actively involved in the professional development of Hawai'i's meetings industry, which includes being past president of the Aloha Chapter for Meeting Professionals International. She is also a member of the Aloha Society of Association Executives, Hawaii Business Travel Association, Hawaii Hospitality Sales and Marketing Association, and Executive Women's International.

Tasaka's career in the visitor industry spans more than 25 years, including sales and marketing positions for luxury resorts and hotels in Hawai'i and California.

Prior to joining HVCB, she served on the staff of U.S. Senator Daniel K. Akaka for four years. A native of Hawai'i, she graduated from the University of Hawai'i earning a Bachelor of Arts degree in education with a minor in Japanese.

Tasaka and her husband Mike have two children and live in Honolulu.