

# LANTERN

May, 2008



夏威夷中華總商會

## Installation Banquet

The annual installation of officers for the new fiscal year will be on Saturday, May 17, at the Waikiki Lau Yee Chai. On open bar with soft drinks and wine will open at 5:30 p.m., and the seven-course dinner and program will begin at 6:00 p.m. The program will include the installation of **Ted Li** as Chamber president as well as President-Elect **Dennis Hwang**, First Vice President **Jeffrey Lau**, Second Vice President **Libby Lew**, English Secretary **Gerald Chang**, Chinese Secretary **Laisin Lee**, Treasurer **Sylvia Louie**, Assistant Treasurer **Gayle Lau**, Auditor **Michele Choy**, and Immediate Past President **Edward Pei**. Ted will give an inaugural address, outlining his vision for the year, and a gift will be presented to outgoing President Ed Pei. There will also be awards for the Businessperson of the Year, the Chamber Volunteer of the Year, the Narcissus Volunteer of the Year, a Lifetime Achievement Award, and a special award to Dr. **Lawrence Tseu**. So come out for the fun, fellowship, networking, and fine Chinese food. The cost is only \$38.00 per person or \$380.00 per table for ten people.

## CHAMBER INTERNATIONAL GOLF TOURNAMENT

The 2nd annual "International Chamber Challenge" golf tournament will be held at MCBH Klipper golf course on Wednesday, May 28. The tournament has been publicized at Affiliated Chamber and Business Organization (ACBO) meetings, and there will probably be members from other ethnic chambers participating. Check-in time is at 11:45 a.m. and there will be a shotgun start at 12:45 p.m. There is a \$200.00 entry fee for each two-person team, which includes green fees, cart, light lunch, on-course refreshments, and post-tournament awards dinner. For those who don't golf, but would like to spend an afternoon on Kaneohe Bay, tournament chair **Richard Chun-Hoon** probably can use volunteers to help run the tournament.

## GENERAL MEMBERSHIP MEETING

The last general membership meeting for the fiscal year will be on Tuesday, May 27. It will be held at the Ala Moana Hotel Hibiscus Ballroom, beginning at 11:30 a.m. **Marsha Wienert**, Hawaii tourism liaison, will speak on the December, 2007 "Memorandum of Understanding between the People's Republic of China and the U.S. to Facilitate Group Leisure Travel: Opportunities for Hawaii." (One problem that must be faced is the lack of direct flights between China and Hawaii. For example, earlier this year, Hainan Airlines announced that it will use Airbus A330-280s and eventually, the longest range variant of the Boeing 787 for non-stop service between Seattle and Beijing, starting on June 9, 2008). The cost is \$28.00 per person. For more information or to make reservations, call the Chamber at 533-3181. RSVP deadline is Tuesday, May 20.

Members attending the meeting will also have an opportunity to vote on proposed amendments to the Chamber's By-Laws. These include adding a third vice president, adding a non-voting "associate member" category of membership, and some minor housekeeping changes.

## PEARL HARBOR BOAT TOUR

Once again, Chamber members have an opportunity to go on a special boat tour of Pearl Harbor. This year, it will be on Friday, May 23. This is an invitation-only tour not available to the general public. The boat tour starts at the Arizona Museum pier at 3:45 p.m., sails under the Cleary bridge, circles Ford Island in a counterclockwise voyage, and returns to the pier at 5:15 p.m. Along the way, you will see "mothballed" ships, USS *Utah* and *Arizona* Memorials, the USS *Missouri*, the naval shipyard, submarine base, and naval supply center, and learn about current plans and future developments on Ford Island. There will also be a stop at the *Arizona* Memorial. Space is very limited this time, so call the Chamber at 533-3181 right away (preferably before May 9) if you want to go. Please note that you must be on the list and have a photo ID to get on the boat, and no carry-on purses, fanny-packs, bags or loose objects. Cameras are OK and carry-on items are subject to inspection. DO NOT linger in the museum and DO make sure you check in at pier-side as soon as you arrive, otherwise you may be left behind.



President  
Edward Y. W. Pei

Where has the year gone? This is my last opportunity to share my thoughts with all of you in this monthly newsletter. It has truly been an honor and privilege to serve as the President of this great organization. It has been a very enjoyable experience, largely due to many of the wonderful people I have met along the way. Thank you all for your support and encouragement throughout the year.

I joined the Chinese Chamber four years ago because I wanted more contact and involvement with the Chinese community. Very simply, I wanted to meet more Chinese people, eat Chinese food, and yes, learn more about our rich cultural heritage. Although born and raised in Hong Kong, I must admit that I am more American than I am Chinese. So I had a lot to learn. And these four years have passed quickly, each year making me more Chinese, building new friendships, enriching my life, and realizing my goals. I am grateful to all of you for giving me this opportunity.

My father was the Chamber President in the late 1970s, and for many years, he had urged me to join the Chamber. To be honest, I was reluctant because I saw an organization very successful in its annual Narcissus Festival, but not growing or evolving or reinventing itself to keep up with the times. Even the Narcissus Festival was the same, year after year. And if it was a chamber of commerce, it did not seem to act like one. I finally succumbed to the persuasiveness of **Ming Chen**, over a round of golf at Waiialae Country Club, I believe.

I spent the first two years learning about the organization, understanding its members and processes, and trying to create a vision in my mind of what the organization should be. And then I became the General Chairman of the 58th annual Narcissus Festival.

It was a good year and a good festival. We worked hard at turning around the finances for the Festival. Our priorities were to expand the Splendor of China, cut costs for the souvenir book, and introduce a new event, which we called the Narcissus Classic. I truly enjoyed working with **Michele Choy** on enhancing the Queen Pageant and my proudest accomplishment may have been convincing her to replace those bulky trophies for the contestants with new awards that were more attractive. The crowning achievement of the year was the selection of five delightful young ladies to be our 58th annual Narcissus Queen and Court. And that brings us to the beginning of this fiscal year.

My first task was to lead the annual Narcissus Goodwill Tour. It turned out to be one of the most enjoyable experiences in our lives. My wife and I, along with twenty dear friends, set off with thirty-seven other members of the tour for a truly memorable journey to China. Some of my friends have traveled extensively, but they unanimously proclaimed the Narcissus Goodwill Tour to be one of the best tours ever. While we enjoyed the magnificence of China, we also thoroughly enjoyed the many new friendships we developed over our eighteen-day journey. What a marvelous way to start the new year.

Upon returning to Honolulu, we began to work on building the organization we had envisioned in our planning meeting, completed before we left on the tour. I am most grateful for **Ted Li**, **Dennis Hwang**, **Wanda Tse**, **Michele Choy**, and the many other dedicated volunteers who worked so hard to make this year a success. Dennis Hwang did a magnificent job with Splendor of China, setting the foundation ever stronger for this

event to one day be the signature event of the Narcissus Festival. Wanda Tse led the focus on serving the needs of our members and through her efforts and those of her committee members, we added sixty new members this year! What else can we say about **Michele Choy**? She not only chairs the Queen Pageant annually, but this year, she also put on a magnificent Coronation Ball.

I realize I am in serious trouble highlighting the efforts of a few and not mentioning wonderful people like **Linda Louie**, **Kevin Lam**, **Leonard Kam**, **Gayle Lau**, **Laisin Lee**, **Gerald Chang**, **Sylvia Louie**, **Eddie Flores**, **Victor Lim**, **Reuben Wong**, **Daniel Chun**, **Winfred Pong**, **Lily Tang**, **Wes Fong**, **Patrick Tse**, **Tony Chang**, **Alvin Wong**, **Libby Lew**, **Angela Wu-Ki**, **May Lee Chung**, **Joe Young**, and countless others. Thanks to everyone for making this a great year.

I am leaving with unfinished business at hand. At its April meeting, the Board of Directors approved amendments to the By-Laws that will be presented to the Chamber membership for approval at the May 27 general membership meeting. The most important change in the By-Laws is the creation of another vice president position that will focus on business and commerce, the often neglected leg of our organization's three-legged stool. This year, we have had many discussions regarding potential business programs, and I am hopeful that with greater focus next year, we will see some of these plans come to fruition. We also have a wonderful Building Committee, led by **Victor Lim**, **Eddie Flores**, and **Wes Fong**, who have come up with the "3-5 Plan." They are committed to raise \$3-5 million in 3-5 years to build a Chinatown Community Center, which will also house the Chamber's office. I hope you will lend your support to all of these important initiatives in the next fiscal year.

Where has the year gone? Time passes quickly when you're having fun. It has largely been fun, and again, I am most grateful for this opportunity. Thank you all and see you soon!

## HAWAII NATIONAL BANK SEMINAR

On Tuesday and Wednesday, May 13 and 14, Hawaii National Bank will be presenting "Profit Mastery: Practical Tools for Control, Survival and Success." Instructor **Steve LeFever** will cover using financial statements; planning a sound financial future; financial forecasting; cost, volume, and profit relationships; providing for sudden or critical change; and planning for business transition. The class should be of interest to small business owners and entrepreneurs. The two-day class, including lunches, costs \$375.00 for those registering by April 30 and \$395.00 thereafter. Each student will receive a \$100.00 gift certificate upon completion of the class. For more information or to register, call HNB's training department at 528-7711.

## Condolences

**Winona "Aunt Nona" Beamer** passed away on April 10 at her home in Lahaina, Maui, at the age of 84. She was known for her many talents: entertainer, educator, songwriter, storyteller, Hawaiian cultural leader, and matriarch of the Beamer island entertainment family. She is credited with coining the term "Hawaiiiana" in 1948. Nona was also the one who had the moral courage to challenge the Bishop trustees, specifically Lokelani Lindsey, by writing a letter to the appointing authority, the Supreme Court justices, in May, 1997. She is survived by sons **Keola** and **Kapono**, *hanai* daughter and former Narcissus Queen **Maile Beamer Loo-Ching**, and grandson **Kamana**. Our deepest condolences and sympathies to the family of a truly outstanding and memorable woman.

## NEW MEMBERS

On April 29, the board approved the applications for **Rosita Chang**, professor of finance and director of the University of Hawaii Manoa's Center for Chinese Studies (sponsored by **Yen Chun**) and **Michael Hu**, personal lines sales representative for Liberty Mutual Insurance (recommended by **Gordon Au**).

## Special Membership Meeting

Some sixty Chamber members met on Wednesday, April 30, for a special membership meeting. It was held at the American Savings Bank's headquarters, where everyone could partake of spicy chicken wings, noodles, meatballs, and a selection of sliced fruit, as well as some liquid refreshments – juice, soda, and wine. Best of all, the spread was FREE. And also available were free copies of the second edition of the *Homeowner's Handbook to Prepare for Natural Hazard*, co-authored by **Darren Okimoto** and First Vice President **Dennis Hwang**. The handbook can be downloaded at <http://www.soest.hawaii.edu/SEA-GRANT/communication/NaturalHazardsHandbook/naturalthazardprepbook.htm>. Dennis also gave a short presentation, summarizing the dangers to our homes from earthquakes, *tsunamis* (which are all too often referred to as "tidal waves" when they actually have nothing to do with the tides), and hurricanes. All in all, it was a fun and informative evening. And President **Edward Pei** started the meeting off by going over the proposed amendments to the Chamber By-Laws and President-Elect **Ted Li** promoted the May 17 installation banquet.

## MEMBER NEWS

According to the April 15 *Honolulu Star-Bulletin*, L & L Drive-Inn and L & L Hawaiian Barbecue CEO **Eddie Flores, Jr.**, was one of those Hawaii residents on Hawaiian Airlines' inaugural Honolulu-Manila non-stop flight. Eddie, who advised Hawaiian on the Filipino market, was shown pictured with **Lito Alcantara** in an example of what he refers to as "impact marketing" (or perhaps what **Jay Levinson** referred to in 1984 as "guerilla marketing," the foundation of a franchise of guerilla books). In his recent series of four evening sessions for entrepreneurs or at least would-be ones, the "Eddie Flores' Keys to Success in Business," Eddie expanded on his concept of impact marketing, which emphasizes marketing yourself and your business, looking for ways or opportunities to maximize your marketing budget, which may be limited or even non-existent. Eddie will probably be offering the class again later this year, and it will probably again include a four-hour Saturday session devoted to community service. (In this respect, L & L is like McDonald's and Panda Express, which also have a community service component to their businesses).

One long-time Chamber member who doesn't get into the news very often is **Victoria Kaneko**. So all the more reason to note (even if a bit belatedly) that according to the March issue of Small Business Hawaii's *Small Business News*, Victoria, who is president and managing director, Hawaii Region, McDonald's Restaurants of Hawaii, was the speaker at SBH's "Sunrise Networking Breakfast" on March 27. (SBH's idea of "sunrise" starts at 7:00 a.m.). Her topic was McDonald's "Partnering for Success" program. Then in the April 9 *Honolulu Advertisers* "Honolulu People" insert, Victoria, a graduate of Pearl City High School, was announced as one of four recipients of the Public Schools of Hawaii Foundation's 2008 "*Kulia I Ka Nu'u*" (Attaining a High Level of Achievement) awards. The PSHF's awards banquet will be on Wednesday, May 21, at the Hilton Hawaiian Village Coral Ballroom. Dress is aloha attire and the cost is \$200.00 per person. For tickets or more information, call 943-1622. (And for those who may be wondering, the McDonald's "Hawaii region" includes Hawaii, Guam, and Saipan).

Architect **Jimmy Young** used to be known for being the designer of creative t-shirts for the Punahou Carnival. Each year, there was a different design, featuring one of the booths found at the carnival, like the *malasadas*, *haku lei*, and so on. One memorable one featured the recipe for one serving of Portuguese bean soup. For several years now though, Jimmy has been helping to perpetuate part of Chinese culture here in Hawaii, the spring observance of Qing Ming at the Manoa Chinese Cemetery. An April 4 article in the *Advertiser*, "Honoring our ancestors," included a photo of Jimmy and others rehearsing for the annual ceremony. Jimmy is one of three co-chairs for the "Hawaii Chinese Qing Ming Ceremony," which was held on April 5. (Qing Ming is actually observed for a month).

During National Small Business Week, on April 30, the 21st annual Statewide Small Business Awards luncheon was held at the Hilton Hawaiian Village. Among the honorees was **Johnson Choi**, president of the Hong Kong-China-Hawaii Chamber of Commerce, who was selected as Minority Small Business Champion of the Year for both Hawaii and the U.S.

**Dave Low**, "Hawaii's Fittest CEO 2007," was pictured with **Eddie Flores, Jr.** (who was riding a stationary bike) and other dignitaries at the kickoff for *Hawaii*

*Business* magazine's Hawaii's Fittest CEO 2008 competition. Dave must have talked with Eddie about "impact marketing" because he was wearing a navy blue T-shirt emblazoned with his firm's name, Hawaii Capital Management, in white letters. Dave is also featured as a swimsuit model, along with 2004 Athens Olympic swimming gold medalist **Amanda Beard**, in the June issue of *Triathlete* magazine.



Hawaiian Moon owner **Aaron Chan** and his company were featured on CNBC's "Mike [Hegedus] on America" on Friday, April 25. The piece focused on "ohana dressing" in which the family and its dogs are outfitted in matching aloha attire. To see the CNBC video, go to <http://blogs.starbulletin.com/fashiontribe/hawaiian-moon-on-cnbc/>. Aaron is the son of former Chamber president **Ban Chan** and his wife **Susanna**.

Small Business Hawaii's Entrepreneural Education Foundation will hold a special awards banquet on Friday, May 9, honoring small business leaders. The event will be held at the Waiialae Country Club from 5:30-8:30 p.m. The event is sold out, but **Winnie Chan's** piano students will be providing entertainment and former Chamber president and long-time McDonald's franchisee **Victor Lim** will be one of the honorees. (In checking with Victor, his Ala Moana shopping center store has moved from the *makai* side to the former L & L location on the *mauka* side ground floor. In addition, McDonald's has added a "Southern-style" chicken biscuit and sandwich to its menu, and on May 15 will offer a FREE chicken biscuit or sandwich – depending on whether it's before or after 10:30 a.m. – with the order of a regular or large soft drink)

And don't forget that Sunday, May 11, is Mother's Day. If you're looking for a place to take her for brunch, lunch or dinner, check the Chamber Web site's member directory for Chamber members who offer various kinds of food services.

## CHAMBER VISITOR

April 6 - 8, 2008  
Mr. Qiu Shuhong, Director General  
Publicity Department of Zhongshan City  
and delegations of 8

## CALENDAR OF EVENTS

- May 11 Sun **Mother's Day**
- May 17 Sat **Installation Banquet**  
Waikiki Lau Yee Chai Restaurant  
5:30 p.m.
- May 20 Tue **Executive Board Meeting**  
Chamber's Office – 12:00 noon
- May 22 Thu **Board of Directors Meeting**  
The New Empress Restaurant  
12:00 noon
- May 26 Mon **Memorial Day**
- May 27 Tue **General Membership Meeting**  
Ala Moana Hotel Hibiscus Ballroom  
11:30 a.m.

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