

Chartered November 3, 1967

## Honolulu Chapter

March 2009

### Eddie Would Go... What about you?

Two summers ago, my husband Blake and I celebrated our 27th wedding anniversary and ziplined in beautiful Princeville, Kauai. If you haven't zipped, it's definitely a thrill. Beautiful mountain scenery, lots of cow pies, and hiking up and down from one station to the next. We traversed a total of eight ziplines and one suspension bridge, over gullies and ravines, in picturesque Princeville Ranch on the lovely Garden Isle. What an experience - you are harnessed, helmeted and taught the procedures of zipping:

- No hands on the wire unless you want to get hurt;
- Hold the turnbuckle to maneuver your turns- turn left to go left, turn right to go right;
- And for those who are light weight – definitely NOT my problem, you may need to roll into a ball, and cannonball as you start out.
- Always one instructor then one strong man over when we change stations. Do you know why? In case the 2<sup>nd</sup> person gets caught mid- way, they can pull you over or send another person to push you down the line.



For you techies, ziplines are set up based on gravity. So we'd climb steps to jump off a platform, zip a minute or two or three, and then end up like on a skate board ramp across the gulch or ravine. I would usually end up landing on my butt and backwards, but my husband did wonderfully. The last zip was the highest and longest and Blake did it with a dead man's fall. Backwards and deeply in faith, he got the thrill of his life. Me – I jumped face forward, still scary, I swear, but in a manner that fulfilled my need to always look where I'm going.

Why do that, you ask? Why not just a quiet dinner in a pretty restaurant and some drinks? Well, I thought we needed to have some different kind of fun. Zipping certainly was fun, strenuous and challenging for both of us.

Then again, maybe this took me back to a time in my life at a manager's retreat while working for the President at Title Guaranty Escrow Services, David Pietsch Jr., who won a prize of a Ropes Course at a Silent Auction. About 20 of our Managers, and other executives took a Ropes Course in the trees along the back of Olomana in Waimanalo. Again, in a harness and with a helmet, climbing that telephone pole was fine. It's that last step- nothing for your hands to grab onto and relying on your shaking thigh and leg muscles to take you up one more step. Then you rotate your feet on the 10 inch dinner plate on the top of the pole and breathe, focus, concentrate, breathe and conquer your fears? You're jumping straight ahead – 8 or 10 feet, for a trapeze if you can reach it and catch it. I still remember being 2<sup>nd</sup> to the last in line as my fellow workers shouted my name and reminded me NOT to look down and to focus. I jumped yelling "Banzai" like a Tarzan movie. I missed the trapeze but had the thrill of my life and the knowledge that I went to do the job AND did the job to the best of my capabilities surrounded by co-workers and friends I trusted and felt close to.

Funny- I had always asked others who went on this trek why we did this and what was the difference it made? Then I had a light bulb moment not too long ago. It brought all of us closer, no matter if we made the trapeze or missed it.

The leap of faith from the top of the pole to a trapeze that seems so far away is not easily accomplished, but the support and encouragement you receive while challenging yourself and the sense of accomplishment you feel during the effort far outweigh the difficulty of the task at hand.

Maybe that's why "Eddie Would Go" and why I would go too?

Consider ascending the pole and take a position on our Board.

Commit to working together and learning together. Get to know each of us a bit better and what makes each of us tick.

Volunteer and participate in your committee(s).

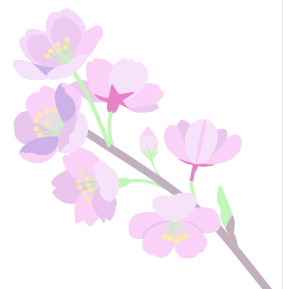
Learn the ins and outs of what EWI is about and what we can offer.

Invite a co-worker or an acquaintance to an upcoming meeting.

Our Membership motto is "Recruit, Retain and Grow". We need your help growing EWI of Honolulu!

Please join me and our 2008- 2009 Board as we take on the challenges of 2009 and let's all recruit, retain and grow! "Eddie Would Go," won't you?

Aloha,  
Valerie Tanaka  
2008-2009 President





## Waialae Country Club

Diamond Head Room  
4997 Kahala Avenue

Cost: \$35 per person  
Free parking

5:30 p.m.– 6:00 p.m.  
Registration – Networking

6:00 p.m. – 8:00 p.m.  
Dinner & Fashion Show  
Business Meeting

### PLEASE CALL IN YOUR MENU SELECTION

Choose One when you RSVP:

1. Broiled Wild Alaskan Salmon with wasabi sauce, potatoes
2. Roasted Chicken Breast with lemon and capers with linguini
3. Stuffed Portobello Mushroom with brown rice, tofu, bell peppers, eggplant, vegetables in balsamic glaze and truffle oil

**Executive Women International®**  
**Honolulu Chapter**  
**Business Meeting**  
**Wednesday, March 11, 2009**

**SHANGHAI TANG**  
上海滩

As a wonderful addition to our business meeting, member firm Shanghai Tang will present an informal mini fashion show. The boutique will feature classic Chinese silk apparel and accessories, as well as modern designs of Chinese chic fashion.

Shanghai Tang is the only Chinese luxury brand: the apogee of the Chinese art of living and Chinese creativity. The product offering includes a full range of clothing for men and women, plus home furnishings, accessories and gifts. Shanghai Tang's products are renowned for combining traditional Chinese design and motifs with tongue-in-cheek humor and a contemporary sensibility.

Shanghai Tang's Honolulu boutique at the Ala Moana Center opened its doors in 2002.

Tessa Ahsing, EWI representative, has managed the store since last March. Her executive, Scott Larson, proudly became the boutique's owner in 2007, managing the financial and marketing end of the business. Join us to cheer on some of our favorite EWI models at the March 11<sup>th</sup> meeting!

RSVP to April Tengan by noon, Wednesday, March 4 via email [april\\_tengan@hmsa.com](mailto:april_tengan@hmsa.com) or phone 948-5910. Please RSVP the following:

- ◆ **your entrée selection if attending**
- ◆ **if you are NOT attending**
- ◆ **if you are bringing a guest**

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

# **HONOLULU CHAPTER BOARD MEETING HIGHLIGHTS**

**Wednesday, January 28, 2009**  
**HMSA Boardroom**

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

## **Approval of the Minutes:**

The minutes of the January 7, 2009 meeting were approved.

## **Treasurer's Report:**

- No Treasurer's report for January 2009 – a report will be available at the February 26, 2009 BOD meeting.
- Hollie Amano submitted a proposal to move the BCDP account from Bank of Hawaii to Central Pacific Bank. A motion was made, seconded, and approved to accept the proposal.

## **ASIST:**

- Neighbor Island schools will not be contacted due to the cost of providing travel arrangements.
- Deadline for applications will be April 17, 2009.
- ASIST awards dinner will be held on Wednesday, July 8, 2009.

## **Communications and Marketing:**

- Naomi Amuro updated the board on the status of the Honolulu Chapter's website. Her committee is waiting for the corporate office to set up the new template before moving forward.

## **EWISP:**

- Four judges have been confirmed.
- Deadline for applications is February 20, 2009.
- EWISP Awards Dinner is scheduled for Wednesday, May 13, 2009 at Waialae Country Club.

## **Membership:**

- Committee is focusing on retention of member firms. They are following up with each firm to confirm renewal.
- Two new replacement members have joined: Denise Sasaki from Meadow Gold Dairies and Mary Eichholtz from Sheraton Hotels in Waikiki.
- Membership renewals for 2009 are 45 firms thus far, a 20% decrease from last year's total of 57 member firms.

## **Philanthropy:**

- Bingo at the Pearl City Nursing Home is scheduled for March 7, 2009. Donations for prizes are being collected for this activity.
- The date for the Island Insights event to be advised. The date for the Aloha United Way campaign packing to be advised.
- Other events being considered are the Autism Walk in June, Relay for Life Walk, Honolulu Board of Realtors Charity event, and Reading Rally in October.

## **Program:**

- The February 11, 2009 dinner meeting will be held at the Kapiolani Community College Ka 'Ikena Dining Room. The speaker that evening will be James Varner of Dale Carnegie Training and his topic will be "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 and will include a mini fashion show by member firm Shanghai Tang during dinner.
- Executive Night is scheduled for September 9, 2009. The Royal Hawaiian Hotel, Regency Room has been suggested as a possible venue for the event.

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

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

- Attendance at the January 14 Membership Meeting: 27 firms, 29 representatives, 1 sustaining member, 4 guests (63% member firms). There were 8 no shows.

### **Ways and Means:**

- No report
- The board discussed whether or not to proceed with the annual golf tournament fundraiser, due to the economic climate. Alternate fundraising ideas were discussed. Naomi will email a survey to the membership to get feedback and ideas.

### **Unfinished Business:**

- Scanning/Retention: Naomi will include an announcement in February's Pulse to find out how many boxes of old EWI files are being held by members.
- Workshop Proposal: Susan Miyabara and her committee will submit a proposal for a professional/personal development workshop which will be targeted for October 2009.

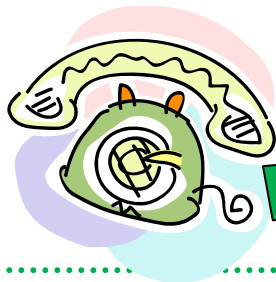
### **New Business:**

- Insurance renewal for 2009 has been sent to Business Insurance Services, Inc.

### **Announcements:**

- The next board meeting will be held on Thursday, February 26, 2009 at the Central Pacific Bank Executive offices 11:30 am.
- The next membership meeting will be held on Wednesday, February 11, 2009 at the Kapiolani Community College, Ka 'Ikena Dining Room at 5:30 pm.
- The next business meeting will be held on Wednesday, March 11, 2009 at the Waiialae Country Club, Diamond Head Dining Room at 5:30 pm.

**Adjournment:** 7:30 p.m.



## **Volunteers Needed!**

The Philanthropy Committee is in need of volunteers for the evenings of March 19 and April 23 to man a phone bank for the PBS television show, *Insights*. Volunteers will not be on camera but will be answering the phones and relaying the questions to the host (usually Dan Boylan).

*Insights* airs live on Thursday nights at 7:30 p.m. and is PBS Hawaii's signature public affairs call-in program. The phone bank is comprised of volunteers who answer calls and write down questions posed by viewers. For more information about the show, go to <http://www.pbshawaii.org/ourproductions/insight.php>.

Details: Volunteers need to arrive at PBS no later than 7:10 p.m. The program starts at 7:30 p.m. and ends at 8:30 p.m. Parking is available in the front lot of the studio at 2350 Dole Street. Volunteers should bring something warm to wear since the studio can get a bit chilly.

Sign up with Philanthropy Chair, Pattie Furtado, by March 5, 2009 at 837-1502 or by email [pattie.furtado@outrigger.com](mailto:pattie.furtado@outrigger.com). Pattie will inform you of the show topic as soon as it is confirmed.



## What is “You’re Local. Stay Local. Buy Local.” All About?

Hot mochi. ‘Opihi on a rock. Poi and fingers. What do these things have in common? Sticking together — local style! Meadow Gold Dairies believes Hawai‘i creates the best products on earth. Our objective is to gather as many local manufacturing partners to create a unified team that will help spread a common message: “You’re Local. Stay Local. Buy Local.” (YLSLBL). We believe we have the powerful ability to make a difference in the self-sustainability and future of Hawai‘i by banding together, supporting and buying local!

### FACTOIDS:

There are statistics galore to support buying local. However, to help you remember the most “bang-for-the-buck” reasons, please consider these important highlights.

- L** Locally manufactured item purchases sustain local jobs, jobs, jobs!
- O** “Ono stuff” grown in Hawai‘i needs manufacturers to process & package, so it can be delivered fresh to your kitchen table.
- C** Circulate money within the state! Replacing 10% of imported goods with locally produced and manufactured goods = \$300 million in economic activity, generates \$6 million in taxes, and creates 2300 new jobs!
- A** *Akamai* choice: Helps save acres of agricultural land and water.
- L** Let’s rally together in a team effort! Don’t underestimate the power of your purchases!

### How You Can Help– Our Challenge to You!

The goal is to make at least 10% of your purchases locally produced or locally manufactured goods. It’s simple. The next time you make a list of items to buy at the grocery store, make sure at least 1 or more of the 10 items you buy is made from a local grower or manufacturer. When making a purchasing choice, we invite you to think broader and consider that you’re buying more than just the product – you’re investing in Hawai‘i. Your purchase essentially invests back into the community by supporting agriculture and the farmers, protecting the land and water that we all rely on, supporting the jobs of your friends, family and neighbors at local companies, and ultimately catapults Hawai‘i in the direction of increasing our self-sustainability. Unleash your inner mochi and kulolo monster to “stick-up” for the islands and make the right choice to buy items that are locally produced and manufactured.

Don’t underestimate the power of your purchase: “You’re local. Stay local. Buy local.” Let’s create and maintain a robust economic environment by taking care of each other - *E mālama kekahi i ke kahi!*

If your company is interested in the YLSLBL partnership, please contact Mia Inoshita at: [mia\\_inoshita@deanfoods.com](mailto:mia_inoshita@deanfoods.com) or call 944-5942.

Submitted by Denise Sasaki

## **TAKE THAT PENGUIN TO THE ZOO!**

The February 11, 2009 meeting of our Honolulu Chapter started off with a thought-provoking poem entitled “*Pretty Good*” and was presented by Julie Krucky of Hawaiian Electric Industries. This verse reminded us that “pretty good” is really not very good at all and we should strive for greatness instead.

And there was nothing “pretty good” about the dinner prepared and served by the students of the KCC Culinary Institute. It was nothing short of incredible!

After dinner, we were treated to the “intelligence through wit” of Mr. Jim Varner, president of James E. Varner & Associates (presenter of Dale Carnegie Training in Hawaii and Guam).

Jim told us that **OPPORTUNITY** is all about **ATTITUDE** and **COMMITMENT** and takes strong desire and passion. Changing one’s attitude from TGIF (*Thank God it’s Friday*) to TGIM (*Thank God it’s Monday*) gives you the opportunity to change lives and organizational potential.

According to Jim, technical knowledge is 15% of what success depends on while 85% is skill and attitude. Rather than pointing fingers at others, consider what you could have done to change or enhance a situation.

The three theories of **MEMORY** are: **IMPRESSION**, **REPETITION** and **ASSOCIATION**, Jim told us. A good memory is an organized and professional order of things. Using the “stacking” technique emphasizes that.

Jim tells us that we can have all kinds of strengths, but if there’s a weakness, we can lose our customers. Weaknesses can be reinforced through **COMMUNICATION**: verbal, body language, written and listening. If actions don’t correspond to what we’re saying, we are not communicating. Communicating with skill provides a positive attitude and knowledge.

**ENTHUSIASM = PASSION**: this is revealed through one’s eyes.

*Take That Penguin To The Zoo?* Sorry, you had to have been there to appreciate how that penguin fits into your life. But you can contact Jim Varner by sending him an e-mail to [jim.varner@dalecarnegie.com](mailto:jim.varner@dalecarnegie.com). I’m sure he’d be as delighted as “King George on a gold pen” to share his penguin story with you! (As I said, you had to have been there!)



L – R: Susan Tanigawa (C.S. Wo & Sons), Pattie Furtado (OHANA Honolulu Airport Hotel), Jim Varner, Val Tanaka (Outrigger)

### ***A Message from the Program Committee***

#### **LOOKING FOR DYNAMIC SPEAKERS**

The Program Committee is working hard to bring in dynamic speakers for our EWI membership meetings. If you have any contacts for great speakers, please email Susan Miyabara at [smiyabara@punahou.edu](mailto:smiyabara@punahou.edu).

#### **AN OPPORTUNITY FOR YOUR FIRM TO SHOW OFF**

We'd like to offer member firms an opportunity to share their products or services during the networking time at the August, October and November membership meetings. If you are interested and would like more details, please contact Susan Miyabara at [smiyabara@punahou.edu](mailto:smiyabara@punahou.edu). Space is limited and it will be on a first-come, first served basis.

Hawaii's Better Business Bureau is Accepting Nominations for the 2009 BBB Torch Awards



The BBB Torch Awards program promotes trust in the marketplace and recognizes local businesses and public charities for their outstanding commitment to fair, honest and ethical marketplace practices.

BBB Torch Awards finalists and winners also receive valuable publicity for their trustworthy marketplace practices, including permission to use 2009 BBB Torch Award honors in their marketing materials and advertising in accordance with BBB policies.

The deadline for nominations is March 2, 2009.

Award winners will be honored at the 2009 BBB Torch Awards Luncheon on Wednesday, April 29, 2009 at the Hilton Hawaiian Village Beach Resort & Spa.

For more information about the 2009 BBB Torch Awards, visit [hawaii.bbb.org](http://hawaii.bbb.org) or contact Bonnie Horibata, Hawaii's BBB Vice-President and EWI representative, by email [BHoribata@hawaii.bbb.org](mailto:BHoribata@hawaii.bbb.org) or phone at 628-3902.

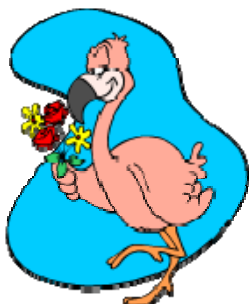
### Important Dates - 2009

- March 7 Bingo at Pearl City Nursing Home
- March 11 Business Meeting at Wai'ala'e Country Club
- March 25 Board of Directors Meeting at HMSA Office
- May 13 EWISP Awards Dinner



### Happy March Birthdays!

- 7 Patricia Watson
- 31 Julie Krucky



**Get well wishes  
to EJ Kam and  
Pat Watson...**

### **2008 - 2009 Officers & Directors**

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

### **Appointed Positions**

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

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