

# CONNECTIONS

"OUR BUSINESS IS MAUI BUSINESS"

MAUI CHAMBER OF COMMERCE SPRING ISSUE VOLUME 76

## From Farm to Table: Aloha Friday Farmers Market

Sky Barnhart

For Maui chefs, Aloha Friday means grabbing a cup of coffee, having a bite to eat, talking to some old friends—and then buying enough fresh island-grown produce to create amazing dishes for your restaurant.

At least that's the tradition that organizers and sponsors of the new Aloha Friday Farmers Market at the Maui Culinary Academy are hoping to start when the market opens April 1.

"Restaurants and farmers are forming alliances and partnerships," says Chef Bobby Santos, Maui Culinary Academy program coordinator. "It's a trend of the times for people to want to know what they're eating and where it was grown."

The farmers market is the first project of the newly formed Maui AgMarketing Coalition. An increasing need to focus on Maui products, rather than importing more than 90 percent of the calories consumed here, as David Cole has said, was the push behind the coalition's formation.



The Aloha Friday Farmers Market is the first project of the newly formed Maui AgMarketing Coalition.

As a nonprofit organization housed within the Maui Chamber of Commerce, the coalition involves the Made in Maui Trade Association, the Maui County Farm Bureau and member commodity groups, the Maui Flower Growers Association, the Maui Culinary Academy, Maui Community

The Culinary Academy will draw weekly from the farmers market to create innovative, all-Maui, breakfast and lunch dishes for tasting and sale. "We're all excited about having the farmers market here on the campus and especially next to our culinary facility," Santos says. "I believe it will serve to underscore the alliance that farmers have with chefs, and we hope the students will absorb this into their thinking."

"Executive Farmer in Charge" Thomas Kafsack of Surfing Goat Dairy sees the market as providing a vital connection. "It will be a major outlet for a lot of farmers and will promote Maui products," he says. "The restaurants are more and more interested in buying local stuff, even if it's a little more expensive. A salad grown here is much better than a salad brought in from California or Mexico—it has more nutrients, and it's what tourists are expecting."

Kafsack says many of Maui's small farmers are thrilled about the market. "The way we are setting it up, it creates a chance for farmers who don't have time or can't afford to pay booth fees to bring their stuff to the market. We have lots of very small organic farmers who can sell through the Farm Bureau outlet booth."

Kafsack leads a board of advisors

“ . . . a place to meet, a place to buy, a place to come and learn ”

College, and the County of Maui Office of Economic Development. Private business sponsors include Surfing Goat Dairy, HC&S, Paradise Flower Farms, AdVentures Hawai'i, TS Restaurants, Double Entendre Design and Maui Oma Coffee.

It's all about promoting Maui ag, says Steve Rose, executive director of the Maui AgMarketing Coalition. "We're looking for tie-in sponsorships with local businesses. We want to make it an inclusive community event. There's a sponsorship and a tie-in for any Maui business." Rose says a sponsor is also needed for a truck and driver to bring in fresh flowers and produce from Hana.



STEVE HOLADAY

### CHAIRMAN'S REPORT

White beaches, green fields, beautiful mountains... Maui-scapes which we all treasure and proudly call our own. Agriculture is a major component of the green fields that we often take for granted. The Maui Chamber of Commerce in conjunction with the Maui County Farm Bureau, County of Maui, Maui Community College and other agricultural organizations has created a venue by which we can all become involved in protecting and revitalizing the County's agricultural industry.

April 1 will be the premiere of the Aloha Friday Farmers Market program at the Maui Culinary Academy. The chefs at the culinary center will create gourmet delights using locally grown items, while farmers and ranchers will offer their farm-fresh goods to the public. This program will serve as the means to cement an enduring relationship of reciprocity and mutual well-being between agriculture and the Maui community.

As the caretakers of many of Maui's open spaces, farmers play an important role in preserving our precious environment, as well as supporting our visitor industry. What would Maui look like without its waving green fields of cane, lush pastures, fields of pineapple, vegetables and flowers?

But Mother Nature creates unique challenges for our farmers and ranchers on island communities. Rains at the wrong time can mean loss of crops and pastures, leaving vendors high and dry, while good weather

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# Businesses Invited to Support Military

Our military personnel and their families make extremely important contributions to our community. As a way of recognizing these contributions, the County of Maui's Office of Economic Development is overseeing the Mayor's Military Appreciation Program, which was implemented on Dec. 1, 2004.

All Maui, Moloka'i and Lana'i businesses are invited and encouraged to participate and are free to design and track their own discounts and incentive programs.

It costs nothing to join, as military and their immediate families already retain a special military family identification card, and the benefits

are many:

- ❶ The potential of increasing your customer base, including military and their families visiting our islands.
- ❷ Community recognition in publications such as: *The Maui News*, *Maui Weekly*, Moloka'i Chamber of Commerce's *News Scoop* Newsletter, *The Filipino Summit*, *Fil-Am News*, as well as the County of Maui Employee Newsletter, *The High Street Journal*, which is distributed to over 2,000 employees. Your business will also be recognized by the Maui Chamber of Commerce to its 800-plus members, and by

the Lana'i Chamber of Commerce to its members.

- ❸ Preferred advertising rates in publications such as *The Maui News*, *Maui Weekly*, *The Filipino Summit* and *Fil-Am News* (as long as at least 25 percent of the ad space announces your participation in the program).
- ❹ The knowledge that your business is making a meaningful contribution to our military community.
- ❺ A window decal publicizing your company's support for the military and participation in the Mayor's Military Appreciation Program.


I am very grateful to the nearly 70 businesses on Maui, Moloka'i and



ALAN ARAKAWA


Lana'i that are currently participating in the program. They range from restaurants and hotels to accounting firms and small retail shops. Thanks also to Lynne Woods of the Maui Chamber of Commerce for her support and promotion of this program.

For more information, please contact the Office of Economic Development at 270-7710. Thank you in advance for your help and participation. ■



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## Chairman

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results in a bounty far beyond market demand.

The marriage between the farmers market and the community will be beneficial in many ways. Greater awareness of "buying local," learning to use local products in new and exciting ways, creating a consistent demand and using the bounty during peak production can help

agriculture improve its bottom line and thereby keep those fields of green.

HC&S is proud to be a sponsor of this important initiative. However, the program still needs sponsors, so we encourage you to sign on to support this effort to bring Maui's agriculture to the community. ■




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# President's Column

Legislative session again, and your Chamber is in the thick of it. Small business set-asides, utilization as subcontractors; reforming the Hawai'i workers' compensation system; Hawai'i Employers Tax Relief Act of 2005 from Hawai'i's unemployment insurance system; a small business bill of rights; license of out-of-state accountants to perform services without permanent residence, as well as outsourcing accounting services to other countries; and enterprise zones for agriculture entities—and those are only a few pro-business and anti-business bills being introduced.

Our Government Action Committee is extending invitations to our elected officials to visit with us during their recess in early March to talk about their efforts on our behalf. We will notify you of the date.

At the County level, we are awaiting the Mayor's budget presentation to the County Council in early March. We are expecting increases

in sewer and water fees, as the Mayor would like to see these departments working toward financial independence from the general fund. As businesses, we know the costs have been increasing rapidly, and this is the same for government.

The Chamber will be supporting the funding of the Maui Visitors Bureau, Maui Economic Development Board, and the Maui County Farm Bureau as the resulting funding is used as matching funds or incentive for programs bringing millions of dollars to Maui County.

Outside of the budget, we

are still working on the Outdoor Lighting Ordinance, the Short-term Vacation Rental Ordinance, and permitting of Bed and Breakfasts. So you can see that your Chamber is very busy on the advocacy front.

We have applied for our building permit for our new location at the Kele Plaza in Kahului (in the same building as Denny's). After four vis-



LYNNE WOODS

its to the Planning Department, we had our application accepted and are now meeting additional requirements. We hope to begin renovations mid-March. I hope I am not being too optimistic here. We are receiving contributions toward the cost of this build-out, as moving was not planned nor in our budget. We are so grateful for the contributions and will be appropriately thanking all when we hold our grand opening and blessing.

I hope you have seen our Web site; if not, go to [www.mauichamber.com](http://www.mauichamber.com). Mark Givensel of Third Wave Business Services has done a remarkable job. We are currently working on a page for the wedding industry and hope to have it active in mid-March. Check out the site and see how it is directed at making your business grow. ■



**Golf, Maui Chamber Style**

Fore! Calling all Tiger Woods! The much-talked-about Maui Chamber of Commerce Annual Golf Tournament and Gala is back for 2005.

Touted as the "ultimate" Maui golf tournament experience, the event will be hosted at The Dunes at Maui Lani Golf Course on Friday, May 6. The tournament will begin with a shotgun start at 12:30 p.m.

Golfers, duffers and non-players can all enjoy the day, whether golfing on the green or observing the event while socializing with other Chamber members.

Many levels of sponsorships are still available for this popular event, as well as opportunities to donate prizes and auction items. There are also volunteer opportunities to help out during the day's activities. Your participation makes all the difference!

Golfers are encouraged to sign up well in advance to ensure a space. But even if you don't play golf, this is one event you won't want to miss!

To sign up, or for more information about sponsorships, call Stacie Thorlaxson at 269-0145, or send e-mail to [stacie@mauichamber.com](mailto:stacie@mauichamber.com). ■

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**THE CHAMBER'S MISSION**

The Chamber is dedicated to advancing and promoting the economic well-being of business and encouraging responsible government, while retaining Maui's unique attributes.

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**MAUI CHAMBER OF COMMERCE MEETINGS FOR 2005**

Meetings held monthly and at the Chamber, unless specified.

**Westside Committee (Westside)**  
 1st Wed. held at Lahina Restoration Foundation  
 (8:00am)

**Government Action Committee (GAC)**  
 1st Thurs. (12pm)

**Business & Education (BEC)**  
 2nd Fri. (12pm)

**Executive Committee**  
 3rd Tues. (11:30am)

**Board of Directors (BOD)**  
 4th Tues. every month,  
 held at the Dunes at Maui Lani (11:30am)

**Marketing Committee - (TBA)**

**Made In Maui (MIM) - (TBA)**

**COMPAC - (TBA)**

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# A Tradition of Hard Work

Sky Barnhart

*Albert and Jean Yoshimura of Yoshimura Jewelers in Lahaina have been Chamber members for more than 25 years.*

Back in 1934, Yoshimura Jewelers opened its doors on a much quieter Front Street in Lahaina.

Now, more than 70 years later, Albert Yoshimura and his wife Jean still run Yoshimura Jewelers in the Maui Marriott at Ka'anapali.

The koa wood cases display rows of sparkling rings, earrings, bracelets and watches. Hawaiian heirloom jewelry fills another cabinet. Polishing a platinum engagement ring, Albert describes jewelry as "a tough business."

"It's not like food, where everybody has to buy it," he says. "Not everybody has to buy jewelry."

Young Albert was 14 when his father died and his mother, Masayo, took over operations of the Front Street store. Albert remembers that his mother never took a day off. "I remember asking her, 'Mom, you work every day. Why don't you let me work this weekend, and you take a few days off?' She said no."

After Albert moved the store to its current location at the Marriott, Masayo continued to work there until she was 87. "She loved talking to the tourists who came in," Albert says. "Once the customers met her, they would always come back."

Married for almost 46 years, Albert and Jean carry on the family tradition of hard work. They are at the store seven days a week from opening to closing, and they would have it no other way.

"Service is the most important thing in business," Albert says. He does everything from watch repair and battery changing to jewelry sales and service. Once a year, he travels to Las Vegas to attend the jewelry show and find out what's new in the market. "The style changes year after year," Albert says. "A certain ring can be made 20 different ways."

The Yoshimuras have been members of the Chamber of Commerce for more than 25 years.

Things are different now, to say the least, than when Yoshimura Jewelers first opened. "Everything is credit cards now, no cash, not even travelers' checks anymore," Albert says. "In the '70s, you could open any business and make money. Not today. Today, you gotta know what you're doing."

It remains to be seen whether the family tradition will continue. The Yoshimuras' son has been helping out at the store. "He's learning," his father says. "If he wants the business someday, it's his." ■



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# Initiatives to Invest in Hawai'i's Future



LINDA LINGLE

*Aloha!*

It is my pleasure to address our residents on the beautiful island of Maui.

The 2005 session of the Hawai'i State Legislature offers many exciting opportunities to improve the lives of our people, and I welcome your suggestions and assistance over the next month. It is my hope that as I share the activities and achievements of my administration with you, that you will also share your ideas and suggestions as well.

“  
... lower the cost of living by cutting taxes, creating more affordable housing, assisting our homeless population and helping businesses and consumers.”

into the following themes: lowering the cost of living, protecting residents and visitors, helping keiki and kupuna, sustaining integrity in government, and investing in Hawai'i's future. In this column, I will focus on ways to lower the cost of living by cutting taxes, creating more affordable housing, assisting our homeless population and helping businesses and consumers.

While many residents are prospering in our improved economy, others are having a difficult time paying for basic necessities such as shelter, food and medical care. My administration wants to help lower-income earners by raising the standard income tax deduction and thus increasing their take-home pay. If the legislature approves this bill, more than 27,000 tax filers would no longer need to file state returns, and 78,000 filers would see their taxes reduced.

We also want to lower taxes for residents earning \$40,000 or less by providing a credit for purchases of food, medical services and non-prescription medicines. In addition, we are working to increase direct cash flow to the less fortunate by using federal funds from the Temporary Assistance for Needy Families program.

Hawai'i is facing a serious shortage of affordable housing, which is a key factor in homelessness. We want to ease this problem by: streamlining the government approval process for affordable

housing projects, offering tax incentives to developers, and providing surplus state lands to developers and nonprofit organizations for construction of affordable rental units.

We also want to lower construction costs, grant developers a tax credit for affordable housing projects, and allocate \$10 million annually to the Department of Hawaiian Home Lands to develop more housing units for Native Hawaiians.

To improve the economic climate for businesses and consumers, we propose lowering fees for professional licenses, eliminating deadlines for retrieving unclaimed property, providing compensation for victims of insurance fraud, and allowing victims of identity theft to “freeze” access to credit reports. In addition, we want cable television customers and health insurance subscribers to receive rebates when appropriate.

I am optimistic about what we

can accomplish in 2005 and beyond. I hope you will become a part of the many exciting opportunities to lower the cost of living for our residents and improve the overall quality of life for all the people of Hawai'i.

Please visit my Web site ([www.hawaii.gov/gov](http://www.hawaii.gov/gov)) for additional information about these initiatives, and contact your legislators if you believe these proposals should win approval. I also encourage you to e-mail me your questions and suggestions at [Governor.Lingle@hawaii.gov](mailto:Governor.Lingle@hawaii.gov). I hope to hear from you soon. *Mahalo for reading this column!* ■

My administration has developed detailed, common sense initiatives that build on our progress in the first two years, such as promoting economic growth, reducing crime and substance abuse, protecting Hawai'i's unique and fragile environment, improving public education, strengthening homeland security, and expanding healthcare coverage for needy individuals and families.

Looking ahead, my administration will continue working closely with the federal government, state legislature, cities and counties, private and nonprofit sectors, and the general public on numerous initiatives.

These measures can be grouped

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**17 YEARS**  
Avis Rent A Car System  
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**16 YEARS**  
Elite Properties Unlimited, Inc.  
Hirose,Kato & Co.,LLP

**15 YEARS**  
Maui Marble & Granite, Inc.

**14 YEARS**  
Maui Visitors Bureau  
Valley Isle Appraisal Company

**13 YEARS**  
EPC Inc. dba Servpro of Maui  
Poli's Mexican Restaurant

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Maui Mountain Cruisers

**6 YEARS**  
Noguchi & Associates, Inc.  
Sun Tee's Hawaii

**5 YEARS**  
Able Mailing Services, Inc.  
Marco's Grill & Deli  
Maui Memorial Medical Center  
Foundation  
Maui Weddings From the Heart  
UFO Parasail of Hawaii

**4 YEARS**  
Blue Ginger  
City Bank-Kahului  
Doctors on Call

**3 YEARS**  
First Hawaiian Bank - Napili  
Haleakala Publishing Co., Ltd.  
dba The Maui Register  
Hula Cookies  
Kihei-Wailea Medical Center  
Maui Pineapple Company, Ltd.

**2 YEARS**  
American Savings Bank  
American Savings Bank - Wailuku  
American Savings Bank -  
Kahului Walmart  
American Savings Bank-Lahaina  
American Savings Bank-Queen  
Kaahumanu Center  
American Savings Bank -  
Wailuku Sack 'n Save  
Destination Maui Inc.  
Hawaii Liquor Superstore  
Joy Restoration Int'l.  
St. John Marketing  
Sterling Capital Mortgage

**1 YEAR**  
Aloha Plastic Recycling, Inc.  
Blitz, The  
Clif Council, PGA-"Maui Golf Shop"  
Dream Makers Foundation  
Fidelity National Title  
Ilima's Nail Salon

**1 YEAR**  
Kapalua Bay Hotel  
Krispy Kreme  
Learning Solutions  
Luana Spa Retreat  
Platinum Group, The  
Prudential Locations Property  
Management  
Scuba Shack  
Sol / Luna Yoga Studio  
Stanfield's West Maui Floral  
West Maui Sports & Fishing Supply

JAN 2005

**27 YEARS**  
Helen Christman

**21 YEARS**  
Maui Plant Rentals

**20 YEARS**  
Carpet Care  
Eugene F. Simon, Inc.  
Niwao & Roberts, CPAs,  
A Professional Corp.

**18 YEARS**  
Maui Arts & Cultural Center

**16 YEARS**  
Gammie Homecare Inc.  
Hawaii Grower Products, Inc.  
Mortgage Store, Inc., The

**15 YEARS**  
Maui Marriott Resort & Ocean Club

**14 YEARS**  
Grace Church  
Munekio & Hiraga, Inc.  
Rainbow Attic, The

**13 YEARS**  
Howard G. Barbarosh, M.D.

**12 YEARS**  
Akaku: Maui Community Television  
Chris Hart & Partners, Inc. Landscape  
Maui Coast Hotel  
Ritz-Carlton Kapalua, The

**11 YEARS**  
Bulletin Publishing Company

SEE RENEWALS  
PAGE 8

JOIN THE CHAMBER

TODAY

Yes, I want to invest in the Chamber and help it to be an even stronger organization. My investment is enclosed.

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Primary Contact Name & Title: \_\_\_\_\_

Other Contacts (max. 3): \_\_\_\_\_

GET or Fed. I.D. # \_\_\_\_\_ No. of Employees: \_\_\_\_\_

Type of Business (Yellow Pages Classification): \_\_\_\_\_

Primary Reason for Joining: \_\_\_\_\_

What do you expect from your membership: \_\_\_\_\_

Dues Computation. Membership is based upon a fair-share investment. The base rate is \$258.50 for up to five employees. For companies with over 5 employees, multiply \$9.10 times the number of employees over the base of 5. For example: Base = \$258.50 + \$63.70 (7 employees X \$9.10) + \$30 administration fee = \$352.20 total membership due.

_____ - Base Rate	<b>Method of Payment:</b>
_____ + Additional Employees	_____ Check _____ Visa/MasterCard/AMEX
_____ \$30.00 + Administrative Fee	Card No. _____
_____ = Total Membership Investment	Expiration Date: _____

Signature: \_\_\_\_\_  
The Maui Chamber of Commerce is a nonpartisan, nonsectarian organization, serving as an effective voice for business on legislative, business, social, governmental and community issues. This application for membership will be in effect for one year and will be renewed yearly unless written notice is received prior to billing date. Your investment is deductible as a business expense and is non-refundable.

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**Paul Felix**, branch manager of American Savings Bank in Kahului, and **Debbie Cabebe**, human resources director at Maui Economic Opportunity, Inc. teach a class on "Performance Reviews."

## Nuts & Bolts

Even the most powerful and sophisticated machinery would fall apart without all the little nuts and bolts that hold it together.

In partnership with American Savings Bank in Kahului, the Chamber of Commerce is helping Maui entrepreneurs to tighten all the nuts and bolts that ensure your business machinery runs smoothly. The series

under-  
way.

With classes on cash flow management, collections and receivables, leases and liabilities, negotiations and budgets, this segment imparts all the dollars and sense of running a business. Instructors include Sharron Courter and Grant Howe.

The third segment, with a focus on Marketing, begins on March 31. Topics include marketing plans, advertising budgets, goal setting, and branding strategies, taught by instructors such as Darlis and Daniel Smith, Susan Hernandez, Michael Moore, Saedene Yee-Ota and Lynne Woods.

Woods, president of the Maui Chamber of Commerce, taught the first class on "Interviewing Techniques/How to Hire and Keep Employees." "I think everyone was able to walk away with some very important knowledge," Woods says. "This entire series is extremely valuable for anyone trying to build and improve a business, whether they're just starting out or have been in business for years."

The Nuts & Bolts series is a product of the Maui Chamber of Commerce's Business Education Committee. The cost per class is \$5 for members and \$10 for non-members.

To ensure your business has all the essential nuts and bolts, reserve your space now. Call the Maui Chamber of Commerce at 871-7711. ■

"... extremely valuable for anyone trying to build and improve a business..."

- LYNNE WOODS

of classes covers a variety of essential business principles, with valuable instruction and guidance from members of the Maui business community who are experts in their fields.

The series began on Jan. 27, but it's not too late to take advantage of this one-of-a-kind opportunity. Classes run through the end of April, and are held every Thursday afternoon from 11:30 a.m. to 1 p.m. at American Savings Bank on Pu'unene in Kahului. Attendees are encouraged to bring a lunch.

The second segment focusing on Financial Management is currently



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## Market

FROM PAGE 1

All kinds of special events are planned for the Aloha Friday Farmers Market.



from the farming and restaurant industries that will set rules and make recommendations. "We've set this up to have a very close connection to food suppliers, restaurants, flower growers, the farm bureau and the media, so everyone from each layer is participating," Kafsack says. "We want to do it right... from the beginning."

The Aloha Friday Farmers Market will be many things to many people: a place to meet, a place to buy, a place to come and learn. "What do you do with taro besides make poi?" Rose asks. "You can find that out here while you enjoy a Made in Maui taro burger."

Entertainment, door prizes, informational talks, demonstrations and other special events are planned for the market, including a Chef's Challenge with celebrity chefs and culinary students. The market will run from 7 a.m. to 1 p.m. every

Friday, beginning April 1. "For everybody living on Maui or visiting, it's a great chance to get breakfast or lunch, and to see what you can do with this wonderful produce," Kafsack says.

For more information or to become a sponsor, call Darlis Smith, market manager, at 268-FARM (3276). ■

"... a great chance to get breakfast or lunch..."

- THOMAS KAFSACK



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# A Voice from the Other Side

Robert J. Filippi

It's a new year with all the hopes of a new beginning and the realization of tribulations yet to occur. We in Hana may be more in tune with that reality than others. We hope the coming year will visit upon us enlightened development and land use that will preserve the 'aina and special way of life. All the while, we grieve over the Southeast Asia tsunami victims and recognize how vulnerable we are, having suffered a tsunami in the not-so-distant past.

On Jan. 29, a fundraiser for the tsunami victims was held in Hana at a private home in Maka'ala'e, just east of Hamoa Beach. The organizers of the event were Chris Harrington and Pranee Collins; also helping a great deal was Leokane Pryor.

The event raised over \$15,000 for tsunami victims. The event featured Thai cuisine, and Mana Foods donated most of the ingredients. There was entertainment by Hana residents including Pryor, Brian Keeney, Kris Kristofferson, the J.C. Tolentino ohana, the Tahiva ohana, Boom Boom Helekahi and many others.

I have been asked to continue with the tsunami disaster relief by

members of the Hana business community, including members of the Hana District Committee for the Maui Chamber of Commerce. The relief is to take the form of establishing a sister community in one of the impacted areas, so that donations from the business community can be directly given to that community for relief. Any input would be appreciated.

On Feb. 2, a meeting of some of the Hana community leaders was held to prepare a questionnaire to go out to each P.O. Box holder and R.T. address to determine what the people of Hana believe would be



*Even in paradise: tsunami relief efforts, development concerns, and a dogfight over air services.*

the best direction for community development. The concerns are that the Hana Ranch Partners, who claim ownership to most of the developable land in Hana, have not been forthcoming with their vision of Hana as a community. It is hoped the questionnaire will assist them in future development plans.

Also, worthy of some note is the virtual dogfight we are experiencing

over who, if any, entity will be the Hana Essential Air Services (EAS) air carrier. Initially those of us with e-mail were amused to see a battle of words between Pacific Wings, our current EAS carrier, and the Hotel Hana Maui. Shortly thereafter, a new kid on the block arrived wanting to vie for the EAS carrier grants and be the Hana air carrier. The new kid is Vision Air out of Las Vegas, who will partner with Air Moloka'i in attempting to secure the EAS grant. At stake is a multi-million-dollar grant for the prevailing carrier.

Currently, Vision Air operates a tour flight of the Grand Canyon. Last year, they flew 160,000 passengers.

It is Vision Air's marketing plan to market their flights from Honolulu and Kahului to their Japanese customers for day trips to Hana and back. They also plan to have a tour van for travel in or out of Hana, with some seats reserved for Hana residents.

In a broadcast e-mail, Pacific Wings questioned the bona fides of Vision Air. They raised some safety problems with one of their planes (the 19-seat Dornier Aircraft) and pointed out that Vision Air does not have a license to act as an air carrier selling tickets to potential passengers. Prior to the e-mail, Vision Air held a town meeting in Hana on Jan. 25, at which it disclosed it was not a licensed air carrier, but that its license was pending, and it was assured by the Department of Transportation that it would be qualified to act as a carrier should it win the EAS grant. ■

## Renewals

FROM PAGE 6

JAN 2005

### 11 YEARS

Maui Suncoast Realty  
Pacific Dive  
University of Phoenix,  
Maui Campus  
White Orchid Wedding,  
Inc., A

### 10 YEARS

Borthwick/Norman's  
Mortuary/Valley Isle  
Costco Wholesale

### 9 YEARS

"Be Married on Maui"  
Maui Gateway  
Maui United Way  
Napili Kai Beach Resort

### 7 YEARS

Morikawa & Associates,  
LLC  
Pali Uli Press

### 6 YEARS

Friends of Moku'ula Inc.  
Royal Sedan & Taxi  
Service  
Tihati Productions Ltd.  
West Maui Taxpayers  
Assoc.  
Youth for Environmental  
Service

### 5 YEARS

Better Business Bureau of  
Hawaii, Inc.  
Island Wedding Memories  
Kilakila Employment  
Services

### 4 YEARS

Ad Ventures Hawaii LLC  
Hawaiian Herbal  
Blessings, Inc.  
LAWANET, INC

### 3 YEARS

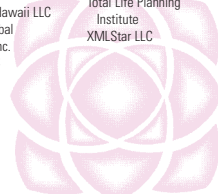
Adventure in Paradise  
Edward E. Wallace  
HawaiiBusiness  
JD Warren Associates LLC  
Pacific Machinery  
Paragon Sailing Charters,  
Maui & Lanai  
Rico's Ceramic Tile

### 2 YEARS

Jon B. Cheatham, CPA,  
LLC  
Mold Services Group  
Patrick L. Ing, CPA Inc.  
Ruby's Diner Hawaii LLC  
Sun Dance Dry Carpet  
Cleaning  
The Vernon Company  
Tiffany & Co.  
Whelchel Associates

### 1 YEAR

Beyond Personal Training  
CJ's Deli & Diner LLC  
Coffee Partners Hawaii  
Embassy Vacation Resort,  
Kaanapali Beach  
Dr. Brendan Krause Inc.  
George Nunes/Coldwell  
Banker  
Harbor Motors, LLC  
Key to Life Chiropractic,  
Inc.  
Kiwi Car Care  
Legendary Adventures Inc.  
Maui Culinary Academy  
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