



Waikiki Wiki Wiki Wire

Surfing, Ocean Sports, Beach Volleyball and Waikiki ! Duke's OceanFest Has It All – August 18-26

In honor of Duke Kahanamoku, Waikiki's biggest and most diverse ocean sports festival will present a host of enjoyable events and activities at the 6th Annual Duke's OceanFest, August 18-26, 2007.

"Duke's OceanFest is fun, it's exciting, it's Waikiki at its best, and it's all being done to support Hawai'i's scholar-athletes and community organizations who are committed to perpetuating the spirit of Duke Kahanamoku," said Fray Heath, president of the Outrigger Duke Kahanamoku Foundation (ODKF).

The goals of Duke's OceanFest are to raise funds for ODKF's college scholarship and athletic grants program, and pay respect to the legacy of Duke Kahanamoku with a celebration of surfing and ocean sports.

Duke's OceanFest will offer a wide variety of competitions, including surf meets for professionals, tandems and amateurs, paddle boarding, canoe paddling, beach volleyball, water polo on surfboards, ocean swimming, ocean sports team relays, as well as a fabulous oceanfront luau and tributes to Duke Kahanamoku.

The events being planned at Waikiki Beach for Duke's OceanFest are as follows:

- Lanikai Canoe Clubs's 40th Annual Duke Kahanamoku Classic, August 18
- Hawai'i an Airlines Duke's Legends Surf Classic, August 22-25
- ISA-ITSA Tsunami's Waikiki World Title of Tandem Surfing, August 22-25
- Roxy Jam Honolulu Pro Women's Surf, August 23-25
- Waikiki Beach Boys Legends Celebration at Duke's Waikiki, August 24



Surfing photo by Hawaiianwatershot.com

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- Corona Extra Presents Riggers Hawai'i 4-Person Invitational Volleyball Tournament, August 25
- Duke's OceanFest Sunset on the Beach, presented by Outrigger Hotels & Resorts, August 24-25
- Hawai'i Paddleboard Championship, presented by Honolua Surf Company, August 25
- C4 Waterman Honolua Surf Stand-Up Beach Boy, August 25
- Duke's Waikiki Ocean Mile Swim, August 25
- Pacific Beach Hotel's Surf Polo Tournament, presented by Patagonia, August 25
- Waikiki Lei Parade and Draping of Duke's Statue, August 25
- The Great Hawai'i an 105 KINE Luau, August 25
- Outrigger Hotels Waterman Challenge, August 26

Events are subject to change. Once the dates & times nts are finalized, they will be posted online at www.dukefoundation.org.

Major sponsors of Duke's OceanFest are Hawai'i Tourism Authority, Outrigger Hotels & Resorts, Hawai'i an Airlines, Corona Extra, Roxy, Tsunami's Waikiki, Hilo Hattie, Duke's Waikiki, Honolua Surf Company, C4 Waterman, Pacific Beach Hotel, 105 KINE Radio, Honolulu Star-Bulletin, Oceanic Time Warner, and the City and County of Honolulu.

This year's Duke's OceanFest is dedicated to the memory of Kirk Smith, former VP of marketing at Hawai'i an Airlines, and one of the event's key supporters and organizers.

Duke's OceanFest is being held in conjunction with the 117th anniversary of Duke Kahanamoku's birthday (Aug. 24, 1890). The Olympic champion and legendary waterman honed his talents in the waters at Waikiki Beach and brought worldwide attention to Hawai'i with his incredible swimming and surfing exploits, and charismatic warmth as Hawai'i's "Ambassador of Aloha."

Duke Kahanamoku is revered worldwide as the "Father of International Surfing" and is Hawai'i's greatest athlete, winning six Olympic medals – including three swimming gold medals – from 1912 to 1932. He was the first person inducted in both the International Swimming Hall of Fame (1965) and International Surfing Hall of Fame (1966).

ODKF is a public nonprofit foundation created with the mission to financially support the development of individuals and organizations perpetuating the spirit and legacy of Duke Kahanamoku. For more information visit www.dukefoundation.org or call (808) 545-4880.



Asia-Pacific Center for Security Studies

The recent WIA Mid-Year Meeting was held at the Asia-Pacific Center for Security for Studies. If you missed it, you will no doubt start hearing more about this academic institute n the months to come. For a bit more information, check out the July 27 issue of Pacific Business News—page 4, "Little-known Waikiki institute decides to become more visible."

2007 Hawai'i Tourism Conference

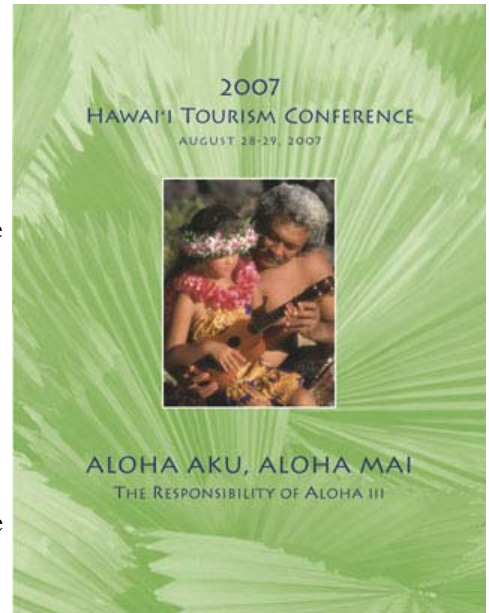
Don't wait – register now for the 2007 Hawai'i Tourism Conference on August 28-29 at the Hawai'i Convention Center. Themed **“Aloha Aku, Aloha Mai – The Responsibility of Aloha III,”** – this year's conference will showcase the meaning of aloha and how aloha can be perpetuated.

August 28: On Day 1, learn about the latest visitor industry trends and issues occurring nationally and globally, and specifically, in the Japan, China and Korea markets. Sign up for sessions from industry experts in the niche markets of family travel, sports, and meetings, incentives & conventions, in addition to destination management and the Hawai'i Superferry. Discover emerging trends with customer service and online branding. Closing out the day will be a celebration of aloha with the Keep It Hawai'i Awards ceremony and reception. And in keeping with the conference theme, the importance of aloha will be demonstrated throughout the day.

August 29: How will 2007 end? Where is Hawai'i headed in 2008? How will Hawai'i position itself next year? How can companies participate? These questions and more will be addressed during Day 2, which features the 2008 tourism marketing plan presentations by the Hawai'i Tourism Authority's marketing partners from around the world. For the first-time, scheduled for the luncheon will be a panel discussion from Hawai'i's top visitor industry leaders who'll discuss the year-in-review and provide their insights into the outlook for 2008:

- Toni Marie Davis, Executive Director, Activities & Attractions Association of Hawai'i
- John Hansen, President & CEO, North West CruiseShip Association
- Yujiro Kuwabara, Director & General Manager, JTB Hawai'i, Inc.
- Michael Nozaki, Director, Hawai'i Operations, American Airlines
- Joe Toy, President & CEO, Hospitality Advisors, LLC
- Janet Yoshida, Senior Director No. American Sales, Hawai'i an Airlines
- (TBD), Pleasant Holidays

To register or for more information about the conference, visit: www.Hawai'i tourismauthority



Jon Ushijima promoted to Manager of Asia Sales for Starwood Hotels & Resorts in Waikiki

Starwood Hotels & Resorts in Waikiki announces the promotion of Jon Ushijima to manager of Asia sales. He advances to this new role from his previous position as front office manager of The Royal Hawai'i an.

Ushijima has been with the Starwood family since 1997, when he began his career as junior front office clerk at Sheraton Waikiki. He has advanced within the company over the years, having served as a guest service agent, assistant manager, and manager of Japanese services at Sheraton Waikiki.

Before joining Starwood, Ushijima lived in Japan for 14 years where he taught structured English curriculum to associates of Japanese corporations. He also worked as a tour escort for Japan Travel Bureau, Hawai'i. Ushijima graduated from University of Hawai'i at Mānoa with a bachelor of business administration in international business.

Special offers, free activities make Hawai'i a great place for families

Select Outrigger hotel properties in Hawai'i are offering special savings and free activities ideally suited for families on vacation.

The **Stay 5 Pay 4 Plus More** package means savings of up to 35% off normal published rates at the upscale Outrigger Waikiki on the Beach, located on the sands of Waikiki Beach. Depending upon dates of stay, the minimum five-night package is priced to start at \$295 per night for a partial ocean view room with the fifth night free. Guests who elect to stay longer can book additional nights at Outrigger's Best Available Rates, subject to availability.

An alternate option is **Outrigger Waikiki's Breakfast Special**, which includes nightly accommodations plus breakfast for two daily at the hotel's Hula Grill Waikiki or Duke's Canoe Club. This offer applies to city view rooms starting from \$239 per night, partial ocean view rooms from \$255 per night, or ocean view rooms from \$305 per night, based on single or double occupancy.

Or, for budding surfers, the **Room & Board**

package comes with four nights accommodations, four hours of surf lessons, eight hours of board rental, and a complimentary CD of digital images taken during one of the lessons. The surf lessons and board rentals can also be shared among two, three or four people. The five-day, four-night package is priced from \$1,070 for a city view room to \$4,126 for a deluxe one bedroom oceanfront suite.

A sister property, the Outrigger Reef on the Beach, is offering a **Stay 4 Pay 3 Plus More** special for stays of at least four nights. Prices begin at just \$205 per night with the fourth night free, with additional nights at Outrigger's Best Available Rates,

subject to availability. Currently undergoing an extraordinary \$100 million makeover, the hotel boasts an enviable location: overlooking renowned Waikiki Beach and adjacent to the new Waikiki Beach Walk entertainment and dining district.

If you prefer, you can opt for Outrigger **Reef's Breakfast Special** instead, priced from \$175 to \$409 per night depending upon dates of stay and room category, and including daily breakfast for two at the casual Shore Bird Restaurant & Beach Bar overlooking Waikiki Beach.

All of the above packages are good through December 21, 2007, based on single or double occupancy and subject to applicable taxes, availability and change. The specials may not be combined; additional restrictions may apply.

For added value and an even more memorable vacation, all three properties offer a number of free amenities and special activities suitable for families, including:

* A free Island Explorer Kit for children ages five to 10 years old staying a minimum of three nights. This educational kit was developed in partnership with Jean Michel Cousteau's Ocean Futures Society and includes a colorful backpack filled with kid-oriented workbooks about Hawai'i's natural environment, a pen, binoculars and sunglasses.

* Outrigger's Family Plan means children 17 years and younger stay free when sharing a room with their parents with existing bedding.

* Free cultural and educational activities, which vary by property. Some possibilities include lei-making, hula and ukulele lessons and cultural walking tours. At the Outrigger Keauhou Beach Resort, a newly installed Humpback Whale Discovery Kiosk and video presentations sponsored by the National Marine Sanctuary Program teach guests about Hawai'i's fascinating and fragile marine environment.

* Depending upon dates of stay, guests may enjoy one of many free special events sponsored by Outrigger hotels, such as 'celebratory activities honoring legendary surfer Duke Kahanamoku in August, Hawai'i an storytelling during Halloween, and Arbor Day crafts and plant giveaways in early November.

In addition, for a small fee, families can sign up for a new one-hour art class at the Outrigger Waikiki on the Beach for students ages five to 11 years old. Led by an experienced educator, the Ho'omaika'i Summer Kids Program offers classes on such subjects as art, Polynesian crafts, puppetry, music and dance. Sessions are available Monday through Friday with a different theme per day through August 17, and cost \$15 per student per class. Class fee includes a snack.





Christine Prestwood Joins W Honolulu Diamond Head as Talent Coach

The W Honolulu Diamond Head is pleased to announce that Christine Prestwood has joined the hotel as its new talent coach.

In her new position, Talent Coach Christine Prestwood will act as the manager-on-duty and supervise the front office, valet and guest services of the W Honolulu Diamond Head.

Prior to joining Starwood Hotels & Resorts Hawai'i, she worked as an administrator and hostess for Norwegian Cruise Lines for two and a half years. Prestwood attended the University of North Florida in Jacksonville where she earned her Bachelor of

Science in Nutrition. Prestwood has been an avid health expert ever since. She is an active supporter of the Make-A-Wish Foundation and lends her time to local charity events.

Gloria Cheung appointed Hotel Manager for The Moana Surfrider, a Westin Resort



The Moana Surfrider, A Westin Resort is pleased to announce the appointment of Gloria Cheung as hotel manager. In her new position, Cheung will manage the front office, housekeeping, guest services, guest relations, engineering, and security departments.

Cheung has more than ten years of experience with Starwood, having first started as human resources coordinator for support services. She has since held a number of positions, including human resources manager for the Moana Surfrider and Sheraton Princess Kaiulani bi-plex, providing support for the training and development of associates, and most recently as senior human resources manager for the Moana Surfrider, A Westin Resort and Sheraton Princess Kaiulani hotels.

Cheung is a graduate of the University of Hawai'i at Mānoa where she majored in travel industry management and earned a bachelor's degree in business administration.

Rick Mishima appointed Front Office Manager for The Royal Hawai'i an



The Royal Hawai'i an is pleased to announce that Rick Mishima has been appointed front office manager for the hotel. He began his career with the Starwood ohana as a guest services manager at the Princess Kaiulani hotel in 2005.

Mishima brings more than ten years of experience in the hotel industry to this position. He began his career at the Residence Inn by Marriott in La Jolla, California in 1996, as a lead guest care supervisor where he was responsible for motivating the guest care team to exceed guest expectations. Mishima brings that same energy and drive to The Royal Hawai'i an.

Mishima graduated from Woodbury University in Burbank, California with a bachelor of science degree in business administration – marketing. He is also a certified Six Sigma Green Belt.

Waikiki Hula Show DAILY!

Authentic Hawaiian music and hula shows are performed daily, 6:30PM – 7:30PM, by Hawaii's finest hula hālau (troupes) and Hawaiian performers at the Kapi'olani Bandstand. The bandstand is located at the entrance to Kapi'olani Park, on the corner of Kalakaua and Monsarrat Avenues. A free parking lot is shared with the Waikiki Shell. Park bench seating is available.

The Kuhio Beach Torch Lighting & Hula Show has been relocated from Kuhio Beach through Summer 2007 while the hula mound is renovated. Torches will continue to be lit along Kalakaua Avenue.

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

BACK AT THE HULA MOUND BEGINNING AUGUST 1



Waikiki Parade Watch (courtesy of the City)

August 4, 2007 Saturday

7:00AM Starts

9:00AM Ends

14th ANNUAL OAHU HEART WALK sponsored by the American Heart Association. It is expected to have 2,500 walkers. The event will start at Queen Kapiolani Park Bandstand, to Monsarrat Ave., to Diamond Head Rd., to Kalakaua Ave., to end at Kapiolani Park, Ewa of the Tennis Court. Contact: Leslie Lam 457-4967, Fax: 538-3443, Email: leslie.lam@heart.org For more info, visit their website: <http://www.americanheart.org>

August 19, 2007 Sunday

6:00AM Starts

8:00AM Ends

NORMAN TAMANAHA MEMORIAL 15K RUN sponsored by Midpacific Roadrunners. The event is expected to have 500 runners. The event will start at Kalakaua Ave., to Monsarrat Ave., to Paki Ave., to Diamond Head Rd., to Kahala Ave., to Kealaolu St., turn around at end of Kealaolu St (at the service station) to Kealaolu St., to Kahala Ave., to Diamond Head Rd., to Kalakaua Ave., to end at Honolulu Marathon Finish Line. Contact John Simonds 373-3609, E-mail: simonds001@hawaii.rr.com For more info, visit their website: <http://www.mprrc.com/>

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



Waikiki Improvement Association

2255 Kuhio Avenue, Suite 760
Honolulu, HI 96815

Phone: 808-923-1094
Fax: 808-923-2622

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

Check out our website at:
www.waikikiimprovement.com



Waikīkī Improvement Association

Ho‘owehiwehi Awards

Ho‘owehiwehi Nui Award

Aimed at new development or projects. Recognizes a company, organization or group for its significant contribution toward the enduring revitalization of Waikīkī’s physical, cultural and/or economic environment. Represents consistent, ongoing achievements, body of work or project completed after January 2006.

Ho‘owehiwehi Lihī Award

Aimed at projects that enhance existing structures or facilities. Recognizes a company, organization or group for a significant contribution toward the enduring revitalization of Waikīkī’s physical, cultural and/or economic environment. Represents improvements to a particular structure or environment completed after January 2006.

Evaluation criteria:

- Enhances Waikīkī’s separate, distinct and unique character
- Exemplifies excellence in quality, planning and implementation
- Demonstrates innovative or original concepts in place-making and place-defining endeavors
- Reflects awareness of or contributes to restoring Hawaiianess to Waikīkī
- Contributes to Waikīkī’s special beauty, quality of life or economic vibrancy
- Nurtures, perpetuates or enhances Waikīkī’s environment or its historic/cultural resources
- Fulfills and advances the principles of Ho‘owehiwehi and the Vision of the Waikīkī Improvement Association

More than one Ho‘owehiwehi Nui and Ho‘owehiwehi Lihī Award may be given each year.

George S. Kanahēle Ho‘okipa Award

Recognizes an individual, business, organization or group for an outstanding singular action or event or for consistent, enduring performance in keeping with the legacy of the late George Sanford Kanahēle. Recognizes efforts that best represent the values of aloha and Ho‘okipa (hospitality) embodied in Dr. Kanahēle’s life work.

Presented in cooperation with the Native Hawai‘i an Hospitality Association. The award covers a wide range of categories, from social and cultural endeavors to health, education and communications programs. Emphasis is on personal commitment and excellence. There is no formal application process. Recommendations will be made by a Nominating Committee, with WIA and NaHHA representation. Informal recommendations are welcomed.

Evaluation criteria:

- Demonstrates a complete understanding of the guest-host-place relationship that gives priority to the place and whose qualifying actions can be clearly cited as having contributed to making Waikīkī a better place

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- Demonstrates or perpetuates the concept that acts of hospitality towards strangers are self dignifying and noble, bringing pride and dignity to the place and its people
 - Makes a significant contribution toward restoring Hawaiianess to Waikīkī
 - Makes a significant contribution toward the perpetuation of Waikīkī as a place of spiritual healing
 - Makes a significant contribution toward perpetuating the history and culture of Waikīkī through educational programs
 - Fulfills and advances the principles of Ho‘okipa and the Vision of the Waikīkī Improvement Association

**Only one Ho‘okipa Award will be given each year.

** There is no formal application process for this award; informal recommendations are welcome.



Ho‘owehiwehi Nomination Form 2007

Deadline

Applications must be received by 4:00 PM Friday, September 14, 2007.

Eligibility

Open to all WIA members and non-members. Public sector projects are not eligible.

Nomination checklist

- ✓ Completed nomination form, typed statement, and one-page summary.
- ✓ Supplemental materials (optional): Planning documents, publications, photographs, slides, CD-ROMs, maps and other supporting material to be submitted for consideration by the Awards Committee. Materials will be returned upon request after selection process has been completed.

Selection Process

A jury of professional planners and executives will be responsible for selecting award recipients. The Awards Committee invites submissions in the categories listed below. More than one recipient may be selected in any given year.

The Ho‘owehiwehi Awards, including the George S. Kanahale Ho‘okipa Award, will be presented at the Waikīkī Improvement Association’s Annual Meeting, October 26, 2005, at the Lau Yee Chai restaurant. Recipients will be asked to provide a display board of their projects for the meeting.



Mail or deliver all applications to:

**The Ho‘owehiwehi Awards
Waikiki Improvement Association
2255 Kuhio Avenue, Suite 760
Honolulu, Hawai‘i 96815**

Nominee: _____

Project Name: _____

Project Location: _____

Nominator’s Name: _____

Phone: _____

Signature of Nominator: _____

AWARD CATEGORIES

Ho‘owehiwehi Nui Award

Ho‘owehiwehi Lihi Award

Waikiki Road Work: Rehabilitation of Streets, Unit 53, Ala Wai Boulevard from Kapahulu Avenue to Kanekapolei Street: Reconstruct identified utility manholes, concrete curbs, gutters, and driveways. Reconstruct & resurface asphalt roadway. Install new permanent pavement markings and vehicle loop sensors; and adjust manhole and valve box frames and covers to grade. (Estimated completion date, September 2007)

Beachwalk Bypass Update:
(from www.beachwalkbypass.com, May , 2007 update)

For further information, call 808-543-8374 or visit www.beachwalkbypass.com.

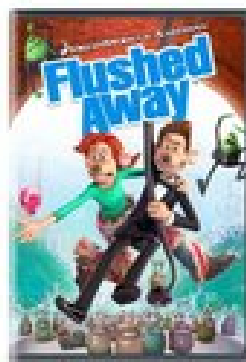
Allure Waikīkī
(continued from page 1)

Sunset on the Beach

Sunset on the Beach, presented by Tesoro Corporation and sponsored in July by ResortQuest Hawaii, returns to the world's most beautiful outdoor theatre!

Saturday, July 7th: "Flushed Away"

Sunday, July 8th: "Night at the Museum"





What's Wild in Waikiki? Take a stroll to the Honolulu Zoo and learn the sort of monkey business that goes on after hours. Learn about the lives of the Zoo's remarkable citizens. Tours are held from 5:30 to

What's Wild in Waikiki? Take a stroll to the Honolulu Zoo and learn the sort of monkey business that goes on after hours. Learn about the lives of the Zoo's remarkable citizens. Tours are held from 5:30 to 7:30 p.m. *every* Saturday evening! It's a fun evening of education never experienced by day visitors. Special arrangements can be made for large groups. Families are welcome. The tours are appropriate for all ages 5 to 105! Please purchase tickets in advance from the Honolulu Zoo Society (HZS) by calling 971-7195. Walk-ups are welcome if space is available - meet at the Front Entrance at 5:15pm. See www.honzosoc.org for info.

