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HAWAII STAFFING COMPANY ALOHA HOSPITALITY PROFESSIONALS EXPANDING TO THE BAY AREA THIS SUMMER WITH THE LAUNCH OF NXTGEN STAFFING: POWERED BY ALOHA

Staffing visionaries Kat Lin-Hurtubise and Steve Scher take their 30 years of collective experience to create the next generation of temporary staffing in California as their first step to national expansion.

HONOLULU, HI – (Thursday, June 3, 2021) Aloha Hospitality Professionals (“Aloha”), Hawaii’s premier hospitality staffing company, has announced its expansion to the Bay Area under the name NxtGen Staffing: Powered by Aloha (“NxtGen”). The NxtGen grand opening is slated for this summer in the heart of San Francisco.

“We are thrilled to bring our fresh, innovative approach to temporary staffing to California this summer,” said Kat Lin-Hurtubise, founder and CEO of Aloha and NxtGen. “We’re proud to curate a team of experts with a servant’s heart in every aspect of staffing in order to produce exceptional staffing experiences for each client. Now, under the name of NxtGen, we’ll be able to bring our company’s island roots – and aloha spirit - to the Bay Area.”

From its inception, expansion to the continental U.S. has always been a part of the company’s strategic vision as they have grown to become a multifaceted staffing enterprise that provides professional and hardworking team members who specialize in the hospitality, clerical, and warehouse industries.

Lin-Hurtubise believes now is the right time for the company to take the leap and expand nationally, and has partnered with staffing guru Steve Scher, former owner of Acrobat Outsourcing, to create NxtGen.

“Kat and I bring over thirty years of collective experience in the staffing arena to this new venture,” said Scher. “We’re proud to present exceptional temporary staff who are eager to

be of service as temps, part-timers or temp-to-permanent placement workers to companies throughout the entire Bay Area.”

In line with NxtGen’s innovative and unique approach to staffing, its temp staffers are recruited from diverse backgrounds and all walks of life, including second chancers, students and veterans. The company prides itself on recruiting individuals with the right mindset and values and provides them with ongoing training and development through hospitality assessments, life skills classes, customer service development, stress management tips and more to realize their full potential through NxtGen’s award-winning Aloha Academy (see attached).

“Service and the spirit of aloha will permeate NxtGen and all of our operations,” added Lin-Hurtubise. “We’re so privileged to provide opportunities not only to tens of thousands of hard workers in Hawaii and California who want to be of service to others, but also to companies that desire polished and professional team members who value their work and themselves. We strongly believe this is the new model, the next generation, if you will, of temporary staffing.”

NxtGen believes our best selves manifest through exemplary service.

ABOUT NXTGEN STAFFING: POWERED BY ALOHA

Birthered and grown from a Hawaii based company with almost 20 years of experience in staffing and service, NxtGen unites experts in every area of clerical, light industrial, and hospitality work.

NxtGen is staffing’s future—where technology and human empowerment fuse, offering both our clients and our staffing teams a completely new experience uniquely imbued with the warmth and welcome that is “Aloha”.

We are technology forward, allowing our clients to find the right staff quickly through our efficient online onboarding and easy alerts from our app that let staff know when jobs are available.

We’re about people. No chatbots here. A real person will answer your call. Every. Single. Time.

We measure success one team member at a time, so we created Aloha Academy to provide each of our hospitality, office, and light industrial team members an online learning powerhouse, helping them level up and grow their careers. Aloha Academy (NxtGen’s intranet) makes available assessments, audible books on leadership and personal development, leadership videos, management certification programs and other HR-related programs and certificates, as well as our custom NxtGen Service Excellence Certificate which marries our unique philosophy for world class service rooted in the Hawaiian culture with world renowned hospitality education from Cornell University.

Our Principals



Kat Lin-Hurtubise – Founder

Kat Lin-Hurtubise is a dynamic, innovative entrepreneur and the CEO and Founder of Gourmet Events Hawaii (“GEH”), Kau Kau Box (“KKB”), Aloha Hospitality Professionals (“Aloha”), and NxtGen Staffing (“NxtGen”).

After beginning with intimate chef cooking events at local restaurants, Lin-Hurtubise grew her business until she founded GEH in 2005 with the goal of providing memorable events and exquisite hospitality. In 2015, Aloha was born with a commitment to elevating the staffing industry and delivering excellence through service to others. Kau Kau Box was created in 2020 during the pandemic to serve the community and keep people employed, and has grown into a staple for individuals, families and organizations for delicious, healthy, chef-prepared meals made with fresh local ingredients at an affordable price.

Under Lin-Hurtubise's direction, Aloha and GEH have won numerous local and national accolades, including National Association of Catering Executives (NACE) 2014 winner -- Best Corporate Event Production of the Year, Budget Greater Than \$100,000; Pacific Business News (PBN) Women Who Mean Business winner in 2013, 2014 and 2016; and has received media coverage in Forbes, Pacific Business News, HONOLULU Magazine, Hawaii Business and numerous others. Lin-Hurtubise was named as a 2016 Women Who Mean Business: Industry Leaders by Pacific Business News.

As a hospitality expert and business leader, Lin-Hurtubise is also invited to speak at various events. She was a 2019 speaker at The Special Event conference in San Diego: "Visioning for Your Greatest Potential" and in January 2020 she pitched at the East Meets West conference in Honolulu to expand Aloha Hospitality Professionals nationwide.

Lin-Hurtubise is a member of the Leading Caterers of America, Chamber of Commerce of Hawaii, Hawaii Lodging & Tourism Association, Hawaii Visitor & Convention Bureau and Meeting Professionals International (MPI), and is a Board Member of the Retail Merchants of Hawaii (RMH).

Lin-Hurtubise currently resides in Hawaii and Mill Valley, CA with her husband and 2 sons. An outdoor enthusiast, Lin-Hurtubise enjoys hiking and biking with her family.



Steve Scher – Chief Operating Officer

An exceptionally successful entrepreneur, Steve Scher previously served as CEO & Owner of Acrobat Outsourcing before joining NxtGen as a partner. During his 14 years as CEO, Scher took a tiny, under-performing staffing company he bought and built it into a leading temporary staffing company with 18 offices nationwide, hundreds of loyal employees, thousands of temporary staff, and \$50 million in annual revenue. Scher worked hard to overcome many business challenges and, in the process, honed his leadership skills, learned the true value of employees, and understood the importance of creating a great culture. Acrobat Outsourcing specializes in hospitality, foodservice, convention, and related industries. Their impressive customer list includes Apple, DropBox, Fairmont, Google, Hyatt, and Marriott, as well as elite universities such as Stanford, UC Berkeley, UCLA, USC, and University of Texas, large hospital systems throughout the country, and concessionaires for major league sports teams and events, including multiple Super Bowls and World Series.

Scher built a team and processes that could be scaled and replicated. While establishing coast-to-coast locations, he applied various strategies to build out the business. Eventually, he mastered a proprietary approach that delivers the best ROI in terms of efficiency, loyal employees, unified culture, and long-term profitability.

In the early years of running Acrobat Outsourcing, Scher personally interviewed and hired employees to fulfill organizations' temporary and permanent job openings. At last count, his company hired in excess of 100,000 employees to staff tens of thousands of jobs. Consequently, he gained extraordinary insight into recruiting, hiring, firing, and selecting high-potential employees.

Prior to buying Acrobat, Scher spent his career in the hotel industry and selling software and high-speed internet exclusively to the hospitality and foodservice industries. He was hired directly out of college to be part of Hyatt's Corporate Management Training Program. He holds a Bachelor of Science in Hospitality Management and an Associate of Science degree in Hotel and Restaurant Management.

Scher currently resides in Hillsborough, CA with his wife Elizabeth and their 5 children. An avid sports fan, Steve enjoys coaching his kids' various sports teams.

For more information, please call us at (808) 354-1326 or visit www.nxtgenstaffing.com.

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