



Hawaii Forest & Trail Contact  
Rob Pacheco, President  
808.334.9555, [rob@hawaii-forest.com](mailto:rob@hawaii-forest.com)  
OUTSIDE Contact  
Suzanne Byowitz  
646.695.7049, [suzanne@rosengrouppr.com](mailto:suzanne@rosengrouppr.com)

## **Hawaii Forest & Trail Recognized in *OUTSIDE*'s Best Places to Work 2015**

**KAILUA-KONA, HAWAII (November 23, 2015)** – Hawaii Forest & Trail is the only company from the state of Hawaii to have been selected as one of OUTSIDE's Best Places to Work 2015. Each year, OUTSIDE recognizes the top 100 companies in the United States that help their employees strike the ideal balance between work and play. These companies encourage employees to lead an active lifestyle, are eco-conscious, and prioritize giving back to the community.

“This prestigious recognition by OUTSIDE magazine as one of the best places to work across the country is truly an honor. When we started Hawaii Forest & Trail in 1992, my wife Cindy and I made a commitment to build our business around the concept of *ohana*, or family, where we foster connections between our co-worker *ohana* and the natural world. It's what we strive for,” said Hawaii Forest & Trail President Rob Pacheco.

“The companies recognized in this year's Best Places to Work list are the gold standard for stellar work environments that seek to empower their employees both in and out of the office,” said OUTSIDE Online Editor Scott Rosenfield. “The new categories in this year's list serve to highlight outstanding workplaces in distinctive fields—making it all the easier for our readers to find their dream jobs.”

### **What Makes Hawaii Forest & Trail A Great Place to Work?**

When Rob and Cindy Pacheco founded Hawaii Forest & Trail in the garage of their house, they never dreamed their tour operation would grow to have more than 50 employees at 3 locations on Hawaii Island. The secret to their success has always been finding employees who share their passion for the outdoors, for each other and their island home.

As the company continues to grow, Hawaii Forest & Trail emphasizes the cultivation of close personal connections and provides employees with new opportunities. Just recently Hawaii Forest & Trail launched its “Ohana and Natural Resources Department” where the primary focus is to develop staff education opportunities, conservation partnerships, and community involvement. Initiatives developed by this department include staff BBQs, group volunteer programs, ongoing educational lectures from

natural and cultural experts, and an invitation to participate in community hikes. These opportunities for personal growth coupled with the company's unparalleled access to some of Hawaii Island's most beautiful natural sites make working at Hawaii Forest & Trail a dream job for many of Hawaii's outdoor enthusiasts.

Hawaii Forest & Trail also believes in *kuleana* and acts on that sense of responsibility by providing a strong package of staff benefits that includes healthcare, a 401K matching plan, paid vacation time, and comp tickets on any of their adventures.

"We strongly believe that to be the best at what we do, we have to compete for the best candidates every time we hire," said Director of Sales and Marketing Jason Cohn. With all their employee perks it's no wonder Hawaii Forest & Trail has managed to retain their first full-time guide and first full-time dispatcher who both still remember showing up to clock-in at Rob and Cindy's house more than 17 years ago.

To find the best places to work in the United States in 2015, OUTSIDE started by creating five company categories that reflect the magazine's values and focus: Adventure/Travel, Wellness, Culture, Gear, and Media. OUTSIDE then conducted a rigorous vetting process in partnership with the Best Companies Group to assess the policies, practices, and demographics of hundreds of companies. Outside's Best Places to Work 2015 was driven by employee reviews of their workplaces, taking into account factors like corporate culture, role satisfaction, work environment and overall employee engagement. The Best Places to Work list represents the cream of the crop: companies that are empowering their employees to live bigger, better lives.

The complete list of Best Places to Work winners is featured online at [www.outsideonline.com/dreamjobs](http://www.outsideonline.com/dreamjobs).

###

### **About Hawaii Forest & Trail**

Hawaii Forest & Trail has been exploring Hawaii since 1993. The company's mission is to deliver guests an excellent, safe and fun learning experience, to support island communities and resources through philanthropy, sustainable business practices and a conservation ethic, and to provide a healthy, profitable, and rewarding environment for their company 'ohana. On each and every one of their adventures, Hawaii Forest & Trail shares the splendor of Hawai'i as part of their vision to inspire a deep connection with our natural world. Visit [Hawaii-Forest.com](http://Hawaii-Forest.com).

**About OUTSIDE:** OUTSIDE is America's leading active lifestyle brand. Since 1977, OUTSIDE has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world Outside. The OUTSIDE family includes OUTSIDE magazine, the only magazine to win three consecutive National Magazine Awards for General Excellence, The Outside Buyer's Guides, Outside Online, Outside Television, Outside Events, [Outside+ tablet edition](#), Outside Books, and now Outside GO, a revolutionary, 21st-century adventure-travel company. Visit us [online](#) and on [Facebook](#), and follow us on [Twitter](#).

**ABOUT THE BEST COMPANIES GROUP:** Best Companies Group works with national and local partners around the country and internationally to establish and manage “Best Places to Work,” “Best Companies,” and “Best Employers” programs on a national, statewide, regional and industry basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee-satisfaction surveys, BCG identifies and recognizes companies who have been successful in creating and maintaining workplace excellence.