

## Makana Maui Adventures - Best of Haiku Awards

Demian,

First, I would like to congratulate you on your selection as a 2019 Best of Haiku Award Winner.

The Best of Haiku Award Program was created to honor and generate public recognition of the achievements and positive contributions of businesses and organizations in and around Haiku. Our mission is to raise the profile of exemplary companies and entrepreneurs among the press, the business community, and the general public. The selection process does not include nominations, voting, contests or surveys. The Award Program uses only empirical data supplied by independent third-parties as input into our award algorithm. It is not a requirement, but is your option, to have us send you one of the 2019 Awards that have been designed for display at your place of business.

Selection as a 2019 Award Winner is determined by the marketing success of your organization in your local community and business category. The Best of Haiku Award Program uses information gathered internally in conjunction with third-party data as a part of its selection process. Unfortunately I cannot go into the specifics of the data we use in our selection process. We have non-disclosure agreements with the companies that provide us the data. I'm sorry; I wish I could give you more details. Notification to other award winners in Haiku will be made over the next several weeks. After all award recipients have been notified, we will post the complete list of winners on our website.

In addition to displaying the award at your place of business, most organizations incorporate their selection into their marketing materials. Studies show that customers are strongly influenced by third-party validations. In addition, we will post your organization on our website as a 2019 Award Winner and link back to your website; allowing new customers to find you. As an Award recipient, there is no membership requirement. We simply ask each award recipient to pay for the cost of their awards. The revenue generated by the Best of Haiku Award Program helps to pay for operational support, marketing and partnership programs for local businesses.

[2019 Best of Haiku Award - Tour Operator](#)

Sincerely,

Felix Lane  
Review Committee  
info@award-selection2019.net