



# AHAHUI KOA ANUENUE

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## Wayne Vieira Named New Director of Ticket Sales

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**HONOLULU** – ‘Ahahui Koa Anuenue (AKA) and the University of Hawai‘i Foundation (UHF) have partnered with the University of Hawai‘i Mānoa Athletics Department, to create the position of Director of Ticket Sales and have hired Wayne Vieira to implement this new initiative.

Wayne will be responsible for selling season tickets, group sales and AKA ticket packages for all of UH Mānoa Athletics ticketed events. On the mainland and across the collegiate athletics landscape, today’s trend is to develop “in-house” sales teams that can focus 100% of their time on sales and customer service.

Wayne has extensive experience and success in direct sales in Hawai‘i and has worked with various companies such as Wyndham Vacation Ownership, Holiday Promotions, Roberts Hawaii Tours and Hawaii Surf Sails, among others.

“Wayne has the right fit of sales experience and local background to develop this new initiative and we are excited about the potential this position can offer. He will bring an added level of customer service and augment what we are currently doing with AKA and our ticket department,” UH Athletics Director, Jim Donovan said. “Our goal is to increase attendance and listen to what our fans have to say and we are confident that Wayne will do that.”

**‘Ahahui Koa Anuenue** is the University of Hawai‘i Mānoa Athletics Department’s primary fundraising organization. Established in 1967, AKA manages the preferred seating program and athletic booster club programs for Mānoa Athletics, and works in partnership with the UH Foundation for major and planned giving opportunities which benefit all athletic programs at UH Mānoa. For more information about AKA, please visit the website at [www.KoaAnuenue.org](http://www.KoaAnuenue.org).

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*“Society of the Rainbow Warrior”*