



PRESS RELEASE
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WAIKIKI BUSINESS IMPROVEMENT DISTRICT ASSOCIATION NAMES TREVOR ABARZUA AS NEW PRESIDENT AND EXECUTIVE DIRECTOR

The Waikiki Business Improvement District Association (WBIDA) is excited to announce the selection of Trevor Abarzua as its new President and Executive Director, effective May 22nd. Mr. Abarzua brings a wealth of experience in business advocacy, place-making, and economic development, having previously served as Associate Vice President of Business Advocacy for the Chamber of Commerce Hawaii, and the Vice President of Business Attraction and Development for the Arizona Commerce Authority.

The selection of Mr. Abarzua came after an extensive national executive search conducted by HRS, Inc., in collaboration with the WBIDA Executive/Search Committee of the Board of Directors. Mr. Abarzua's proven track record of advocating for businesses at the state and local level and his knowledge of Hawaii's unique culture made him an excellent choice among a strong pool of candidates.

Paul Kosasa, WBIDA Board Chair and CEO of ABC Stores, expressed his enthusiasm for the new appointment, saying, "Our Board of Directors look forward to working with Trevor. We are confident his leadership will make a lasting impact on the entire Waikiki community."

In his new role, Mr. Abarzua will be responsible for guiding the strategic direction of the WBIDA and ensuring the continued growth and prosperity of Waikiki. He will also work closely with stakeholders to address key issues and continue to build on the Safe & Sound program to foster a clean, safe, and vibrant resort destination.

"I am honored and excited to join the Waikiki Business Improvement District Association as its President and Executive Director," said Mr. Abarzua. "I look forward to working with the Board, the WBIDA staff and Aloha Ambassadors, our partners, and the Waikiki community to build on the district's successes and continue to ensure that Waikiki is clean and safe. Together, we will continue to make Waikiki a premier destination for both locals and visitors."