



**Report to the Legislature  
On Senate Concurrent Resolution  
No. 68 S.D.1, 2004**

**On the Feasibility of Establishing  
Cooperative Ventures with Organizations  
on the U.S. Mainland in Promoting  
Hawaii and Its Products**

**November 18, 2004**

**DBEDT**  
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
**S T A T E O F H A W A I I**

# **Report on Resolution S.C.R. No. 68 S.D. 1 U.S. Mainland Organizations Promoting Hawaii and its Products**

## **Introduction**

The economy of the State of Hawaii is heavily based on tourism. There is a need to expand this industry and also to seek new areas to diversify the state's economy. The 2004 Hawaii State Legislature, through S.C.R. No. 68, S.D. 1 and S.C.R. No. 68, requested the Department of Business, Economic Development and Tourism, with the assistance of the Hawaii Tourism Authority (HTA), the Hawaii Visitors and Convention Bureau (HVCB), and the University of Hawaii (UH), to assess the feasibility of establishing cooperative ventures with U.S. Mainland-based organizations to promote Hawaii tourism, products and services, investment and business attraction.

This report researches the presence of Mainland-based organizations actively promoting Hawaii, its culture, products and services, natural resources, and various business activities. This report also provides a comprehensive assessment of contacts and serves as a source of information for future cultural, educational, social and business ventures on the Mainland. In addition, it considers the feasibility of financially supporting the efforts to these mainland based organizations.

The ability and willingness of Mainland-based Hawaii residents and their organizations to spread the Aloha Spirit and uniqueness of Hawaii to their new regions of residency represents a significant resource opportunity. Efforts to develop relationships with such organizations could benefit the Hawaii economy in the long run by establishing new and innovative methods of marketing the state, its products and services, nationally and internationally.

## ***PART I: Overview of Mainland-Based Organizations Promoting Hawaii***

### **Business Organizations**

#### ***The Hawaii Chamber of Commerce of Northern California***

The Hawaii Chamber of Commerce of Northern California (HCCNC) is a nonprofit, mutual benefit organization based in San Francisco, composed of volunteers and a board of directors. It is also an affiliate chamber of the Chamber of Commerce of Hawaii. Founded in 1999, HCCNC has become an invaluable resource not only to DBEDT, but also to twenty-five businesses and

organizations located both in Hawaii and the San Francisco Bay Area. After only four years of service, HCCNC has a newsletter subscription list of close to 2000 individuals, in addition to their business clients. Additionally, HCCNC produces 4-5 events per year, which honor leaders of the Hawaii community in the Bay Area, hosts tailgates supporting the University of Hawaii, and spread the spirit, culture and commerce of Hawaii through quarterly networking events.

HCCNC and the internet organization, Global Pau Hana (GPH), offered a great deal of assistance to DBEDT during the "Hawaii- Open for Business" Silicon Valley Promotion in May, 2003 and in the Biotech Industry Organization's Annual Convention in San Francisco in June, 2004. They arranged meetings with local business leaders, assisted with public relations duties and granted DBEDT access to their mailing lists.

HCCNC has achieved the reputation as an organization that can successfully promote Hawaii commerce, community, culture and education in Northern California. The organization's volunteers have indicated that they would be willing to increase their efforts in order to carry out additional plans for future business opportunities, providing that funding from the State of Hawaii can be secured.

#### ***Global Pau Hana and Aloha World Ohana Lanai***

The two most prominent internet-based networking groups currently in operation on the West Coast are the Global Pau Hana and Aloha World Ohana Lanai (AWOL). Both of these organizations serve as resources for Mainland and international individuals about Hawaii and the Hawaiian language; provide listings of upcoming events hosted by former Hawaii residents; and generate networks for former Hawaii residents in various cities. GPH has successfully created bases in many major cities on the mainland, as well as in Tokyo and Shanghai. GPH and AWOL are important databases for Hawaii-related recreational and business contacts alike.

#### ***Other Mainland-based Organizations***

There are other mainland-based organizations similar to the HCCNC and GPH that are currently promoting Hawaii and the cultural, historical, economic development, educational and other aspects of the state throughout the country. Each is a non-profit association, comprised of volunteers who devote themselves to spreading the word about Hawaii. Whether through annual luaus, hula performances, educational workshops, community gatherings, or national publications, each of the following organizations has the ultimate goal of sharing their knowledge and love for Hawaii with the rest of the world. From California to New York, they have actively educated Mainlanders about Hawaii and promoted the special qualities of the state. It is essential that these organizations

be allowed to continue to flourish for they provide Hawaii with an informal marketing network in many different markets. By establishing cooperative and collaborative ventures with these associations, it is hoped that DBEDT can more successfully market Hawaii's tourism industry, and promote educational, business and investment opportunities in the state.

### **Educational Organizations**

The Asian American Curriculum Project (AACP), Las Vegas Hawaiian Civic Club (LVHCC) and National Pacific Islander Educator Network (NPIEN) have established themselves as educational organizations that promote Hawaiian and Asian social issues through fundraising and scholarships. The eldest of these three associations, the AACP, offers educational materials on Asian issues and history to promote multiculturalism for schools and individuals alike. LVHCC grants educational scholarships to students of all races, but with a particular emphasis on those of Hawaiian ancestry or who are Hawaii-born. It also provides a discussion forum for economic, social, political and medical issues relating to Hawaiians. NPIEN has generated a network for educators who are either Pacific Islanders themselves or who teach Pacific Island students to identify existing needs and resources. As Hawaii is internationally known as a multicultural state, organizations promoting Asian and Pacific Islander relations and diversity can positively impact future cultural and business environments.

### **Cultural Organizations**

The majority of Mainland-based organizations that promote the Hawaiian culture do so culturally, through hula classes, performances, luaus and annual festivals. These groups have proven integral in spreading the Aloha Spirit throughout the Mainland and the world. The Hawaii Cultural Foundation (HCF), the Hawaii State Organization of Washington, D. C., Hawaiian Community Center Association (HCCA), Hawaiian Community Center Organization (HCCO), Hawaiian Inter-Club Council of Southern California (HICCCSC), Ke Po'okela Cultural Foundation, Pacific Islanders' Cultural Association (PICA), Na Mamo, nationwide hula halaus and college/university Hawaii Clubs are just a few of the various Mainland-based groups that are dedicated to spreading Hawaiian culture and commerce.

The Hawaii State Organization of Washington, D. C., in particular, is a valuable resource for Hawaiian culture in the Washington, D. C. area. In 1952, the organization became a member of the National Conference of State Societies (NCSS). Today, its membership has grown to include over 450 members and families. By hosting book readings, an annual Holoku Ball and numerous food

events, the organization has generated considerable support for Hawaii and its culture.

## **Publications**

Organizations such as *Kapalakiko Productions Calendar of Hawaiian Events*, *'Ohana Magazine* and *Pacific Voices Talk Story (PVTs)* feature events, stories or educational materials by and/or for kama'aina. *Kapalakiko Productions Calendar of Hawaiian Events* has been exceptionally successful in establishing a loyal list of subscribers in the Northern California region. This quarterly publication advertises Hawaiian events such as local luaus, high-school and college reunions and community club gatherings all over the world. *'Ohana Magazine*, circulated in 29 states, Canada, Europe and Japan, and PVTs, as a publication of Tui Communications, both share poems, stories and essays written by kama'aina. Journals and calendars such as these are invaluable resources not only for former Hawaii residents but also for anyone interested in marketing products or services to the overseas Hawaii community.

A Comprehensive listing of organizations can be found in Appendix A.

### ***Part II: Results and evaluations of past promotional efforts involving Mainland-based organizations with DBEDT, HTA/HVCB, and UH.***

In the past, State agencies and their contractors have utilized mainland based organizations which have relationships in Hawaii to coordinate events and to market and promote Hawaii. Following is an overview of the type of recent cooperative ventures that DBEDT, the HTA/HVCB and the UH have engaged in:

**DBEDT:** DBEDT has worked with the Hawaii Chamber of Commerce of Northern California (HCCNC) and the Global Pau Hana (GPH) on three occasions: in May, 2003 for its "Hawaii Open for Business" Silicon Valley promotion; in August, 2003 for its "Optical Sciences" promotion in San Diego; and in June, 2004 for its "Hawaii Life Sciences" San Francisco promotion.

The "Hawaii Open For Business" promotion was a coordinated effort between DBEDT, HVCB, the county economic development boards and economic development agencies, the University of Hawaii and the private sector to promote Hawaii as a center for science and technology, especially in the areas where Hawaii has a competitive advantage – astronomy, ocean and deep sea water resources, volcanology/geology, tropical agriculture, tropical disease research, dual use (military to commercial application), digital media, optical sciences. The promotion encompassed several events: a venture capital conference that was planned and funded by the HiBEAM (Hawaii Business and

Entrepreneurial Acceleration Mentors), targeted industry focus group forums, and a networking event. The overall goal of the event was to announce and provide information to the Silicon Valley/Palo Alto area that Hawaii was open for business, to engage the kamaaina/ex-pat population to help sell Hawaii as a place for business and investment, to identify possible investors or partners for Hawaii's companies or research activities, and recruit kamaaina for relocation back home to Hawaii. The HCCNC and GPH provided pro-bono services to DBEDT to secure necessary venues for some of the events, invite targeted individuals to the focus group forums, develop the networking program and guest list, and provide man-power during the events. The "Hawaii Open For Business" was a success in generating awareness and building relationships between the Hawaii ex-pats, DBEDT and its partners in the event, and resulted in several site visitations from prospective investors, including the Keiretsu Forum, an angel investor group with chapters in Northern and Southern California, who have now started a chapter in Hawaii. Additionally, DBEDT now has a contact list of 300 people to whom it can directly market to encourage business relocation, investment or to hold a meeting or convention in Hawaii.

DBEDT also worked with the Global Pau Hana San Diego and Orange County Chapters for its "Optical Sciences" promotion in San Diego in August, 2003. Again with its partners the county economic development boards and agencies, the UH and the private sector, DBEDT exhibited at the SPIE (Optical Science) Trade Show and held a networking reception for targeted optical and related sciences professionals and executives and the kamaaina in the area. Hawaii's presence at this trade show was instrumental in highlighting the state's optics technology capabilities and assets, and overall created a greater awareness of Hawaii's positive business environment and its viability as a place to do business, invest and/or hold business meetings and conferences.

One specific outcome is that the UH Medical School is in discussions with a mainland firm about collaborating on a clinical trial in Hawaii for the company's new optical testing device for glucose. The Hawaii companies that participated reported that they made some excellent contacts, and one firm expected an increase in sales.

In June 2004, the state (DBEDT, University of Hawaii, economic development boards and private sector) participated in BIO 2004, the largest biotechnology event in the world, which this year attracted almost 17,000 people. DBEDT once again partnered with the HCCNC and Global Pau Hana network to assist in organizing and promoting a Hawaii Life Sciences Industry Forum and reception, which attracted 275 attendees. In fact, these events were promoted on the GPH web site and people were able to RSVP through the web site. This statewide effort to promote Hawaii's Life Sciences industry at BIO 2004 resulted in the following:

- July 2004 site visit by a Japanese biotech company interested in locating in Hawaii and presently conducting due diligence and feasibility analyses of setting up a Hawaii office
- An Israeli bio-tech firm will be submitting a proposal for joint research at the Natural Energy Laboratory of Hawaii
- Industrial and environmental biotech scoping meeting will be held in Hawaii in September '04
- Potential Asia Pacific Industrial and Environmental Sector Conference September '05 in Honolulu
- Research collaboration between UH and Diversa Corp.
- Clinical Trial Agreements for Hawaii Firm

**HTA/HVCB:** The HVCB's CMI, travel trade, and PR/Promotions teams have worked with Hawaiian clubs and halau in the mainland to provide entertainment at events to promote the destination. These groups have been hired for road shows, travel trade shows, CMI trade shows, consumer travel shows, and PR/promotional events. The Hawaiian entertainment was used to enhance media exposure, provide entertainment to the people attending the events, and showcase part of the Island's culture through music and dance.

**UH:** The University of Hawaii has multiple, on-going relationships with mainland universities, research institutes, government agencies, private foundations and companies that result in hundreds of millions of dollars in research and training grants, and conferences in Hawaii as well as multiple inbound visits. UH has also partnered with DBEDT to attend the Bio conferences to promote the State to mainland-based organizations as well as to other mainland conferences and trade shows.

Direct and indirect results of these relationships and future projects that will utilize these relationships include:

- Hawaii recently designated as an EPSCoR state (one of 26 in the Union) and has recently been informed that it will host the annual EPSCoR conference in 2006 that is expected to bring well over 500 people to Hawaii. The EPSCoR rating helps bring in additional research monies that UH/the State is expected to match at 50%.
- The new John A. Burns School of Medicine, UH will be hosting a biomedical conference at the Honolulu Convention Center in January 2005. Current plans are for over 500 people to attend, including Nobel laureates who will speak, and venture capitalists, pharmaceutical companies and doctors and researchers from other states.

- An additional biomedical conference focusing on tropical infectious diseases is planned for March 2005 and expected to bring in over 60 leading researchers and specialists to Hawaii.
- UH's expansion in the life/medical sciences in the Kaka`ako area has attracted the interest of mainland property developers wanting to build research and other facilities for UH to use/lease. The Cancer Research Center of Hawaii (CRCH) is currently working on building a new comprehensive center with clinical facilities. A venture that will cost in excess of \$200 million. With the comprehensive designation from the National Cancer Institute and new, larger clinic, the CRCH will be able to attract the main pharmaceutical companies who will want to conduct trials in Hawaii. Based on the experience at other comprehensive-designated cancer research centers on the mainland, the CRCH could increase its research funding by hundreds of millions of dollars per year.
- In January 2005, the College of Business Administration (CBA) will once again host one of the World's Premier Conferences on Cutting-Edge Technologies, the Hawaii International Conference on System Sciences. The 37th Conference -- the largest to date -- was held January 5-8, 2004 at Hilton Waikoloa Village on the Big Island of Hawaii, attracting more than 700 computer researchers from universities, corporations, and government agencies throughout the world. HICSS-38 will be January 3-6, 2005, also at the Hilton Waikoloa, while HICSS-39 will be held on Kauai, January 3-6, 2006. The Conference currently considers research in nine areas or tracks, including Collaboration Systems and Technology, Complex Systems, Decision Technologies and Management, Digital Documents and Media, Emerging Technologies, Information Technology and Health Care, Internet and the Digital Economy, Organizational Systems and Technologies, and Software Technology.
- The Pacific Asia Center for Entrepreneurship and E-Business at the CBA brings in top guest speakers including venture capitalists from the west coast to speak and inspire students, faculty and the community. Through its efforts over the years, the CBA is now ranked in the top 20 business schools in the US for international business at the graduate level and top 10 at the undergraduate level. These rankings help attract new students and faculty from the mainland as well as internationally.

The University of Hawaii Alumni Association and the University of Hawaii Foundation are working hard at growing the database of alumni on the mainland and arranging regional activities around sporting events to bring them together and update them on what is happening at UH and in the State. An example of this was the UH Alumni Association Fresno Tailgate Event on November 12, 2004 when the Warriors played Fresno State.



***Part III Recommendations for further cooperative ventures and projects:***

**DBEDT:** DBEDT will continue to utilize mainland based organizations in the manner that it has in the past – for specific projects and events in targeted markets on as needed basis. Given DBEDT’s limited marketing budget, this has proven to be the most strategic and cost effective way of cooperating with overseas organizations, and in engaging consultants or vendors for services. In practically all of its mainland based and overseas projects, depending on the scope and magnitude of the events, DBEDT seeks out organizations with Hawaii ties to assist in implementation, promotion and marketing, and general assistance. Help and assistance, except for out-of-pocket expenses, are usually provided on a complimentary basis by the mainland based organizations. This does not mean that DBEDT should continue to seek charity for worthwhile services provided by mainland based organization, and compensation should and will be considered on a case by case, budget by budget basis.

**HVCB:** HVCB’s annual marketing plans are based on guidelines provided by the HTA. The plans allow for the same type of activity for CMI, travel trade, and PR/promotions that has occurred in the past, and HVCB will continue to work with Hawaiian clubs and halau in the mainland to provide entertainment at events to promote the destination.

**UH:** UH could work with DBEDT and the HTA/HVCB to attract more conferences to Hawaii in areas where Hawaii has research programs, as well as promoting sporting events that could use either the Universities facilities or those of other organizations in the State. With Herman Frazier being on the US Olympic committee, certain sports could be targeted to come to Hawaii to train ahead of the 2008 Olympics in Beijing, or simply to have their national tournaments here. Certain NCAA finals or play offs have been played here (specifically in volleyball) and others could be attracted. The UH sailing team is the current NCAA champion and so sailing regattas could be attracted. On the sporting front it is also recommended to plan ahead for possible world events that will be held in Asia and to attract teams taking part to train in Hawaii before going to the tournaments. A possible chance to attract international teams was lost during the last Soccer World Cup that was played in Japan and Korea. There is a possibility that the 2011 Rugby World Cup will be played in Japan, and if it is, Hawaii should market itself to international teams to train here ahead of time. As with DBEDT, UH has limited funds for marketing, but there are thousands of people who would come to conferences here at different times of the year, so an annual master plan and budget would need to be developed along with HTA/HVCB. We do need to work closer together to benefit the State in economic development and job creation (which also needs job training).

***Part IV. Projected budget requirements for ventures and how monies would be expended:***

Anticipated budgets for project-specific cooperative ventures would vary based on the scope and magnitude of the proposed event(s), and well as the scope and magnitude of assistance required from the mainland based organizations. Although both DBEDT and the UH attempt to do most of the organizing for its overseas events and activities (trade shows, trade missions, seminars, conferences, workshops, etc.) in house, it has on occasion contracted for “on the ground” services in the overseas market. These services are purchased on an “a la carte” basis and could cover a range of services from public relations, on-site manpower, mailing list development, sponsorship development, participant recruitment, logistics, venue design and decorating, entertainment, etc... Generally speaking, historical costs for Private Sector/DBEDT coordinated missions and trade shows have ranged from \$15,000 - \$75,000 which includes direct production expenses such as venue and trade show booth rental costs. These production expenses, to a large extent if not all, were borne by the private sector in sponsorship or participation fees.

HTA/HVCB’s annual marketing plans are based on guidelines provided by the HTA. The plans allow for the same type of activity for CMI, travel trade, and PR/promotions that has occurred in the past, and HVCB will continue to work with Hawaiian clubs and halau in the mainland to provide entertainment at events to promote the destination.

***Part V. Recommendations for implementation of a pilot program with a U.S. Mainland-based organization, such as the Hawaii Chamber of Commerce of Northern California:***

In arriving at a recommendation, the report looked at two Scenarios for a pilot program with a mainland based organization:

**Scenario 1: Representative Office**

Concept: A full-time representative office in a targeted geographic market that would include, but not be limited to providing the following general services:

1) *Get the Word Out*

Disseminate key information about Hawaii events, conferences and opportunities to executives, individuals, businesses and organizations in the target market to promote travel, resources and business prospects.

2) *Organize the Ohana*

Create a comprehensive database of people in places of influence and leaders of community organizations with an interest in promoting

Hawaii and its products, and provide means of linking parties with each other to effect business-to-business relations.

3) *Concierge Hawaii*

Create an informational resource for the State of Hawaii and the Mainland public.

4) *Special Events*

Organize and host year-round events that would directly promote Hawaii to large numbers of people and indirectly reach others through media sources.

Cost:

The budget for a representative office would include costs for management and staff, office and other overhead expenses, and direct project expenses. A reasonable estimate for such an office, depending on the targeted regional market, would be between \$150 - \$200k per year.

Comments and Conclusion:

While a “shared” representative office could be of value to several state agencies which are marketing to a common market, for example, the Bay Area which may be of interest to the HTA, DBEDT and the University of Hawaii, there are several challenges and limitations to this broad approach. Funding availability, strategic marketing plans, the type of services needed, and so forth, are some of the issues that need to be determined on an agency-by-agency basis. The upshot of which is whether a collaborative approach that engages an overseas organization to carry out the charges are necessary and affordable. This needs to be assessed against several factors including what marketing infrastructure and financial commitments are already in place for a particular market, how much more funding the agencies are willing to invest to support and sustain a higher presence, and a formula to determine each agency’s pro-rata share of costs.

An overview of some of the challenges include the following:

- Some agencies, such as the HTA/HVCB, have already invested in certain markets and have in-region representation. Some markets, such as a Bay Area market, is already developed from a tourism standpoint so the benefits to be realized from a mainland based organization promoting Hawaii in the area would be minimal. Strategically, it makes more sense to invest in cooperative ventures with an organization in a market that is underserved or in a developmental stage.
- DBEDT’s experience with full service representative out-of-state offices is that unless they are carefully structured, they tend to become servicing offices for part-time Hawaii residents or travel

information centers, rather than serving as a trade and investment center . Although it may not be within the scope of the office’s responsibilities, the staff will still need to respond to a vast range on “non-business and trade” inquiries in some manner through referral or research, thereby stretching further the already “thin” staff resources.

- Different agencies have different charges, and market definitions. Unless the return on investment for HTA/HVCB funding into a project, event or program is directly related to attracting visitors to the state, it is hard for the agency to justify the expenditures. Business marketing to the HTA/HVCB is generally defined as attracting business conferences, conventions and incentive meetings to Hawaii, where DBEDT defines business marketing in the broader sense of promoting Hawaii as a good place in which to invest and conduct business (including holding conventions and meetings).
- Developing and coordinating activities or events that meet different agency objectives and charges can be challenging. For example, an event that is both beneficial in attracting visitors to Hawaii and in promoting Hawaii’s products and services could be passed over by the HTA/HVCB because there are other events or projects that can provide a higher return in meeting its charge to attract visitors to the State. Similarly, DBEDT could also pass on the project because there may be other, more effective programs to meet its trade and business development charge. Although agencies interests are complementary, they are different. The agencies need to be strategic in the dollars they expend to obtain maximum value for the investment made.
- Funding is always a major issue. Limited marketing monies means finding partners to help leverage funds. DBEDT’s , with its tight marketing budget, is not only very strategic in its deployment of funds, but seeks ways to leverage its available resources, hence its partnerships in industry development and promotion with the county economic development boards and agencies, universities and the private sector. These partnerships generally come together for finite, specific projects.

## **Scenario 2: Contract for Individual Projects**

### Concept:

While the Representative Office concept is “horizontal” in nature, in that it covers a broad spectrum of services and industry areas, an alternative would be to “target” efforts to specific industries or events. Instead of funding being used primarily to administratively support an office, monies could be directed

towards solicitation for sponsorships, production and implementation costs, along with an agreed amount for administrative expenses. The budget essentially would be used for the sole purpose of an event or series of events directed at specific, targeted objectives. By requiring that the funds only be used in this manner, the contributing State agencies can better monitor the progress and leverage of its contributions, and better identify short-run and potential long-term benefits of this collaborative effort.

The primary goals of a Representative Office as described earlier: (to disseminate key information about Hawaii events, conferences and business opportunities; to organize and utilize human resources; and to serve as the primary event liaison for the Hawaii cause in the targeted region;) can be fulfilled to some extent as the planning for these specific events ensue.

Cost:

Budget would be determined on a project by project basis.

Comments:

The State agency providing funding support would limit the use of the funds to a specific event, or series of events, as stipulated in a contract or letter of agreement.

The State agency would allocate appropriate State staff to liaise and collaborate with the contractor to effectively monitor the progress of event planning and implementation, and work with the contractor to find additional contributions from sponsors.

### **Recommended pilot project with a U.S. mainland based organization:**

The recommended pilot project utilizes the overall concept of Scenario 2 as described above.

Given Hawaii's present high level of employment and rebounding economy, there is a need to attract qualified, skilled and able workers to Hawaii in practically all industry sectors. A pilot program that markets Hawaii as a place to live and work, and which targets a region with a large Hawaii ex-pat population, could help address this need for labor. A mainland based organization, with a large network of Hawaii ex-pats, with web-based and traditional communications infrastructure already in place, with experience in events production and promotion, with knowledge about various industry sectors in Hawaii (as well as the mainland region it is located in), with access to information regarding attracting ex-pats and new resident workers to Hawaii, would be the ideal type of organization to take on this pilot program. The

program could include seeking sponsors for and producing a large “Kamaaina Come Home” weekend festival event with Hawaii travel, cultural, entertainment and products activities to attract attendance, gain publicity and generate momentum in registering potential workers. The kick-off event would have to be sustained by follow through with potential employers as well as potential relocaters, records/resume keeping and update, and the development of a web-based means for potential employers and employees to communicate. This mainland based event could also be followed through with Hawaii based events such as the “Holiday Tech Fair”, which is an annual event that brings Hawaii technology industry employer together with job seekers during the holiday season when ex-pats are back home visiting family and vacationing. Anticipated cost for such a pilot program could range between \$100-125,000, with private sector sponsorship picking up the tab for at least half of the cost.

The challenge still remains, however, for the different state agencies to come together to cooperatively find and develop value in the project that meets with their objectives, and commit to funding the program on a cooperative basis.

### *Part VI. Conclusion*

The State of Hawaii can benefit from establishing cooperative relationships with numerous non-profit Mainland organizations devoted to promoting the various commercial and cultural assets of Hawaii. Utilizing the resources that these Mainland-based organizations have already established can generate and facilitate additional opportunities for Hawaii businesses. Hawaii’s expatriate population has proven to be willing and excellent ambassadors for the State in many ways. Engaging these organizations is not only a cost effective means of implementing mainland projects and programs, but a way to coalesce and direct energy and talent that are knowledgeable about and responsive to Hawaii to open doors and make things happen. The challenge remains for State agencies to identify the targeted markets for promotions that they have in common and to determine if there are synergistic approaches to implementing their projects and activities, and the role that the mainland-based organizations can play, and if there are ways to coop funds and leverage budgets.

## **APPENDIX**

- A) Mainland-based Organizations/Networks/Publications Which Promote Hawaii and Its Products.**
- B) Resolution S.C.R. NO. 68 S.D.1 by the Senate of the State of Hawaii:  
“Requesting a study of the feasibility of establishing cooperative ventures with organizations on the U.S. Mainland in promoting Hawaii and its products.”**
- C) Resolution S.C.R. NO. 68 by the Senate of the State of Hawaii:  
“Requesting a pilot program to support the efforts of the Hawaii Chamber of Commerce of Northern California in promoting Hawaii and its Products.”**

## APPENDIX A

### MAINLAND-BASED ORGANIZATIONS, NETWORKS AND PUBLICATIONS WHICH PROMOTE HAWAII AND ITS PRODUCTS.

#### PRIMARY RESOURCES

**Aloha World Ohana Lanai** • <http://www.alohaworld.com>

An internet resource for Mainlanders about Hawaii, the Hawaiian language, and nearby events pertaining to the Hawaiian culture (luaus, gatherings, lectures), this website is dedicated to "*Bringing Aloha to the Internet.*" It also includes links to local food recipes, kama'aina contact information, and online marketplace.

**Asian American Curriculum Project** • <http://www.asianamericanbooks.com>

An award-winning non-profit voluntary educational organization since 1969, AACP offers educational materials on Asian issues and history for all ages to promote multiculturalism. Its mission is to "foster cultural awareness and to educate Asian Americans about their own heritage, instilling a sense of pride."

*Contact Info:* Address: 83 - 37th Avenue • San Mateo, CA 94403  
Telephone: 1-800-874-2242 or 650-357-1088  
Fax: 650-357-6908  
Email: [aacpinc@asianamericanbooks.com](mailto:aacpinc@asianamericanbooks.com)

**Boston Hawaiian Club** • <http://bostonhawaiianclub.org/>

The Boston Hawaiian Club is an organization promoting the Hawaii culture through school lu'aus, a "Lei Day" program at the Boston Children's Museum, performances and potluck parties.

*Contact Info:* Al Wong - Email: [aloha440@aol.com](mailto:aloha440@aol.com)

**Global Pau Hana** • <http://www.peoplebridge.biz/gph/>

As a community website dedicated to facilitating worldwide networks and events for former Hawaii residents to get together, GPH has created bases in Chicago, New York, Boston, the Bay Area, Hong Kong, Las Vegas, Colorado, South Florida, Tokyo and Shanghai, to name a few.

**Hälau Aloha Pumehana O Polynesia** • <http://www.apop.net/>

HAPOP is a Hawaiian cultural group based in San Francisco. Since 1994, HAPOP has educated the public by teaching about the Hawaiian people, traditional customs, and values. They offer regularly-scheduled Hawaiian



language classes for men and women in addition to educational workshops and other cultural events.

**Contact Info:** Address: 423 Baden Avenue • South San Francisco, CA 94080

Telephone: 650-589-4066

**Hawaii Chamber of Commerce of Northern California** • <http://www.hccnc.com>

Founded in 1999 by former Hawaii residents working in the Bay Area, the HCCNC's focuses on: people and businesses in the Bay Area interested in doing business in Hawaii, Hawaii businesses with an interest in the Bay Area, and former Hawaii residents doing business in the Bay Area. Recent HCCNC events include sports parties, a UH MBA Forum, and networking events.

**Contact Info:** Address: 1375 Sutter St. #300 • San Francisco, CA 94109

Telephone: 415-845-5196 • Fax: 415-775-7002

Email: [webmaster@hccnc.com](mailto:webmaster@hccnc.com)

**Hawaii Club of St. Louis** •

<http://www.geocities.com/TheTropics/Cabana/5424/>

This informal organization consists of people who are Hawaiian, from Hawaii, or simply "Hawaiian-at-heart" in St. Louis, MO. To promote Hawaii, the Hawaii Club of St. Louis hosts hula performances, lu'aus and cultural events.

**Contact Info:** Email: [hawaiiclubofstlouis@yahoo.com](mailto:hawaiiclubofstlouis@yahoo.com)

**Hawaii Cultural Foundation** • <http://www.hawaiiculturalfoundation.org>

HCF is a nonprofit organization dedicated to promoting Hawaii mainly in the New York tri-state region. HCF advocates the following goals: cultural perpetuation, educational outreach and partnership development in regards to the Hawaiian culture, traditions, and communities on the Mainland.

**New York Contact Info:**

Address: P.O. Box 250050 • New York, NY 10025-0050

Telephone: 212-966-3378

Email: [hcf@hcfnyc.org](mailto:hcf@hcfnyc.org)

**Hawaii Contact Info:**

Address: P.O. Box 12017 • Honolulu, HI 96828

Telephone: 808-922-5634

**Hawaii Daughter's Guild** • <http://www.hiccsc.org/members/daughters/>

HDG hosts annual scholarship luaus and Hoolaulea to raise scholarship funds benefiting Hawaiian students on the mainland. Their mission is to "help further the education of deserving women of Polynesian ancestry."

**Contact Info:** Address: 18423 South Raymond Avenue • Gardena, CA 90248

Telephone: 310-516-7027

Email: [laieikawaiopua@juno.com](mailto:laieikawaiopua@juno.com).

**Hawaii State Society of Washington, D.C.** • <http://www.hawaiistatesociety.org>

HSS, founded in 1950, "Serves as a bridge between Hawai'i and the Washington, D.C. community, and supports other organizations promoting the best interests of the State of Hawai'i." In 1952, HSS became a member of the National Conference of State Societies (NCSS); today, membership has grown to over 450 members and families. Past and present events include: book readings, Holuku Ball, luaus and dinners.

*Contact Info:* Email: Gini Moore- vmoore1@cox.net

**HawaiiForums** • <http://www.hawaiiforums.net/>

Similarly to Global Pau Hana and Aloha World Ohana Lanai, HawaiiForums is an online community where members can discuss topics related to Hawaii, meet individuals from Hawaii, or find information about Hawaii. There are different forums for discussion, such as the Hawaii Pacific University forum and Hawaii Riders forum.

**HawaiiStories** • <http://www.hawaiistories.com/>

HawaiiStories.com is a website for people to talk and share any kind of information about Hawaii. HawaiiStories also provides online hosting for anyone who has ties to Hawaii and likes to write.

**HawaiiThreads** • <http://www.hawaiithreads.com>

HawaiiThreads.com is a general interest web forum allowing visitors to discuss, explore, and debate anything and everything about Hawaii. HawaiiThreads.com is designed to provide a venue for people to "talk story" about a wide variety of topics.

**Hawaiian Community Center Association** • <http://www.hiccsc.org/members/hcca/>

The HCCA is a Southern California non-profit organization dedicated to "perpetuating and preserving the Hawaiian Culture by 1) hosting the annual Ho'oulu Lahui Craft & Cultural Fair where workshops are conducted to share in a day of exchange, the traditional dance, music, language, values and traditions, and arts and crafts of the people of Hawaii; 2) supporting local *na halau* and their cultural presentations of music and dance; 3) organizing community events that bring visibility and revenue into the Hawaiian community; and 4) by participating in various fundraising events in support of local community organizations".

*Contact Info:* Email: kuuipokaikamahineoelena@yahoo.com

**Hawaiian Inter-Club Council of Southern California** • <http://www.hiccsc.org/>

The HICCCSC is the host organization of Ho'olaule'a held each year, during which Hawaiian and Polynesian entertainment, food and games are promoted. Member clubs include: Ahahui Kiwila Hawaii o San Diego, 'Ahahui o Lili'uokalani Hawaiian Civic Club, 'Ainahau O Kaleponi Hawaiian Civic Club, Aloha Golf Club, Auana's Athletic Club, Boy Scout Troop 379, Brigoli Brothers, E Mau Ana Ka'Olelo Hawaii, Gardena Evening Optimist Club, Farrington High School Mainland Alumni Association, Hawaiian Heirloom, Hawaiiana of Norwalk, Hawaii's Daughters Guild, Hawaiian Community Center Association, Hui o Hawaii of San Diego, Hula Halau o Kamuela 'Elua, Hula Halau o Lilinoe, Jesse Sapolu Foundation, Kama`aina Club of Orange County Kamehameha Schools Alumni Association, Kanani Kalama Hula Halau, Lei Hulu of California, Matais, Miss Hawai'i of California, Na Mamo, Nonosina, Pacific American Education & Scholastic Foundation, Pacific Islander Community Council, Richard Kane Health & Education Foundation, Sons of Hawai'i, University of Hawaii Alumni Association, VFW 9512 Women's Auxiliary.

**Contact Info:** Email: pelekikena@hicccsc.org

**Hawaiian Tropical Paradise** • <http://www.hawaiianparadise.com/>

HTP is a cultural and business organization that provides Hawaiian and Tahitian dance classes and entertainment in New York and Long Island, New York. They have been hired for weddings, graduation and retirement parties, luaus, and fundraisers.

**Contact Info:** Telephone: 631-563-3359

**Hui Ilima** • <http://www.huilima.org/>

Hui Ilima of Santa Clara County is a not for profit social club which hosts monthly activities for its members. Proceeds from an annual luau and hula performances go towards general funding.

**Contact Info:** Address: P.O. Box 725 • Santa Clara, California, 95050  
Telephone: 408-296-0217  
Email: nenuue@inreach.com

**Kamaaina Club of Orange County** •

<http://www.hicccsc.org/members/kamaaina/>

In its 35<sup>th</sup> year, the Kamaaina Club of Orange County hosts an annual luau, sports activities, scholarships awards, Miss Kama'aina Pageant, and many other events in Buena Park, California.

**Contact Info:** Address: P.O. BOX 6252 • Buena Park, Calif 90622  
Telephone: 562-860-1813.  
Email: [AndyAkiona@hotmail.com](mailto:AndyAkiona@hotmail.com) or info@aloha-expo.com

**Kapalakiko Productions Calendar of Hawaiian Events** • [www.kapalakilo.com](http://www.kapalakilo.com)

The Kapalakiko Productions Calendar of Hawaiian Events is a San Francisco-based publication that lists Hawaiian events (luaus, hula performances, parties, reunions) for subscribers. Most of the events listed take place in California, but events in the Midwest, East Coast are also listed. The Productions Calendar is the publication arm of Kapalakiko Music, Art & Craft Productions and Kapalakiko Hawaiian Band. Motto: "The Aloha Spirit is not for us to own, but is something to be shared".

**Contact Info:** Address: 800 Meade Avenue • San Francisco, CA 94124-3554

Telephone: 415-468-7125 • Fax: 415-468-8260

Email: halemele@aol.com

**Ke Po'okela Cultural Foundation •**

<http://www.geocities.com/nameakanuhalau/Home.html>

The Foundation is a nonprofit organization created in 1985, dedicated to preserving the Hawaiian culture by establishing a formal *halau* group, providing seminars and workshops in schools, raising funds for the local Hawaiian communities and by providing scholarships for mainland students to attend the Kamehameha Schools' Hawaiian Exploration Program.

**Contact Info:** Email: nameakanuhalau@yahoo.com

**Las Vegas Hawaiian Civic Club •** <http://lvhcc.org/>

The Las Vegas Hawaiian Civic Club is a nonprofit organization dedicated to promoting education through scholarships for any race (but with particular emphasis on those of Hawaiian ancestry or Hawaii born). It also provides a discussion forum for economic, social, political and health issues relating to Hawaiians and preserves traditional Hawaiian values and culture through various community events like food festivals, canoe regattas and trade shows. Motto: "Kulia E Loa'a Ka Na'auao, "Strive to Obtain Wisdom."

**Contact Info:** Address: P.O. Box 29237 • Las Vegas, NV 89126-9237

Telephone: 702-382-6939

Email: [info@lvhcc.org](mailto:info@lvhcc.org)

**Na Mamo •** <http://namamo.org/index.shtml>

Na Mamo is dedicated to preserving the Hawaiian culture by passing it on through children. They participate in E Hula Mau, Southern California's most premier chant and hula competition. There is also an annual fundraiser event called the *Aloha Jam Kanikapila*, but E Hula Mau is the group's signature annual event.

**Contact Info:** Email: [webmaster@namamo.org](mailto:webmaster@namamo.org)

**National Pacific Islander Educator Network**

<http://www.geocities.com/npinwebsite/officialnpinwelcome.html>

The goals of NPIEN are to: “create a network among Pacific Islander educators and non-Pacific Islander educators who serve Pacific Islander students, and community-based organizations to identify existing resources and serve the needs of Pacific Islander students. To ensure equal recognition, representation, and funding for Pacific Islanders in education at all levels of government. To develop a professional network for Pacific Islander educators and future educators who will share professional knowledge and expertise.”

**Contact Info:** Email: [Npien.mail@verizon.net](mailto:Npien.mail@verizon.net)

**‘Ohana Magazine** • <http://www.ohanamagazine.com/>

‘Ohana publishes stories written by kama‘aina, news and information, plus a calendar of Mainland Hawaiian events. ‘Ohana is read in 29 states, Canada, Europe and Japan. “The ‘Aloha Connection’ connects YOU with a wide range of stories and information - our bridge to keep in-touch with "Home".

**Contact Info:** Address: P.O. Box 230910 • Las Vegas, NV 89123-0016

Telephone: 702-434-0544 • Fax: 702-435-8561

Email: [editor@ohanamagazine.com](mailto:editor@ohanamagazine.com)

#### **Ohana O Hawaii Association of San Antonio**

This organization hosts an Annual Luau and many other cultural events in Texas.

**Contact Info:** Address: 109 Elm Spring • San Antonio, TX 78231-1412

Telephone: 210-492-6134

Vice President: Kathy (Kaki) Powers

Treasurer: Lee Powers - [koicorp@flash.net](mailto:koicorp@flash.net)

**Pacific Islanders' Cultural Association** • <http://www.pica-org.org/>

Formed in 1995, the PICA establishes a location in which Pacific Islanders and California communities can share resources for development and education in traditional cultural values. Through canoe projects, festivals and concerts, PICA promotes Pacific Island issues, educational and historical information.

**Contact Info:** Address: 1016 Lincoln Blvd. #5 • San Francisco, CA 94129

Telephone: 415-281-0221

Email: [info@pica-org.org](mailto:info@pica-org.org)

**Pacific Islanders' Festival Association** • <http://www.pacificislanders.com/>

PIFA is a San Diego-based, nonprofit organization dedicated to promoting charitable, cultural and educational projects that emphasize the Indigenous People of Melanesia, Micronesia and Polynesia. PIFA also serves as a historical and cultural resource for the California communities, and hosts the annual Pacific Islanders' Festival.

**Contact Info:** Email: [info@pacificislanders.com](mailto:info@pacificislanders.com)

**Pacific Voices Talk Story** • <http://www.tuicom.com/>

Pacific Voices Talk Story is a publication of Tui Communications which acts as a narrative resource on the issues and struggles that Pacific Islanders come across in daily American education and life.

**Contact Info:** M. Lenson • Tui Communications • PMB #259  
Address: 607 Elmira Road • Vacaville, CA 95687  
Telephone: 707-451-8788  
Email: tuicom@att.net

**Polynesia Polynesia** •

<http://www.coontyrls.com/DesktopDefault.aspx?alias=www.coontyrls.com/p2>

Polynesia Polynesia is a nonprofit organization dedicated to preserving and perpetuating the Polynesian culture through education.

**Contact Info:** Vernon Chang, President  
Email: [vernchang@aol.com](mailto:vernchang@aol.com)

**Polynesian Association of Utah** • <http://www.paou.zibyorg.com/>

The Polynesian Association of Utah is a nonprofit organization educating the public about the Polynesian culture. They host an annual Utah Polynesian Festival and grant scholarships to high-school and college students.

**Contact Info:** Patoa Benioni, President  
Telephone: 801-224-3513

**Sisters of Aloha**

A cultural organization based in Fort Worth, Texas.

**Contact Info:** Telephone: 972-263-6128 or 817-358-0167

**SECONDARY RESOURCES**

**Canoe Clubs and Associations Dedicated to Promoting the Aloha Spirit Inherent in Outrigger Paddling**  
(courtesy of [pacificpaddler.com](http://www.pacificpaddler.com))

**Canoesports California** • <http://www.canoesports.com/>

**Dana OCC** • <http://www.danaoutrigger.net/>

*Dana Point, CA*

**Contact Info:** Email: Rich Long - [kanuman@cox.net](mailto:kanuman@cox.net)

**East Coast Outrigger Association** • <http://www.eastcoastoutrigger.com/>

**Contact Info:** Debbie Hall, President

Address: 207 Woodloch Lane • Severna Park, MD 21146  
Telephone: 410.544.3804  
Email: [topaddle@aol.com](mailto:topaddle@aol.com)

Jack Flynn, Vice President  
Address: 515 Sandy Point Ave. • Portsmouth, RI 02871  
Telephone: 401.847.2259  
Email: [jflynn@marinerseafood.com](mailto:jflynn@marinerseafood.com) or [jpf1265@aol.com](mailto:jpf1265@aol.com)

**Hanohano Outrigger** • <http://www.hanohano.com/history.html>  
*San Diego, CA*

**Hui Wa'a 'O Puget Sound** •  
<http://www.huiwaaopugetsound.org/site/index.php>  
*Seattle, WA*

**Kahakai 'OCC** • <http://www.kahakai.org/>  
*Long Beach, CA*  
*Contact Info:* Email: [ahab@kahakai.org](mailto:ahab@kahakai.org)

**Kamali'i 'O Ke Kai** • <http://www.kamaliiokekai.org/>  
*San Jose, CA*  
*Contact Info:* Bob Brix, President  
Telephone: 408-885-0237

Amy Pang, Vice President  
Email: [awpang@comcast.net](mailto:awpang@comcast.net)

**Kai Elua** • <http://www.eteamz.com/kaielua/>  
*San Diego, CA*  
*Contact Info:* Address: 1804 Garnet Avenue • San Diego, CA 92109

**Kihaka 'O Ke Kai** • <http://www.kikaha.com/>  
*Federal Way, WA*  
*Contact Info:* Email: Laura Moody- [laura.moody@acm.org](mailto:laura.moody@acm.org)

**Lanakila OCC** • <http://www.lanakila.com/>  
*Redondo Beach, CA*  
*Contact Info:* Telephone: 310-798-1857  
Email: [lanakila@adelphia.net](mailto:lanakila@adelphia.net)

**Liberty Cup** •  
<http://www.libertychallenge.org/LC/LC%20HTML/LibertyChallenge2002.htm>

*New York, NY*

*Contact Info:* Email: [meyer@LibertyChallenge.org](mailto:meyer@LibertyChallenge.org)

**Marina Del Ray OCC** • <http://www.marinaoutrigger.org/>

*Marina Del Ray, CA*

*Contact Info:* Telephone: 310-827-4161

Email: Nancy Dopp- [nancypaddler@aol.com](mailto:nancypaddler@aol.com)

Angie Castaneda- [ang218@aol.com](mailto:ang218@aol.com)

**Nahoa OCC** • <http://www.nahoa.itgo.com/>

*Redondo Beach, CA*

*Contact Info:* Telephone: 310-250-6282

**Newport Aquatic Center** • <http://www.newportaquaticcenter.com/>

*Newport Beach, CA*

*Contact Info:* Address: 1 Whitecliffs Drive • Newport Beach, CA 92660

Telephone: 949-646-7725

**Newport Outrigger Club** • <http://www.newportoutrigger.org/>

*Newport Beach, CA*

*Contact Info:* Address: P.O. Box 1454 • Newport Beach, CA 92659-0454

**Northern California Hawaiian Athletic Association** • <http://www.nchaa.info/>

**Northern California Outrigger Canoe Association** • <http://www.ncoca.com/>

*Contact Info:* Email: Marilyn Steele- [lala4ever@sbcglobal.net](mailto:lala4ever@sbcglobal.net)

**O Kalani OCC** • <http://www.ebiz.netopia.com/okalani>

*Alameda, CA*

*Contact Info:* Tamsen Burns- [hui\\_okalani@yahoo.com](mailto:hui_okalani@yahoo.com)

**Paopao OCC** • <http://www.ppocc.com/>

*Solana Beach, CA*

*Contact Info:* Address: 950 San Lorenzo Court • Solana Beach, CA 92075

Telephone: 760-510-2999

Email: [paopaoocc@cox.net](mailto:paopaoocc@cox.net)

Sandy Whiting, President

858-481-4026

[swhiting@ppocc.com](mailto:swhiting@ppocc.com)

Susan Halverson, Vice President

760-726-0222



[sjuhl@ppocc.com](mailto:sjuhl@ppocc.com)

**P.A.D.D.L.E.R.S** • <http://www.eteamz.com/OUTRIGGERS/>

*Santa Barbara, CA*

**Contact Info:** Address: 749 Calabria Street • Santa Barbara, CA 93105

Telephone: 805-569-0514

Email: Nancy Kaplan- [outriggins@hotmail.com](mailto:outriggins@hotmail.com)

**San Diego OCC** • <http://www.sandiegooutrigger.com/>

*San Diego, CA*

**Contact Info:** Caren Thompson, President

Telephone: 858-442-2536

Email: [CThompson@accredhome.com](mailto:CThompson@accredhome.com)

**Seattle OCC** • <http://www.seattleoutrigger.com/>

*Seattle, WA*

**Contact Info:** Email: [paddle@seattleoutrigger.com](mailto:paddle@seattleoutrigger.com)

**Southern California Outrigger Racing Association** •

<http://www.socaloutrigger.org/>

*San Diego, CA*

**Contact Info:** Address: 1804 Garnet Avenue • #107 • San Diego, CA  
92109

Carol Schick, President

Email: [kaiwahine03@yahoo.com](mailto:kaiwahine03@yahoo.com)

Mike Roberts, Vice President & Treasurer

Email: [box536@earthlink.net](mailto:box536@earthlink.net)

**Texas OCC** • <http://www.tocc.org/>

*Surfside Beach, TX*

**Contact Info:** Tom Derrah, Coach

Telephone: 713-523-8096

Laura Iturralde

Telephone: 281-794-7059

General Email: [pmdunham@earthlink.net](mailto:pmdunham@earthlink.net)

**Wasabi Paddling Club** • <http://www.wasabiusa.org/home.htm>

*Portland, OR*

**Contact Info:** Address: P.O. Box 8217 • Portland, OR 97207-8217

Doug Schryver, President  
Email: [Schryver.doug@cnf.com](mailto:Schryver.doug@cnf.com)

Kim Ketcham, Vice President  
Email: [kim@wasabiusa.org](mailto:kim@wasabiusa.org)

## Hula Halaus Dedicated to Preserving the Art of Traditional Hawaiian Culture and Dance (courtesy of *mele.com*)

- **ALASKA**
  - **Anchorage** - [Shane Kaeo](#) - okpomai@aol.com  
907-563-2172- *Halau Hula `O Pomaika`i*
  - **Anchorage** - [Audene Barlow](#)  
907-562-0391 - *Kalanu`uhonua*
  - **Anchorage** - [Shantell Smith](#), [JR Degala](#), [Iwalani Fomai](#), [Kalehua Kaleikini](#) - jrdegala@gci.net  
907-868-4852 - *Ke Aloha Dance Company / Na Hula `Olapa*  
<http://home.gci.net/~cdegala/kealohadancecompany/>
  - **Anchorage** - [Jason Carillo](#) and [Coree Like](#) - jclike2003@yahoo.com  
907-248-1846 - *Ke`ala O Kalei Mokihana*
  - **Anchorage** - [Iwalani Carino](#), [JR Degala](#), and [Pumpkin Silvira](#) jrdegala@gci.net  
and pumpkin\_silvira@hotmail.com 907-561-5328 - *Na Keiki O Hawai`i Dancers*
- **ALABAMA**
  - **Hoover** - [Maria Benigno](#) - mbenigno@juno.com  
205-425-3867 - *Hale Hula O Napua`alana*
  - **Phenix City** - [Frances Kaleionehu Suapaia Givens](#) - fgivens@aol.com  
334-297-0891 - *Hula Halau O`Kalei*
- **ARKANSAS**
  - (none)
- **ARIZONA**
  - **Cottonwood & Flagstaff** - [Kehau Chrisman](#) - halauhulailima@hotmail.com  
928-639-4683 - *Halau Hula Napuaokalei`ilima*
  - **Mesa** - [Christi Moore](#) - lealeahula@earthlink.net  
480-540-5459 - *Hula Hui `O Le`ale`a*
  - **Phoenix** - [Joseph Leuck](#) - halaupilihana@msn.com  
623-363-3601 or 623-873-1263 - *Hula Halau Pili Hana*
  - **Phoenix** - [Matalena Faumuina Anglemire](#) - kaeamaunalani@aloharizona.com  
623-581-2269 - *Ka`ea Mauna Lani*
  - **Rim Rock** - [Kathy Reay-Wilson](#) - jrandkathy@earthlink.net  
928-567-4410 - *Hula Halau `O Ku`ulei*
  - **Scottsdale** - [Kaimikahu Valdez](#) - house\_of\_hula@hotmail.com  
480-821-4242 - *Kaimikahu Hale O`Hula*
  - **Tucson** - Lisa Ibarra  
520-616-9331 - *Halau Hula O Leina`ala*
  - **Tucson** - Louise Leiola Aquino Galla  
520-881-0147 - *Leiola Halau Hula*
- **CALIFORNIA**
  - **Aliso Viejo** - [Lori & Guy Montgomery](#) - lepollynesia@yahoo.com  
949-643-5641 - *Ilima O Lei Hula Halau*
  - **Antioch** - Blaine Kia and [Juni Romuar](#) - kawaiikahe@aol.com  
916-428-6116 - *Halau Ka Waikahe Lani Malie / Halau Kahulaliwai*  
<http://www.kawaiikahe.com>
  - **Bakersfield** - [Jennifer Rimer](#) - jrimer@kernrc.org  
661-827-8839 - *Hawaiian at Heart*

- **Belmont** - [Aloha Dalire & Lani Kotter](#) - kealalaulanihalau@yahoo.com  
650-594-4852 - [Keolalaulani Halau `Olapa O Laka of California](#)  
<http://www.geocities.com/keolalaulanihalau/>
- **Berkeley** - [Mahealani Uchiyama](#) - mahea@pacbell.net  
510-845-2605 - [KaUa Tuahine Polynesian Dance Company](#) <http://www.mahea.com>
- **Berkeley** - [Kalena Gregory](#) - kalenahula@yahoo.com  
510-540-5093 *Hui Hula o na Pu`u i ka Noe*
- **Berkeley** - [Misao Mizuno](#) - misaomizuno@aol.com  
415-469-8688 - [Na Manu Lani O Anuenue](#) <http://www.alohamisao.com>
- **Burbank** - [Kunewa Mook](#) - webmaster@kamuela2.com  
818-841-3547 - [Hula Halau O Kamuela `Elua](#) <http://www.kamuela2.com>
- **Camarillo** - [Maile Ka`aihue Bailey](#) - namailehalau@aol.com  
805-302-4852 - *Na Maile `O Kaehukai Puaehu `O Kawohi*
- **Capitola** - [Leolani Lowry](#) - leolani@hulaschool.com  
831-420-0900 - [Ka Lei Wehi O Ka Mailelaulao](#) <http://www.hulaschool.com>
- **Carpenteria** - [Pilioloha Christiansen](#) - kukukokua@earthlink.net  
805-672-6746 - *Ka Hale Hula O Piliolohaokalani O Hilo*
- **Carson** - [Sissy Kaio](#) - slkaio@aol.com  
310-847-7827 - *Hula Halau `O Lilinoe / Na Pua Me Kealoha*
- **Chico** - [Maricel Kealani Kates](#) - kates\_hula\_ohana@sbcglobal.net  
530-342-1692 - *Hula Halau Ka Liko `O Na Pualani*
- **Chino Hills** - [Keoni Chang](#) - keonijen2@wmconnect.com  
909-464-8206 - [Halau Na Pua Lehua I Ka Ua Noe](#) <http://www.napualehua.com>
- **Chino Hills** - [Virginia Sosa](#) & Jamie Robinett - pacificdancerz1@aol.com  
909-606-2682 - *Pacific Island Dancers / Polynesian Dance Class*
- **Chula Vista** - [Kauai Brown](#) - naaliiprod@aol.com  
619-422-0220 - *Halau O Na Ali`i*
- **Corona** - [Faith Solis](#) - ohanahula@sbcglobal.net  
909-437-5874 - [Ohana Hula](#) <http://www.ohanahula.com>
- **Costa Mesa** - [Kathy & Roy Asuega](#) - lokelani@aol.com  
714-437-1146 - *Lokelani's Rhythm of the Islands*
- **Cupertino** - [Kauai Isa-Kakahu](#) - info@nawaiola.com  
408-873-9778 - [Halau Na Wai Ola](#) <http://www.nawaiola.com>
- **Daly City** - [Marlo Caramat](#) - mcaramat@brigadesolutions.com  
650-675-9831 - *Na Kamali`i A Kiele*
- **Dana Point** - [Lianne Pfister](#) - Hawaii@fea.net  
949-488-3348 - *The Hula Connection*
- **Danville** - [Catherine & Karl Blankenship](#) - bmcs@aol.com  
888-844-4852 - [Na `Hula O Moku`aina / Motu`aina](#)  
<http://motuaina.com/>
- **Diamond Bar** - [Kawika Vilorio](#) - kawikaleinani@aol.com  
909-396-4775 - *Kawika `O Leinani Hula Halau*
- **Diamond Springs** - [Rosalie Stearns](#) - stearns@d-web.com  
530-621-2700 - *Halau Hula `Ohana I Ka Lei Lokalia*
- **Downey** - [Toni Stewart](#) - tonistewart1@juno.com  
562-927-7546 - *Kuuiapos*
- **Downey** - [Nikole Matthews & Mallorie Kahanu](#) - kaikuaanadance@aol.com  
562-291-1066 or 755-2496 - *Kaikua`ana Polynesian Dancers*
- **Eagle Rock** - [Kathy Jones](#) - kawalea@pcmagic.net  
323-259-8670 - *Kawalea Polynesian Dance*
- **El Cerrito** - [Kalena Gregory](#) - kalenahula@yahoo.com  
510-540-5093 *Hui Hula o na Pu`u i ka Noe*

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760-753-4830 - *Kehulili O Keahi Halau*
- **Encinitas** - [Mohala Reese](#) - kaipolaniu@kpcf.org  
562-773-1525 - *Na Meakanu `O Laka `O Hawai`i* <http://www.kpcf.org>
- **Escondido** - [Ka`eo Escalona](#) - kescalona@msn.com  
760-807-6790 - *Halau Hula O Ka`eo*
- **Fountain Valley** - [Mailani Monteiro](#) - mailani@maipolynesia.com  
714-962-5059 - *Mai Polynesia* <http://www.maipolynesia.com>
- **Fremont** - [Ruth Manaiois](#) - halaunalua@yahoo.com & [Anthony Manaiois](#) - otea\_api@yahoo.com  
510-657-4852 - *Hula Halau `O Nalua*  
[http://www.pacificexchangeprod.com/PacificExchangeProd\\_Home.htm](http://www.pacificexchangeprod.com/PacificExchangeProd_Home.htm)
- **Fremont** - [Aileen Gaspar](#) - puanani607@hotmail.com  
510-713-1074 - *Hula `Ohana `O Punanikauikawekiu*
- **Fremont** - [Penny Kamakanika`ilialoha Santos](#) - namamao@aol.com  
510-745-0141 - *Na Mamo O Ke Anuenue A Kamakani*
- **Fremont** - [Kapua Dalire](#) - hula4u@hawaii.rr.net & Mary Anne Kawata  
510-205-3411 - *Halau Ka Liko Pua O Kalaniakea*
- **Fresno** - [Gina Ortega & Trisha Baeza](#) - hulaohanafresno@aol.com  
559-252-0826 - *Hula `Ohana of Fresno*
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817-354-6798 - *Halau Ho`oulu Mana `o Hawai`i*
- **San Antonio** - [Sharon Wahinenani McCabe-Flores](#) - oahu\_nokaoui@yahoo.com  
210-655-7062 - *Halau Ho`ola Ka Mana `O Hawai`i*
- **San Antonio** - [Renee Park](#) - lolos4@mindspring.com  
210-822-9933 - *Hula Halau Ohana Elikapeka*
- **San Antonio** - Julie & Lou McCabe  
210-654-0149 - *Na Pua O Hawai`i*
- **San Antonio** - [Joyce Flaughter](#) - hula\_2003@yahoo.com  
210-521-9459 - *Pua Mana Dancers*
- **UTAH**
  - **Layton** - [Malia Mislant-Darden](#) - mcdarden4@cs.com  
801-444-3296 - *Iliia O Polynesia Dance Studio*
  - **Orem** - [Lani Podzikowski](#) - mjp3@email.byu.edu  
801-226-0308 - *Island Magic*
  - **Provo** - [William Keoniana Kelly](#) - bill.kelly@byu.edu  
801-378-7090 or 225-2370 - *Halau Hula `O Keoniana*
  - **Salt Lake City** - [Maurice Ohumukini](#) - halauhulakeala@yahoo.com  
801-582-9398 - *Halau Hula O Keola*
  - **Salt Lake City** - [C. Pomaika`i Gaui](#) - utahaloha@yahoo.com  
801-654-1225 - *Halau Keahiokamalulani*
  - **Sandy** - [Clarice Nuhi](#) - kalamamohala@yahoo.com  
801-255-5542 - *Ka Lama Mohala*
  - **St. George** - [Smitty & Male Pedro](#) - dukelow@ifox.com  
435-652-3635 - *Pacific Pearl*
  - **West Haven** - [Vikki Moellendorf](#) - stillcruzzinv@aol.com  
801-731-5599 - *Aloha Dance Studio*
- **VERMONT**
  - (none)
- **VIRGINIA**
  - **Alexandria** - [Manu Ikaika](#) - manu@halau.org  
703-590-6610 - [Halau Ho`omau I Ka Wai Ola O Hawai`i](#) <http://www.halau.org/>
  - **Arlington** - [Paul Neves & Ku`ulei Stockman](#) - halauoaulani@yahoo.com  
301-919-7905 - [Halau O `Aulani](#) <http://www.halauoaulani.org/>
  - **Arlington** - Judy Lei`oni Titus  
703-524-7426 - *Hui Hula O Na Pualani*

- **Fairfax** - [Cherry Nutting](#) - nutting@eros.com  
703-978-6673 - *Ke`Anuenue Punahele* <http://www.luv2hula.com/>
- **Fancy Gap** - [Lara Calheira](#) - samra@ls.net  
540-236-4533 or 238-1217 - *Hawaiian Orchids*
- **Lynchburg** - [Shannon Malia Rhoades](#) - smrhoades@liberty.edu  
804-582-3210 - *Hula Halau O Na Wahine O Ke Akua*
- **Manassas** - [Lynda Hylander](#) - huladancer28@hotmail.com  
703-367-7266 - *Ka Pa Hula Ho`opuakeaikahikina*
- **Reston** - [Addie Chang](#) - addiewc@earthlink.net  
703-450-5213 - *Hui Hula O Na Mele Aloha*
- **Virginia Beach** - [Jojo Calles](#) - whatdascoop@cox.net  
757-499-5143 - *Hawaiian Style*
- **WASHINGTON**
  - **Bremerton** - [Che Keeling](#) - hulahula@msn.com  
360-697-6687 - *Hula Halau Micronesian/Polynesian*
  - **Bremerton** - [Julie Boghokian](#) - hawaiianluv98@yahoo.com  
360-373-7599 - *Na Mele O Hawai`i*
  - **Burien** - [Manuiki Lono](#) - elono@msn.com  
206-243-3578 - *Halau Hula `O Lono*
  - **Burien** - [Ku`ulei Gumapac](#) - kuuhanu@aol.com  
253-631-4048 - *Na Hanu `O Ku`uleialoha* <http://www.nahanu.com/>
  - **Everett** - [Sally Naneanani Galt](#) - sallygalt@yahoo.com  
425-259-3144 - *Naneanani Hula Studio*
  - **Federal Way** - [Darleen Cady](#) - pua@pipeline.com  
253-815-4852 - *Halau Hula I Kona Kai O Pua*
  - **Issaquah** - [Laura Melelani Bergstrom](#) - laurahula@hotmail.com  
206-818-5837 - *Halau O Kamelelani*
  - **Kennewick** - [Leonie Rendall](#) - makahiwa@gte.net  
509-582-7132 - *Halau Hula Kamakahiwaokalani*
  - **Kent** - [Claire Cortez](#) - c\_lehua\_cortez@hotmail.com  
253-639-0653 - *Lehua's Hula Halau / Ke Liko Ae O Lei Lehua*
  - **Kirkland** - [Iwalani Christian](#) - manuakepa@aol.com  
206-799-0807 or 425-821-1651 - *Na Lei O Manu`akepa*
  - **Leavenworth** - [Momi Palmieri](#) - momip@aol.com  
509-548-2497 - *Malamalama O Ka Mahina*
  - **Lynwood** - [Jeannie Porter](#) - makanaokalani52@hotmail.com  
425-787-0928 - *Hula Halau `O Makanaokalani*
  - **Oak Harbor** - [Maureen Pell](#) - maliapeka@hotmail.com  
360-679-6473 - *Lehua's Aloha Dancers*
  - **Port Ludlow** - [Bernadette Kapualeilani Robinson](#) - brob@olypen.com  
360-437-0703 - *Na Hula O Kauhale No Nahele Kai*
  - **Port Orchard** - [Keoni Tokuo Kaili Ho](#) - keoni.ho@ptk.org  
360-876-0985 - *Na Mele `O Hawai`i*
  - **Poulsboro** - [Darlene Kealohilani Waite](#) - kealohilani2002@yahoo.com  
360-779-9633 or 598-4557 - *The Hula Company*
  - **Sammamish** - [Laura Melelani Bergstrom](#) - laurahula@hotmail.com  
206-818-5837 - *Halau O Kamelelani*
  - **Seattle** - [Kathy Templeton](#) - kapuatempleton@hotmail.com  
206-767-6106 - *Halau Hula `O Kapua`oka`aina*
  - **Seattle** - [Moodette Kaapana](#) - moodette@aol.com  
206-439-0552 - *Halau Hula Pulamahia I Ka Liko Lehua*

- **Seattle** - Manuiki Lono  
206-243-3578 - *Halau Hula O Hawai'i*
- **Seattle** - [Mokihana Marticio-Caro](#) - mokicar@yahoo.com  
253-835-4100 - *Ka Lei Mokihana No Ke Akua*
- **Seattle** - [Ku`ulei Gumapac](#) - kuuhanu@aol.com  
253-631-4048 - *Na Hanu `O Ku`uleialoha* <http://www.nahanu.com/>
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206-772-2661 - *Aina*
- **Shoreline** - [Gloria Fujii](#) - napua17818@aol.com  
206-533-6197 - *Halau Hula `O Napualani*
- **Silverdale** - [Healani Kekala](#) - healanipk@aol.com  
360-692-7644 - *Halau Hula O Healani*
- **Silverdale** - [Che Keeling](#) - hulahula@msn.com  
360-697-6687 - *Hula Halau Micronesian/Polynesian*
- **Spokane** - [Sheri Maier](#) - joannn257@aol.com  
509-443-1432 - *Northwest Hula Company / Halau Hula O Ka La*  
<http://www.northwesthula.com>
- **Spokane** - [Lillian Ku`ulei Johnson](#) - kuulei2002@yahoo.com  
509-465-0101 - *Halau Hula O Ku`ulei*
- **Steilacoom** - [Kanoelani Galiza](#) - kaneolanigaliza@worldnet.att.net  
253-588-8331 - *Hula Halau `O Kealaakua Naniloa Mana `okamai*
- **Tacoma** - Kamaile Hamada  
253-661-7705 - *Halau Hula Ke`ala O Kamailelaili`ili`i*
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253-228-3796 - *Hula Xpression*
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360-828-6429 - *Kaleinani O Ke Kukui*  
<http://www.kaleinani.com/>
- **Yakima** - [Pomaikai Valeria](#) - hauoli32@aol.com  
509-248-1868 - *Halau Hula O Pomaiki Akua*
- **WEST VIRGINIA**
  - **Elkview** - [Ku`uleialoha Kaneakua Patton](#) - hulalei11@aol.com  
304-965-5942 - *Halau Hula Pomaika`ikeolahouoka`lani*
- **WISCONSIN**
  - **Green Bay** - [Lika Hessler](#) - hessler@uwgb.edu  
920-406-8279 - *Hula Halau Ka`ohina O Polenekia Kani*
  - **Milwaukee** - [Sandra Chow](#) - ronchow@webtv.net  
414-354-4485 - *Hale O`Malo*
- **WYOMING**
  - (none)

## College and University Hawaii Clubs Promoting Hawaii through Annual Luaus, Hula classes/performances and Various Cultural Events

**Boston University** • <http://people.bu.edu/pauhana/luau.html>

*Contact Info:* Email: [pauhana@bu.edu](mailto:pauhana@bu.edu)

**Brandeis University** • <http://www.unet.brandeis.edu/~buho>

*Contact Info:* Address: Intercultural Center MS 039, P.O. Box 549110 •  
Waltham, MA 02454-9110

Email: [buho@brandeis.edu](mailto:buho@brandeis.edu)

**Brown University** • [http://www.brown.edu/Students/Brown\\_Hawaii\\_Club/](http://www.brown.edu/Students/Brown_Hawaii_Club/)

*Contact Info:* Address: C/O SAO, Faunce House Box 1930 •  
Providence, Rhode Island 02912

Email: [Hawaii\\_club@brown.edu](mailto:Hawaii_club@brown.edu)

**California Institute of Technology** • <http://www.ugcs.caltech.edu/~lilinoe/>

*Contact Info:* Email: [lilinoe@ugcs.caltech.edu](mailto:lilinoe@ugcs.caltech.edu)

**Cornell University** • <http://www.rso.cornell.edu/hawaiiclub/clubhome.html>

*Contact Info:* Email: [cornellhawaiiclub@hotmail.com](mailto:cornellhawaiiclub@hotmail.com)

**Georgetown University** • <http://www.georgetown.edu/organizations/hawaii>

*Contact Info:* Email: Brian Liu- [bcl3@georgetown.edu](mailto:bcl3@georgetown.edu)

**Lewis and Clark College** • <http://www.lclark.edu/~hc/indexmain.html>

*Contact Info:* Email: Jennifer Slaton: [jslaton@lclark.edu](mailto:jslaton@lclark.edu)

Alana Taniguchi: [akt@lclark.edu](mailto:akt@lclark.edu)

**Loyola Marymount University** • <http://aslm.lmu.edu/clubs/index.php>

*Contact Info:* Email: [apsa@lion.lmu.edu](mailto:apsa@lion.lmu.edu)

**Massachusetts Institute of Technology** •

[http://web.mit.edu/hawaii/www/index\\_2.html](http://web.mit.edu/hawaii/www/index_2.html)

*Contact Info:* Address: 84 Massachusetts Avenue, Room W20-401 •  
Cambridge, MA 02139

Email: [hi-officers@mit.edu](mailto:hi-officers@mit.edu)

**Menlo College** • <http://hawaiiclub.menlo.edu/>

*Contact Info:* Telephone: 650-543-3762

Email: Sara Sato- [ssato@menlo.edu](mailto:ssato@menlo.edu)

**Pacific Union College** • <http://www.puc.edu/Clubs/Hawaiian/index2.html>

*Contact Info:* Email: [rimatsukawa@puc.edu](mailto:rimatsukawa@puc.edu)

**Pepperdine University** •

<http://seaver.pepperdine.edu/studentaffairs/studentactivities/studentorganizations/culturalclubs.htm>

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**Princeton University** • <http://www.princeton.edu/%7Ehawaii/>

*Contact Info:* Email: [Hawaii@princeton.edu](mailto:Hawaii@princeton.edu)

**Santa Clara University** •

<http://www.scu.edu/csl/organizations/clubs.cfm#kaman>

*Contact Info:* Email: Regina Pioroda- [rpioroda@scu.edu](mailto:rpioroda@scu.edu)

**Seattle University** •

[http://www.seattleu.edu/student/activities/clubs/reg\\_club0304/hui\\_o\\_nani.asp](http://www.seattleu.edu/student/activities/clubs/reg_club0304/hui_o_nani.asp)

*Contact Info:* Email: Cassandra Hussey- [husseyc@seattleu.edu](mailto:husseyc@seattleu.edu)

Richard Okamoto- [okamotr@seattleu.edu](mailto:okamotr@seattleu.edu)

**Stanford University** • <http://www.stanford.edu/group/hawaii/home.htm>

*Contact Info:* Email: [shc\\_webmaster.kao@stanford.edu](mailto:shc_webmaster.kao@stanford.edu)

**University of Arizona** • <http://clubs.arizona.edu/~hawaii/>

*Contact Info:* Email: Reid Mizue- [rmizue@u.arizona.edu](mailto:rmizue@u.arizona.edu)

**University of California, Berkeley** • <http://calhawaii.berkeley.edu/>

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**University of California, Irvine** • <http://www.hawaiiclub.org/#>

*Contact Info:* Jessica Cho- [chojy@uci.edu](mailto:chojy@uci.edu)

Cori Kobayashi- [sweetiepie4582@hotmail.com](mailto:sweetiepie4582@hotmail.com)

**University of California, San Diego** • <http://acs.ucsd.edu/~hawaii/>

*Contact Info:* Email: [ucsdhawaiiclub@yahoo.com](mailto:ucsdhawaiiclub@yahoo.com)

**University of Colorado, Boulder** •

<http://www.colorado.edu/StudentGroups/aloha/>

*Contact Info:* [Aloha@UCSU.Colorado.Edu](mailto:Aloha@UCSU.Colorado.Edu)

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**University of Illinois at Urbana-Champaign •**

<http://www2.uiuc.edu/ro/hawaii/>

*Contact Info:* Email: Rory Padeken- [roryball@uiuc.edu](mailto:roryball@uiuc.edu)

**University of Notre Dame •** [http://alumni.nd.edu/~ndc\\_hi/](http://alumni.nd.edu/~ndc_hi/)

*Contact Info:* Email: Kenneth Kwak- [kenk@pixi.com](mailto:kenk@pixi.com)

**University of San Francisco •** <http://www.hui-o-hawaii.org/>

*Contact Info:* [yoshaa2@usfca.edu](mailto:yoshaa2@usfca.edu)

**University of Southern California •** <http://www-scf.usc.edu/%7Ealoha/>

*Contact Info:* Email: [aloha@usc.edu](mailto:aloha@usc.edu)

**University of Oregon •** <http://gladstone.uoregon.edu/~mahalo/home.html>

*Contact Info:* Address: Attn: Hawaii Club • asuo-suite 4

Eugene, OR 97401

Email: [mahalo@gladstone.uoregon.edu](mailto:mahalo@gladstone.uoregon.edu)

**University of Pennsylvania •** <http://dolphin.upenn.edu/%7Ehawaii/>

*Contact Info:* Email: Kerensa Iraha- [iraha@wharton.upenn.edu](mailto:iraha@wharton.upenn.edu)

Eaton Kuh- [ejkuh@wharton.upenn.edu](mailto:ejkuh@wharton.upenn.edu)

**University of Puget Sound •** <http://clubs.ups.edu/hui/>

*Contact Info:* Email: Tricia Usagawa- [tusagawa@ups.edu](mailto:tusagawa@ups.edu)

**University of Washington •** <http://students.washington.edu/ohanauw/>

*Contact Info:* Email: [sao@u.washington.edu](mailto:sao@u.washington.edu)

**University of Wisconsin at Madison •** <http://www.sit.wisc.edu/~hawaii/>

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Jennifer Sanders- [jrsanders@wisc.edu](mailto:jrsanders@wisc.edu)

**Penn State •** [http://www.clubs.psu.edu/up/hui\\_hawaii/index.html](http://www.clubs.psu.edu/up/hui_hawaii/index.html)

**Washington State University •** <http://www.wsu.edu/~aapihome/aapi-organizations/>

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Cole Palea- [colepalea@msn.com](mailto:colepalea@msn.com)

**Washington University in St. Louis •** <http://restech.wustl.edu/~hawaii/>

*Contact Info:* Email: [hawaii@restech.wustl.edu](mailto:hawaii@restech.wustl.edu)

**Williams College •** <http://wso.williams.edu/orgs/hawaii/>

Report on S.C.R No. 68 S.D.1

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## APPENDIX B

THE SENATE  
TWENTY-SECOND LEGISLATURE,  
2004  
STATE OF HAWAII

S.C.R. NO. 68  
S.D. 1

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# SENATE CONCURRENT RESOLUTION

REQUESTING A STUDY OF THE FEASIBILITY OF  
ESTABLISHING COOPERATIVE VENTURES WITH  
ORGANIZATIONS ON THE U.S. MAINLAND IN PROMOTING  
HAWAII AND ITS PRODUCTS.

WHEREAS, there are many former kama'aina living outside of Hawaii who are dedicated to spreading the Aloha Spirit and marketing Hawaii's unique culture and natural resources; and

WHEREAS, for example, the Hawaii Chamber of Commerce of Northern California was founded in 1999 as a nonprofit mutual benefit California corporation composed of volunteers and a dedicated board of directors; and

WHEREAS, four years later, the organization now has a newsletter subscription list of close to two thousand individuals and twenty-five businesses and organizations that are paid sponsors in both Hawaii and the San Francisco Bay Area; and

WHEREAS, there is a strong willingness among the members of the Hawaii Chamber of Commerce of Northern California, particularly in the San Francisco Bay area, to help one another and to promote Hawaii, its culture, and products; and



WHEREAS, the Hawaii Chamber of Commerce of Northern California is only one such organization on the U.S. mainland with ties to Hawaii and a commitment to promote commerce, community, culture, and education as it relates to Hawaii; and

WHEREAS, since such efforts would benefit the State of Hawaii, the State should develop ways to work with organizations with relationships in Hawaii that bring positive attention to Hawaii; now, therefore,

BE IT RESOLVED by the Senate of the Twenty-Second Legislature of the State of Hawaii, Regular Session of 2004, the House of Representatives concurring, that the Department of Business, Economic Development, and Tourism (DBEDT), with the assistance of the Hawaii Tourism Authority (HTA), the Hawaii Visitors and Convention Bureau (HVCB), and the University of Hawaii (UH), are requested to study the feasibility of establishing cooperative ventures with U.S. mainland-based organizations for the purposes of promoting Hawaii and Hawaii products, including:

(1) Information on U.S. mainland-based organizations with relationships in Hawaii that DBEDT, HTA, HVCB, and UH have worked with in efforts to promote Hawaii and its products, and the results of any cooperative ventures, including an evaluation of specific projects and programs;

(2) Recommendations for further cooperative ventures that would provide the most return on any investment by the State, including recommendations for types of cooperative projects, such as tourism, business, development, events promoting UH sports activities, and others;

(3) Projected budget requirements for any such ventures and how moneys would be expended, i.e., contractual or other; and

(4) Recommendations for implementation of a pilot program with a U.S. mainland-based organization, such as the Hawaii Chamber of Commerce of Northern California, for the purpose of promoting Hawaii, its culture, natural resources, and products; and

BE IT FURTHER RESOLVED that the Department of Business, Economic Development, and Tourism is requested to submit a report to the Legislature not later than twenty days prior to the convening of the 2005 Regular Session on its findings and recommendations, including recommendations for implementation of the pilot program; and

Report on S.C.R No. 68 S.D.1

BE IT FURTHER RESOLVED that certified copies of this Concurrent Resolution be transmitted to the Director of Business, Economic Development, and Tourism; the Chair of the Hawaii Tourism Authority; the President of the University of

Hawaii; the Hawaii Visitors and Convention Bureau; and the President of the Hawaii Chamber of Commerce of Northern California.

Report Title:

Feasibility study on cooperative ventures with mainland organizations in promoting Hawaii

## APPENDIX C

THE SENATE  
TWENTY-SECOND LEGISLATURE,  
2004  
STATE OF HAWAII

S.C.R. NO. <sup>68</sup>

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# SENATE CONCURRENT RESOLUTION

REQUESTING A PILOT PROGRAM TO SUPPORT THE EFFORTS  
OF THE HAWAII CHAMBER OF COMMERCE OF NORTHERN  
CALIFORNIA IN PROMOTING HAWAII AND ITS PRODUCTS.

WHEREAS, there are many former kama'aina living outside of Hawaii who are dedicated to spreading the Aloha Spirit and marketing Hawaii's unique culture and natural resources; and

WHEREAS, the Hawaii Chamber of Commerce of Northern California was founded in 1999 as a nonprofit mutual benefit California corporation composed of volunteers and a dedicated board of directors; and

WHEREAS, four years later, the organization now has a newsletter subscription list of close to two thousand individuals and twenty-five businesses and organizations that are paid sponsors in both Hawaii and the San Francisco Bay Area; and

WHEREAS, there is a strong willingness among the members of the Hawaii Chamber of Commerce of Northern California, particularly in the San Francisco Bay area, to help one another and to promote Hawaii, its culture, and products; and

WHEREAS, the Hawaii Chamber of Commerce of Northern California has touched the lives of thousands through tailgates supporting the University of Hawaii, quarterly networking events, and working with community organizations to spread the Aloha Spirit. The organization continues its mission to strengthen the ties between the Bay Area and Hawaii and to promote commerce, community, culture, and education as it relates to Hawaii in the Bay Area; and

WHEREAS, being that such efforts would benefit the State of Hawaii, the State should provide support to the Hawaii Chamber of Commerce of Northern California and its endeavors that bring positive attention to Hawaii; now, therefore,

BE IT RESOLVED by the Senate of the Twenty-Second Legislature of the State of Hawaii, Regular Session of 2004, the House of Representatives concurring, that the Department of Business, Economic Development, and Tourism; the Hawaii Tourism Authority; the Hawaii Visitors and Convention Bureau; and the University of Hawaii School of Travel Industry Management, are requested to study whether it would be feasible to establish a one-year pilot program with the Hawaii Chamber of Commerce of Northern California; and

BE IT FURTHER RESOLVED that, as part of the study, the Department of Business, Economic Development, and Tourism; the Hawaii Tourism Authority; the Hawaii Visitors and Convention Bureau; and the University of Hawaii School of Travel Industry Management are requested to include a proposed budget to implement the pilot program and to consider other ways in which they may be able to assist the Hawaii Chamber of Commerce of Northern California in promoting Hawaii, its culture, natural resources, and products; and

BE IT FURTHER RESOLVED that the Department of Business, Economic Development, and Tourism is requested to submit a report to the Legislature not later than twenty days prior to the convening of the 2005 Regular Session on its findings and recommendations regarding the implementation of the pilot program; and

BE IT FURTHER RESOLVED that certified copies of this Concurrent Resolution be transmitted to the Director of Business, Economic Development, and Tourism; the Chair of the Hawaii Tourism Authority; the Dean of the University of Hawaii School of Travel Industry Management; the Hawaii Visitors and Convention Bureau; and the President of the Hawaii Chamber of Commerce of Northern California.

Report Title:

Report on S.C.R No. 68 S.D.1

Hawaii Chamber of Commerce of Northern California; Pilot Program

