

chapter PULSE

An Individual Chapter Publication
EXECUTIVE WOMEN INTERNATIONAL[®]
Honolulu Chapter P.O. Box 2295 Honolulu, HI 96804-2295

Chartered November 3, 1967

Honolulu Chapter

February 2009



Kung Hee Fat Choy!

12 months, 52 weeks, 365 days, 8,760 hours, 525,600 minutes or 31,536,000 seconds. Whichever way you like to look at it, that's the amount of time each of us has to work, sleep and play in 2009.

We are truly blessed to have one of the most successful EWI chapters in the country. We collectively have made EWI of Honolulu what it is today and with your continued commitment of a couple of hours every month to attend a chapter and/or committee meeting, a few hours every quarter for a philanthropic activity, or 5 minutes to call a friend to invite him or her to our monthly meeting, your dedication and effort will help sustain our membership and maintain our connectivity, ensuring us a vibrant and strong chapter.

As renewals for 2009 are fast upon us, instead of being a 60+ strong member firm chapter, we are now at about 45 member firms. We do have 4 member firms with two representatives: Central Pacific Bank, Business Insurance Services, Inc., Sheraton Hotels in Waikiki and Outrigger Enterprises Group. However, due to economic downsizing and busy schedules, we say a sad but fond aloha to: Argosy University, Abby Kushner; Bella Pietra, Layla Dedrick; Honolulu Board of Realtors, Lea Mukai; Ernst & Young, Linda Rotnes; and Pu'a Foundation, Toni Bissen.

And as a result of member companies downsizing, instead of having a solid 6+ members, some EWI committees now have 3 members – maybe. If you have the time and can help, we welcome your participation. We need more participating committee members for ASIST, Philanthropy and Program. Please call or send me an email if we can add your name to any of those committees.

- **EWI membership comes with the wonderful opportunity to promote your firms.** All you need to do is to become an active member! Find out which representative can help you with boxes and moving supplies; which representative can help you save for a rainy day; which representative can help you whiten your teeth for a great smile and great price; which representative can give you a deal for a subscription to the “pulse of business” in Hawaii; or which representative has wonderful goodie baskets and ideas for weddings or events!
- **EWI promises personal and professional development.** By attending monthly meetings and participating at the committee level, you will grow as an individual and your leadership skills will be sharpened and honed.
- **EWI promises community involvement.** By participating at our various philanthropy projects or being a part of our very successful scholarship programs, you will gain insight and have served your community! Our next philanthropy event, scheduled for Saturday, March 7, playing Bingo at member firm, Pearl City Nursing Home, with their senior residents. Mark your calendars and let Pattie Furtado know if you are able to attend.

Time is a treasured possession. Thank you for the time you give to EWI.

Aloha,
Valerie Tanaka
2008-2009 EWI of Honolulu President

EWI® Mission and Vision

Mission

Executive Women International is an organization which brings together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development, and encouraging community involvement.

Vision

To Be the Leading Connection for Business Professionals.

**“Everybody Wants To
Go To Heaven But
Nobody Wants To Die”**



Jim Varner is President of James E. Varner & Associates, Inc. presenting Dale Carnegie Training in Hawaii and Guam. Born and raised in Hawaii, he is a graduate of Kalani High School and Southern Oregon College with a degree in business administration.

**Cost: \$30 per person
Dinner Buffet
Free Parking**

**Kapi'olani Community College
Ka 'Ikena Dining Room
Ohelo Building
43-903 Diamond Head Road**

**5:30p.m. Registration &
Networking**

6:00 p.m. Dinner & Program

**Executive Women International®
Honolulu Chapter
Membership Meeting
Wednesday, February 11, 2009**

Presented by Jim Varner



DALE CARNEGIE TRAINING®

People. Performance. Profits.

Empowerment begins with seeing the possibilities, not just the problems. It means changing your perspective – on yourself and others. But changing attitudes is risky. It means leaving where you are and not coming back.

It is easier to say “no” to changing your attitude than to say “yes.” But the “no’s” are simply ways of repeating the past. Saying “yes” opens up all sorts of opportunities.

Jim Varner will tell us about the importance attitudes play in our success; review the three parts of the success triangle and build a model of a successful person.

We all have greater potential and are capable of developing more of that which is within us. Say “yes” and discover the power within you to change your Attitudes, Your Work, and Your Life.

~~~~~  
**Please RSVP if you will NOT be attending or if you are bringing a guest, to April Tengan of HMSA by noon, WEDNESDAY, FEBRUARY 4, 2009 via email [april\\_tengan@hmsa.com](mailto:april_tengan@hmsa.com) or phone 948-5910.**

*A standing reservation is made for every representative at all EWI monthly meetings. It is your responsibility to inform the Sergeant-At-Arms by e-mail or telephone by the RSVP deadline if you cannot attend. You will be billed for any missed meetings unless notice is received by the stated deadline.*



## CALLING ALL EWI BOXES!

We are taking a tally of boxes of EWI materials (i.e., Secretary minutes, Treasurer's reports, Director's binders, etc.) that past Board members are keeping under their desks, in their garage, in their car trunks, etc.

Please call President Valerie Tanaka at 921-6501 or email her at [valerie.tanaka@outrigger.com](mailto:valerie.tanaka@outrigger.com) with your count and a description of materials you are holding.

The Board is tentatively looking into the possible scanning of materials that need to be retained.

Mahalo!



### Ask Wendy

**Question:** How do I know if a toy is safe for my dog?  
**Answer:** I have recently gotten several emails about this. It seems that there is a dog toy out on the market that has caused severe injury to dogs. It is the pimple ball with bell by the Four Paws Company. (A few years ago there was much ado about the Greenies product.) The Greenies company heard their customers complaints and took action to rectify the problems with their product. To date the stance of the Four Paws Company is that there are not enough incidences with their product to warrant any action on their part. You the consumer, or should I say the guardians of the end, need to be informed and aware consumers. Any toy that is new to your pet should be played with under supervision at first. Observe how your dog plays with it. Does he play with it gently or does he try to consume or destroy the toy. If he plays gently with his new toy then it is most likely a safe toy for him to have. If he tries to consume or destroy the toy then it most likely is not an appropriate toy for your dog. None of the toys for dogs are meant to be eaten. The fabric, latex, and rubber toys are meant to be played with. Tossed-around, retrieved, squeaked, batted and enjoyed not consumed. The rubber toys that food can be placed in should not break apart as the dog tries to remove the food from its holes and crevices. The chew toys that are consumable should be done slowly as the dog gnaws on it. If your dog can consume any of the edible chew toys like rawhide, Greenies, bully sticks, cow hoofs, etc. within mere minutes, they are not appropriate for your dog.

Email your questions for Wendy Mah, Sirius Puppy Training & Behavioral Consulting to Communications & Marketing Director Naomi Amuro, Aloha United Way at [naomi@auw.org](mailto:naomi@auw.org). We cannot guarantee a response and not all questions will be posted in the Chapter Pulse.

### 2008 - 2009 Officers & Directors

|                                                                                                                                                                          |                                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>President</b><br>Valerie Tanaka<br>Outrigger Enterprises<br>Group<br>921-6501<br><a href="mailto:valerie.tanaka@outrigger.com">valerie.tanaka@outrigger.com</a>       | <b>VP/President-elect</b><br>Joyce Nishimura<br>First Insurance Company<br>of Hawai'i, Ltd.<br>527-7602<br><a href="mailto:joyce.nishimura@ficoh.com">joyce.nishimura@ficoh.com</a> |
| <b>Secretary</b><br>Tessa Ahsing<br>Shanghai Tang<br>942-9800<br><a href="mailto:tessa@shanghaiasm.com">tessa@shanghaiasm.com</a>                                        | <b>Treasurer</b><br>Hollie Amano<br>Central Pacific Bank<br>544-0732<br><a href="mailto:hollie.amano@centralpacificbank.com">hollie.amano@centralpacificbank.com</a>                |
| <b>Sergeant-at-Arms</b><br>April Tengan<br>Hawai'i Medical Service<br>Association<br>948-5910<br><a href="mailto:april_tengan@hmsa.com">april_tengan@hmsa.com</a>        | <b>Membership Director</b><br>Shelley Okubo<br>The Ilikai Hotel<br>944-6354<br><a href="mailto:shelley.okubo@ilikaihotel.com">shelley.okubo@ilikaihotel.com</a>                     |
| <b>Program Director</b><br>Susan Miyabara<br>Punahou School<br>945-1361<br><a href="mailto:smiyabara@punahou.edu">smiyabara@punahou.edu</a>                              | <b>Communications &amp; Marketing Director</b><br>Naomi Amuro<br>Aloha United Way<br>543-2209<br><a href="mailto:naomi@auw.org">naomi@auw.org</a>                                   |
| <b>Ways &amp; Means Director</b><br>Bonnie Horibata<br>Better Business Bureau<br>536-6956 x308<br><a href="mailto:bhoribata@hawaii.bbb.org">bhoribata@hawaii.bbb.org</a> | <b>EWISP Director-at-Large</b><br>Nadine Uratsuka<br>Accuity LLP<br>531-3483<br><a href="mailto:nadine.uratsuka@accuityllp.com">nadine.uratsuka@accuityllp.com</a>                  |

### Appointed Positions

|                                                                                                                                                                              |                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Advisor</b><br>Lois Asato<br>Hawaii Convention Center<br>943-3553<br><a href="mailto:lasato@hccsmg.com">lasato@hccsmg.com</a>                                             | <b>Bylaws/Parliamentarian</b><br>Brenda Kanno<br>Research Corporation of the<br>University of Hawaii<br>988-8311<br><a href="mailto:bkanno@rcuh.com">bkanno@rcuh.com</a>                                                             |
| <b>ASIST Chair</b><br>Joyce Nishimura<br>First Insurance Company<br>of Hawai'i, Ltd.<br>527-7602<br><a href="mailto:joyce.nishimura@ficoh.com">joyce.nishimura@ficoh.com</a> | <b>Philanthropy</b><br>Pattie Furtado<br>The Airport Properties<br>Best Western The Plaza Hotel<br>and OHANA Honolulu<br>Airport Hotel<br>837-1502<br><a href="mailto:pattie.furtado@outrigger.com">pattie.furtado@outrigger.com</a> |

VISIT OUR WEBSITE  
<http://www.ewihonolulu.org>



On April 16, at the *Women Who Mean Business* event, Pacific Business News will announce the name of the *2009 PBN Businesswoman of the Year* and the *2009 PBN Woman Volunteer of the Year*.

This is the eleventh year that PBN has honored women business leaders in our community with the prestigious Businesswoman of the award and the eleventh year that a group of EWI representatives have selected the finalists and eventual winners.

In true EWI style, they not only acted as judges to select the very first Businesswoman of the Year, but they mapped out the requirements and criteria necessary for someone to receive the award. To this day, much of that criteria is used as a basis to judge most PBN awards.

Here is some history for those who don't know how it all came about. In 1998, then new PBN publisher, Larry Fuller, asked me if I thought the women of EWI would like to act as judges for these newest awards to celebrate the successes of women. The Honolulu Chapter board quickly agreed that it would be a wonderful experience for our members as well as a beneficial partnership with member firm Pacific Business News, providing EWI with valuable marketing, our organization would otherwise not have been able to buy.

Three years ago PBN added the Woman Volunteer of the Year award to this event. This award, whose criterion continues to be refined, seeks to honor women who have made a difference in our nonprofit community.

In the beginning, all past presidents were asked to be a part of the judging. Over the years, as the process was streamlined and refined, the judging committee became a group of the five most recent past presidents. Each judge receives a 3-ring binder with all that year's nominations. They read and score each one of them. When they are done with that part of the process, the judges meet once as a group to make their final selection of finalists and winners in each of the two categories.

How do we get our nominees? Nominations for both awards come from co-workers, executives, friends, and sometimes from the nominee herself. The nominator's name is never revealed.

Eleven years ago the EWI judges selected Kitty Lagareta, chairwoman of Communications Pacific, the first PBN Businesswoman of the Year. Since then, this celebrated group has included many well known women leaders whose names I think you'll recognize: Jean Myers, Lynne Madden, Faye Kurren, Nonie Toledo, Geri Marullo, Crystal Rose, Donna Goth, Susan Au Doyle and the late Sue Wesselkamper.

This year, the nomination deadline is February 13 and nominations can be made right online at [pacificbusinessnews.com](http://pacificbusinessnews.com). The event on April 16 will be held once again at the beautiful Hawaii Convention Center and we'd love to have you all there!

The judging by EWI and participation of the organization in the Women Who Mean Business event effectively succeeds at fulfilling the three facets of the EWI mission while successfully branding EWI as the leading organization for business women.

For more information about the Women Who Mean Business event or the nomination process, please contact Doreen Tavares at [dtavares@bizjournals.com](mailto:dtavares@bizjournals.com) or phone her at 955-8074. If you'd like to see a copy of last year's Women Who Mean Business section with the finalists and winners, call PBN circulation director, Mary Beth Lohman, 955-8002.

Pacific Business News thanks the women of the Honolulu Chapter of Executive Women International for the wonderful service they provide and the important part they play in the recognition of women leaders.

*Submitted by Doreen Tavares*

# **HONOLULU CHAPTER BOARD MEETING HIGHLIGHTS**

**Wednesday, January 7, 2009**

**HMSA Offices, 11<sup>th</sup> Floor Boardroom**

President Valerie Tanaka called the board meeting to order at 5:40 p.m.

## **Approval of the Minutes:**

The minutes of the November 14, 2008 meeting were approved.

## **Treasurer's Report:**

Account balances (unaudited) as of December 2008:

|                            |               |
|----------------------------|---------------|
| General Operating Account: | \$46,175.45   |
| B/C/DP Account:            | \$42,835.47   |
| *less Funds committed      | ( 18,000.00 ) |
| Available funds in B/C/DP  | \$24,835.47   |

September: Receipts: \$16,796.84      Disbursements: General A/C - \$1,782.64

- Treasurer's report was approved including the disbursements for December.

## **ASIST:**

- No report

## **Communications and Marketing:**

- Updating of Honolulu Chapter website is still in progress. Naomi will keep us posted.
- There was a discussion on supporting member firms through promoting member firm special offers and consolidating these requests to a monthly email blast to members. The Board of Directors agreed that company advertisements and special offers should be approved by the President, and/or the Board of Directors. Naomi will make an announcement to membership about the deadlines for monthly promotional email blasts.

## **EWISP:**

- Report submitted
- Waialae Country Club was selected for the EWISP Awards Dinner.
- EWISP packets were emailed to private schools and an email distribution to public schools will follow.

## **Membership:**

- Report submitted.
- Shelley has attained 6 leads on potential member firms.
- Several member firms will not be renewing their 2009 EWI membership due to current economic challenges. The Board of Directors discussed ideas to retain existing member firms and focus on the value of EWI to its member firms and representatives this year.

## **Philanthropy:**

- Bingo at the Pearl City Nursing Home is scheduled for March 7, 2009. Patti will be asking the membership for donations of prizes for the residents.
- Other philanthropic activities planned for this year include: the annual Aloha United Way envelope stuffing, the Autism Walk on June 15, American Cancer Society's Relay for Life, October Reading Rally, and an August back to school supplies drive.

## **HONOLULU CHAPTER BOARD MEETING HIGHLIGHTS - CONTINUED**

### **Program:**

- Report submitted.
- The January 14, 2009 membership meeting will be held at the Honolulu Country Club with the possibility of Blenn Fujimoto, Vice Chairman of Central Pacific Bank, replacing the original guest speaker, Ron Migita, CEO.
- The February 11, 2009 membership meeting will be held at the Kapiolani Community College Ka 'Ikena dining room. The guest speaker will be James Varner of Dale Carnegie Training with a topic of "Everybody Wants to Go to Heaven, but Nobody Wants to Die."
- The March 11, 2009 Business Meeting will be held at the Waialae Country Club.

### **Sergeant-at-Arms:**

- Attendance at the December 3<sup>rd</sup> Business Meeting at The Plaza Club: 25 firms, 28 representatives, 2 guests (46% member firms). There were 8 no shows.

### **Ways and Means:**

- No report.

### **Unfinished Business:**

- Scanning/Retention: Naomi will place an announcement in the Pulse to find out how many boxes of old EWI files are being held by membership.
- Workshop Proposal: Susan Miyabara and her committee will be researching potential guest speakers for a Professional/Personal Development Workshop.

### **New Business:**

- Renewal Status: There are several member firms who are not renewing in 2009. See notes in Membership.
- Insurance Renewal for 2009 – Application and check for \$250.00 was sent to Business Insurance Services, Inc.
- Web Update – Naomi will be working on setting up links from the Honolulu Chapter website to member firm websites. Other improvements planned are to make the website more user-friendly, to eliminate clicks, and to list representative emails.

### **Announcements:**

- The next board meeting will be held on Wednesday, January 28, 2009, 5:30 p.m. at the HMSA offices.
- The next membership meeting will be held on Wednesday, January 14, 2009, 5:30 p.m., at the Honolulu Country Club.
- The February 11, 2009 membership meeting will be held at the Kapiolani Community College Ka 'Ikena dining room at 5:30 p.m.
- The next business meeting will be held on Wednesday, March 11, 2009, 5:30 p.m. at the Waialae Country Club.

**Adjournment:** 7:20 p.m.



## EWI Membership Meeting – January 14, 2009

The January membership meeting was held at the Honolulu Country Club. President Valerie Tanaka of Outrigger Enterprises Group, introduced two new replacement representatives, Mary Eichholtz from Sheraton Waikīkī Hotel and Denise Sasaki from Meadow Gold to the membership. She also introduced the guests that evening: Jeff Fabry, Island Insurance, Susan Au Doyle, Aloha United Way, and Denise Chong and Blenn Fujimoto, Central Pacific Bank.

Two pending business items left over from the last business meeting, as a result of not attaining quorum, were voted on.

- The 2009 proposed budget was voted on and approved by the membership.
- Cathy Iwai of Pearl City Nursing Home was elected to the nominating committee.

Diane Chong of Central Pacific Bank shared a forecast for the Year of the Ox as the thought of the day.

After a delicious buffet dinner, Blenn Fujimoto, Vice Chairman of Central Pacific Bank, took the podium. Mr. Fujimoto shared statistics about CPB - they are the largest lender of construction, residential and small business loans in the islands. He feels that the banks in Hawai'i are very safe and sound as they did not participate in subprime lending like many of their counterparts on the mainland did. He explained that the present economic situation is very different from what we've experienced over the past 40 years because every segment of the economy from construction to real estate to tourism has been affected. Mr. Fujimoto's prediction is that the recession will bottom out in the fourth quarter of 2009, then we should see a gradual increase over 2010 and 2011. Central Pacific Bank also provided centerpieces and passport savings books (discount coupons) to all in attendance.



L – R: Hollie Amano (Central Pacific Bank), Mayuki Park (Cowabunga! Computers), Valerie Tanaka (Outrigger Enterprises)



L –R: Joann Shigeta (Central Pacific Bank), Susan Doyle (Aloha United Way), Blenn Fujimoto (Central Pacific Bank), Valerie Tanaka (Outrigger Enterprises), Denise Chong (Central Pacific Bank), Hollie Amano (Central Pacific Bank)

Please join the Philanthropy Committee for **BINGO**  
at Pearl City Nursing Home



Date: Saturday, March 7, 2009

TIME: 10:30 – 11:30 a.m.

(Volunteers are asked to  
come by 10:00 a.m. for set-up)

919 Lehua Avenue

RSVP to Pattie Furtado

by March 1, 2009

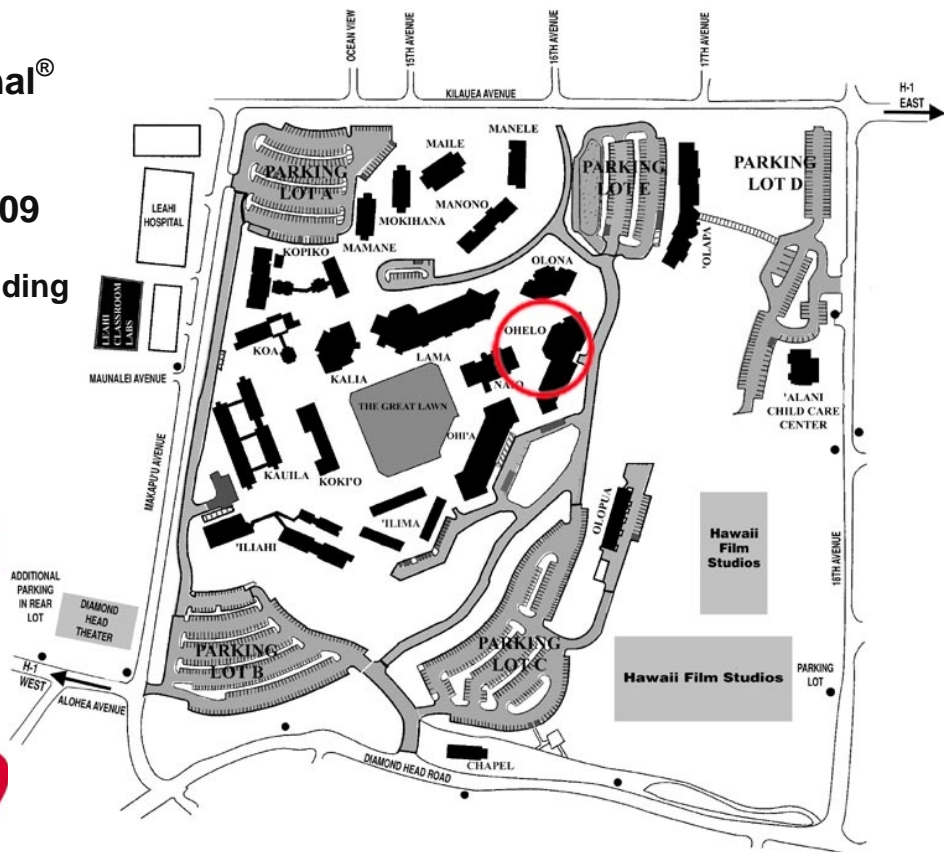
Hope to see you there!



**Email Blasts & Promotional Announcements**

Effective immediately, all items for email blasts to reps and all promotional announcements must be sent to president Val Tanaka (valerie.tanaka@outrigger.com) no later than the 15<sup>th</sup> of each month. All items will be taken to the board for approval. After the board meeting, a once a month email will be sent to all reps with the announcements that were approved for distribution. Your board wants to ensure the timely distribution of items to further the EWI mission of promoting member firms, enhancing personal and professional development, and encouraging community involvement. Thank you for your understanding.

**Executive Women International<sup>®</sup>**  
**Honolulu Chapter**  
**Membership Meeting**  
**Wednesday, February 11, 2009**  
**Kapi'olani Community College**  
**Ka'Ikena Dining Room – Ohelo Building**  
**43-903 Diamond Head Road**



**Happy February Birthdays!**

|    |               |
|----|---------------|
| 3  | Miki Hwang    |
| 24 | Naomi Amuro   |
| 26 | Susan Uyetake |

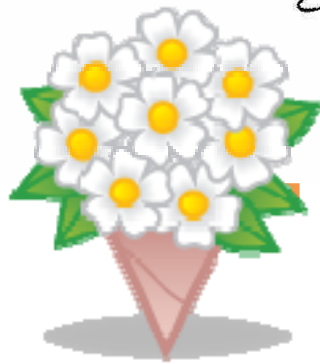
Dearest Val,

Happy New Year to you and my ELLS sisters. Val, please extend my sincere thanks to the members of ELLS for the beautiful flower bouquet and best wishes!

Picture yellow & white daisies, red carnations, orange roses and dainty white babies' breath. What a smosh of colors and certainly brightened my days.

My ankle is mending and the crutches and I are getting along better. Probably another 2 weeks in the cast. It will be whoopee, whoopee day when the cast is removed.

I wish you all the Blessings of Great Health and Happiness, Beautiful days to savor and remember, and a host of enchanting and cherished events in 2009. And Kung FEE FAHT CHEO! love + Aloha  
Ethel Jean Kuen



## Sirius-ly Speaking by Wendy Mah

Sirius Puppy Training & Behavioral Consulting  
[www.siriuspuppytraining.com](http://www.siriuspuppytraining.com)



There are also many magazines that will do reviews on animal products. The Whole Dog Journal and Good Dog Magazine are two that come to mind immediately. Check them out. They have great articles on food, product, training and health.