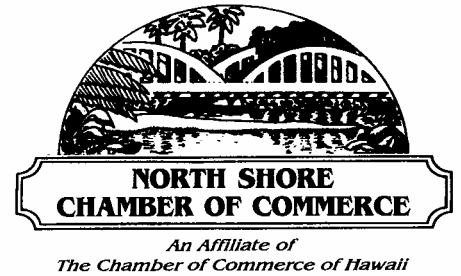


# The Voice of North Shore Business



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## Message from Our New Chairman Josh Heimowitz

Over the last five years Kalani Fronda has been the chairman of the North Shore Chamber of Commerce. Under his leadership the Chamber has grown into an important and influential community organization. As Kalani moves out of the chairman position, I say mahalo to him for his hard work and dedication. He is now President of the Affiliated Chambers and Business Organizations and a director on the main Chamber's board. He will continue to work hard for us and represent our organization well.

On May 25 the Chamber held its annual installation dinner. This event signified the start of my term as the new chairman for the board of directors. I truly view this opportunity a great privilege and look forward to working with the members of the Chamber and the community as a whole to improve life here on the North Shore.

The 2007/2008 Officers for the North Shore Chamber of Commerce include: Vice Presidents Ed D'Ascoli and Chet Naylor,

Treasurer Norman Fujioka, Secretary Marianne Abrigo and Past President Kalani Fronda. In addition to the officers, the following individuals currently serving on the board are: Bob Boyle, Karen Campbell, Mike Lyons, Susan Matsushima, Johnny Moore, Paul Saccoccio and Jack Tyrrell.

I believe for those of us lucky enough to work and live on the beautiful North Shore we all have a responsibility to be actively involved and contribute to our community. I encourage you to find a way to get involved and make a positive difference. Here at the Chamber we are always looking for volunteers. If interested in helping out call our office at 637-4558. If not with the Chamber, find another group that is working to make life better for us here on the North Shore and get involved!

As we continue to work on our core projects and programs, I look forward to leading the Chamber board through a strategic planning process that will allow us to identify where the future will lead.

Currently we have several new exciting projects happening. In partnership with Green Turtle Publications, we produced a new *North Shore Map*. Also, a new *North Shore Driving Tour CD* is being released, which was done in partnership with the Dude Brothers.

Special thanks to Senator Bunda and Representative Magaoay for helping secure funds for two more projects with which the Chamber is involved. Through the legislative process this session, we received a \$100,000 grant to develop a disaster preparedness plan and train volunteers to assist when a disaster strikes. A \$1.2 million dollar grant was awarded to start the planning and environmental assessment needed to realign the road at Laniakea.

Lastly, I encourage you to join us at Haleiwa Joe's on Thursday August 2nd at 8:00 A.M. for our quarterly membership meeting. Guest speakers from Kamehameha Schools will discuss their North Shore plan. Hope to see you there!

## Save the Date

Month	Time	Event	Speaker	Place
July 26	6pm	North Shore Driving Tour CD Release Party	N/A	Grass Skirt Grill
August 2	8am	QGMM*	Kamehameha Schools	Haleiwa Joe's
September 22	TBD	Dinner & Dance	N/A	Waimea Valley

\*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

*Mahalo to Camp Erdman for Donating Printing Services for the Voice of the North Shore Business*

## Second Annual Installation Dinner - Antya Miller

The second annual installation dinner was another great success. We were honored to have Ted Liu, Director of the Dept. of Business, Economic Development, and Tourism, as our keynote speaker. He spoke to us about the challenges our country will be facing in producing enough students who are proficient in math and science and who will become engineers and scientists to compete with all the engineers from China and India. He talked about Governor Lingle's STEM (Science, Technology, Engineering and Math) initiative which is designed to prepare our students for the future. He then highlighted the award-winning



Ted Liu and Incoming Chair Josh Heimowitz

Waialua High School's Robotics Team, which showed a video they produced about their robotics competition. It was truly amazing

and exciting. The businesses were so impressed that Juliana Simone led an initiative to donate to the team resulting in a final pledge from the Chamber and businesses of \$1500. Thank you!

There were three student representatives of the robotics team that received a Certificate of Appreciation from the Senate presented by Laura Figueira of Senator Bunda's office.



From left, Rep. Magaooy, Waialua High Robotics Team students, Laura Figueira, and Principal, Val Kardesh.

A big thank you goes to our sponsors for the event:

**Turtle Bay Resort and Vans Triple Crown**

Our Corporate Supporters: Castle & Cooke Properties, Kamehameha Schools, Kawamata Brothers, Sharks Cover Gill, Strong Current, Waimea Falls Grill, Waimea Valley Audubon Center, Xcel Hawaii, and YMCA Camp Erdman.

A special thank you to Waimea Falls Grill, the Waimea Valley Audubon Center for the great food and beautiful venue, the dinner committee and volunteers. We couldn't have done it without you!

Our lively new Board and officers were inducted by Representative Michael Magaooy and a good time was had by all.



Left to right: Bob Boyle, Kalani Fronda, Chet Naylor, Norm Fujioka, Ed D'Ascoli (behind), Josh Heimowitz, Marianne Abrigo, and John Moore (in front). Not pictured: Karen Campbell, Mike Lyons, Susan Matsushima, Paul Saccoccio, and Jack Tyrrell.

## Not Just Another Surf Shop—Crank and Carve



Aloha. That is what Crank and Carve is all about. When founder/owner James Cuizon set out to create his own company, he was not trying to create just another surf shop in Haleiwa. Rather, he wanted to share what his vision of aloha was. So he set out to create Crank and Carve, North Shore: Haleiwa's only community-based board shop.

Crank and Carve is not your traditional store where you go when you need something. It's a shop that you visit just to hang out and talk story.... Now one may be asking why do we need another surf shop on the North Shore? Well what sets Crank and Carve apart from other stores in the area is that they focus on two under-represented board sports on the North Shore: skateboarding and body boarding. As James would put it, "We're a skate and body-board shop that happens to sell surf, not a surf shop that happens to sell skate and body boards." In addition to skate and body boards, Crank and Carve also offers snowboard/ski waxing and tuning services for all you die-hard snow junkies!

Being that Crank and Carve is a community-based shop, you can find them participating in a wide range of community events. Some examples are helping out with elementary school fundraisers, volunteering with the Surfrider Foundation's Oahu Chapter at beach clean ups, helping the local groms with their homework, and most recently, lobbying to get the Banzai Rock Skate Park up and running! And the list goes on...

Next time you are cruising through Haleiwa, be sure to stop by Crank and Carve in the Haleiwa Shopping Plaza. Come by and talk story, sit back and relax on our lazy-boy couch, pop in a DVD or play a PS2 game on our 60" high definition TV. Or, if you dare, come challenge one of our many shop groms to a game of skate. Visit us on the web at [www.myspace.com/preservetheride.com](http://www.myspace.com/preservetheride.com)

*If you are a member of the Chamber and would like your company highlighted in an upcoming issue of the newsletter, please email a word document, with photos, to the Chamber at [info@GoNorthShore.org](mailto:info@GoNorthShore.org).*

# MEMBERS MAKE THE NSCOC STRONG

## SPECIAL THANKS TO OUR NEW and RENEWING MEMBERS from November 2006 to July 20, 2007

North Shore News for their Gold Sponsorship; Castle & Cooke and Haleiwa Joe's Seafood Grill for their Silver Sponsorships; Alluvion, ASP Hawaii, BBC Enterprises, First Hawaiian Bank, Group 70 International, Jack Tyrrell & Company, North Shore Shark Adventures, Quiksilver, Shark's Cove Grill, Strong Current, Turtle Bay Resort, and Volcom for their Bronze sponsorships.

### Welcome to Our New Members

Abshier, M.D., Virginia	Heimowitz, Courtney	Ola at Turtle Bay Resort
Agsalda, Renie	HPC Foods, Ltd	Paradise Air
ASP Hawaii (Bronze)	Jack Tyrrell & Company (Bronze)	Poamoho Produce
Coder, Trish & Bob	JoanWorks Events	Quiksilver (Bronze)
Crank & Carve, LLC	Macky's Shrimp Truck	Save The Sea Turtles
Dole Food Company	Marr, Jon & Sandy	Volcom (Bronze)
Ginella, Sean	North Shore Shark Adventures (Bronze)	Waialua Farmers Co-op.
Group 70 International (Bronze)	North Shore Smoke	Weidenbach, Ron
Hawaii Performance Apparel	North Shore Workout & Ka'ala Café	Whalen, Stephanie
Hawaii Shark Encounters		Wiki Wiki Java

### Welcome Back Renewing Members

A. Tsutsui Chiropractic	Global Creations	North Shore Country Market
Abe Family Trust	Grass Skirt Grill	North Shore Soap Factory
Alameida, CFP., Jeffrey	Growing Keiki	North Shore Outdoor Circle
Alluvion Florist & Nursery (Bronze)	Haleiwa Art Gallery	North Shore News (Gold)
Aloha Gifts from Hawaii	Haleiwa Eats Thai Food	Paradise Real Estate
Aloha Petroleum, Ltd.	Haleiwa Fishing Supply	Patagonia
Aoki's Shave Ice	Haleiwa Joe's (Silver)	Paty, William & Peggy
AYSO North Shore Region	Hawaii Moon	Private Sector
Bank of Hawaii	Hawaii Resources	Pyramid Insurance/AFLAC
BBC Enterprises (Bronze)	Hawaiian Polo Inn	Quiksilver North Shore Board Riders
Black Pearl Source	Imagine Development	Radcliff, Jake
Bramlett, David & Judy	ITC Water Management	Rainbow Bridge Gift Shop
Breakers Restaurant	Jasmine Yoga	Sea Shell Man
Campbell, Kathleen	Kawamata Bros. Ltd.	Silver Moon Emporium
Chocolate Gecko Espresso	Kualoa Ranch Activity Club, Inc.	Sterman Realty
Chupu Chapters	Manu O Ke Kai	Strong Current (Bronze)
Coffee Gallery	M. Matsumoto Store	Sunrise Mortgage
DeClutter 2 Design	Matsuura, Reed	Sunset Beach Christian Church & School
Dowd, John & Heidi	McDonald's Haleiwa	The Estates @ Turtle Bay
eTurbo News	Midpac/ 76 Gas Station	Turtle Bay Resort (Bronze)
Farrell, Michael & Joyce	Miller, Antya & Boyd Ready	Waialua Soda Works
Figueira, Laura	Nolan, Richard	Wave Riding Vehicles
First Hawaiian Bank (Bronze)	North Shore Auto Parts	Youngblood, Sally
Fujioka Family Trust	North Shore Christian Fellowship	

### NORTH SHORE CHAMBER BOARD OF DIRECTORS

Josh Heimowitz, Chairperson  
*YMCA Camp Erdman*

Ed D'Ascoli, Vice-Chair  
*Xcel Wetsuits*

Chet Naylor, Second Vice-Chair  
*Waimea Falls Grill/Sharks Cove Grill*

Norman Fujioka, Treasurer  
*Fujioka Family Trust*

Marianne Abrigo, Secretary  
*Marianne Abrigo Properties*

Kalani Fronda, Past Chairperson  
*Kamehameha Schools*

Bob Boyle, Marketing  
*Turtle Bay Resort*

Karen Campbell, Communica-  
tions  
*Waialua Soda Works*

Mike Lyons, Membership Chair  
*Abe Family Trust*

Susan Matsushima, Agriculture  
*Alluvion Farms*

John E. Moore, HMS/  
Infrastructure  
*Strong Current/Grass Skirt Grill*

Paul Saccoccio, Legal Advisor  
*Saccoccio & Lopez*

Jack Tyrrell, CPA, Advisor  
*Jack Tyrrell and Company*

**Executive Director**  
Antya Miller

**Bookkeeper**  
Wendy Wingate

**Photographer**  
Trish Coder

**Newsletter Editor**  
Karen Campbell



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The Chamber of Commerce of Hawaii*

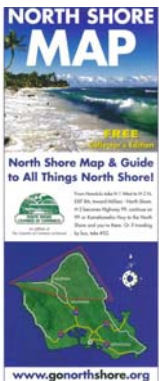
Historic Haleiwa Gym  
PO Box 878  
Haleiwa, HI 96712  
Phone: 808-637-4558

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We're on the web at

[www.gonorthshore.org](http://www.gonorthshore.org)

## North Shore Map Now Being Distributed!



Some of us at the Chamber have waited for this map for almost ten years! And it was worth it. It's colorful, appealing and informative. For years, visitors and residents have been asking for a map. Visitors come in with the Drive Guide needing more detail of the North Shore to find where they want to go. We now have something to give them that not only helps them find their way, but it also tells them what activities are available and how to get to businesses advertising on the map. It will help visitors plan their trip to the North Shore, and will hopefully bring more business to our area because they can plan better instead of just driving through not knowing what's available. We hope that it will also result in visitors spending more while they're here.

The map is being distributed to the airport, major hotels, car rental agencies, local businesses, gas stations, the library and of course the Chamber's slowly developing visitor center. The airport approved the map for distribution in the brochure racks as well as at the information counters as a map.

Thank you to Green Turtle Publications (Bob and JoJean Schieve) , their great staff and you, our members, who supported this important project.

## North Shore Driving Tour Available at Stores Now

The North Shore Driving Tour is now produced and ready for sale in local stores at a suggested retail price of \$13.99. The tour itself will start at Dole Plantation where about 1 million visitors a year pass through the gateway to the North Shore. Their store is a perfect place for visitors to buy the CD that will guide them down to the North Shore. With detailed driving instructions and a historical tour based on the tours developed for the historical trolley tours, it will enrich the visitors' experience by interpreting and giving the history behind what they are seeing. Local kupuna, Francis Forsythe, and navigator, Johnny Miro, lend their voices to the North Shore Tour, the newest driving tour created by the Dude Brothers. Tourists and locals alike can pop the CD in their car's player and listen to soft Hawaiian music while learning about some of the North Shore's most famous sites. The tour ends at Turtle Bay Resort, with several suggested stops along the way. A portion of the proceeds will go to the Chamber. Mahalo especially to Francis Forsythe who has been instrumental in developing and organizing the historical tours over the past several years and volunteered his time to record the North Shore's history for this project. Come to the CD Release Party hosted by the Dude Brothers on July 26th, 6:00 to 7:30 pm at Grass Skirt Grill 66-241 Kamehameha Hwy. RSVP to the Chamber 637-4558 by July 24th.

