

Ka Wai Ola O OHA

The Living Water of OHA

Volume 13 No. 8

'Aukake (August) 1996



E mau ana
ka wai
'ōlelo,
e ola ke
kalo

Story page 5

Pūnana Leo to publish children's story of a moment in Ni'ihauan history

Story page 6



Learning how to sell: OHA holds its first ever marketing conference

Story pages 10 and 11



Governor veto blocks OHA plans to help Maunaloa residents

Story page 16



Ka Wai Ola O OHA

Heely rules in favor of native Hawaiians

by Patrick Johnston

The battle over ceded lands revenues took a turn in OHA's favor last month when Circuit Court Judge Daniel Heely said OHA was legally entitled to revenues generated by a certain operations on ceded lands.

At stake is close to \$200 million dollars in revenue and interest on unpaid debt.

The issue dates back to 1990 legislation that attempted to clarify what ceded lands moneys were owed to OHA. The passage of the Act 304 led to a settlement in which OHA received approximately \$130 million in back payments for revenues generated by operations on ceded lands beginning in 1982. However, not all issues were settled by the legislation. Unresolved was whether OHA should receive certain ceded lands

revenues from specific operations. These included:

- Duty Free Shop (DFS) in Waikiki
- Hilo Hospital
- Hawai'i Housing Authority (HHA) and Housing Finance and Development Corporation (HFDC) projects on ceded lands

The most significant of these are the rev-

enues generated by DFS. While not on ceded lands OHA attorneys argued – and Heely agreed – that the retail outlet is part of airport operations and could not operate without the airport facility, which is on ceded lands. According to estimates produced by the accounting firm Deloitte and Touche, a 20 percent share of revenues from Duty Free for the years 1981 to 1991 would amount to over \$64 million.

Two years ago OHA sued the state in Circuit Court to resolve the matter and followed up this year with a request for a partial summary judgement. The state responded by filing a motion to dismiss the suit in Circuit Court using the doctrine of sovereign immunity.

Judge Heely rejected the state's request for a dismissal and ruled, as a matter of law, that OHA could sue the state and is entitled to revenues generated from the disputed ceded lands operations. Heely said that the state did not own the ceded lands but held them in trust. Because they had assumed this trust responsibility they "should be liable in damages for the breach of its fiduciary duties."

The state plans to appeal the decision to the Hawai'i Supreme Court. If the court accepts Heely's judgement then the ruling stands. If the Supreme Court rejects the judgement then it is sent back to circuit court for trial.

Helping to heal a people

Division close-up: health and human services

by Patrick Johnston

Anation is built with people. The stronger – and healthier – the people, the stronger the nation.

OHA's health and human services division recognizes this. So also has the state and federal governments and numerous non-profit agencies. In fact health budgets take up an inordinate amount of money at both the state and federal level.

With such a proliferation of health services already in place, when OHA trustees and staff developed a plan for OHA's health division they felt it was important that money not be spent duplicating services already provided by other agencies. Instead, they felt agency cooperation should be emphasized, as well as supporting efforts to improve the present health system.

As a result, OHA's health and human services (HHS) division provides no direct services. Instead it supports and forms partnerships with other agencies and organizations that support Hawaiian health.

Recently the division has also become extensively involved in promoting traditional healing, and has supported healing workshops across the state.

The division also monitors programs which have received funding through OHA's Grants, Subsidies and Purchase of Services program to ensure that the stated goals are being met. Similarly, HHS is actively involved in OHA's donation program which contributes financial support to Hawaiians in need. A large percentage of donation requests are channeled through the division for review and followup.

HHS activities also include organizing and participating in conferences and workshops throughout the year. These deal with health issues that are of special concern to Hawaiians – such as diabetes – or traditional healing techniques such as lomi lomi and la'au lapa'au. HHS has also worked with the Veterans Administration, assisting officials in providing alternative, more culturally sensitive treatment for Hawaiian vets.

The division is staffed by acting Health and Human Services Officer Babette Galang, acting HHS Specialist Naniolu Medeiros, and secretary Jennifer Chiwa.

Traditional healing

OHA's health and human services division recently has focused significant time, energy, and funding on promoting traditional Hawaiian healing, primarily la'au lapa'au, lomi lomi and ho'oponopono.

"We believe traditional healing is the missing factor in Hawaiian health," explains Galang. "It plays a big role in the healing process of the Hawaiian people. ... A large component part of traditional healing is spirituality. We have to emphasize that part."

The division has supported and continues to back annual la'au lapa'au gatherings at Lapakahi on the Big Island and recently backed a number of well attended traditional healing workshops at Pālama settlement.

The Lapakahi conferences are led by Papa Henry Auwae and members of Kūpuna Lā'au Lapa'au O Hawai'i. Besides perpetuating traditional healing practices, the 1993 conference also marked the beginning of the restoration of the site to its 1895 condition when it served as a center for traditional la'au lapa'au practices.

The Pālama Settlement workshops were conducted by Auwae and lomi lomi master Aunty Margaret Machado. A total of over 400 people attended the free classes.

The division also supported workshops conducted by the group



Aunty Margaret Machado demonstrates the traditional healing art of lomi lomi at an OHA sponsored workshop at Pālama Settlement.

Other Heely ruling highlights

• The court took "judicial notice" of the U.S. Senate Joint Resolution 19 which acknowledged the illegality of the overthrow and the transfer of ceded lands from the Hawaiian monarchy to the republic in 1893.

• Heely also took notice of the Aloha Spirit Act of 1986 which says judges can take into consideration the "aloha spirit," defined as the unconditional "mutual regard and affection" individuals should have for each other which is essential in a "collective existence."

continued page 4

OHA Update

Native Hawaiian Education Council

OHA's education division is assisting in the creation of the Native Hawaiian Education Council and is looking for community assistance to help bring this about.

The Council was established through the Native Hawaiian Education Act under the Improving America's School's Act of 1994. Its purpose is to coordinate educational and related services brought about by the Native Hawaiian Education Act and assess the extent to which such services and programs meet the needs of native

Hawaiians. It also is responsible for providing direction and guidance, through the issuance of reports and recommendations, to appropriate federal, state, and local agencies to focus and improve the resources for native Hawaiian education.

The Native Hawaiian Education Council is limited to 25 members of which three

fourths must be native Hawaiian. Each term is for three years. Five of the seats are designated for each island council. These seats will represent the Big Island, Maui and Lāna'i, Moloka'i, Kaua'i and Ni'ihau, and O'ahu. The island councils will consist of parents, students and other community members who have an interest in the edu-

cation of native Hawaiians and will be representative of the educational needs of all age groups. Councils will be formed this summer. Those wishing to assist in their island council formation should contact OHA's education division at 594-1912.

On the cover:

The kalo plant illustrated by Delro Rosco is symbolic of our Hawaiian ancestor Hāloa and this year's theme of the 'Aha 'Ōpio program.



OHA BOARD OF TRUSTEES

- Clayton Hee**
Chairman & Trustee, O'ahu
- Abraham Aiona**
Vice-Chair & Trustee, Maui
- Moanike'ala Akaka**
Trustee, Hawai'i
- Rowena Akana**
Trustee-At-Large
- Billie Beamer**
Trustee-At-Large
- A. Frenchy DeSoto**
Trustee-At-Large
- Kīna'u Boyd Kamali'i**
Trustee-At-Large
- Moses K. Keale, Sr.**
Trustee, Kaua'i & Ni'ihau
- Samuel L. Kealoha, Jr.**
Trustee, Moloka'i & Lāna'i

- Linda Colburn**
Administrator
- Sesnita A. Moepono**
Deputy Administrator

Published by the Office of Hawaiian Affairs Public Information Office

- Deborah Lee Ward**
Acting Public Information Officer
- Patrick Johnston**
Acting Publications Specialist
- Kelli Meskin**
Publications Editor

Ka Wai Ola O OHA "The Living Water of OHA"

Published monthly by the Office of Hawaiian Affairs, 711 Kapi'olani Boulevard, 5th floor, Honolulu, Hawai'i 96813. Telephone 594-1888 or 1-800-468-4644 ext. 41888. Fax 594-1865. E-mail to oha@aloha.net. World Wide Web address is <http://planet-hawaii.com/oha>. Circulation is 67,000 copies, 60,000 of which are mail distribution and 7,000 are distributed through island offices, state and county offices, private and community agencies and target groups and individuals. *Ka Wai Ola O OHA* is printed by RFD Publications Inc. Hawaiian fonts provided by Coconut Info. Advertising in *Ka Wai Ola O OHA* does not constitute an endorsement of products or individuals by the Office of Hawaiian Affairs.

© 1996 Office of Hawaiian Affairs. All rights reserved.

OHA helps track star compete in national championships

By Kelli Meskin

Casey Flores started running in elementary school on the Big Island. This year, his long time commitment to track and

"When you represent Hawai'i it always feels like you've won,"

- Casey Flores

field sent him to the Hawai'i state finals. With support from OHA he was then able to travel to the Junior National Olympics in Columbus, Ohio.

At the state finals Flores sped past state records in the 100 meter event, completing the distance in 10.4 seconds. That's approximately 20 miles per hour. Only 3

high school runners in the nation have hit that speed.

Flores graduated this past June from Konawaena high school and plans to attend West Valley Junior College in San Francisco, California this fall. At Konawaena Flores played soccer and ran track. He plans to continue both sports in college although he believes his athletic ability is already on the decline.

"All high school athletes go through their peak and after that, if you don't train you'll go downhill," Flores said. He claims he hit his peak when he broke the state record in running and the state record for goals scored in a single soccer match. He says his speed is already down by four-tenths of a second.

Flores finished 17th out of 30 in the nation in the 100 meter sprint, and 10th out of 25 in the nation for the 200 meter

dash. Flores has no problem with not being the first in each event. His community has strongly supported him all the way. "When you represent Hawai'i it always feels like you've won," he said.

Being one of Hawai'i's best and competing against the best in the nation is enough of an honor for him.

Auwē

In the July issue of *Ka Wai Ola*'s Board Business report we incorrectly reported that the board had agreed to fund the alternative education program Ho'omaka Hou with a total of \$169,606.26. The actual number is \$239,676.00 to support the first year of a three year alternative education project at Castle High School and King Intermediate School.

NOTICE TO READERS

News releases and letters deadlines

Ka Wai Ola O OHA will accept for consideration contributed news releases and letters to the editor on topics of relevance and interest to OHA and native Hawaiians, as well as calendar event and reunion notices. *Ka Wai Ola O OHA* reserves the right to edit all material for length and content, or not to publish as available space or other considerations may require. *Ka Wai Ola O OHA* policy is not to accept unsolicited manuscripts. Deadlines are strictly observed.

Deadlines for *Ka Wai Ola O OHA*

- Next issue: September 1, 1996**
- Articles deadline: August 8, 1996**
- Advertising space reservation deadline for September 1996 AUGUST 1, 1996.**
- Deadline for September 1996 issue is: AUGUST 1, 1996.**

For advertising rates and information call OHA at 594-1981

KA WAI OLA O OHA ADDRESS CHANGE FORM

Dear readers: Please use this form to keep *Ka Wai Ola O OHA* coming to your new address when you move. The post office does NOT forward copies, nor return to us copies that are undeliverable. They will keep going to your old address! Please help us ensure delivery to the correct address and prevent waste. If you wish to discontinue delivery, please also notify us so others may receive the paper. Mahalo!

Name: _____

Old Address: _____ City _____

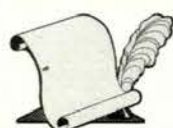
State _____ ZIP _____

New Address: _____ City _____

State _____ ZIP _____

Are you an OHA registered voter? Yes ___ No ___ SS# _____

Ka Wai Ola O OHA is published by Office of Hawaiian Affairs to help inform its Hawaiian beneficiaries and other interested parties about Hawaiian issues and activities, and OHA programs and efforts. A copy of the newspaper is mailed each month to the oldest registered OHA voter at each address, to be shared by the household. **To keep receiving *Ka Wai Ola O OHA*, please remember to vote in each election.** Our mailing list is based on the OHA voter lists and when the City and County clerks purge the list of non-voters, our list is also affected. Mahalo!



Our Readers Write

Plebiscite is for all Hawaiians

To those of you in the present and ongoing sovereignty movement, I admire your sincerity, your efforts, and your belief that you are working for the Hawaiian people. Our right to sovereignty, our right to define our destiny as Hawaiians and our right to perpetuate our cul-

ture as it has evolved during the last century and a half can only be determined by we the inheritors of the aloha spirit.

In the near future, we will vote to empower ourselves to propose a government of, and for, the Hawaiian people. I have no doubt that this unprecedented vote will pass and will go down in history as we confirm our heritage and place in this world.

The richness of our Hawaiian lifestyle, which has incorporated many different nationalities, also brings into the movement the many people of Hawaiian mixtures. These people from around the world have shared their language, culture, religion, food and lifestyle which have become part of our daily lives. Wherever we turn, whatever we do, we can never avoid their associations in our lives today.

Today we try to instill in our children the Hawaiian way. At the same time, we may be doing these children a great disservice and instilling in them the notion of prejudice. Why prejudice you ask? Because we are telling them you have to have 50 percent Hawaiian blood or more to benefit from the upcoming plebiscite.

To you in the sovereignty movement my question is this: Will those of us who consider ourselves Hawaiians, even though we have less than 50 percent blood, be part of the new Hawaiian nation? If so, why have you not looked into chang-

ing the laws to include all Hawaiians so that we may all equally participate in the benefits that are now only available to those Hawaiians with 50 percent blood or more. In a few generations there will be very few Hawaiians with the right amount of Hawaiian blood. Then what will you do? It will be too late if we don't act soon. This issue should be addressed in the plebiscite.

What OHA board members have ever advocated lowering the 50 percent blood quantum requirement? Are there any new candidates advocating this? I would be very interested in their ideas.

Hinano Makaalii
Honolulu

Returning to Mākua

As a witness supporter who got arrested at Mākua, I too will return to Mākua. This time, I will join others to reoccupy lands that rightfully belong to the indigenous Hawaiian people.

Governor Cayetano should be impeached immediately.

Richard Pomaikaikalani Kinney
Honolulu

Mahalo to OHA

We would like to publicly thank the Office of Hawaiian Affairs for the excellent Marketing Fair on June 28, 1996. The conference was very helpful and informative, highly organized and overflowing with great ideas and suggestions.

We especially liked the diner speakers, and to hear of their successes as OHA Loan Recipients. We are also very grateful to OHA for providing us with travel scholarships to help us go to O'ahu to attend this conference. It was a great opportunity to meet and network with other Hawaiian business owners.

Thank you for a great conference and we look forward to more great learning opportunities from OHA.

Mike and Buffy Nakachi
Aloha Dive Company

Policy on letters

Letters to the editor are gladly accepted for publication on a space-available basis. Letters shall be:

- specifically addressed to *Ka Wai Ola O OHA*;
- legibly signed by the author; and
- accompanied by an address and/or telephone number for verification purposes.

OHA reserves the right to edit all letters for length, defamatory and libelous material, and other objectionable content, and reserves the right to print. If you do not want to see your letter cut, be sure it does not exceed 200 words and that it is typewritten and double-spaced. Send letters to *Ka Wai Ola O OHA*, 711 Kapi'olani Blvd., Suite 500, Honolulu, Hawai'i 96813.

Ke Ola Mamo health fair

Ke Ola Mamo is celebrating their third annual Community Health Fair on August 3, 1996 in the center court at Windward Mall. The celebration will begin at 9 a.m. and last until 3 p.m.

Ke Ola Mamo is the native Hawaiian health care organization. Its main goal is to serve the health care needs of native Hawaiians through active intervention, advocacy and an aggressive outreach service, delivering culturally sensitive programs to deal with illnesses like diabetes, cancer, hypertension and other diseases.

For more information call Ke Ola Mamo at 239-8661.

FOR YOUR INFORMATION

Here is a list of OHA phone, fax and internet numbers and addresses you can use if you need information or have any questions.

General information on OHA programs and policies	594-1888
OHA Newline (committee and BOT meetings schedule)	594-1979
Operation 'Ohana (Hawaiian ancestry registry)	594-1960
Administration Fax	594-1865
Board of Trustees fax	594-1864
OHA's Toll-free number	1-800-468-4644 ext.1888
E-mail address	oha@aloha.net
World Wide Web address	http://planet-hawaii.com/oha

OTHER NUMBERS

Hawaiian Sovereignty Elections Council	587-2834
--	----------

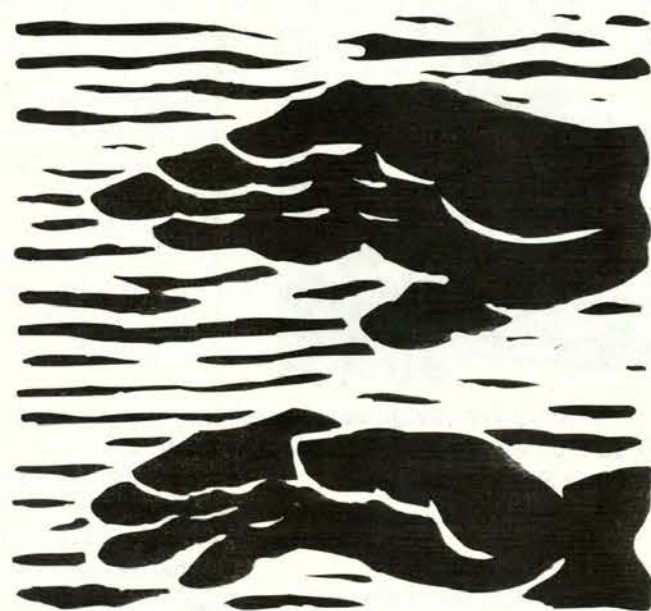
HAWAIIAN INFORMATION ON THE INTERNET

- Hawaiian Sovereignty Elections Council
<http://www.pixi.com/~nhac>
- Perspectives on Hawaiian Sovereignty
<http://www.ohana.com/sovereignty/>
- Native Hawaiian Advisory Council
<http://www.pixi.com/~nhac>
- Independent Nation of Hawai'i
<http://www.aloha.net/nation>
- Hawai'i Homepage
<http://www.hawaii.net/cgi-bin/search...disp.nnp.tcl>
- Hawaiian Language Center
<http://www.olelohawaii.edu>
- Fourth World Documentation Project Homepage
<http://www.halcyon.com/FWDP/fwdp.html>
- Kaho'olawe Homepage
<http://www.maui.com/~ohana/>

Tune in to a
Radio Portrait
of Ancient and
Contemporary
Hawaii.



The HERITAGE Series



Mark your calendar for 12:30 p.m. on the last Sunday of this and every month! That's when Bank of Hawaii explores the rich cultural heritage of Hawaii and its people. KCCN 1420 AM is your guide and Keaumiki Akui is your host.

Learn secrets of the past, walk the land and meet the people who made and are making history. Coming soon, in 'talk story' and Hawaiian mele, you'll discover archaeological treasures, travel around the islands, learn how the Hawaiian language is being preserved and feel the musical heartbeat of Hawaii's unique entertainers.

Bank of Hawaii is pleased and honored to share with you the fascinating heritage of our islands. For your convenience, we'll repeat the program at 7:30 p.m. on the Wednesday 10 days after the original broadcast.

We hope you enjoy these programs as much as we enjoy bringing them to you.

MEMBER FDIC



Multi-Service System directs Hawaiians in need

by Patrick Johnston

A Hawaiian boy on a neighbor island develops a heart condition. His parents have little money but are anxious to help their child. Not knowing what to do the family gets on a plane and comes to Honolulu to get treatment. Unfortunately they have no accommodations reserved and cannot pay for a hotel room.

Alu Like Multi-Service Centers Information and referral

Hawai'i
961-2625 (Hilo)

Maui
242-9774

Moloka'i
553-5393

O'ahu
524-3854

Kaua'i
245-8545

It sounds like a recipe for disaster. It would have been, if not for an information and referral project administered by Alu Like and funded by the Office of Hawaiian Affairs.

Alu Like's Multi-Service System was started up five years ago after a needs assessment study determined that

Hawaiians needed a lot of the services offered by agencies around the state but were not aware of what was available.

"In 1988," explains System Coordinator Noella Kwon, "the Hui Imi task force did a Hawaiian needs assessment study and came up with a number of recommendations. One was for a one-stop service to provide information to Hawaiians about programs that could assist them."

Alu Like's Multi-Service System is made up of five Multi-Service centers, one on Hawai'i, Kaua'i, Maui, Moloka'i, and O'ahu. Each is staffed by an island representative. The centers offer information and referral to individuals or families needing various forms of assistance.

In the case of the boy with the heart condition, the family was able to get accommodations through a special program at a local hotel.

"Housing aid seems to be the biggest need, along with medical expenses," says Harriet O'Sullivan, O'ahu's island representative. "Many also call about employment."

On O'ahu, O'Sullivan has a list of nearly 40 agencies she regularly refers callers to. She also uses the ASK 2000 database, a

state information and referral service that provides the names of non-profit service agencies and lists eligibility requirements. Services offered range from pro bono legal services to help with food stamps.

Island representatives also encourage callers to help themselves.

"I help people think out their problem. I tell them that they are capable of helping themselves" O'Sullivan says, adding that many individuals just need to be guided through the process of working things out.

With cutbacks at agencies across the state part of O'Sullivan's work includes keeping in touch with different agencies to ensure that they are still afloat and still offering the same services.

"So many resources have dried up," she points out. "I call different organizations to find out



O'ahu Multi-Service System Island Representative Harriet O'Sullivan Photo by Patrick Johnston

what's happening. I stay as close as I can with the different groups."

Health from 1

Kupuna Lā'au Lapa'au of Hawai'i held in June.



Papa Henry Auwae gives a lā'au lapa'au presentation at Pālama Settlement.

Wai'anae Diet

Many of Hawaiian health problems can be traced to diet. Hawaiians have high rates of heart disease, diabetes, and other illnesses in part due to the introduc-

tion of, and easy access to, foods that are high in fats, sugar, and cholesterol. The phenomenon is not unique to Hawaiians but some of attempts to remedy the situation are.

After a series of studies of native Hawaiian health were conducted in the 1980s - and the results revealed a people with serious health problems - a number of diets were developed that incorporated traditional, low fat Hawaiian foods.

The Wai'anae Diet, administered by the Wai'anae Coast Comprehensive Health Center, was one of these diets.

Through legislation passed in 1992, OHA's HHS has been supporting the Wai'anae Diet and continues to monitor its program and support changes to help it improve.

"Diet is important in disease prevention and the traditional Hawaiian diet can be effective if the type of food is available and affordable," says Galang. She adds that diet alone will not solve all health problems. OHA has asked program coordinators to include exercise among the diet activities. OHA has also asked program coordinators to followup

on individuals after they are finished to ensure that they are maintaining a relatively healthy lifestyle.

"We believe traditional healing is the missing factor in Hawaiian health,"

- Babette Galang.
Acting health and human services division officer

Multiservice Centers

A needs assessment study conducted in 1989 by the Hui 'Imi Task Force recommended the creation of Multi-Service centers to provide a single point of access to Hawaiian and non-Hawaiian health and human service information and referrals.

In response to this OHA, in cooperation with the state and Alu Like, established information and referral centers across the state for Hawaiians to access information and referral for direct services in areas such as employment, educa-

tion, business and social development.

The Alu Like Multi-Service centers, located on Hawai'i, Maui, Moloka'i, and O'ahu, are staffed by an island representative. Island reps assist callers with information about Alu Like projects and other service providers that may provide the no-cost or low-cost services they seek. If no provider exists, they try to help the individual work out the problem for themselves.

Assistance needs vary but most are financial. An individual could need money to pay their first month's rent or support for a family member's medical needs. Some people just need direction and don't know who to turn to.

Program Support

The Office of Hawaiian Affairs receives a large number of requests for funding from its Grants, Subsidies and Purchase of Services program. The Health and Human Services Division is asked to review grant requests that relate to the health and human services field and monitor implementation. Organizations that have received OHA grant funding include:

- Child and Family Service - funding provided case manage-

ment services and in-school education for Hawaiians;

- Hawai'i Island Foodbank - funding provided salaries and travel costs for a national conference for native Hawaiian staff;
- Maui AIDS Foundation - funding provided youth support groups for Hawaiian teenage boys and girls on Moloka'i and Hāna Maui;
- The Lunalilo Home - funding provided 24-hour care for poor, destitute and infirm elderly residents of Hawaiian ancestry.

Donations

Demand for funding from DOHA's donations program has exploded in the past year and a large percentage of the requests fall under the health and human services category. Such requests - generally for medical expenses - must be reviewed by HHS staff before they can be approved.

Galang explains that, "A kupuna on a fixed income might have a stroke and, even with medical insurance, might end up with a bill of \$50,000. They are devastated and they can't qualify for welfare because they own a house and car."

After a review of such a case, the kupuna might be eligible for a

continued page 12

Ke Ola Mamo offers fitness program for Ko'olauloa residents

Ke Ola Mamo, the native Hawaiian healthcare system for O'ahu, is looking for participants for a fitness and health program starting on the Windward coast.

The program Ho'oikaika Ko'olauloa (Let's get fit, Ko'olauloa) will offer exercise activities, fitness management, and support group workshops for Ko'olauloa residents.

Exercise activities will include organized walking groups in Ka'a'awa and Kahana Valley and hikes exploring trails in the area.

The fitness management activities will target Hawaiians or part-Hawaiians who have, or are at risk for, diabetes, hypertension and other cardiovascular diseases.

Leadership training workshops will also be provided so that this program and/or other community-run spinoff programs can be carried out by participants.

Except for the exercise groups, which are open to all Ko'olauloa residents, enrollment in fitness management and support group/workshops is limited to 30 participants.

A fee of \$5/month will be charged for fitness management and workshop. Exercise groups are free.

For more information call the Ke Ola Mamo site office at 293-5414 or the administrative office at 533-0035.

4th Annual
"Voices of the Kahuna Lapa'au"
Lono i ka Makahiki Festival

Kumu A. Leina'ala K. Brown-Dombrignes, LMT
Kahu Ikaika Dombrignes

Present

"Ho'ola Lahui i ka Pu'uwai 'O Hawai'i", Healing the Heartbeat of Our Nations,
A time of Native Hawaiian Traditional Ka wa Kahiko
Authentic Healing Artistry of Hawai'i

Held from Nani Loa Hotel and Nani Mau Gardens
3-Day Festival & Conference Workshops
November 21-23, 1996 • Pre-Registration required, Packets avail. Aug. 15, 1996

Call for Reg. packets: *Ho'ola 'O Lomilomi Lapa'au Clinic & Academy*
311 Kalaniana'ole Ave. Hilo, HI 96720 (808) 961-3118



'Ōpio learn political leadership Hawaiian style

By Kelli Meskin

Native Hawaiian students spent one week of their summer vacation learning the arduous task of writing and proposing laws through OHA's leadership development program, 'Aha 'Ōpio o OHA. They went in armed with idealism, aggressive enthusiasm and the Hawaiian culture.

"Before this 'aha I didn't think of government stuff and

leadership, it didn't dawn on me to write up bills," said Chariya Tseu, this year's elected 'Aha 'Ōpio konohiki (attorney to the governor).

The 'Aha 'Ōpio program is an annual hands-on experience in leadership development for 60 Hawaiian high school juniors. The 'ōpio learn public speaking, parliamentary procedure, understanding the electoral process, drafting bills and resolutions, debate and how to use the political jargon spoken in the legislature. Hawaiian teens from all over the state, and one student from Alaska, participated in this year's 'Aha 'Ōpio program.

These 'ōpio are urged to exercise the responsibility of government with the knowledge of their culture and Hawaiian values of lōkahi, 'ohana, po'okela (excellence), ho'omau (perseverance) and more.

"Now I know what goes on in the legislature," said Ashley Anuheaokalau'e Teixeira, this year's 'Aha 'Ōpio kia'āina hope (lieutenant governor). "Before, I was totally clueless." Teixeira has been to other leadership conferences and said that 'Aha 'Ōpio was different because of the aloha and the spirit that was present. Through 'Aha 'Ōpio she says she now knows how complicated the Legislature is.

Lily Lyons, 'Aha 'Ōpio kia'āina (governor) for 1993, opened this year's program with the theme "E mau ana ka wai 'ōlelo, e ola ke kalo" (In the continuance of the language, the kalo shall sustain life). The theme is a reminder of this year's dedication to the Hawaiian language and Hāloa, the first ancestor of the Hawaiian people.

"'Aha 'Ōpio changed my life significantly," said Blake Cherry, last year's 'Aha 'Ōpio Kia'āina (governor), at the opening ceremony, and advised the new 'ōpio to "remember always who you are

ernor was absent) discussed strong and weak points of bills passed. However, the final call was up to Kia'āina Pūnohu.



Kina'u Young gives a candidate speech at the political rally while Leah Heen, a candidate on the same slate lis-

"The Legislature's going to read these and I think it should be heard," said Pūnohu after a discussion to veto H.B.125 regarding legislative dress. It was passed.

The bills that pass the 'Aha 'Ōpio legislative process are submitted to the Legislature the following year. Senators and representatives review the bills, and if one sparks their interest they may submit a similar legislation to the Legislature to become a law.

Pūnohu, Teixeira and Tseu plan to come back next year as alumni of the 'Aha 'Ōpio program and volunteer their knowledge and services.

As far as pursuing a political career some 'ōpio said they would indeed, others weren't so sure.

"We'll just have to see how it goes," Pūnohu said. "I don't know where I'll be in five years."

After this program, some 'ōpio felt more open to a variety of options for their future and some became more confident in their current goals.

"I don't think it matters if we go into government or not because a lot of people want to go into medicine and other areas," Pūnohu said. "Most everyone's going to come back to Hawai'i and that will help by having prominent Hawaiians in the community."

'Aha 'Ōpio bills signed by the Kia'āina 'Ōpio on Thursday, July 11, 1996:

House Bills

H.B. 101 Relating to the size and facilities of Hawaiian immersion classrooms

H.B. 109 Relating to Hawaiian home lands qualifications

H.C.R. 110 Relating to Koa furniture for the Legislature

H.B. 113 Prohibit alcohol in public state parks

H.B. 115 Relating to the need for Moloka'i fishponds to be exempted from state regulations

H.B. 116 Relating to having a school for pregnant teens providing normal curriculum as well as classes in mothering

H.B. 117 Relating to the firearms licensing

H.B. 119 Relating to construction of observatories beyond the stated limit

H.B. 122 Relating to Hawaiian cultural electives

H.B. 125 Relating to the state legislative official dress code

H.B. 132 Relating to Hawaiian home lands

H.B. 136 Relating to more money for foster children

Senate Bills

S.B. 201 Relating to the reclamation of Bernice Pauahi Bishop Museum 'ōiwi remains

S.B. 205 Relating to Hawaiian activities that require a certain percent of Hawaiian blood to participate

S.B. 206 Relating to the establishment of Hawaiian language and culture classes in public high schools

S.B. 208 Relating to preserving historical areas along the Hāmākua Coast

S.B. 209 Relating to amending the Hawaiian Homes Commission Act

S.B. 211 Relating to aid for the district of Hāna, Maui, to get advanced life support ambulance service

S.B. 212 Relating to thorough training courses for all security guards in the state of Hawai'i

S.B. 214 Relating to the increase of the age for obtaining a license for firearms and for foreign officials/nationals

S.B. 219 Relating to tax credit in lieu of rent for ceded lands

63 bills were submitted to the 'Aha 'Ōpio Legislature, 21 bills were passed.

"We learned how to be Hawaiian and how to be ourselves,"

— Jennifer Pūnohu



Keolu Smith gives testimony to the Land and Natural Resources Committee.

and that you're a representative of your family."

One thing students will never forget is the stress that takes place when trying to instill change among a group of decision makers. The 'ōpio in the House of Representatives learned the political shuffle of passing bills in packages when pressed for time. 'Ōpio representatives were worried about having enough time to make sure all the bills were addressed, and, most of all, making sure their bills were passed. "Every minute counts in there" said Myron Perreira, an 'Aha 'Ōpio representative from Honoka'a high school on the Big Island.

They had to extend their session by 15 minutes.

Throughout the week, Hawaiian words, values and history are woven into everything they learn, so they can incorporate Hawaiian culture into their daily lives.

"We learned how to be Hawaiian and how to be ourselves," Pūnohu said. "More than anything it was an emotional strain."

The Final Results

After the session was over the kia'āina (governor) reviewed all the bills and signed the ones she was in favor of and vetoed the ones she was not.

In the OHA Board room the three officers, Jennifer Pūnohu, the kia'āina (governor); Teixeira, and Tseu, (Helene Otake, konohiki - attorney to the lieutenant gov-

'Aha 'Ōpio o OHA Officers

Kia'āina 'Ōpio - Governor
Ms. Jennifer Pūnohu

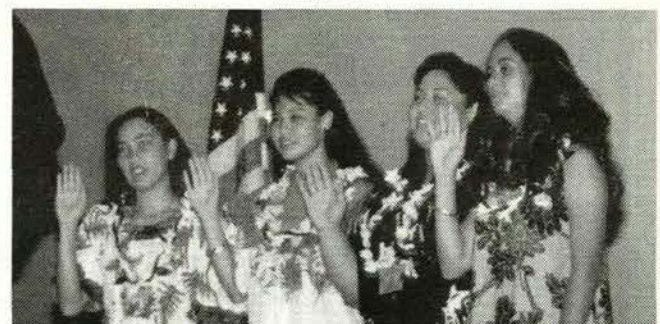
Kia'āina Hope - Lieutenant Governor
Ms. Ashley Teixeira

Kalaimoku - Attorney to the Governor
Ms. Chariya Tseu

Konohiki - Attorney to the Lieutenant Governor
Ms. Helene Otake

President of the Senate
Mr. Jason Kalawe

Speaker of the House
Ms. Sarah Tahauri



(From left to right) Helene Otake, Chariya Tseu, Ashley Teixeira and Jennifer Pūnohu are sworn into 'Aha 'Ōpio office.

'O Ka 'Ōlelo Hawai'i Ku'u 'Ōlelo Mākuahine

He aha ka waiwai o ka 'ōlelo Hawai'i? I ko'u mana'o he mea waiwai kā 'ōlelo Hawai'i iā kākou, nā Hawai'i. He mea nui ka mālama 'ana i ka kākou 'ōlelo a me ka ho'ōla 'ana i ka 'ōlelo iā kākou nā Hawai'i.

'O ia kā kākou e hana nei ma Nāwahīokalani'ōpu'u. Ke ho'ōla nei kākou, nā mamo, i ka 'ōlelo Hawai'i, akā 'a'ole kākou wale nō nā mamo e ho'ōla nei i ka 'ōlelo Hawai'i. Ke ho'ōla nei nā mamo o Maui, o Moloka'i, o O'ahu, o Kaua'i, a me Ni'ihau i ka 'ōlelo Hawai'i kekahi.

I ko'u mana'o inā make ka 'ōlelo Hawai'i e make ana ka hā ola o kākou, nā Hawai'i. Inā make ka 'ōlelo Hawai'i, 'a'ole paha kākou, nā Hawai'i, e hīmeni i nā mele Hawai'i a 'a'ole kākou e noho ma ke 'ano Hawai'i. E noho ana kākou ma ke 'ano nā kanaka o ke ao hā'ole, a e iho loa ana ke kūlana Hawai'i i lalo.

He mea nui ka 'ōlelo Hawai'i o nā lāhui a pau a i ko'u mana'o inā 'a'ole 'oe e ho'oikaika a ho'ōla i ka 'ōlelo, e iho ana ke kūlana o kou lāhui.

No ko'u ola holo'oko'a, ua hele au i ke kula 'ōlelo Hawai'i a nui loa ko'u hau'oli i ka hele 'ana i ke kula 'ōlelo Hawai'i. Ha'aheo wau i ka'u ho'ōla 'ana i ka 'ōlelo makuahine. Ha'aheo ko'u mau mākuā ia'u kekahi.

No laila, e ho'oikaika i kāu 'ōlelo makuahine, no ka mea, inā 'a'ole 'oe e ho'ōla i kāu 'ōlelo makuahine e make ana kāu 'ōlelo a 'a'ole 'oe e lohe hou ana i ka 'ōlelo o kou lāhui.

Ua Pau!!

Maiā Kamalihiwa Kawai'ae'a

Ke kula kaiapuni 'o Nāwahīokalani'ōpu'u

Ke keiki lanakila mua loa i ka papa 'ehiku o "He Ho'okūkū Kākau Mo'olelo."

Hana pale hulu hipa

na Elama Kanahele

(First of two parts)

Ho'okahi wana'ao nui, pā nahenahe maila ka makani 'olu'olu, a ho'āla maila 'o Māmā ia'u e ala mai a ho'omākaukau inā e make-make wau e hele aku i ka hana me Pāpā. Ala koke a'ela au me ka 'āwiwi loa, no ka mea, makemake loa wau e hele me ko'u mau mākuā i nā wahi a pau a lāua e hele ai. Ha'i maila 'o Māmā e hele e 'ai i kekahi mea'ai li'ili'i ma mua o ka hele 'ana, i 'ole e pōloli loa a hiki i ka hola pā'ina awakea. No laila, ua noho like 'o wau, 'o Māmā a me Pāpā e 'ai i ka pā'ina kakahiaka.

Ma hope pono o ka 'ai 'ana i ka pā'ina kakahiaka, ho'omākaukau 'o Māmā i kini 'aiō na mākou mea hele i ka hana. A eia 'o Pāpā ke kōkua nei ia'u e kuapo i ko'u lolo, 'o ia ho'i, ke komo 'ana i ka lolo wāwae lō'ihi, ka palaka lima lō'ihi, ke kāmā'a, a me kekahi kuta, no ka mea, 'ano kakahiaka nui kēia ha'alele 'ana o mākou i ka hale.

He 'umikūmākahi o'u makahiki i ia manawa. Ua hele mua māua 'o Pāpā i kāna wahi hana. He kahu hānai hipa 'o Pāpā. No laila, ua hele aku māua 'o Pāpā a me ko'u 'anakala e nānā i nā pā hipa a pau, inā ua lawa ka mea'ai a nā hipa e 'ai ai. Ma hope pono o kēlā, ua holo aku mākou i Nonopapa e nānā ai iā Māmā mā i ka pale hulu.

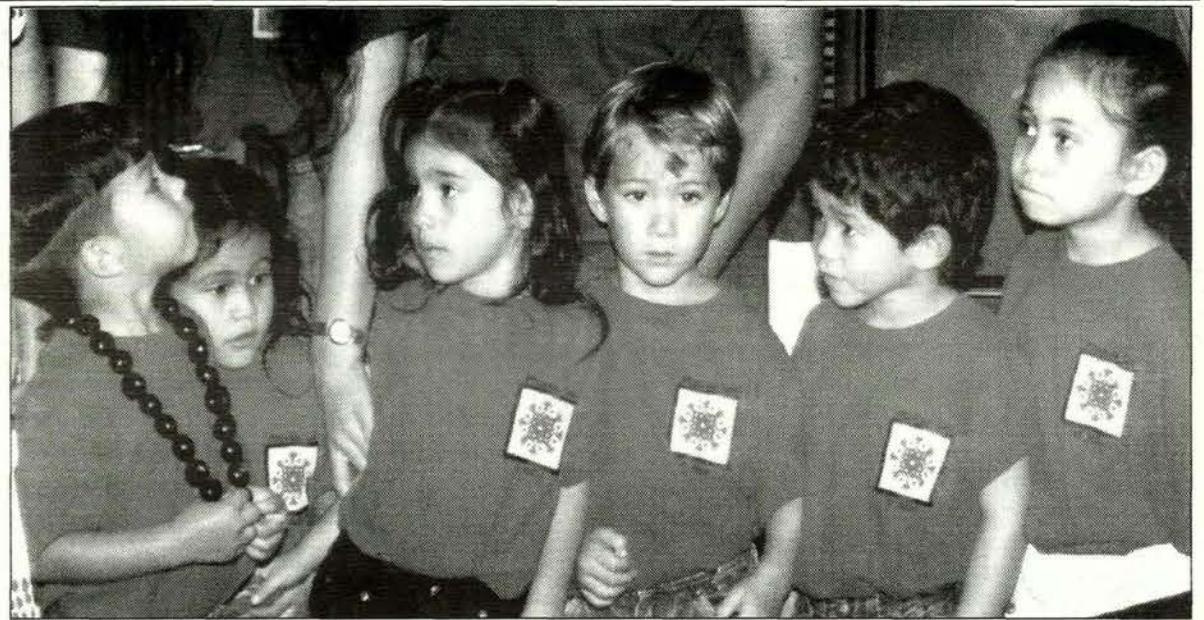


E 'ōlelo Hawai'i

'elua, ua kūkulu 'ia kekahi mau papakau e like me ka pākaukau ma ka paia no nā wāhine e ho'oma'ema'e ai i ka hulu hipa. 'O ke kumu o kēia mau hale 'elua, 'o ia ho'i, i ka manawa e 'ako 'ia ai nā hipa a pau o Ko'olau, a laila, i Nonopapa ana ka 'ako hipa a me ka pale hulu.

A i ka manawa e 'ako 'ia ai nā hipa a pau o Lehua, a laila, i Ki'i ana ka 'ako hipa a me ka pale hulu.

I ke kau wela, 'o ia ka manawa e 'ako 'ia ai ka hulu o nā hipa a pau. Hō'ā 'ia mai nā hipa a pau e 'ako 'ia ana ka hulu, a ho'opa'a 'ia i loko o kekahi pā ma waho a'e o ka hale 'ako hipa a mākaukau no ka 'ako 'ana. I ka nānā aku i kēia mau hipa e kali nei no ka 'ako 'ia o ka hulu, kōhu mea lā 'ano maka'u lākou, no ka mea, 'ano 'āhiu lākou a



Children from Punana Leo: The Hawaiian language immersion pre-school plans to publish *Hana Pale Hulu Hipa*, a story written by Ni'ihau native Elama Kanahele.

Punana Leo to publish *Hana Pale Hulu Hipa* story

By Kelli Meskin

A Hawaiian language composition class, supported by an OHA grant and taught by Hōkūlani Cleeland at Kaua'i Community College, continues to perpetuate the Hawaiian language even after the class has ended.

Elama Kanahele, a native speaker from Ni'ihau and one of Cleeland's students, wrote a paper about going to work with her parents, her father watched the sheep and her mother cleaned the wool after it was sheared. The story is told in a detail possible only because it is from the perspective of a child speaking her mother tongue, in her native land.

Pūnana Leo the Hawaiian language preschool, plans to publish Kanahele's story for children.

"She chose a moment in history and brought it alive," Cleeland said.

In Kanahele's childhood story she remembers waking up early in the morning and describes the

excitement she felt about all the things around her. She goes off to work with her father and her uncle after her mother prepares their lunch box (kini 'aiō). They check the paddock (pā) to make sure the sheep have enough grass to eat. The three then go down to the sheep wool bailing house (hale pale hulu hipa) in Nonopapa where the sheep are herded up, sheared and the wool is cleaned.

Kanahele's mother and the other women would clean the wool of the kukū (thorns) and other things that were stuck to it. It was then folded and packed tightly into large bags to be shipped out.

"We are so lucky to have gems like Elama who can put such valuable history on paper for our children and all Hawaiian speakers," said Lilinoe Andrews, who handles curriculum and publishing for Pūnana Leo. Andrews said the story will be published and available by next year.

Aia he 'elua hale pale hulu hipa ma Ni'ihau, ho'okahi hale i Nonopapa, a ho'okahi hale i Ki'i. Ke 'ano o kēia mau hale, he mau hale ki'eki'e nā kaupoku i luna loa e like me kekahi hale ha'uki. Aia i loko o kēia mau hale

makemake e lele i waho o ka pā. Aloha 'ino kēia mau hipa, akā, he mea maika'i ke 'ako 'ia ko lākou hulu, no ka mea, hiki iā lākou ke holo me ka 'āwiwi, 'a'ole kaumaha ke kino i kēlā mau huluhulu nui.

Na nā kāne e 'ako i ka hulu o ka hipa, a laila, e kiloi aku i nā wāhine na lākou e ho'oma'ema'e i kēlā mau hulu. 'O ka hana a nā wāhine, 'o ia ka wae 'ana i na kukū pipili a me nā mea like 'ole ma luna o ka hulu hipa. Inā pau i ka ho'oma'ema'e 'ia, a laila, e 'opi'opi 'ia ka hulu e like me ka 'opi'opi 'ana i ka lolo, a e nāki'i 'ia me ke kaula pepa. A laila, ho'omaka ma ka paila 'ana a nui, a ho'opiha i loko o ke 'eke huluhulu nunui lō'ihi.

Na nā kāne e 'ako i ka hulu o ka hipa, a laila, e kiloi aku i nā wāhine na lākou e ho'oma'ema'e i kēlā mau hulu.

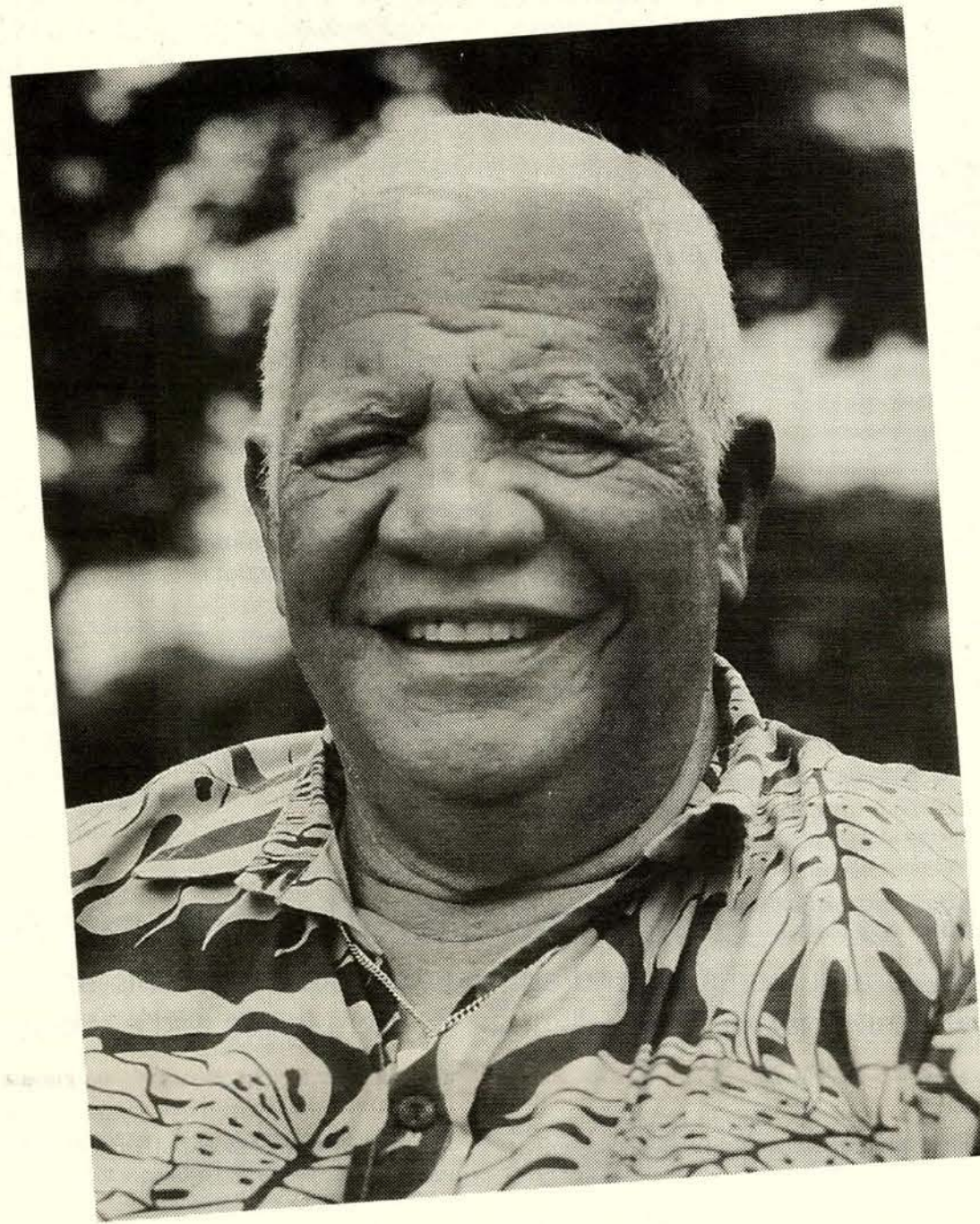
Aia ma kahi o 'umikūmālua kapua'i ka lō'ihi o ke 'eke huluhulu ho'okahi. I loko o laila e ho'opiha 'ia ai nā hulu a pau i ka ho'oma'ema'e a nāki'i 'ia a pa'a. I ka manawa e ho'opiha 'ia ai ka hulu hipa i loko o ia 'eke huluhulu nui loa, pono ho'okahi kanaka

e komo i loko 'o ia 'eke huluhulu no ke ke'ehi 'ana i nā hulu hipa a pili maika'i, i hiki ke komo he nui nā 'ope hulu i loko o ke 'eke ho'okahi. 'O ke aloha nui, 'o ia ke kanaka e komo ana i loko o ia 'eke huluhulu nui loa, no ka mea, wela loa i loko o kēlā 'eke. Akā, loa'a nō kekahi kanaka e kū nei no ke kōkua inā e wela loa kēlā kanaka i loko o ke 'eke e ke'ehi nei i ka 'ope hulu hipa.

Ua pū'iwa loa wau i ka 'ike 'ana i ia 'eke huluhulu i ka 'oni'oni me ka maopopo 'ole ia'u na wai e hō'oni'oni nei i ia 'eke. Nīnau aku wau iā Māmā, "E Māmā, no ke aha kēlā 'eke huluhulu e 'oni'oni nei?" Ua ha'i mai 'o Māmā, "Aia kekahi kanaka i loko o kēlā 'eke huluhulu e ke'ehi nei i ka 'ope hulu hipa. 'Ike 'oe i kēlā kanaka e kū nei i luna 'ō, nāna e kiloiloi i ka 'ope hulu hipa i kēlā kanaka i loko o ke 'eke huluhulu? 'O ia ke kumu maika'i inā e paila mua 'ia ka 'ope hulu hipa a nui ka paila, a laila, e ho'omaka i ka ho'opiha 'ana i loko o ke 'eke huluhulu."

(E ho'omau 'ia ana kēia mo'olelo i Ka Wai Ola O OHA i kēia mahina a'e, ma ka 'ao'ao 'ōlelo Hawai'i.)





**“PROMISE ME ONE THING.
DON'T DECIDE ABOUT THE MAYOR'S RACE
UNTIL YOU WATCH MY BOY'S FILM, 110%.”**

— Arnold Morgado, Sr.

“110%” is the story of Arnold's life, from a beat-up old duplex out in Ewa, to the Kansas City Chiefs, the State House and the Honolulu City Council. You'll learn a lot about an extraordinary man. Call Morgado Headquarters at 832-1511 for more information or watch it any night on Oceanic Channel 31 at 10 p.m.

It will change your mind about the Mayor's race.

MORGADO FOR MAYOR

PAID FOR BY FRIENDS OF ARNOLD MORGADO, JR., P.O.Box 670, PEARL CITY, HI. 96782

Vote registration ends, last wave of ballots sent out

Balloting got under way for the Native Hawaiian Vote last month amid a flurry of accusations that the vote was ill timed and illegal.

By July 15, approximately 85,000 people were registered for the vote. On Friday, July 26, the Hawaiian Sovereignty Elections Council (HSEC) sent out the last wave of ballots to eligible Hawaiians.

For a vote to be counted it must be returned - and in HSEC's mail box - by August 15.

The HSEC office received a number of last minute calls from Hawaiians with questions about the vote. Some expressed concern about not getting a ballot. Others were uncertain about what a "yes" or "no" vote would actually mean. They were worried that a "yes" vote might mean an end to benefits they were receiving and confused by reports that

were highly critical of the vote.

HSEC staff responded to concerns by sending information to homes clarifying what the vote is meant to do.

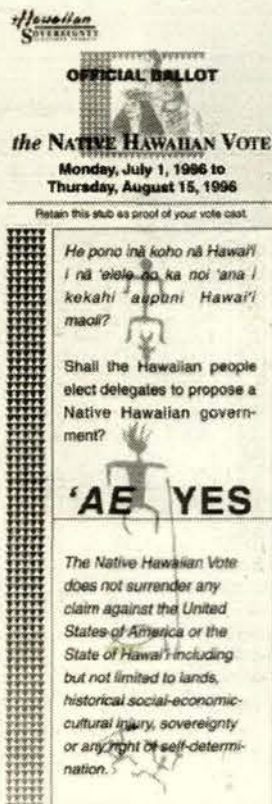
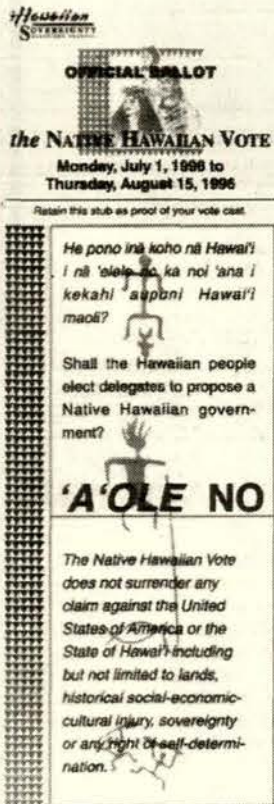
The July 7 "Focus" section of the Sunday Honolulu Advertiser published the positions of the opposing camps as its lead story, bringing the controversy into hundreds of thousands of homes across the state.

Critics stepped up their public demonstrations against the vote with ballot burnings and regular letters to the island's daily newspapers. On July 17, four individuals - including OHA Trustee Billie Beamer - filed suit against HSEC, the governor and the state comptroller, charging that the vote violates the U.S. Constitution and discriminates against non-Hawaiians.

The publicity has helped spur some healthy debate but it has also served to confuse Hawaiians about what the vote is actually about and where it will lead.

HSEC officials say all the negative publicity has actually helped their efforts because it is reminding people of the vote and that they should mail their ballots. They also say Hawaiians are getting tired of the public criticisms and want the process to move forward.

"We're finding that the opposition's tactics are not working," says Lulani McKenzie, HSEC executive director. "People are getting tired of the complaining and want the process to move forward."



HSEC notice

The Council asks that voters who have not yet received their ballots wait till at least August 1, 1996, to receive it in the mail.

If you are expecting a ballot do not receive it by Aug 1st, you should call the HSEC office at 808-587-2834 or 1-800-958-6837 to inquire. Ballot mailing for the Native Hawaiian Vote began on July 1, 1996, and ballot choices must be returned to the HSEC via mail by August 15. Results will be announced Sept. 2.

Arguments for and against the Native Hawaiian Vote

The following are the principle arguments for and against the vote. Hawaiians should review and take note of these if they are unsure about what the vote will mean for themselves and all Hawaiians.

Against

- The Vote, and the Hawaiian Sovereignty Elections Council was created and supported by the Hawai'i state Legislature. HSEC was appointed by, and is accountable to, the state, not the Hawaiian people. Therefore, this plebiscite is not independent.
- HSEC is using a OHA voter list that has been shown to have unqualified voters listed. Anyone who claims Hawaiian ancestry can vote, without verifying ancestry.
- Hawaiians need more time to educate themselves on the issue before they can decide their future.
- Act 200 says that nothing coming out of the plebiscite or the convention will have any effect on the state constitution or state law.
- A no vote will represent a serious setback for the sovereignty movement and could possibly derail it altogether.

For

- Currently, monies come from OHA and the Legislature. There has been no case in which the state has tried to influence the process.
- The balloting process is actually helping to clean up the list. Non-Hawaiians who are receiving the ballots in the mail and calling HSEC to tell them they are not Hawaiian.
- Hawaiians have been waiting for more than 100 years. How much more time is needed. The same people saying more time is needed are having *pūwalu* and trying to pass legislation that would transfer ceded lands into the hands of their group.
- Act 200 only provides that actions taken as a result of the Act do not automatically change the Hawai'i Constitution, state law, ordinances, rules or regulations. There is nothing in Section 14 that suggests in any way that the state will ignore the results of decisions made by Hawaiians.
- A "no" vote will slow down the process but, if Hawaiians want change, it will eventually come about. It will just take more than one vote to do this.

Views from the community

"This vote is very necessary, it's a good thing that we are being given a choice if it is beneficial. We've been talking about sovereignty forever, the issue is what will come out of this vote. If we will really be able to govern ourselves and manage ceded lands."

Kehau Kuala, graduate student

"I'm not going to vote and probably most of my family is not going to vote. I don't see why we should trust the state now to look after our wellbeing ... why would the state give up its power to help Hawaiians be self determining? We've never relinquished anything so why should we go back and ask them to help us?"

Konia Freitas, student

"I'm going to vote because it's the beginning of something new and wonderful. This is a difficult process for Hawaiians because change is difficult, but the more difficult it is the better the outcome."

Liana Honda, Hawaiian language agency director

"I'm all for it. We've been too afraid of venturing forward. Nobody can anticipate this new image and what is Hawai'i, unless we go through this process."

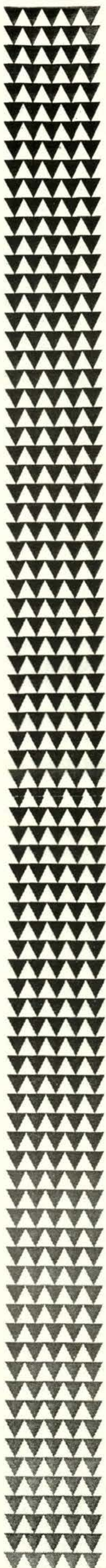
Ilei Beniamina, assistant professor

"It makes no sense to rush into a process that many of us are not ready for. Our people need time and space to understand our history, participate in the present and prepare for the future."

Kapuananiali'i Kala'i

"I think there needs to be more education to prepare the community to vote. And I think it's healthy that there is a sector of the community that is speaking very loudly to not support the scheduled vote"

Ku'umealoha Gomes, university student services director



the **NATIVE HAWAIIAN VOTE**

MAKE A CHOICE,

RETURN

YOUR

BALLOT

*Ballots must be received by
August 15, 1996*

Mailing: P.O. Box 3290, Honolulu, Hawai'i 96801-3290
In Person: 510 S. Beretania, Second Floor, Honolulu

(808) 587-2834
(808) 586-0169 FAX
1-800-958-6837

E-Mail: tiani@aloha.net
World Wide Web:
<http://planet-hawaii.com/hsec>

Hawaiian
SOVEREIGNTY
ELECTIONS COUNCIL

Teaching the fine art of business marketing

OHA's first ever marketing conference provides Hawaiian businesses and community groups insights into the world of product promotion

Stories and photos by Patrick Johnston

A product is only as good as your ability to market it. Just

ask companies like Sony, whose technically superior betamax lost the video player wars to Victor, or Macintosh, a computer manufacturer

rapidly losing ground to more accessible, if less innovative, Windows-based machines. None of the businesses OHA supports are anywhere

near the size of even the smallest divisions of Sony or Macintosh but their marketing concerns are the same: they have to sell what customers want, have to get their product to those customers, and have to make sure customers know about what they're selling.



Trustee Abraham Aiona commended marketing conference participants for helping OHA's economic development programs succeed.

cepts, Sandy Cirie, an attorney, entrepreneur and loan fund recipient who talked about micro-business marketing in Hawai'i, and Jeff

Targeting the retail market

Sandy Cirie is an attorney, successful entrepreneur, and loan fund recipient who has developed several businesses relating to Hawai'i's specialty food products. Recently she started another company - Aloha Hawai'i Marketplace (AHM) - to help small Hawaiian businesses market their products directly to consumers through the use of infomercials and other marketing tools. She made a presentation at OHA's marketing conference and afterwards spoke to Ka Wai Ola O OHA.

Having the customer in your store allows you the opportunity not only to sell your product but also to sell other products and to learn something about that customer for future marketing efforts. The wholesaler or manufacturer never gets that opportunity.

Every single retailer should know they have to do more than sell their product. They have to create a database of information about customers and target those customers for future sales. They have to get those customers back again.

In response to a need for marketing skills voiced by loan fund recipients and community-based economic development (CBED) groups, OHA held its first marketing conference June 28, at the Blaisdell Center.

"The two areas that loan fund recipients and CBED

Q. What is Aloha Hawai'i Marketplace?

A. The Marketplace is a hui that local businesses can use to help sell their products without the use of distributors and retailers. Primarily it is doing this through the production and broadcast of infomercials on the Mainland. We also plan to incorporate web malls and catalogues into our marketing segment.

Q. How does Aloha Hawai'i Marketplace work?

A. Infomercials are produced and paid for by AHM. AHM also works with networks and cable stations on the Mainland to air the show. When the show is being broadcast, viewers dial a 1-800 number. Orders are taken by an operator who is trained to elicit demographic information about customers and to encourage him or her to buy other products all vendors have to offer. The operator then faxes

the order - plus information about the customer - to AHM which then notifies the vendor, whom must then fulfill the order. Members of the hui pay for the time their product is broadcast and contribute 30 percent of the sale to AHM to cover its costs.

Q. How well was your first infomercial received?

A. We had some bugs to iron out but generally, it was well received. The most popular items sold were ones that had strong name recognition like macadamia nut candy and Kona coffee. Other products included jams and jellies, Hawaiian barbecue sauce and beef jerky. The biggest problem initially was with a local operator provider, a problem we have since corrected.

Q. How can a company become a member of AHM?

A. First of all, we ask that you be in business at least three years. Secondly, you have to be able to supply the product when customers come calling. Whether your production base is in Hawai'i, or Hong Kong you must be able to satisfy customer demands. Thirdly we have to believe that your product is going to work, if not in Wisconsin, maybe in Japan. Finally, we ask that vendors have mail order already set up and that they be computerized.

Aloha Hawai'i Marketplace is located on O'ahu and can be reached at 1-808-254-5399.

"The two areas that loan fund recipients and CBED groups have asked for assistance in are financial reporting and marketing,"

- Chris van Bergeijk
OHA economic development officer



Cirie: small businesses need more outlets to market their products.

Q. Why do you feel there is a need for such a marketing outlet?

A. Small businesses in Hawai'i really have very few outlets to push their products on the open market. Most large distributors won't pick them up because they can't supply enough products to make it profitable for them. The best way to sell their product is through infomercials, mail order, and Internet "malls." When they join a group they are more likely to generate higher volume sales.

Q. Are there any other advantages for businesses to take on this "retail" role?

A. Yes. When a retailer sells a product they are really making two profits. One is from the sale, the other is from having contact with the customer.

groups have asked for assistance in are financial reporting and marketing," says Economic Development Officer Christine van Bergeijk, adding that the marketing conference followed a series of accounting workshops held across the state earlier this year.

The conference attracted over 120 participants, 63 percent of whom came from neighbor islands. Participants included a large number of Native Hawaiian Revolving Loan Fund recipients, and several Hawaiian CBED groups supported by OHA. Also at the conference was the sovereignty organization Nation of Hawai'i and the Hawaiian advocacy group Native Hawaiian Advisory Council.

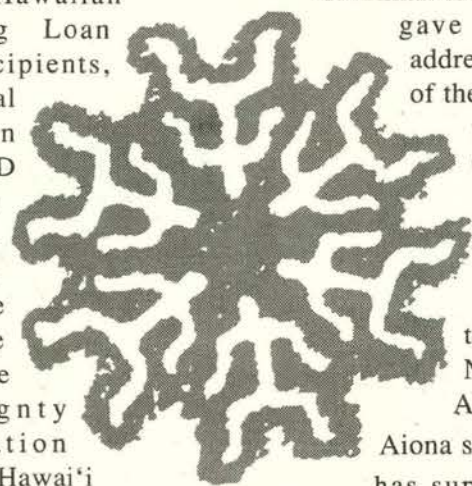
Giving presentations were Claudia Schimdt, senior vice president of marketing services for Starr Seigle McCombs, who introduced some basic marketing con-

Bloom, executive director of Computer Training Academy and an expert on Internet marketing. (See stories below.)

Van Bergeijk said that in addition to learning marketing techniques, afternoon breakout sessions and a post-conference reception and marketplace allowed Hawaiian entrepreneurs an opportunity to network and learn business strategies from other participants.

OHA Budget and Finance Chairman Abraham Aiona gave a keynote address at the start of the day's activities as did Gary Kimble, commissioner for the Administration for Native Americans.

Aiona said that OHA has supported over 50 CBED practitioners and has contributed over \$4 million to the loan fund program. "Each and every one of you have contributed to the success of the program," Aiona said of participants at the conference.



First rule of marketing: remember your customers

Claudia Schmidt is senior vice president of marketing services for Star Seigle McCombs, a major Honolulu advertising agency. She introduced some basic marketing concepts to the conference participants.

"You must believe that if you satisfy your customers they will give you profit," said Claudia Schmidt at the beginning of her presentation to participants of OHA's marketing conference.

Her words summed up a message repeatedly expressed throughout the day: Marketing is more than advertising. It is a complex mix of elements that begins and ends with properly understanding customer needs.

Schmidt said that to understand the customer means to understand everything that is going on in their lives and to create a product bundle that takes these factors into consideration. "Customer wants and needs are at the center of your universe. Taking care of those wants and needs ensures success and that your business will survive you."

The world is always changing, Schmidt said. People are getting older, values are changing, technology is becoming more advanced. More than just respond, entrepreneurs have to anticipate changes and act accordingly.

"You have to care before your customer does. If you don't, someone else will."

The product

- Brand name • Package
- Warranty • Service plan

Schmidt stressed that the "product" a business offers is more than the goods or services being sold but includes the name, package, warranty and servicing. "The brand name means something to your customers. They make assumptions based on your brand." Schmidt added that it was important not to think of a customer as someone you were only going to serve once. Warranties and after sale service were important for customer relations.

Basic channel of distribution

- Producer • Wholesaler
- Retailer • Consumer

"The thing that kills businesses more than any other is distribution," Schmidt pointed out. "If the product is not where the customer is they won't buy it." She said it was important for business people to figure out where their customers are – and where they aren't – and determine what channel to use to reach these customers.

Pricing

- Determining value • Selecting the list price
- Determining discounts and allowances
- Establishing the conditions and terms of sale

Where you set a list price and how you discount it, the specials you offer, will affect how the customer reacts to the product Schmidt pointed out. She said it was important that business people understand the value of the goods they offer and establish a consistent pricing policy.

Customers have to understand why a product is priced a certain way so they can properly decide whether to buy. If the price of an item varies significantly they may get confused about its value and may doubt the integrity of the product and the company.

Promotion

- Advertising • Personal Selling • Publicity/Public relations • Sales Promotion

"If you have a bundle that perfectly fits your customer, if you have it properly located, and if you have it properly priced, you may not need advertising," Schmidt said. However, most companies are not so ideally set up and need to use all forms of promotion to get the word out.

"Advertising lets people know what you're selling" Schmidt explained. She added that advertising doesn't make people buy anything, it only creates awareness and interest. After doing this it has little value and it is time to get into sales promotion. This includes time-limited activities like discounts, coupons, and personal sales.

Information

Schmidt stressed the importance of information, knowing your customer and the factors involved in what they have to go through to make a purchasing decision.

"Every customer has to climb a ladder. You

need to know that ladder." She said every good marketer knows each experience a customer has and tries to make the buying process as simple as possible.

Marketing your product also involves knowing as much about your customer as possible: how much money they have, do they know about your product, who makes the spending decisions in the household. You need to know what are the personal, psychological, and social factors behind a customer's decision to buy.

Schmidt recommended that businesses use all the information tools at their disposal to learn about customers, both present and potential. Tools include people on the "front lines" like sales staff, brokers, suppliers, trade associations, and research firms that can provide relatively inexpensive market information to small firms.

Schmidt also suggested walking around and observing customers and sales results,



Schmidt: the customer's wants and needs are at the center of your universe.

perhaps even conducting a small in-house survey.

"If you think it will enhance your customer's experience, go for it."

Doing business on the Internet

The Internet, once an obscure computer network connecting military installations and research labs, has become the hot ticket item in marketing today.

How successful the medium will become for selling goods and services has yet to be determined but most forward-thinking companies aren't waiting for the competition to find out. They are getting on line and making sure the world knows what they have to offer.

"If statistics are anything, this is only going to grow," Internet marketer Jeff Bloom assured participants at OHA's marketing conference.

The phenomenal growth in the number of Internet users in the past few years cannot be disputed. And there are few signs to indicate that things are slowing down. Its success is based largely on the creation of the World Wide Web, a relatively recent addition to the Internet that allows users to create sites on the Internet that use color graphics. It also incorporates "links" that allow easy movement both within and between sites. The Web is the area that businesses around the world are focusing on to get their message out.

Bloom, owner and executive director of the company Computer Training Academy, pointed out that one of the advantages of the Web is that it levels the playing field, allowing small companies to compete more evenly with big ones. With millions of sites only a mouse click away, *Coca-Cola* is no more significant than a small home-based business.

However, Bloom added that the huge number of sites on the web make it critically important that businesses make sure potential customers are aware of the company URL (Universal Resource Locator) or web location. "Include your URL with every piece of information – business cards, brochures – you have," he advised. "You have to tell people where you are."

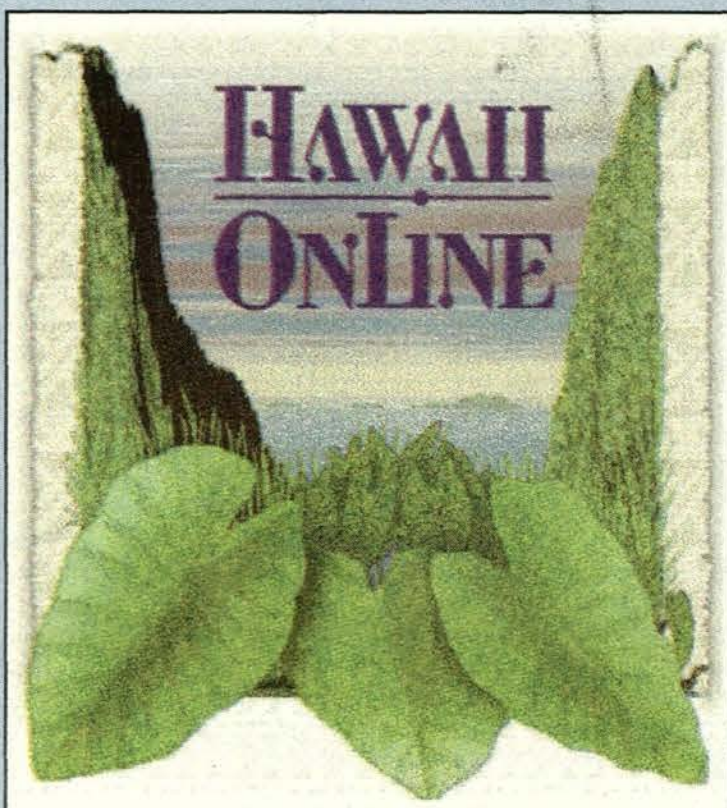
Another important part of getting the word out Bloom noted was the use of Internet search engines. At present there are several large engines on the Web. All use search words to quickly key in on a site or group of sites. To get into an engine a company only needs to e-mail its URL to the engine manager and wait a couple of weeks to have it included in their database.

A recent development in Internet marketing has been the creation of Internet "malls." At a mall – essentially a webpage listing of

an assortment of companies – businesses can have their own sites listed, described, and linked to their home page, giving it added exposure to Internet browsers, both in Hawai'i and around the world.

Bloom said his company's site has allowed him to generate new customers and serve his present customers more efficiently. Key here is the use of e-mail, another aspect of the Internet. E-mail allows Bloom and other Internet users to communicate with each other quickly and cheaply. Messages and files travel across the state, the country, and the world in seconds without long distance telephone or shipping charges.

Bloom encouraged those at the conference to seriously consider creating web pages for their companies and use the Internet as a



Bloom: Internet is only going to get bigger.

component of their marketing efforts. He said it was not difficult to create a web site and not necessarily expensive to have one created for you.

His advise on web site design: know your audience, be clear in your purpose, and keep it simple.

Computer Training Academy can be reached at 531-0575.

Hawai'i Internet "Malls"

- Hawaii Online
<http://planet-hawaii.com>
- Pixi Net
<http://www.pixi.com>
- Lava Net
<http://www.lava.net>

OHA Trustee's Views

Ka mana'o o nā kahu waiwai pākahi

(This column is open to all OHA trustees to express their individual views and does not necessarily represent the official position of the Board of Trustees. Since these are individual opinions, OHA does not take responsibility for their factual accuracy.)



Your silence is your greatest enemy

by the Rev. Moses K. Keale, Sr.
Trustee, Kaua'i and Ni'ihau

There are three fundamental and pressing aspects of any trust – the securing of the trust assets, investment of trust assets to ensure the trust's continuum and the deliverance of benefits to the beneficiary.

The last aspect of the trust is what the trust is really all about. It gives purpose and function for the trust's existence. A trust, any trust, is created for the beneficiary. In this case the trust was created for the betterment of the conditions of the native Hawaiian. And how do we determine whether a trust is fulfilling its mission? We take an inventory of the needs of the beneficiary versus the impact of trust dollars and programs towards those needs.

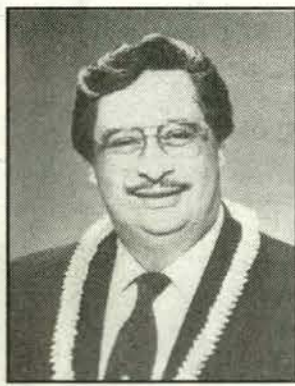
It comes as no great surprise to anyone except the politicians that Hawaiians face the worst housing problems of any ethnic group in Hawai'i or this nation. It comes as no great surprise that Hawaiians have the worst health record of any ethnic group in Hawai'i. And it is no great surprise that Hawaiians faced a terrible substance and physical abuse problem. Hawaiian employment and education statistics proclaim a major problem for all Hawaiians.

So if we know what the problems are, then should we not have programs that address these problems? The answer, of course, is a resounding YES! So what is OHA doing with its millions of dollars?

What is OHA doing with its constitutional mandate and enabling legislation towards advocacy for the Hawaiians?

I have always maintained that education is the key to the long term solution to each of these problems. If you give a child a sound educational foundation, he or she will have many, many choices in the road to a successful and fruitful life. So it was with great conviction that I led the charge toward the creation of the OHA Education Foundation. The concept was quickly adopted and funded only to be monkeyed and toyed with by individual trustees for their own political purposes and agendas. Promised funding was withheld on ridiculous grounds. The excellent, highly skilled board of directors were stymied, stifled and restricted by narrow minded, micro-managing trustees. The foundation was never intended to be an arm of OHA's dictates. It was meant to be independent and free to function as those educators on the board of directors saw fit. But, like most projects of OHA, it fell

ed and funded only to be monkeyed and toyed with by individual trustees for their own political purposes and agendas. Promised funding was withheld on ridiculous grounds. The excellent, highly skilled board of directors were stymied, stifled and restricted by narrow minded, micro-managing trustees. The foundation was never intended to be an arm of OHA's dictates. It was meant to be independent and free to function as those educators on the board of directors saw fit. But, like most projects of OHA, it fell



prey to power and control rather than be directed by the mandates of the beneficiaries' needs for the betterment of their conditions.

Then we come to housing! Where are the housing programs to address this major and insatiable need? We have small programs scattered throughout the state for self-help housing. These are good programs but on such a small scale that it pales versus the needs. Our well published OHA Hawaiian Homes Loan program is a flop by my standards. Very few loans have been made and very few houses built with this money. Who qualifies? What good is creating a program which does not filter down to the people in need?

Rather than continuing to proclaim our problems, listing the shortfalls as a laundry list, let me just say that this Board has failed to address the needs, failed to give proper directions, failed to inspire leader-

ship in these major areas, failed to be the proper advocate and failed to live up to our responsibilities.

Yes, we have a trust. Yes, we have money. But when you compare the money with measured impact on the beneficiary, we fall so far short of accomplishing the mission of OHA which is to better the conditions of the Hawaiian and native Hawaiian that it makes me cringe with anger and frustration. I blame myself in not being effective, but you too must take some of the responsibility. Your silence is your greatest enemy. Your silence makes it possible for your elected trustees to ignore your needs and accomplish their personal goals. It is said "to make a loud noise unto the Lord that he may hear your petitions." This applies to all of us, all the time!

Beneficiaries must be vigilant

by Billie Beamer
Trustee-at-Large

TWO MAJOR COURT CASES EMERGED IN JULY THAT ARE CERTAIN TO GREATLY IMPACT ON THE LEGAL FOUNDATION DEFINING THE RESPONSIBILITIES OF TRUSTEES WHO HAVE BEEN MORE CONCILIATORY TO LEGISLATORS THAN TO OUR BENEFICIARIES.

An injunction filed by Kemper and Watts for Kakalia, Hubbard, Kubota and Beamer, (who are personally funding the suit) declares ACT 359 unconstitutional and joins HSEC from taking any further action.

OHA trustees supported the creation of HSEC, an encroachment of the beneficiaries' inalienable authority. OHA HATERS SHOULD FORGET OHA and concentrate on protecting your beneficiary constitutional rights now being methodically diluted by legislators who aim to dismantle OHA for its own purposes. Without these rights OHA cannot be kept in check by the beneficiaries.

√Yes, I believe the HSEC Election is Illegal and use of State funds for out of state Hawaiians is unconstitutional. HSEC violated our own Constitution. \$900,000 of state general funds and \$900,000 of OHA funds were improperly designated for out-of state use.

√Yes, I believe the legislators have overstepped their bounds by transferring powers delegated to beneficiaries to their appointed body.

√Yes, I believe a vote of the Hawaiian Beneficiaries is needed eventually.

√Yes, I believe HSEC has no constitutional power but we as beneficiaries do.

AN INJUNCTION ON THE HSEC VOTE WILL BRING ORDER TO CHAOS AND CLARIFY THE CONSTITUTIONAL AUTHORITY GIVEN THE BENEFICIARIES. BE VIGILANT TO SPECIAL INTEREST DESIGNERS BENT ON ULTIMATELY WRESTING THE DECISION MAKING RIGHTS FROM ALL BENEFICIARIES.

When our common checks and balances are prostituted by the legislators, only the courts allow hope for judgments guided by PRINCIPLE instead of PERSONAL gain.

First the plunderers created havoc by transferring the constitutional powers of trustees to hire and fire

employees to an administrator not elected by beneficiaries.

Legislators then placed their own pet programs in OHA'S Budget, to reward political cohorts.

The most dangerous usurpation, the task force gimmick gives beneficiary planning powers to incestuous Hawaiian organizations. Incestuous because they appoint the same people who are represented in each group to control the funding and direction OHA takes, like: Hui Imi, HSIA, KSBE, Alu Like, Papa Ola Lōkahi, Queens Health Systems, Hawaiian Civic Clubs, Lili'uokalani Trust, OHA and DHHL.

√I do not believe that OHA should be the ultimate sovereign entity. Given our present method of management it would be catastrophic. However, OHA has the resources and mandate to extract the preferences of all Hawaiian beneficiaries.

√We must replace the present OHA autocrats because the second turn of events demands fiscal integrity.

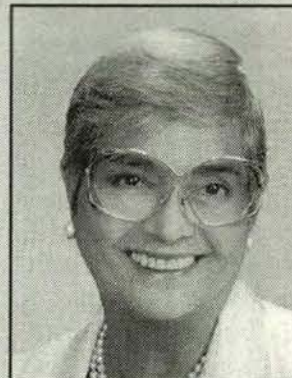
On July 8, 1996, Judge Heely of Circuit Court awarded OHA the store, ruling that HFDC must pay for the ceded lands when taken; that state hospitals must pay 20 percent on all revenues, that the airports must pay 20 percent of revenues including off property duty free shops as their parent company is located on ceded lands and that each entity will be obliged to pay an interest of 10 percent as part of the provisions of HRS 304.

The anticipated revenues will add to the investment portfolio of \$260 million in our hopper now. But, it will also add to the grave need for more prudent spending that is fairly divvied and administered. We also need open and timely reporting.

Now more than ever, we beneficiaries must be vigilant. OHA cannot continue its political slipshod fiscal controls under the ruling dynasty of Aiona and Hee.

Quarterly reporting, staff fiscal expertise, auditing and controls are absent. Administrators must not be immune from accountability to trustees. Our unrepaired financial systems are in a state of shambles. ONLY TRUSTEE HONOR, TRUTH AND INTEGRITY WILL BRING LŌKAHI.

CALL 594-1872 FOR MORE INFORMATION. FILE YOUR NOMINATION PAPERS FOR OHA TRUSTEESHIP, DUE SEPT 6, 1996 WITH COUNTY CLERK OR OFFICE OF ELECTIONS.



Health

from 4

the kupuna might be eligible for a one-time donation from the program. The assessment process – involving checking birth and financial records – is time consuming. Presently one HHS staff devotes virtually all her time to donations-related work.

Papa Ola Lōkahi

OHA's HHS officer is one of 10 agency representatives that sit on the board of Papa Ola Lōkahi, a consortium of public and private non-profit agencies and organizations working to improve the health status of Hawaiians. Other board members the five Native Hawaiian Health Care systems, E Ola Mau, UH-Mānoa, Alu Like, and the Department of Health. The board meets monthly to discuss activities and strategies for improving health services for Hawaiians.

Conferences and workshops

HHS staff play a key role planning and participating in conferences throughout the year. Some of these conferences have included:

The American Public Health Association (APHA) annual meeting held in San Diego, California. During this meeting, the American Indian Alaska Native Caucus, whose purpose is to influence APHA policies and procedures, officially included native Hawaiians in their caucus.

The 3rd International Conference on Diabetes and Indigenous People held in Winnipeg, Canada. Last year, OHA helped with the planning and sponsoring of the conference. Division staff also coordinated a lā'au lapa'au workshop, the only indigenous workshop of its kind.

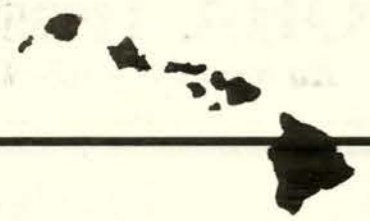
Political advocacy

At the county and state levels, the division advocates in the areas of health and human services by testifying and otherwise participating in legislative council hearings and at community meetings. The division also tracks issues concerning health and human services for indigenous people on a national level.

OHA Trustee's Views

Ka mana'o o nā kahu waiwai pākahi

(This column is open to all OHA trustees to express their individual views and does not necessarily represent the official position of the Board of Trustees. Since these are individual opinions, OHA does not take responsibility for their factual accuracy.)



Good idea ... bad investment

by Rowena Akana
Trustee-at-large

In last month's issue I wrote about the shenanigans surrounding a failed attempt by Trustee Aiona (Chairman of the Budget, Finance and Policy Committee) to select a certain banking institution to manage OHA's short term investment account. Today, the behind-the-scenes wheeling and dealing continues.

This time it's a CD-ROM Hawaiian dictionary proposal that made a surprising rise to the top of Aiona's Budget Committee agenda (7/9/96 special meeting). The project is a risky venture capital "investment" seeking \$700,000 of OHA trust funds. OHA has never entered into this type of investment before (there are serious finan-



cial and legal ramifications present in this type of investment). When Mānoa Interactive Productions (MIP) first brought this project to OHA last year, the business plan that was submitted lacked crucial information necessary for trustees to make any informed decisions. Beginning in January, 1996, I requested that OHA's investment consultant, Martha Brown of Merrill Lynch, review the business plan submitted by MIP and provide us with a written opinion on whether this represents a sound investment for OHA. No written opinion was ever received. However, Ms. Brown did refer the project to Venture Planning Associates for a preliminary review. I also asked OHA Board Attorney, Sherry Broder, for a legal opinion on this project. She waited nearly six

months before responding (her written opinion came one day before the Budget Committee meeting was held).

Ironically, moments after I made a direct inquiry to OHA's staff concerning the existence of any reports or evaluations of this project, copies of a written review were distributed. The materials included a detailed preliminary review of MIP's business plan. This review was, as expected, critical of MIP's financial data, including sales projections, production costs, price analysis, distribution, marketing, etc. The conclusion of this review was "substantial additional information would be required in order to reach an informed decision ... no definite determination can be made until all of the information and due diligence are complete."

The most alarming fact is, after more than nine months, no one has done a due diligence review (i.e., a review of MIP's financial records, stability of company, viability of project success, etc.). Given the fact that OHA is being asked to fund 100 percent of the financial portion, the first concern would be to look at whether or not the company has the financial ability to complete this project and whether the company has a demon-

strated track record in the interactive multimedia industry. As a limited partner, OHA has no guarantee that a single CD-ROM would ever be produced. In addition, MIP would not have to pay any money back to OHA if the project fails. \$700,000 is a lot to risk on one roll of the dice.

Despite the severe lack of information concerning this project and the absence of any due diligence review, trustees are being asked to give \$700,000 to a non-Hawaiian, for-profit company. MIP's proposal is incomplete and lacking some of the most basic elements of a sound business plan. Yet, Chair Aiona called a special meeting of his Budget Committee to consider this single issue. Someone had to do some serious string pulling to get this one item on Aiona's agenda.

No one disputes the fact that a multimedia Hawaiian dictionary (made with existing data from the Pukui/Elbert Hawaiian Dictionary) would be an invaluable tool for learning. However, the real question here is, is this venture capital deal a sound investment for OHA? Would we really double our money as promised or would we be throwing nearly three-quarters of a million dollars of our beneficiaries' money down a black hole?

In my opinion, no matter how you look at it, this Hawaiian Dictionary proposal is a good idea, but a bad investment.

UNPO Hawai'i visit

by Samuel Kealoha Jr.,
Trustee Moloka'i, Lāna'i

By the invitation of Ka Lāhui Hawai'i, a four-member mission from the Unrepresented Nation and Peoples Organization (UNPO) has come to our islands. UNPO is an international organization stationed at The Hague which currently represents over 125 million people throughout the world. UNPO's main objective is to provide a voice for indigenous peoples, minorities and occupied nations who do not have a seat at the United Nations. UNPO is made up of member representatives such as Tibet, the Lakota Indians, Rwanda, etcetera. I take great pride to inform you that Ka Lāhui Hawai'i was accepted as a member to UNPO in 1993.

The UNPO mission, while here in Hawai'i held 3 days (July 1 - 3, 1996) of hearings. The purpose of this UNPO mission was to review and investigate the Native Hawaiian Vote, the Apology Bill (P.L. 103-150) and the political, social and economic conditions of our people. The UNPO mission provided Hawaiians with an opportunity to address their concerns through oral and written testimony. The findings of their investigation will be distributed throughout international, national and local arenas to broaden and heighten attention of the Hawaiian struggle. This significant event took place at the Church of the Crossroads in Honolulu. Testimonies were presented by many Hawaiians, including OHA Trustees Beamer, Akana and myself. Also presented, were testimonies from representatives of different sovereignty and community organizations.

All of these organizations were sent invitations to give testimony, including the Hawaiian Sovereignty Elections Council (HSEC). HSEC however, decided not to show up, citing that they were "not given enough time" to prepare and that they "did not receive the fax" that was sent to them on June 5th from the UNPO office in the Hague. They questioned the "credibility of UNPO" because of Ka Lāhui Hawai'i's membership. They are just a bunch of arrogant cry babies!

On Monday, June 1, 1996 UNPO went to the HSEC office where they were met by only one council member, Allen Hoe. The meeting with Mr.

Hoe did not last long because, the spiritual "kahuna" of HSEC, A'o Pohaku "Stonehead" Rodenhurst entered the meeting area yelling to the UNPO delegation, "Nazis go home!"

The next day at the Church of the Crossroads, Rodenhurst and her tribal nation of Kū with her bullhorn in hand, demonstrated on University Avenue at which she exhibited her same spiritual nonsense that was displayed the day before at the HSEC office. What ensued thereafter was her vociferous screams, insisting that she and her tribe be allowed into the UNPO press conference that was taking place inside the building - demanding equal time with the press.

UNPO decided to extend their stay in order to accommodate HSEC. On July 8, 1996, Monday morning at 9:30, HSEC agreed to meet with UNPO at their (HSEC) office. At the outset, HSEC continuously drilled the UNPO

delegation with questions attempting to discredit UNPO's renowned reputation. Hayden Burgess, HSEC commissioner, noted that UNPO was not recognized by the UN. If this is the case, why did Mr. Burgess continue to carry on with paranoia-driven questions and a defensive posture? The HSEC commissioners were very, in fact, extremely defensive to questions being asked by UNPO delegates. For three hours they whined and complained that all of their problems were brought on by Ka Lāhui Hawai'i. How can a grass-roots organization such as Ka Lāhui be able to give this state agency, HSEC (who has an operating budget of 1.8 million dollars) so much grief? If HSEC truly believed that their process is OPEN, DEMOCRATIC and FAIR, then why respond in such an apprehensive manner. One can surely conclude, after hearing and seeing HSEC's response and behavior to Ka Lāhui concerns, that the exact opposite of HSEC's response is true - Ka Lāhui criticisms are very valid. The shameful display of arrogance on the part of the HSEC and its council members was an absolute embarrassment, especially after viewing three council members, sitting at the table reading the morning paper throughout the hearing. All the while the chairman of HSEC is sitting, trying to look dignified, but at the same time looking stupid and unprofessional.



Polynesian films visit Hawai'i

Pacific Islanders in Communications (PIC) will be holding its third Annual Pacific Island Images Film Festival from July 31 through August 4.

This statewide festival features films and videos from indigenous producers that explore issues close to the hearts of Pacific Islanders. Special guest filmmakers include acclaimed Maori filmmaker Merata Mita, who will introduce her feature film *Mauri* and Raratongan Karin Williams, producer-director of *The Voyage Home: Hawai'iloa's Northwest Journey. O Tamaiti*, a 35-mm black and white short, marks the directorial debut of Samoan Sima Urale. The film will make its Hawai'i premiere during the festival. Other highlights include Elizabeth Lindsey's *Then There Were None*, the three-part PIC documentary series *Pacific Diaries*, and *Tala Pasifika*, a compilation of short works by new Samoan and Maori writers and filmmakers.

"In our community, it's a rare treat to see images of ourselves in leading roles and to hear stories from our own points of view," says PIC Executive Director Lurline McGregor. "These programs speak directly to our own communities and are compelling to audiences that know nothing about us.

Seeing the work of our Pacific Islander brothers and sisters will hopefully inspire the rest of us to tell our own stories." McGregor added that for the first time, PIC will screen student productions, featuring works by students from Wai'anae High School and Kapunahala Elementary School.

See a listing of these films in the calendar on page 19. For more information call Ann Moriyasu at 591-0059.

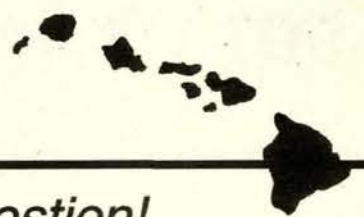


Scene from *Mauri*, a film that shown at the Annual Pacific Island Images Film Festival

OHA Trustee's Views

Ka mana'o o na kahu waiwai pakahi

(This column is open to all OHA trustees to express their individual views and does not necessarily represent the official position of the Board of Trustees. Since these are individual opinions, OHA does not take responsibility for their factual accuracy.)



To (Hawaiian) vote or not to (Hawaiian) vote - that is the question!

by Moanike'ala Akaka
Trustee, Hawai'i

It is unfortunate that the ongoing "Hawaiian Vote" once called a "Plebiscite" continues to confuse and divide our people. We must remember that this vote is but one "spoke of the wheel" in the struggle since the loss of our nationhood over a hundred years ago. Not one single Hawaiian group has a monopoly of all the answers for the Hawaiian people and our re-established sovereign nation at this time. The "Hawaiian Vote" is an important first step towards reestablishing Hawaiian sovereignty. The election of delegates to our own constitutional convention will not take place until sufficient time has allowed for needed sovereignty educational forums - including proposed government models - throughout these Islands. All groups and individuals can run their own candidates for the constitutional convention. Elected delegates will combine the best of their collective ideas for ratification by a majority of



the Hawaiian people. I was a founder and original legislator of Ka Lāhui whose constitution (combining parts of the Samoan Constitution, U.S. Constitution, Bill of Rights, Iroquois Nation, and the UN Commission on Human Rights) was put together by the late attorney Mitsuo Uyebara. Though ratified by those of us gathered at the Ka Lāhui convention held in Keaukaha (1987), this document - excellent as it is - has never been legitimized by popular Hawaiian consensus. We delegates were all self-appointed; several other OHA trustees were legislators and financially supported the initial Ka Lāhui constitutional convention.

In their passion to destroy the Native Hawaiian Vote, half-truths are being circulated by the anti-vote forces - that OHA is lobbying in Washington D.C. to become "... the sole representative of the Hawaiian nation" - this according to Mililani and Haunani K. Trask (Honolulu Advertiser 7/7/96). This is TOTALLY FALSE!! This

idea has never been discussed or voted upon by the OHA Board of Trustees. Professor Jon Van Dyke's statement referred to in the Hawai'i Law Review, 1995, are his own academic theories and have not been discussed or voted upon by the OHA BOT. Furthermore, the allegation that Hawaiians should be categorized by the U.S. Congress as a Native American tribe, was removed by Senator Daniel Akaka. The OHA Board of Trustees had no knowledge of this proposed amendment nor its removal.

As OHA trustee, I have always felt OHA should be the bridge that leads to the new Hawaiian nation. Democracy through the Hawaiian Vote is our best bet. Any Hawaiian constitution must be ratified by the Hawaiian people at large - anything less smacks of totalitarianism. Are those Hawaiians who oppose the "Hawaiian Vote" afraid their ideas won't stand the test of Hawaiian popular scrutiny?

My biggest fear for the Hawaiian nation is a burgeoning bureaucracy that will short-circuit our resources. We need programs that touch the lives of all Hawaiians, rich and poor, especially in education, health and human services, housing and economic development. I have spent my life as, and am proud to be an advocate and activist of, the Hawaiian cause. George Washington was an activist as was Queen Lili'uokalani, Robert

Wilcox and my ancestor Abner Paki, father of Pauahi Bishop, whom no force in the nation could keep silent according to the archives, even when he defied the missionaries.

While looking at candidates for election you must consider their track-record; what they have been they will continue to be. Watch out for grandiose campaign promises. Pie in the sky is easy to declare but most evasive to dine upon.

Politics is unfortunately a messy business and we Hawaiians are a plural people with many diverse opinions and proposed solutions to our pressing problems. I have watched the bickering at OHA and it comes from 50 percent egomania; 25 percent frustration and 25 percent alienation from the Hawaiian struggle. I defend those who need defending - trying to maintain a safety net. We need more not less help for the Food Bank, AIDS prevention and support, as well as substance abuse and domestic violence programs, educational encouragement and assistance and environmental and cultural protection. I use the term HuliamaHI - numerous currents coming together to become as powerful as the ocean. We today are the currents which need come together. HULIAMAHI!

Everyone in Hawai'i should support the 16 citizens arrested at Mākuā Beach. Let us remember that these arrests shed more light on the plight of our marginalized brother and sisters. Mahalo for your courage!

Mālama Pono. Ua mau ke ea o ka 'āina I ka pono.

The inherent right of sovereignty

by Kina'u Boyd Kamali'i
Trustee-at-Large

Federal policy acknowledges that the native peoples of what is now the United States enjoy certain special and unique rights not extended to other American citizens. In effect, this policy and the laws which implement it acknowledge that Native Americans - including native Hawaiians - have an identity, culture, and rights which are deeper, older and more profound than being American.

In a series of rulings spanning nearly 200 years of judicial review, the United States Supreme Court has consistently ruled that Native Americans must be treated differently from other citizens.

The basis for this difference is political - Native Americans have lived in what is now the United States "since time immemorial," before there was an American nation. Unlike other citizens who freely chose to become Americans, the native peoples of the United States were forced by acts of war and conquest to become part of the Union. And our very existence and identity would be destroyed unless acknowledged and accommodated within the United States.

Thus, in a country founded on the equal and fair treatment of each citizen - regardless of race, color, or creed - certain special and unique political rights are recognized as just, fair, constitutional, and inherent in the native peoples of the United States.

The first of these unique and inherent rights is to exist as a people to be Hawaiians.

Hawaiians were denied that right to exist for most of this century. We were forbidden by law and social pressure to speak our language, to dance the hula, to protect our ancestral graves, to gather from the streams and ocean, or to secure water for the lo'i. We were denied the right to simply "be Hawaiian."

Such denials occurred because we no longer had control over the laws which governed us. We could not join with other Hawaiians to make certain choices

and decisions which would affirm, protect and assure our Hawaiian existence.

Thus the right to exist is inseparable from the right of sovereignty, the right to exercise the powers of government to shape and decide a shared future as a people with a shared culture.



If Hawaiians are to be acknowledged as having an identity and rights that are different from other citizens, then how can we be ruled by the same laws? More to the point, how can we exist if the application of those laws are hostile to our culture?

The inherent right of sovereignty is inborn. Like life itself, its source and origin is beyond human design and control. However, again like life - what you do with it is an individual choice of great power and consequence.

Tradition held a deep belief in the unbroken family links between Hawaiians. These connections were repeated without end in the womb and the development of each child as joining the past and the future.

Ho'okahi nō māua ēwe. Literally translated, "We are of the same placenta." What we do with our lives as Hawaiians makes us answerable to the countless generations which preceded us, and the countless generations which will follow.

This responsibility is great. And knowing its magnitude we are tempted to say, "I'm not ready. Let's wait. I want to know more." But responsibility is a life-long process not a one-time decision. And the heart of that process is doing, maybe making mistakes, learning from your correct and wrong choices, and continuing.

The Hawaiian Vote isn't a "Yes" or "No" to the right of sovereignty. The fact that you have a vote confirms that you're sovereign. The choice is whether to take the next step, to elect delegates to formally begin defining the powers and privileges needed to assure a Hawaiian existence joining the past and the future.

The choice is ours.

Lunch time Hawaiian language classes offered at 'Iolani Palace

The Friends of 'Iolani Palace are offering a Hawaiian language class - "Brown Bagging to Conversational Hawaiian: A language Awareness and Conversational Class for the Busy Person" - for people on the go.

Students who enroll in this Hawaiian language course can expect a heightened awareness of Hawaiian language and will be instructed in pronunciation as well as basic conversational skills. The course targets working adults who might not have the time demanded by other language programs.

Everyone is welcome.

No homework or tests offer the prospective Hawaiian speaker a noncompetitive atmosphere for a positive learning experience.

Classes meet in the old Archives, on the Waikiki side of the 'Iolani Palace grounds, on Wednesdays for beginning students (with the exception of holidays).

Two class sessions will be offered each day, one at 11 a.m. and the other at noon. Fees are only \$5 each session and students register and pay for the month's sessions at the beginning of each month, with adjustments made for holidays. No textbooks are required, just make sure to bring a pencil and paper.

The first day of class for the Beginning Section is Wednesday, September 18, 1996.

Registration for these classes will begin immediately. For more information call Cindy at 522-0822.

MAKE OHA PONO

HUI KALAI'AINA, THE HAWAIIAN POLITICAL PARTY, IS CONVENING THE 1996 HAWAIIAN POLITICAL CONVENTION

FOUR MEMBERS OF THE HAWAIIAN POLITICAL PARTY WILL BE SELECTED TO RUN AS CANDIDATES FOR THE OHA BOARD OF TRUSTEES.

THESE FOUR CANDIDATES WILL BE COMMITTED TO THE HUI KALAI'AINA PLATFORM. THROUGH THE PLATFORM, THESE CANDIDATES WILL BE ACCOUNTABLE TO YOU.

AT THE CONVENTION, HUI KALAI'AINA, THE HAWAIIAN POLITICAL PARTY, WILL ADOPT A CAMPAIGN STRATEGY TO ELECT FOUR CANDIDATES TO THE OHA BOARD OF TRUSTEES.

DATE: AUGUST 24, 1996
8:00 AM - 4:00 PM
KAMEHAMEHA SCHOOLS
KEELIOKALANI AUDITORIUM



The founding members of Hui Kalai'aina:

From left, front row: Eli Nahulu, Francis Kauhane, George (Cal) Thomas, R. Keau Pua
Middle row: Mel Kalahiki, Douglas Keauhou Ing, Earl Kawa'a, Alan Kale'iolani Hoe, H.K. Bruss Keppeler, Bob Lindsey
Back row: Ron Makaula Delacruz, Walter Ritte, Jr., Dennis Kauahi. Not pictured, Ben Henderson

JOIN THE CAMPAIGN TO MAKE OHA PONO! CONTACT HUI KALAI'AINA, THE HAWAIIAN POLITICAL PARTY
TELEPHONE - OAHU AND MAUI - (808) 528-9192 MAIL: PO Box 1916, HONOLULU, HI 96805
HAWAII - (808) 334-3572

OR THROUGH ANY HUI KALAI'AINA MEMBER

ELI NAHULU, PRESIDENT
JANE AIONA AGANUS
JUANITA AGANUS
PHILANDER AGANUS
KEONI AGARD
ARTHUR AHANA
GWEN AHANA
EDDIE AKANA
BUDDY AKO
TERRY ANTOLIN
PETER APO
ZENA BEALL
PAUL BURNS
WAYNE CHANG
WILLY CHING
JUNE L. CHUN
TOM CHUN
JOHN (BOY) COLBURN
JOSEPHINE CRAWFORD
LESLIE CRAWFORD
MARK CRAWFORD
WILLIAM CRAWFORD
TOM CUMMINGS
RON MAKAULA DELACRUZ
JAMIE DOWSETT
QUEENIE DOWSETT

CYNTHIA DRIVER
ROSE MARIE H. DUEY
ROD FERREIRA
LYNN FLORES
BILL FULLER
MARY GREEN
WATTIE GREEN
BOB HALL
NEIL HANNAHS
DAVID C. HAUSER
LEINAALA HEINE
DAVID HELELA
BEN HENDERSON
ALLEN KALE'IOLANI HOE
LUI KEALII HOKOANA
HOKULANI HOLT-PADILLA
HARDY HUTCHINSON
KUULEI PALAMA IHARA
VIOLET KUULEI IHARA
DOUGLAS KEAUHOU ING
RON JARRET
DAVID KAHANU
DAVID KAHEAPO
MEL KALAHIKI
MEL KAONOHI
LIBBY JANE KAOPUIKI

DENNIS KAUAHI
FRANCIS KAUAHANE
EARL KAWA'A
YAHNA KAWA'A
H.K. BRUSS KEPPELER
HAILAMA KRAAN
SYLVIA KREWSON-RECK
DARLENE KWIATKOWSKI
LARRY KWIATKOWSKI
PHIL "SKI" KWIATKOWSKI
JOHN KRUSE
AL LAGUNERO
GEORGE K. LIANA
NAALEI LIANA
BEN LINDSEY
BOB LINDSEY
AHI LOGAN
BULLA LOGAN
KARL LORCH
CORDY MACLAUGHLIN
SCOTT MAHONEY
NAMAHANA MAIOHO
LOPAKA MANSFIELD
CHARLES R. MAXWELL
KAHIMOKU NAHULU
MAURICE NALEI MAILE

ARTIE OHELO
KALANI OHELO
KAWAHINE OHELO
MILTON PA
DAVID PARKER
DONNAH PELEKAI
EDWARD PELEKAI
BERT PHILLIPS
CLAIRE PRUET
R. KEAU PUA
WALTER RITTE, JR.
MARLENE SAI
DARROW SING
DEXTER SOARES
MABEL SPENCER
SOLOMON SPENCER
DAVID SPROAT
JO-ANNE KAHANAMOKU STERLING
OZ STENDER
LEON PAOA STERLING
GEORGE (CAL) THOMAS
ELIANNE PUALANI VANNATTA
HEATHER L. VANNATTA
ROBERT WORTHINGTON
EDWINA YOUNG
JAN YUEN

FINANCIAL SUPPORT FOR HUI KALAI'AINA COMES SOLELY FROM INDIVIDUAL CONTRIBUTIONS FROM ITS MEMBERS.

Governor supports DHHL transfer, rejects Maunalaha exemptions

The following is a list of measures which concern Hawaiians that were signed or vetoed by Governor Cayetano as of June 21, 1996:

Signed by governor

HB 3300 - Relating to the Office of Hawaiian Affairs Budget.

Description: Office of Hawaiian Affairs Supplemental Appropriations Act of 1996. Reduces general fund appropriations for OHA by amending the biennial budget (Act 19, Session Laws of Hawai'i 1995) by decreasing general funds for personnel positions from fifty percent to twenty-five percent and by deleting the general fund appropriation for OHA travel; and changes the designation of the means financing of appropriated items from "special funds" to "trust funds."

Status: Signed by the governor on June 17, 1996 as Act 16, 1996.

HB 3453 - Relating to Housing.

Description: Increases the amount of DHHL loan guarantees for housing programs from \$21 million to \$50 million

Status: Signed by the governor on

June 18, 1996 as Act 232, 1996.

HB 3603 - Relating to the Office of Hawaiian Affairs.

Description: Requires that all properties acquired by OHA be controlled and managed for the purposes of the office and subject to any limitation of the trust provisions established by Article 12, section 4, 5 and 6 of the state's constitution (OHA Sponsored Bill).

Status: Signed by the governor on June 18, 1996 as Act 240, 1996.

HB 4063 - Relating to higher education.

Description: Establishes a Hawaiian language task force whose goal is to make recommendations and devise a plan for the creation of a Hawaiian language college at UH-Hilo. Report must be submitted to the University of Hawai'i Board of Regents and the Office of Hawaiian Affairs Board of Trustees for approval and to the Legislature no later than 20 days prior to the beginning of the 1997 regular session.

Status: Signed by the governor on June 18, 1996 as Act 254, 1996.

HB 4074 - Relating to land

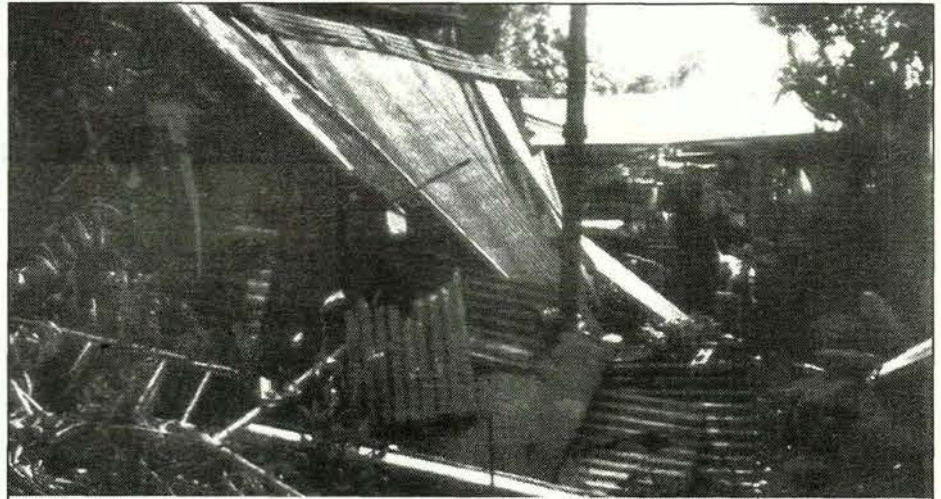
exchange.

Description: Authorizes the State to negotiate a land exchange involving George Galbraith Estate lands north of Wahiawā, O'ahu, for public lands.

Status: Signed by the governor on June 18, 1996 as Act 255, 1996.

SB L738 - Relating to Community-Based Economic Development.

Description: Supports the Community-Based Economic Development programs (CBED) by (1) clarifying CBED program definitions and functions; (2) differentiating the Hawai'i CBED program from other programs that are labeled "community-based;" (3) providing additional financing mechanisms to ensure continued success of the CBED program; and (4) increasing the number of CBED



A home in Maunalaha Valley in need of major repair. Governor Ben Cayetano has vetoed a bill that would have exempted the Maunalaha subdivision from all state and county subdivision standards and would have allowed valley residents to fix their homes.

The bill — which was sponsored by OHA — was introduced in response to resident concerns that their housing conditions were deteriorating but that they were unable to carry out repairs because of the area's substandard infrastructure. Financial institutions would not offer loans under such conditions.

OHA is hoping to help valley residents build self-help housing and need the exemptions to carry this out. OHA Housing Officer Steve Morse says the decision to veto the bill will have an adverse affect on OHA's efforts.

The governor expressed concern that exempting the valley would make it difficult for the state to guarantee safety. Morse responds that if the state is concerned about safety it should invest the money needed to put in the necessary infrastructure.

Advisory Council members to 12 members to include the Chairperson of the Office of Hawaiian Affairs.

Status: Signed by the governor on June 17, 1996 as Act 192, 1996.

SB 2144 - Relating to Conservation Easements.

Description: Amends the definition of a "conservation ease-

ment" to include: (1) the preservation and protection of the structural integrity and physical appearance of cultural landscapes, resources and sites which perpetuate indigenous culture; and (2) the preservation and protection of historic properties and traditional and family cemeteries.

Status: Signed by the governor on June 17, 1996 as Act 194, 1996.

Vetoed by governor

HB 3602 - Relating to housing.

Description: Exempts Maunalaha subdivision from all state and county subdivision and housing development standards (OHA sponsored bill).

Status: Vetoed by the Governor on June 17, 1996.

HB 3724 - Relating to Kaho'olawe Island Reserve Commission.

Description: Allows the Kaho'olawe Island Reserve Commission (KIRC) to hire its own attorneys to represent it rather than using the State Attorney General.

Status: Vetoed by the governor on June 18, 1996.

Cayetano signs bill transferring land to DHHL

By Kelli Meskin

Governor Ben Cayetano has signed into law Senate Bill 2866 which allows approximately 90 acres of state land to be transferred from the Housing Finance and Development Corporation (HFDC) to the Department of Hawaiian Home Lands. The lands from Kapolei on O'ahu and Laiopua on the Big Island and would be used as payment for the \$30 million the state owes DHHL for fiscal year 1998-99.

The payments are part of the \$600 million settlement signed into law last year to help get more Hawaiians on homestead lands. Last fiscal year's (1995-96) amount was paid in cash; fiscal year (1996-97) will be covered by bonds.

If the value of the two areas is more than the amount owed, the transfer could be used as payment for the fiscal year 1998-99 and 1999-2000.

A big help for DHHL is that the infrastructure, roads and water access, for Kapolei and Laiopua have already been implemented. The easiest part for DHHL is to build the houses.

Although Cayetano has signed the bill, the transfer agreement is still not final. The Hawaiian Homes Commission (HHC) and HFDC need to meet and approve the decision. A meeting may not take place until August or September of this year.

Currently the state and DHHL are having the areas in Laiopua and Kapolei appraised. Later the two will meet to negotiate a fair appraisal price.

HCH grants available

The Hawai'i Committee for the Humanities (HCH) has announced its grant application deadlines for the fall of 1996:

- Regular grants (above \$2,500) Sept. 3, 1996;
- Media (film or video) grants (above \$2,500) - Sept. 3 1996;
- Preservation grants (up to \$5,000) - Oct. 15, 1996;
- Mini-grants (up to \$2,500) - Sept.3 and Oct. 15 1996;
- Planning grants (up to \$1,000) - Sept. 3 and Oct. 15, 1996;
- Planning grants for script development or film or video projects (up to \$2,500) - Sept. 3 and Oct. 15, 1996.

HCH makes grants available to

non-profit groups in Hawai'i for public programs that promote awareness of intellectual and cultural traditions, humanities discussions of public issues and concerns, and state local and ethnic history.

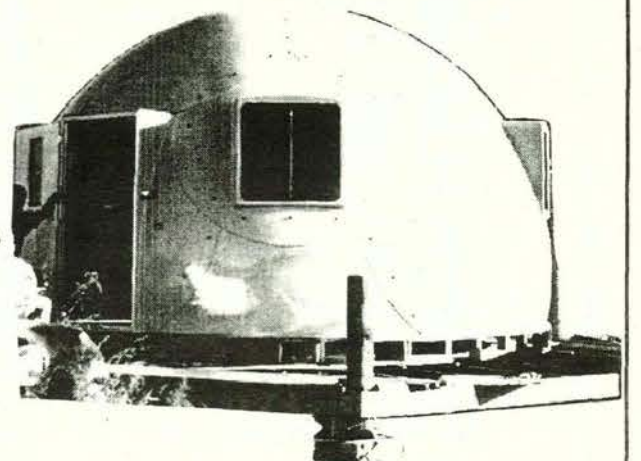
Projects that might be considered include interpretive exhibits, slide presentations, historical and literary role-playing performances, workshops for teachers, conferences and public forums, media programs in film, video, or radio, and other formats of community education on historical, cultural and ethical topics. For application materials or further information contact the HCH office at 732-5402. E-mail to hch@aloha.net.

OVERCROWDING in the Hale? Need more *Privacy*? An alternative solution to status quos - reinforced fiberglass dome cabins being sold throughout Hawaii ! **The Omni-Sphere . . .**

- * Semi-permanent Shelters - 30 yr warranty
- * Floor Area - 314 sq. ft., Height - 12 ft.
- * Wind, Rain, Fire, Termite, Lava - PROOF
- * Portable hard-sided structure, construct in one (1) DAY, plenty options & lots of uses Actual model in Nanakuli
- * Prices starting @ \$6,000 - financing can be arranged, Rent-to-own? (investors' market @ 12%)

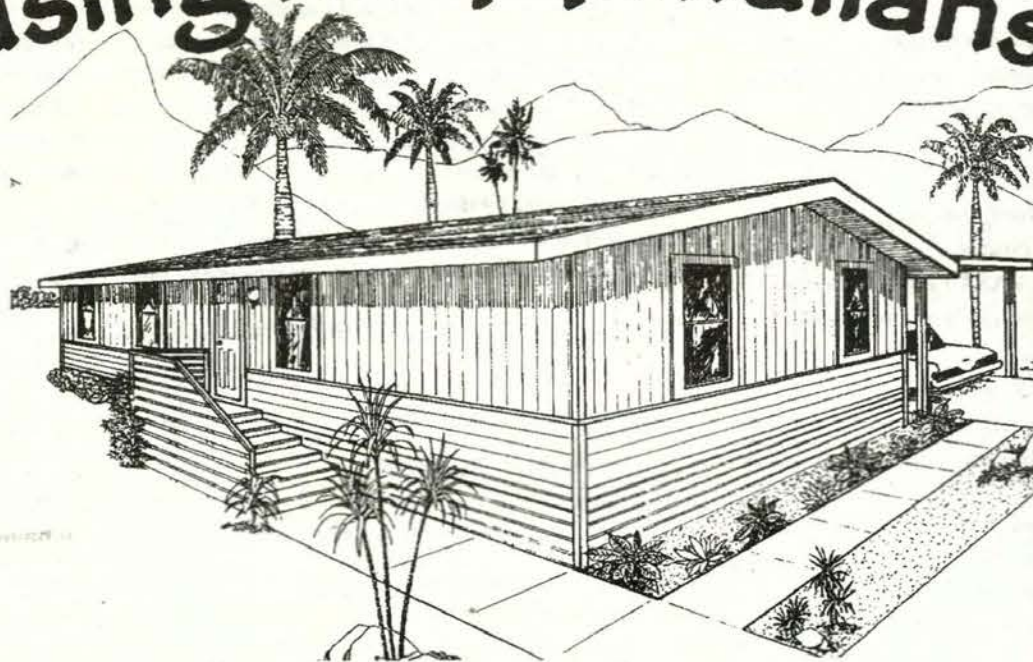
Dealer Inquiries Welcomed

On Oahu call (808) 521-5012, Outer-Islands 1 (800) 521-2222
PAC/max Marketing Corporation a subsidiary of Ke Awawa O Na Pilikua, Inc.



GOT A LEASE • GET A LOAN • CHOOSE A HOME

"Housing for Hawaiians '96"



HUD Code
Hurricane Zone 3
Manufactured Home

For Brochures Call:
1(800)551-ALII

Living together, separately, provides a home for the whole family. Leasees and survivors can now make your Hawaiian Homeland your home. You NOW have a choice of HOW you SPEND your house-buying dollar.

CALL TODAY!

Ali'i Affordable Housing Foundation is here to serve you:

Honolulu . . . 732-7760
Maui . . . 871-1530

West Oahu . . . 695-5038
Kauai . . . 742-8622

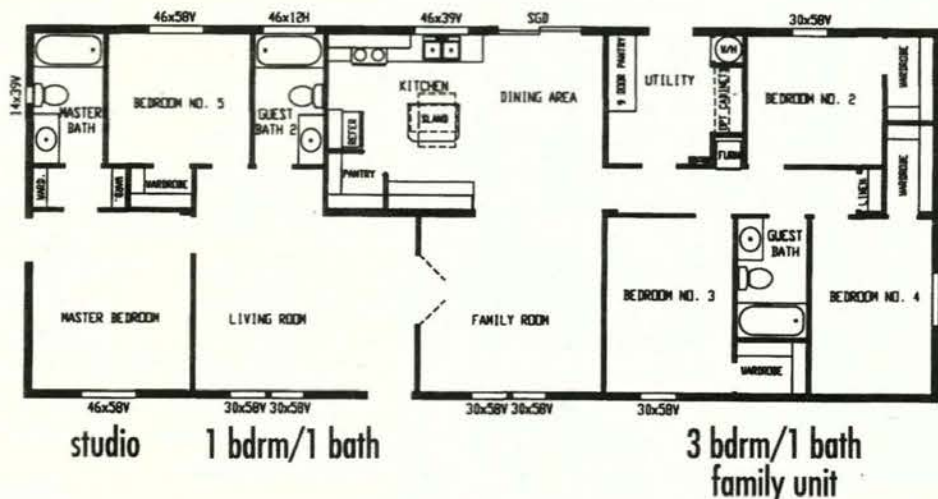
Molokai . . . 553-3088
Kailua-Kona . . . 334-0348

We offer Special Programs for FHA and Union members. Call 1-800-644-8646 or 1-888-687-8646.

BUY A HOME

**BRING THE
OHANA
TOGETHER
IN ALII V**

5 bdrm/3 bath



TURNKEY INCLUDES:

- House, Installation, Skirting
- Standard Foundation System Postings 22"-36"
- Standard Porches Front and Rear
- Freight, Trucking, Carpets, Curtains
- Major Appliances
- Building Dept. Drawings, Engineer Stamps
- Permit Assistance
- Carport Construction
- Bulk order any Island
- Plot Plan Draft
- LOCAL WORK DONE BY LOCAL PEOPLE

DOES NOT INCLUDE:

- Demolition, Site Prep.
- Requested Concrete Work
- GE Tax & Outer Island Freight for Special Individual Orders

HOMES INCLUDE MANY STANDARD FEATURES

PLUS

Hawaiian Construction Package Featuring:

- Hurricane Zone 3 Construction
- Roof Rafters 16" on Center
- Wolmanized Construction Lumber
- Treated Plywood Ridgebeams
- 24" Residential Eaves (Added On)

RENT TO OWN

Ali'i II 3bedroom/2bath

- If you've received letter that if you don't build you will "lose" your lot
 - If you're 75 or over
 - If you have Section 8 or other subsidies
 - If you've been turned down for all finance
- MAKE YOUR LAND YOUR HOME!!!**

"ON THE LIST"

BUY A HOME on PLAN-A-LAY-AWAY
\$1.00 holds your floor plan. Then open an IH A (Individual Housing Account) and begin saving your own TAX FREE home money. Deposit as little as \$5.00 a month.

When you receive the call to select your lot, present your PLAN-A-LAY-AWAY invoice to

- GET A LEASE
- ORDER YOUR HOME
- GOT THE LOAN

Listen to
"DIDJANO RADIO"
on KHVH 830AM
Sundays at NOON

NO MORE DENIAL!!!

SIX MODELS TO CHOOSE FROM

See us
every Monday
on K-5
at 1:30pm

Ka nūhou mai Alu Like

News from Alu Like

Entrepreneurship training program Winter/spring schedule

For Hawaiians interested in starting up or expanding a business, the Alu Like Business Development Center's Entrepreneurship Training (ETP) class schedule is as follows.

- Aug. 3 - Sept. 7 Hilo six-week course
- Aug. 6 - Sept. 17 Honolulu seven-week course
- Aug. 10 - Sept. 14 Kapolei six-week course
- Sept. 24 - Oct. 31 Honolulu six-week FASTTRACK course
- Sept. 21 - Workshop: So you're Going to Own a Restaurant (Honolulu)

The workshop will be held at Maunakea Marketplace and will run from 9 a.m. to 12 noon. Guest speakers from the restaurant industry will be featured.

The Honolulu ETP classes are two hours, 6 to 8 p.m., three times a week for seven weeks and are held at the Alu Like Business Development Center in the Maunakea Marketplace. The FASTTRACK Course runs for six weeks only. It is for individuals already operating a business.

The other classes will be conducted over a period of six consecutive Saturdays. Each class runs for six hours, 9 a.m. to 4 p.m. Locations for these classes are still pending.

Subjects covered are business attitudes, marketing, organization, financial management, business planning, and ongoing management.

Space is limited. For more information and applications call: O'ahu, 524-1225; Hilo, 961-2625; Maui, 242-9774; and Kaua'i, 245-8545

Computer Training

Alu Like's Hawai'i Computer Training Center (HI-CTC) has announced testing of applicants for admission into its next class. The class will begin Sept. 3, 1996 and conclude Dec. 13, 1996.

The next tests will be conducted August 2 and 9 at 1120 Maunakea St. Suite 200 from 8:30 a.m. to 1 p.m.

The next 15-week, tuition-free program runs from 8 a.m. - 4:30 p.m. daily starting in May. It includes all of the following:

Business mathematics/communications; Cortez Peters championship typing; Applied office technology; operations of the IBM PC word processing/spreadsheets/database; job readiness preparation; job placement assistance; Hawaiian culture awareness.

Anyone who could use this training, but can't afford it on his or her own should take advantage of this excellent opportunity to prepare for employment in the business world. Priority will be given to Hawaiians 18 years and older and those seeking entry level positions after completion of training.

For more information, please contact the Hawai'i Computer Training Center at 532-3655. Center hours are Monday through Friday, 8 a.m. to 4:30 p.m.

HI-CTC is having a lū'au on Saturday, July 27 from 1 p.m. to 4 p.m. at the Bishop Museum Great Lawn. Call 532-3655 for information.

'Ai pono, e ola

Eat right and live well

Diets don't work

(and what does work)

by Dr. Terry Shintani

Recently, in the New England Journal of Medicine, an article reviewing the long-term results of a number of weight loss programs indicated that after three years of follow-up, the rate of weight regain was rather dismal. They found that after three years, over 95 percent of people on weight reduction diets regained their weight. Other studies indicate that after 5 years, 99 percent regain their weight. These findings support statements made by obesity experts in 1993, at the International Congress on Obesity in Ghent Belgium,

We are eating refined and high fat food that actually winds up being too little food to naturally satisfy our hunger.

indicating that diets generally don't work. They even went on to say that dieting may even be a cause of obesity because of the "yo-yo" effect. Despite this information, dieting is a \$40 billion business which is a 33 percent increase from \$30 billion just four years ago. Meanwhile our nation continues to suffer a staggering toll in obesity and obesity-related disease.

What's wrong with dieting? I believe the problem is that for many years, scientists have looked at dieting so mechanically, that the initial approach has been to get people to eat less. The typical diet is one in which calories are restricted and portion sizes are smaller. When we eat fewer calories in this way, the problem is that we're ignoring one of the most important facets about dieting and that is a hunger drive. If we eat less food than we are supposed to eat then we remain hungry and our instinct is to eat that additional amount of food to fill our stomachs. The result is we end up eating less food but more calories.

In other words, the problem is not that we are eating too much food. The problem, instead is in that we are eating refined and high fat food that actually winds up being too little food to naturally satisfy our hunger. The underlying cause of obesity is the kind of food that we have been eating in America has been so refined down over the recent years that its less and less food even though its the same amount of calories or more. Then we have a paradoxical situation where we're eating less and less food. What I want people to do is change the type of food that they're eating so that they eat more food, but still weigh less.

How has our food changed over the years? What's different? There are three things that are remarkably different about our food supply today compared to what human beings have eaten for thousands of years. First, we're eating much much more animal products than we did in ancient times. Second, partly as a result of the high animal food intake, we're eating so much

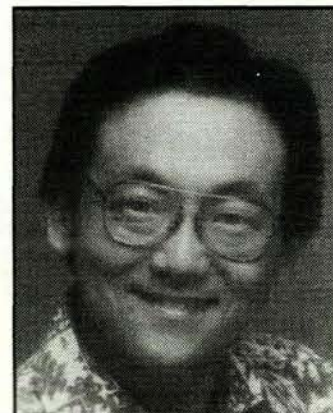
more in the way of fat. In the old days, if you compared traditional diets, they ran from around 10 percent fat. Today we're eating somewhere around 36 - 42 percent fat. It's almost a 400 percent increase in fat intake. And third, so much of our foods are refined. We eat white flour and sugar laded products by the ton.

What's wrong with these types of foods from the perspective of weight loss is the loss of the bulk value of the food. When foods are high in fat, they have a lot of calories for a little food. This is because fat has the most calories per weight of any food available at 9 calories per gram. When foods are refined down, the bulk is eliminated but the calories are generally kept. What happens in either case is that such foods occupy so little space in the stomach that you remain hungry and you want to eat some more. You simply try to fill your stomach but you wind up eating a lot of calories as a result. Let me give you a couple of examples. It takes only 1.4 pounds of sugar or 1.8 pounds of white flour to give you a whole day's calories. In order to get one day's worth of calories from poi, it takes 9.1 pounds of it. It takes over 12 cups of brown rice or 30 ears of corn to get one day's worth of calories. If you eat whole foods you have a much better chance of satisfying your hunger and losing weight at the same time. This is the basis of a diet that can help you lose weight without dieting.

What does work? A diet that is based on traditional eating patterns from cultures around the world that is high in bulk, high in unrefined foods, low in animal products, and low in fat (as low as 10 percent fat) can induce weight loss without calorie restriction. It is a diet that human beings all over the world have eaten for millennia and remained slim without counting a single calorie. You can do the same simply by changing the type of food you eat.

Next month, I'll talk about how your hunger system works and what can help satisfy it without making you fat.

For those readers on the mainland, I will be presenting this information in the Los Angeles area tentatively in the third week of September 1996. At that time, I will be presenting a half-day seminar on how to "Eat More, Weigh Less". If you want more information, please call Mr. Jack Ha'o at (808) 885-4389 or write PO Box 2677 Kamuela, HI 96743-2677.



OHA attends World Indigenous Peoples Conference

By Kelli Meskin

Representatives from OHA's Education division travelled to Albuquerque, New Mexico as hosts, and representatives of native Hawaiians, at the 1996 World Indigenous Peoples Conference: Education (WIPC:E) last June. The conference is held every three years and focuses on the educational rights of indigenous peoples around the world.

The hosts of this year's conference were the indigenous peoples of the United States: native Hawaiians, Alaskan Indians and Native American Indians. Members from Kamehameha Schools, UH Hilo and Alu Like also attended.

OHA representatives provided two

workshops at the conference. Kupuna Alaka'i Betty Jenkins and Kupuna Kako'o Nālehua Knox presented information on OHA's Kupuna program. Kamele Kapaona, a coordinator of OHA's 'Aha 'Ōpio gave a presentation on the leadership development program.

"'Aha 'Ōpio teaches kids to voice their opinions and to be heard, but first to listen and take everything in before they speak," Kapaona said. "Those are very well known Hawaiian values, ho'olohe, ho'omaka and 'imi na'au'ao."

Indigenous groups from Australia, Aotearoa (New Zealand), Canada and indigenous people from Costa Rica, Guatamala, Ghana and the Lapps people

(the reindeer herding people) who live in Russia, Norway and other nearby areas, attended the conference.

The theme of this year's conference — "Listen to the voices of the elders, the voices of the youth, the answers lie within us" — addressed the balance needed to participate in a non-indigenous society and still maintain one's cultural identity.

"We have the same social problems and the same education problems," said Kapaona, referring to the struggles of indigenous peoples throughout the world.

Because of these struggles and hardships, the National Organizing Committee of the 1993 WIPC:E organized a task force of indigenous people from different

countries who met in Coolangata, New South Wales. Together they drafted an international document on the educational rights of indigenous peoples called the Coolangata Statement.

The statement addresses the rights of indigenous people to establish their cultural values and philosophies through an educational format. The WIPC:E reviews different programs, tools and vehicles used by different cultures to incorporate their cultural ideologies in an educational manner.

This year was the fourth WIPC:E. Previous conference hosts were Canada, New Zealand and Australia. Hawai'i has been selected for the next conference site.

He mau hanana

A calendar of events

'Aukake

(August)

1 - 4 — Pacific Island Films A variety of Polynesian films. Thursday - *Pacific Diaries, The Samoan Heart, Happy Birthday Tūtū Ruth*; Friday - *Tala Pacifica, O Tamaiti* (both from New Zealand); Saturday - *Issues of Preserving Culture, Mauri*; Sunday - Selected works and Award Winners of the 3rd Annual Pacific Island Images Film Festival. Showings are at the UH Mānoa Art Bldg. Auditorium at 7:30 pm each night. \$4 general/\$3 students, senior citizens, UHM faculty and staff.

3 — Kaluaiko'olau A play telling the story of Kaluaiko'olau, a man who escaped exile to the peninsula of Kalaupapa with his family. The play is told in Hawaiian language and is \$5 pre-sale and \$7 at the door. The play shows on Kaua'i at the Kaua'i Community College Theater on Saturday, August 3, at 7 p.m. Tickets are sold at KCC theater box office, Miura's Store in Kapa'a, Deja Vu at Kūkui Grove and at Kana's in Hanapēpē.

3 — Hawaiian Health Fair Ke Ola Mamo will be holding its third annual community health fair at the center court of Windward Mall from 9 a.m. to 3 p.m. For more information call Ke Ola Mamo at 239-8661.

6-10 — Ho'omoana Kaiapuni Moloka'i A Hawaiian Language immersion camp for Adult Beginners on Moloka'i for five days. Experience Moloka'i in its mother tongue. Total cost for housing, air and ground transportation, meals, language classes and activities are estimated at \$800. For more information call 'Ahahui 'Ōlelo Hawai'i at 528-5453.

10 — Ka Himeni 'Ana 1996 will be held in the Hawai'i Theater on Saturday, at 8 p.m. Ka Himeni 'Ana is an unamplified Hawaiian music competition open to all amateurs and professionals. Tickets are \$6, \$8, and \$10. Organized by Unamplified Nahenahe Music. For more information call Marge Hansen at (808)842-1133.

10-11 — Aloha Festival '96 Operation 'Ohana will be registering native Hawaiians who bring a photo-copy of their birth certificate to the booth in OHA's ancestry enrollment program. The Aloha Festival will feature entertainment, food booths, arts and crafts, games and more. Located at Crissy Field, Presidio in San Francisco, California for both days. Admission is free, parking \$5. For more information call Roy Franco (510) 656-2310. For more information about Operation 'Ohana call Kimberly Kau at (808) 594-1960.

13 — O'ahu: Sacred Stones, Sacred Places is a photo exhibit on sacred heiau sites. Joe Singer, a photographer from Pittsburgh, Pa., and Jan Becket, a photographer for the book *He Alo A He Alo*, have taken photos of sacred stones and places, some over 1000 years old, to raise awareness of their priceless nature. *Pana O'ahu: Sacred Stones, Sacred Places* at Honolulu Academy of Arts will be on exhibit from August 13 through September 3.

11 — Art and Labor: Hawai'i's Labor Heritage Murals. A discussion of Honolulu's historically important labor heritage murals including Pablo O'Higgins mural, Jean Charlot mural and others. John Charlot, professor of religion at the University of Hawai'i Mānoa, will lead the

tour. The International Longshoremen and Warehousemen Union will provide bus transportation to murals. Pre-registration is required. Lecture is free, 2 pm - 5 pm. Meet at the Honolulu Academy of Arts.

16 and 17 — The 19th Annual Ho'ike, E Ho'omau ka Hā Hawai'i, for Kuhai Hālau o Kawaikapuokalani Pā 'Olapa Kahiko, Inc. under the direction of Kawaikapuokalani Hewett. Friday, Aug. 16, Del Beasley, Martin Pahinui, Kumu Hula Aloha Dalire, and Keolalaulani Hālau Olapa 'o Laka will perform on Saturday, Aug. 17, Genoa Keawe, Olomana and Theresa Bright will perform. The event will be held at the Castle High School Auditorium at 7 p.m. For ticket information call Auntie Alice Hewett at 259-9253 or the Ho'ike Hotline at 259-8612.

18 — Ki-Hō'alu (O'ahu style) The third concert in the 1996 series and one of the foremost slack key events of the year. Many of the islands' premier talents will highlight this annual celebration. At McCoy Pavilion at Ala Moana Park, from 4:30 p.m. - 9:30 p.m. Free. Donations of canned foods will go to Hawai'i Food Bank. Call Milton Lau for more information (808) 239-4366.

20 — After Dark in the Park Kīpuka Puau is an island of ancient forest surrounded by more recent lava flows from Mauna Loa. Naturalist and park cave management specialist Bobby Camara will present a slide program on the biology, geology and ethnobotany of Kīpuka Puau. This walk is sponsored by Hawai'i Volcanoes National Park and is free to the public. Meet at

the Kilauea Visitor Center Auditorium on Tuesday at 7 p.m.

23, 24 and 25 — Hawaiian Quilt Festival with Hawaiian quilt displays, lectures, quilting demonstrations, pattern tracing and "Hands-on" quilting. The festival will be held at the Neil S. Blaisdell Center - Hawai'i and Pikake rooms. The festival is \$5 each day from 9 a.m. - 4 p.m. Saturday the festival continues from 9 a.m. to 9 p.m. Friday, Aug. 23 is the *Preview Night*, from 5:30 - 9 p.m. Admission is \$15. The special Festival Package is \$20 and includes that evening, Saturday and Sunday.

25 — Kaho'olawe : Ke Aloha Kupa'a Ka 'Āina A traveling photography exhibit of the island of Kaho'olawe features contemporary images by photographers, Franco Salmoiraghi, Wayne Levin, David Ulrich and Rowland Reeve. The exhibit is on display free to the public at Windward Community College in the 'Iolani Gallery from 2 p.m. to 6 p.m. Tuesday through Saturday. The exhibit will end Aug. 31 and travel to the UH Hilo Tenth Annual Hawaiian Leadership Conference in October. For more information or to arrange an appointment with the gallery director Toni Martin at 235-1140.

Every Tuesday — Kama'ilio, Talk story in Hawaiian, at Ala Moana Park under the wiliwili trees from 3:30 pm to sunset. It's educational and free.

'Ohana Reunions

Nā 'ohana e ho'ohui 'ia ana



Akau (Adau-Tom) — The children of Joseph Akau (Adau-Tom) and Elizabeth Nuuhiwa Holualoa are having their 2nd 'ohana reunion on Saturday, August 31, (Labor Day Weekend) at Waimānalo Quarry Pavilion and camping at Waimānalo Beach Park from 9 a.m. - 4 p.m. The children of Joseph Akau Jr are. (James [Etta] Akau; Sarah [Joseph] Waialae; Sammuell [Nancy] Akau; Dora [Bill] Martinez; Lissy [Harvey] Griffin; Robert (deceased) [Lucy] Akau; Ethel [Jack] Kahili; Raymond [Alice] Akau; and Norman [Eleanor] Akau. We are in search of the descendants of these brothers and sisters. Please contact Kimo Kelii at 668-7650 or Gordon Akau at 668-2310 for reunion information. Contact Mae Kenter 696-9934 for genealogy book. Contact Steven Kahili at 668-4576 for treasurer information.

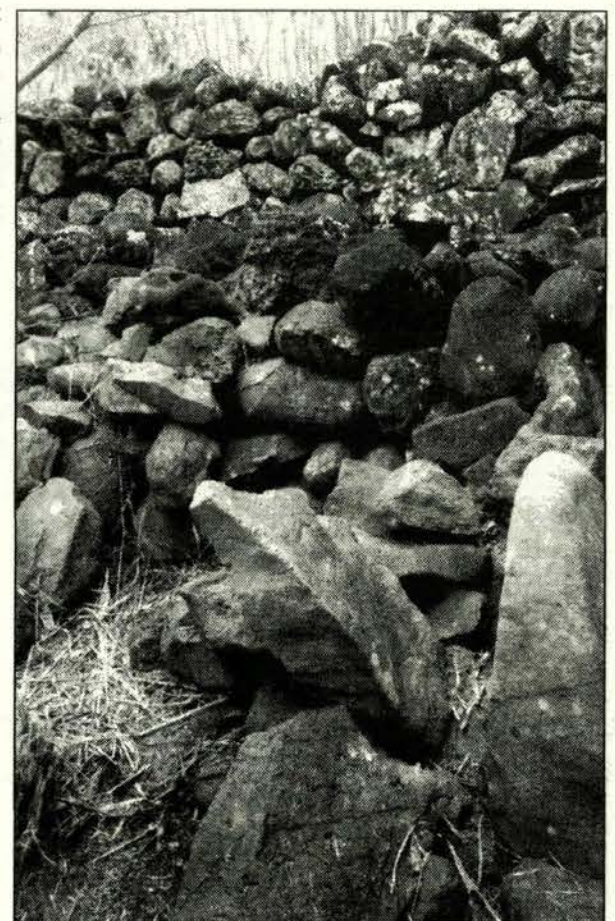
Wilhelm-Waha — The descendants of Rudolph Wilhelm (R.W.) and Kalama Waha are in the process of planning their family reunion for 1998, to be held on Moloka'i. Efforts are being made to contact descendants living in Hawai'i and on the Mainland, and to secure addresses. Quarterly newsletters are being sent to family members that have current addresses on file with the family. For more information, drop a note to the Meyer cousins at P.O. Box 276, Kaunakakai, Hawai'i, 96748.

Jones — The Jones 'ohana descends from a single family line made up of 21 brothers and sisters. It's a very close and strong family that has increased two-fold. We are

inviting friends of the Jones 'ohana to come and enjoy and fellowship with the 'ohana on August 17 at Kualoa Park in Kāne'ohe from 8 a.m. to 5 p.m. It's a potluck event and we look forward to this occasion. It will be a day filled with games, amateur hour, 'ohana storytelling, camping and "family togetherness."

Pepe'e-Kahawai — Descendants of Pepe'e (m) and Kaonohi Kahawai (w) who were married in 1891 on Moloka'i. They had 3 sons, who were all hanai: Joseph Kapiko Hulu Pepe'e married to Sarah Kahoilua, Abraham Kekauhane Pauole married to Maria Hoaeae and John Pua Spencer married to Annie Kaniho. Our 'ohana reunion will be on August 16, 17 and 18 in Mākaha at Auntie Lilia Spencer's home. Bring your genealogy to share. Contact Sandy Pepe'e at 456-8521 (R) or 523-4121 (B) and Rene'e Pepe'e at 677-7172 for more information.

Kaneakua — Joe and Philemena Kaneakua family reunion on the 9, 10, and 11 of August, Saturday the 10th being the most important date. At the Waimānalo Beach Park camp sites.



Kupopolu Heiau, Waialua District, from the *Pana O'ahu: Sacred Stones, Sacred Places* exhibit at the Academy of Arts Museum.

Photo by Jan Beckett

CLASSIFIEDS

Kūka'a lauhala, top grade, 100 leaf roll, \$30; Plain tapa, handmade, approx. 2.5 feet x 12 feet, \$35; phone (808) 737-5442. Leave message, mahalo!

Five acre fenced farm lot. Has water. Kamuela near town. 55,000. 885-7690. **10 acre ag lot.** Dryer side. Mana, Kamuela. Sell or trade. 885-0411.

Opihis from Big Island for weddings, graduation luaus, Mainland friend's etc. Fresh, frozen. \$189 per gallon. \$99 half gallon. To order call (808) 262-7887.



Kamehameha Schools

is now accepting
applications

for the 1997-98 school year
for kindergarten and grades 4, 7 and 9.

***The application deadline is
November 1, 1996.***

Kindergarten age requirements:
Boys must be born between July 1, 1991
and June 30, 1992. Girls must be born
between Oct. 1, 1991 and Sept. 30, 1992.


For applications and information
call 842-8800.

Financial aid is available.



KAMEHAMEHA SCHOOLS
BERNICE PAU'AHU BISHOP ESTATE

*KSBE's policy to give preference to
Hawaiians as permitted by law has been
ruled non-discriminatory by the IRS.*



Ka Wai Ola O OHA, Office of Hawaiian
711 Kapi'olani Blvd., Suite 500
Honolulu, Hawaii 96813-5249