

MAUI'S CAR INDUSTRY IS RED-HOT!

By Lynne Woods

Our industry focus member in this issue is Jim Falk. Most people in our community have heard his name, and many of them drive the products he sells, Ford, Lincoln-Mercury, Isuzu, and lately General Motor and Nissan. Jim purchased Valley Isle Motors in 1985 and recently purchased from the Cutter group Chevrolet, Pontiac, GMC Trucks, Cadillac, Buick and Nissan. He also owns the Lexus dealership in Beverly Hills CA.



JIM FALK, PRESIDENT OF VALLEY ISLE MOTORS, LTD.

We visited with Jim this month and talked of his business, his marketing efforts and his plans for growth here on Maui. Valley Isle Motors, Ltd. and Jim Falk Motors of Maui dominate market share on the island. He feels this is due to the great value of new Ford, Nissan and GM products, the terrific people employed at the dealerships and the number one seller being the Ford trucks. The new addition to the Ford line will be the part electric, part gasoline Ford Escape Hybrid and Jim is sure they will sell them faster than he can ship them in. Valley Isle Motors' growth will coincide with the growth of Maui, good business planning, and creating competition between his locations, which is healthy for his company and for the industry.

Our conversation got around to marketing and I was curious about his advertising philosophy. In a nut shell, "I want to be your car dealer for life." You can

buy a car from Valley Isle Motors and Jim Falk Motors of Maui with no credit history, and no interest loans. Jim believes that being the leader in customer satisfaction leads to success. All our employee's feel that their care of the customer is our #1 priority. The advertising for his company has had a softer, warmer approach as of late, but Jim indicated that he will soon be presenting a stronger sell theme in his upcoming marketing campaigns.

When I asked Jim if his sales were being affected by the current high gas prices, he said people are not shocked anymore by high gas prices, there will always be spikes in the fuel market, but if you compare what people are willing to pay for bottled water, then the price of gas represents not a great difference in their purchasing decisions.

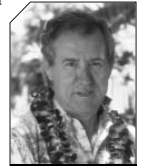
The Maui Chamber of Commerce knows Jim as a generous member of our community. He was named Entrepreneur of the Year last year and he believes the integrity of his business and the generosity to the community were contributing factors. Jim encourages his managers and employees to reach out to the community and play active roles where needed. Our organization has benefited from his generosity and we say MAHALO for his participation in our organization and MAHALO on behalf of Maui County for his participation in our community.

CHAIRMAN'S REPORT

WELCOME OUR NEW CHAMBER CHAIRMAN

By Lynne Woods

As our newsletter goes to the publisher a number of weeks before it is mailed, we thought we would present to you our new Chairman, instead of asking him to write his first column before he assumes the position. Our Chairman for 2004-2005 is Stephen Holaday, plantation general manager of Hawaiian Commercial & Sugar Company. Stephen is also responsible for A&B's coffee plantation on Kauai and trucking operations on Maui and Kauai.



STEPHEN HOLADAY

Our Chairman joined A&B in January 1983 as Controller, and was named Vice-President and assigned the additional duties of treasurer in June 1984.

Three years later, he was appointed Chief Financial Officer, and within months, Senior Vice President. The appointment to General Manager of HC&S came in January 1997.

Stephen has served on the Board of Directors for this Chamber for the majority of the time he has been with HC&S, and joined our Executive Committee two years ago. During this time, I noticed that he disappeared every six months or so, and being the curious person I am, I enquired and found that he journeys back to Iowa to ride a large tractor on his family farm.

Although Stephen knows his way around large organizations and large financial statements, he still loves the dirt and the farm.

With his master's degree in Business Administration and his farm experience, Stephen brings new ideas to our organization. A new partnership with our agriculture community will change the attitude that "agriculture on Maui is dying" and will help to introduce diversity and economic growth to our farming industry.

We welcome Stephen as our Chairman of the Board and the staff looks forward to an exciting year for its membership.

New Ocean Center offers Meeting Space for Groups and Business

MA'ALAEA (MAUI), HI --

Looking for a bright, appealing and attractive place for your next group meeting or function? Check out the new Ocean Science Discovery Center overlooking Ma'alaea Harbor. There is a wall of windows with fantastic harbor views, a shaded lanai with picnic tables, and eye-catching artwork of graceful whales, dolphins, sea turtles and other marine life "swimming" across the floor. This new modern facility provides an inspiring venue for meetings, presentations and gatherings.

The new air-conditioned facility can accommodate groups of up to 96 people. A retractable sound proof center-wall divider lets you separate the facility into two meeting rooms or use it as one big space. There is a new computerized audiovisual system with a ceiling-mounted LCD projector, 8 foot wall screen, plus a sound mixing board with amp and speakers, that provide the capability for dynamic DVD, video (VHS) or computer PowerPoint presentations. There's

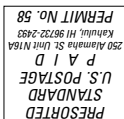
SEE OCEAN CENTER ■ PAGE 4

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Stabilized Water Resources Vital to Maui's Economy

Aloha kakou,

Thank you for this opportunity to discuss another of the very clear directions our Administration is headed by moving Maui County ever closer to the realization of a solid, healthy and sustainable business and environmental climate: water.

It is a policy of this Administration to assist and augment our county's economic growth by establishing a strong water resource development program that will assure stable, reliable water sources to meet the multiple water infrastructure requirements of today's long-term planning, agriculture, business, visitor and residential growth industries.

Among projects currently underway: We are completing a contractual arrangement with C. Brewer to expand the surface water treatment plant in Wailuku to three million gallons per day; we are negotiating with both C. Brewer and Alexander & Baldwin to build a surface water treatment plant capable of producing 6 to 10 million gallons per day to be online within three years; we have initiated an RFP process to evaluate the practical realities of building and operating a Central Maui desalinization plant, involving

on-shore wells that would provide a dependable water source in perpetuity; and, plans are underway to tie together East and Central Maui systems and Upcountry and Central Maui systems.



ALAN ARAKAWA

Each of these steps will augment our existing resources, of course. But, when taken together and completed, and with the addition of desalinization, they will have stabilized, even drought-proofed our entire system while leaving important water sources for our island's ecology. All these goals are technologically reachable.

What will they mean for business? For development? For affordable housing? For our environment? A stable, dependable and, with desalinization, even drought-proof water supply means a resource business and developers can count on with plenty left over to provide for Maui's environmental and ecological health. In just one "for instance," with stabilized water resources, we can proceed with more affordable housing projects knowing that at least one important segment of the always-expensive, but

all-important infrastructure is assured and threats of water source-related moratoriums on responsible development will be a thing of the past. In a second "for instance," secure water will allow us to maintain our agricultural lands and our streams, thereby securing the healthy, green vistas our visitors have come to expect and our residents want to keep in perpetuity as part of our unique cultural and ecological heritage.

Water is just one aspect of our Administration's important work with private industries and the Chamber of Commerce in "taking care business" because we know full well that the economic viability of our entire community depends on mutual cooperation. But water is only one of many initiatives currently underway that we will detail in future columns. Stay tuned.

Alan Arakawa
Mayor

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PRESIDENT'S REPORT

"HAPPY NEW YEAR" to our membership, on behalf of our new Chairman Stephen Holaday, his Board of Directors and the Chamber Staff. July 1st is the beginning of our new fiscal year, and the newly elected Chairman and our Board take on all of their duties. Believe me when I say that they will be very busy on your behalf this year. The Political Action Committee will begin the process of candidate endorsement in July, Government Action Committee will make the decisions on our positions for the upcoming year, and the Business Education Committee will be introducing its Business Education Series. The staff will be preparing the new budget, building the new website, developing a new partnership with the Maui Farm Bureau, working to support the Hana Business Committee, and assisting members with their particular problems, issues and ideas.



LYNNE WOODS

There are many people to thank for their efforts during this past year: Steve Rose, our Made-in-Maui Chairperson; Joseph Bean, our writer; Dickie Moon, Golf Tournament expert and Board Member; Charlie Jencks, COMPAC Chairman and Board Member; James Paul, incredible Computer Guru; Stephen Holding, official Chamber photographer; Mark Givensel, Web site and newsletter creator; Wesley Lo, Golf

Tournament Committee and Board Member; Ann Lindgren, Office Volunteer; and Steve Williams, Chairman, Golf Tournament specialist and supporter of yours truly. These members went far beyond the normal duties of a volunteer to assist us in making our organization a viable and strong entity.

Our outgoing Chairman, Steve Williams, is to be thanked for all of his time and financial support of our Chamber. Under his leadership we expanded the membership, strengthened our financial positions, developed our new Made-in-Maui and Chamber websites, developed a new partnership with the Hana Business Committee, worked on the proposed outdoor lighting ordinance, and a short term vacation rental ordinance and published our first political report based on our endorsement positions. If Steve is exhausted and pleased to turn over the position, no one could be surprised.

This year we are saying farewell to a longtime board member, past Chairman of the Board and volunteer and supporter of many years, Don Young. His term as Chairman lasted 18 months, sterling duties to be sure. During Don's term we

held a policy convention and formed a political action committee. A huge accomplishment, given we are the only Chamber in the State of Hawaii that endorses business friendly candidates for political office. I thank you and the membership thanks you, Don, for all of your efforts on our behalf.

“We thank our outgoing Chairman Steve Williams for all his time and financial support to our Chamber” — Lynne Woods

I offer the opportunity to you, our membership, to get involved in this organization. Our Government Action Committee and our Political Action Committee need assistance. Neither committee will take a lot of your time, but they sure need your ideas and concerns to make us strong. Please call me to discuss either of these committees and how you can participate. The Maui Chamber of Commerce is only as strong as its members make us, so take a look. I think you will like what you see. There is much to be accomplished this year.

In closing, this is my tenth year as the President of your organization, and I thank all of you who have worked with me, shared your opinions, ideas and talents with me, given your time to mentor me and supported what we have accomplished here at the Chamber. MAHALO to you for making this past decade so memorable.

Maui Office Machines Features Ergonomic Computer Workstations

Exciting, new things are happening at Maui Office Machines! With the arrival of new owners, Kari Harris and Joe Hommei (a husband and wife team from Oregon and now residents of Maui), new directions for the Company and new offerings for customers are in the works.



MAUI OFFICE MACHINES' DREAM TEAM

Karin Harris, along with her team including Rose Carpio and Lolita Eugenia, has rolled out comprehensive office space planning services and is now featuring a complete line of office furnishings from stylish and elegant veneer case goods to extremely functional and ergonomic computer workstations and systems. Karin and her team are acutely focused on helping to improve office workflow and efficiency while also providing an aesthetic quality through placements of Hawaiian art and artifacts.

Karin brings to the business over 25 years of experience as a designer, free-lance artist and gallery owner. Collectively, Rose and Lolita contribute over 50 years of experience on Maui as customer service and sales specialists.

Joe Hommei serves as Chief Operating Officer. He contributes to the business with his long experience in Business Development and broadband telecommunications. Dean Tateishi, who has been with Maui Office Machines for over 16 years was recently promoted to General Manager and acts as director for all business machine sales and

technical service activities. Maui Office Machines is now the direct dealer on Maui for the Savin® and Kyocera® lines of office copiers, printers, fax machines and digital duplicators. The company also sells and services several lines of cash registers, and continues in its long-standing role as one of the largest general office and supply dealers on Maui.

The expert technical service department and customer service staff at Maui Office Machines remain as the strongest assets of the business. The company is proud that when customers call, they still hear the friendly, familiar and caring voices they have gotten to know over so many years.

Since 1946, Maui Office Machines has provided the Island with the highest level of customer care and quality office machines and products at competitive prices.

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NEW CHAMBER WEBSITE LAUNCHED
www.themauiwebsite.com

We are happy to announce the launch of "The Maui Website", we are proud to work in partnership with Third Wave Business Services in creating The Maui Website.

It is a convenient reference tool for our membership, our community and others seeking information about Maui.

Maui Automobile Directory

<p>BODY & PAINT</p> <p>Maui Hawaiian Auto Body & Paint 1354 Lower Main Street Wailuku, HI Phone: 244-5153</p> <p>Precision Auto Body, Inc. 900 Eha St., Ste. 105 Wailuku, HI Phone: 244-0742 http://www.precisionautobodymaui.com</p> <p>James Wagoner P.O. Box 600 Kula, HI Phone: 878-6622</p> <p>RENTAL CARS</p> <p>Avis Rent A Car System Kahului Airport Kahului, HI Phone: 871-7576 http://www.avis.com</p> <p>Budget Rent-A-Car 865 W. Mokuea Place Kahului, HI Phone: 871-8811</p> <p>Surf Rents Trucks 260 Hookahi Street Wailuku, HI Phone: 244-5544</p>	<p>CAR DEALERS</p> <p>Aloha Kia of Maui 89 E. Wakea St. Kahului, HI Phone: 877-4545</p> <p>BMW of Maui 410 Koloa Street Kahului, HI Phone: 877-4269</p> <p>Cutter of Maui, Inc. 237 Dairy Road Kahului, HI Phone: 877-2066</p> <p>Harbor Motors, LLC 256 Papalaua St. #A Lahaina, HI Phone: 661-1116</p> <p>Maui Harley-Davidson 150 Dairy Road Kahului, HI Phone: 877-1850 http://www.mauiharcycle.com</p> <p>Maui Toyota 320 Hana Hwy. Kahului, HI Phone: 877-2781 http://www.mauiToyota.com</p> <p>Servco Lexus-Maui 445 Kele Street Kahului, HI</p>	<p>Phone: 877-4411 http://www.lexusofmaui.com</p> <p>Valley Isle Motors, Ltd. 221 S. Puunene Avenue Kahului, HI Phone: 877-3673 http://www.valleyislemotors.com</p> <p>CAR REPAIR & SUPPLIES</p> <p>Certified Sounds LLC 401 Hookahi St., Unit 6 Wailuku, HI Phone: 244-7900</p> <p>Hashi Auto Supply & Service Co. 51 Waiale Drive Wailuku, HI Phone: 244-5511</p> <p>Kiwi Car Care 495 Hukilike St., Bay 3 Kahului, HI Phone: 877-7747</p> <p>United Auto Parts P.O. Box 548 Kahului, HI Phone: 871-6266</p> <p>Bio Technology PACIFIC BIODIESEL, INC. 285 Hukilike St., B-105 Kahului, HI Phone: 877-3144 http://www.biodiesel.com</p>	<p>Petroleum Products BOC Gases/Gaspro 365 Hanakai Street Kahului, HI Phone: 877-0056 http://www.gaspro.net</p> <p>Chevron Products Company 100A Hobron Avenue Kahului, HI Phone: 877-5011</p> <p>Maui Gas Service P.O. Box 1817 Wailuku, HI Phone: 244-2022</p> <p>Maui Oil Company, Inc. 16 Hobron Avenue Kahului, HI Phone: 871-6220</p> <p>Tire Dealers Tire Warehouse of Maui, Inc. P.O. Box 6253 Kahului, HI Phone: 877-2091</p> <p>Heavy Duty Truck Parts/Repairs Truck & Industrial Supply 140A Hobron Avenue Kahului, HI 96732 Phone: 871-4020</p> <p>Visit the Business Directory at www.mauiChamber.com</p>
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Ocean Center

FROM PAGE 1

lots of counter space outfitted at intervals with stainless steel sinks. You can arrange the room as you wish: pick and choose from the Ocean Science Discovery Center's room furnishing supply. You'll find folding tables, stackable chairs, carpet squares (great for kids) and lauhala floor mats.

The Ocean Science Discovery Center is conveniently located in Ma'alaea, at The Harbor Shops at Ma'alaea, an area that is centrally located and easy to access. Plenty of free parking is available, and elevators make the Ocean Science Discovery Center handicapped-accessible. Bathrooms are located just footsteps away. Restaurants and shops are right outside the door. Private boat charters can be arranged out of Ma'alaea Harbor with Pacific Whale Foundation. You can also arrange for group tours of Maui Ocean Center, located next door.

Groups that have used the Ocean Science Discovery Center facilities for meetings and events include Sierra Club, Surfrider Foundation, the Reef Fund, and Avon.

Hourly rates are \$50 per meeting room for non-profits and \$100 for businesses. For a free tour of the Ocean Science Discovery Center facilities, contact Kecia Joy at 244-8392.

The Ocean Science Discovery Center is a project of the nonprofit Pacific Whale Foundation. Maui Ocean Center is a founding sponsor of this new facility.

To learn more, visit www.osdcmui.org and www.pacificwhale.org.

For more information contact:

Anne Rillero
Director of Marketing and Public Relations
Pacific Whale Foundation
The Harbor Shops at Ma'alaea
300 Ma'alaea Rd., Suite 211
Wailuku, HI 96793
(808) 244-8390
education@pacificwhale.org
-or- PRpuf@aol.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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Vice Chair	Charlie Jencks
Vice Chair Elect	TBA
Treasurer	Sharron Courter
Past Chair	Steve Williams
Secretary	Lynne Woods

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Tom Cole	Timothy Moore
Ululani Correa	Tom Reed
Christina Cowen	Edward Reinhardt
Everett Dowling	Trish Rohlfing
Bob Filippi	Bill Russell
Paul Gammie	Patrick Saka
Gwen Hiraga	Jeanne Skog
Alvin Imada	Ron Vaught
Myles Kawakami	Terryl Venci
Carole Kooy	Chubby Vicens

COMMITTEE CHAIRS

Budget & Finance	Sharron Courter
Business Education	Saedene Ota
Government Action	
Made In Maui	Steve Rose
West Maui	Bob Derks
Hana Business Committee	Bob Filippi
Marketing	Rhonda Faleafine
COMPAC	Charlie Jencks

CHAMBER OF COMMERCE STAFF

President	Lynne Woods
Executive Assistant	Stacie Thorlakson
Membership Sales	Daniel Bergan
Database Mgt./Receptionist	Sonjia Spring

MAUI CHAMBER OF COMMERCE MEETINGS FOR 2004-2005

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 Maui Lani Dunes (11:30am)

Marketing Committee - (TBA)

Made in Maui (MIM) - (TBA)

COMPAC - (TBA)

CONNECTIONS

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Editor: Lynne Woods

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Maui County's Banking Industry



by Lynne Woods

CENTRAL PACIFIC BANK

The second article in our series on the banking industry in Maui County focuses on Alvin Imada, Senior Vice President and Neighbor Island Regional Manager of Central Pacific Bank



ALVIN IMADA

Mr. Imada has been an active member of the Maui Chamber's Executive Committee and Board of Directors for the past three years and has just been re-elected to another three year term on the Board.

He recently joined Central Pacific Bank, leaving Bank of Hawaii after 22 years of shadowing the late Mike Lyons. Alvin began his banking career with the Sumitomo Bank of California, right out of Santa Clara University where he graduated with a BS in Commerce in 1976. Alvin is a Maui boy, attending St. Anthony High School and leaving the island for University and his first job. He returned in 1982 to the island life and joined Bank of Hawaii.

As you all know, community service is an important part of life here on Maui, and Alvin sets an incredible example of what that means. He is currently a Director of the Maui Economic

Development Board and a member of their Finance Committee, a member of Rotary Club of Maui, an Associate Member of the Maui Hotel Association and a member of the Maui Country Club.

His past affiliations, just to name a few, have been Commissioner of the Police Commission, County of Maui; Director of the Affordable Housing Corporation of Maui; Commissioner of the Maui County Salary Commission; President of the Kahului Business & Professional Association; Director and Chairman of Kula Agricultural Park; Member of the Maui Contractors Association; Board Member & President of Friends of the Children's Justice Center of Maui; and Board Member of Big Brothers/Big Sisters of Maui. There is more. However, there is no more room. Needless to say, Alvin knows this County from the inside out. Did I mention that Alvin is a husband and father of two?

Central Pacific Bank has had a branch here on Maui since 1970, starting in a trailer where Burger King now dispenses hamburgers. They moved to their current location on Lono and

Kaahumanu Ave. thirty years ago and will be undergoing a renovation in 2005. There is currently a new branch under construction in Wailuku and a branch in Kihei that opened in 2003. Think they could be scouting Lahaina?

Central Pacific Bank is a community bank where service is of the utmost importance. They offer a full financial service package, including trust management, asset management, business banking, retail services and residential lending.

In joining Central Pacific Bank, Alvin has accepted the huge personal challenge of helping to grow the organization on the neighbor islands, and we here at the Chamber think he is the right person. Alvin has been incredibly supportive of our organization's efforts and has brought his new company with him. Central Pacific Bank is sponsoring the Mayor's Small Business Awards in partnership with our Chamber.

Mahalo Alvin, and the very best of luck in your new endeavor.

This is a regular feature of CONNECTIONS that will highlight our island's financial institutions and their services.

HAWAII LEGISLATIVE BILLS

Hawaii State Legislature - The Maui Chamber of Commerce has listed a few bills to inform the business community what our endorsed Senators (S) and House Representatives (H) have accomplished this session.

HB2408 - Insurance

Trade Association Health Insurance

How did they vote?	Ayes	Noes
• Nakasone (H)	✓	
• Blundell (H)	✓	
• Kaho'ohalahala (H)	✓	

► **HB2408** is extremely important to the Chamber because it allows Business Associations to coordinate competitive group health plan coverage for Small Businesses. The Maui Chamber of Commerce has been pushing for this bill for our Small Businesses community and we are ecstatic that it has passed. We have the Insurance Commission to thank! The Chamber offered this option 5 years ago to our members but the Insurance providers cancelled the plan. Now, the opportunity returns and the Maui Chamber of Commerce is in the process of working on the logistics. Once we have confirmation, you will be the first to be informed. Until then, please be patient, no phone calls, and we will announce this opportunity when it is available!

SB1318 - Business Registration

This bill will reduce filing and miscellaneous fees

How did they vote?	Ayes	Noes
• Baker (S)	✓	
• Souki (H)	✓	
• Kaho'ohalahala (H)	✓	
• Bukoski (H)	✓	
• Nakasone (H)	✓	
• Tsutsui (S)	✓	

► **SB1318** This bill reduces the fees for small business and is therefore supported by the Chamber.

SB2396 - General Excise Tax

Exempts certain charitable, non-profit groups

How did they vote?	Ayes	Noes
• Tsutsui (S)	✓	
• Kaho'ohalahala (H)	✓	
• Bukoski (H)	✓	
• Nakasone (H)	✓	
• English (S)	✓	

► **SB2396** This bill supports the financial security and independence of non-profit organizations such as the Maui Chamber of Commerce and is good for small business.

On June 15, 2004, Governor Lingle signed the following bills that passed at Legislative: **SB1318** - DCCA Cut fees by 50 percent, **SB2906** - Certificate of Goods Standing Reduce Fee from \$25 to \$5, **SB2358** - Construction Claims, **HB2408** - Trade Association Health Insurance

SB2525 - State Funds

Repeals the compliance resolution fund

How did they vote?	Ayes	Noes
• Bukoski (H)		✗
• Kaho'ohalahala (H)		✗
• Blundell (H)		✗
• Halford (H)		✗
• English (S)	✓	
• Baker (S)	✓	
• Nakasone (H)	✓	
• Tsutsui (S)	✓	

► **SB2525** Fortunately, this legislation did not pass. If passed, the bill would have taken funds earned by the DCCA and used those funds to support an inflated state budget. The Chamber is pleased this bill failed.

SB2606 - Brewpub Licenses

Authorization to sell off-premises

How did they vote?	Ayes	Noes
• Baker (S)	✓	
• English (S)	✓	
• Tsutsui (S)	✓	

► **SB2606** The Chamber is pleased that this bill was introduced by Senators; Baker, English and Tsutsui and is therefore supported by the Chamber.

HB2396 - Relating to Capital Investments

Tax credits for technology

How did they vote?	Ayes	Noes
• Bukoski (H)	✓	
• Kaho'ohalahala (H)	✓	
• Nakasone (H)	✓	

► **SB2396** The Chamber supports this legislation as it encourages investment in Hawaii and serves to strengthen our local economy.

HB2331 - Constitutional Amendment Relating to Public Education

This Bill proposes a constitutional amendment that would:

- Establish local school boards throughout the state to be elected from at least 7 school districts as provided by law
- Create and educational standard and accountability commission

► **HB2331** This bill was blocked and did not go forward for a vote. The Chamber is deeply disappointed and we will be discussing this bill during our Endorsement process.

COMPAC RE

for Hawaii State and C



Governor Lingle

	pass	fail	comments
•Privatization	✓		Work in progress
•Transportation	✓		
•Home Rule	✓		
•Finance	✓		
•Medical	✓		
•Health Care	✓		
•Education	✓		
•Economic Development	✓		
•Agriculture	✓		
•Government Efficiency	✓		Work in progress, long term project
•Communicate w/Chamber	✓		

► **(endorsed)** This is the Governor's first term in office after serving as Maui County's Mayor for eight years. The Governor has done well in promoting programs that support our local economy while at the same time attempting to reduce the size and cost of government in Hawaii. For the most part, achievements to date are consistent with the policy platform of the chamber hence the pass ratings.

Senator Tsutsui

	pass	fail	comments
•Economic Development	✓		
•Health Care Insurance	✓		
•Medical (Air Ambulance)	✓		
•Education			No progress
•Finance		✗	
•Communicate w/Chamber		✗	

► **(endorsed)** This is Senator Tsutsui's second year of a four year term. As a local businessman he has worked and supported issues consistent with the Chamber's policy platform yet his communication skills in working with the Chamber could be improved hence the majority of pass ratings.

Senator English

	pass	fail	comments
•Economic Development	✓		
•Health Care Insurance	✓		
•Medical (Air Ambulance)	✓		
•Education	✓		
•Finance	✓		
•Communicate w/Chamber	✓		

► **(endorsed)** This is Senator English's second year of a four year term. As a local businessman he has worked and supported issues consistent with the Chamber's policy platform yet his communication skills in working with the Chamber could be improved hence the majority of pass ratings.

Sol Kaho'ohalahala

	pass	fail	comments
•Finance	✓		
•Health Care	✓		
•Home Rule	✓		
•Education	✓		
•Communicate w/Chamber	✓		

► Representative Kaho'ohalahala was not endorsed by the Chamber and has not been on the forefront of measures supportive of the Chamber policy platform nor has he been focusing his legislative skills in areas or measures that will reduce the size or cost of government in Hawaii. We encourage Representative Kaho'ohalahala to work with the Chamber and the business community to make Hawaii a better place to do business.

Brian Blundell

	pass	fail	comments
•Finance	✓		
•Health Care	✓		
•Home Rule	✓		
•Education	✓		
•Communicate w/Chamber	✓		

► **(endorsed)** House Representative Blundell has been focusing his legislative skills in areas or measures that will reduce the size or cost of government in Hawaii. We do expect to hear more from him in supporting small business.

Mayor Arakawa

	pass	fail	comments
•Privatization		✗	No tangible results
•Boards/Commissions		✗	Watching results
•Permit Process		✗	
•Economic Development		✗	
•Transportation	✓		Funding and efforts toward public transportation systems
•Growth		✗	
•Agriculture	✓		
•MVB Funding		✗	MVB budget reduction
•Government Efficiency		✗	
•Highways		✗	
•Communicate w/Chamber	✓		

► This is the second reporting on the progress of Mayor Arakawa in addressing the concerns of Maui County. Overall, his ratings are mixed for his second year due largely to the fact that some of the more critical areas of governance such as economic development, the permit process, growth in Maui County and infrastructure continue to be lagging behind previous administrations. In addition, based upon his recent budget submission, the size of government is expanding while the ability to cover costs for this expansion are based upon inflated property tax revenue. In summary, the overall ratings for the Mayor are mixed and we look forward to a more business friendly and progressive future with the Mayor.

Wayne Nishiki

	pass	fail	comments
•Finance	✓		Fiscally responsible, excellent performance during budget hearing
•Land Use		✗	No support for Makena hearings
•Affordable Housing		✗	No tangible results
•Economic Development		✗	
•Communicate w/Chamber		✗	

► The Chamber did not endorse Mr. Nishiki as he chose not to participate in the process. He continues serving as the Planning and Land Use Committee Chair and has, in our opinion, failed to address many critical economic and long-term strategic issues facing Maui County, such as Affordable Housing and Land Use issues, by not providing a regularly scheduled format to hear such issues in committee. The Chamber has voiced this concern repeatedly at council meetings and hearings. The present failure to address economic issues such as affordable housing and economic development are not consistent with the Chamber's policy platform, hence the negative rating.

Robert Carroll

	pass	fail	comments
•Finance	✓		
•Land Use		✗	
•Affordable Housing		✗	
•Economic Development		✗	
•Communicate w/Chamber	✓		

► **(endorsed)** Mr. Carroll continues to serve as Council member. Although he has not participated in his discussions with the Chamber's policy platform and has as Council member. Although he has not participated in his discussions with the Chamber's policy platform and has as Council member. Although he has not participated in his discussions with the Chamber's policy platform and has as Council member. Although he has not participated in his discussions with the Chamber's policy platform and has as Council member.

Michael Molina

	pass	fail	comments
•Finance	✓		Fiscally responsible, excellent performance during budget hearing
•Land Use		✗	
•Affordable Housing		✗	No tangible result
•Economic Development		✗	
•Communicate w/Chamber	✓		Excellent

► **(endorsed)** Mr Molina continues to do a good job as a Council member and is always interested in hearing about the Chamber's policy positions when it comes to matters before him. Mr Molina has provided a leadership role in land use and business issues before the council, supported the concept of due process and getting Makena Resort into a public hearing. The Chamber appreciates Council member Molina's leadership. Although Mr Molina supported hearings for the Makena Resort application, there has not been any progress in resolving this matter, hence the unsatisfactory rating in Land Use.

Charmaine Tavares

	pass	fail	comments
•Finance	✓		Fiscally responsible, excellent performance during budget hearing
•Land Use		✗	
•Affordable Housing		✗	No tangible results
•Economic Development		✗	
•Communicate w/Chamber	✓		Excellent

► The councilmember's support in getting Makena Resort to a public hearing indicates she does endorse due process which we find laudable. Although the Makena resort application was finally heard, there has not been any progress in resolving this matter hence the unsatisfactory rating in Land Use.

Jo Anne Johnson

	pass	fail	comments
•Finance	✓		
•Land Use		✗	
•Affordable Housing		✗	
•Economic Development		✗	
•Communicate w/Chamber	✓		

► The Chamber remains concerned about our local economy or report substantial improvement in the report. The Chamber in the last election as she chose not to participate in the land use and hotels and the economic development in Maui County Chamber and business community.

REPORT CARD

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Mayor



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County Council



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County Council



G.R. Hokama
County Council



J. A. Johnson
County Council



D. Mateo
County Council



M. Molina
County Council



W. Nishiki
County Council



J. Pontanilla
County Council



C. Tavares
County Council

fail	comments
	No progress
X	

ish's second two year term. He has
sues consistent with the Chamber's
able to discuss issues of concern
rity of pass ratings.

Senator Baker	pass	fail	comments
•Economic Development	✓		Strong support of Chamber effort for Small Business
•Health Care Insurance	✓		
•Medical (Air Ambulance)	✓		
•Education			No progress
•Finance			
•Communicate w/Chamber	✓		Excellent communication

► Senator Baker was not endorsed by the Chamber of Commerce in the last election. The Senator's current voting record indicates some support for the local business environment hence the majority of pass ratings.

Chris Halford	pass	fail	comments
•Finance	✓		
•Health Care	✓		
•Home Rule	✓		
•Education	✓		
•Communicate w/Chamber	✓		

► **(endorsed)** House Representative Halford has been a strong supporter of measures consistent with the Chamber's policy platform, especially those proposed by the Governor in areas emphasizing smaller and less government hence the overall rating of pass in all areas.

fail	comments

Blundell is in his first term as a State
him generally support actions and
and cost of government and that are
flation hence the overall positive rat
him in the future and play a more
ss on Maui.

Bob Nakasone	pass	fail	comments
•Finance	✓		
•Health Care	✓		
•Home Rule	✓		
•Education	✓		
•Communicate w/Chamber	✓		

► **(endorsed)** House Representative Nakasone has been very supportive of capital improvement programs that benefit Maui County and our business community. Overall, his small business experience has proven to be helpful in addressing issues consistent with our policy platform, hence the favorable ratings.

Kika Bukoski	pass	fail	comments
•Finance	✓		
•Health Care	✓		
•Home Rule	✓		
•Education	✓		
•Communicate w/Chamber	✓		

► **(endorsed)** House Representative Bukoski has been a strong supporter of measures consistent with the Chamber's policy platform, especially those proposed by the Governor in areas emphasizing smaller and less government hence the overall rating of pass in all areas.

fail	comments
X	Fiscally responsible, excellent performance during budget hearing
X	No tangible results
X	Excellent

s to take positions contrary to the
been at times indecisive in his role
has been supportive of the policy
Chamber, his actions have not sup-
Affordable housing and land use
willing to engage in public dialogue
rings for Makena Resort and the
the Makena Resort application was
ny progress in resolving this matter
and Use.

Dain Kane	pass	fail	comments
•Finance	✓		Fiscally responsible
•Land Use		X	No tangible results
•Affordable Housing		X	
•Economic Development		X	
•Communicate w/Chamber	✓		Excellent

► **(endorsed)** As the Council Chair Mr. Kane has performed well in keeping meetings on track and supporting a process in Maui County that is open to all. We continue to find his approach to issues consistent with the Chamber platform in many areas yet lacking in others such as affordable housing and land use policy although Mr. Kane was supportive of due process and in getting hearings started for the Makena Resort which we applaud. Although the Makena Resort application was finally heard, there has not been any progress in resolving this matter hence the unsatisfactory rating in Land Use.

Joe Souki	pass	fail	comments
•Finance	✓		
•Health Care	✓		
•Home Rule	✓		
•Education	✓		
•Communicate to Chamber	✓		

► House Representative Souki was not endorsed by the Chamber, yet has done a good job in generally supporting measures consistent with the policy platform. Working harder to reduce the size and cost of government would be an improvement however, and we look forward to a more proactive role in this area.

fail	comments
X	Fiscally responsible, excellent performance during budget hearing
X	No support for Makena hearing
X	No tangible results

ed about Ms. Johnson's ability to
business environment and cannot
her legislative abilities since the last
ction did not endorse Ms. Johnson
the process. Moratorium proposals
ability to support economic growth
y are significant concerns for the

G. Riki Hokama	pass	fail	comments
•Finance	✓		Excellent job as Budget Chair
•Land Use		X	No tangible results
•Affordable Housing		X	
•Economic Development		X	
•Communicate w/Chamber	✓		Excellent

► **(endorsed)** Mr. Hokama continues to be supportive of the Chamber and someone you can rely on to give you a straight answer as well as legislative support. Mr. Hokama supports a process in Maui County that serves all and has done a terrific job as the Budget Chair. In general, Mr. Hokama is fair and supports the business community. However, affordable housing and land use issues remain unaddressed although the council member did support a process providing for hearings for Makena Resort, which is a step in the right direction. Although the Makena Resort application was finally heard, there has not been any progress in resolving this matter hence the unsatisfactory rating in Land Use.

Joseph Pontanilla	pass	fail	comments
•Finance	✓		Fiscally responsible, excellent performance during budget hearing
•Land Use		X	
•Affordable Housing		X	
•Economic Development		X	
•Communicate w/Chamber	✓		Excellent

► **(endorsed)** In his first term as a councilman, Mr. Pontanilla has demonstrated he does understand the business community and works hard to create policy that is supportive of the Chamber. However, a lack of progress in affordable housing direction remains a cause for concern. The councilmember was supportive of getting Makena Resort to a public hearing, there by supporting due process which we find to be a positive position. Although the Makena resort application was finally heard, there has not been any progress in resolving this matter hence the unsatisfactory rating in Land Use.

Danny Mateo	pass	fail	comments
•Finance	✓		Fiscally responsible, excellent performance during budget hearing
•Land Use		X	No tangible results
•Affordable Housing		X	
•Economic Development		X	
•Communicate w/Chamber	✓		Excellent

► The Chamber didn't endorse Mr Mateo in the last election. However, he is an active member of the Council and Chairs the Water Committee. He has been proactive in finding water solutions for Maui County, yet timid when it comes to the more substantive issues facing our local economy like affordable housing and land use issues. Although Mr Mateo supported hearings for the Makena Resort application, there has not been any progress in resolving this matter, hence the unsatisfactory rating in Land Use.

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MARCH 2004 - JUNE 2004



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16 Years

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15 Years

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Coffee Store, The
County of Maui-Mayor Alan M. Arakawa
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13 Years

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William Sides Construction

12 Years

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Coldwell Banker Island Properties
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Kahana Falls Resort
Maui Hawaiian Auto Body & Paint
Maui Trade Dollars Assoc.

11 Years

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Jackson & Company
Lokahi Pacific
Maui Coffee Roasters
Old Lahaina Luau/Aloha Mixed Plate
Verizon Wireless

10 Years

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Haleakala Bike Company, Inc.
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Lahaina Arts Society
Maui Trophies & Awards
Noufer & Brown

9 Years

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Maui Net
Maui Ocean Center
United Airlines
Zack's Flooring

8 Years

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Maui Clothing Co., Inc.
Mindworks, The
MW Commercial Realty, Inc.
Northwest Electric, Inc.
Outrigger Palms at Wailea
Shooting Stars Photography
Silk Graphics Hawaii Corp.

7 Years

A & W Field Service
Ali'i Leis & Flowers
All Ways Maui'd Weddings & Ceremonies
Extreme Steam Inc.
J. Mickey Damerell DDS, MS Inc.
Mama's Fish House
Sansei Seafood Restaurant & Sushi Bar
Sprint Hawaii (PCS)
SUN Industries Inc.

6 Years

Activity & Attractions Assoc. of Hawaii (A3H)
Design Concepts
Fairmont Kea Lani Maui, The
Lahaina Ticket Company, Inc.
Maui Flower Growers Association
Maui Oma Coffee Roasting Co., Inc.
Outback Steakhouse
Reflections Photography- Martin Wyand
Turtle Reef

5 Years

Do It All Cleaning & Consultants
Dunes at Maui Lani Golf Course
Hank Levaur
Harvest Chapel
Hawaii Bound
James Hattaway
Kalama Heights
Lynn Nicely
Maui Babe, Inc.
Nanny Connection Inc., The
Warren & Annabelle's

4 Years

KONI 104.7 FM
Maui Invitational Basketball Tournament

Maui Oceanfront Inn
Maui Weekly, LLC
Sharron Courter CPA
Young Brothers Ltd.

3 Years

Aina Excavation & Grading, Inc.
Island Partners Hawaii, Inc.
Kamaole Nalu Vacation Rentals
Maui Big Book
Nature Conservancy, The
Sae Design
Southern Enterprises, Inc.
Wailea 670 Associates

2 Years

CalendarMaui.com
Guest Informant LLC
Hawaii Publications, Inc.
Heavenly Weddings
Horizon Financial, LLC
Huelo Point Lookout
Joseph W. Bean
Kahana Nui LLC
Kinko's
Leadership Works
Nancy Phelps Photography
Pleasant Holidays
S.P.A. Consulting
Waiehu Beach Partners

1 Year

Experience Home Healthcare Services
AK's Cafe, Inc.
Atmc Lending Corporation
Basket Company, The
Charles E. Huff, CLU
digitElle Group, The
Driven Enterprises, Inc.
Garden Island Security, Inc.
Hana Road Fruit Party
Home Sweet Home
Ilsa M. Mitchell
Keller Williams Realty Maui
Land Exchange
Marti Rosanne Dunne, Med.
Aesthetician
Maui Cattle Company, LLC
Maui Lavender & Botanicals
Maui Sports Vacations
Maui Vacation Consultants
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A VOICE FROM THE OTHER SIDE

by Robert J. Filippi



ROBERT J. FILIPPI

Hello from Hana! Due to time and space constraints, our voice this time is but a whisper. However, at times even a whisper from Hana can be heard.

There are a great many issues that confront Hana. Some are the same issues that affect all of Maui and Maui County. However, there are many issues that are peculiar to the Hana district which, unless you live here or have ties economic or otherwise you would not think of.

This article is much too brief to address these issues. However, mention can be made. First is the depressed economic condition of the Hana district with too few employers and too few meaningful jobs. Therefore, families are stressed

and the family's fabric is torn. This leads to the potential for the three abuses: spousal, child, and substance. We are aware of this and, through organizations like O'Hana Makamae and our Community Health Center, we are able to help.

Affordable housing is an issue. Thankfully, the Hana Ranch Partners are in the forefront of an affordable housing project on land they have donated. I hope that within the next year and half, we will see the fruit of their efforts. Also of concern is the continued exploitation of East Maui water with ever-increasing demands.

The Hana Highway is another major concern. There is a lack of information available to our tourist population to advise of the courtesies to be followed on it. That, together with the paucity of turnouts to allow faster traffic to pass for both the locals and the tourists is a constant source of irritation.

Purposely, this article has not addressed the beauty and wonders of the Hana district and its people. That is something you already know or

will have to come here to discover. The sense of community, the reverence for the kapuna and the aina are unmatched in my opinion. The overflowing of talent, creative and entrepreneurial, is patent. We who live in the Hana district have every expectation of a vibrant economic, social and spiritual base.

Robert J. Filippi is Chairman for the Hana District Committee for the Maui Chamber of Commerce

Upcoming Events in Hana:

Taro Festival with Taro Breakfast
July 24-25, 2004

O'Hana Makamae Gallia Fund Raiser
at the Heavenly Hana Inn "A Night in Casablanca"
October 2, 2004



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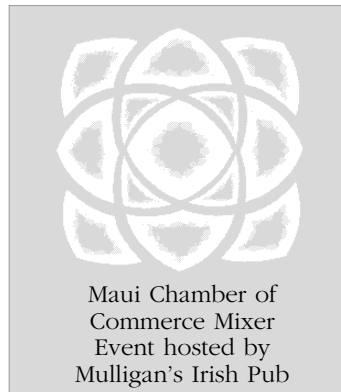
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MIXER *Magic*

Each month, Maui Chamber of Commerce member companies host a special "After Hours" networking event. A different island location every month serves as the setting, giving the Chamber and fellow members a closer view of their businesses and services. These events provide members with a valuable opportunity to spend time networking and getting to know each other. For a complete list of upcoming events check out the dedicated Chamber of Commerce calendar on mauichamber.com or call 871-7711 to reserve your place at the next event.



Fun, party games and great refreshments were enjoyed by all attending the Chamber Mixer, hosted by Mulligan's Irish Pub in Wailea.

Mayor Alan Arakawa took a brief pause from county business to shoot a round of pool.

Mike Capuano of Maui Wow Wee Cafe shows his winning putting style.



Member Testimonials

The benefits of Chamber of Commerce membership for me? What, are you kidding? If I had not joined the Chamber, I'd probably be freezing my okole off in Chicago right now.

When I arrived on Maui, I thought I'd have no trouble getting started as a business writer here. I'd had no trouble in San Francisco, Toronto, Las Vegas or Chicago and not that much trouble in New York. How hard could it be? Let me tell you, it could be hard. There is no place like Maui any place outside Hawaii. There are bumps to get over everywhere, but the barriers to jump-starting my business as a self-employed writer, doing business writing (ads, manuals, brochures, bios, annual reports, local reporting and such) were not just burdles. They amounted to jumping over Haleakala against the wind.

The trick here is all in relationships, and a portfolio of good work done elsewhere doesn't mean a thing without the relationships. But a newcomer can hardly arrive with business relationships already in place, and getting in touch with people is not so easy here. Besides, there is a real bias against newcomers which only seems unfair when you are a newcomer. Eventually, you see that most people who move here also move away within a year and a half. Who wants to start a new business relationship with someone who is that likely to disappear.

Through my Chamber membership, I got the necessary introductions. Granted, the Chamber mostly provides opportunities. A person still has to believe in himself enough to capitalize on them. By attending monthly After Hours gatherings and just about all the luncheons and seminars sponsored by the Chamber, I met people and got to meet them repeatedly until I was a familiar face. That's vital. By listening to Chamber President Lynne Woods' advice, I zeroed in on what is different about the market for my services in Maui. By being willing to pitch in when other members wanted a few paragraphs for a non-profit or even a band editing something for their business on a friendly, non-billing basis I got a good start.

Now, just over two years after I arrived, I am earning a living, and moving steadily toward earning a good living. If I had not joined the Chamber and participated actively in Chamber events, as I said, I'd have been one of the majority, the people who move here, wear themselves out figuratively beating their business-heads against lava rocks, and move away.

Joseph W. Bean

Dear Readers:

I would like to tell you how delighted I am with the level of professionalism that we are experiencing with the staff of the Maui Chamber of Commerce. Please let me explain.

This is my first personal experience with the Maui Chamber, although I have been a Maui business person for the past quarter of a century. Back on the mainland, I was (briefly) associated with two or three Chambers, and found them to be a complete waste of my time.

It is my sense that our newly joined Maui Chamber of Commerce will be completely different from what I've experienced in the past. And you, along with the dynamic leadership abilities already demonstrated to us by Lynne Woods, will have a lot to do with the changed perception on my part of the value of such a business-centric organization.

Bottom line: I like what I see happening to our moribund Hana Business Council. The transformation into the Hana District Committee of the Maui Chamber of Commerce has been smoothly executed under Lynne Woods's leadership and your fine assistance.

I just wanted to join my voice with others who are undoubtedly singing the praises of the very effective Chamber staff.

Good things,

Patrick Robinson
Managing Director Hana Coast Gallery

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