



# Ka Wai Ola

NEWS FOR THE LĀHUI

kawaiola.news

Nowemapa (November) 2020 | Vol. 37, No. 11

## MĀKEKE MADNESS!

PAGES 10-12



SPECIAL  
PULL-OUT  
SECTION  
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15-21

### E MĀLAMA NĀ 'ŌIHAŌA HAWAI'I

Check out Ka Wai Ola's annual  
advertising insert for 'Ōiwi  
entrepreneurs and support Native  
Hawaiian-owned businesses!

Presented by  


The Council for Native Hawaiian Advancement started the online Pop-Up Mākeke  
to help hundreds of small businesses in Hawai'i. - Photo: Calvin Collins Jr.





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## VISUALIZING A CREATIVE ECONOMY

**pa'a.hana** (nvs. Industrious, busy, hard-working; workman, laborer, worker, industry)  
“Ma kāhi o ka hana he ola malaila; Where work is, there is life.”

Aloha mai kākou,

**M**y great-grandfather grew up on the shores of Ka'ūpūlehu on Hawai'i Island north of Kailua-Kona. He lived there his entire life and, like his father before him, he was a fisherman.

My great-grandfather worked hard, fishing for the 'ohana and trading with folks ma uka for fresh produce, flour and sugar. Raised by her grandparents, my mother told me that her kuleana as a child was to gather into kāuna (sets of four) the fish that her tūtūkane had set out to dry. When he traded, he would offer one or more kāuna of fish for the items he wanted.

Before currency was introduced to Hawai'i, what 'ohana grew, raised, hunted, fished or made was traded. Our kūpuna had their own economic systems, valuations and measures. For centuries, Hawai'i had a thriving 'āina-based economic system. Poverty as we know it today did not exist. 'Ohana worked hard, side by side, to provide for themselves and their communities.

As Hawai'i plans for a post-pandemic economic structure, and as we pivot from a tourism-based economy to something more diversified, sustainable and less dependant, strengthening our 'āina-based economic system and establishing a “creative economy” are viable solutions.

A creative economy is generated by innovation, knowledge and information. It includes visual and performing arts, fashion, software, language, architecture and other expressions of Indigenous or regional culture. A creative economy that advances nā mea Hawai'i demands authenticity and authenticity ascribes value.

Cheap trinkets made in China or the Philippines cannot compare to handcrafted works of art imbued with the mana of Kānaka Maoli artists and created with techniques and motifs that represent the collective 'ike of generations.

Many Hawaiian entrepreneurs are already moving in this direction. Artisans, designers and musicians have established businesses and created jobs which help grow our economy while elevating our mo'omeheu (culture) worldwide.

Beyond arts and entertainment, there are other opportunities to use our 'ike to build a sustainable economy. For example, Hawaiian-focused charter schools have developed innovative curricula and instructional methods, while the revitalization of loko i'a (fishponds) capable of yielding hundreds of pounds of fish per year offers solutions to address hunger in our pac 'āina and beyond.

It makes sense to monetize our 'ike and export it to the world; to enable 'ōiwi to support their 'ohana, perpetuate our mo'omeheu, protect our 'āina and make a global impact in the process.

With this in mind, the November issue of *Ka Wai Ola* celebrates the diversity of contemporary Native Hawaiian businesses with stories about the popular Pop-up Mākeke, OHA business loan recipients with thriving businesses, innovative start-ups, and the beloved Kamaka Hawai'i, Inc., in business now for more than a century.

We come from a tradition of hard work and innovation, as the businesses featured in this issue testify. This is the kahua (foundation) left to us by our kūpuna. From this kahua we can reimagine our economy and adopt traditional ways to care for our 'ohana, celebrate our mo'omeheu and mālama our 'āina. ■



Sylvia M. Hussey, Ed.D.  
Ka Pouhana/Chief Executive Officer



**Sylvia M. Hussey, Ed.D.**  
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Two Native Hawaiian women take on the male-dominated technology field with the creation of a new app inspired by Hina, goddess of the moon.

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# Pūpūkahi i Holomua! What's Next for the Native Hawaiian Chamber of Commerce?



By Shannon Edie

**K**ing David Kalākaua was an innovator and a strong advocate for the revival of cultural practices like hula.

Born on Nov. 16, 1836, he began his reign in February of 1874. He was an inventor who held several patents and practiced law at a young age. He was the first monarch of any kingdom to circumnavigate the globe. The king was also known for his efforts to unify the Pacific

into a single Polynesian or Pacific Kingdom.

Inspired by the example set by King Kalākaua, the Native Hawaiian Chamber of Commerce looks toward a thriving community of businesses and professionals in Hawai'i grounded in both culture and innovation. Although COVID-19 has been devastating in so many ways, it has also presented our organization with an opportunity to pause, reflect and chart a course that we hope will be impactful and ultimately lead to success – for our members, for our lāhui, and for Hawai'i as a whole.

During this time, we have adopted a new mission statement that better identifies the groups we serve and how: we are updating our systems and utilizing technology to improve our organizational efficiency; we are focused on increasing our member benefits; and we are working to finalize a strategic plan which will guide us over the next few years.

Over the past eight months, I have truly been inspired by what I have seen from the Native Hawaiian community across all generations – compassion and empathy, providing kōkua to those in need, creativity and innovation, collaboration, leadership, and perseverance. If this is any indication of what lies ahead, then I believe our future is bright.

With that said, recovery from the widespread effects of COVID-19 will likely be a long and challenging process and as we work to rebuild our communities and economy, we will need all “feet in the lo'i” in order to make any meaningful progress.

As a chamber of commerce, we recognize the kuleana and role we have to play and feel that this is our time. While we look forward to the day we can meet in-person again, that day is still unknown and so in the interim, we are excited to use technology to connect, educate, provide resources and otherwise provide value to our mem-

bers.

Therefore, I encourage you to connect with our chamber or your local Native Hawaiian Chamber and help us to expand both our network and yours as well! ■

*Shannon Edie currently serves as president of the Native Hawaiian Chamber of Commerce. A licensed attorney, Shannon's legal experience includes civil litigation, labor and employment and general counsel for a Native Hawaiian-owned federal contractor. She is co-founder and president of Holomua Consulting Group, a Native Hawaiian, woman-owned firm that assists small businesses interested in federal contracting. Shannon has a degree in business and public administration from the University of Puget Sound and a JD from Santa Clara University School of Law. Shannon was born and raised on O'ahu and is a graduate of Kamehameha Schools.*



## ACCEPTING PRESCHOOL APPLICATIONS FOR THE 2021-2022 SCHOOL YEAR

A future of possibilities begins in the minds of our littlest learners. Early education allows keiki to learn through culture and gain the confidence to dream of how they'll create a brighter tomorrow.

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Kamehameha Schools policy on admissions is to give preference to applicants of Hawaiian ancestry to the extent permitted by law.



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# Healthy Employees: A Win-Win Proposition



By Jodi Leslie Matsuo, DrPH

**H**aving an employee wellness program is a testament to how much a company cares for the health of its workers and their families. In my work with Native Hawaiian-serving businesses, I have seen firsthand the benefits of employee wellness programs.

Their success is attributed to built-in peer support and the convenience of having wellness activities onsite. Staff members are more motivated to eat healthier and exercise. They, in turn, motivate their families. Moreover, they feel more valued by their employers because they view it as a demonstration that the company cares about them.

From a business standpoint, an employee who feels valued will tend to be more invested in their company and more productive on the job. This investment in employee health may also translate to reduced health care costs due to illness or disability. Worksite wellness programs are a win-win for all involved.

Before COVID-19 hit our islands, wellness programs were commonly offered onsite and in group settings. Today, many employees are working from home and subject to social distancing guidelines. This, coupled with stress resulting from the pandemic, has fueled unhealthy eating and sedentary habits, making continuity of wellness programs even more important.

What can businesses offer to continue supporting their employees' health? Or, in the absence of programs, what can workers do to support one-another?

Social support is proven to be one of the best ways to get – and keep – motivated to eat healthier. Consider establishing a

virtual platform where co-workers can post recipes and favorite meals, and share their challenges, successes and words of support. This can be as simple as starting a group email or creating an Instagram page devoted for this purpose. Depending on the interests of the group, start a fruit and vegetable, water, or weight challenge, where employees receive incentives when meeting specific goals. Challenges can be between departments or between individual staff members.

For exercise, depending on county guidelines, consider organizing small walking groups across the island. Determine where most employees live, and think about which ones could potentially be group leaders. The best leaders are not necessarily the most fit; they are the ones with positive attitudes and high motivation.

Another option is to offer Zoom exercise classes, led by an experienced fitness instructor within the company or contracted from the outside. For convenience, these classes can be pre-recorded with links sent to employees. For those preferring solo activities, share fitness apps and web links that provide workout plans for different ability levels.

A health program would not be pono without supporting spiritual health. Send inspiring messages or devotionals that foster hope and aloha. Pray for and with your workers. No matter one's denomination or beliefs, most people appreciate when others pray and send blessings and well wishes their way.

To all the managers and administrators: don't forget you are role models to your employees! Practice what you promote and get involved in wellness activities. You never know whose life you are impacting. ■

*Born and raised in Kona, Hawai'i, Dr. Jodi Leslie Matsuo is a Native Hawaiian Registered Dietician and certified diabetes educator, with training in Integrative and Functional Nutrition. Follow her on Facebook (@DrJodiLeslieMatsuo), Instagram (@drlesliematsuo) and on Twitter (@DrLeslieMatsuo).*

# Indian Country Wins for Hawaiians Too



By Robin Puanani Danner

**I**n 1999, in the *Keepseagle v. Vilsack* case in U.S. District Court, Indian farmers filed a lawsuit against the U.S. Department of Agriculture claiming systematic discrimination against Native American farmers and ranchers.

The allegation was pretty straightforward – the USDA had systematically denied Native American farm/ranch applicants the same financial opportunities as non-Native farmers to access low interest loans and loan servicing resulting, of course, in hundreds of millions of dollars in economic opportunity, lost.

Sound familiar? This is a classic example of the term “redlining.”

In 2011, the court approved a historic settlement that requires the USDA to pay \$680 million in damages to Native Americans, forgives \$80 million in outstanding farm debt, and mandates the USDA to improve its farm loan services to Native Americans.

Funds have been paid to thousands of Native American farmers and ranchers, as well as a number of Indian governed and controlled organizations, including First Nations Development Institute, Oweesta Corporation, Sitting Bull College, Hopi Foundation, Alaska Villages Initiatives, Intertribal Agricultural Council, and Lakota Fund.

In 2018, the remaining balance of \$266 million was directed by the court to a new Native American Agricultural Fund (NAAF) that is now the largest philanthropic institution exclusively dedicated to Native American farming and ranching. The court appointed renowned Native American leaders as trustees and allowed NAAF up to 20 years to distribute the funds across the country to support a wide range of agricultural strategies.

Native Hawaiians are included as eligible applicants to NAAF. This was an epic hard-

fought fight led by Indian leaders, to stand up for all Natives, including Hawaiians living thousands of miles away. Mahalo nui.

NAAF's first round of grants were awarded in 2019; and the 2020 round of grant awards just concluded. One-hundred and one grantees were awarded a combined total of \$15 million. Eligible applicants must be a 501(c)(3) nonprofit, a CDFI, or a federally recognized tribal government.

SCHHA statewide leaders unified earlier this year to put forward three different proposals to NAAF.

One as a Native CDFI to make low interest loans to our farmers and ranchers, one as a nonprofit 501(c)(3) to pilot communal access to farm equipment, and one to advance a foods initiative to issue grants to families to start backyard gardens or greenhouses - all on homesteads. Through its Homestead Community Development Corporation nonprofit and its CDFI Hawaiian Lending & Investments, all three proposals were approved by NAAF.

Homestead farmers and ranchers have been denied access to our own trust fund capital by the State of Hawai'i as promised under the Hawaiian Homes Commission Act of 1920; for 61 years since statehood we have been redlined.

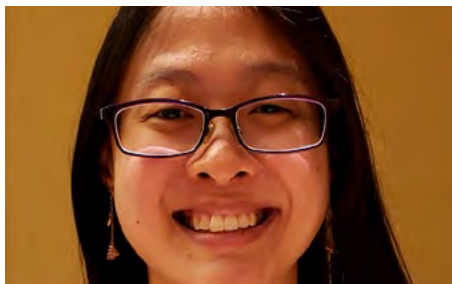
Homestead associations and homestead farmers and ranchers: until the redlining happening here at home is ended by the Hawai'i State Legislature, by the Governor, or by our federal congressional delegation, SCHHA calls on you to seek the resources so desperately needed on our trust lands from NAAF. They see you. They hear you. They know you.

Apply in 2021 at <https://nativeamericanagriculturefund.org>. ■

*A national policy advocate for native self-governance, Robin Puanani Danner is the elected chair of the Sovereign Council of Hawaiian Homestead Associations, the oldest and largest coalition of native Hawaiians on or waiting for Hawaiian Home Lands. Born on Kaua'i, Robin grew up in Niumalu, and the homelands of the Navajo, Hopi and Inuit peoples. She and her husband raised four children on homesteads in Anahola, Kaua'i, where they continue to reside today.*



# Dollars and Services: The Complementary Roles of Financial Assistance and Social Services at LT



By Penn Pantumsinchai

Between March and August 2020, Lili'uokalani Trust (LT) committed up to \$1 million to help with “emergency financial stabilization” for kamali'i and their 'ohana. These small, one-time awards helped to offset the economic impacts of the COVID-19 pandemic.

1 in 7 Americans ages 16-24 are neither working nor in school nationwide



1 in 5 Native Hawaiians ages 16-24 are neither working nor in school in Hawai'i



As LT begins to implement the directions and activities identified in its updated 2020-2025 strategic plan, it is important to strike a balance between the use of resources for direct services and for financial assistance. LT looked at the evidence regarding the relative benefit of financial assistance compared to social services.

The pervasive, negative effects of poverty on the development and future wellbeing of kamali'i are well established. While larger, sustained financial assistance does help ease the effects of poverty, money alone is usually insufficient. Comparatively small, short-term financial assistance can provide crucial resources in an emergency and help prevent the slide into poverty, but we found

only limited published research on this.

Services including financial assistance, social, educational, and vocational programs using a positive youth development approach promote healthy development and wellbeing. Providing both resources and programs can alleviate chronic stress for parents struggling to meet their families' basic needs.

While education is valuable at any age, the return on investment in children's early years is higher than investments in education later in life. Therefore, LT is planning an early childhood center that will provide residential and day services to young parents and their children.

Using a positive youth development framework can improve the quality of services, while addressing the unique needs of the opportunity youth population. Although LT offers a variety of programs for kamali'i, all use the positive youth development framework; all focus on increasing knowledge, use, and pride in traditional Hawaiian cultural practices, history, language, and a deeper understanding of a Hawaiian worldview.

Moving forward, LT will work with kamali'i in supporting them on their pathways to long-term economic sustainability. LT will continue to bring a cultural lens to services for Native Hawaiian 'ohana that can strengthen their wellbeing, build resiliency, connect them to the larger community, and support healthy youth development.

To view LT's Strategic Plan go to: <https://onipaa.org/pages/lili-uokalani-trust-unveils-strategic-plan-2020-2045>. ■

*Penn Pantumsinchai is a Research & Evaluation manager at Lili'uokalani Trust with the Research, Evaluation & Strategy team. She received her masters and doctorate in sociology from the University of Hawai'i at Mānoa. She is a co-host of an educational sociology podcast, "The Social Breakdown" ([www.the-socialbreakdown.com](http://www.the-socialbreakdown.com)), which aims to bring the sociological perspective to the general public in a fun, accessible, and informative way.*

# DHHL Revamps Financial Support Service Program



By Cedric Duarte

Most of us are not taught the basics of money management while in school and many families fail to engage in open conversations about how money can work for, and sometimes against, us. In many settings, the notion of discussing credits cards, savings, mortgages or investments can be categorized as impolite.

If we aren't taught how to use money in school and we don't discuss money amongst family and friends, then where do we get our information and how do we know if we're making sound decisions that set us up for future financial success?

These questions were considered when the Department of Hawaiian Home Lands elected to revamp its HALE program with expanded financial support services for DHHL beneficiaries.

Established by the Department in 2012, the HALE Program sought to aid lessees and Waiting List applicants with financial literacy education. At the time, HALE focused on preventing lease cancellations and preparing families to become first-time home buyers.

While those foundational pieces led to beneficiary success, here in 2020, the HALE Program builds on the original concepts and boasts a suite of added services which include courses on

Post-Home Maintenance, Vacant Lot Construction, and the Owner Builder Process.

A Financial Planning 101 class is also being offered to provide strategies that will give families a boost in organizing finances through retirement.

DHHL has also presented classes on understanding Medicare and Medicaid, as well as on the Affordable Care Act. Lease Cancellation Prevention and Homebuyer Education are still offered as part of the more extensive program.

As we all continue to navigate through the impacts and new environment created by the COVID-19 pandemic, the expanded HALE program has pivoted to a virtual learning experience with online service. The online courses have already begun. In-person classes will resume once social distancing restrictions are relaxed.

DHHL offers its HALE program free of charge to all of its beneficiaries in an effort to create financially healthy households.

The Nānākuli Housing Corporation and Helen N. Wai, LLC, were selected to host the courses on behalf of the Department.

Those interested in learning more about the services listed above should visit [dhhl.hawaii.gov/hale](http://dhhl.hawaii.gov/hale) and complete the online form for verification of beneficiary status. ■

*Cedric R. Duarte is the Information & Community Relations Officer for the Department of Hawaiian Home Lands. He has worked in communications and marketing since 1999 and is a longtime event organizer. A product of the Kamehameha Schools and the University of Hawai'i at Mānoa, he resides in 'Aiea with his wife and two daughters.*



HAWAIIAN HOME LANDS  
HAWAIIAN HOMES COMMISSION • DEPARTMENT OF HAWAIIAN HOME LANDS



# 'Ike 'ole 'ia ka Hoa Kanaka e ka Na'aupō

## Hui Mālama I Nā Kūpuna O Hawai'i Nei Mokuna 7: I Mana i ka Ho'ona'auao

Na Edward Halealoha Ayau  
Unuhi 'ia e No'eau Peralto

I ka 'āpono 'ia 'ana mai o ka Hō'ike no ke Kuleana 'Ōiwi o ka 'Aha Aupuni Hui Pū 'ia, ho'omaka akula mākou e koi aku i nā hale hō'ike'ike a puni ka honua i ka ho'ihō'i 'ana mai i nā iwi kupuna a me nā moepū me ka mana'o pa'a i nā kuleana 'ohana o ka po'e 'Ōiwi. 'Oiai, 'a'ohē kānāwai o ka honua i pili i ka ho'ihō'i 'ana i nā iwi a me nā moepū, pēia nā mākou i koi aku ai i ka ho'ihō'i 'ia 'ana mai o nā kūpuna. 'O ke kuamo'o 'Ōiwi ke kahua o ko mākou koi 'ana aku.

No nā iwi i 'aihue 'ia ma hope o ka makahiki 1868, kū pa'a mākou i ke kānāwai o Ko Hawai'i Pac 'āina e Ho'omalū ai i Nā Wahi Ilina Kupapa'u. He kānāwai ia na ke Aupuni Hawai'i e ho'opa'ahao 'ia ai nā kānaka e 'eli, wehe, a lawe aku paha kekahi kino kupapa'u me ke kuleana kūpono 'ole. Eia kekahi, ua paio mau mākou no nā kuleana 'ohana e mālama i nā iwi a me nā moepū o ka po'e kūpuna o ka 'ohana.

Na nā hale hō'ike'ike i 'ōlelo aku, no ke akeakamai ko lākou kāohi 'ana i nā iwi kūpuna a me nā moepū i mea e ho'ona'auao ai nā po'e a pau o ka honua nei. Na mākou i pane aku, 'oiai he mea nui ke akeakamai, 'a'ole 'oi aku kona nui ma mua o ke kuleana o ka 'ohana. Me he pā'ani kōnane lā ko mākou hana ma'alea a lilo ka hoa paio i ke kōnane 'ia.

I ko'u noke mau 'ana ma ke kuamo'o o ka ho'ihō'i iwi kupuna, na'u i haku i ka hua 'ōlelo, 'o 'intellectual savagery.' 'O ka mana'o o ia hua'ōlelo, ka 'ike 'ole 'ana i ka hoa kanaka, a kipa hewa ke aloha i ka 'īlio. He hana kēia na ka na'aupō. He ku'i kōnane kā mākou. 'O ko mākou mau hiu kōnane nā loina a me nā kuleana o ka 'ohana 'Ōiwi. 'O ia nō nā pōhaku niho e pa'a ai ke kahua o ko mākou mau kānāwai.

Eia kekahi, 'o ka 'āpono. Inā 'āpono 'ole 'ia ka lawe 'ana aku i nā iwi a me nā moepū e ka 'ohana, he 'aihue ia. Pehea e ho'oponopono 'ia ai kēlā 'aihue 'ana? 'O ka ho'ihō'i 'ana i nā kūpuna ke ho'oponopono ai no ke kanu pono 'ana i ke kulāiwi nei.

I ka lā 23 o ka Makahiki 2015, ma muli o ke kauoha o kā mākou kumu, ua pau 'o Hui Mālama I Nā Kūpuna o Hawai'i Nei i ka ho'oka'awale 'ia. 'A'ole i kūkulu 'ia ia hui me ka mana'o e kū mau ana ka Hui no nā kau ā kau. Ho'okumu 'ia maila ka Hui no ka ho'ona'auao hou 'ana i ka Lāhui Kanaka i ke kuleana o ka mālama iwi kupuna. A ua kō nō kēia kumu mua o ka Hui. Ke kū nei nā 'ohana 'Ōiwi mai kahi pae a kahi pae o ko Hawai'i Pac 'Āina i ka mālama 'ana i ko lākou mau kūpuna. Mau nō ka 'oihana ho'ihō'i iwi kupuna a mau nō ho'i kekahi mau hihia i ka ho'ihō'i 'ana mai i nā kūpuna mai nō hale hō'ike'ike mai o nā aupuni 'ē. No laila, ua ho'one'e 'ia akula kēia kuleana ma lalo o ke Ke'ena Kuleana Hawai'i, a me ke kākō'o o nā Pouhana, 'o Kauka Kamana'opono Crabbe lāua 'o Kauka Sylvia Hussey, ho'oikaika 'ia maila kēia 'oihana e mālama ai i nā kūpuna. Ola nā iwi. ■



2020 Repatriation from Duckworth Laboratory at Cambridge University. - Photo: OHA

## I MANA I KA 'ŌIWI

# Intellectual Savagery Denies Humanity



## Hui Mālama I Nā Kūpuna O Hawai'i Nei Part 7: Empowerment Through Education

By Edward Halealoha Ayau

With passage of the United Nations Declaration of the Rights of Indigenous Peoples, we began to assert these rights in international repatriation cases to effectively frame the dispute vis-à-vis the museum and us. With the declaration as the proper context, we asserted our Hawaiian values as the controlling principles in the absence of statutory law.

And for the collection of iwi post 1868, we asserted Kingdom of Hawai'i law called the Protection of Places of Sepulture, a statute

which made it a crime to remove the contents of a grave. Moreover, we asserted a family's inherent ability and right to remain together because the treatment of the dead and their possessions are principally family matters.

Museums would consistently assert the need for scientific study to glean information from human remains to justify maintaining possession and that this was a universal duty of all cultures. We responded by asserting that while science is an important undertaking, it is not an absolute right and cannot overcome the values and principles of 'ohana (family). Throughout these efforts, we must employ our traditional techniques of kōnane (strategy).

Through repatriation experiences I coined the term, 'intellectual savagery' defined as one who utilizes his or her intellect to deny another their humanity. Strategically, we use this tool to overcome the museum argument for continued possession of human remains and funerary possessions for scientific purposes, while simultaneously ignoring our family values and principles, which are an important source of our law. Family consent for collection and authorization for export is key and, in its absence, a theft has occurred for which the only remedy is to return for reburial.

On Jan. 23, 2015, at the direction of our kumu, Hui Mālama I Nā Kūpuna O Hawai'i Nei was dissolved. The organization was never intended to be permanent, but rather an interim response while the awareness of this kuleana was restored to the conscience of the Hawaiian people. This goal has certainly been achieved and families are active throughout the pae 'āina (islands) to care for and protect their ancestors. Because cases are still pending in the international arena, efforts to conduct repatriation shifted to support the Office of Hawaiian Affairs, whom under the leadership of Ka Pouhana Dr. Kamana'opono Crabbe, and later Dr. Sylvia Hussey, have significantly increased repatriation efforts. Ola nā iwi. ■

*Edward Halealoha Ayau is the former executive director of Hui Mālama I Nā Kūpuna O Hawai'i Nei, a group that has repatriated and reinterred thousands of ancestral Native Hawaiian remains and funerary objects.*



# He Kaiāulu o ka Po'e Heona a Makakū

Na Kalani Akana, Ph.D.

Ua kŭpiliki'i nā 'oihana ma Hawai'i a ma ke aupuni holo'oko'a ma muli o ke ahulau nui COVID-19. 'O ka hopena nui ka pani 'ana o nā hale 'aina, nā hale ha'uki, nā hale ki'i'oni'oni a nui aku. 'A'ole paha i no'ono'o 'ia, ua kŭpiliki'i ho'i nā hālau hula, nā wahi kŭ'ai ki'i pena, a me nā wahi no nā pu'ukani. Aia kēia mau po'e makakū a heona i loko o ke kaiāulu o ka po'e ho'okele waiwai no'ono'o hana. Ma loko o ia kaiāulu ka po'e hula, ka po'e pu'ukani, po'e pa'i wikiō, pa'i ki'i, po'e pena, po'e kālāi, po'e kākau, po'e hakulau paikini a pēla aku.

Wahi a ke Ke'ena Kālailai Ho'okele Waiwai o 'Amelika Hui Pū 'Ia (USBEA), ho'opuka 'ia ma kahi o \$3 biliona a me 3% o ka ho'okele waiwai o Hawai'i e ke kaiāulu makakū a heona. Ma kahi o 22,000 mau hana i ho'opuka 'ia e lākou. Ma 'Amelika Hui Pū 'Ia, aia ma kahi o 5.1 miliona mau hana ma ia kaiāulu makakū a heona. He 3.4% o nā hana a pau ma ke aupuni kēia. Ua ho'opuka nō ua kaiāulu lā ma kahi o \$404.9 biliona o ka makahiki pākahi ma mua o ke ahulau nui.

'O kekahi minamina, 'a'ole i nānā 'ia kēia mau kākā e ke aupuni (pekēlala a me ka moku'aina). Pēlā paha ma muli o kēia kŭ'ina: 'O ka pā hā o ka papaha he kanaka hika-hai ka mea makakū a heona.

Akā na'e, aia kekahi hui ma Hawai'i ke kōkua nei i ua kaiāulu makakū a heona, 'o ia 'o PA'I, ka hui e alaka'i 'ia nei e Vicky Holt Takamine. No nā makahiki he 'umi a 'oi, ua kōkua 'o PA'I i nā po'e o ke kaiāulu ho'okele waiwai no'ono'o hana. Me ke kōkua o ka Waihana Kālā Kūmau o Nā 'Ōiwi o 'Amelika 'Ākau (FPF) me ka Waihana Ho'omōhala Waiwai o Nā 'Ōiwi (NAPD). Kōkua 'ia nā kākā heona me ka ho'omohala 'ana i kā lākou faila waihana hō'ike hana a me ke kŭkulu 'ana i kā lākou paena pūnaewe. He hana ia e hiki ai i ua po'e heona nei e hō'ike aku i kā lākou hana no'ēau, hula, hīmeni, lōle, a pēlā aku i ka lehulehu. 'O 'Umi Kai, Ka'ohu Seto, me Starr Kalahiki kekahi o nā kākā i kōkua 'ia e PA'I me ka

FPF/NAPDF. He mea ko'iko'i nā wahi pūnaewe ma kēia au ahulau nui. E la'a, ma 'Okakopa 22, ua hiki i nā kanaka e e'e ma ka pūnaewe, ma YouTube, me KHON e nānā i ka Hō'ike Paikini 'o MAMo a e 'oka i lōle ma ka mākeke (e nānā iā <https://www.paifoundation.org/>).

Eia kekahi, ua huliama'i 'o PA'I me FPF, Alternate Roots, NALAC, a me SIPP Culture, e ho'okahua iā ILI (Indigenous Leadership Institute). I kēia kau ahulau nui, ua hō'ulu'ulu lākou i \$5,000,000 no ke kaiāulu o ka po'e ho'okele waiwai no'ono'o hana 'ōiwi. Hiki i nā alaka'i 'ōiwi ke komo i loko o ka papahana ILI (nānā iā <http://www.weareili.org/>). 'O Kahōkū Lindsey Asing, Kanoelani Davis, Tara Gumapac, Chadwick Pang, me Ka'iulani Takamori, kekahi o nā 'ōiwi Hawai'i i komo i loko o ka papahana a ILI.

He nūhou maika'i 'ē a'e no ka po'e ho'okele waiwai no'ono'o hana. Ua ho'olaha 'ia mai nei ka waihana kālā kōkua, \$10,000-\$50,000, no nā pā 'oihana a me nā 'oihana hō'ole kumulo'a i ho'ololi 'ia e ke ahulau COVID-19. Inā hoihoi, e nānā iā <https://www.oneoahu.org/culture-arts> no ka 'ike keu. He papahana kēia o ke Kaona & Kalana 'o Honolulu. ■

# A Community of Creative and Artistic People



By Kalani Akana, Ph.D.

Businesses of Hawai'i and all of the continental U.S. are distressed due to the COVID-19 pandemic. A result has been the closure of restaurants, gyms, movie theatres and more. Perhaps the impact on hula schools, art galleries, and places for entertainers have not been considered. The creative and artistic people involved are part of the creative economic community. Within this community are people who include hula practioners, entertainers, videographers, photographers, painters, carvers, writers, fashion designers and others.

According to the U.S. Bureau of Economic Analysis, the creative and artistic community of Hawai'i produced \$3 billion, about 3% of Hawai'i's economy, and about 22,000 jobs were produced. On the continental U.S. about 5.1 million jobs were in the creative and artistic community. This same community produced about \$404.9 billion each year

prior to the pandemic.

Unfortunately, this community has not been looked after by the government (federal and state). Perhaps one of the reasons is this fact: it is four times more likely that artists and other creative people are self-employed.

However, there are organizations in Hawai'i helping the artistic and creative community, namely PA'I Foundation led by Vicky Holt Takamine. For more than 10 years they have been assisting the creative economic community. With support from the First Peoples Fund (FPF) and the Native Artists Professional Development Fund (NAPDF) artists are assisted with the development of portfolios and webpage professional development and design. This enables artists to show their arts, hula, singing, fashion and so forth. Some of the artists assisted by PA'I and FPF-NAPDF include 'Umi Kai, Ka'ohu Seto and Starr Kalahiki. Web pages are critically important during the pandemic. For example, on October 22, people could log into the web, YouTube or KHON to watch the MAMo Wearable Fashion show and order fashion items from the online market (see <https://www.paifoundation.org/>).

In addition, PA'I and FPF, along with Alternate Roots, NALAC (National Association of Latino Arts and Cultures) and SIPP Culture (Mississippi Center for Cultural Production) joined together to form ILI (Indigenous Leadership Institute). During the pandemic, they raised \$5,000,000 for the native creative economic community. Native leaders can apply to the ILI (see <http://www.weareili.org/>). Kahōkū Lindsey Asing, Kanoelani Davis, Tara Gumapac, Chadwick Pang, and Ka'iulani Takamori are some of the recent fellows of ILI.

Here is some good news for the creative economic community: the City & County of Honolulu has announced financial assistance of \$10,000-\$50,000 to those businesses and nonprofits impacted by COVID-19. If interested, see <https://www.oneoahu.org/culture-arts>. ■

*Kalani Akana, Ph.D., is the culture specialist at OHA. He is a kumu of hula, oli and 'ōlelo Hawai'i. He has authored numerous articles on Indigenous ways of knowing and doing.*



Vicky Holt Takamine me nā lālā o ILI (Indigenous Leadership Institute). - Photo: Courtesy



# Hawai'i Among the First to Reach 99.9% Response Rate

By John Aeto, President of The Kalaimoku Group

As of Oct. 11, 2020, 99.9% of Hawai'i households have been counted in the Census. Hawai'i was among 12 states and Puerto Rico to first reach 99.9% complete. Still trailing are Georgia, New Mexico, South Carolina, South Dakota, Mississippi and Louisiana.

This is a big accomplishment, especially given the delays that arose due to the pandemic. Our organized efforts to successfully coordinate the 2020 Census did not go unnoticed.

The Kalaimoku Group was part of the U.S. Census' national communications team. Thanks should be extended to all of the Census-workers who went door-to-door, as well as to the many local organizations and private individuals who contributed to bringing awareness to the public about the importance of participating in the U.S. Census. A special mahalo to the Native Hawaiian Pacific Islander Complete Count Committee, Council for Native Hawaiian Advancement, Office of Hawaiian Affairs, Kamehameha Schools, Papa Ola Lōkahi and Lili'uokalani Trust.

The Census is recorded every 10 years as mandated by the U.S. Constitution. The data collected determines the number of seats each state has in the U.S. House of Representatives, and how billions of federal dollars are allocated. The 2020 Census data is also anticipated to show, for the

first time, more Native Hawaiians living on the U.S. Continent than in the Hawaiian Islands.

Residents began receiving official Census Bureau mail in March 2020, and the count was kicked off with Census Day on April 1. In July, Census-takers went around our many communities to try to count as many people as possible who hadn't responded, until October when the count came to an end.

Among Hawai'i responders, 62.9% self-responded either online or by mail, while an additional 37% of households were counted through the work of door-to-door census takers. This combination achieved the 99.9% enumeration. Roughly half of all residents, some 50.3%, used the internet to respond to the Census.

The highest response rates came from Honolulu County with a 68.8% self-response rate, although it was lower than Honolulu's 2010 rate of 71%. Hawai'i Island also showed a slight decline at 49.5% compared to 2010's rate of 52.7%.

In contrast, Kaua'i and Maui Counties recorded higher self-response rates in 2020 (54.1% and 53.1% respectively) than in 2010 with about a 2% to 3% increase each.

The remainder of the year will be spent preparing the counts to be delivered to the president and Congress by December. March 2021 is the projected timeline for states to receive that data. ■

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# OHA Wins Seven National Native Media Awards

**K**a Wai Ola newspaper recently received seven National Native Media Awards from the Native American Journalists Association (NAJA).

Since 1980, *Ka Wai Ola* has covered the people, issues and events making news in our pae 'āina, and shared OHA's work on behalf of our lāhui with a goal of providing high-quality storytelling through an Indigenous lens. Recently, OHA expanded the reach of *Ka Wai Ola* with kawaiola.news, the new, digital version of the newspaper that includes complementary bonus videos and expanded photo albums. Combined, *Ka Wai Ola's* print and digital subscribers number more than 75,000.

In late September, NAJA announced the winners of the 2020 National Native Media Awards for work produced during 2019. General excellence awards (Best Digital News Platform and Best Layout) are for Indigenous-owned media outlets (tribal media) that are at least 50 percent Native-owned, managed or controlled. *Ka Wai Ola* received seven awards, including two overall awards:

## ONLINE – BEST DIGITAL PUBLICATION (OVERALL)

**First Place:** kawaiola.news

Staff: Alice Silbanuz, Kaleena Patcho, Puanani Fernandez-Akamine, Jason Lees, Jhewel Felipe, Aloha Lau  
Web Designer: William "Trip" Rems

## PRINT – BEST LAYOUT (OVERALL)

**First Place:** Ka Wai Ola

Graphic Designers: Kaleena Patcho, Nelson Gaspar

## PRINT/ONLINE – BEST MULTIMEDIA (NEW CATEGORY)

**First Place:** Ka Wai Ola – "Fostering Aloha" (December 2019)

Staff: Puanani Fernandez-Akamine, Jason Lees, Kaleena Patcho, Alice Silbanuz

**Second Place:** Ka Wai Ola – "Protecting the Pa'akai Traditions of Hanapēpē, Kaua'i" (September 2019)

Community Writer: Malia Nobrega-Olivera  
Staff: Jason Lees, Kawena Carvalho-Mattos, Kaleena Patcho

## PRINT/ONLINE – BEST COLUMN

**Third Place:** Ka Wai Ola – "E Ho'okanaka: Inspiring & Uplifting the Next Generation of Leaders"

Staff: Alice Silbanuz, Puanani Fernandez-Akamine, Jason Lees, Kawena Carvalho-Mattos, Jhewel Felipe

## PRINT/ONLINE – BEST SPORTS STORY (PROFESSIONAL DIVISION III)

**Second Place:** Ka Wai Ola – "Modern Day Warriors" (March 2019)

Staff: Kawena Carvalho-Mattos, Jason Lees

**Honorable Mention:** Ka Wai Ola – "The Eddie' Will Go" (January 2019)

Staff: Sterling Wong, Kaleena Patcho, Jason Lees, Kawena Carvalho-Mattos

"The recognition of OHA's brand-new online news outlet as the Best Digital Publication is especially exciting," said OHA Ka Pouhana/CEO Dr. Sylvia Hussey. "Mahalo to OHA's staff, Trustees, community writers, and especially the community members we have featured for sharing their stories and helping to establish *Ka Wai Ola* as the Hawaiian community newspaper recognized for its exemplary efforts to share the stories of the lāhui."

Most of OHA's awards were in Professional Division III, the category for publications with a circulation of more than 10,000. A full list of winners is available on the NAJA website. ■





# A KĀKOU EFFORT:

## *The Power of Community Shines in Pop-Up Mākeke*



Each order is carefully fulfilled, packed, and shipped by the dedicated Pop-Up Mākeke warehouse team. - Photo: Kawena Lei Apao



By CNHA Staff

One of the busiest shops at Ka Makana Ali'i Shopping Center is invisible to passersby and inaccessible to public shoppers. The site within the outdoor mall is a small warehouse of sorts filled with everything good about Hawai'i: good food, good art, good creations and more importantly, good people. These items are now being sold through an online marketplace called Pop-Up Mākeke.

The Pop-Up Mākeke warehouse location is packed with tens of thousands of items, big and small – all of them made with love in Hawai'i. Row after row, shelf over shelf, you will find something for every taste, literally and figuratively – from Grandpa Joe's Cotton Candy made on Maui to beautifully hand-crafted lei hulu and pāpale from the west side of O'ahu. The clicks of computer keys and the whirl of printers blend with the shuffling of feet as a small and mighty team of dedicated staff from the Council for Native Hawaiian Advancement (CNHA) hustles through the aisles gathering items to be sent around the world.

### *Aloha Kekahi i Kekahi*

CNHA staff are in charge of taking inventory and packing orders, which was never part of their job descriptions. While it's not something they

planned on doing, it may be the most fulfilling aspect of this unexpected enterprise during these uncertain times. They're doing what comes naturally to our people – taking care of each other and our community, and lifting up our lāhui. What they are doing in their little warehouse in Kapōlei is helping hundreds of Hawai'i-based small businesses and artisans survive.



CEO of the Council for Native Hawaiian Advancement, Kūhiō Lewis. - Photo: Courtesy

“As a people, as kākā, we know the strength of community. Coming together is in our blood,” says CNHA President and CEO Kūhiō Lewis. “We do it with purpose. We do it with love. We do it because it is at the core of who we are as Hawaiians. So,

when this pandemic hit, there was no hesitation.”

Realizing the struggle of many Native Hawaiian-owned small businesses and artisans, Lewis and his team stepped up, venturing far beyond their comfort zones to create a lifeline: the Pop-Up Mākeke.

Executive Assistant Kaloku Kahalepo manages the day-to-day operations of the warehouse and can tell you about every product, the hottest sellers, the best prices, and the biggest surprises. Nothing comes into the warehouse without her knowing about it or the vendor who dropped it off.

“Our team is goal-oriented and what keeps us motivated each day is the knowledge that the work we do here helps our vendors provide for their ‘ohana,” says Kahalepo. “Starting an online store of this scale was definitely not something we saw happening in 2020, but we saw a need within our community and worked quickly to find a solution.”

Special Project Manager Kawena Lei Apao is now well-versed in the world of e-commerce and responsible for coordinating content for weekly live broadcasts and the promotion of the show and the online marketplace. (Sundays, 8 p.m., on KHNL and live at [facebook.com/popupmakeke](https://facebook.com/popupmakeke))

“Our store is the home for hundreds of our ven-



dors and their products, many who have never sold items online before,” says Apao. “There is mana in working together and by existing in one centralized online space, we are leveraging the power of community so that everyone can have an opportunity to sell.”

The COVID-19 pandemic’s crippling grip on Hawai‘i hit locally based small businesses across the islands especially hard. The shutdown came at what should have been one of the most lucrative times for Hawai‘i-based vendors – the Merrie Monarch Festival. Those who have attended know that Merrie Monarch Festival Week is a time when many small businesses see a business boom that can sustain them through most of the year.

For Native Hawaiian Artisan Nalu Andrade, the pandemic presented another roadblock to his business, Nā Maka Kahiko. “I have rheumatoid arthritis,” said Andrade. “I am on an immunosuppressant and cannot be around people with this COVID-19 breakout. This online store helps me to still sell to customers while staying safe.”

## Uplifting Our Lāhui

Drawing inspiration from Amazon and QVC, the Pop-Up Mākeke is a one-stop-shop to access Hawai‘i made, designed and inspired products. It launched in April 2020 and featured thousands of artistic, cultural, intellectual, even edible creations from more than 100 vendors. Vendors saw instant success, which offered inspiration and hope to make it through this pandemic.

“They gave us the opportunity to show our work and sell it, and I am thankful for the hard work they did to move it on to the customer,” said Multimedia Artist Tamsen Kealoham-akua Fox. “It really helped me a lot because it paid for at least two months of my rent and more.”

The initial two-month run of the online marketplace resulted in nearly \$325,000 in sales and moved over 11,000 Hawai‘i-made products that were shipped across Hawai‘i, to the Continent, and even beyond to Japan, Canada, and as far away as Germany.

A vision born out of need became a labor of love for all involved. As the mākeke and its purpose grew, so did the army of Native Hawaiians doing their part to make it a success.

One section of the warehouse is a dedicated television production set where Pop-Up Mākeke shows are produced live.

‘Ōiwi TV provides the crew and equipment for each live broadcast and for promotional videos. Designer Manaola Yap, best known for his stunning fashions and accessories, is the



Hosts Billy V and McKenna Maduli on the Pop-up Mākeke set. Manaola Yap is the genius behind the gorgeous set design. - Photo: Courtesy



Season 2 hosts Shannon Scott, Mele Apana, McKenna Maduli and Billy V (L-R) have some fun before show time. - Photo: ‘Ōiwi TV

creative mastermind behind the program’s impressive set design. Each print, each product, each pillow, plant and chair is placed with purpose and aloha. Hosts Billy V and McKenna Maduli bring the products to life each week, and radio personalities Mele Apana and Shannon Scott showcase vendors and their growing customer base.

“The Pop-Up Mākeke is such a critical piece of the puzzle for our community during this time of COVID,” says Na‘alehu Anthony, principal for Palikū Films and co-founder of ‘Ōiwi TV. “It’s a great way to support local business and remain socially distanced. CNHA has been instrumental in the success of this endeavor, bringing together businesses, government, production partners and more to offer these Hawai‘i products to our community and help sustain our small businesses in the process.”

“When times get tough, we use what we know and find a better way. We turn, we pivot, we help, we think together,” said Pop-Up Mākeke host Billy V. “That’s the opportunity that the Council for Native Hawaiian Advancement has given all of us, and it’s touching buyers and customers across the planet. We need work together more and in other ways. In politics, government, education, research and development of ourselves and what we want to accomplish.”

As the shutdown stretched into summer and then fall, Lewis and his team began working on launching a second run of Pop-Up Mākeke. This time, they teamed up with the City and County of Honolulu and County of Maui - using CARES Act funds from each county to provide access to the marketplace at no cost to vendors. Every dollar paid for products goes back to the vendors. All products are shipped to customers free of charge.

“During this time of uncertainty, Pop-Up Mākeke and the support of customers helped us to keep our small business afloat,” stressed entrepreneur Sheryl Kahue of uCook Hawai‘i, whose cooking sauces and marinades are featured in the marketplace.

When the call for vendors went out in September, the response was astounding. Repeat participants credit Pop-Up Mākeke with giving them the courage to branch out, to get innovative, and to chart a new path to success.

“There are always challenges in life,” says Uncle John Kaohelaui‘i of Hawaiiiancheckers.com who shares the art of the game of Kōnane. “In Kōnane, you have to find solutions to be successful. You have to identify your resources and manage those resources to be in the best position to be successful. I am so grateful to CNHA for giving my company one



Pop-Up Mākeke

Continued from page 11

more chance.”  
“I am so appreciative of all of this...to help my family during hard times,” agrees North Shore designer Kawehinanioku‘uhomeka‘i‘inimainalani Aiko Kaohiai Casey.  
Since its anticipated relaunch on October 1, Pop-Up Mākeke is already riding a steady wave of growth. In the first 10 days, it sold more than 9,200 items. The customer base is expanding as well, with nearly a quarter of business coming from outside Hawai‘i.  
The beauty of the online marketplace is its ability to offer something for everyone. Some of the best-selling items may come from shops few people have heard about until now.



Warehouse staff pack hundreds of orders each day and ship them to customers around the world. - Photo: Kanani Woods.

“Most exciting is how the Mākeke is bringing resources into our state’s economy from outside of Hawai‘i and giving our small businesses a lifeline during the pandemic. It’s a win all the way around,” emphasized Lewis.  
Lewis said the plan is to run Pop-Up Mākeke through December. From now until then, customers can tune in every Sunday on KHNL or on Facebook Live to check out featured items on the live show. The goal is to highlight vendors who do not have name recognition and to allow customers a window into the tremendous offerings of locally made products within our community.  
Lewis said, “The mākeke connects us, unites us, empowers us to get involved, to provide, to lift up our community in big and small ways – buying a package of li hing mango from a local business, helping to pack up products to bring to the mākeke, or organizing orders to ship out. There’s a role for everyone.”  
And, the impact is great as noted by Pop-Up Mākeke host Billy V. “It represents the best of us, coming together, using the technology of today to continue things that are important to Hawai‘i’s people, past and present.” ■



Manaola Yap and his talented team give the live show set a fresh new look for Season 2. - Photo: Kawena Lei Apao



Special Project Manager, Kawena Lei Apao and Executive Assistant, Kaloku Kahalepo. - Photo: Kawena Lei Apao



McKenna Maduli, Kini Zamora, Kūhiō Lewis and Josh Tatofi with a few of the homegrown products that have been featured on the Pop-up Mākeke. - Photo: Courtesy



# Business Virtuosos: A Century of Crafting ‘Ukulele

By Cheryl Chee Tsutsumi

For over a century, the name Kamaka has been synonymous with exceptional ‘ukulele.

In 1916 – after stints as a farmer, professional musician and member of the Merchant Marine – Samuel Kamaka, Sr. began crafting koa ‘ukulele in the basement of his Kaimukī home. Five years later, he opened a one-man store and factory at 1814 South King Street (where Gyotaku Japanese Restaurant now stands).

“The ‘ukulele is the Hawaiian adaptation of the Portuguese guitar or braguinha,” said Chris Kamaka, production manager for family-owned-and-operated Kamaka Hawai‘i, one of the state’s oldest businesses and possibly the oldest Native Hawaiian-owned business. “Manuel Nunes was the first person to manufacture ‘ukulele commercially, and he and Grandpa were friends. He had a shop on South King Street, and Grandpa would go there often to ask questions and watch Manuel work. I’m not sure if Grandpa opened his shop before, during or after that time.”

Through those visits and a lot of experimentation, Sam Sr. fine-tuned his skills to make instruments with excellent tone, intonation and resonance. As an ‘ukulele player himself, he knew what quality sound was, and he set high standards – which Kamaka Hawai‘i craftsmen follow to this day.

In the mid-1920s, Sam Sr. designed an oval ‘ukulele that resembled the shape of a pineapple, and one of his friends painted the front to look like the fruit’s golden skin. A few years later, in 1928, Sam Sr. patented the design. Kamaka Hawai‘i still manufactures the “pineapple ‘ukulele,” whose mellow, resonant sound is distinct from the traditional “figure eight” instrument.

Sam Sr.’s two sons, Sam Kamaka, Jr. (Chris’ dad) and Frederick Kamaka, Sr., began learning the art of ‘ukulele making as young boys in the 1930s, but as they grew older, they had other aspirations. After serving in World War II, the brothers attended Washington State University on the G.I. Bill. Fred earned a degree in political science in 1951, received an ROTC commission and began a 20-year career in the Army. Sam Jr. obtained a master’s degree in entomology in 1951 and was awarded a scholarship from Oregon State University to pursue a doctorate.

In 1953, however, he moved back to Hawai‘i to care for his ailing father. Sam Sr. died in December that year, and Sam Jr. put aside his dreams of further education to lead the family business.

It grew by leaps and bounds in subsequent years, necessitating a move to a larger facility on South Street in 1959. Fred Sr. joined the company in 1972 after retiring from the Army as a lieutenant colonel. He is now 95 years old, and Sam Sr. is 98; both are enjoying retirement and seeing Kamaka Hawai‘i continue to flourish with their children and grandchildren at the helm.



Fred Kamaka Sr. (left) and Sam Kamaka Jr. (right).

Chris Kamaka’s cousin, Fred Kamaka, Jr., is the business manager, and his brother Casey, a Hawaiian Airlines pilot, oversees custom work. Two of Chris’ four children are also involved with the business: his youngest son, Chris, Jr., helps Casey with special orders, and another son, Kamanu, also a Hawaiian Airlines pilot, assists them when he’s not in the cockpit.

Kamaka Hawai‘i produces 3,500 to 4,000 instruments annually. “Many of the techniques we use today are based on practices my grandfather developed,” Chris said. “That includes air-drying koa lumber for at least a few years before we begin shaping it into ‘ukulele. Naturally dried wood prevents warping and improves sound quality.”

Inspections are done at each stage of the production process, and Chris personally examines every instrument before it is released for sale. Customers regard their purchases as heirlooms, and a host of local music legends play Kamaka ‘ukulele, including Jake Shimabukuro, Herb Ohta, Jr., Kuana Torres Kahele, Mark Yamanaka, Raiatea Helm, Brittini Paiva and Taimane Gardner.

From the beginning, Kamaka Hawai‘i’s guiding principles have been aloha, mālama and pono. To that end, the company is a major sponsor of ‘Ukulele Festival Hawai‘i, held each summer at Kapi‘olani Park in Waikīkī. They donate ‘ukulele for charity fundraisers and provide discounted instruments to school music programs. And members of the Kamaka family are happy to accommodate community groups’ requests for talks and demonstrations.

“The ‘ukulele is an important part of Hawai‘i’s history, and it has been a great influence in the local music scene,” Chris said. “Four generations of my family are proud and honored to be regarded as master ‘ukulele craftsmen, helping to keep that legacy alive.” ■

*Cheryl Chee Tsutsumi has written 12 books and countless newspaper, magazine and website articles about Hawai‘i’s history, culture, food and lifestyle.*



Tenor Deluxe 2 (above) and the pineapple ‘ukulele. - Photos: Courtesy of Kamaka Hawai‘i



# Building a Strong Business While Building Strong Bodies

By Ed Kalama

*“Lawe i ka ma‘alea a ku ‘ono ‘ono; Acquire skill and make it deep.” - ‘Ōlelo No‘eau*

Like a good teacher, Stuart Kam is there.

The Brazilian ju jitsu black belt isn't teaching martial arts though. He's sharing his story of how he started a nationwide business, and is offering his mana‘o to Native Hawaiians who want to learn from his example and be inspired by his success.

Kam's business, ATH, offers a sports supplement line made from whole food ingredients. Products, which are intended to boost athletic performance, are sold direct to consumers through athorganics.com.

The company recently leased a 5,000-square-foot warehouse facility on Kamehameha Schools' land on Cooke Street. In addition to serving as a small fulfillment center, the Kaka‘ako location will be used as ATH's media center to help build its brand presence and a private training facility for ATH sponsored athletes will eventually be housed at the site as well.

After modest beginnings, this past year the company has started to gain traction seeing 200 percent year-over-year growth.

But even though he majored in business administration at Oregon State and took nutrition classes in college, Kam said the path toward a successful business has not always been an easy one since the company was founded in 2012.

“The first year was very painful, and we just started off really small,” he said. The biggest challenge we had was capital. I didn't have a ton of money. Actually, I didn't have any money to start a business.

“Our first production order was like \$2,000. I basically rolled the dice and threw it on a credit card. I think we did about 200 bottles, and we flipped that over and just kind of repeated the process to build up the cash flow.”

Kam said that when he looks back, it was a lack of experience and knowledge about his particular business that stalled

him, but having the ability to network with other e-commerce brands, and learn from their mistakes, helped his company become successful.

“My advice to anyone who is interested in starting a business would be to just go for it,” Kam said. “Seek out knowledge, and seek out people who have done it before.”

“In starting a business, you're going to have obstacles. Every single business has experienced adversity, some more than others, but every successful person has overcome adversity. Never give up and just keep going forward.”

ATH's flagship product is a post workout mix of carbohydrates and protein that helps athletes recover better. Kam said it was the first product the company produced and its uniqueness helped propel them to get the business started.

Today, their best seller is an all natural turmeric-based pre-workout mix designed for endurance athletes that features only plant-based ingredients.

Athletes who have used their products include former UFC champion Max Holloway, Kam's former ju jitsu training partner, UFC fighter Yancy Medeiros, Hawai‘i surfer Seth Moniz and even former Chicago Bears quarterback Jay Cutler.

“ATH is a great brand made up of a good group of guys working locally here in Hawai‘i,” said Nicholas Adler, a commercial real estate broker with CRBE, Inc., who helped Kam secure the lease for his new facility.

As a commercial real estate broker, Adler's primary focus is industrial leasing and investment sales. He currently represents Kamehameha Schools' industrial portfolio which consists of roughly 1,400,000 square feet in the Kalihi and Kaka‘ako submarkets.

“What's really awesome is that Stu can operate his business from anywhere, but he chooses to be here in Hawai‘i. We really need more local entrepreneurs who will operate within the state rather than venturing elsewhere,” Adler said.

“Stuart is just one of those guys who is very genuine and always willing to offer advice and different perspectives. He empowers other people to take control of their own health, not only with his supplement line, but also through his training facility. I think he's an inspiration to a lot of different people.”



ATH's best selling pre-workout mix gets its rich yellow color from ‘ōlenā (turmeric). - Photos: Courtesy of ATH

Kam, who is as ha‘aha‘a as a true martial artist should be, said he wants to help others succeed in business as well.

“I definitely want to help out other Hawaiians and anyone who is trying to start up a business in Hawai‘i because I know how difficult it is. I'm always happy to connect and network with people and help push them in that right direction,” he said.

Kam said he's pleased to be a Kamehameha graduate working with Kamehameha Schools.

“Being able to work this deal with Kamehameha Schools and lease this property means that we're going to have internships to inspire current Kamehameha students and other young Hawaiians to pursue their business dreams,” he said.

“That was actually Nick's idea. He asked me if I was open to having internships and I said ‘of course!’ That was one of the reasons why I started a company because I wanted to have the ability to take whatever knowledge I gained through my own experience, and spread that and help inspire other people to take that leap of faith and just go for it.” ■



Founder Stuart Kam of ATH is partnering with Darin Yap of Tactical Strength & Conditioning to offer a private training facility at the ATH headquarters in Kaka‘ako.



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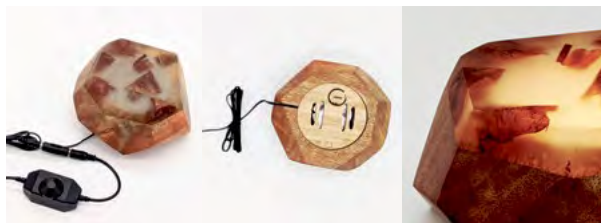
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# Pacific Isles Equipment Rental, Inc.

## Investing in Future Generations



John and Leslie Griffin were OHA's first Hua Kanu business loan recipients. The loan provided them with \$1 million in capital to invest in growing their business. - Photos: Courtesy

By Tammy Mori

**B**lood, sweat and tears. That is how John Griffin, Sr. started Pacific Isles Equipment Rental (PIER, Inc.). Being a contractor and working in construction was something Griffin had learned from his father; but the business side of construction represented a whole new learning curve.

"I was working for the Department of Public Safety at Hālawā Correctional Facility as an adult correctional

officer, but about 20 years ago I was ready to take a leap of faith and start my own business. I took a small business training class through Alu Like, and I learned how to make a business plan," recalls Griffin.

He needed startup funding and was originally approved for a small loan. But then the lender rescinded their offer, citing as their rationale that Griffin was in a "high risk" category.

"I'm the type of person that when someone says no, or tells me I can't do it, I want to prove them wrong," Griffin said with a smile.

Griffin's experience illustrates the need for OHA's Mālama Loans program. In the 1980s statistics showed that both Native Americans and Native Hawaiians were having a hard time starting their own businesses because many were being denied loans from financial institutions. The federal government stepped in through the Administration for Native Americans (ANA) which promotes self-sufficiency by providing funding for Indigenous people.

Through an ANA grant, the Native Hawaiian Revolving Loan Fund (NHRLF) was established in 1989 to ensure Native Hawaiians have fair access to financial resources and support to establish their own businesses. NHRLF was originally intended for Business Loans but has since grown into OHA Mālama Loans which provides loans for businesses, as well as for home improvement, education, debt consolidation and more.

Griffin did not know about OHA Mālama Loans when he initially started his business, but even without startup funds, he was able to get over the initial hump as a startup company thanks to the support from local general contractors and material vendors.

After 19 years in business,

PIER, Inc., was the first Native Hawaiian businesses to qualify for a \$1 million Hua Kanu Business Loan through OHA Mālama Loans.

"We are Hawaiian-owned and Hawaiian-operated general contractors," said Griffin proudly. "Business has nearly tripled, allowing us to take on 11 additional full-time local employees. I believe we are starting to progress towards our ultimate company goal of providing sustainable futures for our employees and 'ohana."

The bulk of PIER, Inc., contracts are with the City and County of Honolulu, as well as with the State of Hawai'i. And PIER, Inc. gives back to the community, whenever possible. For example, they donated their time and equipment towards the construction of St. Louis School's football field and Nānākuli High School's softball field.

Griffin's sons have also joined the company: John Jr. is the corporate secretary/responsible managing employee (estimator/project manager), and Jonah is the foreman/heavy equipment operator. In September 2019, John Jr. got his A&C contractor license in addition to graduating from SBA's Emerging Leaders Class.

"I am very proud of my sons and hope this company will



"I keep this picture in our office to remember where we started, and why we are doing this, our keiki are our future," said Griffin.

be around for generations to come," Griffin said.

Griffin attributes his success to his late father, Al Griffin, who taught him to work hard to build the company name in the local construction industry and community, and also thanks his wife, Leslie, for always being by his side.

"I don't take anything for granted," Griffin said. "And I push my sons to strive and do the best they can at whatever they do. If we get educated and do what we're supposed to do, then we will all do great things.

"We are thankful to OHA Mālama Loans and glad to be partners on this journey. The technical assistance and support they have provided, along with the funds, have been invaluable. Mahalo Nui Loa!" ■



'Ohana strong. John Griffin, Sr. (center) is flanked by his sons, John Jr., (left) and Jonah (right).



# Starting a Business on a Firm Foundation

By Tammy Mori

**L**auren Chun grew up in East Honolulu and graduated from Richardson School of Law. After passing the California bar, she practiced law in Los Angeles for about seven years. Chun initially started taking pilates to decompress and refresh while working long days at the law firm.

“Pilates was a workout that I never got bored with,” Chun said. “I was getting burned out practicing law, so I enrolled in the teacher certification program with Body Arts and Science International (BASI) Pilates to become an instructor.”

She worked Monday through Friday at the law firm, and went to pilates training on the weekends. When the economic bubble burst in 2009, and Chun was laid off from her law firm, she took it as a sign to follow her dreams.

“It’s true that when one door closes, another one opens. And in my case, everything kept pointing to pilates and moving back home.”

Chun completed another year of training and passed the final exam to become certified. Then, she took the leap of faith and moved back home to start her own pilates practice.

She initially worked out of a chiropractor’s office in Honolulu, and from there, Chun opened The Firm Pilates in Hawai‘i Kai.

“The OHA Mālama Loan was key. I didn’t want to ask my family or friends for financial help that would put anyone’s savings at risk. I wanted the financial burden to be solely on me,” Chun explained. “If I failed, I didn’t want anyone else to suffer.”

Her studio is now in its ninth year in business.

In 2016, Lauren moved The Firm Pilates from Hawai‘i Kai to Kāhala. The Firm Pilates is currently offering private and semi-private sessions, and a few classes to its pre-COVID-19 client base.

Clients new to the studio must reserve a private session or a semi-private session with members from the same household. The studio is on a completely cashless system where

all reservations and payments are made online. The studio also has a stringent cleaning protocol, which will continue to be revised and updated as needed.

Although COVID-19 has impacted gyms and businesses across the state, practicing pilates has helped Chun to navigate the challenges and cyclical nature of owning a small business.

Pilates exercises involve breathing, controlled movements, flexibility, patience, flow, balance, alignment, and rhythm. Applying those same principles to life can be very helpful and reassuring.

“Owning a small business can be scary and isolating; you are putting your own money, time, and reputation on the line. But when you remember to breathe, have patience, and believe that everything will work out as it should, things fall into place,” she explained.

Over the past nine years, business has been cyclical for Chun, but she is “grateful for the highs and hopeful during the lows.”

With the support from OHA and her team, Chun continues to pursue her passion. She teaches people to move their bodies safely, effectively, and efficiently so that they can enjoy their lives without pain and injury.

Her clients range in age from people in their 20s to their 80s. She has a client who could not stand after being hospitalized with a major health issue. After regularly practicing pilates, in several months her client was able to stand up on her own and regain her independence.

“It motivates me to teach people like her,” said Chun. “I see how pilates heals people from the inside out, both physically and cognitively.”

Pilates is so much more than stretching and exercise; it is impactful movement for the mind and body. The principles of pilates keep Chun healthy and help her in challenging times. Chun describes her pilates classes as “encouraging, inspiring, and healing.”

We need that now more than ever.

For more information go to [www.thefirmpilates.com](http://www.thefirmpilates.com). ■



Pilates instructor and businesswoman Lauren Chun at her Kāhala studio. - Photo: Courtesy

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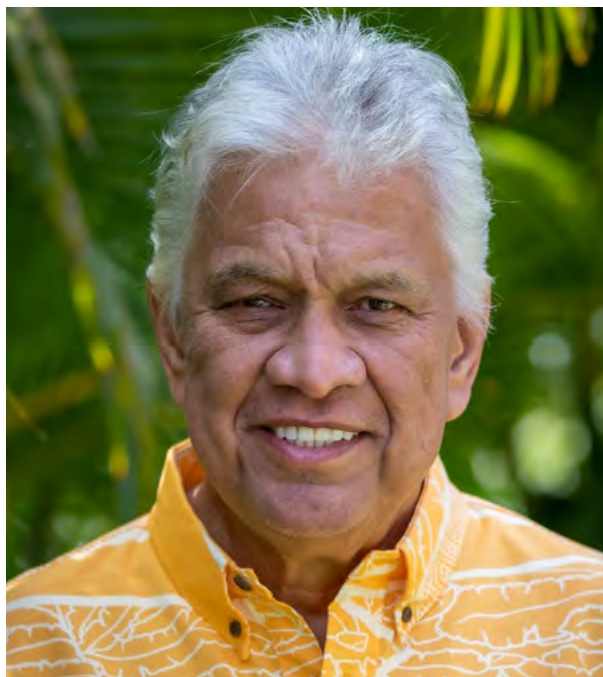
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# Navigating Tourism

John De Fries becomes the first Native Hawaiian to serve as president and CEO of the Hawai'i Tourism Authority amid the chaos of the COVID-19 pandemic



New CEO of Hawai'i Tourism Authority, John De Fries - Photo: Courtesy of Hawai'i Tourism Authority

By Ed Kalama

**W**hen tourism veteran John De Fries decided to apply to become the president and CEO of the Hawai'i Tourism Authority, friends tried to talk to him about it.

He was 69, had lived in Kona for the last 30 years, and at this stage of his life wasn't really looking for any new job opportunities that would have taken him away from Kona.

More important, Hawai'i tourism was months deep in a storm of uncertainty, the shutdown of the industry and resulting economic collapse the result of the global pandemic.

"Some really good friends tried to talk me out of it," De Fries said. "They asked me 'Don't you get the nightly news in Kona, John? Everybody's fingerpointing and everybody's blaming each other. And you're going to step in the middle of it?'"

"The more they talked about it, the more it strengthened my resolve to do it. No one who is a leader during a crisis like this could be sitting back. I remember meeting with navigators from the voyaging society recently. One of them said they don't become navigators because they sail on sunny days. They train to sail into the storm."

Born and raised in Waikiki, De Fries has experience in pretty much everything one can do in the business of tourism, beginning his work in the industry in the 1970s.

He began his new role with HTA in September, coming from Native Sun Business Group, Inc., a consulting and project management firm focusing on the hospitality and real estate development industries where he served as president and principal advisor.

De Fries is more than just Hawaiian by blood. He sees the world through a Hawaiian worldview with humility at his core. He feels things in his na'au as much as he thinks them in his brain.

He said the job application process highlighted a lesson in koho 'ia that Pua Kanahale had once taught him.

"In life, sometimes you think you're making a choice, but then underneath, at a deeper level, the choice has been made. It's because there are times when the kuleana chooses you - and that is koho 'ia.

De Fries said as the process moved along, he felt that sensation of koho 'ia.

"I could feel myself moving out of my intellect and into my na'au, and I could see that this pandemic and economic collapse was actually calling me into leadership. You've still got to figure out how to prevail in the end, but for me it came from a place very deep inside of myself.

"I knew that was going to be a prerequisite because you're stepping into this storm and all this chaos and uncertainty. You've got to be clear about things or you'll just get disoriented by the storm. At some point, I realized I've been trained to do this, I'm 69 years old and all of a sudden those 69 years all started to make sense."

John Aeto, board chairman of the Native Hawaiian Hospitality Association, said he believes De Fries can get the job done.

"As Hawai'i reimagines tourism, we trust his leadership to help us emerge from economic devastation stronger than ever before," he said. "I consider JD one of the smartest people I know. He lives in a place that balances business, community and culture.

"He will be a great leader in this new paradigm of COVID tourism, and I have no doubt he will recreate our hospitality industry into a form where everyone contributes and is rewarded."

The significance of a Native Hawaiian leading the HTA is clear to De Fries.

"Native Hawaiian leaders are surfacing in every aspect of life in our community right now. There's an emergence because what Hawaiians can bring is our ancestral knowledge, which is centuries old - so our pool of data and information is infinite.

"I understand how daunting this challenge is, but I'm not living in fear. I can feel the ancestral support. I can feel my immediate family members who have passed, it's like I can feel them every moment of every day and that bestows a calming effect.

"Make no mistake, I understand how deeply in trouble

we are right now as a state and a people. Unlike other crises I've experienced - 9-11, the Gulf War, hurricanes - with those things we hit the floor and then we got up and climbed back. This one, six months later, we're still in freefall and haven't hit the floor yet."

De Fries said part of the attraction of the job was that the global crisis allows for local opportunity.

"With the industry turned off, it's created an incredible void. That void will get filled with something. It can get filled with innovation, with new products and new experiences. I think the travel market is becoming more discriminating, and in search of more authentic experiences with the community and with Hawaiian culture in particular," he said.

"The current challenge requires a combination of business acumen, industry knowledge, and cultural depth and understanding. The best way forward is really an integration of all those aspects."

While emphasizing that he reports to a 12-member board and ultimately the governor, De Fries wants people to know he is a nontraditional thinker, less focused on the right answers and more focused on getting the right questions.

"On my organizational chart, I see two boxes above the government. One is my ancestors and one is the descendants of our 'ohana, and I feel accountable to them. I can't ignore the board or the governor, nor do I intend to.

"But I have to acknowledge that I was raised to be cognizant of the fact that those intangible boxes are in fact filled with aloha, support and guidance. Seeing ancestors and descendants in the same context provides the coordinates that I need to navigate through this.

"I am a nontraditional business person who thinks differently, and it's my cultural and 'ohana orientation that causes me to do that."

The morning after he was named CEO, De Fries picked up the paper and noticed that the headline said "First Native Hawaiian."

"I'm clear about my ancestors and my upbringing, but I don't get up thinking I'm Native Hawaiian. It's just part of our being. I know who I am. I realize how important it is to others in the Hawaiian community.

"I was told, by a prominent Hawaiian leader, that our children need to see me succeed. That locked it in for me, that I better stay alert to this because the kids are watching. They need to know that this kind of stuff - they can do. I realized that this is so important in building the lāhui the right way."

As he takes the helm of the tourism industry and steers into the turbulent water, De Fries has a message for the Hawaiian people: stay positive.

"People say we've never been through this before. The reality is that as Native Hawaiians we have been through this before. There was a time after Cook's arrival and the subsequent contact with the Western world, when pandemics were a big part of our ancestors' experience," he said.

"My message of hope is that our kūpuna survived, and we are examples of that survival. As a result, we will ultimately prevail because we have demonstrated the ability to survive these kinds of challenges. I'm extremely optimistic and confident that we will do the same here." ■



# The Made in Hawai'i Festival Online Marketplace: A New Way to Shop Local



Beautiful lauhala hats on display last year at the Made in Hawai'i Festival at the Neal Blaisdell Center. This year the Festival is online. Photo: Courtesy

By Lauren Zirbel

**T**he Made in Hawai'i Festival has been supporting local businesses for over a quarter century. For the tens of thousands of shoppers who visit the Festival each year it is an experience like no other, with hundreds of stalls of local food, art, clothes, and crafts; along with live local music, entertainment, and cooking demonstrations from world-renowned local chefs.

Having the Festival in person this year was not an option with the ongoing COVID-19 pandemic. But for the Hawai'i Food Industry Association (HFIA), which produces the Festival, abandoning the mission and goals of the Made in Hawai'i Festival was not an option either.

The Made in Hawai'i Festival is much more than an event. It's a local business incubator with few barriers to participate and a guaranteed audience – so even small companies have a place to start and grow. Products sold at the Festival must be genuinely made in Hawai'i, so the Festival is also a place where shoppers can support truly local businesses and interact with contemporary Hawai'i culture. Because most of the Festival attendees are Hawai'i residents, it's an important economic driver for the state that is not reliant on tourism. Many Festival vendors use locally grown agricultural products to create value-added products which are sold to local consumers, creating a strong resilient Hawai'i economy.

HFIA knew it had to continue the important work

of the Festival, so we created the Made in Hawai'i Festival Online Marketplace. The theme of this year's Festival is "Standing Together With Aloha" because we believe that is how we'll get through this crisis.

The Made in Hawai'i Festival Online Marketplace is unlike any other website. It allows shoppers to buy from hundreds of Hawai'i businesses, all in one place, and it gives vendors a chance to sell their products year-round to customers across the islands and around the world. For the Online Marketplace launch weekend, the spirit of the Festival was captured by streaming live music, cooking demonstrations and other entertainment.

The launch weekend got the Marketplace off to a great start – vendors saw strong sales and, in addition to local shoppers, there were shoppers from every state and 93 countries! Presenting sponsors Central Pacific Bank Foundation and Mahi Pono, and sponsors Ulupono Initiative, Innovate Hawai'i, Buy Local, It Matters, Hawaiian Airlines, and Hawaiian Air Cargo are all committed to the Festival mission of supporting local businesses.

HFIA invested in the Marketplace because we take our responsibility to empower Made in Hawai'i businesses seriously. The COVID-19 pandemic has challenged our state in so many unexpected ways. The Made in Hawai'i Festival Online Marketplace is our way of meeting that challenge and Standing Together with Aloha.

This December, [www.madeinhawaiifestival.com](http://www.madeinhawaiifestival.com) is giving away a free trip on Hawaiian Airlines, we hope that you'll join us in supporting Hawaii businesses by shopping at [www.madeinhawaiifestival.com](http://www.madeinhawaiifestival.com) this holiday season, and all year round. ■

*Lauren Zirbel is the executive director of the Hawai'i Food Industry Association. Established in 1972, the Hawai'i Food Industry Association is a nonprofit trade association whose mission is to actively promote the interests of Hawai'i's food and beverage retailers and suppliers. Lauren directs and coordinates all activities and programs conducted by the association.*

## TRUSTEE KAMEHAMEHA SCHOOLS

The Probate Court has appointed a Trustee Screening Committee to nominate three candidates from whom the Court will select one Trustee to fill the expired term of Trustee Micah A. Kane. The successor to Trustee Kane will be appointed to fill one five (5) year term and be eligible for an additional five (5) year term, as determined by the Court.

The Screening Committee is now seeking active leaders from the community who possess a deep sense of commitment and the ability to ensure Princess Bernice Pauahi Bishop's vision and legacy are perpetuated into the future.

Candidates must possess demonstrated expertise in one or more of the following areas:

- Business administration
- Finance and investment
- Strategic planning and policy setting
- Areas of interest to Kamehameha Schools including education, law or governance

Candidates should also possess the following:

- A recognized reputation of integrity and good character
- The capacity to fulfill the responsibilities of a fiduciary under trust law
- Respect for and from the community
- Consistent and active leadership in the community with specific emphasis on issues impacting the well-being of the people of Hawai'i
- History of success in business, finance or related areas
- A formal education
- Outstanding personal traits including Hawaiian values
- Willingness and sincerity to uphold the purposes of the Kamehameha Schools

Each Trustee currently receives compensation up to \$165,000 annually. While serving as the Chairperson, one Trustee will earn up to \$207,000 annually.

Qualified candidates should submit the following:

- A resume
- A statement containing your perception of the role of a Trustee, your vision, goals and objectives for the Trust Estate and what you would do to attain those goals

Please submit your resume, cover letter and vision statement by December 15, 2020 to:

Trustee Screening Committee  
c/o Inkinen Executive Search

Email:

[Executives@inkinen.com](mailto:Executives@inkinen.com)

Mailing address:

1003 Bishop Street, Suite 1477, Honolulu, Hawai'i 96813

For detailed information please visit [www.inkinen.com](http://www.inkinen.com)



# Guided by the Moon

By Puanani Fernandez-Akamine



M A H I N A

In the time before, there was a woman called Hina. She was a kapa maker and deeply unhappy because her husband was cruel. One evening, as she was working, the full moon rose. Hina whispered a prayer to her akua, and a moonbow appeared. Hina began climbing, feeling herself change as she ascended.

Suddenly Hina felt a hand grasping her ankle. She turned to see her husband pulling her back. In that moment, Hina understood that to be free, one more sacrifice was required. So she released her leg, and her husband fell with it to the earth. Hina crawled the rest of the way and, upon reaching the moon, she transformed, becoming the goddess of the moon.

It was then that she found peace.

Hina, also known as Hināhānaiakamalama, is the inspiration for Ka Mahina Project, an innovative start up tech business by two mana wāhine, Talia Cardines and Hi'ilani Shibata.



Talia Cardines - Photos: Courtesy



Hi'ilani Shibata

For years, and with various organizations, Cardines had been working with women transitioning out of prison and back into society. One activity, a gardening project that taught the women to use the moon to guide their planting, was especially fruitful.

Cardines and several others also involved in this work began collaborating to seek new ways to uplift the women in their care. Calling themselves Hale o Hina their hui was birthed in Maunalahā in upper Makiki.

"From that point forward, we embarked on a journey to learn about Hina," Cardines shared. "It took us to Uluhaimalama to watch the moon rise in Pauoa with Uncle Kaipo Hale, and to 'Iolani Palace to sing Hawai'i Pono'i with Auntie Haunani Apoliona."

In 2017, Cardines invited Shibata to become involved



Every incarcerated woman in the State of Hawai'i received a copy of Kaulana Mahina 2019.

as a cultural consultant. At the time, Shibata, who is the lead cultural trainer for the Native Hawaiian Hospitality Association, was teaching at a public charter school.

Shibata began facilitating Hina Circles for the women, teaching them about the names, mo'olelo and 'ike related to each phase of the moon. "Connecting to the mahina, and then to Hina and Hina stories, allowed them to understand their self-worth," Shibata said. "They began to believe that they had the power to become pu'uhonua for themselves."

Their work attracted the attention of the Western Pacific Regional Fisheries Management Council (WPRFMC), who offered them the opportunity to make a moon calendar for the women.

So, funded by WPRFMC, they created an 18-month calendar, overlaying a standard Gregorian style calendar with moon phases. Then they gathered mo'olelo about Hina and incorporated those stories into the calendar. Called Kaulana Mahina 2019, a copy of the calendar was given to every woman incarcerated in the State of Hawai'i.

And then something magical happened.

Women who received the calendar reached out to say that they loved the stories and were reading them every day. The connections they were making to the moon through the stories in the calendar were affecting them emotionally; and it was healing.

"When they're in prison they look at the moon and they think about their family and their children; and they know that they are all looking at the same moon," Shibata explained.

December 2019 marked the final month of their moon calendar, so Cardines and Shibata traveled to Moloka'i, a child of Hina, to mahalo her. "It was there on Moloka'i that the intention to sustain this learning was birthed," Cardines recalled.

But they weren't sure how to do it.

Then in February, Cardines' son asked her to text him some information about the moon. His request gave Cardines and Shibata the idea to establish a text platform that would not only enable them to stay connected to the women, but also create a mahina community that could include men and women of all ages and backgrounds, from keiki to kūpuna.

The idea began to take shape, and in June they began to send daily Mahina Mana'o through simple text messages sharing useful information (fishing, farming, health) and stories about that day's moon phase to a handful of people. In just three months the text messages morphed into 40-second videos and their users numbered over 200.

This led to another idea – the creation of an app. A mentor connected Cardines and Shibata to two UX Design students in Singapore. Ka Mahina Project became the students' design project and the result was the development of a high fidelity prototype app. This prototype, along with their daily Mahina Mana'o, was crucial to their successful bid in September for a coveted Purple Prize award.

Established by Purple Mai'a, a nonprofit that focuses on teaching technology and entrepreneurship, the Purple Prize is an innovation competition for technology solutions that create value for the land and for people, transform the status quo, and encourage an Indigenous technology sector.

Cardines and Shibata are now finalizing their business plan and building their app.

Their daily Mahina Mana'o is now housed on their private YouTube channel so subscribers receive a link instead of a file. And their website, kamahina.com, launches on November 1.

Overall, the experience of applying for and being awarded a Purple Prize, and everything they have learned in that process, has been eye-opening. Most notably, the challenge of balancing 'ike kūpuna and business.

"You can't really walk in both worlds. It's almost impossible," Shibata declared. "We're creating a new path that will hopefully empower more women to create businesses that affect social change, include 'ike kūpuna, and are financially stable."

Ultimately, the women see Ka Mahina Project as a vehicle for using 'ike kūpuna to improve our mental health, our physical health, and the health of our honua (earth).

Mo'olelo about the moon exist within every culture, and so Ka Mahina Project's app has the potential to make a global impact and help people around the world find peace, healing and connection to their own 'ike kūpuna.

"There is only one mahina, and there are so many stories that have yet to be told. This is bringing us all together," Cardines said. ■



# EA Ecoversity Wins MIT Indigenous Fellowship

By Dr. Kū Kahakalau

**E**A Ecoversity, a culturally driven higher education and career training program for Native Hawaiian youth and young adults, was named one of eight Indigenous Communities Fellows in the 2020 MIT Solve competition on September 29.

EA Ecoversity was chosen out of 71 Native-led submissions in the nationwide competition to share \$100,000 in funding and support. This was the first year that the fellowship was open to Indigenous people nationwide.

Ecoversities are innovative post-secondary programs located in over 40 countries that radically re-imagine higher education to cultivate human and ecological flourishing in an effort to transform the unsustainable and unjust economic, political and social systems/mindsets that dominate the planet. The MIT Solve award was received as EA Ecoversity is launching its first e-learning course, and its workforce development partnership with Aloha Connects Innovation and Aloha Innovation Workforce Hawai'i.

EA stands for Education with Aloha, an ancient yet modern way of teaching developed over the past 30 years. Ea also means sovereignty in Hawaiian because EA Ecoversity is designed to empower Native Hawaiians to thrive

in their homeland by engaging in well-earning green careers and creating lifepaths that are meaningful and fulfilling. Each learner has a flexible, personalized learning plan validated by an e-portfolio that can be shared with potential employers.

Designed for the 87% of Native Hawaiians with no post-secondary degrees, EA Ecoversity supports all learners to reach their highest level. Building on the success of the Hawaiian-focused charter school movement, EA Ecoversity is grounded in the research-based Pedagogy of Aloha, that purports that caring, familial relations, a relevant curriculum and an understanding of one's responsibility to knowledge acquired, leads to contemporary and traditional rigor and should be fun at the same time.

MIT Solve is an initiative of the Massachusetts Institute of Technology (MIT) with a mission to solve world challenges. Solve is a marketplace for social impact innovation.

Through open innovation challenges, Solve finds incredible tech-based social entrepreneurs all around the world. Solve then brings together MIT's innovation ecosystem and Indigenous Community Fellows like EA Ecoversity to fund and support these entrepreneurs to help them drive lasting, transformational impact.

EA Ecoversity is an initiative of Kū-A-Kanaka LLC, a family-owned, Native Hawaiian social enterprise, headquartered in Hilo on Hawai'i Island. In October 2020, Kū-A-Kanaka launched their EA E-Learning program providing fun, culturally driven, hands-on, virtual Hawaiian language and culture courses to Hawaiian families made up of learners of all ages. These courses are free to EA Ecoversity learners. For more information visit: <https://www.kuakanaka.com/eacoversity>. ■

*Dr. Kū Kahakalau is a Native Hawaiian educator, researcher, cultural practitioner, grassroots activist, and expert in Hawaiian language, history and culture. Over the past 25 years, Kū has promoted the revitalization of Hawaiian language and culture, hands-on learning in the environment, community sustainability and Hawaiian self-determination in education and beyond through a Pedagogy of Aloha. Kū has founded and administered a number of innovative Hawaiian-focused programs. Her latest project, EA Ecoversity, is a Hawaiian-focused post-secondary program that transitions Hawaiian 'ōpio to culturally grounded, happy, successful, thriving kanaka makua, and responsible global citizens.*

# Virtual 43rd Annual Prince Lot Hula Festival Premieres November 5



By Pauline Worsham

**M**oanalua Gardens Foundation (MGF) presents the premiere of the virtual 43rd Annual Prince Lot Hula Festival on Thursday, November 5, from 7 to 9 p.m. on KHON2.

The two-hour program will be live-streamed on [www.khon2.com](http://www.khon2.com) and on KHON's YouTube channel. It will be rebroadcast on Saturday, November 7, from 7 to 9 p.m. on KHON, and on Sunday, November 8, from 8 to 10 p.m. on sister station KHII. Presenting Sponsor is Hawai'i Tourism Authority.

Instead of a live in-person event, this year's festival was filmed at historic Queen Emma Summer Palace and features 11 hālau in an inspiring program of hula with special messages of aloha from each kumu. Founded in 1978, the festival honors Prince Lot Kapuāiwa, who helped revive hula in Moanalua and reigned as Kamehameha V from 1863 to 1872.

"While we cannot safely gather together in person during the pandemic, we wanted to bring our program of aloha through hula to the families and kūpuna here in Hawai'i and beyond our shores so they can watch it in the security of their homes," said Alike Jamile, executive director and president of MGF.

The program will showcase a mixture of both kahiko and 'auana with hālau performing at various locations on the grounds of the Summer Palace. David Kalama (Kalama Productions) a veteran producer and senior media producer of the Merrie Monarch Festival for 27 years, is producing the show.

A highlight will be a special performance by MGF's Malia Kau Award recipient Kumu Hula Leimomi Ho and Keali'ika'apunihonua Ke'ena A'o Hula.

The virtual festival will launch on MGF's Facebook site on Monday, November 16, and on their YouTube channel with additional vignettes on Tuesday, December 1.

"The Office of Hawaiian Affairs is honored to be a sponsor of this groundbreaking program. Despite these difficult times, Moanalua Gardens Foundation has found a way to safely celebrate our culture in this uplifting program of hula with aloha," said Dr. Sylvia Hussey, OHA CEO.

"We are deeply grateful to our loyal sponsors who are helping to make this broadcast possible," Jamile added.

Other sponsors include the National Endowment for the Arts, the Hawai'i State Foundation on Culture and the Arts, the Nakila & Marti Steele Family Fund of the Hawai'i Community Foundation, the Office of Hawaiian Affairs, The Dolores Furtado Martin Foundation, Kamehameha Schools, The Queen's Health Systems, PA'I Foundation and Matson Navigation.

MGF continues to fundraise to pay for the production. To kōkua go to: [www.moanalugardensfoundation.org/](http://www.moanalugardensfoundation.org/) donate and make a donation or become a member. ■



# Domestic Violence Spikes During Pandemic

By Office of Hawaiian Affairs Staff

The Native Hawaiian COVID-19 Research Hui (a collaboration between the Office of Hawaiian Affairs, Kamehameha Schools and Lili'uokalani Trust), in partnership with the Domestic Violence Action Center (DVAC), recently published a report illuminating an important yet under-addressed consequence of the COVID-19 pandemic: the rise of intimate partner violence, particularly among the Native Hawaiian population.

The report, “Native Hawaiians At-Risk of Intimate Partner Violence During COVID-19,” examines the increase in both domestic and intimate partner violence in the state of Hawai‘i, a trend that is reflected globally.

Due to stay-at-home and various quarantine mandates, domestic violence survivors have been forced to stay in the home or be in close proximity to their abusers more frequently. The increased stress resulting from these mandates has increased the incidents of abuse. Between March and October 2020, Hawai‘i’s DVAC Helpline reported a 46% increase in calls.

While domestic violence is not limited to certain ethnicities, cultures or socio-economic groups, in Hawai‘i Native Hawaiian adults have disproportionately reported greater rates of intimate partner violence, both physical and sexual, than the rest of the population during the COVID-19 pandemic. That said, the rise of domestic violence is not solely a Native Hawaiian concern. In particular, Pacific Islander and Caucasian communities in

Hawai‘i also reported higher rates of intimate partner violence.

Limited access to culturally based medical and mental health care, increased economic stress, historical trauma, and racialized structures of inequality linked to legacies of colonization and imperialism all contribute to this trend.

The intersections of other social issues such as homelessness and poverty compound the risk of intimate partner violence in Hawai‘i. Other vulnerabilities such as pregnancy or youth status can also result in higher rates of abuse.

The COVID-19 pandemic has exacerbated the conditions that increase the risks of intimate partner violence, adding to known (and pre-existing) risk factors such as poverty, income inequality, lack of educational opportunities, and limited access to quality healthcare. To combat this trend, building protective factors such as increasing cultural resilience, social support, and community cohesion can reduce the overall rate and help to address intimate partner violence among Native Hawaiians.

Domestic violence is chronically under-reported. If you or someone you know is experiencing intimate partner violence, help is available. For more information, contact the Domestic Violence Action Center at: <https://domesticviolenceactioncenter.org/> or call them at 808-531-3771 (O‘ahu); 800-690-6200 (toll-free helpline); or text 605-956-5680.

To read the full report go to:

<https://sites.google.com/ksbe.edu/nh-covid19/intimate-partner-violence>

## Native Hawaiians experience high rates of intimate partner violence.

Like other Indigenous and marginalized peoples, Native Hawaiians in the State of Hawai‘i report relatively high rates of intimate partner violence when compared to non-Hawaiians and the total state population. It is important to note that limited access to culturally based medical and mental health care, increased economic stresses, experiences of historical trauma, denial of self-determination, and racialized structures of inequality linked to legacies of colonization, imperialism, and dispossession of land are important parts of the context in which these choices are made.<sup>4</sup>

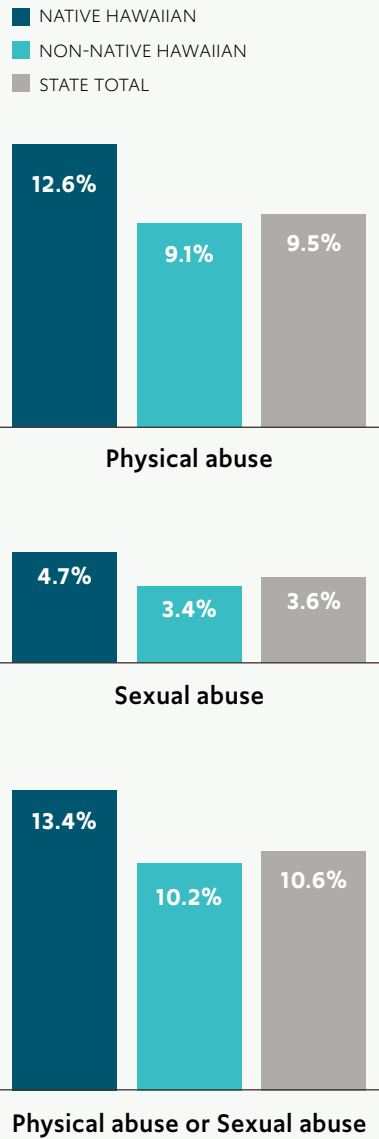
In 2013, **12.6%** of Native Hawaiian adults report experiencing physical abuse by an intimate partner, compared to 9.1% of non-Hawaiian adults and 9.5% of the total State of Hawai‘i adult population.

**4.7%** of Native Hawaiian adults report experiencing sexual abuse by an intimate partner, compared to 3.4% of non-Hawaiian adults and 3.6% of the total State of Hawai‘i adult population.

**13.4%** of Native Hawaiian adults report experiencing physical or sexual abuse by an intimate partner, compared to 10.2% non-Hawaiian adults and 10.6% of the total State of Hawai‘i adult population.

Although rates of intimate partner violence are high among Native Hawaiians, when data are compared with other specific ethnicities, rates are higher among White/Caucasian and Pacific Islander ethnicities in Hawai‘i.

Figure 1. Native Hawaiian adults experience intimate partner violence at greater rates than the rest of the population of Hawai‘i, 2013<sup>5</sup>



<sup>4</sup> Oneha, M., Magnussen, L., & Shoultz, J. (2010). The Voices of Native Hawaiian Women: Perceptions, Responses and Needs Regarding Intimate Partner Violence. California Journal of Health Promotion. 8(1): 72-81; available at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3392177/>; and Asian Pacific Institute. (February 2020). Domestic Violence, Sexual Violence, and Human Trafficking in Native Hawaiian Communities Factsheet available at <https://s3.amazonaws.com/gbv-wp-uploads/wp-content/uploads/2020/06/22194925/DVFact-Sheet-Native-Hawaiians-Jan->

<sup>5</sup> Hawai‘i Department of Health, Hawai‘i Health Data Warehouse, 2013 Behavior Risk Factor Surveillance System (BRFSS) Report. This is the most recent data available. Questions on domestic violence were not included in surveys conducted between 2014 and 2018. Additionally, significance testing was not conducted for this analysis.



# Native Hawaiian Clergy in Hawai'i's Episcopal Church

By The Rev. Keleawe Hee

*The Episcopal Church in Hawai'i celebrates the Feast Day of the Holy Sovereigns King Kamehameha IV and Queen Emma on November 28. That is also Lā Kū'oko'a, the day Hawai'i's sovereignty was recognized by Great Britain and France in 1843.*

The Episcopal Church has a long history in Hawai'i. King Kamehameha IV and Queen Emma were close friends with the British Royal family and were familiar with the Anglican Church in England.

They invited the religion to the islands in 1862, where it became the Hawaiian Reformed Catholic Church, now known as the Episcopal Church. The priests that came here to run the services were not Native Hawaiian.

How long would it be before Kānaka Maoli would be welcomed into their ranks?

The Rev. William Hoapili Ka'auwai was ordained as a deacon in 1864, just two years later, but it took many years before any Native Hawaiian was ordained as a priest. In fact, 90 years passed before the first Native Hawaiian priest, The Rev. E. Lani Hanchett, was ordained in 1952. He went on to become bishop of the Diocese of Hawai'i in 1969.

About one-fifth of Hawai'i's general population is Native Hawaiian. At the time, the proportion of priests in the Diocese who were Native Hawaiian was far lower than would be considered representative of that population.



The Holy Sovereigns King Kamehameha IV and Queen Emma pictured here with their son, Prince Albert honored on the Ali'i Sunday in November at the Cathedral of St. Andrew. - Photos: Courtesy

tinuity within the Diocese. If Native Hawaiians went through discernment and seminary, they were more likely to return to Hawai'i and stay for the rest of their career.

The current bishop, The Right Rev. Robert L. Fitzpatrick has encouraged the same thing. Besides the seminary route, the Episcopal Diocese offers an additional route to ordination, Waiolaihui'ia, which literally translates as "the gathering of the living waters." The program provides training and formation for mature persons, grounded in the local cultures of Hawai'i, for whom the disruption and cost of mainland seminary is not feasible.

In 2015, the first set of students (all Kānaka Maoli) completed the three-year Waiolaihui'ia program and were ordained to the transitional diaconate. Mahi Beimes became the first female of Native Hawaiian ancestry to be ordained into the Episcopal Church worldwide. It was a joyous occasion!

Describing the experience the following day, The Rev. Deacon Nāhoa Lucas said, "When people congratulated me, they often said 'It's about time!' or even 'We've been waiting a century for this!'"

Within the first century of the Episcopal Diocese, there were only two widely spaced ordinations of clergy of Hawaiian ancestry. Within the recent years, momentum has grown, leading toward a more representative balance of clergy. With those newly ordained adding to the current clergy of Native Hawaiian ancestry, it demonstrates a strong beginning of Hawaiian leadership in the faith founded by Hawaiian royalty.

Why is it important to have priests and deacons who are Native Hawaiian?

The Episcopal Church in Hawai'i was originally founded as the Anglican Church of Hawai'i by Hawaiian monarchs who were educated with Hawaiian and European influences. In order to carry on their intent and traditions, there has to be an understanding of Hawaiian history and language and the experience of being Hawaiian.

When a new priest accepts a position in the church, long-term parishioners want to be able to relate and have their life experiences understood. There were many times Hawaiian congregations felt the clergy regarded them as being backward. The Hawaiian community often felt like they had to fight off changes to maintain their cultural identity. The sense the kūpuna described was "needing to fight just to stay even."

A Hawaiian minister enables a Hawaiian Congregation to feel understood and that they have an advocate. When there is a shared identity and common experiences, people develop deeper, more trusting relationships. There is great value in having Hawaiian clergy lead their congregation on its spiritual journey.

As an example, during Ali'i Feast Days at

the Cathedral of St. Andrew, when the Hawaiian Royal Societies and the Hawaiian Civic Clubs attend, if the minister demonstrates well-grounded knowledge of life in Hawai'i, the congregants are more receptive.

Currently, there are seven active Kānaka Maoli Kahuna Pule (Native Hawaiian priests) and two diakona (deacons) serving in the Episcopal Diocese of Hawai'i. Native Hawaiians now account for 21% of the Episcopal clergy serving in the Diocese of Hawai'i, which is representative of the general population of Native Hawaiians in Hawai'i!

Ho'omaika'i Ke Akua! ■



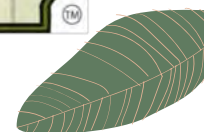
Rev. Keleawe Hee.

*The Rev. Dr. Keleawe Hee is the Vicar of Pastoral Care at The Cathedral of St. Andrew in Honolulu, Hawai'i. He is Kānaka Maoli and his family line is from the Manu-Kawelo 'ohana from North Kohala, on Hawai'i Island. Rev. Hee wishes to mahalo historian Ann Dugdale Hansen, Verger of The Cathedral of St. Andrew, and Nāhoa Lucas for editing.*

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# 'O Lono 'Oe

By Mehanaokalā Hind

**E**nā hoa heluhelu mai ka pi'i ana o ka lā i Ha'eha'e a i ke kai kā'ili lā o Lehua, aloha nui kakou! Greetings of aloha to my fellow readers, from the rising of the sun at Ha'eha'e to the sun snatching sea of Lehua.

He wā ho'omaika'i a ho'okulāia nō kēia no ka lāhui! Ua 'ula a'e nei ka lae o kahi Kauka Kalei Nu'uhiwa a lae'ula ihola nō ho'i! This is a time of congratulation and celebration for the lāhui! The brow of a certain Dr. Kalei Nu'uhiwa has been reddened and her doctorate obtained!

I bring this news to you, dear friends, as we enter into the time of the year that we celebrate the beginning of the Makahiki. Dr. Nu'uhiwa received her Ph.D. from the University of Waikato in Aotearoa. Her dissertation was titled: *Makahiki – Nā Maka o Lono Utilizing the Papakū Makawalu Method to Analyze Mele and Pule of Lono and the*



Dr. Kalei Nu'uhiwa - Photo: Courtesy

*Makahiki.*

Dr. Nu'uhiwa's dissertation is a feast for hungry practitioners of the Makahiki traditions and burgeoning kilo lani practitioners. Her research offers a lens through which we can grow our limited understanding of an important legacy left to us by our ancestors. Makahiki is more than just the "games." It is a time to recalibrate, physically, spiritually and politically.

For this short article, and since we are

in the appropriate time in the Kaulana Mahina, the moon calendar, I wanted to share with all of you, dear friends, a glimpse of her dissertation and what Dr. Nu'uhiwa says regarding the start of the Makahiki.

Although the opening of Makahiki is celebrated in communities across Hawai'i at varying times from September through November, according to Nu'uhiwa, the first ceremony that opens the Makahiki season is the ceremony that closes the Kū season.

This ceremony is called "Kauluwela" and it happens around August/September, or Hilinehu in the Kaulana Mahina, at which time environmental and political shifts occur from Kū/Kāne to Lono/Kanaloa.

The second ceremony that opens the Makahiki season is "Kuapola" which occurs on pō Hua in the malama of 'Ikuā (October) followed by a second Kuapola on pō Hua of Welehu (November). During the first Kuapola, observations and then prognostications of the upcoming Makahiki

are made by the kahuna and ali'i. The second Kuapola affirms those observations and prognostications with the maka'āinana. It is in Welehu when the Makali'i (Pleiades) is seen rising in the east, following both the setting of the sun and moon,

marking the beginning of the year.

We anxiously await the publication of Dr. Nu'uhiwa's book to learn more about Makahiki, but in the meantime you can join her every morning at 9:00 a.m. at <http://kanaenaetogether.com> for her daily sharing of pule ho'ōla, prayers to support one another.

And with that, I end here with this refrain, say it with me, "LONOIKA-MAKAHIKI!" ■

## KSK Students Sweep at National Indigenous STEM Conference



Dakota Kaupu



Cade Kane



Joshua Parker



Taylor Moniz

Students from Kamehameha Schools Kapālama campus took top honors in the Pre-College division at this year's American Indian Science and Engineering Society (AISES) National Conference. The awards were announced this past weekend and the Kamehameha Schools students emerged victorious from a field of hundreds of Indigenous scholars from across the U.S.

This year's event was held virtually with entries presented in a digital format. Virtual posters outlining the STEM-focused research were judged as students answered questions via chat.

"To see our students perform so well on the national stage is exhilarating. The fact that this is an indigenous STEM-focused conference further sweetens the accomplishment because it underscores the innate connection between native intelligence and the studies of science, technology, engineering and math," said Dr. Taran Chun, KS Kapālama Po'o Kula.

Winning first place in the Pre-College Poster Presentations division, senior Taylor Moniz realized the importance of an Indigenous perspective in STEM-related fields of study.

"Within the American Indian Science and Engineering Society, there is an abundance of support from people who share similar

struggles and experiences. This conference helps to provide a platform for Indigenous students, including Native Hawaiians, to be inspired, break barriers, and strive to accomplish your dreams," said Moniz.

Rounding out the rest of the awards in the Pre-College division, Dakota Kaupu won second place, Joshua Parker won third place and Cade Kane earned the honorable mention. Each award came with a cash prize. Kaupu and Kane also walked away with brand new laptops after being recognized in The Boeing Company Laptop Awards division of the conference.

## AAEF Objects to State's Reopening Plan

In mid-October, in response to the state's "reopening" of Hawai'i to visitors last month, the 'Āina Aloha Economic Future (AAEF) initiative cautioned against the rush to reopen.

"We need to get it right the first time," said Ikaika Hussey, one of 14 organizers of the AAEF initiative. "Without safe jobs, a clear testing protocol, and worker protections, the rush to reopen Hawai'i will likely initiate a third and bigger wave of community infections."

However, the state is banking on reopening providing needed relief for airlines and hotels that have suffered tremendous economic losses since the pandemic began, and AAEF's recommendations were disregarded.

AAEF's proposal stressed the value of ho'okipa, recognizing that visitors can only be well-hosted by the people of Hawai'i when families and communities are safe, strong, and can exercise their ability to be the stewards of these islands.

"Ho'okipa includes a reciprocal relationship where hosts and visitors have kuleana or responsibility for the wellbeing of each other," said Noe Noe Wong-Wilson, another AAEF organizer. "Residents need to trust that visitors are not going to infect us, and visitors need to trust that Hawai'i is safe."

AAEF proposed a two-stage reopening plan that would begin by opening inter-island travel for Hawai'i residents with no quarantine while implementing rapid COVID-19 testing upon departure from all airports. Assuming no major outbreaks from reopening inter-island travel, stage two would open travel from outside of Hawai'i with comprehensive testing requirements and safety protocols. For more information about AAEF to go: [www.ainaahafutures.com](http://www.ainaahafutures.com).



## 'Iolani Palace Offers Specialty Tour

The Friends of 'Iolani Palace invites visitors to take a tour of the chamberlain's office suite and other rooms with the new Chamberlain's Tour. The specialty tour will be offered on Thursdays and Fridays at 3:00 p.m. and began on October 15.

"This specialty tour brings a new perspective of life at 'Iolani Palace through the eyes of the Royal Chamberlain and other members of the Palace staff," said Paula Akana, executive director of the Friends of 'Iolani Palace. "The chamberlain answered directly to the king and queen and his office reveals what it took to run the royal household. For the first time, guests will be able to step into the chamberlain's office and hear insightful and enchanting stories about the monarchs who once walked the halls."

The highlight of the tour will be a guided visit inside the chamberlain's office suite. Guests will hear stories from docents dressed in authentic period clothing about King Kalākaua. This unique, docent-led tour will include stops in the basement, first floor rooms, the king's bedroom and library on the second floor, and the Palace Galleries.

For more information or to book a tour, visit [www.IolaniPalace.org](http://www.IolaniPalace.org) or call (808) 522-0832.

## It's How You Stay

It's more than where you go. It's how you stay. That's the message behind a new video that's being played to visitors before and after they arrive in Hawai'i. It's part of the Kuleana Campaign, launched last year through a partnership between the Hawai'i Tourism Authority (HTA) and the Hawai'i Visitors and Convention Bureau (HVCB).

Kuleana Campaign outlines the expectation for visitors' personal and collective commitment to the people of Hawai'i. The video encourages travelers to wear a mask, wash their hands, keep six feet apart, and share aloha with fellow travelers and residents.

The video has been sent to air-

line, hotel and activity partners to share with their customers within email confirmations, inflight, in-room and on property as available. And when visitors log in to their Facebook and Instagram accounts, the video will pop up on their feeds while they're in Hawai'i through geo-targeting technology.

The Kuleana video was launched the week of October 12 in coordination with Hawai'i's new pre-travel testing program that allows trans-Pacific travelers to bypass the state's mandatory 14-day self-quarantine with a negative COVID-19 test result from a trusted testing and travel partner.

To build on the message of the Kuleana video, in early November HTA and HVCB will also launch the Mālama Hawai'i Campaign in key West Coast source markets to encourage potential travelers to take care of our earth, ourselves and each other. The Mālama Hawai'i video will let visitors know that while they explore and rejuvenate in our islands, it's also a time for them to learn and to responsibly participate in unique experiences that give back to Hawai'i.

## Up to \$50,000 Available for Eligible Culture and Arts Organizations

Last month the City and County of Honolulu via the Mayor's Office of Culture and Arts announced the establishment of a Culture and Arts Relief and Recovery Fund. Ten million dollars have been set aside for the fund which will reimburse businesses and nonprofit organizations in the culture and arts industries for costs incurred from the implementation of safety precautions and re-opening costs to prevent the spread of COVID-19.

The one-time reimbursement will be up to either \$10,000 or \$50,000 depending on the business or nonprofit organization eligibility and qualifications.

There are two funds. The Mālamalama fund is for small nonprofit and for-profit businesses and organizations (worth less than \$1 million). This fund is for cultural practitioners, artists, writers, musi-

cians and kumu hula and offers a one-time reimbursement of up to \$10,000.

The Ho'ōla fund is for larger nonprofits (worth more than \$1 million), such as museums, large theatres, and cultural and art attractions, and offers a one-time reimbursement of up to \$50,000.

For more information or to apply to City and County of Honolulu Culture and Arts Relief and Recovery Fund go to [oneoahu.org/culture-arts](http://oneoahu.org/culture-arts).

Additionally, the City and County of Honolulu Small Business Relief and Recovery Fund has expanded to cover businesses up to \$5 million in revenue. For more information or to apply go to: [oneoahu.org/small-business](http://oneoahu.org/small-business).

## Native Feast



On November 18, the Hawai'i Food & Wine Festival (HFWF) will host a special four-course collaboration dinner, Native Feast, featuring an Indigenous Foods menu by chef and Hawaiian cultural practitioner Kealoha Domingo, Oglala Lakota Sioux chef Sean Sherman, and Terry Lynch, executive chef at Maui Brewing Company.



Kealoha Domingo



Sean Sherman

Both chef Kealoha and visiting chef Sherman are active in the revitalization of their respective lands and food systems, and plan to forage and harvest on local lands to contribute to this special menu that will explore the native cuisines of Native Hawaiians and Native Americans.

It is HFWF's mission to showcase not only the amazing culinary talent from our islands, but also the ingredients and products available in Hawai'i through local farmers, fisherman, ranchers and purveyors.

The November 18 event will be at the Maui Brewing Co., located in the Waikiki Beachcomber Hotel. It is an exclusive opportunity for those interested in enjoying a safe evening out while sampling a Native Hawaiian and Native American Indigenous menu.

In consideration of Covid-19 safety protocols, HFWF is offering a variety of intimate collaboration dinners, with limited seating, at 10 different locations across O'ahu between November 6-21.

For more information go to: <https://hawaiifoodandwinefestival.com/events/native-feast/>. All proceeds from this year's festival will directly benefit Hawai'i's agricultural, restaurant, food service and hospitality industries, and their employees.

## "Hawaiiverse" – A New Small Business Website

Hawaiiverse, a new website showcasing local vendors and entrepreneurs, launched in October to help Hawai'i's small businesses reach a broader audience online.

The free marketing platform offers special coupons and weekly giveaways to help residents find the best deals and support local businesses when many are facing huge challenges. The site's free business listings are promoted to more than 25,000 Hawaiiverse followers on social media.

Hawaiiverse was born on Hawai'i Island in 2016 as a video project documenting historical and cultural sites. However, the pandemic prompted its founders to pivot their focus toward preserving and supporting the small business community statewide. The website is run by a group of small business owners and entrepreneurs who are volunteering their time to advance their mission.

"We all need to band together as a community to support local businesses through these tough times, which is why we decided

to make our platform free," says Hawaiiverse CEO Jared Kushi. "And we intend to continue doing what we're doing long after the pandemic is over."

Hawaiiverse represents over 220 businesses on O'ahu and Hawai'i Island. Hawaiiverse also features a weekly video series called "Hawaiiverse Spotlight," that allows participating vendors to tell the story of their business.

For more information on Hawaiiverse, visit their website at <https://hawaiiverse.com>.

## Nest for Families

Nest for Families, a free statewide digital parenting support program, is actively enrolling new families across all of Hawai'i. Nest is a text support system that connects expectant parents and families with children ages 0-2 to parenting experts, and partners with Family Hui Hawai'i to offer peer support groups.

"In the best of times, the first years of parenting can sometimes be lonely and stressful," says Krista Olson, Nest's Executive Director. "Nest's interactive text support offers a safety net for families throughout Hawai'i."

Parents enrolled in Nest for Families receive customized text messages based on their child's age and needs. They can also reach out to Nest's parent support team via text any time they have a parenting question. Founded by Lactation Consultants and Breastfeeding Peer Counselors, Nest has expanded to provide support around COVID-19's many impacts. Messaging addresses health and development, family wellbeing, nutrition, safety, behavioral health and more. As one parent testified, "I had a tough transition into parenthood, and Nest knows exactly what to send me and at the right time. Nest's parent support texts have been a game-changer and lifesaver for me and my family."

Nest for Families welcomes new families from all islands in our free parent support program. Enrolling is easy and free. Text "enroll me" to (808) 707-8116 or visit <https://nestfamilies.org/enroll.html>. ■



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Email: crayna@oha.org**A True Servant Leader**

**A**s of Nov. 1, Trustee Robert Lindsey Jr. of Waimea Hawai'i will have two more days left in his illustrious tenure as Hawai'i Island Office of Hawaiian Affairs Trustee. While we all look forward to working with the newly elected Trustee for Hawai'i Island and hearing what new ideas they may have, it is never easy to see someone so dedicated to not just his responsibilities as a Trustee, but his commitment to his community, leave.

**Brendon  
Kalei'aina Lee**Vice Chair,  
Trustee, At-large

allenge, Uncle Bob has served as chairperson for the Board of Trustees, as well as for the Beneficiary, Advocacy, and Empowerment (BAE) and the Resource Management (RM) Committees.

Uncle Bob's patience is well known throughout the pae 'āina. He will sit and listen, ever mindful that he is not living in that beneficiary's shoes. He always pictures himself or his 'ohana in the place of the storyteller and,

with an empathetic heart, then removes himself from the picture and looks at the issue from the outside to gain better perspective. I have

learned how to use all the resources at my disposal from Uncle Bob and watched how he trusts his team and lets them grow as individuals, both professionally and personally.

I will miss having Uncle Bob's wisdom, patience, perspective and knowledge on the Permitted Interaction Groups



Trustee Robert Lindsey Jr. - Photo: Honolulu Star Advertiser Dennis Oda, 2014

Trustee Lindsey, or "Uncle Bob" as we all call him - even at the board room table, was appointed to the Hawai'i Island seat after Trustee Linda Dela Cruz passed away in 2007. For the last 13 years he has diligently served the Native Hawaiians of Hawai'i Island and the lāhui. He was a former ranger with the Parks Service, served his community at the State Legislature for one term, then became the land assets manager for Hawai'i Island for Kamehameha Schools Bishop Estate; so it is easy to understand the reason that the 2007 Board of Trustees selected Uncle Bob.

Throughout the years, Uncle Bob has served on Habitat for Humanity West Hawai'i, the West Hawai'i Mediation Center, and the Kanu o Ka 'Āina Center 'Ohana. Never shying away from a chal-

that we have worked on together over the last two years. We accomplished so much over the last two years and still have so much more to do. Uncle Bob helped us carry the ball into the red zone, and we know he is leaving the field and will watch us carry the ball into the end zone. I am comforted with the knowledge that we can now call on him as a resource and not worry about our favorite sunshine law telling us we cannot.

Enjoy your retirement Uncle Bob! You will be missed at the Board of Trustees table, in the office, and most especially at our kūkākūkā sessions in your office. A hui hou. See you in the cool air up there in Waimea, as soon as we can all get on a plane again. ■



## Reasons to Choose Entrepreneurship as a Career Path

This month, *Ka Wai Ola's* theme deals with a subject matter I've taught at Hawai'i Pacific University for many years... entrepreneurship. Why are young people particularly interested in starting their own businesses? Why do you think entrepreneurs are more likely than employees to achieve financial success? Warren Buffett, CEO of Berkshire Hathaway, and one of America's richest entrepreneurs once said: "Ignore the stock market, ignore the economy, and buy a business you understand."

People choose to become entrepreneurs for different reasons. Some are motivated by dissatisfaction with the organized work world, citing desires to escape unreasonable bosses or insufficient rewards and recognition as motives to start their own companies.

### The Desire to be Your Own Boss

Basically, the "desire to be your own boss" motivates a lot of young adults to pursue this career path. Some have an idea for a product or service that would really fill a need or help keep a culture alive into perpetuity. Our Native Hawaiian Chamber of Commerce, with clubs on every major island, helps stress this need as they are proof that Hawaiians are some of the most amazingly brilliant creators of products and services.

The pandemic and resulting economic slowdown showed clearly how many workers had no job security. Large companies began downsizing, eliminating more jobs than they created, and till this day are trying to improve their financial status by massive layoffs.

Entrepreneurs are wealth creators. Many



Leina'ala  
Ahu Isa, Ph.D.

Trustee, At-large

of the recipients of our Native Hawaiian Revolving Loan Fund (NHRLF) started their ventures with a specific goal of creating a profitable business and reaping its rewards. Having been a member of OHA's first NHRLF, I can speak firsthand of their successes. Of course there were failures, but then they sought solutions to find the answers to help them survive. They did not give up. Perseverance and a "never-give-up attitude" allowed our Hawai'i Island fishermen, who sought loans for purchasing boats, to make "fishing" their first company. They found out that their business plans needed to be updated to keep up with what was actually happening with the economy at that point in time. It was their own "baby" that they were so proud of!

At our Trustees' Kaua'i Board virtual meeting last month, Mr. John Kaohelaui'i of Kaua'i's Native Hawaiian Chamber of Commerce shared how he started his own company years ago and he is still thriving today (during these COVID-19 times). Ho'omaika'i, John!!! Congratulations!

Starting a business gives the founder some choice over when, where, and how to work. For other entrepreneurs, their quality of life was defined in terms of their ability to fulfill broader "social objectives" through their ventures, whether it be the environment, climate change or **'āina momona**. They are working to preserve our forests, our streams, our mauna...putting a whole new and gratifying perspective on what it means to be an entrepreneur.

HAU'OLI LĀ HO'OMAIKA'I! Be Blessed!

A hui hou, Mālama Pono,  
Trustee Leina'ala Ahu Isa ■

## Lāhui United, Lāhui Strong

"Throw the 'ōpala (trash) from the garden of your heart and let only the golden blossoms of aloha grow there. Live aloha." - Queen Lili'uokalani (whose original name was Lydia Walania Kamaka'eha Pākī).

An intelligent, strong and powerful woman who was also very gentle, loving and insightful, gifted with music and poetry; our last reigning queen whose words are just as appropriate and meaningful today in this day and age as they were when she first spoke them. There is no one, no one who loved the Hawaiian people more than Queen Lili'uokalani.

I couldn't help but think of her - her greatness and her aloha for Hawai'i, her lāhui - now with the elections behind us and with so many critically important issues in front of us as a nation and as a community - a people of Hawai'i. Regardless of whether the candidates you voted for were elected or not, we must remain united as a community, a people of Hawai'i, a lāhui, because there are still so many important issues that remain. The ones that immediately come to mind are our healthcare system, particularly during these challenging times of COVID-19: the health and welfare of our keiki and kūpuna are critical; our mo'omeheu (culture); the education of our keiki; water, environmental and 'āina mālama issues and concerns; our economic survival; iwi kūpuna; and last but certainly not least, the 'ohana. Those who were elected into their specific offices are now tasked with resolving these issues and moving us forward to a better place, but they cannot do it without us. We must put our confidence in our newly elected officials and do all that we can to support them, for our queen said, "Love of country is deep-seated in the breast of every Hawaiian whatever his station."



Carmen "Hulu"  
Lindsey

Trustee, Maui

We must be united; we must i mua! This was never more evident than in the Kū Kia'i Mauna movement; defending and protecting her for as long as it takes, our people stand united! At the North Shore of O'ahu, our people defended the 'āina and the community against the loud monstrosity of windmills; and again in Kahului, Wailuku, Wailea, Kaua'ula and Waimānalo, protecting the 'āina and the iwi kūpuna.

Recently, I saw an ad for the Salvation Army as they are preparing for the holiday season and recruiting "bell ringers" that you see at the malls, shopping centers and outside the entrances and exits of your local grocery stores. Their marketing theme is "Community Strong - Love Unites All." That theme could not be more perfect, and it is exactly what we, as a Hawaiian people, need to continue to do. It is proven, tried and true! Our translation of this theme would be, "Lāhui Strong - Aloha Unites All." Or was that our theme on the mauna as we demonstrated peacefully! Nonetheless, this message must be put into action, again, for as long as it takes to overcome all of the challenges we are faced with and to bring our people, our lāhui, a thriving, safe and self-sustainable future for many, many generations to come.

As our Queen Lili'uokalani also once said, "I could not turn back the time for the political change, but there is still time to save our heritage. Never cease to act because you fear you may fail." I can't help but think that she is still speaking these words to us today, perhaps a little louder, so we must take heed and listen to our great monarch. Although her reign was abruptly cut short in 1893, she remains a lasting icon, a lasting image of hope for the Hawaiian people. E aloha kekahi i kekahi; love one another. 'Onipa'a! ■



## ENVIRONMENTAL IMPACT STATEMENT - PŌHAKULOA TRAINING AREA

The Department of the Army is in the beginning stages of the preparation of an Environmental Impact Statement (EIS) that analyzes the environmental and cultural effects of the proposed retention of up to approximately 23,000 acres of State-owned land at Pōhakuloa Training Area. The EIS is being prepared in accordance with National Environmental Policy Act (NEPA), Hawai'i Revised Statutes Chapter 343, and Hawai'i Administrative Rules Chapter 11-200.1. The project area is comprised of Tax Map Keys 4-4-015:008; 4-4-016:005; 3-8-001:013 & 022; and 7-1-004:007 in the ahupua'a of Ka'ōhe Mauka on the Island of Hawai'i. At a minimum, the EIS shall consider three (3) action alternatives and a no action alternative. A Cultural Impact Assessment (CIA) will be prepared as part of the EIS. The CIA team is seeking consultation with practitioners, Native Hawaiian Organizations, stakeholders, and other individuals. Specifically, consultation is sought on a) identification of an appropriate geographic extent of study, b) historic or existing cultural resources that may be impacted by the proposed project, c) historic or existing traditional practices and/or beliefs that may be impacted by the proposed project, and d) identification of individuals or organizations that should be sought out for consultation on the CIA. Individuals or organizations may complete the CIA survey online at <https://www.surveymonkey.com/r/PohakuloaCIA> or contact the CIA team at [community@honuaconsulting.com](mailto:community@honuaconsulting.com) or (808) 392-1617. Questions or inquiries unrelated to the CIA will be directed to the EIS project team for review and response. ■

**E nā 'ohana Hawai'i:** If you are planning a reunion or looking for genealogical information, Ka Wai Ola will print your listing at no charge on a space-available basis. Listings should not exceed 200 words. OHA reserves the right to edit all submissions for length. Send your information by mail, or e-mail [kwo@OHA.org](mailto:kwo@OHA.org). **E ola nā mamo a Hā loa!**

### SEARCH

**CHARTRAND** – Aloha John Francis Carson Chartrand is my Grandfather on my mother's side. He came to Hawai'i in the 20s with the Calvary. He married four Hawaiian women in his life and had many children. Mary Keahi Kaohu, Edith Kapule Kalawaia, Margaret Keanalani Claesene and Helen Brown. My mother Isabelle Leina'ala Chartrand Kainoa and brother Harold Kalawaia Chartrand had eleven half siblings. In honor of all the Chartrand 'Ohana that have passed on, to meet Grandpa Chartrand. We want to plan a reunion. We need everyone to kokua with your current contact info to cousin Cami Chartrand 446-5098 email [Chartrandreunion2020@gmail.com](mailto:Chartrandreunion2020@gmail.com) or John Kainoa 244-8428, [johnkainoa61@gmail.com](mailto:johnkainoa61@gmail.com). We look forward to hearing from you. Mahalo John.

**GRAMBERG** – Searching for the descendants or any related 'ohana of Herman Gramberg and Rose Anakalea. Children of Herman and Rose are Herman "Waha", Theresa, George, Vivian, Henry "Heine", Darilynn, and Rosebud. Looking to update genealogical information. Please email [grambergohana1@gmail.com](mailto:grambergohana1@gmail.com). Any information shared is greatly appreciated. Mahalo!

**HARBOTTLE** – I am looking for information on my great-great grandmother. Her name is Talaimanomateata or Kua'analewa, she was Tahitian and married to or had a child with George Nahalelau Harbottle. Born in 1815 on O'ahu and son of John Harbottle of England and Papapaunauapu daughter of Haninimakaohilani and Kauhaimokuakama. I know from Edward Hulihee Harbottle's (my great grandfather) Guardianship court case that when his father George died his mother was on Maui and the case was stopped until she could be in court. When she appeared in court she said it was fine if Edward H. Boyd became his guardian. There are family stories that she had

come from an ali'i family of Tahiti and was in Hawai'i as a ward of the court. I have not been able to substantiate this information. If anyone in the family knows where I might look it would be wonderful to know. Please contact me at [waiakaphillips@yahoo.com](mailto:waiakaphillips@yahoo.com) or call 808-936-3946. Mahalo, Noelani Willing Phillips.

**HUSSEY** – The Hussey family (Alexander & Kaaikaula Makanoë) is updating its genealogy book. Please go to [husseyohana.org](http://husseyohana.org) for more information.

**KAIWA** – Looking for descendants or related 'Ohana Members of 'BILL KAIWA', aka 'SOLOMAN ANI. Please contact ROBERTA BOLLIG 320-248-3656 or [flh63kb@yahoo.com](mailto:flh63kb@yahoo.com) MAHALO!

**KAMILA/CAZIMERO** – We are updating our Kamila and Manuel Family Tree and planning our next Family Reunion. Please check out our Facebook page; Hui 'o Manuel a me Kamila Reunion or email Kamila. [ManuelCazimeroFR2021@gmail.com](mailto:ManuelCazimeroFR2021@gmail.com). You can also contact Stacy Hanohano at (808) 520-4212 for more information.

**KEANU** – Would like to locate genealogical information for my deceased paternal grandmother named Josephine Keanu born either in Ka'u or Kaohe (Big Island) on 8/12/1912 or 1911. Supposedly, her birth record was destroyed during a fire at St. Benedict Church in Honaunau. I was told this church kept birth records of nearby families during that period. I would greatly appreciate any kokua in locating her 'ohana and details of her birth. Please contact [ssylva4@hotmail.com](mailto:ssylva4@hotmail.com).

**KAUKA** – Looking for descendants or related 'ohana members of Deborah Chan Loy (DOB: about 1885). Please contact Glenn Ventura at [gventura44@gmail.com](mailto:gventura44@gmail.com). Mainly trying to locate sisters of my mother Irene Loy (DOB: 1914) Married John Ventura of Kihei. Sisters: Lillian, Saddle (Sadie), Warma (Velma) and Agnes Kauka.

**MAKUA** – Looking for descendants or related 'ohana members of Henry K. Makua (year of birth: 1907, Honolulu) Father: Joseph K. Makua, Mother: Mary Aukai, Sisters: Malia and Mele, Sons: Henery and Donald Makua. Joseph and Mary may have originated from Kaua'i. Looking for genealogical information. Please contact – [emakua.makua@gmail.com](mailto:emakua.makua@gmail.com). Mahalo!

**MCCORRISTON** – We are updating the McCorriston family tree! Descendants of Daniel McCorriston and Annie Nelson/Anna McColgan, Hugh McCorriston and Margaret Louise Gorman, Edward McCorriston and Mauoni, and Daniel McCorriston and Jane Johnson, please forward your family information to Lynn Kanani Daue at [editor@themccorristonsofmoelokai.org](mailto:editor@themccorristonsofmoelokai.org). We also welcome updates from the descendants of McCorriston cousin John McColgan and his wife Kala'iolele Kamanoulu and Samuel Hudson Foster and Margaret Louise Gorman.

**STEWART** – Looking for descendants or 'ohana of James and Mea-alani Stewart of Kahalu'u, O'ahu. Please contact William Stewart: [wsteward52@yahoo.com](mailto:wsteward52@yahoo.com) if you are interested in a family reunion.

**TITCOMB** – For all descendants of Charles Titcomb and Kanikele – it's time to update the family information for another family reunion. Anyone that would be interested to be on the planning committee, contact: K. Nani Kawaa at [titcombfamilyreunion@gmail.com](mailto:titcombfamilyreunion@gmail.com).

**YONG/KUKAHIKO** – Kalei Keahi / Ah Foon Yong and John Mahele Kukahiko / Daisy Nahaku Up dating genealogy information on these 2 ohana. Please send to Janelle Kanekoa ( granddaughter of Samuel Apo Young/ Yong and Daisybelle Kukahiko) email @ [nehaukanekoa@gmail.com](mailto:nehaukanekoa@gmail.com). Please list on top right which ohana you belong to. Yong or Kukahiko. ■

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Fax: 808.594.1865

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Wailoa Plaza, Suite 20-COE  
399 Hualani Street  
Hilo, Hawaii 96720  
Phone: 808.933.3106  
Fax: 808.933.3110

### WEST HAWAII (KONA)

75-1000 Henry St., Ste. 205  
Kailua-Kona, HI 96740  
Phone: 808.327.9525  
Fax: 808.327.9528

### MOLOKA'I

Kūlana Ōiwi, P.O. Box 1717  
Kaunakakai, HI 96748  
Phone: 808.560.3611  
Fax: 808.560.3968

### LĀNA'I

P.O. Box 631413,  
Lāna'i City, HI 96763  
Phone: 808.565.7930  
Fax: 808.565.7931

### KAUAI / NI'HAU

4405 Kukui Grove St., Ste. 103  
Lihu'e, HI 96766-1601  
Phone: 808.241.3390  
Fax: 808.241.3508

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## KA WAI OLA CROSSWORD PUZZLE

By Ku'ualahapau'ole Lau

Ua maka'ala? Have you been paying attention?

Answers for this crossword puzzle can be found through out the pages of this issue of *Ka Wai Ola*. Please do not include any spaces, special characters, or diacriticals ('okina and kahakō) in your answers.

### ACROSS

**1** An innovative startup tech business by two mana wāhine.

**9** DHHL program sought to aid lessees and waiting list applicants with financial literacy education.

**10** New president and CEO of the Hawai'i Tourism Authority.

**11** Sports supplement line made from whole food ingredients by Stuart Kam.

**13** Online marketplace intended to share the products of local businesses across the pae 'āina.

**16** \_\_\_\_\_.9% of Hawai'i households have been counted in the census as of October 11.

**18** Hawaiian word for "foundation."

**19** Lili'uokalani Trust will work with \_\_\_\_ in supporting them on their pathways to long-term economic sustainability.

**20** \_\_\_\_ is much more than stretching and exercise; it is impactful movement for the mind and body.

**21** The first monarch of any kingdom to circumnavigate the globe.

**22** The Hawaiian word for "strategy."

**23** The first Native Hawaiian business to qualify for a \$1 million Hua Kanu Business Loan through OHA Mālama Loans.

**24** A health program would not be \_\_\_\_ without supporting spiritual health.

### DOWN

**2** The Made in Hawai'i Festival is now an \_\_\_\_ marketplace where shoppers can support truly local businesses.

**3** Innovative post-secondary programs located in over 40 countries that radically re-imagine higher education.

**4** The virtual 43rd Annual Prince Lot Hula Festival will premiere November \_\_, from 7 to 9p.m. on KHON2.

**5** "The \_\_\_\_ is the Hawaiian adaptation of the Portuguese guitar or braguinha."

**6** Domestic violence is \_\_\_\_ under-reported.

**7** The Camber of \_\_\_\_ will utilize technology to connect, educate, provide resources to their members.

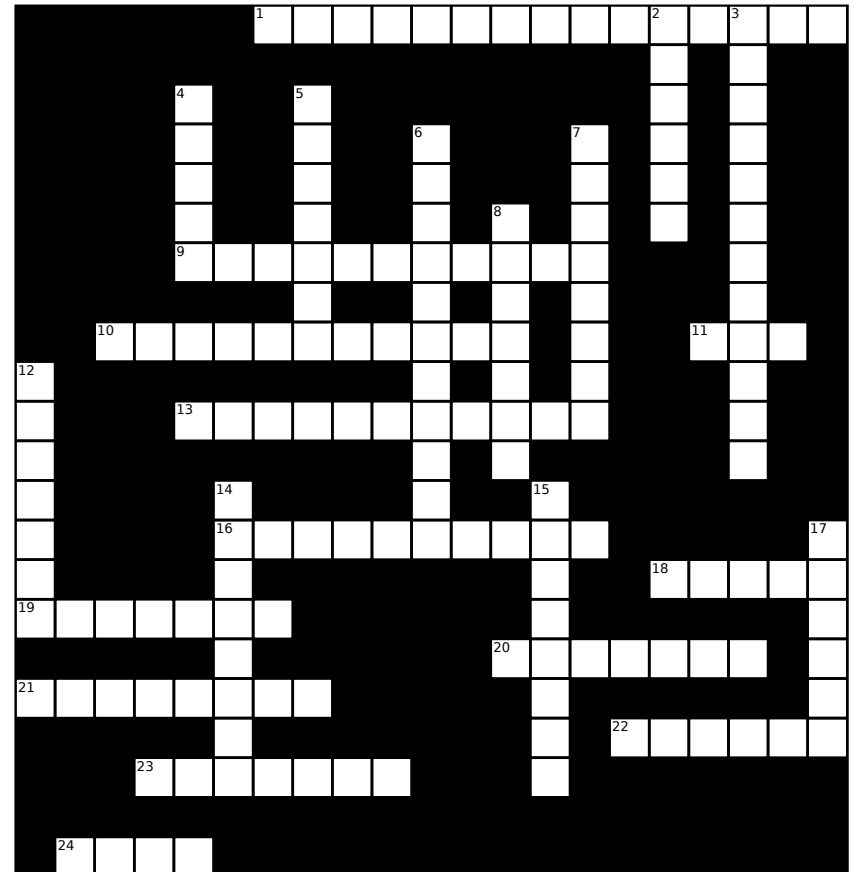
**8** Kamehameha Schools is looking for new \_\_\_\_ candidates.

**12** *Keepseagle v. \_\_\_\_* is a U.S. District Court case where Indian farmers filed a lawsuit against the U.S. Department of Agriculture.

**14** Native Hawaiians experience high rates of \_\_\_\_ partner violence.

**15** About \_\_\_\_ - \_\_\_\_ of Hawai'i's general population is Native Hawaiian.

**17** The \_\_\_\_ Artists Professional Development Fund assists artists with development of portfolios and webpage professional development and design.



### KEPAKEMAPA CROSSWORD PUZZLE ANSWERS

