



Waikiki Wiki Wiki Wire

U.S., Japan mayors meet in Honolulu, August 19-21

Mayors from throughout the United States and Japan met in Honolulu August 19-21, for the Ninth Japan-United States Mayors Fellowship Exchange Meeting.

Mayor Mufi Hannemann hosted the event, at the request of the U.S. Conference of Mayors. Hannemann is on the advisory board of the nonpartisan, 1,100-member organization and is chairman of its Tourism, Arts, Parks, Entertainment, and Sports Committee.

Hannemann said, "It's an honor to welcome my colleagues from Japan and the United States. We'll be exchanging ideas on environmental challenges, including solid waste, facing our municipalities, as well as other matters of mutual concern. The conference will provide a great opportunity to showcase what the City is doing to protect and preserve our resources, through our 21st Century Ahupua'a initiative, and give the mayors a taste of how we're sustaining the development of Waikiki as a tourist destination."

The two top leaders of the U.S. Conference of Mayors participated: President Douglas H. Palmer, the mayor of Trenton, New Jersey; and Tom Cochran, the executive director of the conference. The president of the Japan Association of City Mayors, Akita Mayor Norihisa Satake, and the secretary general of the association, Tatsuro Yoshiyama, also attended. They were joined by 11 other U.S. and Japanese mayors.

A key event was a meeting of the Tourism Business Roundtable, where panelists discussed ways to stimulate more international tourism. Participants included Mayor Hannemann, Mayor Palmer, Tom

Cochran, and Chuck Merin, president of the Travel Business Roundtable. Las Vegas Mayor Oscar Goodman also joined the discussion.

The group offered perspectives on establishing a national policy on travel and tourism, federal legislative strategies, and tourism's role in the 2008 Presidential elections.

Mayor Hannemann said, "President Bush's approval of the Secure Travel and Counterterrorism Act of 2007 will provide long-term support for our efforts to ease travel restrictions for visitors from overseas by improving the processing of international arrivals. Congress is close to passing an international registered traveler program that will expedite screening and processing at our airports. Just last month, the U.S. Conference of Mayors adopted a resolution I co-sponsored to push for visa reforms and other means of boosting travel from abroad.

"But we've got to keep up the momentum. The Travel Business Roundtable and the U.S. Conference of Mayors will be considering a number of resolutions and initiatives we can take to raise the profile of tourism at the national level through our mayors and cities, secure more money for tourism promotions, and ease federal restrictions that hinder travel."

Chuck Merin, president of the Travel Business Roundtable, presented a report that has been reproduced on the next page.



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THE ROAD TO TRAVEL REFORM – GOING THE LAST MILE DISCOVER AMERICA PARTNERSHIP'S SIX-MONTH ASSESSMENT

In September 2006, business and travel industry leaders formed the Discover America Partnership to address growing concerns about the consequences of increasingly negative attitudes about America abroad and the steep decline in overseas travel to the United States. In January 2007, the Partnership issued its "Blueprint to Discover America," a comprehensive set of policy recommendations to welcome more overseas travelers and improve America's image abroad. The Blueprint called for reforms in three broad categories:

- ★ Create a 21st Century Visa System: By processing all visa applicants in 30 days or less, providing flexible visa interview options, strengthening and expanding the Visa Waiver Program, and upgrading the US-VISIT Program.
- ★ Modernize and Secure U.S. Ports of Entry: By processing all international travelers in 30 minutes or less, turning America's top inbound airports into world models of security and efficiency, using private-sector expertise to improve customer service, and developing an International Registered Traveler Program.
- ★ Change Perceptions Through Coordinated Communications: By developing a comprehensive plan to change perceptions in target markets, building an effective travel promotion program infrastructure, and establishing a sustained funding source.

In the six months since the Partnership released its Blueprint, more has been done to turn around America's ailing travel system than in the nearly six years since September 11, 2001. This report details the progress that has been made on the Partnership's policy recommendations. The Partnership has seen rapid progress in each of the three categories of reform:

- ★ 21st Century Visa System: Major elements of visitors' visa reform are included in the 9/11 bill passed by both the House and the Senate (and soon to be signed into law by the President) and in both the House-passed and the Senate-passed versions of the appropriations bill for the Department of Homeland Security (DHS), and the Foreign Operations appropriations bill reported by the House Appropriations Committee.
- ★ Modern and Secure Ports of Entry: Major elements of "model ports" reforms are included in the 9/11 bill passed by both the House and the Senate (and soon to be signed into law by the President) and in both the House-passed and the Senate-passed versions of the DHS appropriations bill. Only the customer service reform has received no legislative action to date.
- ★ Coordinated Communications: Legislation authorizing a nationally coordinated travel promotion campaign, funded by a \$10 fee on foreign travelers from Visa Waiver countries, has been introduced in the House and reported out of Committee in the Senate.

While progress has been made, more must still be done to ensure that America returns to its rightful place as a premier travel destination.

Tesoro Presents *Sunset on the Beach*

Also brought to you by Outrigger Hotels & Resorts, celebrating the birth of Duke Kahanamoku and Outrigger's 60 years of hospitality

This is a really big weekend with three days of movies at *Sunset on the Beach*!

We start off on Friday night with a triple Feature: "This Is Your Life" Duke Kahanamoku (1957, 22 minutes); "Waikiki: Riding the Waves of Change" (53 minutes); and "Step into Liquid" (88 Minutes, PG)

Riding the Waves of Change is the story of the Waikiki Beach Boys, their past, the present time of transition and a look to the future. Interwoven are the glimpses of the special place that is Waikiki and how it retains its spiritual power (mana), magic and romance. Archival footage and "talk story" interviews with current beach boys bring to life the legendary "ambassadors of aloha," their traditions, and hopes for days to come.

Scenes of Waikiki, a playground for all regardless of age, ethnicity or economic status, exemplify the "gathering place" identity of Oahu. Hawaiian chants, contemporary music, language and life styles incorporate Hawaiian culture throughout the film.

Friday's radio host is Hawaiian 105 KINE. Live entertainment will be provided by SOULZ from 5:30 to 7:15 p.m.

On Saturday we have a double feature: "Hokulea - Passing the Torch" and "The Guardian" (139 Minutes PG 13 Ed).

Saturday's radio host is Power 104.3. Live entertainment will be provided by Typical Youth, 5:30 - 6:15 p.m., and Sunset the Band, 6:30 - 7:15 p.m.

And on Sunday night we have the season three world premiere of *FLIGHT 29 DOWN*, presented by Hawai'i Film Partners (see next page)!

Mahalo to Tesoro Hawai'i for their continuing support as the presenting sponsor of *Sunset on the Beach*!

And a special mahalo to Outrigger Hotels and Resorts as they celebrate their 60th anniversary for their steadfast support of *Sunset on the Beach* and the Duke Kahanamoku celebration!



Waikiki Hula Show DAILY!



Authentic Hawaiian music and hula shows are performed daily, 6:30PM - 7:30PM, by Hawaii's finest hula hālau (troupes) and Hawaiian performers at the Kuhio Beach Hula Mound, near Duke Kahanamoku statue, beachside Uluniu & Kalakaua Ave. in Waikiki.

These are outdoor performances with seating on the grass or on beach chairs or beach mats. Cameras are welcome.

Presented by the City's Office of Economic Development (843-8002) and the Hawaii Tourism Authority. FREE. Schedule subject to change without notice.

For the month of August:

Mondays & Tuesdays: "Auntie Pudgie" Young & Hawaiian Serenaders

Wednesdays: Ainsley Halemanu and Ka Liko O Kapalai

Thursdays: Val Crabbe and Halau Hula Palena

Fridays, August 24: Kale Pawai and Halau Na Pua Mai Ka Lani

Friday, August 31: James Dela Cruz and Na 'Opio Me Na Kupuna O Ko'olau

Saturday, August 25: Shirley Recca and Halau Hula 'O Namakahulali

Sunday, August 26: Momi Cruz-Losano and Halau Hula Namakahonuakapiliwale

Hawaii Film Partners sponsors the *Sunset on the Beach*
Third season premiere of “Flight 29 Down”
on Sunday, August 26th on Waikiki Beach
Hawaii actors and a special video message from Corbin Bleu will be at event

Hawaii residents will get a chance to see the third season of Hawaii Film Partners and Discovery Kids’ hit TV show **FLIGHT 29 DOWN** and to meet the Hawaii stars at the Sunset on the Beach Premiere, sponsored by Hawaii Film Partners, on Sunday, August 26, 2007 on Waikiki Beach. There will also be a special video message from TV and recording mega-star Corbin Bleu to the people of Hawaii.

Starting at 5:30 pm, there will be live musical entertainment in advance of the premiere showing of **FLIGHT 29 DOWN**, which debuts that weekend on the Discovery Kids Channel. In addition, Hawaii’s own Tani Lynn Fujimoto, BJ Canon and Blade Rogers, who star in **FLIGHT 29 DOWN**, will be in attendance and sign autographs. Tani Lynn will also give a musical performance showcasing her vocal and songwriting talents. Also attending will be Rann & Gina Watumull of Hawaii Film Partners, David and Shauna Jackson of Showcase Entertainment and the Hawaii-based crew of the TV series.

“This is our third year at Sunset on the Beach and the first year we are sponsoring this event,” say Rann and Gina Watumull. “The Sunset on the Beach audience as well as the audience in Hawaii have been great supporters of our locally-made TV series, and we want to again thank them for their tremendous support in making this show a big hit locally and internationally.”

FLIGHT 29 DOWN was created for Discovery Kids in association with Hawaii Film Partners by renowned producer Stan Rogow (*Darcy’s Wild Life* and *Lizzie McGuire*) and New York Times best selling author DJ MacHale (*the Pendragon book series* and TV show *Who’s Afraid of the Dark*). It made its season debut in Fall 2005 as the #1 rated show on Discovery Kids on NBC. All three seasons of **FLIGHT 29 DOWN** were filmed on location on Oahu’s North Shore.

FLIGHT 29 DOWN is a 2006 Writers Guild of America nominee for best writing in a children’s TV show. It follows the adventures of 10 young castaways who are stranded on a tiny island in Micronesia. Far from home and with little hope of rescue, these kids have to learn how to navigate the challenges of a tropical paradise using their intelligence, wit and instincts. They also have to learn to live together; it’s a toss-up as to which will be tougher.

FLIGHT 29 DOWN features a cast of accomplished young actors who all return to the third



season including Corbin Bleu (Disney’s *High School Musical I & II*, *Jump In*, *Catch That Kid*), Hallee Hirsh (*Grey’s Anatomy*, *ER*, *Will & Grace*), Johnny Pacar (the 2006 motion picture *Detroit*, Disney’s *Now You See It*, *Boston Public*), Jeremy Kissner (*Artificial Intelligence: AI*), Allen Alvarado (*On the Line*), Kristy Wu (*Cry Wolf*), Lauren Storm (the 2007 film *Together Again for the First Time*, *Malcolm in the Middle*, *Boston Public*), and Hawaii actors Tani Lynn Fujimoto, BK Canon and Blade Rogers.

FLIGHT 29 DOWN is a co-production for Discovery Kids by Stan Rogow, DJ McHale and Hawaii Film Partners. For Hawaii Film Partners, Rann & Gina Watumull and Shauna Shapiro Jackson are executive producers. The Watumulls and Ms. Jackson are co-founders and senior executives at the Honolulu-based Hawaii Film Partners. With the goal to help build a viable and indigenous film industry in Hawaii, HFP is dedicated to producing motion pictures and television productions shot in Hawaii using local services and personnel. **FLIGHT 29 DOWN** was their first production. Ms. Jackson is also an executive of at Showcase Entertainment, a worldwide film distribution company that she owns with her husband, David Jackson.

Unlike most independent filmmakers, Hawaii Film Partners formed a relationship with worldwide distributor Showcase Entertainment to exclusively distribute HFP’s film and TV projects internationally. **FLIGHT 29 DOWN** is broadcast in many international territories such as Australia (on Nickelodeon), Belgium, Denmark, Estonia, Finland, France, Ireland, Israel, Latin America (The Cartoon Network), Latvia, Lithuania, The Netherlands, Norway and Sweden. **FLIGHT 29 DOWN** is also shown continuously in the US several times each week on the Discovery Kids Channel. Visit their website at <http://kids.discovery.com/fansites/29down/29down.html>.

Tourism experts present at Hawai'i Tourism Conference

HTA unveils 2008 marketing plans

The Hawai'i Tourism Authority (HTA), the state agency for tourism, will hold its fourth annual Hawai'i Tourism Conference at the Hawai'i Convention Center. The conference will feature top local, national and international industry experts who will share their views on the latest tourism trends and issues. In keeping with the conference theme, *Aloha Aku, Aloha Mai – The Responsibility of Aloha III*, this year's conference will also feature the *Keep It Hawai'i* Recognition Awards.

The 2008 Hawai'i Tourism Conference takes place on Tuesday, August 28, from 7:45 a.m. to 4:35 p.m., and Wednesday, August 29, from 7:45 a.m. to 3:00 p.m. at the Hawai'i Convention Center.

Cost to attend the conference on both days - August 28-29 - is \$175 (\$100 for students) and includes continental breakfast, lunch, refreshments, and the Keep It Hawai'i Recognition Awards reception. Attendance on August 29 only is \$35. For information and registration please visit www.hawaii tourism authority.org.



2007 Hawai'i Tourism Conference Schedule

Tuesday, August 28, 2008

7:45 – 8:15 a.m.	Registration/Coffee & Pastries, Outside Room 313
8:15 – 8:40 a.m.	Welcome and Opening Remarks
8:40 – 9:40 a.m.	General Session: What's in our Future?
9:40 – 10:25 a.m.	General Session: At Your Service
10:30 – 10:40 a.m.	Break
10:40 – 11:40 a.m.	Concurrent Session 1: Uncovering the Marketplace
11:45 a.m. – 1:15 p.m.	Luncheon
1:20 – 2:20 p.m.	Concurrent Session 2: Setting the Scene
2:25 – 3:25 p.m.	General Session: At Your Fingertips
3:25 – 3:35 p.m.	Break
3:35 – 4:20 p.m.	<i>Keep It Hawai'i</i> Recognition Awards
4:20 – 4:30 p.m.	Closing
4:30 p.m.	<i>Keep It Hawai'i</i> Recognition Awards reception

Wednesday, August 29, 2007

7:45 – 8:30 a.m.	Registration/Coffee & Pastries, Outside Room 310
8:30 – 8:50 a.m.	Welcome Remarks
8:50 – 9:40 a.m.	Business Marketing Plan Presentations:
9:40 – 9:55 a.m.	Q&A
9:55 – 10:15 a.m.	Leisure Marketing Plan Presentation: Hawai'i Tourism Asia
10:15 – 10:30 a.m.	Break
10:30 – 10:50 a.m.	Leisure Marketing Plan Presentation: Hawai'i Tourism Europe
10:50 – 11:10 a.m.	Leisure Marketing Plan Presentation: Hawai'i Tourism Oceania
11:10 – 11:25 a.m.	Q&A
11:30 a.m. – 1:00 p.m.	Luncheon: State of the Visitor Industry Panel
1:10 – 1:50 p.m.	Leisure Marketing Plan Presentation: Hawai'i Tourism Japan
1:50 – 2:35 p.m.	Leisure Marketing Plan Presentation: Hawai'i Visitors & Convention Bureau
2:35 – 2:55 p.m.	Q&A

Official Hawaii podcast for Japanese listeners launched

Listen at <http://www.hawaiipodcast.jp>

Peter Williams, CEO of Tokyo's Orbitune, Inc., Kamasami Kong, president of Nickong Enterprises, Inc., and Dave Erdman, CEO and president of Hawaii's PacRim Marketing Group, Inc. revealed today the inaugural episode of the Official Hawaii Podcast, a new, weekly, 20-minute audio show recorded in Japanese available for download for free at www.hawaiipodcast.jp. The Official Hawaii Podcast is owned by Orbitune, Nickong and PacRim. PacRim Marketing Group is also the exclusive sales agency for the Official Hawaii Podcast. Start-up figures for the project were not released.

Content for the Official Hawaii Podcast will feature the best Hawaii has to offer from food, entertainment and special events to culture, shopping and lifestyle. The podcast is hosted by Akira Okada in Tokyo and Yuki Hata in Honolulu with various special guest segments such as Kalapana's Malani Bilyeu and his Hawaiian "Word of the Week".

Okada is a Japanese FM radio personality who is also one of the main hosts of Lawson CS Hot Station heard by over 7 million Japanese each day while Hata, a bilingual Nikkei - Nisei is well known to Japanese FM audiences nationwide for her numerous appearances and programs in Japan emanating from studios in Hawaii. Programming for the podcast will also feature interviews and comments from some of Hawaii's best known recording artists courtesy of The Mountain Apple Company.

According to Williams, "The Official Hawaii Podcast is a great way for Japanese fans of Hawaii to get their weekly "Aloha Fix" at their own pace. Once they download the episode, listeners can enjoy immediately or store on their personal audio device and play at their convenience; perhaps on their daily transit commute to work."

Kong added, "Our audience will feel the magic of Hawaii and be able to imagine the sights, sounds and smells of the islands. Essentially, the podcast is a call to action to travel to Hawaii." The targeted demographic for the Official Hawaii Podcast are the highly sought after, well traveled, tech savvy, active listeners, 25 - 40 years old.

The Official Hawaii Podcast merges the exclusive talents of each of its three partners to create a powerhouse of a product. PacRim, a seventeen year marketing veteran of designing customized integrated marketing solutions and pioneering on-line content about Hawaii for the Japanese market will use its skills to set the course of the podcast in motion first through content creation, then by building its listener

base and lastly by pursuing sponsorship and advertising.

Aside from the [hawaiipodcast.jp](http://www.hawaiipodcast.jp) URL, the primary portal to the Official Hawaii Podcast will be via links found on the Hawaii No Arukikata website, (<http://www.hawaii-arukikata.com>), the largest Japanese commercial web site about Hawaii. Created and managed by PacRim, the travel site receives over 100,000 unique visitors per month. PacRim's web division of bilingual editors, writers and staff hunt for news relevant to the Japanese visitor and update content daily. The dynamic nature and usefulness of the site is what attracts such a strong and faithful audience. PacRim's team will now also develop unique content for the podcast, and "push" Hawaii No Arukikata visitors to download episodes of the podcast.

Website statistics and user data will be analyzed regularly to measure the traffic between the Hawaii No Arukikata pages to [hawaiipodcast.jp](http://www.hawaiipodcast.jp) as well as to identify additional subset demographic groups.

Podcasts, also known as "netcasts", are free audio files that automatically download to your computer using software like iTunes or Juice. Subscribe to a podcast and you'll always have the latest episode.

Listen to podcasts on your computer, or transfer the files to your iPod or any other MP3 player and take them with you anywhere. New episodes of the Official Hawaii Podcast will be available every Friday morning at 6 am Japan time and 11 am, Thursday Hawaii Standard Time. Subscribers will receive a download automatically. All episodes will be archived and available on demand from www.hawaiipodcast.jp. The most recent episodes will also be available on Apple's iTunes music store. All downloads of the Official Hawaii Podcast are free of charge.

PacRim Marketing Group, Inc. is an international marketing firm specializing in connecting clients with Pacific Rim markets. With expertise and extensive resources in the region, PacRim uses integrated, multi-cultural marketing solutions to help clients navigate their way to marketing success.

PacRim's main service areas are Advertising, Integrated Marketing Communications, and e-Marketing Services. PacRim's affiliate, PRTech, is dedicated to enhancing e-marketing solutions by focusing on technological development, web site services, and software and system solutions, such as JpRes and Hawaii-Arukikata.com.

For more information, visit www.pacrimmarketing.com.

Hilton Hawaiian Village Beach Resort & Spa Encourages Kama'aina to Travel Pink

Room package, special dining menus make contributions to Susan G. Komen for the Cure

Following a successful debut last year, the Hilton Hawaiian Village Beach Resort & Spa is once again encouraging kama'aina to **travel pink** to join the fight against breast cancer and support Susan G. Komen for the Cure.

The Hilton Hawaiian Village's **Travel Pink** kama'aina package begins at \$178* per night, plus tax and is available for stays from September 1 to December 20, 2007. And because studies show that women who engage in regular physical activity have an approximately 20 percent lower risk of the disease compared to inactive women, the Hilton is offering an exclusive package amenity that encourages a more active lifestyle. The amenity is a black sports bag with a custom-designed pink breast cancer ribbon imprint; inside the bag are: a pop open lid polycarbonate sports bottle; a workout towel, a floral pink breast cancer cloisonné pin; a "Support Breast Cancer Research" bracelet; Mandara Spa bath salts and oatmeal soap; a \$20 discount coupon on spa treatments at independently owned and operated Mandara Spa at Hilton Hawaiian Village; Tori Richard \$25 gift certificate good for regular-price merchandise at Tori Richard stores in Hawaii**; a certificate for a 20 percent discount at The Rainbow Lanai Restaurant at Hilton Hawaiian Village. (The 18" x 12.5" x 10" sports bag and all of the amenities represent a \$75 value).



In addition to the room package, three Hilton restaurants are offering special menus throughout the month of October in conjunction with Hilton's **Travel Pink** promotion. Diners who enjoy the special menus will also receive the sports-bag amenity.

At the renowned Bali by the Sea, Chef Adam Hightower is offering a 5-course "Dinner of Champions" tasting menu for \$62 per person. The five-course offering begins with *Chef's Amuse*, a fine assortment featuring caramelized brie, poached pear, spiced pecan and lavender honey. The meal then progresses into a true feast for the senses with cabernet braised beef short rib with natural jus; chilled lump crab and tomato salad; an entrée of herb-crusted rack of lamb and a special dessert sampler. The menu can be paired with three wines in 2 oz. pours for an additional \$25.

At the Golden Dragon, patrons can enjoy views of the newly rejuvenated Duke Kahanamoku Lagoon while dining on the "Prosperity Dinner" menu that starts out with an appetizer trio of golden phoenix shrimp, bonbon chicken and barbecue island pork char siu. The trio is followed by lobster tofu soup, then entrees such as Szechuan tenderloin of beef, shrimp curry with fried haupia, scallops with sugar pea and pine nuts, chicken stir fry with eggplant in garlic sauce and roast duck fried rice. Diners can top off their meal with a variety of desserts from a dessert cart. The cost of this special menu is \$50, exclusive of sales tax and gratuity.

At the Village Steak & Seafood Restaurant, the special "Celebration Dinner Menu" menu is a three-course dining delight featuring an antipasto salad bar; entrée choice of sautéed mahimahi with tropical salsa and chardonnay cream sauce, or black angus prime rib of beef with a choice of baked potato, garlic mashed potatoes or steak fries with seasonal vegetables. The dessert is a strawberry yogurt mousse cake with fresh berries. This menu costs \$50 per person, exclusive of sales tax and gratuity.

Room reservations can be made by calling the resort directly at (808) 949-4321 or call toll-free at

1-800-HILTONS (1-800-445-8667) and asking for rate code PNK.* Or visit www.hiltonhawaiianvillage.com. Dining reservations can be made by calling the resort's dining reservations line at (808) 949-4321, ext. 39. Also, to ensure each diner gets an amenity tote bag, specify how many special menus will be ordered for that reservation. Proof of Hawaii residency required.

Halekulani Living presents Harumi Kurihara

She is one of the most influential women in her native Japan, and acclaimed as the #1 Cookery Writer of Japan's food and lifestyle trends. Halekulani is thrilled to present Harumi Kurihara as part of its lifestyle series, *Halekulani Living*. On Saturday, September 8, 2007 from 11 a.m. – 3:00 p.m., guests are invited to an exclusive cooking demonstration and luncheon by Kurihara, as she reveals her secrets to selecting and infusing international ingredients, presentation and plating techniques and above all, enjoying the home. Admission is \$75.00 per person and includes a signed cookbook. For more information call (808) 931-5040. Reservations are required.

Synonymous with the genius of Martha Stewart and Delia Smith, Harumi Kurihara transforms traditional dining into memorable feasts. While Harumi is expanding into global markets, she is an empire brand in Japan, an accomplished author and publisher of more than 23 titles, having made her debut with the runaway cookbook "I Want to Hear People Say it's Delicious" and boasts Japan's most



sought after culinary magazine, "Suteki Recipe," translated as "Beautiful Recipes." A contributor to Fuji Television, Harumi also offers such retail lines as, *Kurihara Harumi Shop* and *Harumi Houseware*.

Author celebrates release of new cocktail book at Holokai Grill

Papaya and poi drinks, sangria, cocktail making tips, and more can be sampled on Sunday, August 26

Hawai'i's tropical cocktail master Mark Sullivan will celebrate the release of his new book, "**Hawaiian Tropical Cocktails Created with the Fruits of the Islands**" (Mutual Publishing), at Holokai Grill on Sunday, August 26 from 3 p.m. to 4 p.m. This event is free and open to the public.

Join Sullivan as he signs copies of his new book and offers exclusive tips on how to create island-style cocktails and non-alcoholic drinks. Samples of Sullivan's cocktail creations will be available, including Holokai Grill drinks such as the *Kama'āina Old-Fashioned*, the *Papa-Razzy* (packed with sweet papaya), and the restaurant's signature *Holokai Sangria* made with wine from Maui; plus specialty cocktails featured in the book such as *Grapes of Wrath*, *Stink-Eye Poi* (made with fresh poi), and the non-alcoholic favorite *Pineapple Fizzle*. These drinks are fun to say, but even more fun to drink!

Executive Chef Eldon Ricardo will prepare tasty *pupu* to match the cocktails.

"**Hawaiian Tropical Cocktails Created with the Fruits of the Islands**" is a collection of 90 cocktails and non-alcoholic beverages that feature locally grown ingredients. Readily available essentials such as papaya, Kona coffee, coconut, mango, guava, liliko'i,

and poi make these cocktails easy to toss together and even easier to drink. For tropical cocktail traditionalists, cool rum drinks with sweet mango such as the *Okinawan Mango* are aplenty. For more maverick tastes, there is the potent *Poi-Pounder Punch*. But for more exotic tastes, the *Liliko'itini* and *Lycheetini* will ignite the passion in every party-goer.

The 153-page, nine-by-nine-inch book is available for \$24.95 wherever books are sold.

Mark Sullivan lives on Oahu where he perfected his recipes while tending bar at some of Hawai'i's most prestigious restaurants and bars including *Mauna Lani Bay Hotel & Bungalows* and *Indigo Eurasian Cuisine*. He is also the author of *Hawai'i's Tropical Drinks and Gelatin Party Shots* (Mutual Publishing). For more information, visit his website at www.cocktailshawaii.com.

Located at the heart of Waikiki Beach Walk, the Holokai Grill is Hawai'i's newest site for casual dining and entertainment. Since its opening in February 2007, the Holokai Grill has welcomed locals and visitors with its Polynesian ambiance and Pacific Rim cuisine. Reservations are accepted at 924-SAIL (7245) and validated valet parking is available. For more information, visit www.holokaigrill.com.

Hawaiian heirloom jewelry manufacturer Philip Rickard translates prayer on Queen Lili'uokalani's bracelet

After years of research and investigation, Hawaiian Heirloom Jewelry manufacturer Philip Rickard has translated the symbolic text on Hawaii's last monarch, Queen Lili'uokalani's, original "Ho'omanao Mau" bracelet. This bracelet is said to be the first Hawaiian bracelet, manufactured in Hawaii by a European goldsmith and engraver living in the islands. From this first bracelet worn by Lili'uokalani, Rickard says the jewelry went from iconic, to a popular expression of Hawaiian culture, to vogue.

During the research of his book, **Hawaiian Heirloom Jewelry, "A Lasting Remembrance,"** in *Hawaii* and England clues and recorded fact finally led to the discovery of the original bracelet in Honolulu. It had descended from the buyer of the bracelet at auction after the Queen had passed. Rickard contacted the owner as quickly as he could, excited at the opportunity to see first-hand the earliest piece of such a large part of Hawaiian fashion and culture.

In addition to the bracelet's enameled phrase "Ho'omanao Mau," there were a series of symbols which at first inspection, seemed to simply be symbols of rank and authority, independent of each other and without further meaning. But these mysterious inscriptions piqued Rickard's curiosity. He remembers, "I didn't think much about this at the time of writing the book, however it always nagged at me exactly what the symbols meant. Especially as they were exactly reversed on each side of the phrase".

Last year, Rickard's curiosity as to what the symbols meant grew too great to ignore and he set about decoding their meaning. He found that the symbols weren't merely signifying rank and authority, but they amazingly were a series of Masonic, French Royalty, Heraldic and Hawaiian symbols which



"This bracelet captures forever the spirit now embodied in Hawaiian jewelry; a remembrance – of Hawaii's Ali'i, of the Hawaiian people," Philip Rickard.

- Ho'omanao Mau** Ho'omanao Mau → Always Remember (That) English Translation, Hawaiian Phrase.
- ◊ Quatrefoil → Old English, meaning "brings good news", a piece of news, usually used in plural (good tidings) **guidance**.
 - ☪ Uplifted arms → **From above**
 - ↗ Chevron → Old English Heraldic symbol, signifying protection (**protects**) you.
 - ↖ Chevronally → Diminutive of the chevron, those under protection **"and those you protect"**.
 - ⊕ Masonic compass → the compass is a symbol of **good judgement**.
 - ♥ Heart Shape → signifying **love**.
 - ☙ Fleur de Lys → Middle English translation is "flower of the 'lily", and its meaning in heraldic symbology is **"perfection, light, and life"**.
 - ♁ Hawaiian Kahili → Symbol of Hawaiian "Ali'i", of Royalty (**for I am Royalty**)

Always remember that guidance from above protects me, and those I protect by my good judgement, and love of perfection, light, and life, for I am Royalty.

actually carried a message. "I separated each of the symbols, and tracked down their meanings from dictionary's, online and various books," Rickard explains. "After methodically breaking down the meanings of the symbols and placing those core meanings into a sentence, it immediately became clear that arrangement meant something. I was confronted with what can only be interpreted as a prayer."

Listed below are the interpretations of each of the individual symbol's meanings and Rickard's translation of the Queen's century old prayer:

Knowing much of Lili'uokalani's nature and great personal conflict from his research, Rickard believes that these findings confirm that she wore her dedication to her people on her arm everyday. She was a woman who struggled with maintaining her Hawaiian culture and tradition while embracing the Western influences that were infiltrating her land. Delighted with this bracelet's formerly hidden message, Rickard concludes, "Her legacy to her people- and to those her life has touched- continues to be one of courage, compassion and, most of all aloha."

Rickard's years of passion and research also lead him to the 1993 publication of his book, **"Hawaiian Heirloom Jewelry: 'A Lasting Remembrance'"** which brings to light the rich history of the jewelry and dissolves many of the misconceptions about its introduction into Hawaiian history.

Today Philip Rickard Honolulu has seven retail stores in the Hawaiian Islands, including Waikiki's Royal Hawaiian Shopping Center, web sites in English and Japanese and a manufacturing and customer service location in Tokyo.

For further information, please visit www.philiprickardhonolulu.com.

‘Onipa‘a: a birthday celebration for Queen Lili‘uokalani

Sunday, September 2nd • 10am~4pm • ‘Iolani Palace

The **Hawai‘i Pono‘i Coalition** presents **‘Onipa‘a: a birthday celebration for Queen Lili‘uokalani**, on Sunday, September 2nd. Kama‘aina and visitors are all welcome!

This special event is dedicated to the memory of **Lydia Kamaka‘eha, Queen Lili‘uokalani** (September 2, 1838 – November 11, 1917), and all that she means to Hawai‘i. The event will feature educational materials and exhibits on Native Hawaiian history and culture. All-day entertainment will feature Hawaiian music and several halau hula.

A special Sunday service at noon will be conducted by a Native Hawaiian *kahu* and include church leaders from various religions and denominations. Esteemed choral director **Nola Nahulu** will lead the large choir made up of various church choirs, choral groups from the Association of Hawaiian Civic Clubs, University of Hawai‘i Hawaiian Chorus, Hawai‘i Youth Opera Chorus, Ka Wai Ola O Na Pukani Leo, Kamehameha Alumni Association and community choral groups.

‘Iolani Palace will offer free admission all day long, limited groups at a time, as an educational public service provided by Friends of ‘Iolani Palace and Hawai‘i Pono‘i.

Some on-site and street parking will be available, as well free parking for event attendees only from 8 a.m. to 6 p.m. at the Kawaiaha‘o Plaza parking structure at the corner of South and Kawaiaha‘o Streets. Cars must vacate the lot by 6 p.m. Other downtown parking lots also offer low flat rates on weekends.

Organizers would like to stress that everyone is welcome to the event - kama‘aina and visitors, alike, and this is an ideal event for the whole ‘ohana!

Hawai‘i Pono‘i is the title of the Hawai‘i national anthem, written by **King Kalakaua** in 1874. Literally translated “Hawai‘i’s own,” *Hawai‘i Pono‘i* connects us to the history of the islands and the heritage of its Indigenous people, a heritage that enriches us all.

The Hawai‘i Pono‘i Coalition was formed to educate those who live in and visit these islands about Hawai‘i’s true history, its Native Hawaiian people, and the culture that makes Hawai‘i a place like no other.

‘O ka po‘e i aloha i ka ‘aina – the people who love the land – come join us!

For more information, please call (808) 224-8068, or visit www.huiohawaiiponoi.org.

Summa Hawaii installs newest technology into Hotel Renew

Cutting-edge InnNetwork technology to Waikiki’s first designer boutique hotel

Summa Hawaii, the state’s only full-service procurement, project management and consulting firm for resorts and hotels, will be installing the InnNetwork entertainment system into Waikiki’s first designer boutique property, Hotel Renew. InnNetwork is the latest in new technology offerings for the hospitality sector, providing an innovative way for hotels and resorts to provide state-of-the-art entertainment for their guests. InnNetwork is an “Everything on Demand” system that allows hotel guests to watch television, surf the Internet, listen to the radio, make reservations, order goods and services, and play games all on their in-room LCD televisions!

“As Hawaii’s only local procurement company, we’re always looking for the latest technology to provide our clients, to ensure they offer the best guest experience to Hawaii’s visitors,” said Bryce Sprecher, president of Summa Hawaii. “InnNetwork approached us earlier this year with this innovative system, and we realized that they, in partnership with Dell computers, had created the most innovative in-room

entertainment system that the hospitality has seen to date! We knew it would be an enormous benefit for many of our hotel, resort, condotel and timeshare clients who want to upgrade their entertainment package with the latest in technology without a large out-of-pocket cost. We’re looking forward to offering this to properties throughout the state.”

InnNetwork provides all the equipment for the installation as part of the package price, including a 32- to 42-inch LCD HDTV and wireless keyboard and mouse offering unlimited access to movies, games, and the Internet. Hotel Renew, located at 129 Paoakalani Avenue, will be the first property in Hawaii to upgrade to the InnNetwork system and is scheduled to have the system installed in all hotel rooms by the fourth quarter of 2007. After installing the InnNetwork system into the property’s 72 rooms, Hotel Renew is expected to save \$75,000 and to have the full installation cost absorbed within four months of completion through InnNetworks revenue generating model.

For more information, visit www.summahawaii.com.

Honolulu Zoo Society Offers Twilight Tours

What's Wild in Waikiki? Take a stroll to the Honolulu Zoo and learn the sort of monkey business that goes on after hours. Learn about the lives of the Zoo's remarkable citizens. Tours are held from 5:30 to 7:30 p.m. *every* Saturday evening! It's a fun evening of education never experienced by day visitors. Special arrangements can be made for large groups. Families are welcome. The tours are appropriate for all ages 5 to 105! Please purchase tickets in advance from the

Honolulu Zoo Society (HZS) by calling 971-7195. Walk-ups are welcome if space is available - meet at the Front Entrance at 5:15pm. See www.honzoosoc.org for info.



Waikiki Parade Watch (courtesy of the City)

September 1, 2007 Saturday

9:00AM Starts

11:00AM Ends

OKINAWAN FESTIVAL CELEBRATION PARADE sponsored by Hawaii United Okinawan Association. The event is expected to have 1,000 marchers, 20 vehicles & 6 bands. It will start at Kalakaua Ave. at Saratoga Rd/Fort DeRussy, to Kalakaua Ave., to end at Queen Kapiolani Park. Contact: Issac Hokama 527-6090 Fax: 523-4242

September 2, 2007 Sunday

5:15AM Starts

12 noon Ends

DICK EVANS MEMORIAL BIKE RACE sponsored by the Hawaii State Cycling Association. It will consist of 200 cyclists. The event will start at Keahole St. near to Hawaii Kai Park & Ride Lot, to Hawaii Kai Dr., to Kalaniana'ole Hwy., to Wai'alae Ave., to Kilauea Ave., to 18th Ave., to Diamond Head Rd. to Paki Ave., to Ala Wai Blvd., to Niu St., to Ala Moana Blvd., to Nimitz Hwy., to Kamehameha Hwy., to Farrington Hwy., to Kunia Rd., to Wilikina Dr., to Kamananui Rd., to Kamehameha Hwy., to Joe Leong Hwy., to Kamehameha Hwy., (around north shore to windward side) to Kahekili Hwy., to Kulukeyoe St., to Keneke St., to Anoi Rd., to Likelike Hwy., to Kamehameha Hwy., to Kaneohe Bay Dr., to Mokapu Saddle Rd., to Kapaa Quarry Rd., to Kalaniana'ole Hwy., to Old Kalaniana'ole Rd., to Kalaniana'ole Hwy., to Kumuhau St., to Waikupanaha St., to Ahiki St., to Hihimanu St., to Kalaniana'ole Hwy., to Kealahou St., to Hawaii Kai Dr., to finish approx. 0.28 miles from the corner of Hawaii Kai Dr. and Kealahou St. No roads will be coned except by start/finish area. Contact: Michael Fujita 330-6647, Fax: 688-1845

September 15, 2007 Saturday

9:00AM Starts

1:00PM Ends

ALOHA FESTIVALS FLORAL PARADE sponsored by Aloha Week Hawaii, Inc/Aloha Festivals. The event is expected to have 2,000 participants, 40 vehicles, 10 bands & 15 floats. It will start at Ala Moana Park ewa entrance/exit, to Ala Moana Blvd., to Kalakaua Ave., to Monsarrat Ave., to end at Waikiki Shell Parking Lot in Queen Kapiolani Park. Contact: Charlian Wright 589-1771 Fax: 589-1770, E-mail: charlian@alohafestivals.com For more info, visit their website: <http://www.alohafestivals.com/>

The above is based on the most current information available from the event organizers as of the date of this publication. For more information, call the Department of Transportation Services, 808-527-6009.



Waikiki Improvement Association

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If you would like to share news with other members of WIA, please send your info to mail@waikikiimprovement.com or fax to 923-2622.

Check out our website at:

www.waikikiimprovement.com