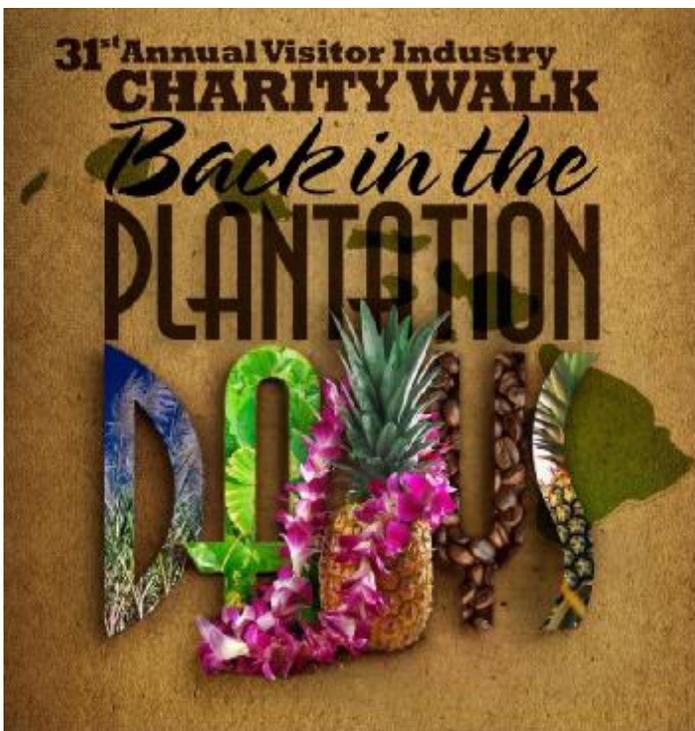




Waikiki Wiki Wiki Wire

Be part of the Visitor Industry Charity Walk this Saturday

It's that time of the year to bust out your rubber slippers, update your Ipod and get ready for the 31st Annual VISITOR INDUSTRY CHARITY WALK on MAY 16, 2009. We invite you, your fellow employees, family and friends to join us as we celebrate "Back in the Plantation Days," a time when the aloha shirt, pidgin English, mixed plate and our many local traditions came to be.



The CHARITY WALK is a statewide event that occurs simultaneously on O'ahu, Maui, the Big Island and Kaua'i on the 3rd Saturday in May. In 2008, more than 9,500 walkers raised over \$1.12 million to help over 190 for our local charities. The monies brought in on each island stays on that respective island to help our local charities. Over \$20 million has been raised since the Charity Walk's inception in 1978. This year's Charity Walk is being chaired by Fred Orr, General Manager of the Sheraton Princess Kaiulani Hotel. His goal is to raise \$1.2 million. Honorary Chairpersons Lina Girl and Pipi from KCCN FM100 are already hard at work to promote this event to help Fred make his goal.

There are a lot of exciting things planned for this year's Charity Walk on O'ahu. The walk begins at 7:00 am at Ala Moana Beach Park's McCoy Pavilion. The six-mile Walk, which includes 16 industry sponsored checkpoints, tours through Waikiki, along the Ala Wai Canal, to the Waikiki Beach Walk on Lewers Street and ends back at Ala Moana Beach Park. There will be entertainment by IMUA, Pineapple Squeeze and Typical Youth.

This is the only event where you can walk and gain weight at the same time. Walkers are treated to a continental breakfast at the start and continue with chocolate chip cookies, shaved ice, brownies and more. When they return to the park, they receive a plate lunch of Kale-bi, baked chicken, Portuguese sausage in a bun, salad and more.

Inside this issue:

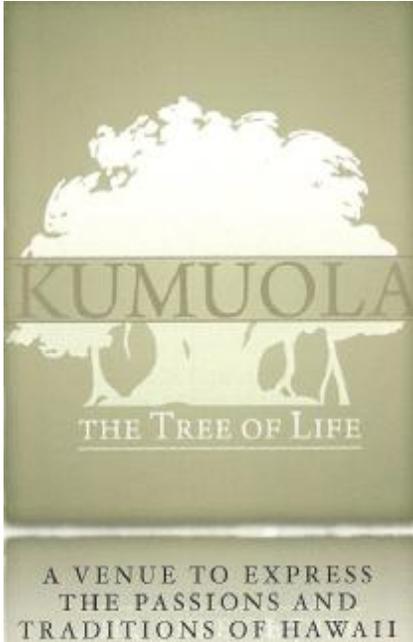
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... and MORE

Waikīkī Revival KUMUOLA, The Tree of Life

*A venue to express the passion and traditions of Hawai'i opens at
International Market Place, Building 212*



The Kumuola 'ohana is offering classes taught by Nā Kumu o Hawai'i, or, Hawaiian masters of various art forms. These practitioners are vital parts of our Hawaiian community and have come to share their gifts, passed down from generation to generation, given directly from their Kūpuna who have passed over

Classes range from beginner to advanced. Private classes are also available. Classes are open to all ages from keiki (children) to kūpuna (elders).

There will be classes on Mele (Music), Oli (Chant), 'Ōlelo (Languages), Lomilomi (Massage) and Hāna No'eau (Craft making). These classes will be offered daily from 10:30 am on and based on the availability of teachers.

Hula (Dance) is offered daily and is designed to get the whole family involved. Well-trained hula dancers, along with various Kumu hula will be teaching the classes.

Keiki Class	10 - 11 am
Beginners	11:30 am - 12:30 pm
Intermediate	2 - 3 pm
Advanced	3:30 - 5 pm
Private	after 5 pm

Call 808-389-4984 or 808-284-6798 for more information on location and fee for the various classes.

Medical Library Association to meet at Hawai'i Convention Center

The Medical Library Association (MLA) will be holding its 2009 Annual Meeting and Exhibition at the Hawai'i Convention Center from May 15th thru May 20th.

The meeting is expected to draw an international attendance of 2,300 participants and is expected to generate nearly \$11 million in statewide spending. Tax revenue is estimated at over \$1 million with the Center's hotel partners benefiting with over 18,000 booked rooms.

"We are extremely pleased to welcome the MLA to our Center and the state of Hawai'i," said Joe Davis, SMG general manager of the Hawai'i Convention Center. "We look forward to closely working with them to ensure that their event is a memorable one."

The MLA is a nonprofit, educational organization with more than 4,000 health sciences information professional members and partners worldwide. MLA provides lifelong educational opportunities, supports a knowledgebase of health information research, and works with a global network of partners to promote the importance of quality information for improved health to the health care community and the public.

Jerry Santos Shines at Hilton Hawaiian Village[®] Beach Resort & Spa's Tapa Bar

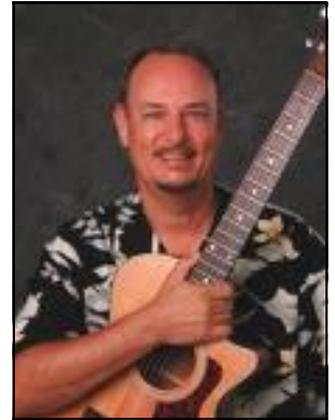
Legend has been delighting audiences at the Village for close to two decades

Hawaiian music icon Jerry Santos is just one of the many musicians who continue to help preserve Hawaiian music at the Hilton Hawaiian Village[®] Beach Resort & Spa. Now in his 16th year performing at the Village, Santos continues to wow audiences each Friday and Saturday evening at the resort's Tapa Bar between 8 and 11 pm.

Santos began playing at the Paradise Lounge, but moved to Tapa Bar last year, giving him greater exposure, especially among the many resort guests who stroll the Tapa Concourse. As a bonus, Santos will be a guest on Perry & Price's popular Saturday morning show, this Saturday, May 16.

Santos is one of the many reasons why Hilton Hawaiian Village is the perfect kama'aina escape. The resort's Kama'aina Special, which is good through December 20, includes a \$129 per night room that includes the following:

- Special \$10 daily self-parking rate
- 50% off lagoon water toys, which include waterbees, kayaks and watercycles (does not include surfboards)
- 20% off Mandara Spa treatments
- 15% off dining at Bali by the Sea and Rainbow Lanai



There's something for everyone at the 22-acre resort: Paradise Pool, the 5,000-square-foot pool featuring four water tubes, including Waikiki's longest resort slide at 77 feet. In addition, there are Waikiki's largest pool – the 10,000-square-foot Super Pool, the rejuvenated Duke Kahanamoku Lagoon, more than 30 species of wildlife including 8 South African penguins, more than a dozen dining outlets, 90 shops and entertainment.

There's also the independently owned and operated *Mandara Spa* in the Kalia Tower that offers a YSPA Menu just for teenagers with treatments that include a Heavenly Massage, Surfers' Scrub, Fabulous Fruity Facial and Acne Attack Facial. Kama'aina are entitled to a 20 percent discount off all of Mandara's spa services.

For room reservations, call the resort directly at (808) 949-4321 and ask for rate code P3. This special is valid through December 20, and is based on availability as some blackout dates may apply. Proof of Hawaii residency required. For more information about the Hilton Hawaiian Village, visit www.hiltonhawaii.com.



Hawaiian Diacritical Marks

Waikiki Improvement Association recognizes the use of diacritical marks (i.e., glottal stop (ʻ), macron (ā) in place names of Hawai'i, such as Waikiki and Kalākaua Avenue and will include them whenever possible. We also respect the individual use (or not) of these markings for names of organizations and businesses.

There will also be times when we may not have a chance to add or change the markings in all of the articles submitted and when that happens, e kālā mai.

CHANEL celebrates 25th Anniversary

To celebrate the 25th anniversary of CHANEL in Honolulu, CHANEL will present an exhibition of photographs of Coco Chanel by acclaimed photographer Douglas Kirkland. The exhibition, open to the public May 9th to June 6th, will be displayed in the 3rd floor VIP Salon of CHANEL on Kalākaua Avenue. The collection of photographs, curated by James Cavello, features 36 black and white prints of Mademoiselle Chanel. The work captures an inside look at Mademoiselle Chanel's intense schedule and daily routine with models, artisans, clients and friends.

In 1962, Douglas Kirkland received an assignment from Look Magazine to photograph Mademoiselle Chanel for a story documenting the fashion icon. For three weeks, Kirkland shadowed her, building trust and a friendship, resulting in photographs that provide an insider's view of Mademoiselle Chanel, while she revolutionized women's fashion.

CHANEL in Honolulu was the first CHANEL Boutique to open in the United States. The exhibition honors the Boutique's 25th anniversary. The exhibit launches with a private opening celebration, attended by Douglas Kirkland, on May 7, 2009 benefiting the *Hawaii Children's Cancer Foundation*.

"We are honored to host this exhibition to mark this notable anniversary." States CHANEL Fashion Division President, Barbara Cirkva. "Kirkland's photographs give a remarkable inside view into how Chanel worked and communicate what a revolutionary icon she was."

In celebration of the anniversary, the Boutique will feature an exclusive mannequin display previewing the Paris-Moscou Collection. This special collection is created once a year to highlight the work of the Metiers d'Art, the Artisans in Paris who create exceptional Haute Couture details. The Boutique will also receive a limited edition J12 white watch, with 11 blue sapphire indicators and a blue sapphire cabochon crown, created for this special occasion.



Starwood Hotels & Resorts Promote Angela Rodriguez and Sharon Duffin

Starwood Hotels & Resorts Hawai'i recently announced the promotion of Angela Rodriguez and Sharon Duffin to the positions of field marketing managers. Angela and Sharon will report directly to Michael Troy, director of field marketing.

Angela Rodriguez began her career with Starwood Hotels & Resorts Waikiki in 2006 as the regional communications coordinator. Most recently she served as the advertising manager for Starwood Hotels & Resorts Hawaii. Prior to joining Starwood, she served as an account executive for Countrywide Home Loans and as an assistant manager for the retailer Abercrombie and Fitch.



Prior to her promotion to field marketing manager, Sharon Duffin most recently served as a field marketing coordinator for Starwood Hotels & Resorts Hawaii. Duffin successfully completed Starwood's Management Training Program and worked as a sales & marketing coordinator in Starwood Hawai'i's regional office.



Before joining Starwood, Duffin was employed as a marketing executive for the Marriott Ko Olina Beach Club.

Both Rodriguez and Duffin graduated from universities located in Hawai'i. Angela Rodriguez graduated from the University of Hawaii at Manoa with a Bachelor of Arts in Journalism/Public Relations. Sharon Duffin is a graduate of Brigham Young University - Hawai'i where she earned a Bachelors degree in International Business Management.

STARWOOD
HOTELS & RESORTS HAWAII

Hyatt Regency Waikiki Beach Resort & Spa receives 2009 Green Business Program Award

The Hyatt Regency Waikiki Beach Resort & Spa has been awarded the 2009 Green Business Program Award. As a result of the hotel's outstanding efforts to reduce, reuse and recycle, Governor Linda Lingle and the state's tourism liaison, Marsha Wienert, presented this commendation award to the Hyatt Regency Waikiki at the State Capitol. General manager, David Lewin and director of engineering, Chris Valentino, were there to accept the award on behalf of the Hyatt Regency Waikiki and its associates.

Over the past year, the Hyatt Regency Waikiki Beach Resort & Spa has implemented new programs throughout the hotel in an effort to reduce energy, recycle and communicate awareness and recycling programs through our 'Green Team'. As a result of some of our programs the hotel has:

- Received 2008 Energy Star Rating for the hotel
- Reduced electricity usage by 287,554 KW
- Reduced gas usage by 4,979 Therms
- Reduced water usage by 1,690 M gallons
- Reduced billable waste year to date by 132,740 tons
- Through recycling we saved:
 - 140 tons of cardboard, saving 1,260 cubic yards of landfill space
 - 40 tons of glass, which saved 27,770 pounds of carbon dioxide going into the environment
 - 450 tons of food waste each year

The Hyatt Regency Waikiki Beach Resort & Spa along with our in house Green Team will continue to grow its efforts in making a difference in our environment and strive to not only lay a platform to our associates in their own departments but in their own homes.



David Lewin, Hyatt Regency Waikiki general manager, Governor Linda Lingle, Chris Valentino, Hyatt Regency Waikiki director of engineering & Marsha Wienert tourism liaison.

5 Things to Know about Hawaiian Monk Seals

A Hawaiian monk seal named Kermit spent most of last week basking on the sand at Queen's Beach. His proximity to popular hotels and surf spots made his haul-out site a popular stop for beach-goers. While this may have been many visitors' first sighting of a Hawaiian monk seal, it may become a more common experience since the animals are hauling out on Oahu's beaches more frequently than ever before. So what should one know about the Hawaiian monk seal, our newest Waikiki visitor?

Are they dead on the beach? Probably not. Monk seals frequently "haul out" on beaches or rocky shorelines to take a break from eating and swimming, or sometimes to nurse their pups.

What do monk seals eat? Scientists have found monk seals to eat a variety of things including small fish, lobsters, and other crustaceans. Monk seal eat a LOT – an adult male seal can be up to 400 lbs!

Should I try to approach or touch a monk seal? NO! Try not to disturb the seal, monk seals are known to not be a fan of close contact. It is also illegal to kill, capture, or harass the seal in any way under the Endangered Species Act and the Marine Mammal Protection Act. That means things like touching, riding, feeding, tickling, or anything else that would disrupt the seal's natural behavior.

Where can I see monk seals? Although the monk seals' main habitat is in the North West Hawaiian Islands, they are now found on every Main Hawaiian Island. A good place to get up close and personal with monk seals is the Waikiki Aquarium, where two seals have been living for the past 20 years.

What are the main threats to monk seals? The main threats to the Hawaiian monk seal include low survival of juveniles due to starvation, entanglements in marine debris, predation of juveniles by sharks, disease outbreaks, and human interactions in the Main Hawaiian Islands. "Human disturbance" is defined in the recovery plan as recreational fishing gear entanglements and mother-pup disturbance.



What can I do?

- Report all strandings and entanglements to the monk seal hotline: (888)256-9840
- Report seal sightings: (808)220-7802
- Share what you learn about these animals and how to protect them. A good starting place is NOAA's Pacific Islands Regional Office website: <http://tinyurl.com/qpyz9y>
- Volunteer with NOAA's Monk Seal Response Team. Learn more and sign-up at www.monkseal.org

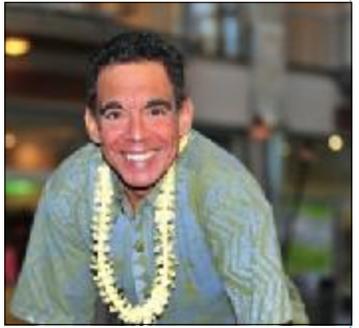
For additional information, contact *Anne Rosinski, Reef Watch Waikiki, UH Sea Grant, reefmail@hawaii.edu*

Waikiki Beach Walk's Free Sunday Showcase

Hosted by Jeff Apaka, Outrigger Enterprises Group's signature Sunday Showcase music series presents another great Sunday of entertainment.

This free weekly musical program takes place every Sunday afternoon (weather permitting) from 5 p.m. to 6 p.m. on the outdoor Plaza Stage at Waikiki Beach Walk and continues to attract music lovers from Hawai'i, the mainland and other parts of the world.

May 17 - Kona Chang Band (Contemporary)



Born and raised in Waimanalo, a place where music is a way of life, Kona embraced his musical roots and followed his heart to be a musician. Growing up in his grandfather's church, Kona was blessed with the love of music. Music runs in the family as Kona's childhood memories include jamming at the beach with friends and family, including his cousin and world-renowned Hawaiian recording artist the late Israel Kamakawiwo'ole.

At the age of 13, Kona started out as a drummer for a local band called "Tropical Knights." Together they recorded 3 albums and have performed in Hawai'i, Seattle, Las Vegas, Guam, and California. Throughout the years with the group, Kona has discovered his passion for other instruments besides the drums and has become an accomplished guitar, 'ukulele, keyboard and bass player, as well as his love for singing and writing music.

Valet parking for up to four hours is available for \$6.00 at Embassy Suites-Waikiki Beach Walk and the Wyndham Vacation Ownership-Waikiki Beach Walk, with any same-day purchase from any Waikiki Beach Walk merchant.

Waikiki Hula Show at the Kūhiō Beach Hula Mound

Authentic Hawaiian music and hula shows by Hawai'i's finest hula *halau hula* (dance troupes) and Hawaiian performers. Opens with traditional blowing of conch shell.

Tues-Thurs-Sat-Sun, weather-permitting. 6:30-7:30 p.m. at the Kūhiō Beach Hula Mound, near Duke Kahanamoku statue, beachside at Uluniu & Kalākaua Ave. in Waikiki.

FREE and open to the public. Outdoors, casual, seating on the grass; beach chairs, mats, etc. okay. Cameras welcome. Presented by the City & County of Honolulu, the Hawai'i Tourism Authority and Waikiki Improvement Association.

For information, call Marnie Weeks, Producer, Kūhiō Beach Hula Shows, 843-8002.

Week-nights

Every Tuesday - Ainsley Halemanu and Hula Halau Ka Liko O Ka Palai

Every Thursday - Joan "Aunty Pudgie" Young and Puamelia

Weekends

Saturday, May 16 - Joan Lindsey and the Joan S. Lindsey Hula Studio

Sunday, May 17 - Leimomi Ho and Keali'ika'apunihonua Ke'ena A'o Hula

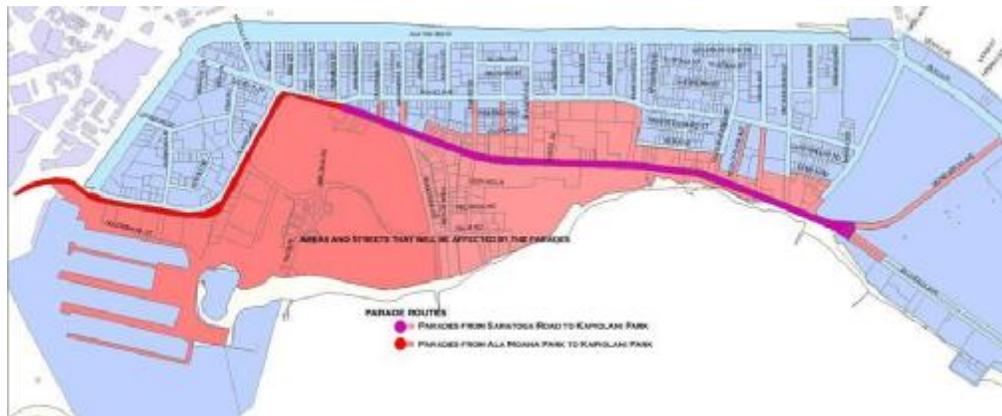


Waikīkī neighborhood street closure (courtesy of the City)

May 17, 2009
Sunday
6:00AM Starts
12noon Ends

ITU JAL HONOLULU TRIATHLON WORLD CHAMPIONSHIP RACE sponsored by USA Triathlon/Honolulu Triathlon Race Committee/Premier Event Management. The event is expected to have 1,500 participants. Staggered wave start at 6:00 am. Ala Moana Blvd, Nimitz Hwy, and Kamehameha Hwy makai side will be closed to traffic. Swim: Loop course (2X) just ewa of Magic Island, to end at Magic Island Swim/Bike Transition Bike: Magic Island Swim/Bike Transition area, to Ala Moana Park Rd., to Ala Moana Blvd., via ewa entrance/exit, ewa on Ala Moana Blvd, makai half to Nimitz Hwy, ewa on Nimitz Hwy., crossover to mauka side at Puuhale Rd., under the viaduct, ewa on Kam Hwy., crossover to makai side at Lagoon Dr., ewa on Kam Hwy., past airport, u turn at Arizona Rd.(Halawa Gate), kkhd on Kam Hwy., makai half right onto Lagoon Dr., makai on Lagoon Dr., kkhd most, makai bound lane, to u turn at parking lot at dead end, mauka on Lagoon Dr., right onto Kam Hwy., kkhd on Kam Hwy., crossover to mauka side at Ahua St., onto Nimitz Hwy., crossover to makai side just kkhd of Sand Island Rd., kkhd on Nimitz Hwy., makai half to Ala Moana Blvd., makai half, kkhd on Ala Moana Blvd., to ewa entr./exit, to Ala Moana Park Rd., to end at bike/run transition area near Magic Island Run: Bike/Run transition area to Ala Moana Park Rd., to Atkinson entr./exit., left to Ala Moana Blvd., makai lanes, ewa on Ala Moana Blvd., u turn kkhd of Ward Ave., kkhd on Ala Moana Blvd., right into Atkinson entrance, makai on Ala Moana Park Rd, complete 2nd loop, then to end at Magic Island area finish line.

Contact: Premier Event Management, LLC, Steve Foster 864-0113, Fax: 685-6666.
For more info, visit their website: <http://www.honolulutriathlon.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

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