

John McDonald and Kim Steutermann Rogers Join Outrigger's Interactive Commerce Department
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Lisa Tojo, Director of Interactive Commerce for Outrigger Enterprises Group, is pleased to announce that John McDonald and Kim Steutermann Rogers have joined Outrigger Enterprises Group's Interactive Commerce Department.

John McDonald is the company's new Interactive Commerce Manager and is responsible for overseeing website content and design as well as collaborating with the company's various properties and business units to consult and produce strategic e-commerce business solutions.

Most recently, McDonald worked for Hawaiian Airlines as a systems analyst, a technical support analyst as well as an information technologies business lead. McDonald has also been a computer programmer for the State of Hawaii and Cybercomm Hawaii. He received his Bachelor of Information and Computer Science degree from the University of Hawaii at Manoa in 1997 and has an extensive background in website and database redesign, systems analysis and computer programming.

As Outrigger's new integrated marketing editor and writer, Kim Steutermann Rogers is responsible for developing and managing the editorial content for Outrigger's newest travel destination Web site, outriggerhawaii.com, which allows visitors to explore which Outrigger property and Hawaii destination best suits their travel needs. She currently lives on Kauai and will be working remotely.

Rogers graduated with a Bachelor of Journalism degree from the University of Missouri and went on to get her Masters in Fine Arts in Creative Writing at Antioch University Los Angeles. She has worked as a freelance journalist for many years. As a writer, her focus has been on travel, adventure, the outdoors, sports and, more recently, the Hawaiian culture. Her destination pieces and first-person narratives have been featured in publications such as *Fitness*, *Canoe & Kayak*, *Women's Adventure*, *Islands*, *Wahine*, as well as *Hawaii*, and *Hawaiian Airlines' Hana Hou* magazine. Rogers is also creator, publisher and editor of *Kauai Backstory*, an online literary journal.

'The impact e-commerce has on the success of a business continues to grow and Outrigger is always looking at ways to enhance our various business operations through the use of electronic technology,' said Lisa Tojo. 'Both John and Kim bring great knowledge and experience in their fields to Outrigger and to our e-commerce department, and we look forward to them having an impact on the success of the department as well as the company.'

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