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## People who make Hawaii work: Steven Boyle

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*Steven Boyle has been named master designer and director of design at Current Affairs, an event planning and production company.*

*He had been vice president of sales and marketing at White Lotus Productions in San Diego.*

*Boyle attended San Jose State University and has been in the special event design field and a wedding design specialist as a master designer for more than 20 years.*

**What brought me to Hawaii:** I am originally from San Diego where I have spent most of my working life. I've been to Hawaii many times before as it has always been one of my favorite vacation destinations. When I was presented the opportunity to live in Hawaii and work for Current Affairs, I jumped at it.

**Why I took this job:** First, Current Affairs has an incredible reputation within the event industry. Second, I found myself at a point in my career where I needed to be more challenged. This position combines the best of both worlds, where I'm getting to work with one of the best event companies in the business on a variety of new opportunities that build on my previous experience. It's perfect.

**Like most about the job:** I love the associates! They are full of energy and enthusiasm and they each have a passion for what they do — creating innovative and memorable events.

**Immediate priority:** To expand the public's awareness about Current Affairs and the extra scope of services we provide from individual elements to entire events.

**Five-year vision for the industry:** Design that will combine the virtual world with the experiential world.

**Essential business philosophy:** Give clients what they want ... and then, give them something more.

**Biggest risk taken in my career:** Bucking trends when I was a beginner in the business.

**Smartest move taken in my career:** Prior to my move here to Hawaii, I took the initiative to build and establish relationships with Current Affairs' associates and their clients. This allowed me to transition to my job here easily.

**Most important lesson learned:** Success favors the prepared.

**Most overlooked secret to success:** The artist does not live by design alone but through the combination of creativity and disciplined action.

**One rule I live by:** Give back, participate and get involved.

**Issue that keeps me up at night:** Creating the ultimate design requires dreaming and thinking about what it meant. Often, I'm awakened by a dream for an event that starts as inspiration and a starting point for work to begin. They do not necessarily keep me up at night, but I do wake up with thoughts of ideas for parties.

**Most important mentor:** Several artists in my family have made their mark on my world by combining vision, courage and commitment. They are my grandmother and my mother.

**Favorite way to spend free time:** I love to travel, watch movies, read books and do outdoors activities. I like to try a little of everything.

**Best place I've traveled to:** My most inspirational design comes from a combination of traveling and experiencing the awe-inspiring world itself. The best place I've traveled to date was Stonehenge in 2000 where I was part of the Winter Solstice for the Millennium.

**Favorite island:** Kauai, as it offers the feel of old Hawaii. The lush Garden Isle is perfect for nature and those of us who create floral arrangements and island design.

**When I was little I wanted to be:** An architect. In many ways this goal has become true as the design process is about creating and building effects that tantalize all of the senses in a perfect and harmonious setting.

**Book by my bedside:** "I Will Not Die an Unlived Life: Reclaiming Purpose and Passion" by Dawna Markova.



Randi Petrello