



Waikiki Wiki-Wiki Wire

Tesoro Hawaii Presents Sunset on the Beach March 24 & 25

Also Brought to You this Week by NOAA
Celebrating Their 200th Anniversary!!!



Tesoro Hawaii and the National Oceanic and Atmospheric Administration (NOAA) present a very special *Sunset on the Beach* celebrating NOAA's 200th Anniversary on March 24 & 25. NOAA is an organization which touches all of our lives each and every day, especially here in Hawaii where we are surrounded by the ocean.

This is the perfect event for families to enjoy the beach, learn interesting and important lessons about our ever-changing environment, listen to awesome live music by some of Hawaii's best entertainers – including Na Hoku Hanohano Award winners Makana and Tony C, watch family-friendly films - *The Little Mermaid* (Saturday) and *Shark Tale* (Sunday), and celebrate a truly historic occasion as NOAA celebrates 200 years of science, service, and stewardship.

Rear Admiral Samuel De Bow, Jr., who is the Director of NOAA Commissioned Officer Corps and Director of NOAA's Office of Marine and Aviation Operations, is making a special trip to Hawaii for the event from Washington, D.C., and will be joining Mayor Mufi Hannemann on the *Sunset* stage on Saturday night.

"*Sunset on the Beach* is one of the premier public events being held across the country to acknowledge NOAA's 200 years of science and history," said De Bow. "It is fitting to be here in Hawaii which has the



third largest concentration of NOAA employees outside of Washington, D.C. We are proud of the work they do predicting your weather, studying climate, maintaining carbon records, growing and restoring coral, developing aquaculture, removing marine debris, preparing for natural disasters, assessing fish stocks, protecting turtles, Hawaiian monk seals, humpback whales, and a whole lot more."

Mayor Hannemann said, "We welcome this opportunity to recognize and thank NOAA, especially its National Weather Service staff here – the Pacific

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Tesoro Hawaii Presents Sunset on the Beach

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Region headquarters, Honolulu Forecast Office, Central Pacific Hurricane Center and Pacific Tsunami Warning Center – for all that they do to keep us safe.

We are proud that the National Weather Service has designated Honolulu as storm-ready and tsunami-ready. The key ingredient, however, is the timely, vital information that NOAA provides us day-in, day-out.

We're also grateful for NOAA's efforts to protect our environment, from marine sanctuaries to atmospheric research."

Our crafters start the day early around 9:00 a.m., *Sunset on the Beach* food booths open at 4:00 p.m., and live entertainment starts at 5:00 p.m. The movie will begin shortly after sunset at approximately 7:30 p.m. The Girl Scout Council of Hawaii will help NOAA

volunteers at *Sunset on the Beach* provide information and oversee games and crafts designed to promote ocean awareness, family disaster preparedness, and environmental stewardship.

On Saturday, March 24, our featured movie is *The Little Mermaid* (Disney, Rated PG) (Animation). This Oscar-winning film is loosely based on a story by Hans Christian Andersen. Ariel, youngest daughter of King Triton, is dissatisfied with life in the sea. She longs to be with the humans above the surface, and is often caught in arguments with her father over those "barbaric fish-eaters." She goes to meet Ursula, the

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TESORO
Presents

SUNSET on the BEACH

This event is co-sponsored by the National Oceanic and Atmospheric Administration (NOAA). Join NOAA in celebrating 200 years of science, service, and stewardship!

Mayor Mark Hosenmann
City and County of Honolulu
<http://www.honolulu.gov>
Phone: 808-CITY

Queen's Surf Beach, Waikiki

March 24 & 25, 2007
Saturday & Sunday

Featured Restaurants

Royal Hawaiian Hot Dog
M&N's Treats
Leo's Taverna
K Restaurant
World's Greatest Funnel Cakes
Papa John's Pizza

Entertainment

Friday	Saturday
 Kaukahi 5:00 – 5:45 pm Makana 6:00 – 6:45 pm	 Pali 5:00 – 5:45 pm Tony C. 6:00 – 6:45 pm
plus games & prizes	

Tesoro Hawaii Presents Sunset on the Beach

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Sea Witch, to strike a deal, but Ursula has bigger plans for this mermaid and her father.

Saturday's entertainment is provided by Kauakahi and Makana. Saturday's radio station host is Hawaiian 105 KINE.

On Sunday, March 25, our featured movie is *Shark Tale* (Dreamworks, PG) (Animation). Oscar is a fast-talking little fish who dreams big. But his big dreams land him in hot water when a great white lie turns him into an unlikely hero. At first, his fellow fish swallow Oscar's story hook, line and sinker and he is showered with fame and fortune. It's all going along swimmingly, until it starts to become clear that Oscar's tale about being the defender of the Reef is all wet. Oscar is finding out that being a hero comes at a Market Price when his lie threatens to make him the Catch of the Day. Now he has to tread water until he can get the scales to tip back in his favor again. This film has won numerous awards and was nominated for an Oscar.

Voiced by Will Smith, Robert De Niro, Renee Zellweger, Jack Black, and Angelina Jolie.

Sunday's entertainment is by Pali and Tony C. Both artists will share music from their new CD's! Sunday's radio station host is KRATER 96.



Mahalo to NOAA for celebrating its bicentennial with two nights of headline entertainment, family-friendly movies and great activities at Sunset on the Beach! Additional NOAA events will be announced throughout the year!

NOAA (www.noaa.gov), the largest agency in the U.S. Department of Commerce, carries out a critical daily mission to understand and predict changes in the Earth's environment and conserve and manage coastal and marine resources to meet the nation's economic, social and environmental needs.

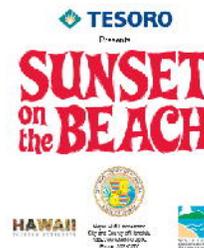
NOAA focuses on the conditions of the oceans and the atmosphere. NOAA warns of dangerous weather and tsunamis, charts seas and skies, guides the use and protection of ocean and coastal resources, and conducts research to improve understanding and stewardship of the environment.

This work is carried out by NOAA's line offices — NOAA National Weather Service (www.nws.noaa.gov), NOAA Ocean Service (oceanservice.noaa.gov), NOAA Fisheries (www.nmfs.noaa.gov), NOAA Satellite and Information Service (www.nesdis.noaa.gov), and NOAA Research (www.research.noaa.gov) — as well as many special program units. In addition, NOAA research and operational activities are supported by the NOAA fleet (www.omao.noaa.gov/fleet.html) of 19 ships and 11 aircraft and the nation's seventh uniformed service, the NOAA Corps (www.noaacorps.noaa.gov). The fleet and the NOAA Corps operate under NOAA's Office of Marine and Aviation Operations (www.omao.noaa.gov).

For additional information about NOAA Offices in Hawaii and the Pacific, contact Delores Clark at (808) 532-6411.

Tesoro Corporation, a Fortune 200 Company, is an independent refiner and marketer of petroleum products. Tesoro operates six refineries in the western United States, which includes the refinery in Kapolei, Hawaii, with a combined capacity of approximately 560,000 barrels per day. The Kapolei refinery has a rated capacity to process 95,000 barrels of crude oil per day. Tesoro's retail-marketing system includes approximately 465 branded retail stations, of which over 200 are company owned and operated under the Tesoro® and Mirastar® brands. In Hawaii, Tesoro has a 33 branded retail stations that operate on Oahu, Maui and the Big Island.

In addition to our sponsors, Tesoro Hawaii and NOAA, *Sunset* is also brought to you each week by the City & County of Honolulu, the Hawai'i Tourism Authority, and the Waikiki Improvement Association, which produces the event.



HTA Publishes Guide to Promote Accurate and Respectful Use of the Hawaiian Language and Practices

The Hawai'i Tourism Authority (HTA), the state's tourism agency, has published the Style and Resource Guide, a first-step reference guide on the proper use of commonly used Hawaiian words, phrases, descriptions, and cultural practices. The purpose of this guide is to provide a handy reference to clarify facts about the islands that have sometimes been miscommunicated, guidance for the depiction of sites and culture, and insights for promoting Hawai'i in a culturally sensitive and safe manner.

"Hawai'i is a very special place to people all around the world and is often written about or portrayed by individuals who may not be familiar with the islands or our host culture," said Rex Johnson, president and chief executive officer of HTA. "A primary goal of this resource guide is to provide a bond between the visitor industry and the Hawaiian community based on respect. It is our hope that individuals who promote and publicize Hawai'i will be diligent in researching accurate and respectful ways to share the Hawaiian Islands and culture with the world. Additionally, as this guide is intended to be a living document, it will be continually revised and reshaped as needed."

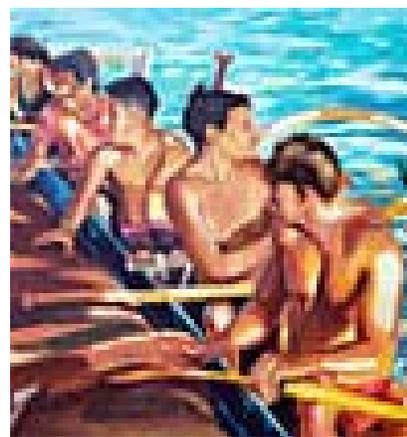
To download a free copy of HTA's Style and Resource Guide, please visit HTA's web site at www.hawaiitourismauthority.org.



Waikiki Community Center Hosts Mark Brown

Oil painter Mark Brown makes his debut at Waikiki Community Center on March 28th at 10:00 A.M. in the center's auditorium. Mark has been a close friend of WCC and annually paints the Ala Wai Challenge honorees. This year WCC honored Peter Cole & Fred Van Dyke, two of Hawaii's big wave legends. All the Ala Wai Challenge honorees will be on display. Please call 923-1802 and make a reservation to hear and watch the artist at his work.

Those attending will be in for a surprise by calling 923-1802. Get on the attendance list and you may be the lucky person having a portrait done by Mark Brown!



"Ala Wai" by Mark Brown

Honolulu Family Festival

Rides
Food
Live Acts

Thursday, March 29 to Sunday, April 1
Magic Island, Ala Moana Beach Park
Free and Open to Everyone!
Free Parking & Shuttle!
More info in next week's edition!

Presented by Mayor Mufi Hannemann, the City and County of Honolulu, Honolulu 100 and E.K. Fernandez Shows.

“Romance Remembered” at Halekulani



Halekulani, is considered one the most romantic destinations in the world. Everyday, perfumed trade winds and prismatic sunsets cosset guests as they rediscover romance throughout the vast offerings of the five-acre oasis, fondly known as a ‘House Befitting Heaven.’ From its world-renowned Vera Wang Suite, serene and tranquil room escapes and courtyards, sophisticated dining, soothing SpaHalekulani experiences, to its thoughtful and award-winning guest service, the ecstasy of romance awaits at Halekulani. Romance Remembered at Halekulani can be experienced in every facet of the distinguished hotel.

Experience the bliss of romance with the “Romance Remembered Escape” room package, a four-night getaway, and receive a complimentary fifth-night, courtesy of Halekulani. This escape includes daily breakfast for two at House Without A Key (Buffet Breakfast) or Orchids (Full American Breakfast), one Chef’s Special Dinner for two at Orchids, round-trip limousine service (to and from airport), chocolate fondue for two and a dozen long stem roses. Choose from three elegant chambers, Ocean View: \$2,140; Ocean Front: \$2,300 and Diamond Head Ocean Front: \$2,540. Additional nights start at \$530 (rates based on single or double occupancy and subject to availability and applicable taxes.) Romance Remembered Escape is available until April 30, 2007.

Embark on an intimate journey with a loved one via the “Romance Remembered at SpaHalekulani” spa package. This elite package is designed to spark the bliss of romance. Your spa escape begins with our signature foot pounding ritual, followed by a couple’s massage of your choice and duo custom “Just for You” facials. Unwind in our traditional Japanese furo while savoring complimentary champagne and decadent delights courtesy of our acclaimed Halekulani chefs.



House Without A Key

Side-by-side spa manicures and pedicures provide the perfect finishing touch to your shared retreat. Our deluxe SpaHalekulani amenity gift will inspire a lifetime of romance. (\$1,300 per couple)

Romance Remembered ~ Romantic Dining at Halekulani:

- La Mer ~ Dine Riviera style on the beach at Waikiki. A romantic sunset candle-lit dinner for two in La Mer’s private dining room. A custom designed six- course gastronomic journey with French champagne and wines, served on the finest china with custom florals.
- Orchids ~ Oceanfront romance, surrounded by thousands of orchids. Savor a four-course candlelit dinner paired with Halekulani designer wines. Guests receive a romantic Halekulani departure gift.
- House Without A Key ~ Return to Romance in the heart of Waikiki with authentic Hawaiian entertainment, spectacular sunsets and tropical cocktails.
- Veranda ~ An elegant Afternoon Tea with a choice of champagne cocktails.
- Lewers Lounge ~ Midnight at the oasis, live jazz, sparkling cocktails, and sensual chocolate desserts.
- In-Room Dining ~ Enjoy sparkling champagne in the privacy and comforts of your own terrace. Dine al fresco by candle light from the elegant Halekulani in-room ala cart menu.

Romance Remembered, the Halekulani Touch:

- Orchid Pool ~ Guests receive a Hawaiian orchid as chaise lounge chairs are prepared with thoughtful care.
- Valet ~ Halekulani offers complimentary valet parking. Each distinguished guest will receive a romantic saying and amenity as they depart the heavenly hotel.

Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages Waikiki Parc Hotel. For reservations and information contact your travel planner or the hotel at (800) 367-2343 or (808) 923-2311. Reservations can also be made through Halekulani’s website at www.halekulani.com.



Aqua Announces Key Management Appointments

Aqua Hotels & Resorts recently announced key operations appointments at several of its Waikiki hotels. The appointments are comprised of new hires and promotions within the organization.



Joseph Yamaoka has been named general manager of the 262-room Aqua Palms & Spa where he oversees the overall operations of this AAA three-diamond hotel which consistently ranks in TripAdvisor's top ten Waikiki hotels.

Yamaoka has been with Aqua since 2001 and was most recently area manager for Aqua's Boutique Hotels. He is a graduate of Purdue University where he received a Bachelor of Science degree in Hotel and Tourism Management.



KeAlii Alexander has been named general manager of Aqua Aloha Surf. Alexander oversees operations of the 202-room hotel including front desk, housekeeping and maintenance. Alexander was most recently with ResortQuest Hawaii where he was assistant general manager of

their Waikiki Beachside and Waikiki Beach Tower properties. He is a University of the Pacific graduate.



Terry Yasuhara is the new general manager of the 740-room Aqua Island Colony. He brings over 20 years of sales and management experience in Hawaii's hotel and resort condominium management to Aqua Hotels & Resorts.

He has held general manager positions at Kona Reef Resort, Inn on the Park, Sands of Kahana and most recently, Shores at Waikoloa.



Kahealani Doss has been appointed assistant general manager of Aqua Palms & Spa where she assists in the daily operations of the hotel and guest relations. Aqua is pleased to welcome Doss back to the company and in her new position. Her prior hospitality experience includes Marc Resorts, Aqua Hotels and most recently, The Kahala Hotel & Resort.



Julian Martinez is the new assistant general manager of Aqua Island Colony. Martinez previously worked for Castle Resorts at the Island Colony and Hawaiian Monarch hotels. Most recently, he was Guest Services Manager at the Aqua Palms & Spa.



Shelley Tokuda has been named guest services manager for Aqua Aloha Surf where she will be responsible for front desk operations and other front office functions. Shelley comes to Aqua from The Kahala Hotel & Resort.



Keith Mallini Named Director of Food and Beverage at Sheraton Moana Surfrider



Sheraton Moana Surfrider is pleased to announce the appointment of Keith Mallini as director of food and beverage. In his new role, Mallini will be responsible for maintaining food and beverage quality, service, and merchandising, while driving the

transformation of food and beverage operations during the Westin re-branding of the hotel.

Mallini comes to the Sheraton Moana Surfrider with extensive experience in the hospitality industry, having served as general manager of The Hanohano Room at Sheraton Waikiki, and most recently as the director of food and beverage for Royal Kona Resort.

Prior to moving to Hawaii, Mallini lived in New Orleans where he managed Louisiana's only 5-diamond restaurant, Victor's at the Ritz-Carlton, and was the owner and executive chef of Mallini's...The Place in Baton Rouge.

Fluent in Japanese, Mallini has studied in Japan at the Edo Cultural Institute and spent four years exploring Asia. After his years in Asia, Mallini established the foundation for his culinary career by studying in Paris. Mallini, who holds a degree in history from Tulane University, has gained inspiration from his travels, passions and family.

Kuhio Beach Torch Lighting and Hula Show DAILY!

Torch lighting, Hawaiian music and hula shows are performed daily **6:30PM – 7:30PM** at the Kuhio Beach Hula Mound, near the Duke Kahanamoku statue. **FREE**. Presented by the City's Office of Economic Development (843-8002) and the Hawaii Tourism Authority.

Schedule subject to change without notice.

For the month of March:

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

Wednesdays: Ainsley Halemanu and Ka Liko O Kapalai

Thursdays: Val Crabbe and Halau Hula Palena

Fridays, March 23: Kale Pawai and Halau Na Pua Mai Ka Lani

Friday, March 30: Moana Chang and the Aloha Boat Days Show

Saturday, March 24: Shirley Recca and Halau Hula 'O Namakahulali

Sunday, March 25: Momi Cruz-Losano and Halau Hula Namakahonuakapiliwale

Saturday, March 31: Maelia Loebenstein Carter and Ka Pa Hula O Kauano'e O Wa'ahila



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.honzosoc.org for info.



Waikiki Parade Watch (courtesy of the City)

March 24, 2007 Saturday

4:00PM Starts
6:00PM Ends

PRINCE KUHIO COMMEMORATION PARADE sponsored by Association of Hawaiian Civic Clubs. The event is expected to have 800 marchers, 50 vehicles, 2 floats, & 4 bands. It will start at Kalakaua Ave. at Saratoga Rd., kkhhd on Kalakaua Ave., to end at Waikiki Shell parking lot, Queen Kapiolani Park. Contact: Leimomi Khan 372-0630

April 4, 2007 Wednesday

6:30PM Starts
8:30PM End

SALUTE TO YOUTH PARADE-#1 sponsored by Coastline Travel. The event will have 1,200 marchers, 15 vehicles, 5 floats, 10 bands. It will start at Ft. DeRussy, to Kalakaua Ave., kkhhd on Kalakaua Ave., to Monsarrat Ave to end at Queen Kapiolani Park. Streets will be closing at 6:00pm. Contact Jay Johnson of Coastline Travel 1-714-621-1040 or Carla Crittenden 1-800-448-2374. E-mail: carla@coastlinetravel.com For more info, visit their website: www.hawaiiinvitational.com

April 11, 2007 Wednesday

6:30PM Starts
8:30PM End

SALUTE TO YOUTH PARADE-#2 sponsored by Coastline Travel. The event will have 1,500 marchers, 18 vehicles, 5 floats, 12 bands. It will start at Ft. DeRussy, to Kalakaua Ave., kkhhd on Kalakaua Ave., to Monsarrat Ave to end at Queen Kapiolani Park. Streets will be closing at 6:00pm. Contact Jay Johnson of Coastline Travel 1-714-621-1040 or Carla Crittenden 1-800-448-2374. E-mail: carla@coastlinetravel.com For more info, visit their website: www.hawaiiinvitational.com

April 14, 2007 Saturday

6:00PM Starts
8:00PM Ends

CELEBRATION OF YOUTH PARADE sponsored by PPF Hawaii. The event will have 500 marchers, 10 vehicles, 5 bands. It will start at Ft. DeRussy, to Kalakaua Ave., kkhhd on Kalakaua Ave., to Monsarrat Ave to end at Queen Kapiolani Park. Streets will be closing at 5:30pm. Contact: Nate Taosoga 944-0700, Fax: 944-0955

April 28, 2007 Saturday

4:00PM Starts
11:00PM Ends

WAIKIKI SPAM JAM STREET FESTIVAL sponsored by the AT Marketing. The event is expected to have 8,000+ participants. Traffic will be diverted starting 2 pm for setup. The event will close Kalakaua Avenue, all traffic lanes/sidewalk areas, from Seaside Ave. to Kaiulani Avenue. Contact: AT Marketing 926-1447, Fax: 926-1448, For more info, check their website: www.at-marketing.net

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