

CONNECTIONS

"OUR BUSINESS IS MAUI BUSINESS"

MAUI CHAMBER OF COMMERCE SUMMER ISSUE VOLUME 77



Farewell to Lynne Woods



Lynne Woods, Patti Chevalier and Terryl Vencl at Lynne's goodbye party.

As Maui Chamber of Commerce President Lynne Woods steps down this Spring, she leaves an 11-year legacy of courage and dedication. She also leaves a special message for the Maui Community:

Many wonderful things have been said to me over this last month. I have been showered with lovely gifts, and some tears have flowed during my good-

bye from the position of president of the Maui Chamber of Commerce.

It has been an honor to work with the Chamber membership and to watch so many of you start or grow your businesses. Being of assistance to you has been an extremely rewarding experience for me. I have made wonderful friendships, been mentored and supported by many incredible people, and have learned so much about our country's political system.

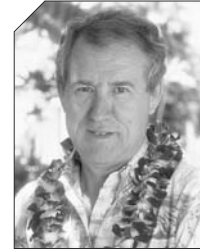
Watching the economic shift of the State of Hawai'i from surplus to deficit to surplus in the last fifteen years has taught me that businesses can adjust to changes. This has confirmed my opinion that businesses must tend to their own success and stability. You cannot be dependent on government for your survival.

I have watched owners of compa-

nies like Blue Hawaiian Helicopters, Old Lahaina Lu'au, Expeditions, and Hawaiian CarpetOne invest in themselves and their employees to create successful corporations with strong family cultures. These people are leaders in this community—perhaps not yet as appreciated as they should be.

Over time, I have also watched individuals with great creativity and drive open their doors to Maui to create successful small businesses that are a pleasure to work with. Salon Synneva and Tao Day Spa, Third Wave Business Services, Joseph Bean, Steve Rose and many of the members of the Made in Maui Trade Council are just a handful of examples. They are investing in themselves and being the best they can be.

SEE **WOODS** ■ PAGE 6



STEVE HOLADAY

CHAIRMAN'S REPORT

Looking back on my term as Chairman, it's certainly a time for mahalos to many people.

First of all, mahalo to our outgoing president Lynne Woods as she steps down from 11 years of dedicated service. It has truly been an honor and a pleasure to work with Lynne.

Mahalo to the Maui Chamber of Commerce Board for their support. As a diverse team, we have accomplished amazing things this past year.

Mahalo to the Government Action Committee for their hard work.

Mahalo to the Chamber for reaching out to the farmers and forming an alliance through projects such as the Aloha Friday Farmers Market. This important program is just the first step in an enduring relationship of mutual well-being and reciprocity.

Mahalo to all our amazing and talented Chamber members. I am proud to have joined in partnership with a variety of different groups during my term as Chairman. I believe it is truly the mark of a strong community that so many organizations can work together so well.

Going forward, I hope you will continue to support the Maui Chamber of Commerce and its efforts. The Chamber provides a strong voice that is heard and respected by our government officials and community leaders.

In closing, I wish to extend my best wishes to Stacie Thorlakson as she steps up to her new position as Chamber president. And finally, welcome to new Chairman of the Board Charlie Jencks and the new members of the Board of Directors.

Mahalo to you all, and best of luck!



INSIDE



President's Columnp. 3

Mayor's Reportp. 2

Golf Gala p. 2

Member Spotlightp. 4

Governor's Columnp. 5

New Members/Renewalsp. 8

Farm Bureaup. 10

Nuts & Boltsp. 11

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Saluting a Leader

Lynne Woods was tireless when it came to supporting the interests of Maui business.

The Chamber of Commerce is all about doing business in Maui County, and Lynne Woods has been all business when it comes to protecting the interests of our commercial sector as the Chamber's president.

Lynne has been an advocate's advocate over the 11 years she has led the Chamber's efforts. Along the way, she built the strength and reputation of the organization and became an invaluable community leader. She has been a key opinion leader as well, and although I cannot say I always agreed with her, I can say that I never knew Lynne to be slow in expressing her opinion.

Going back to the administration of Mayor Linda Lingle, Lynne has been in on every major decision made by this community, either by sitting on most of the community's major boards, or by her near-continuous presence in the County Council chambers while the county budget was hammered out,

year after year.

If she saw that the interests of the business community were going to take a hit, Lynne would be there to argue the Chamber's position, either one-on-one with lawmakers, or in person at the podium. She probably had more to do with the running of this community than any other single private citizen.

She was on the Governor's Small Business Regulatory Review Board, chair of the Maui Workforce Investment Board, treasurer of the Academy of Travel and Tourism, member of the boards of Big Brothers, Big Sisters, Hawai'i Better Business Bureau, Maui Economic Opportunity, Inc., Maui Economic Development Board, Maui Visitors Bureau, Maui Hotel Association, and the Hawai'i State Chamber of Commerce. Lynne has also been a member of the Governor's School-to-Work Council, a member of the Maui Community College Planning Committee, and a

trustee of the Maui Quarantine Fund.

That is not the end of the list, but you get the point. Lynne Woods has been tireless in her efforts, not only for business, but for the community as a whole. Given Lynne's track record, Stacie Thorlaxson has her work cut out for her!

I wish the best of luck to Lynne in her new endeavors, and to Stacie as she steps into this very important position. ■



ALAN ARAKAWA

The Glorious Golf Gala

On a gorgeous day in May, 160 golfers took to the green at The Dunes at Maui Lani for the Maui Chamber of Commerce Annual Golf Tournament.

"It was the most fun golf tournament I've ever played in, despite the fact that I lost over a dozen balls, despite the fact that I probably had one of the highest scores, and despite the fact that I helped The Dunes

rearrange their landscape," said Mayor Alan Arakawa. "I would really like to thank The Dunes at Maui Lani and their staff for their tremendous hospitality."

SEE GALA ■ PAGE 7



Stay ready fo' grine la' dat! Happy golfers enjoy a well-earned lunch.

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President's Column

Happy New Year! The Maui Chamber of Commerce begins its fiscal year July 1, 2005, with many exciting changes and challenges under way.

First, we say aloha to **Lynne Woods**, president of the Maui Chamber of Commerce for 11 years. She has been an inspiration to us all, and the Chamber staff is sad to see her retire. I am honored to have had the opportunity to learn from and be mentored by Lynne. We wish her good health, prosperity and most importantly, relaxation!

At the Board of Directors level, Chairman **Stephen Holaday** becomes our past chair, and **Charlie Jencks** takes over the helm. I look forward to working with Charlie, along with the new Board members: **Grant Chun**, vice president of A&B Properties, Inc.; **Jeff Knight**, business development manager with Oceanic Time Warner Cable; **Mitchell Nishimoto**, vice president and branch manager of First Hawaiian Bank's Kahului

Branch; **Tom Reed**, president of Aloha Recycling; and **Bill Russell**, vice president of American Savings Bank. Congratulations!

"Special thanks to all who lent us a hand when the Chamber was temporarily 'homeless'! To the Maui County Business Resource Center for the use of your resources; One Main Plaza and A&B Properties for the temporary office space; Charlie Jencks for letting us huddle around your conference table; Kahului Trucking & Storage for storing our stuff; Island Movers for getting us where we needed to go; and everyone: Mahalo!"

To the outgoing Board of Directors: **Steve Williams**, **Everett Dowling**, **Wesley Lo** and **Tim Moore**, thank you for all your efforts

and for supporting the Chamber through the year(s).

The Chamber staff continues to strive during this time of change!

Joining **Sonja Spring**, database and website director, and **Daniel Bergan**, director of sales, we now welcome **Rosell Critchlow**, executive assistant. Rosell joined the team on May 2, and is already an asset to the Chamber. With the annual Golf Tournament and Gala taking place just four days after her hire date, I was pleased we didn't scare her away and she showed up for work on Monday!

I am extremely lucky to have such a great team and they deserve recognition, especially for all their hard work on the golf event.

Speaking of the Golf Tournament and Gala, it was another great success, and we owe it all to **you!**

To the many businesses that sponsored and contributed auction items, prizes, donations, entertainment, sound and food; and to the volunteers, Boy Scouts of America,



STACIE THORLAKSON

and the YMCA—we extend our gratitude!

Golfers and socialites, we thank you for *par*-ticipating and supporting your Chamber! A big mahalo to the staff at The Dunes at Maui Lani Golf Course and Dunes Restaurant—you all scored an eagle with your service! In addition, **Dick Moon** and **Steve Williams**, thank you for all your time, energy, connections, and guidance throughout the event—you are aces! The entire event was perfect to a tee!

Monday, May 2, was the official day I became president of the Maui Chamber of Commerce, and the support has been wonderful. Mahalo to the **2004-2005 Executive Committee** and **Board of Directors** who

SEE **PRESIDENT** ■ PAGE 6



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WHAT DOES THIS FAMILY OF COMPANIES HAVE TO SAY TO LYNNE WOODS, A LEADER WITH AN UNWAVERING COMMITMENT TO MAUI'S BUSINESS COMMUNITY?

MAHALO AND ALOHA FROM A&B.

AB
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Friends in Good Places

Long-time member TS Restaurants enjoys the advocacy of the Maui Chamber.

Sky Barnhart



A lot has changed since this Lahaina landmark opened on Front Street.

But the importance of staying involved in the business community remains the same.

Over the years, most Mauians have spent some time at Kimo's, maybe at the bar sipping a mai tai and watching the sun go down, or maybe in the warm and elegant dining area enjoying a romantic dinner. A favorite of tourists and locals alike, this Lahaina landmark was the starting point for TS Restaurants.

On March 25, 1977, friends Sandy Saxten and Rob Thibaut opened the doors of Kimo's on Front Street, serving up island fare with aloha. Now, 28 years later, there are 12 flourishing TS restaurants—including Hula Grill and Leilani's in Ka'anapali—each distinctive and "all in beautiful places where we ourselves would choose to live," according to Saxten.

For at least 25 of those 28 years,

TS Restaurants has been a member of the Maui Chamber of Commerce. "The Chamber has been very good as a pipeline force when we've had issues with government plans," says Dickie Moon, TS vice president. "They've helped us and been an advocate for the issues that are of concern to liquor license holders."

Moon says the Chamber also jumped in when the Department of Health was attempting to standardize health regulations throughout the country. "A while back, they were adopting the uniform health code, which if you read it carefully, meant they were going to ban all outdoor cooking. That makes sense in some areas on the Mainland, but for us in Hawai'i, it meant all lu'au. Through the help of the Chamber, working

together with the hotel association, the restaurant association and other organizations, we got them to change the law subtly to accommodate the unique demographics of Hawai'i."

Over the years he's been with TS, Moon says he's seen Maui business change dramatically. "When we first got here, Maui business was much more agriculturally based. It was more about locally based businesses. Tourism was basically in its infant stages. The Chamber was focused more on local businesses and not so much on the tourists."

"Now the business community has grown rapidly, and there are more large players, especially when you have your Wal-marts and your Costcos in the picture. Their home offices don't often participate in local chambers, so they have a tremendous amount of influence, but not much involvement in the community. They should really be members of each chamber of commerce, and get involved and participate at least at minimum levels."

Getting businesses involved in the community is an area where outgoing Maui Chamber of Commerce President Lynne Woods has made amazing progress. "Lynne has been a fabulous president of the Chamber for the last 11 years," Moon says. "She picked up the pace and the power, especially with endorsing politicians, and really came forward to make the Chamber much more viable in government and the marketplace. She has done a fabulous job in bringing along her protégée, Stacie."

Going forward, Moon says, TS will continue to support the Chamber in its efforts. "We believe the Chamber has good vision, and they are really following some strong basic business principles in their organization and planning."

And if the phenomenal success of TS Restaurants is any indication, Moon and his colleagues know something about business principles. Maybe they'd even share it over a mai tai. ☐



Maui County SISTER CITIES FESTIVAL 2005

A celebration of world peace
JUNE 8-11, 2005

Celebrating the diversity of cultures in Hawai'i and throughout the world, the County of Maui is hosting over 265 government officials and students from China, Chile, Japan, Guam, Philippines and Peru.

SCHEDULE OF EVENTS:

Wednesday, June 8, 2005

County of Maui
Welcome Reception
2 p.m. on the lawn fronting the County Building. Light refreshments will be served. Open to the public.

Thursday, June 9, 2005

"Catch the Aloha Spirit" Dinner
6 p.m., Maui Beach Hotel Elleair Ballroom. Tickets are \$35 each, which will include a buffet dinner and entertainment.

Saturday, June 11, 2005

Sister Cities Festival
10 a.m. to 3 p.m.
Maui Arts & Cultural Center
Food & cultural booths, children's activities, entertainment, displays, and Passport Expo product & service show. Free admission.

"A Celebration of Peace in the World"

7:30 p.m., Castle Theater of the Maui Arts & Cultural Center. Featuring performances by our Sister Cities, Ulalena, and Uluwehi Guerrero.
For tickets (\$10, \$15, \$20), call 242-SHOW.

For more information, call 873-8247 or visit www.mcbrc.org



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.

BOARD OF DIRECTORS 2004-2005

Outgoing Chair	Stephen Holaday
Incoming Chair	Charlie Jencks
Vice Chair Elect	Myles Kawakami
Treasurer	Sharron Courter
Past Chair	Steve Williams
Secretary	Stacie Thorlakson

Joe Bradley	Wesley Lo
David Cole	Dickie Moon
Tom Cole	Timothy Moore
Ululani Correa	Tom Reed
Everett Dowling	Edward Reinhardt
Bob Filippi	Trish Rohlfing
Karen Fischer	Bill Russell
Paul Gammie	Patrick Saka
Gwen Hiraga	Jeanne Skog
Alvin Imada	Ron Vaught
Myles Kawakami	Terry Vencel
Carole Kooy	Chubby Vicens

COMMITTEE CHAIRS

Budget & Finance	Sharron Courter
Business Education	Saedene Ota
Government Action	Curtis Tom
Made In Maui	TBA
West Maui	Bob Derks
Hana Business Committee	Bob Filippi
COMPAC	Charlie Jencks

CHAMBER OF COMMERCE STAFF

Outgoing President	Lynne Woods
Incoming President	Stacie Thorlakson
Director of Sales	Daniel Bergan
Database/Web Site Dir.	Sonja Spring
Executive Assistant	Rossel Critchlow

MAUI CHAMBER OF COMMERCE MEETINGS FOR 2005

Meetings held monthly and at the Chamber, unless specified.

Westside Committee (Westside) 1st Wed. held at Lahaina Restoration Foundation (8am)
Government Action Committee (GAC) 1st Thurs. (12noon)
Business & Education (BEC) 2nd Fri. (12noon)
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)

CONNECTIONS

Editor Stacie Thorlakson	Editorial Sky Barnhart
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Legislative Outcomes are Tough on Hawai'i Business

Aloha!

I appreciate the opportunity to share my thoughts with Maui Chamber of Commerce members through this newsletter.

I always look forward to getting out of the hustle and bustle of Honolulu and visiting Maui and reconnecting with my "home" island community. Just last month, I had the wonderful opportunity of visiting Maui to attend the swearing-in ceremony for Rick Bissen, Jr., to the Second Circuit Court. While I am

personally saddened that he will be leaving my administration, I know Judge Bissen is happy to be back home, fulfilling his lifelong dream of serving the public on the Maui Circuit Court, bringing with him his legal expertise, strong work ethic and integrity.

Also while I was in Maui, I was delighted to join our neighbors and friends at Tedeschi Vineyards in celebration of agriculture at the Ulupalakua Thing, where I congratulated Teena Rasmussen on the 26th anniversary of her business, Paradise Flower Farms.

Lastly, it was a great honor to participate in the welcome home parade in Maui for the 411th Engineer Combat Battalion. They are always at the forefront of my thoughts, and I am happy to see them all return home safely.

I'd like to take this opportunity to recognize one of the most respected women I know—Lynne Woods. I worked closely with Lynne while I served on the Maui County Council and then as Mayor, and know firsthand that she is truly one of Maui's leading business women. In her role as president of the Maui Chamber of Commerce, she became a major advocate for the business community in Maui, and the driving force behind helping us grow Maui's economy in the 1990s. She will always be remembered for her tenacity, positive attitude and commitment to shaping and strengthening the Maui Chamber of Commerce.

I extend my deepest appreciation to Lynne for all that she has done to put Maui first, and wish her the best in her future endeavors. I am also

happy to welcome her successor, Stacie Thorlakson, who has been a strong asset to the Maui Chamber for many years, as the new president of the Chamber.

I would like to now turn back the clock for a moment to May 5, which was the end of the 2005 legislative session, and share with you the legislative outcomes. Topping our list of priorities at the onset of the session was to find collaborative solutions to the state's affordable rental and housing shortage. While law-



LINDA LINGLE

“
... [Lynne] became a major advocate for the business community in Maui, and the driving force behind helping us grow Maui's economy in the 1990s.
”

SEE GOVERNOR ■ PAGE 7

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Woods

FROM PAGE 1

During the lean years and through the crisis of September 11, the business of the Chamber suffered as yours did. As businesses had to tighten their budgetary belts, dues to the Chamber were dropped. I thank Bank of Hawai'i and First Hawaiian Bank for assisting us through those tight times. When our organization searched for sponsorships for our membership meetings, A&B, American Savings Bank, the Fairmont Kea Lani Maui, Maui Land & Pineapple, Central Pacific Bank and Summerlin could be depended on to assist.

Our golf tournaments receive incredible support from our membership with donations of food, prizes, silent-auction and live-auction items, making this event the Chamber's signature fund-raising event.

At times, situations caused me to seek advice or even a good shoulder, and so many people were there for me. A phone call would bring me any advice and help I needed. To all of you—and you know who you are—I say MAHALO. I know so much more now than 11 years ago when I stepped into my office at the Chamber. During these 11 years, I received legal advice from four fab-

ulous attorneys: Bob Richardson, J.P. Schmidt, Tom Cole, and Paul Manacini. Like me, our Board of Directors always felt that their fiduciary responsibilities were well protected because we've had this wealth of legal knowledge and advice available.

Managing a nonprofit corporation is a very different experience from running a for-profit company. There are very dedicated people giving their lives to this cause. Gladys Baisa, Audrey Rocha Reed and Terryl Vencl were in the industry when I started, and they are continuing on as community leaders... as I depart. Not enough can be said about these three ladies, so let me just express my deep gratitude for their advice, leadership, mentorship and, of course, their should-ers. Ladies, I will forever admire you.

There are also some younger executive directors I have had the pleasure of working with and mentoring over the years. I wish all of you the best and hope you succeed in all you do.

There have been 10 chairpersons of the Chamber board and many board members over these past years. I want to thank every one of you for your efforts. You allowed



Strong community leaders for Maui: Mayor Alan Arakawa and long time Chamber of Commerce President Lynne Woods.

me to be creative, you supported me through the deficits and surpluses, and you shared your expertise with me and understood that when I called, I really needed your knowledge. You are precious gems to me, and I treasure my relationships with you.

I think everyone knows how dependent a leader is upon her staff. Over the years, I have had some of the best. Not being with Sonjia, Daniel and Stacie on a daily basis will be one of the most difficult changes I will be making. You brought joy to my life. I know I will enjoy your friendships for years to come.

I hand over the reins of the Maui

Chamber of Commerce to Stacie Thorlaxson who, over the past two years, has proven to be an excellent administrative assistant, vice president and now president. She is working on establishing the Chamber's new location, coordinating her team, and developing her board of directors and committees. In short, she is preparing to take the organization to the next level. The Chamber is in excellent hands, and if you show her the support you so generously showed me, she will soar.

I know I will work with many of you in the future. Until we meet again, MAHALO for everything. ■



The talented Chamber team has triumphed through challenges and changes.

President

FROM PAGE 3

gave me the opportunity to prove myself for the position; Lynne Woods and staff members who supported me during the transition; and the many members who have expressed their congratulations. I treasure the

kinship and look forward to knowing and learning about each one of our members!

To those who know me, I'm a gal who can't sit still—I gotta go, go, go! The achievement hasn't settled in yet because the days have been filled with converting and updating records, notifying the new board members, coordinating the golf tournament and gala, attending and restructuring our committees, super-

vising staff, setting goals and planning upcoming events, plus the daily office work and phone calls.

With a building permit finally in possession (thanks to Maui County), we are excited to begin the construction phase of our new and permanent location at Kele Center in Kahului. Now is the time to implement our plan to SOAR, and by that I mean, **Strengthen, Organize, Act**-today and **Re-energize!**

I dedicate this issue and New Year to *change!* Change is essential in life in order for us to grow. Change is a good thing, and with change comes both triumph and mishap. And while I always aim for success, I will also hold myself accountable for any bumps that may occur down the road. That's what leadership demands: accountability and responsibility. I will never back down when it comes to representing the needs and beliefs of our Chamber members.

We look forward to installing our

new Board members on June 17 at a luncheon held at the Fairmont Kea Lani Resort. In July, we will hold a board retreat that will guide the Chamber on a three-year path.

We are looking forward to building on the success of **Made in Maui**, and strengthening our partnership with the **Farm Bureau** and the **Hana Business Council**. We will be enhancing both **COMPAC** and **GAC**, and planning a policy convention for the Chamber.

In early 2006, we will work to determine the position statements that drive our business advocacy. Along the way, we will continue to communicate with members, strengthen our organization and committees, plus grow the membership.

My overall vision is to generate an innovative synergy that embraces both value and balance in our entire business community. As Frank Sinatra sings, "The best is yet to come!" ■



*Thank You Lynne.
You've done a Great Job!*

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Gala

FROM PAGE 2

The tournament was followed by a festive gala for golfers and non-golfers alike, featuring musical entertainment by Hawaiian slack key guitarist Jeff Peterson. The talented chefs at the Dunes Restaurant created a feast using fine ingredients



donated by generous supporters. Master of ceremonies Tony Takitani ensured that things ran smoothly, and live auctioneer Mike Mullholland kept gala attendees on their toes with checkbooks in hand.

Many businesses donated prizes and silent and live auction items, including tourist activities, jewelry, restaurant gift certificates, hotel/resort packages, rounds of golf, and much more.

The Maui Chamber of Commerce Board of Directors and staff extend our thanks to all of our sponsors! (See ad on page 12.)

Flippin' burgers ain't a shoddy career choice after all. The cuisine-staff at the Dune's clubhouse; Alex Caoile, Jr., Dennis Yitcua, and president of Modern Innovation Gary Ichimura mix business with pleasure as they serve at the Chamber's golf gala.

Free Sugar Tours

Interested in getting up close and personal with tourmahaulers, hydroelectric plants and carding drums?



HC&S Pu'unene Mill and Power

Plant is gracefully framed by the West Maui Mountains.

Find out about all this equipment and more during a free tour of Maui's largest agricultural operation and the state's most productive sugarcane business. Steve Holaday, outgoing Maui Chamber of Commerce Chairman and HC&S general manager, has once again opened up the fields and factory of HC&S to community members.

These free tours help Maui residents, government officials and other interested groups have a better understanding of the company's positive impact on Maui's economy and community. Tours

will be offered twice a month through October (weather permitting).

If you are interested in taking a tour, please visit A&B's tour-dedicated website, www.alexander-baldwin.com/hcstour, where you'll find more information and an application. Or contact Kris Kobayashi in the Government and Community Relations Department, toll-free 1-877-864-4400.

Governor

FROM PAGE 5

makers followed our lead in making this a priority this session—taking steps in the right direction and adopting parts of our plan—much more needs to be done to streamline the permitting process, provide more incentives to developers to

build affordable housing, and prevent the raiding of the state's housing funds.

The Legislature supported other initiatives that are priorities for my administration, including early childhood education, stronger laws to protect motorists and pedestrians, increased autonomy for the University of Hawai'i, and giving law enforcement officials more tools to prevent and prosecute crime.

I am disappointed, however, that

lawmakers did not reduce the tax burden on lower-income workers and "closed the door" to business by neglecting to reform workers' compensation and cut the unemployment insurance tax for businesses. This was one of the worst legislative sessions in recent history for businesses, and I hope to have your support on these concerns for next year.

I invite you to follow the process in coming weeks as I make deci-

sions about the bills approved by the legislature. To acquire the latest updates, please visit my website at www.hawaii.gov/gov. You can also sign up for my weekly electronic newsletter at this site.

Finally, I invite you to e-mail me your questions, suggestions and concerns at Governor.Lingle@hawaii.gov.

Mahalo for your time and I hope to see you soon.

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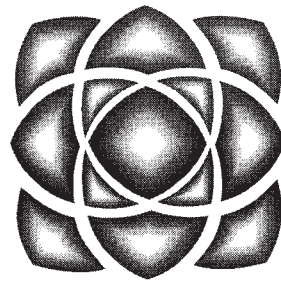
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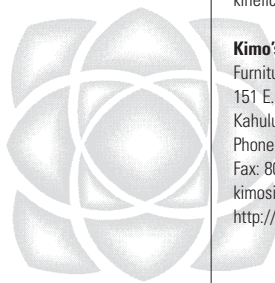
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The Aloha Friday Farmers Market officially opened at the Maui Community College Campus on April 1, 2005, bringing together farmers, chefs and the public.

Maui County Farm Bureau Looks to the Future

Now allied with the Chamber, a new era has begun for the Farm Bureau.

Warren Watanabe

The Maui County Farm Bureau has long been an important component of the island's economy. As a grassroots organization of farm and ranch families, allied agricultural industries and other organizations, MCFB offers an opportunity for farmers to share in their community's interests and goals. Now in 2005, MCFB is moving more clearly into the business sector, synergizing with other organizations and bringing expanded services to our members.

With the departure of administrative assistant Ann Prouty in 2004, MCFB established an alliance with the Maui Chamber of Commerce to handle administrative and book-keeping services. Rossel Critchlow is answering calls to the MCFB phone

number five days a week, a service that greatly expands our ability to respond to our members. Future Chamber newsletters will contain an expanded section devoted to MCFB issues. This will serve not only to bring information to our members, but also to share agricultural issues with the rest of the community.

MCFB has also launched a new website at www.mauicountyfarmbureau.org. This site will be updated on a regular basis with the latest developments from the Farm Bureau as well as our related organizations such as CTAHR and HDOA, so we encourage you to regularly visit the site.

Following are some of the latest developments:

- The 2005 Legislative Session was an exciting session for the Farm Bureau. A 30-year task of fulfilling our Constitutional Mandate to protect Important Agricultural Lands has become a reality. The Act will provide for an incentive-based process to encourage landowners to dedicate their lands as IAL. Incentives directed at farmers and ranchers will also be provided to ensure that agriculture does actually occur on these lands. IAL means agriculture—not just open space.
- Other bills passed include creation of a new chapter in the Hawaii Revised Statutes regarding agricultural theft and trespass. Penalties are increased, along
- Finally, the Aloha Friday Farmers Market was launched on April 1, adjacent to the Maui Community College Culinary Arts Building. All products sold at the market must be Hawai'i Grade A, Grown on Maui or Made in Maui products from agriculture. This provides farmers an opportunity for direct marketing. MCFB has a Farm Bureau Store to accommodate farmers who are not able to personally participate but would like to explore the direct marketing option.

For more information, please call Darlis Smith at 268-FARM or check the website at www.mauicountyfarmbureau.org.

Recognizing Small Business

It's time already to start thinking about nominations for the 2nd Annual Mayor's Small Business Awards.

Mayor Alan M. Arakawa, County of Maui's Office of Economic Development (OED) and the Maui Chamber of Commerce are proud to announce the 2nd Annual Mayor's Small Business Awards Program, which recognizes the important contribution that small businesses and their owners make to the economy of the

County of Maui. "Recognition will be given to a select group of small businesses which have demonstrated how hard work and determination pay off," says Mayor Arakawa. "They represent the very best of Maui County's entrepreneurial spirit."

"The Chamber of Commerce is pleased to partner with the County, and we encourage the community to take part in the awards and give recognition to small businesses," says Stacie Thorlakson, new Chamber president.

The awards program is coordinated by OED and the Chamber, along with various partners of the Maui County Business Resource Center.

- Categories include:
- Mayor's Small Business of the Year (5 or less employees)
 - Mayor's Small Business of the Year (6-50 employees)
 - Mayor's Young Small Business Person of the Year (under the age of 40)
 - Lifetime Achievement Award

Nomination forms are available by calling or visiting the Maui County Business Resource Center at the Maui Mall at 873-8247, or OED at 270-7710. The forms can also be downloaded at www.mcbrc.org.

Deadline for completed nomination forms and two letters of recommendation is Monday, Aug. 15, 2005. Awards will be presented at an awards dinner on Thursday, Oct. 20, 2005, at the Hyatt Regency Maui.

Under Mayor Arakawa's leadership, initiatives such as the establishment of the Maui County Business Resource Center have attracted programs such as SCORE (Service Corp. of Retired Executives) to Maui to provide additional assistance to small businesses in Maui County.

For more information about the Mayor's Small Business Award Program, call Anna Ribucan, the County's small business advocate, at 873-8247.



Darlis and Daniel Smith discuss the power of marketing during an April Nuts & Bolts class at American Savings Bank in Kahului.

Wrapping Up Nuts & Bolts



"I love the small class sizes and relaxed setting..."

"I enjoy the one-on-one interaction with the instructor..."

"Very informative!"

Comments like these were the standard throughout the Nuts & Bolts of Building a Business series. Coordinated by the Maui Chamber of Commerce Business Education Committee (BEC), the popular courses met on Thursday afternoons from January through the end of April, full of helpful hints and guidance from Maui business professionals.

"Live your marketing plan," instructor Darlis Smith told students at the "Growing a Business Through Marketing" class on April 21. "Don't spend all that time writing the perfect plan and then put it in a drawer. Keep it handy and review it at least twice a year."

The marketing class, in which Darlis and her husband Daniel guided attendees through key marketing elements like image and positioning, was just one of the many topics covered during the series. Other subjects ranged from Payroll to Collections; Government Regulations to Negotiating a Lease; Cash Flow to Advertising Budgets. Instructors were chosen based on their experience in particular fields. Classes were taught in a small group setting (ranging in size from seven to 14 people), giving attendees the personal attention that larger classes often lack.

Overall response to the Nuts & Bolts series was very positive according to Chair Saedene Ota. The classes provided a good networking

opportunity in which fellow business community members could meet one another and share interests. Instructors were very helpful, often giving out their contact information in case students had further questions.

Evaluation sheets were passed out at the end of every class to give

“Don't spend all that time writing the perfect [business] plan and then put it in a drawer.”
— DARLIS SMITH

the BEC new ideas on how to improve classes, recommendations on future topics, and highlights that students enjoyed most. This feedback will be incorporated into the next series of classes that the BEC plans to offer in the Fall.

The Maui Chamber of Commerce and the BEC would like to thank all of those who participated in the classes, the instructors who dedicated their time to helping fellow members of the business community, and American Savings Bank-Kahului Branch, for generously allowing the usage of their conference room facilities.

Check back to the Chamber website, www.maui-chamber.com, for upcoming classes or call 871-7711.



Robert and Kelly King of Pacific Biodiesel were nominated for an SBA award by Lolita Feliciano (center) of Bank of Hawai'i.

Making Strides Toward a Sustainable Future

Maui company recognized nationwide for its efforts to develop renewable fuels.

A pioneer in the nation's renewable fuels industry, Maui-based Pacific Biodiesel Inc. was responsible for the design and construction of the Virginia biodiesel processing plant that President Bush recently toured.

Local businessman Robert King partnered with University of Idaho researcher Daryl Reece to open Pacific Biodiesel in 1996. Operating out of the Central Maui Landfill, it was the first biodiesel production facility in the Pacific Rim and the first retail biodiesel pump in the nation. "Back then nobody knew what biodiesel was," King says. "Now we're seeing biodiesel cars everywhere on Maui!"

An expert in diesel engine mechanics, King was prompted into the biodiesel world through his landfill generator maintenance contract as a way to help solve local grease-dumping problems. Owing the domain biodiesel.com definitely keeps Pacific Biodiesel in the forefront of the industry, King says. "We take that responsibility very seriously, and we are determined to see this great industry develop for the environment, for agriculture, for the economy and for U.S. energy security."

Biodiesel is a renewable fuel made from vegetable oils such as soybean, rapeseed and canola, or

used cooking oils discarded by restaurants. Pacific Biodiesel's processing plants can also transform commercial fish oil, animal fats and tallows into usable fuel for diesel engines. The U.S. ASTM quality biodiesel produced by approved production facilities is suitable for all diesel engines and burns cleaner than petroleum diesel. It is nontoxic, 100 percent renewable and biodegradable, and can even help engines last longer due to its superior lubricity.

King and his wife Kelly, Pacific Biodiesel's marketing director, were named 2005 Small Business Persons of the Year for Maui County by the U.S. Small Business Association. A member of the Maui Chamber of Commerce, Pacific Biodiesel owns and operates two biodiesel plants in Hawai'i, built a biodiesel plant in Japan, and has two additional U.S. biodiesel plants currently under construction.

President Bush's May 16 tour marks the first time a U.S. president visited and held a press conference at a working biodiesel processing plant. Calling biodiesel "one of our nation's most promising alternative fuel sources," Bush praised those who develop biodiesel for "making this country less dependent on foreign sources of oil." ■

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Mahalo for your support in making our event perfect to a tee!