

Milton W. Jones Lifetime Achievement Award

Scott Schumaker

HONOLULU Magazine

Many members of the City and Regional Magazine Association know Scott Schumaker as the longtime publisher of HONOLULU Magazine as well as an influential and dynamic colleague. You've likely been amazed that this guy leaves the Hawaiian Islands as often as he does to faithfully attend CRMA conferences. By now, you've heard that our wise and witty friend and colleague is trading in the rollercoaster of the magazine business for walking shoes, fishing poles and grill gear.

Our team in the islands wanted to fill you in on some behind-the-scenes scoops about his legacy. Sure, Scott has been on the HONOLULU masthead for more than 27 years—first as an advertising executive, then advertising director and publisher. But he also served as president of HONOLULU's parent company, PacificBasin Communications, now known as aio Media Group. We know what you're thinking: This guy is clearly multi-talented. It's true!

Scott has used his myriad skills as the guiding force of our state's largest magazine. And he's done this while also serving as publisher of other aio Media Group titles, including *Mana Magazine*, which focused on our Native Hawaiian community and published evocative digital issues early on; *Hawai'i Magazine*, a savvy travel publication distributed nationwide, and *Hawai'i Home + Remodeling*, especially handy for DIY, pandemic or not.

Scott led our magazines into the digital realm early, when print dominated most of the industry, launching multiple websites, e-newsletters, social media, e-commerce, and more. Because of his vision, our publications have stayed dynamic and relevant in this new media world where we are all looking to innovate, communicate and anticipate. We appreciate that Scott stayed ahead of trends, kept plugged into our community and still made time to show up for every event, pitching in as needed without being asked. He's a news junkie ready to tackle brainstorming and try new ideas for ad campaigns, feature stories and events while working around paper shortages in an island state (5,000 miles from the nearest neighbors).

In Honolulu, Scott can fit right in with the buttoned-up shirt crowd in the financial district, ferret out a hole-in-the-wall BBQ spot, and he still plunged elbow-deep into takeout cooler bags of raw fish when that helped run our Poke Fest more smoothly.

In recent years, the Ohio native publicly revealed an expertise in outdoor cooking. On the barbecue, he gets to light fires, smoke meat and seafood, veggies, nuts, and find myriad ways to coax flavor from whatever he's got on the grill. First we drooled over his Instagram. Then he started his *Fired Up Fridays* weekly blog that took him (and us!) to the next level. You come for the recipes and stay for the pit wit: "When it comes to cooking on the Coyote, if the bird is the word then the cow is the wow." Yes, wow!

We know that Scott cares deeply about journalism, the community and keeping the team motivated. And that's how "snow days" came to tropical Honolulu. During deep pandemic Scott would periodically announce paid holidays for the staff, as he recognized those particularly hectic stretches we all encountered.

While it's true that some members of our staff weren't even born when Scott earned a bachelor's degree in journalism from Ohio State University, we're confident that they appreciate a world view shaped while listening to hits that included *Beat it* and *Sweet Dreams (Are Made of This)* as well as *Little Red Corvette*. He earned global cred when his early career took him to *Pacific Stars & Stripes* in Tokyo in the 1980s. While in Japan, Scott met his wife, Yasue. She's his gracious partner in life, with decades of experience in the hotel/hospitality industry. They moved to Honolulu a decade later, eventually settling in the suburbs of West Oahu in Kapolei, where they raised their smart, athletic and very-tall son, Ian. Ian is also a graduate of Ohio State and a member of the staff there.

It's clear that CRMA nurtures that passion for publishing that Scott shares with so many of his colleagues—now longtime friends. Although he'd likely add a wry comment here if we showed this to him, we know how grateful Scott is for the camaraderie, the idea exchanges, and, of course, the laughter, at the many CRMA Publishers Roundtables and the Annual Conferences. When Cate Sanderson popped into our staff Zoom meeting to surprise Scott with the announcement that he'd won this 2023 CRMA Lifetime Achievement Award, he was actually speechless. Then he asked if he was being pranked. With classic humility, Scott said there are publishers more deserving and he is very grateful for this honor. After we convinced him this was the real deal, he reflected that this is the second time the award was presented to a Hawai'i publisher. And that the first publisher to receive this award was the charismatic former owner/publisher of HONOLULU Magazine—Scott's old boss, Dave Pellegrin. Talk about a very full circle.

As you can imagine, there have been multiple send-offs for Scott, drawing big bosses, colleagues and people who left the company years ago but returned to wish him well. Asked for words of wisdom, Scott told us "my best advice is to be kind. There is a real power in human kindness and it is sadly harder to find in society today." Scott leaves us with an enduring legacy: of caring, being a good guy in a sometimes-tough business who always got the job done. With his devotion to family, work and the community, he's made a difference that will continue to be felt for years to come.

After 40 years in the journalism business and nearly 30 years with HONOLULU Magazine, Scott can now be found around O'ahu playing pickleball, fishing, swimming, taking long walks on the beach and entering more marathons. We knew he wouldn't sit still! Congratulations Scott, for making an impact in our community, our industry and in our lives. *A hui hou!* (Until we meet again.)