



*At RNDC and Young's Market Company, we are committed to attracting, developing, and retaining military veterans. In keeping with our core value of family and caring for the well-being of our community, RNDC recognizes and supports associates who are active duty or veterans of the U.S. military.*

**Name:** Patrick Okubo, Master Sommelier  
**Title:** Wine Educator / Fine Wine Specialist  
**Location/Business Unit:** The Estates Group, Hawaii

**Military Branch:** Hawaii Army National Guard  
**Military Rank:** E-7 Sergeant First Class  
**Service Dates:** November 1999 – Present.



**Please share details about your assignments and/or deployment(s) while serving.**

I spent my entire career with the 111<sup>th</sup> Army National Guard Band, I have never been deployed overseas. My only activation is domestic as Rear Detachment Integration NCO when our aviation unit returns from deployment.

**What was your proudest moment, recognition, or accomplishment?**



I established the 111<sup>th</sup>'s Annual Music Fellowship Workshop four years ago, it is a three-day workshop for high school and college band students. The program has been our biggest recruiting tool as well as biggest community outreach program.

**What was the most valuable experience you gained from your service? How has it helped you in your post-military career?**

Target market is key. When we put on concerts, we have the internal struggle of playing the music we want to play versus playing the music our audience wants to hear. The classical musician in each of us wants to play First Suite for Military Band but the audience wants to hear Despacito which is repetitively boring and not musically challenging. One song gets ignored, while the other is received with loud applause. I keep that same mentality when fighting off the inner wine geek wanting to only sell old world classic wines. I have to adjust to the target market and sell wines that the consumer is interested in and will drink and not just the wine I enjoy selling.

**What do you enjoy most about working at RNDC/Young's?**

I enjoy representing great wines from around the world. Restaurants in Hawaii don't have deep programs that sell many wines and working for a supplier would severely narrow the wines I'd sell. My first couple years I'd get irritated that suppliers would come and go, but now I embrace it and enjoy getting to know more wines.

**Share one or two FUN FACTS about yourself.**

I have the best job in the military, to play music. I've been privileged enough to call myself a professional clarinet player for 20 years.

**Please feel free to provide any additional information you'd like to share.**

I will be retiring at the end of this year from the National Guard.

