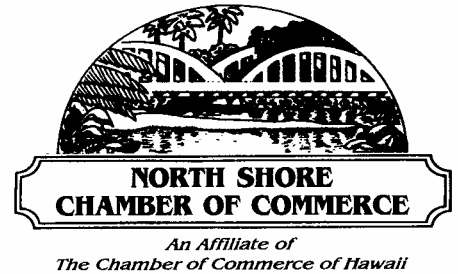


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Success in 2006 – Moving Forward in 2007 by Kalani Fronda

The Chamber wrapped up 2006 better and stronger than ever. I would like to take this opportunity to once again thank the Board and staff for their hard work and commitment to continuing the Chamber's success. Of the numerous things we accomplished in 2006, I believe we had three crowning achievements:

- 1. Relationships were both created and strengthened** during Chamber activities: Business After Hours, Dinner with Governor Lingle, and Christmas with Mayor Hannemann. Each was an opportunity to learn more about the various industries in the North Shore. **1. Made in North Shore Products and Agriculture** - Business After Hours and Taste of the North Shore. **2. Tourism** - Business After Hours and General Membership Meetings. **3. Crime Stats and Reduction** - General Membership Meeting. **4. Non Profit Organizations** - Business After Hours.
- 2. The Chamber made great strides to improve infrastructure** with the donation of the former Telephone Exchange building from Pioneer Ace Hardware to the Chamber, and facilitating governmental funding for improvements made to the agricultural irrigation system.

- 3. We worked diligently to improve the Chamber's partnership with state and local government** through successful completion of Anahulu Bridge, the acquisition of the ATV trailers for HPD, and the forward movement of the Kamehameha Hwy traffic mitigation near Chun's and Lani-akea. The Chamber repeatedly met with the Neighborhood Board and OMPO, Representative Magaoay, Senator Bunda, and Councilmember Dela Cruz, to ensure Chamber initiatives were a priority.
So what's in store for 2007? Well, I'm one who gets excited about forward momentum. In the Hawaiian language, the word is "IMUA", and IMUA describes the Board's goal for 2007, whereby, we will focus on the following:
Staying Informed. We will keep our members informed through venues like the general membership meetings, the Christmas Party, Installation Dinner, and Business After Hours events. Some upcoming speakers are Bank of Hawaii Economist Paul Brewbaker and HTA Chairman Rex Johnson.
Also be on the alert for some fun events for the whole community to enjoy like a Dinner & Dance Event at Waimea Valley

and our annual Christmas Parade. The Chamber will continue to work closely with state and local government officials.

Structural Improvements. Anticipate increased momentum for current projects/initiatives: Haleiwa walkways, Visitor Information Center, rebuilding of a Chamber office, traffic mitigation at Chun's & Laniakea.

Innovation. We will set our sights on pursuing several new initiatives: developing a strategic plan for the Chamber, increasing communication with regular columns in the North Shore News and our newsletter, and updating the community on the Haleiwa Special District Rules.

These capsule the top tier of 2007 priorities. I encourage you to get involved. It will take "a village" for all of us to accomplish what is laid out before us, so let's do it together.

In closing, I would like to thank our Platinum, Gold, Silver, and Bronze Sponsors. The Chamber would not be as successful and able to do the many good things that we've done, without the assistance and continued support of our Corporate Sponsors. Ahui hou and malama pono, Kalani.

Inside this Issue:

- Success in 2006 and Moving Forward in 2007
- Improvements to North Shore's Irrigation Systems
- Notes from the Exec. Director
- Mahalo to Sponsors and Volunteers
- Christmas Party Highlights
- There's a Soap Factory in the Waiialua Sugar Mill
- Winners of Lighting Contest
- Painting Our Public Restrooms
- Historical North Shore Drive Tour

Save the Date—First Quarter Events

Month	Time	Event	Speaker	Place
Feb 1	8am	QGMM*	Paul Brewbaker+	Haleiwa Joe's
Feb TBD	5:30 pm	BAH**	None	Tel. Exchange Bldg
April 26	8am	Annual Mtg. & Elections		Haleiwa Joe's

*Quarterly General Membership Meeting. Continental breakfast provided. \$5 member/\$10 non-members

**Business After Hours. Pupus and no-host cocktails. \$5 to \$15 range for members/+\$5 non-members

+ Paul Brewbaker is Bank of Hawaii's Economist and will discuss the economic outlook for 2007.

Chamber Obtains Federal Grant to Fix North Shore's Aging Irrigation Systems

By Susan Matsushima

In April of last year, the Chamber obtained a \$400,000 grant to administer and monitor federal funds that come from the Department of Defense through Natick and the United States Department of Agriculture CSREES and the Biosystems Technology Program to repair aging irrigation infrastructure on the North Shore. Irrigation systems left by the Waiialua Sugar Company are more than 100 years old and in need of repair.

The project involves two phases. The first was to repair the Helemano Siphon that carries water from Lake Wilson to growers above Haleiwa. The siphon is a large irrigation pipe that brings water over the Helemano Gulch. It broke in April of 2005 and left farmers without water until its repair in July of 2006. Crop production stopped during that time. The repair was critical to making agriculture viable on the North Shore.

The siphon repair moved quickly, with successful flow of water to many farmers on the Opaepala ridge. The four million gallons per day flow is visible from Kamehameha Highway and expansion of production by farmers on the Helemano and Opaepala ridges has been significant. Farmers have now invested in new plantings for longer termed crops with the assurance of a steady source of water.

The second phase of the repairs will be to water systems benefiting a consortium of Mokeleia farmers who farm 900 acres. They will be matching the federal funds on a \$1 to \$1 basis.

The consistent flow of water will increase productivity and bring more economic development in agriculture by these farmers.

The proposed irrigation system improvements would serve as a back-up water source to the irrigation network of Lake Wilson in case of a catastrophic failure. For example, if a main

siphon in the Lake Wilson system was to fail (as evidenced by the Helemano Siphon failure), growers would have no other irrigation alternative. Since a siphon repair would take months, crop failures would be imminent. The subsequent loss of income would be devastating for many growers and jobs and livelihoods would be dramatically affected.

Additionally, there is potential with the pump improvements to provide potable water transfer which could enable local growers the option of vegetable production. This is currently not allowed due to R-2 (non-potable) irrigation water from Lake Wilson. The project is scheduled to be completed by July, 2007.

This project, facilitated by the Chamber, is a significant accomplishment and a giant step toward "keeping the country country."

Expansion of production by farmers on the Helemano and Opaepala ridges has been significant.

Executive Director's Report by Antya Miller

We had an incredibly busy year this past year, but accomplished much. Thank you to all of you for your support and help. Below are highlights of 2006.

Preserving History One Building at a Time. Built in 1924, The historic Telephone Exchange Building, most famous for housing the exchange that made direct dialing to Honolulu possible in 1953, is on the State Historic Preservation Office's list as part of the Haleiwa Special District. In June, the Chamber office received notice from the State Historic Preservation Office Telephone Exchange Building (located behind Ace Hardware) would be moved out of the community, or demolished, if no one was interested in taking it.

The Chamber quickly contacted the owners and asked that the building be donated to the Chamber to ensure its future in Haleiwa. The owners of Ace Hardware gladly agreed. The one-story building, with gabled roof, will be the new home of the Haleiwa Main Street/North Shore Chamber of Commerce. It will be relocated to the Haleiwa Gym grounds on the lawn behind the bus stop (in the front of the property). The Chamber would like to thank the trustees of the Waiialua Community Association for agreeing to give our new home a place to be relocated! The building is big enough to house a visitors' center and mini-museum and a couple of offices. This is a dream come true for Main Street and the Chamber, as this has been part of our plans for years!

ATV Trailer Donated to Police Department. Three new All Terrain Vehicles (ATV) are now at work on the North Shore deterring crime and catching criminals thanks to your help in raising the \$ 6700 to purchase a trailer to transport them to the North Shore. The trailer and ATV's were dedicated at a ceremony held at the Chamber's quarterly meeting in April.

Business After Hours. We held three Business After Hours events this year at Alluvion, Turtle Bay Resort and Camp Erdman. They were extremely successful and fun. The event hosted by Alluvion highlighted agriculture with North Shore farmers donating the food and displaying their products. There was so much food that it ended up being a feast of tasty North Shore dishes and drinks all made on the North Shore rather than just pupu. People attending were able to see the large array of food and drinks produced on the North Shore. The Turtle Bay event was held on the front lawn and was a lovely setting. The food, drinks and networking were enjoyed by all. (Continued on page 3)



Telephone Exchange Building



Chamber Board, members, police & guests at ATV trailer dedication

Executive Director's Report (continued)

The Camp Erdman event was also a feast! The kitchen staff there certainly goes beyond making the standard "camp" style food! Thank you to Camp Erdman for donating all the food and drinks for this event. Members very much enjoy the time at these events to network and visit with other members. Mahalo to everyone that donated product or time to make these events successful.



Kalani Fronda, Gov. Lingle, Antya Miller

Installation Dinner. On May 24th we had our first annual Installation Dinner with Governor Linda Lingle as the keynote speaker. The theme of the event was "Flavors of the North Shore" again highlighting foods and drinks that are produced here on the North Shore. The display of all the agriculture products was a work of art arranged by Barbara Gray. The food, much of which was again donated by our farmers/producers, was created by Waimea Falls Grill and was simply fabulous.

There was a flavor tasting of coffee (Dole Plantation), green fried tomatoes (Jeanne Vana of North Shore Farms), and Italian ices (Paradise Water Ice). Gift baskets were presented to our sponsors, David and Sally Youngblood and Governor Lingle, and included products of the North Shore. Favors for all the guests were also donated: North Shore Soap Factory, Oils of Aloha, and Waiialua Soda Works. Other donors were: Alluvion, Haleiwa Super Market, Kamaoha Farms, North Shore Cattle Company, Pioneer Ace Hardware (lumber for stage), Smokie Acres Blossoms and many farmers. The Governor gave a wonderful speech addressing issues facing the North Shore and some of her ideas on how we can support agriculture. Thank you to the committee members, volunteers, and all the donors that made this an outstanding event. It was an important first step in working more closely with the Governor on issues that affect the North Shore.

There's a Soap Factory in the Waiialua Sugar Mill

There's a Soap Factory in the Historic Waiialua Sugar Mill! People here used to be hooked on sugar, but now they are getting hooked on natural handcrafted soap! The North Shore Soap Factory, a family owned and operated business, is manufacturing and distributing their proprietary line of handcrafted natural soaps and skin care products from their factory located in the Historic Waiialua Sugar Mill.

North Shore Soap Factory's owners, Jerry and Debora Driscoll, began the venture as a hobby in their Waiialua home. Before long, it became more than they could handle in their house and the couple leased the iconic "bagasse bin" building on the grounds of the Historic Waiialua Sugar Mill and the North Shore Soap Factory was born!

The North Shore Soap Factory, with its vintage décor of plantation days memorabilia donated by their neighbors, is home to Hawaiian Bath & Body- the company's core product line. Hawaiian Bath & Body product line is a unique collection of natural soaps & skin care products made from scratch, handcrafted one batch at a time. Each product features island grown ingredients such as Kukui & Macadamia nut oils, Waiialua tangerines, Kahuku papaya, and Big Island guava. Each product is carefully formulated without using chemicals or harsh ingredients. All products are created and formulated in the factory.

For this dedicated group of North Shore residents its about offering the highest quality products available on the market, handcrafted with aloha, in Hawaii. Since its launch, the company has earned a loyal following of customers committed to Hawaiian Bath & Body products. Customers like Catherine Symonds of Wahiawa emailed them to say "It's always such a pleasure to step into your factory/ store--the glorious aromas envelope my senses, and the Aloha Spirit you and your staff possess warms my heart. It's a great 'get-together.' I've been using your all-natural, handmade soaps for a couple of years now--not only for my body but also as part of my facial care. I've tried over-the-counter cleansers and higher-end department store products, and they would work only on a short-term basis. Your soaps have proven to be the one and only effective cleanser that yields satisfactory, consistent results on a loooong-term basis. I always get compliments on my skin, and proudly tell them 'HBB soap and water!' Aloha."

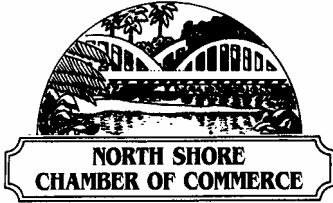


The North Shore Soap Factory retail outlet is open to the public everyday, Monday-Friday 9 to 5 and Sunday 12-5. All their products are available online at hawaiianbathbody.com.

If you are a member of the Chamber and would like your company highlighted in an upcoming issue, please email a Word document, with photos, to the Chamber at info@GoNorthShore.org.

A Big Mahalo to ...

- Pascal Bolomet of Computer Wizard who donated his time to get the Chamber onto Road Runner when we moved to our new location at the Historic Haleiwa Gym. He also fixed the problem that was blocking outgoing email from the Chamber so we can switch from using Antya's personal email. New email address: info@GoNorthShore.org
- Aloha Computers Consulting & Repair for helping with computer issues and networking the computers.
- Jon Marr for making the Chamber feel at home at the Gym by repairing and improving our space.



*An Affiliate of
The Chamber of Commerce of Hawaii*

Historic Haleiwa Gym
PO Box 878
Haleiwa, HI 96712
Phone: 808-637-4558
Fax: 808-637-4556

We're on the web at
www.gonorthshore.org

Improving Our Public Restrooms

The Board of Directors decided to tackle the issue of the deplorable state of our public restrooms by painting both the Sharks' Cove and Pupukea restrooms. This project was much more involved than anticipated, as Pupukea had to be completely sanded down, primed and repainted. After five Saturday mornings, volunteers completed two freshly painted restrooms - a beginning. Thanks go to Turtle Bay Resort for donating the paint, Shark's Cove Grill for power washing, labor and other supplies, Strong Current for labor, Clean Lines for sanding, and volunteers: Bob Boyle, Ed D'Ascoli, Kalani Fronda, Josh Heimowitz, Johnny Moore, and Chet Naylor. Thanks also to Kathy Vega of Parks and Recreation for helping coordinate the project with the City.



Chet Naylor and Johnny Moore after a long day of painting Pupukea Beach Park Restroom

Historical North Shore Drive Tour

Local historian, Francis Forsythe, lends his voice to the newest historical driving tour created by the Dude Brothers. Tourists and locals alike can pop in the CD and listen to soft Hawaiian music while learning about some of the North Shore's most famous destinations. The tour begins at the Dole Plantation and ends at Turtle Bay Resort, with several suggested stops along the way. Final touches are being made to the guide at present. A portion of the proceeds will go to the Chamber. Mahalo to all who helped with this project.

Haleiwa Town Lighting: And the Winner is...

Haleiwa Town looked fabulous this year and we didn't even have to remind people to decorate! The contest winners are: First Place: Ron Artist, Second Place: Aoki's Shaved Ice, Third Place: Gecko Chocolate and Coffee, Fourth Place: 76 Gas Station, Fifth Place: Ishimoto Store. Honorable mention: The North Shore Marketplace always looks really great! Rosie's, Xcel Building, Paradise Real Estate, HIC, the Paracuelles residence across from Sunahara's, and the homes across from Marianne Abrigo Properties. Thank you to EVERYONE who participated, whether mentioned or not.