



YOUR GUIDE  
TO  
BIG ADVENTURE

Hawaii Forest & Trail, Ltd.  
73-5593 Olowalu St. #A  
Kailua-Kona HI 9674

## **SBA AWARDS HAWAII FOREST & TRAIL 2016 COUNTY OF HAWAII SMALL BUSINESS PERSON OF THE YEAR**

**HILO, HAWAII** – (April 29, 2016) ~ For more than 50 years the federal Small Business Administration SBA has recognized the outstanding achievements of America’s small businesses for contributions in local communities, and to our nation’s economy. The Hawaii SBA Chapter awards some of the state’s best small businesses and this year Hawaii Forest & Trail founders Rob and Cindy Pacheco, were awarded the County of Hawaii Small Business Person of the Year. SBA District Director Jane Sawyer presented the award to the Pacheco’s at the Hawaii Island Chamber of Commerce SBA Awards Luncheon and General Membership Meeting held recently Hilo Hawaiian Hotel.

Fourteen judges were responsible for reviewing and scoring over 100 competitive applications. This prestigious recognition honors the hard work, dedication and innovation Hawaii Forest & Trail has demonstrated for over 20 years and is a shining example of the American dream of small business growth and development.

“We are honored to receive this recognition from SBA. Ever since my wife Cindy and I started Hawaii Forest & Trail, our intention has been to connect people to this special place. And by doing so, our interpretive experiences reveal the stories of Hawaii’s landscape and people which create a deeper connection between our guests and Hawaii, and in turn, they become better stewards,” said Rob Pacheco. “Connecting with community through our philanthropic initiatives and building on strategic partnerships devoted to conservation and sustainable tourism are the cornerstones of our business.”

### **Hawaii Forest & Trail Beginnings**

A little over two decades ago, Rob Pacheco, who had worked as a naturalist on the US mainland, recognized that most residents and visitors were seeing Hawaii’s beautiful scenery, yet they were coming and going with little knowledge of Hawaii’s natural history. Pacheco decided to combine his passion with a vision: to share Hawaii’s natural history with others and to help conserve Hawaii’s endangered environment through education. This vision fit the growing worldwide interest in eco-tourism and over 20 years ago Hawaii Forest & Trail opened to rave reviews.

From their initial rainforest bird walk, Rob and Cindy Pacheco have expanded nature and big adventures to include exploring in and around Hawaii Volcanoes National Park, stargazing on Maunakea, waterfall adventures

and hikes, specialized birding excursions and private customized adventures. In 2011, the Pachecos founded Kohala Zipline in North Kohala, the only canopy tree-to-tree zipline on Hawaii Island.

In 2015, Hawaii Forest & Trail expanded its headquarters in Kona, opened a Hilo-based operation and most recently launched its storefront in historic downtown Hilo.

###

**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).

**Media Contact:**

Laura Aquino  
Account Executive  
laura@current-events.com  
808.326.7820

**Hawaii Forest & Trail Contact:**

Jason Cohn  
Marketing Manager  
jason@hawaii-forest.com  
808.331.3622

*Note to editors: High-res images are available to accompany this announcement. Please contact Laura Aquino at 808-326-7820 or via email at [laura@current-events.com](mailto:laura@current-events.com)*