



Waikiki Wiki Wiki Wire



This Sunday, the 7th Annual Duke's OceanFest will open in tribute to Duke Paoa Kahanamoku – Hawaii's greatest Olympian and waterman – highlighted by a moving opening ceremony and a keiki surf meet sponsored by one of Duke's beach boy disciples. The events, locations and times are as follows:

HO'OMANA CEREMONY AT THE DUKE KAHANAMOKU LAGOON

Location: Hilton Hawaiian Village Beach Resort & Spa

Time: 11:45 a.m. – 12:45 p.m.

Duke's OceanFest officially begins at the newly restored Duke Kahanamoku Lagoon at the Hilton Hawaiian Village Beach Resort & Spa, with an opening ceremony steeped in the culture of Hawaii's watermen. Sponsored by National Geographic Adventure, this highly visual event will feature watermen paddling across the lagoon in Nappy Napoleon's canoe and the awarding of a symbolic koa paddle that will be present at all Duke's OceanFest events to help empower participants to compete as Duke did, with Aloha. Special guest speaker is Lt. Gov. James "Duke" Aiona.

RABBIT KEKAI KEIKI SURF CONTEST

Location: Queen's Surf – Waikiki Beach

Time: 8:00 a.m. – 4:00 p.m.

Rabbit Kekai grew up surfing and paddling with Duke Kahanamoku in Waikiki. In the Duke's tradition of mentoring Hawaii's youth and sharing the joy of surfing, the renowned Waikiki beach boy is presenting a fun and friendly surf competition for keiki of all ages and skill levels at Queen's Surf – just like the old days. Sponsorship support for this goodwill surf meet is provided by Olukai, Quiksilver, Surf & Sea, Nalukoa, Toes on the Nose, the Outrigger Duke Kahanamoku Foundation, and The Rabbit Kekai Foundation.

Duke's OceanFest takes place in Waikiki from August 17-24. Presented by the Outrigger Duke Kahanamoku Foundation, the weeklong ocean sports festival offers a series of fun and exciting surf and water sports competitions, along with special events, in celebrating the memory of the legendary Duke Kahanamoku.

For more information and a complete listing of events for Duke's OceanFest, please visit www.dukefoundation.org.

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Aqua Hotels & Resorts and Best Western International Present Waikiki's Only Best Western Franchise

Aqua Coconut Waikiki becomes Best Western Coconut Waikiki

Aqua Hotels & Resorts has joined Best Western International to offer travelers the only Best Western hotel in Waikiki – the Best Western Coconut Waikiki.

The 81-room Coconut Waikiki re-opened on June 1 after an extensive \$2.6 million renovation upgrade – making it one of Aqua's Boutique Hotel choices.

"We are thrilled to have the only Best Western hotel in Waikiki to offer guests," said Elizabeth Churchill, Aqua's VP Sales & Marketing. "As the management company for Coconut Waikiki, we're excited to be part of Best Western's global marketing reach and look forward to welcoming their Gold Crown Club International members.

Aqua's new relationship with Best Western is the company's first foray into marketing partnerships with international hotel brands. "This is a great opportunity for us to extend the 'aloha spirit' to world travelers," added Churchill.



First Hawaiian Bank - Hawaii's Oldest, Largest And Strongest Financial Institution Celebrates 150 years

First Hawaiian Bank was founded 150 years ago by businessman Charles Reed Bishop. The bank of modest beginnings that took in \$4,800 in deposits on its first day of business today has grown to become the 60th largest bank in the United States and the 53rd largest in deposits. The bank is also ranked in the top 5 percent of all U.S. Banks in terms of credit quality, earnings, capital and productivity. As a result of its solid balance sheet, First Hawaiian has the highest credit rating of any local bank. The parent company, BNP Paribas, is one of the five strongest banks in the world according to Standard & Poor's with a presence in 85 countries.

First Hawaiian Bank has been part of the Waikiki community since 1941 and has been located at the corner of Kalakaua and Lewers since June 1, 1966.



Rick Egged, WIA (right) visits Donnel Yannell at the Waikiki Branch

The focus of the Waikiki Branch and Cluster is on corporate, middle market commercial banking and personal banking. All branches in the Waikiki Cluster provide small business banking service.

First Hawaiian Bank's core values of caring, character, cooperation, competitiveness and confidence are consistent with those of Mr Bishop when he founded the company 150 years ago.

The bank's commitment to relationship banking means they have the people, products and programs to assist you with whatever need you might have, be it an investment property in Hawaii, a business venture in the 50th State or personal estate or financial planning.

Donald Yannell has been the manager of the Waikiki branch since April 1994.

Suite Deals for Kama'āina at Embassy Suites®-Waikiki Beach Walk®

Oahu's only all-suite hotel offers great deals for Hawai'i residents to relax, rejuvenate and rediscover the joys of Waikīkī

Exceptional value for Hawai'i residents can be found at Embassy Suites®-Waikiki Beach Walk® -- offering rates exclusive for kama'āina that include spacious suites, a host of complimentary amenities and the impeccable guest service the resort is known for. O'ahu's only all-suite resort offers kama'āina room to breathe during a weekend getaway with rates starting at \$199 per night. Located in the heart of Outrigger Enterprises Group's revitalized \$535 million Waikiki Beach Walk®, the property is the ideal place to experience the new sights, flavors and culture of Waikīkī.

"For our local residents that crave an escape from their everyday routine, a stay at Embassy Suites-Waikiki Beach Walk is an ideal way to indulge in resort living at an incredible value," said Sun Bee, director of sales and marketing of Embassy Suites-Waikiki Beach Walk. "Providing luxurious suites and a treasure chest of complimentary amenities enables our guests to relax, rejuvenate and truly enjoy their stay without fretting about extra charges and added fees."

Embassy Suites-Waikiki Beach Walk takes the visitor experience to new heights with its variety of Hawaii-inspired services and amenities not offered at any other Embassy Suites property in the world. Upon arrival, visitors experience a relaxing sit-down check-in process while enjoying a fresh, tropical beverage or mango mimosa. Guests are also given an exclusive, contemporary Hawaiian music CD created for Embassy Suites-Waikiki Beach Walk by award-winning artist Daniel Ho.

Complimentary amenities include a Full Cooked-to-Order breakfast, featuring fresh tropical fruits, local favorites such as Portuguese sausage as well as a unique Hawaiian-style Lomilomi Salmon omelet. Embassy Suites-Waikiki Beach Walk also hosts a nightly Manager's Reception* with refreshments and ono (delicious) appetizers. The complimentary breakfast and the nightly Manager's Reception take place on the hotel's Grand Lanai. This open-air terrace connects the resort's two all-suite towers and houses an expansive swimming pool, waterfall and spacious sundeck.

Situated steps from the beach and in the epicenter of Waikiki Beach Walk, locals will find themselves in the midst of Waikīkī's hottest shopping, dining and entertainment complex. Guests who want to work or workout can do so for free at the resort's 24-hour on-site fitness center, featuring all new state-of-the-art equipment, and business center with free computer usage, printing and high-speed Internet. Local and domestic long distance phone calls and a daily newspaper are also included.

"Kama'āina can experience paradise in their own backyard at Embassy Suites-Waikiki Beach -- whether enjoying a quick getaway with the family, a fun weekend with friends or a romantic rendezvous, we take great pride in exceeding the expectations of every guest," added Sun Bee.

From one's first step on the property to the last wave goodbye, a stay at Embassy Suites-Waikiki Beach Walk will put visitors in a state of "suite" bliss. Each of the well-appointed suites feature two flat panel LCD televisions and telephones, a mini refrigerator, wet bar, microwave, coffee maker, complimentary use of the in-room safe, and an MP3/CD player clock radio.

Kama'āina rates start at \$199 per night for a one-bedroom suite and are available at times throughout the year on a space available basis. Proof of Hawai'i residency required. Additional person charges may apply. Rates and specials cannot be combined with other offers, are subject to availability and change, and may not be used for group bookings. Other restrictions may apply. Taxes are not included. Reservations can be made at www.EmbassySuitesWaikiki.com or over the phone at 1-800-EMBASSY.

Outrigger Receives Accolades for Keeping It Hawai'i

Two Lehua Maka Noe Awards and two Kahili Awards are presented to Outrigger for its commitment to the Hawaiian culture

Outrigger Enterprises Group and three of its resort properties were honored at the Hawai'i Tourism Authority's (HTA) 17th Annual Keep It Hawai'i Recognition Awards program held August 7, 2008, at the Hawai'i Convention Center. During the ceremony, Outrigger received two Lehua Maka Noe certificates of merit and two prestigious Kahili awards for its efforts in providing visitors and residents with opportunities to experience the authentic island culture.

"As a Hawaii-based company, Outrigger Enterprises Group is committed to preserving, protecting and enhancing what makes our Islands so special – our people and our cultural heritage," said Barry Wallace, senior vice president of hospitality services for Outrigger Enterprises Group. "I'd like to extend congratulations to all the winners, and a special mahalo – a thank you – to each and every member of the Outrigger 'ohana who 'Keep it Hawai'i' by sharing their Aloha with their family, friends, co-workers, neighbors and our visitors each and every day of the year."

"The Hawaiian culture is what defines us as a destination, and it is in our community's best interest to respectfully portray and continue these traditions for our visitors and residents to enjoy," said Rex Johnson, president and chief executive officer of HTA. "It has been very encouraging to see the quantity and quality of applicants for the Keep it Hawai'i Recognition Awards grow each year and through them learn about how individuals, organizations and businesses continue to perpetuate the Hawaiian culture."

Lehua Maka Noe Awards

Outrigger Waikiki on the Beach and Outrigger Reef on the Beach (Business)
Hawaiian Arts & Artifacts Display
In keeping with Outrigger Hotels & Resorts' commitment to preserving and sharing Hawaii islands' unique heritage and culture with guests, employees and the community, both Outrigger Waikiki and Outrigger Reef hotels showcase a stunning collection of museum-quality artifacts that highlight the history and traditional craftsmanship of Hawai'i and the Pacific Basin countries. The displays are prominently featured in high traffic lobby areas, which could have instead been devoted to vendors, retailers and other revenue generating purposes. However, in delivering on its commitment, Outrigger Hotels & Resorts'

displays retain their front and center prominence and are available 24/7 to share a part of Hawai'i's culture with guests from all over the world.

Outrigger Enterprises Group (Business)
Na Mele Aloha Aina
Na Mele Aloha Aina is part of Outrigger Enterprises Group's Na Mele No Na Pua's expansive Hawaiian music heritage program aimed at preserving and perpetuating Hawai'i's rich musical legacy. This collection of CDs will be produced over the next few years and distributed by Outrigger's Waikiki Beach Walk retail arm through the Hawaiian specialty store Mana Hawaii-Spirit of Hawaii Nei. The first in the Na Mele Aloha Aina collection is Ku Ha'aheo, To Cherish with Pride, a collection of songs featuring vocals as well as slack key and ukulele instrumentals by artists that are local to the islands. They include Greg Sardinha, Yvonne and Nani Keahi, Ben Vegas and Eli Lopez

Kahili Awards

Keauhou Beach Resort (Business)
Cultural Property Tour
Located in the historic Kahalu'u District, Outrigger's Keauhou Beach Resort is surrounded by symbols of Native Hawaiian history. The remnants of two ancient Hawai'i temples (Hapaiali'i Heiau and Kapuanone Heiau), two massive fishing stones, a replica of King David Kalākaua's summer cottage built on its original site, and gardens of indigenous plants are all located on the property. The cultural property tour of the Keauhou Beach Resort was established in February 2006 to preserve and share the history and cultural significance of the Keauhou and Kahaluu areas, specifically of the historic sites, artifacts and Native Hawaiian plants located on or adjacent to the hotel grounds. This free-of-charge program allows visitors and kama'aina to take advantage of this culturally rich area to enrich their knowledge and understanding of Hawaiian culture.

Outrigger Enterprises Group (Business)
Na Mele No Na Pua
Na Mele No Na Pua can be figuratively translated to mean "Music for the Generations." Outrigger Enterprises Group decided to help build on the musical traditions of Hawai'i through this project.

continued

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Created in collaboration with the Hawaiian Music Hall of Fame and the Hawaii Academy of Recording Arts, this group's Hawaiian music heritage program offers a variety of mediums for visitors and residents to experience the music of our islands. Through historical exhibits, an ongoing schedule of live performances, along with other events and activities that preserve, protect and perpetuate the culture of Hawai'i's music, Na Mele No Na Pua educates and immerses both visitors and local residents about the past, present and future of the host culture and

Sunset on the Beach

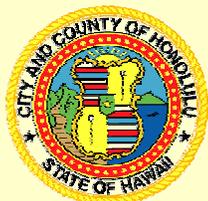
Presented by Tesoro Hawai'i

Special Mahalo to Outrigger Enterprises
and the Maui Writers Conference!

8/23/08 *Pirates of Carribean: At World's End*

8/24/08 *Surf's up! & Eco Adventures*

Movies start at Sunset



HAWAII
TOURISM AUTHORITY

ANTEPRIMA/PLASTIQ Launches 2008 Fall/Winter Collection

Waikiki (and Ala Moana) stores
Commemorative Campaign from
September 1st

Receive Limited Edition Charm with
Purchases over \$350 while Supplies Last

ANTEPRIMA/PLASTIQ, a luxury handbag brand designed in Italy by a well-known Japanese designer, Ms. Izumi Ogino, launches 2008 Fall/Winter Collection starting from September 1, 2008. To commemorate the debut of new collection, both Waikiki and Ala Moana stores offer special campaign. With purchase of \$350 or more, customers will receive limited edition charm from 2008 Fall/Winter Collection.

The 2008 Fall/Winter collection is all about contrasts. It celebrates the duality of women; light and shadow, balance and unbalance, classic and futuristic, slim and voluminous and delicate and strong.

This season the futuristic wire will intertwine with more warm and classic fabrics such as suede and satin. This unification provides a feel of sophisticated elegance with a playful edge - The essence of ANTEPRIMA.

The collection also shows a reshaped version of the iconic WIREBAG, adding more volume and roundness to the design. Not only does this provide a more feminine and gentle feel, it also enhances the practical usage of this modern ANTEPRIMA classic. A new twist lock has added a classic element to modern bags.

A vital signature in this collection is the bow. It is represented throughout the collection in various shapes and forms; from the ultra feminine and chic clutch bags in the shape of a bow, to the glam crystal bow frame placed on several of the new lavish designs.

Colors for this season are strong, mysterious and dramatic. The palette provides a warm feminine feel, mixed with the charismatic shine of the Wire to enhance the ever-present celebration of contrasts.

With the theme "contrasts", WIREBAGS in 2008 Fall/Winter collection have made more tremendous progress. Check out new items brought the contrasts in its materials, shapes and details, and get Fall/Winter trend into your wardrobe earlier than the others.

Updates from WIA

Change of email address for Waikīkī Wiki Wiki Wire

Effective immediately, please send any information and photos you would like considered for inclusion in Waikīkī Wiki Wiki Wire to:

editor@waikikiimprovement.com



Waikīkī Wiki Wiki Wire Newsletter Deadline

Waikīkī-related news and information submitted for the weekly Waikīkī Wiki Wiki Wire should be received no later than 10 am Wednesday for newsletters published and distributed the same evening.

Information received after the deadline will be considered for inclusion in the following issue.

Photos which accompany stories are always welcome and, for best results, should be attached to the email as a separate jpeg - maximum 1 MB if possible please.

Your kokua is appreciated. *Mahalo.*

Hawaiian Diacritical Marks

Waikīkī Improvement Association recognizes the use of diacritical marks (i.e., glottal stop (ʻ), macron (ā) in place names of Hawai'i, such as Waikīkī and Kalākaua Avenue.

However, we also respect the individual use (or not) of these markings for names of organizations and businesses.

Waikīkī Hula Show at the Kūhiō Beach Hula Mound

Authentic Hawaiian music and hula shows are **performed nightly except Mondays**, 6:30PM – 7:30PM, by Hawaii's finest hula hālau (troupes) and Hawaiian performers at the Kūhiō Beach Hula Mound, near Duke Kahanamoku statue, beachside Uluniu & Kalākaua Ave. in Waikīkī.

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

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

For AUGUST:

Mondays: No show

Tuesdays and Thursdays: Joan "Aunty Pudgie" Young and Puamelia

Wednesdays: Ainsley Halemanu and Hula Halau Ka Liko Ka Palai

Friday, August 22 Kale Pawai and Halau Na Pua Mai Ka Lani

Sat August 23 – Shirley Recca and Halau Hula O Namakahulali

Sun August 24 – Leimomi Ho and Keali'ika'apunihonua Ke'ena A'o Hula



Waikīkī parade watch & road closures (courtesy of the City)

Just a reminder, the Duke's OceanFest Celebrates Waikiki Water Sports event begins this Sunday. Although there are no road closures, the activity on the beach front is expected to be heavy. Note that parking and traffic will also be noticeably heavier along Kalākaua.

September 12, 2008 Friday

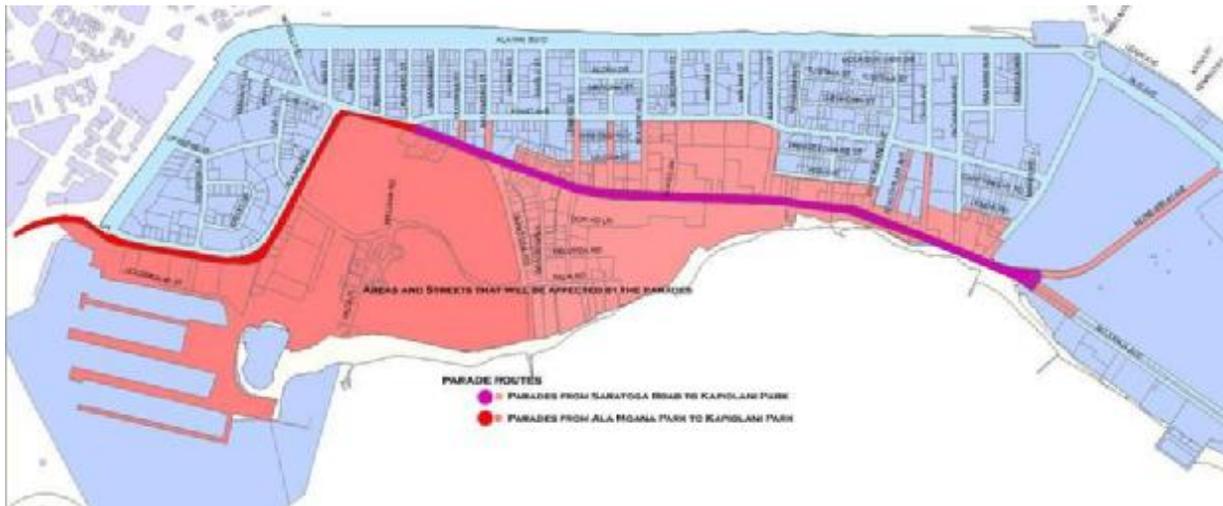
5:30PM Starts
11:00PM Ends

ALOHA FESTIVALS WAIKĪKĪ HO'OLAULEA/STREET FEST sponsored by Aloha Week Hawai'i, Inc/AlohaFestivals/Waikīkī Improvement Association. The event expected to have 40,000+ participants. Traffic will be diverted at 5:30 pm for setup. The event will close Kalākaua Avenue, all lanes from Lewers St. to Kapahulu Ave. Contact: Rick Egged 589-1771 or Mike Rossell 832-7878, E-mails: info@alohafestivals.com or mike@productionhawaii.com For more info, visit their website: <http://www.alohafestivals.com/>

September 13, 2008 Saturday

9:00AM Starts
1:00PM Ends

ALOHA FESTIVALS FLORAL PARADE sponsored by Aloha Week Hawai'i, Inc/Aloha Festivals/Waikīkī Improvement Association. The event is expected to have 2,000 participants, 40 vehicles, 10 bands & 15 floats. It will start at Ala Moana Park ewa entrance/exit, to Ala Moana Blvd., to Kalākaua Ave., to Monsarrat Ave., to end at Waikīkī Shell Parking Lot in Queen Kapi'olani Park. Contact: Rick Egged 589-1771 or Mike Rossell 832-7878, E-mails: info@alohafestivals.com or mike@productionhawaii.com For more info, visit their website: <http://www.alohafestivals.com/>



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



Waikīkī Improvement Association

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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

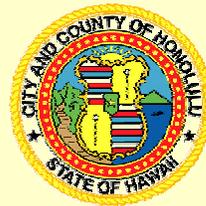
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A reminder from our City's lifeguards

1. Always swim at a beach with a lifeguard.
2. Consult with a lifeguard regarding ocean conditions before entering the water.
3. Heed all warning signs – they are there for a reason.
4. Never swim alone.
5. If you see someone in distress call for a lifeguard or dial 9-1-1.
6. Know your limits - IF IN DOUBT, DON'T GO OUT!

For public information regarding ocean conditions, advisories, and warnings, the Ocean Safety and Lifeguard Services Division provides a pre-recorded report which can be accessed 24 hours a day; at 922-3888 x 51 or visit: www.hawaiibeachsafety.org



Honolulu Zoo Society offers twilight tours



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





ZOO PHOTOLS BY BRYAN THOMPSON