

**John De Fries**

Interim Executive Director  
Native Hawaiian Hospitality Association

President and Principal Advisor  
Native Sun Business Group Inc.

Established in 1993, Native Sun Business Group is a consulting and project management company with a core philosophy of respect for the symbiotic relationship that exists between commerce, culture, community and the natural environment. Utilizing this premise as a business platform has enabled John to advise a wide array of clients and to help restore distressed projects and investments in Hawaii.

In April 2018, the Board of the Native Hawaiian Hospitality Association (NaHHA) recruited John to serve as interim Executive Director; in as much as John, twenty-one years ago, was a founding board member and worked closely with NaHHA's co-founders, Dr. George Kanahale and Kenneth F. Brown. Over the years, the Hawai'i Tourism Authority has engaged NaHHA as a strategic partner in the advocacy and facilitation of Hawaiian cultural initiatives in Hawaii tourism.

John serves on the Boards of Kualoa Ranch, Friends of NELHA (Natural Energy Laboratory of Hawaii Authority), Astronaut Ellison Onizuka Memorial Committee, Friends of the Future, GTA Transmedia Development Fund and the Julie Ann Wrigley Global Institute of Sustainability at Arizona State University.

John was born and raised in Waikiki, O'ahu and graduated from Punahou School. He and his wife and business partner Ginny have resided in Kona, Hawai'i since 1990.

**Native Hawaiian Hospitality Association**

The Native Hawaiian Hospitality Association (NaHHA) serves as an advocate for the development and advancement of Native Hawaiians in tourism as the best investment in future leaders and in the perpetuation of authentic culture in the visitor industry. NaHHA supports Hawaiian Culture in the tourism industry through consulting and educating, developing and implementing effective communication tools, conducting research, and providing project support and coordination.

NaHHA is dedicated to the promotion and perpetuation of Hawaiian culture, language, arts and traditions with the vision to perpetuate an authentic spirit of aloha and Hawaiian culture in hospitality industry planning, promotion and product development. NaHHA services corporate and community initiatives through project management, consulting, training and facilitation.