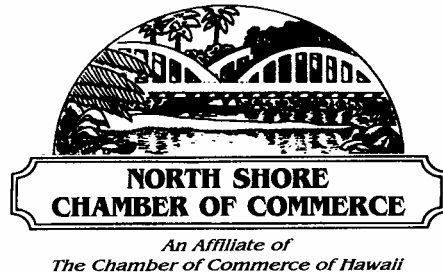
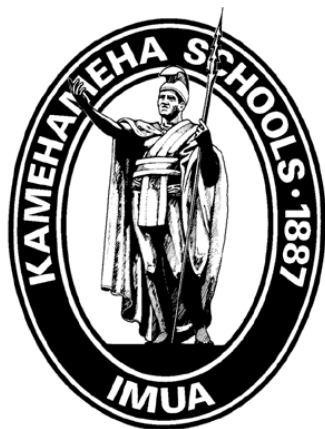


# The Voice of North Shore Business



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## Aloha from our Chairman Kalani Fronda

Has it been five years already? Wow, how time flies. It is with great honor, joy, and humbleness that I write my "aloha" letter as Board Chair. I can truly say that I end my term with a great sense of pride in the success the Chamber has enjoyed. During my term, I advocated for a succession leadership structure, as I believe it strengthens the Board's leadership and provides a vehicle to keep momentum going. I'm happy to say that the succession structure has been evolving, and the time seems so right to pass the baton.

So, I wish you all "my aloha" by giving you a "high five" and I leave you with three memorable moments and two future roles:

**Memorable Moment No. 1** - I remember the year the Board agreed to reposition Haleiwa Main Street to become the North Shore Chamber of Commerce. This change enabled the Chamber to benefit from its affiliation with the main Hawaii

Chamber, the completion of an informative website, and the hiring of our first staff member, Antya Miller.

**Memorable Moment No. 2** - I remember the first year we held our Christmas Party - it was such a big hit that the venue was overflowing with music, fun, and people. You should see it today (if you haven't already), it thrives each year.

**Memorable Moment No. 3** - I will always remember the people I worked with - they were such a blast. I've had 1) the pleasure of working with the old-timers who returned to leadership positions after taking a break from their role on the Haleiwa Main Street Board, 2) the excitement of working with business leaders of this community who have lived here for many years, but were never involved until recently, and 3) the enthusiasm of seeing business leaders step up from various sectors to serve on the board (we are 100% represented by local businesses).

**Future Role No. 1** - In my new role as "Past President", my strategic involvement will be assuming a role on the Board for the Chamber of Commerce of Hawaii as the Chair of the "Affiliate Chambers and Business Organizations" Council (NOTE: I'm currently serving as Vice Chair and of course the new role will be subject to final board approval in July).

**Future Role No. 2** - As "Past President" my other strategic involvement will be to continue my role on the Board for the North Shore Destination Group as Director/Secretary.

These affiliations will bring additional resources and benefits to the organization and, more importantly, you. So once again, I thank you for your support ... and I leave you with a humble request to get involved with the Chamber ... because "EACH YEAR IT GETS BETTER AND BETTER AND BETTER..."

## Save the Date

Month	Time	Event	Speaker	Place
Apr 26	8am	QGMM*	Board Elections, Leg Update	Haleiwa Joe's
May 25	6pm	Installation Dinner	Gov. Lingle or Lt. Gov. Aiona	Waimea Valley
July 26	8am	QGMM*	Kamehameha Schools+	Haleiwa Joe's

\*Annual/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

+Kamehameha Schools will be presenting their North Shore plans.

**Inside this Issue:**

- Aloha from our Chairman
- Save the Date
- Made on the North Shore
- Gourmet Ice Cream Parlor
- Executive Director's Report
- Annual Membership Drive
- Hale'iwa, a Pictorial History

## “Made on the North Shore” by Ed D’Ascoli

Soap, oils, soda, surfboards, wetsuits, robots – some of the many varied items manufactured here on the North Shore. On Friday, May 25, the North Shore Chamber of Commerce will celebrate our North Shore manufacturers, as well as Waialua High and Intermediate School’s award-winning Robotics Team.

The Robotics Team recently won second place in the regional Robotics competition held on the east coast. With teamwork and dedication, these 20 students followed the process that businesses use to bring a product successfully to market.

From start-ups to internationally recognized companies, our local businesses continue to find success within this very process. Thanks to quality products, and the appeal of being made on the North Shore of Oahu, these diverse manufacturers are increasingly making an impact on the mainland and in markets worldwide.

Such businesses provide jobs to skilled people, from production to administration, and

hire mainly from within our community. While tourism and agriculture may be our most visible industries on the North Shore, production of goods creates jobs for the future, as more small companies successfully export their products outside of our area. With that sustained success comes opportunities for our youth to find quality jobs close to home.

Waialua High and Intermediate School is quietly turning out hard working, enthusiastic, and talented youth with the entrepreneurial spirit to create and to work within businesses as valuable team members.

We invite you to join the North Shore Chamber of Commerce on Friday, May 25 at the Second Annual Installation Dinner “Made on the North Shore”, and to honor the Waialua High and Intermediate School’s Robotics Team that took second place in the regional Robotics competition. Invitations will be mailed out soon; however, details are as follows:

- Friday May 25th, 6:30-10 pm at Waimea Valley Audubon Center’s Pikake Pavilion. RSVP by May 15th.
- Individual Tickets for Members: \$50
- Individual Tickets for Non-members: \$60
- \*Corporate Table: \$500
- \*Sponsor Table: \$1000 (includes Bronze Membership)

Also, if you are a manufacturer, we want to hear more about your business and the products you make on the North Shore. Please contact the North Shore Chamber of Commerce at 637-4558, or by e-mail at [info@gonorthshore.org](mailto:info@gonorthshore.org).

\*Note: Tables seat 8 people and we’re encouraging businesses to sponsor a couple of the Robotics students to sit at your table with you.

## The Scoop on Local Gourmet Ice Cream

Been to the dentist lately? After Scoop of Paradise finalizes its renovations of the former Flavormania, you may need to make an appointment. With extended hours, additional dining space, and new pinball and video games to play while enjoying delicious homemade ice cream, you may want to indulge in the ultimate treat a bit more often.

Patti and William Golden of Paradise Ice are the new owners of Haleiwa’s gourmet ice cream shop, and they have grand plans to create an old fashioned ice cream parlor complete with pinball machines, video games, booths for birthday parties, and of course delicious homemade ice cream served in cups, on cones, as shakes, malts, banana splits, smoothies, sundaes, floats, and even customized cakes. If you would rather, the ice cream will be packed in quart, pint, and tub containers to take home. And yes, the famous Paradise Ice will also be available. The renovations of Scoop of Paradise will create an atmosphere where families can spend quality time, a safe place for kids to hang out after school, and a special space to host birthday parties and other celebrations.

In addition to remodeling the space, Scoop of Paradise will add new flavors of fresh, smooth homemade ice cream, many with chunks of real fruit. Other exciting details include offering unique ice cream flavors such as passion fruit, blueberry cheesecake, and pumpkin pie as part of a “Flavors of the Month” event, and “Dance Revolution” tournaments with the winner receiving gift certificates and other great prizes.

Another cool idea...local eateries can order customized ice cream flavors to serve their guests. How about sage or thyme ice cream? What about green tea? These fine culinary creations are limited only by your own imagination. Turtle Bay, Waimea Falls Grill, and Sharks Cove Grill have already added personalized ice cream flavors to their menus.

Open during remodeling, Scoop of Paradise plans to host its Grand Opening in late Spring. New operating hours are 11am – 9pm Monday thru Sunday. You can begin placing orders for customized ice cream cakes by calling 637-3456. Whether planning your next birthday party, looking for a cool place to hang out, or need a pint to take home, Scoop of Paradise is the ultimate indulgence for people of all ages.



Patti behind the counter of her new ice cream shop



New pinball and video games will keep patrons around for seconds

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).

## Executive Director's Report by Antya Miller

### 2007 National Main Street Convention

I had the privilege of attending the 2007 National Main Street Convention in Seattle at the end of March. A record 1600 people from all over the U.S. and even Canada attended. 43 states participate in the Main Street program and some states had 50 or 60 people attending. I was the only person attending from a main street program in Hawaii. Also attending was a representative from the Hawaii State Historic Preservation Office, which hopes to start the Hawaii program up again in the near future.

As you know, our organization is Haleiwa Main Street DBA North Shore Chamber of Commerce. We became a main street program in 1989, but the state stopped funding the program in 1995, and over time, we evolved to what we are today with Haleiwa Main Street being a "program" of the Chamber. We are in the process of actively pursuing the "economic revitalization" of the main street program either through the City and County of Honolulu or through the state because the program will do much to improve business districts and communities (not to mention preserving our history for future generations). A requirement is a "coordinating program", a governmental agency, to get Main Street going again.

Main Street is a program and a proven approach to commercial district revitalization created by the National Trust for Historic Preservation. The revitalization process is centered in four areas: Promotion, Economic Restructuring, Design and Organization. The Main Street program emphasizes a community's unique heritage and attributes. Using local resources and initiative, the program helps communities develop their own strategies to stimulate long term-economic growth and pride in the heart of the community – downtown.

Why pursue Main Street and emphasize our culture and history? Cultural heritage tourism, or tourism that involves experiencing places and activities that represent the history, culture and natural environment of a place, is big business. Visitors to historic sites and cultural attractions stay longer and spend more money than any other kind of visitor: on average, 36% more. Most importantly, cultural heritage tourism diversifies the economy, preserves the community's unique character and makes the community more attractive to these higher-spending, more culturally-sensitive visitors.

There were many valuable educational sessions available to choose from. However, I tried to focus on ones that I thought would be the most useful to the Chamber and moving our community forward. One I chose was "Demographics, Disabilities, and Design Review." The ADA is not most people's favorite subject, but the demographics of the boomer generation will require businesses and communities to plan for them because they will have such a significant social and economic impact on communities beginning now. Basically, smart communities will develop a "boomer strategy."

There are 78 million boomers and they are the most educated and wealthiest generation in history. By 2020, more than one third of Americans will be over 50. Boomers will live longer, have more active lifestyles and work longer, phasing into retirement. Seventy years old will be the equivalent of 50 years old for the previous generation and most will not experience serious physical limitations until they are over 70. Where boomers live and what kind of lifestyle they choose will impact communities considerably.

When boomers retire, many will want to return to the small-town atmosphere they grew up in where they can walk and be less dependent on the car. Accessibility to historic buildings will mean we need to make our historic resources boomer friendly. Boomers will be seeking "affordable, mixed income, handicapped-accessible, intergenerational housing in a historic downtown building near shopping, restaurants, public transit and the library."

This workshop provided specific, practical and reasonable tools to address the adaptation of historic buildings for accessibility that fit in with building design. If you are interested in more information on this subject, please contact me.

### A BIG MAHALO TO OUR MEMBERS

- Bill Barnfield for writing sample letters of support for funding of Haleiwa Town walkway and Laniakea road improvements.
- Breaker's Restaurant for hosting our February Business After Hours.
- Joan Gossett, Scott Ray and Kevin Seid for volunteering on the Walkway survey project.
- Paul Saccoccio for assisting with legal documents connected with the Telephone Exchange Building.
- Laura Figueira from Senator Bunda's and Judy Fomin from Representative Magaoay's for helping with the Chamber's Historic Preservation Day booth at the State Capital.

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Josh Heimowitz, First Vice-Chair  
*YMCA Camp Erdman*

Chet Naylor, Second Vice-Chair  
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Hazel Shaw, Communications  
*HMS Marketing*

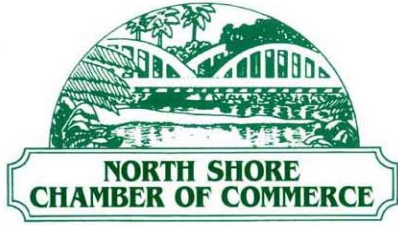
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Antya Miller

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Wendy Wingate

**Photographer**  
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**Newsletter Editor**  
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We're on the web at

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

## First Annual Membership Drive by Mike Lyons

The Chamber is completing its first successful membership drive. We started with about 160 members and have increased that by 25 since the membership drive began. We continue to grow.

The Chamber is a non-profit organization that represents North Shore businesses, focuses on historic and cultural preservation, maintains communication with State and local legislators, and works to maintain a quality of life on the North Shore. The Chamber has advocated for and helped with many projects, such as the Anahulu Bridge renovation, the Waiialua Court House, the renovation of the water lines through Haleiwa town, painting bathrooms in the Sunset area, and the current preservation of the Historic Telephone Exchange building.

The Chamber continues to advocate for necessary projects, such as the Laniakea/Chun's highway improvements and walkways. In short, the Chamber and its members are working to make the North Shore a better place to live, work and play. As our members

network and support each other, our politicians, community members, and business affiliates become involved on a higher level.

Chamber members get together throughout the year during quarterly membership meetings, the Installation Dinner, Business After Hours events, the annual Christmas party, and other social gatherings. In addition to providing ideal settings for networking with other members, the Chamber often invites influential members from the State, City and our community to discuss economic, political, and social issues that affect our members. In turn, this develops a better understanding of our community on their part.

We ask you to help us and encourage other businesses to join the Chamber and have a voice on the North Shore. The person who brings in the most new members will receive a beautiful gift basket from Alluvion Farms worth \$30. You may call the Chamber at 637-4558, for more information.

## Hale'iwa, a Pictorial History by Tom Jacobs and Bill Romerhaus

Pau Pono Publishing LLC is a new local publishing company based in Hale'iwa, founded by two Hale'iwa residents, Tom Jacobs and Bill Romerhaus. The company has published *Hale'iwa, a Pictorial History*, on sale in many North Shore retail outlets, Costco, and Oahu bookstores. It's also available at Amazon.com. The book combines historic photos – some a hundred years old – with modern color pictures. The history covers the first Hawaiian settlers on the North Shore, 500 years ago, through the arrival of the first Christian missionaries, the advent of sugar, then surfing, to present-day events. The book has almost sold out its initial printing of 5,000 copies, and a second printing is in the works. Copies may be obtained at the Chamber office.

