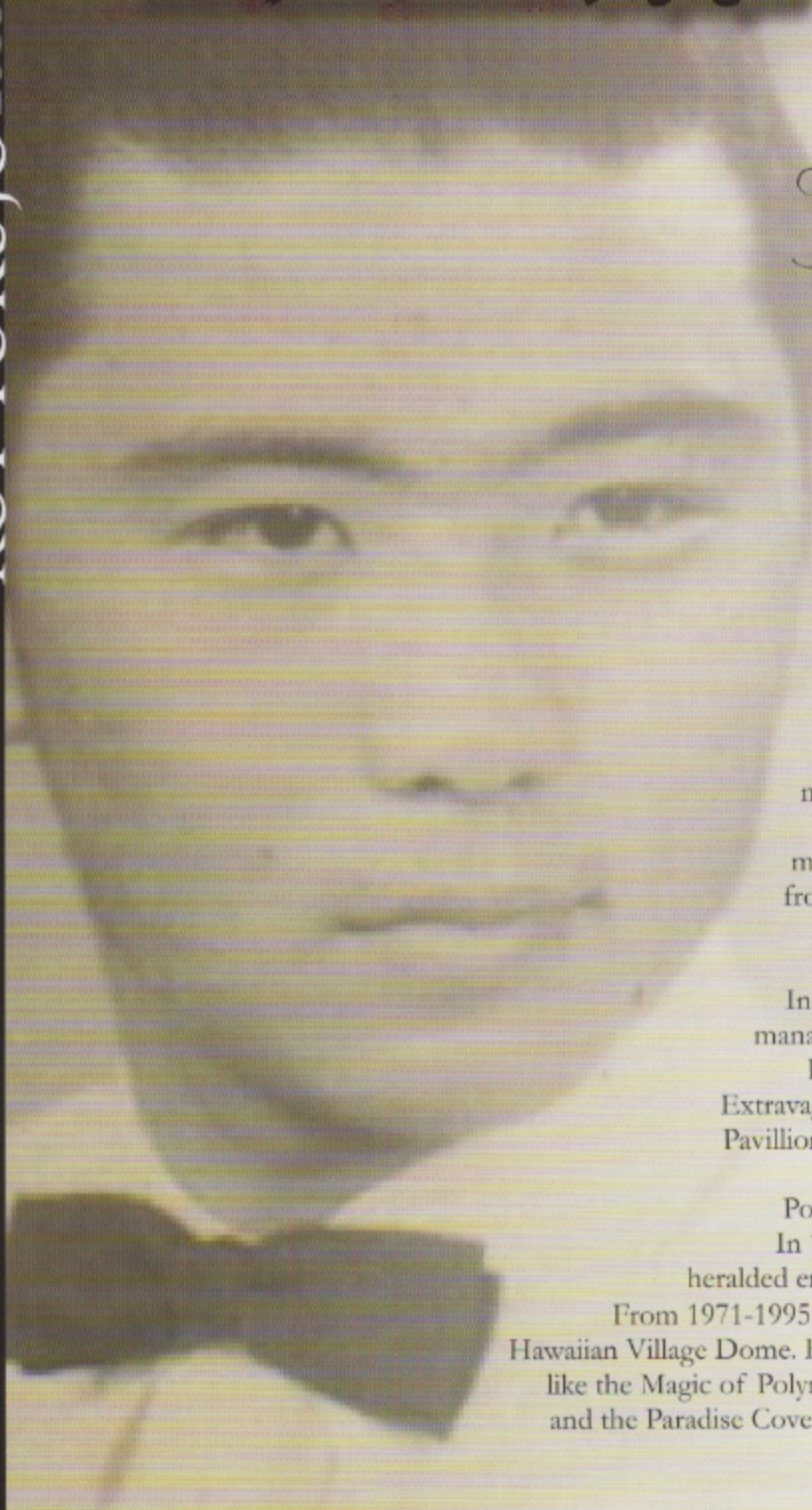


roy tokujo

"Roy is a visionary, an astute businessman, an expert in the travel and entertainment industries, and he's passionate about Hawaii's history and culture. He played an instrumental role in creating some of the most successful names in Hawaii entertainment, Paradise Cove Luau, Magic of Polynesia and Don Ho among them..."
Roberts Hawaii President and COO, Percy Higashi



Through his career

spanning 50-years and counting, Roy Kazuyuki Tokujo has been a pillar of Hawaii's travel industry. From hotel management to food and beverage, Roy has helped shape our visitor industry as we know it today. In the entertainment field, think of the biggest acts and attractions for Hawaii's visitors, and they are likely to have Roy Tokujo's imprint on them Roy has managed many hotels including the Polynesian Hotel, the Polynesian Palace Reef Tower Hotel, Pagoda Hotel and Floating Restaurant, and the Orchid Island Hotel on the Big Island. In 1973-1974 he managed the original Society of Seven traveling show in Hilo, Hawaii. He produced and managed shows for the Spencecliff Corporation from 1976-1985 including shows at the Hawaiian Hut, the Kalo Polynesian Show, and the Hula Hut Polynesian Review.

In the early 80's through 1998 Roy produced and managed Hilton Hotels and shows such as Tavana's Polynesian Spectacular, Jim Nabor's Polynesian Extravaganza, and the Charo Show. At the Polynesian Pavillion, he produced the Al Lopaka and Zulu Shows which later became the Polynesian Palace home of the "Don Ho Show".

In 1981 at Duke Kahanamoku's he managed such heralded entertainers as Al Naluai, The Aliis, and Tavana.

From 1971-1995 Roy managed the Don Ho Show at the Hilton Hawaiian Village Dome. Forming his own company, he produced shows like the Magic of Polynesia featuring John Hirokawa from 1990-1998 and the Paradise Cove Luau, which is Hawaii's largest luau operation!



The genesis for one of his most famous creations was inspired by his family. His children are part Hawaiian, and Roy always wanted them to grow up with an appreciation of the culture of their birthplace. While he served as President of the Hawaii Visitors and Convention Bureau, he realized the need for an entertainment venue that takes visitors and locals beyond the typical Polynesian revue fare to a deeper experience of Hawaii.



Ulalena started with a vision of sharing the rich cultural history of Hawaii with visitors through a first-class production. In 1997, he partnered with ARRA Montreal, an artistic team and production company headed by Roger Parent, to take his vision and bring it to life. Since then, *Ulalena* has shared Hawaii's story from creation, to the fall of the Hawaiian monarchy at The Maui Theatre in Old Lahaina Center.

As a leader of Hawaii's tourism industry, Roy served as the interim President of the Hawaii Visitors & Convention Bureau in 1996-1998, and was a founding member of the Hawaii Tourism Authority in 1998. He then served as chairman of the Hawaii Tourism Authority from 2000-2002. In 1999 he joined Jeff Stone and has since been serving as a Ko Olina Resort Association Board Member.

Roy lends much of his prolific career to his very humble plantation upbringing and values impressed on him from his parents. Roy was born in May 1941, the second of five children born to Kibe Nisei Minoru Tokujo from Kauai and Setsuko Iha Tokujo from Waipahu, Hawaii, both descendants of Okinawans from Henza Island.

One of his biggest influences was growing up in one of the last Okinawan plantation camps, Koalapea Camp 46 in Central Oahu. It was a very close knit community of 27 families, mostly Okinawan, and a few Filipino families. The camp epitomized community like an extended family, truly supporting and looking after each other. These communities shaped his ideas of teamwork and support, whether from the Koalapea Softball league, his parents' involvement in Hui Makaala, or his time at his alma mater, Waipahu High School, as a student athlete.

His parents instilled in him and his siblings the value of hard work. Roy said, "People will agree that the *real* heroes were our parents. They were the ones who sacrificed. I am one of five children, and with their language barrier and limited salary, they were still able to provide each of us with a college education. We were fortunate to be able to reap the benefits of their hard work."

Roy made it a point to continue sharing these lessons and values with his entire family. They have reciprocated by supporting him with his various creative passions and entrepreneurial ideas. Roy's Legacy lives on through his wife Victoria Takiko Tokujo and family of 8 children, 24 grandchildren, and 4 great-grandchildren.

Roy also had wonderful advisors who helped him in making pivotal decisions in life. He credits famed physicist Dr. Edward Teller and longtime CEO of United Airlines William Patterson as two individuals who guided him away from Nuclear Engineering, his original major, to Travel Industry and Hotel Management. Patterson had the foresight of Hawaii's visitor industry boom due to jet travel in the early 60's. Since Roy's first "over the top" production of hosting the Hawaii Club Luau as President of the Michigan State University Hawaii Club, he never looked back. And while we are all very supportive and happy about the path he chose, think of all the countless visitors to our state who have benefited from that decision with lasting memories of their time in Hawaii!

Patterson Scholarship Is Won by Roy K. Tokujo

The fourth annual W. A. Patterson Scholarship was awarded to Roy K. Tokujo, a native son of the island of Hawaii, for his outstanding achievement in the field of business.

Roy is the son of the late Mr. Minoru Tokujo of Waipahu.

THE SCHOLARSHIP was established by United Air Lines Foundation through a gift from W. A. Patterson, U.S. president.

Patterson was born in 1889, and scholarship recipients were named after him until his death in 1952.

Patterson's "Golden Rule" has been quoted by many as the basis for each of our years' motto.

ROY TOKUJO is a graduate of the University of Hawaii, where he is currently a student in the School of Business Administration, and is currently employed by the University of Hawaii.

ROY plans to major in a field of business, and is a member of the Beta Beta Beta Honor Society.

