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Midweek Edition
Wednesday, Jan. 18, 1995



RECYCLED NEWSPRINT

**KAUAI'S ONLY
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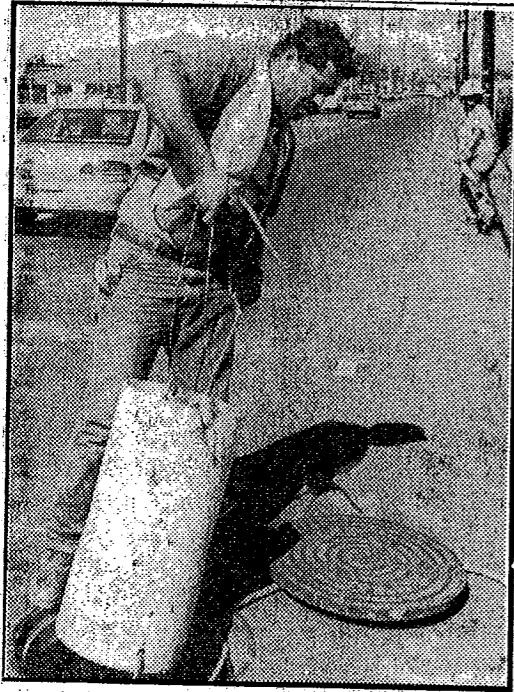
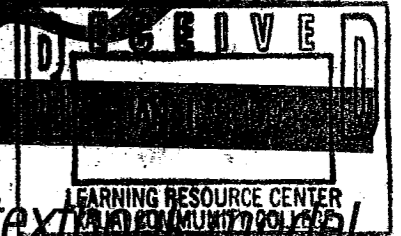
Serving Paradise in the Pacific

KAUAI TIMES

4 SECTIONS, 3 INSERTS -- 56 PAGES

VOLUME XV, NUMBER 18

35 CENTS



'SLICK' HOOKANO, of Highway Construction Co., Ltd., cleans Kapaa sewer lines as the project winds down toward a Jan. 31 completion date.

Thomas Tamura/Kauai Times photo

Bringing back Waimea/ *Techno-tourism plan: A textbook model for private/public sector cooperation*

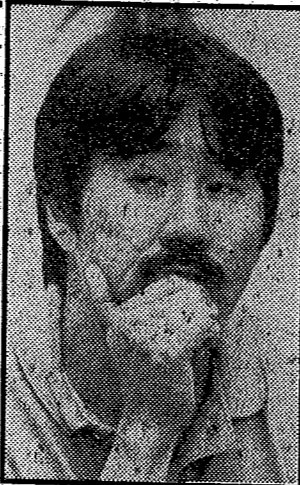
By **SUSAN STONG**

WAIMEA — The golden egg that promises to revive Waimea's slumping economy may have hatched overnight, but the idea has been incubating for years.

The proposal, calling for construction of a techno-tourism visitor center and renovation of the town's historic theater, derives in part from a High Technology Communications Center (HTCC) feasibility study funded by the

federal Economic Development Agency (EDA) — the same agency now being asked to fund the Waimea project.

The \$250,000 study, completed late last year, identified



Calvin Shirai



Sue Kanoho



Gary Baldwin

four high tech initiatives considered essential to Kauai's economic diversification. Those initiatives fit neatly into the package that has been expanded to include a visitor

center and Waimea Theatre renovation.

The HTCC study was administered by the Kauai Economic Development Board (KEDB).

The theater renovation proposal has been a long-term dream of the West Kauai Main Street Association.

And the visitor center was resurrected from a nearly 20-year-old Westside study by community leaders and the Kusaka Administration.

The whole thing came together in late December when a proposal for a light industrial center in Hanapepe fell apart, leaving \$3.2 million in EDA funds up for grabs. With the funds due to lapse on Jan. 15 and congressional leadership changing from a Democratic to Republican majority, time was of essence.

"This is almost a textbook model of how in a terribly short time, the public sector and the private sector worked together to achieve something that probably on Dec. 26 nobody thought could happen," said Gary Baldwin, chairman of KEDB's Economic Revitalization Committee.

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Plan looks to future, pulls from past

From A-1

"We couldn't have done it without the county, and the county couldn't have done it without us. We needed each other."

KEDB became a part of the picture when county officials began to look for alternatives to the Hanapepe project.

The private, nonprofit organization had all but completed its high tech, economic diversification study and was beginning to look at public/private partnerships to fund projects that would provide jobs and economic stability, particularly in West Kauai.

The study identified four initiatives:

- Agricultural research center.
- Software development center.
- Virtual reality center.
- Telemarketing center.

KEDB's plan, Baldwin said, was to apply for federal funds to initiate the projects. The organization had learned that the money was most likely to come from federal programs with joint defense and civilian application. But with Congressional leadership changing and the definition of defense spending up in the air, KEDB had decided to sit tight on funding requests until the air cleared.

At that point, there had been no thought of submitting projects for EDA funding. Nor did the plan include a visitor center or theater renovation.

That changed when Mayor Maryanne Kusaka's Administrative Assistant Bob Mullins called KEDB one afternoon and asked for an architectural rendering of a techno/tourism center. That was Dec. 28. Mullins needed the rendering by 3 p.m. the next day.

With the help of Dr. Patrick Sullivan, president of Oceanit Laboratories on Oahu, the drawing was completed and in Mullin's office in time for a briefing with Kusaka and the county's Office of Economic Development Director Gerald Delacruz.

With the EDA funds due to lapse in mid-January, the new economic director had his work cut out for him. To meet legal requirements, the proposal had to be placed on the County Council agenda by Dec. 30, the day following the first administrative briefing.

The proposal moved through the council at record speed with approval to seek EDA funding coming on Jan. 11.

Meanwhile, Kikiaola Land Company's Mike Faye began working on obtaining land for the center. The proposed site is near the lower Waimea Canyon Drive area.

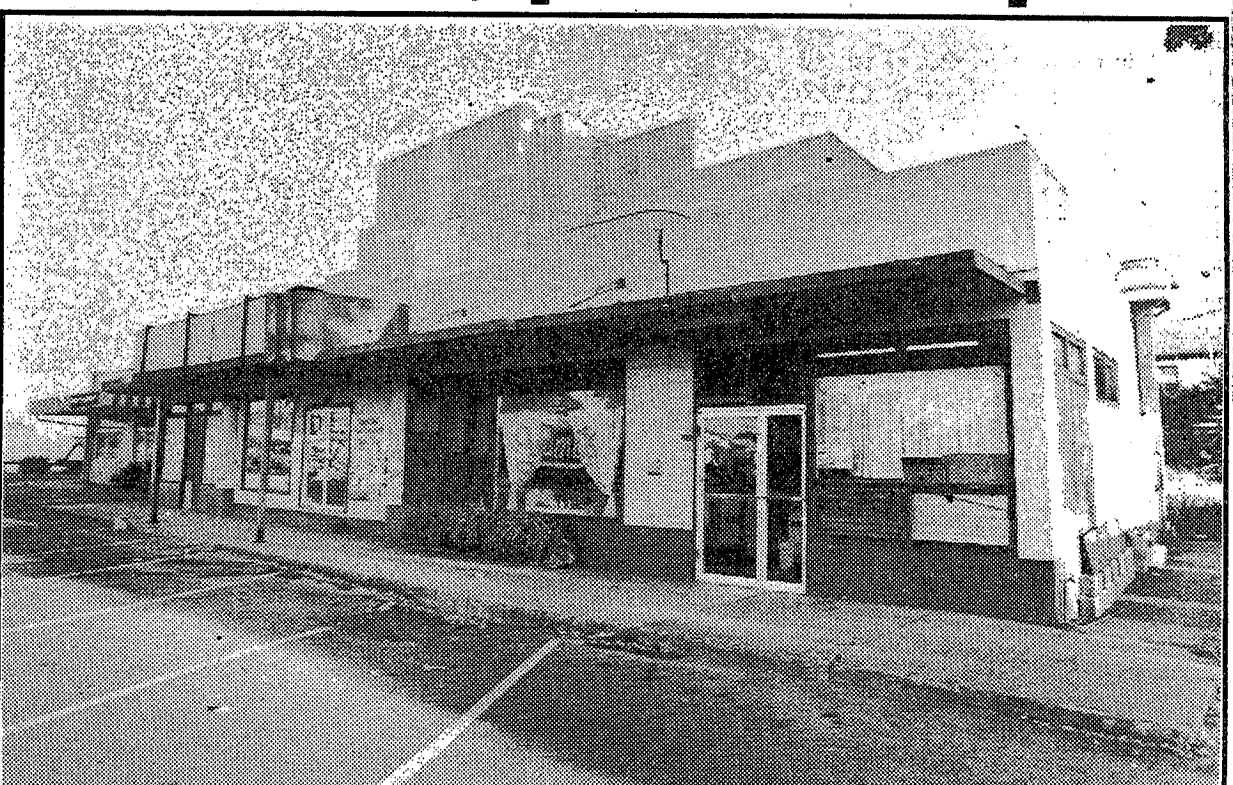
"This was all played to the very last minute," Baldwin said.

And for high stakes. "There won't always be a source of funds out there related to Iniki," explained KEDB Executive Director Sue Kanoho. "This is our last shot, in my opinion."

There is fierce competition, she said, for disaster-related funds. "It doesn't take but a second for somebody to be pounding on the door to say, 'We need this money.'"

Combining KEDB's high tech initiatives with the visitor center and theater restoration is the key to creating an economically viable project.

"The visitor center and the theater



RESTORATION of the historic Waimea Theatre is seen as a vital cog in the wheel that could get Waimea Town back on track.

Thomas Tamura/Kauai Times photo

Preliminary view of center

WAIMEA — With cost estimates and budgets for the proposed Waimea techno-tourism visitor center still in progress, architectural plans for the building are preliminary at best.

What is currently envisioned is a two-story structure with 3,500 square feet downstairs and 1,500 square feet upstairs. The upper portion of the building will house the technological end of the project, which is expected to generate the cash flow.

The lower portion, which could accommodate a 55-seat, multi-media theater, conference and meeting

rooms, and a lobby where exhibits would be mounted, comprises the visitor portion of the center.

The upstairs offices would house the technical equipment and professional staff needed to operate downstairs activities.

These could include interactive video tours of places like the Alakai Swamp or a walking tour of Hanapepe. It could feature multi-media shows of the Kokee Museum, the Discovery Center or the Souza Center.

Exhibits featuring high tech projects under way at the nearby Pacific Missile Range Facility could be in-

cluded, as could virtual reality film industry displays. The applications are endless.

The center holds the potential for catalyzing business and tourism in West Kauai, as well as generating new jobs.

The visitor center's role will be to act as a hook to stop the flow of tourist traffic headed for Kokee.

High tech projects such as agricultural research, software development, a virtual reality center and telemarketing could operate out of the facility, eventually spawning new jobs and business opportunities in the community.

probably can't, from a business perspective, provide a positive cash flow year after year," Baldwin said. "But the technological projects will be self-sustainable. So the trick is to make the cash flow from these projects help support the visitor center and the theater restoration."

Baldwin and Kanoho are confident that not only will the EDA funding be approved, but that the center will attract new business to the Waimea area.

"Everybody's waiting for something to go into that area that shows that there's a revitalization of the town," Kanoho said.

"I think once you see activity, it's almost like a ripple effect where there's a confidence level saying, 'OK. This looks good.'"

Calvin Shirai, president of the West Kauai Main Street Association, agrees. "I think it's a great opportunity for us to be located in Waimea," he said.

A lot of people, he said, have expressed support for the proposed theater restoration, not only because it could draw tourists, but because it will provide their youngsters something to do without having to drive to Lihue.

Continued support from the community will be needed, Shirai said, suggesting that people write to state

and congressional delegates. "We'll also probably need to solicit donations from the community."

If the county is successful in obtaining federal funding for the proposed Waimea projects, the techno/tourism center, the theater and economic spin-offs in the areas of technology support and general services could create nearly 400 new jobs in the area.

For Shirai and many other West Kauai residents, that's important.

"One of my big concerns has always been the uncertainty of PMRF, the uncertainty of sugar and what we can do to provide jobs in case of (a downturn in either industry)," he said. "We think the theater can be the impetus."

Renovation of the landmark structure in the town's core is seen as a catalyst for encouraging reconstruction of other buildings. Business owners see the theater restoration as increasing customer activity, especially at night, resulting in the creation of new jobs and the retention of existing jobs.

The county must submit the Waimea project proposal to the EDA by Jan. 31. Before that, cost estimates and budgets for the techno-tourism center and theater restoration must be completed.

Although the county will be the recipient of the funds, the projects will be managed by KEDB and the West Kauai Main Street Association. Under the direction of the county's Office of Economic Development, the private organizations will complete cost estimates, and if the project

is funded will oversee the development and marketing phases of both projects.

Once an income stream begins to flow, Baldwin said the intention is to turn the techno-tourism center over to a nonprofit community development corporation.

Development of the Waimea revitalization project as a joint public/private sector venture may be the key to its success.

"The private sector will generally take a more positive, can-do attitude, a more expeditious attitude, and say, 'Let's get it done,' and not say, 'We can't get it done,'" Baldwin said.

Many private sector companies, he added, are involved with KEDB and West Kauai Main Street, which will add to the impetus needed to get the job done.

Also, he said, both organizations have worked for some time on their respective projects. "The people who are closest to the projects are the ones who want to support them."

At this point, support for the project seems to be running high. The community and PMRF appear to be behind it. Sen. Daniel Inouye and Kauai's state legislators are being kept abreast of developments in anticipation of support if it is needed. The EDA is aware of KEDB's High Technology Center initiatives. And the Kusaka Administration and County Council are working hand and hand to meet tough deadlines.

"No matter what else happens," Baldwin said, "the key part of this story is that everybody has pulled together."

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Don't believe everything you read

Taking a wrong turn off the super highway

By GREGG GARDINER

You can't always believe everything you read in a newspaper. While the Kauai Times tries to do a good job we don't always succeed.

Last week, the Kauai Times ran an editorial column titled "Maui can help Kauai onto the superhighway." This editorial did correctly state that Maui is currently ahead of Kauai in how that island is marketing products on the information super highway.

But unfortunately Peter Wolf's editorial did not stop there. He took a private conversation and used it without permission. While it might have been a misunderstanding, it wasn't right and should never have happened. We have taken steps to ensure that it won't happen in the future.

Contrary to Wolf's editorial about the Maui's economic development

board and Maui's high-tech gurus, Kauai has a plentiful supply of high-tech brain power and a extremely competent economic development board.

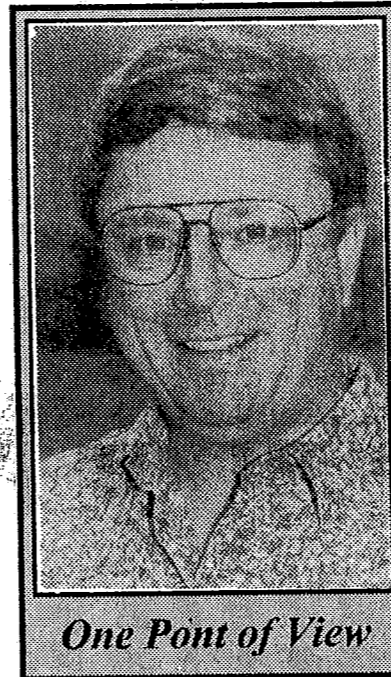
Many people don't understand how difficult it is to obtain funds for economic development. The funds come only from two sources — the private sector, which is very protective of money it invests because it must show a fast return, and the public sector which includes the federal government, state government and the county, which invest funds for economic development for the betterment of the community. Neither invest unwisely!

Kauai is lucky to have the Kauai Economic Development Board. KEDB is a private, nonprofit organization, made up of members of the business community that work closely with government to provide

Kauai has a plentiful supply of high-tech brain power and an extremely competent economic development board.

visionary leadership in the creation, development and support of economic activity on Kauai. The organization's paid executive director is Sue Kanoho.

KEDB has many fine board members who volunteer their time to work for continued growth of the community. Allan Smith is their current president, Gary Baldwin chairs the finance committee, Hollis Crozier chairs the high-tech committee, Peter Herndon chair the Visitor committee,



Steve Read chairs the Agriculture committee and Cindy Mckinley chairs the Small Business committee. Their board is made up of several other prominent community leaders.

Naturally, when I received a call from Peter Wolf regarding efforts on Maui's jump on board the super highway, I conferenced that call with KEDB board member Gary Baldwin to learn what was going on here. Our conversation was nothing more than three businessmen talking out loud to one another. It was one of information and learning but definitely not for publication.

Gary Baldwin, one of the fine board members, name appeared in Wolf's editorial. Gary believes in high-tech and has been one of the members that has championed its cause on Kauai for many years. He

and others have lobbied for its support on the county, state and federal levels. Many of you will remember Gary from Wolf's editorial — he's the one with the yellow legal pad!

The Kauai Times apologizes to the KEDB board members and all of the many computer gurus who live and work on Kauai.

KEDB is a unique board, always willing to listen and lend a hand to new ideas that will benefit Kauai. KEDB members work without pay — it's truly a labor of love to the community which we all share.

KEDB board members, on their own time, testify on behalf of businesses on the county level, the state level and the federal level. Kauai is lucky to have KEDB. The job its members do in bringing development and high-tech to Kauai is a commendable one.

A look at appropriate technologies Setting higher standards in the marketplace

I want to talk about setting a higher standard for several of our most prominent business sectors on Kauai.

I hope to illustrate how a renewed commitment to excellence on our island, including new commitments by our business and political leaders, can help us all more effectively resolve conflicts on community development policy, as well as capitalize on the market values that differentiate our

solve a familiar set of conflicts between business and community interests, and lay a solid foundation for highly profitable enterprise on our island in the future.

Take the case of the helicopter tour business. Conflicts persist regarding noise levels and flight paths. Yet, there is helicopter propulsion technology that provides virtually silent flight and advanced laser navigation that enables all weather access to some

airport, it's going to cost more in the short run... Another "no-brainer."

Now, to bring the point back around to the issue of value, that is, the perceived value in the business world, I believe our economic life could derive added benefit from existing business if we forged a better fit between the inherent value of "the Kauai experience" and the market perception of our uniqueness.

Specifically, I believe our domi-

higher standard.

Now that the political silly season is over, it's a good time to rethink our standards on Kauai. Most of politics and much on industry in Hawaii has been built on "cronysim," which is anathema to the pursuit of excellence. I know from personal experience how "cronysim" can drive out talent and lock in mediocrity.

I firmly believe that if we continue to go along with "business as usual,"

KAUAI TIMES

Winner of state and national awards for editorial excellence

GREGG GARDINER

Publisher

SUSAN DIXON-STONG

Managing Editor

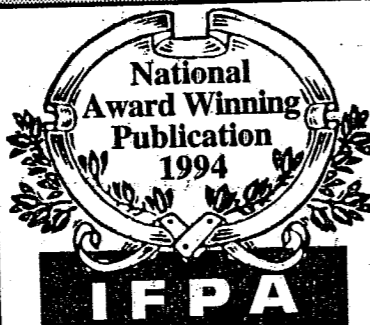
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Waimea can be the center of a new economic chain

By SUSAN DIXON-STONG

Identifying the players involved in the techno/tourism center proposed for Waimea is like trying to sort out who's who in Washington these days. If the center and the related Waimea Theatre project fly, it will be the result of the concerted efforts of federal, state and local governments, private, non-governmental organizations, defense contractors and military officials, high tech companies, the business sector, the visitor industry, agricultural interests, community members and God.

Tasked with parlaying all of this together is a man who went to work for the county about six weeks ago. Gerald Delacruz, director of the county's Office of Economic Development, has clearly hit the ground running.

So far, with the help of a lot of people who want to make this project go, he's right on schedule.

Watching this project get off the ground is a stellar example of what can happen when public and private interests really work together.

Politically, it forecasts cooperation between the Administration and the County Council and makes good on promises made by Mayor Maryanne Kusaka in her inaugural address. She espoused openness in government, working together, partnerships, mutual respect and concern. It will take that and more to succeed in capturing \$3.2 million from the feds to complete these projects, given the timeframe, a little over a month, from start to finish.

The upside is that the Kusaka Administration, faced with losing the \$3.2 million grant when a project proposed by the Yukimura Administration fell apart, saw the wisdom of turning to the private sector for help.

The county needed a project that



Between the Lines

not only offered an opportunity for economic revitalization, but one that would be self-sustaining. The Kauai Economic Development Board had just completed a study for a High Technology Communications Center that met that criteria.

So with the help of community leaders from Waimea like Mike Faye and Calvin Shirai, Kusaka's administrative assistant Bob Mullins massaged KEDB's plan into a project that hopefully will include a visitor center and restoration of the Waimea Theatre.

Then he enrolled KEDB workhorses like Gary Baldwin and Sue Kanoho in the task of putting the concept on paper, a monumental task done overnight with the help of Oceanit Laboratories' president Dr. Pat Sullivan, whose staff produced preliminary architectural renderings in less than 24 hours.

Faye went to work nailing down a location and Shirai, president of West Kauai Main Street Association, started working on the theater project

and putting together community support.

Delacruz, forced to be a quick study, became the public spokesman for the project as well as the man in charge of meeting deadlines.

The proposal went before County Council members in days. They quickly digested reams of material from the KEDB study and voted to send it onto the federal Economic Development Agency for funding.

Before the end of the month, Delacruz, with the help of KEDB and West Kauai Main Street, must finalize cost estimates and budgets and submit the final plan.

If the proposal is approved, the process will get even more intense.

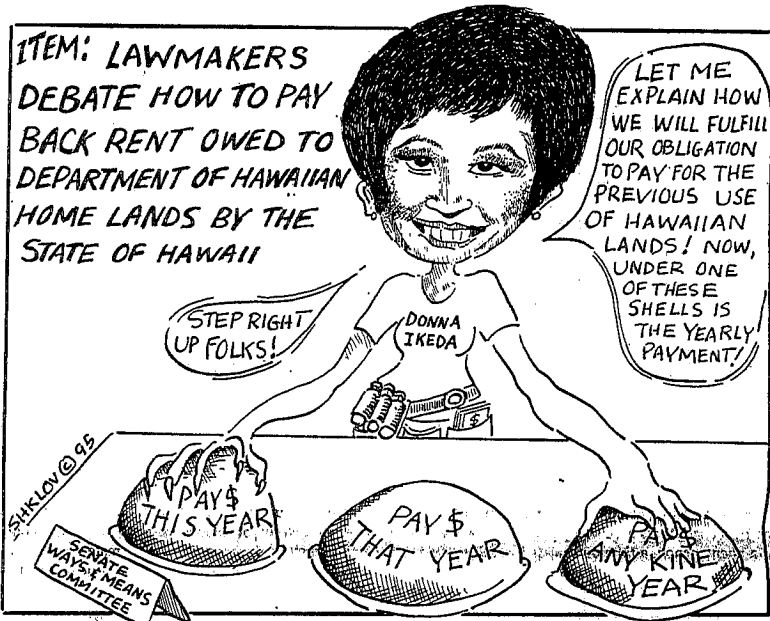
The sheer 'rightness' of this project seems to have a momentum of its own, so far silencing critics and allowing pieces to fall in place with ease.

That 'rightness,' as it were, may derive not only from a plan that seems entirely appropriate to Waimea, but also from a sense of urgency that has fostered a spirit of cooperation among so many players.

This attitude is critical to the successful outcome of this project, and equally critical to the economic stability of West Kauai.

It is critical because the proposed projects, even if funded and built, will

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The piss-ant syndrome: Little lives that ne see what life coul

By RICHARD CHRISTOPHER

The Parable of the Piss-Ant.

Do you know what 'piss-ants' are?

They're those tiniest of little ants who continually mill around each other, running aimlessly around and around, never bothering to look beyond the ground they exist on.

Little lives.

Occasionally, however, a piss-ant catches a vision and 'sees' (discovers) a world beyond his own. Well beyond. Well beyond piss-ant awareness. (Such a vision comes not from the mind — true vision comes from spirit.) When this occurs, what follows is a *lifetime of choice*.

If, for whatever reason, another piss-ant has chosen a life strategy of denial, which has its own heavy costs, one cannot reverse that decision — nor can one alleviate for another the chronic uneasiness that comes from a life of censored reality.

Does the piss-ant continue to live a piss-ant existence ('exist'-ence)? Certainly safer. More acceptable. And, a lot more company. But -- never very satisfying. Certainly not fulfilling. Well then, is there another choice?

"Monumental." That's the word! There is no other to describe the difference. The piss-ant consciousness? Or the monumental consciousness? Unfortunately, there is no in-between. It is not a matter of degree, but a complete change-of-state. Water changes to steam. The caterpillar, once



that is relevant to everyone. A co-creation between a combination! (The potential is mind-boggling.)

This is the vision for Kauai: *We are a community on Earth.*

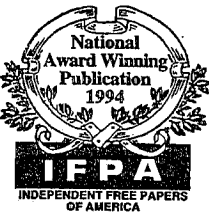
In order to fulfill this vision, we must move beyond experience the Heaven and Earth that exists George Bernard Shaw wrote of such things.

"This is the true joy in life, the being used for yourself as a right one; the being a force of nature; the selfish little clod of ailments and grievances

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Serving Paradise

in the Pacific

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KAUAI TIMES

4 SECTIONS -- 58 PAGES

VOLUME XV, NUMBER 36

35 CENTS

KE: It's illegal to make shareholders pay

• *Kauai Electric slices 4 percent off rate increase application*

By SUSAN DIXON-STONG

ELEELE — At the core of Kauai Electric's double-digit rate hike case is the issue of whether shareholders should pay for damages caused by a natural disaster.

The utility company says it would be unconstitutional for shareholders to foot the bill. The state consumer advocate disagrees. The Public Utilities Commission will rule, and the decision will show up on Kauai ratepayers' bills.

"It's going to be a very hard-fought issue," said Denny Polosky, KE's assistant vice president of planning and regulatory affairs.

The shareholders of KE's parent company, Citizens Utilities, shelled out \$45 million after Hurricane Iniki to repair and restore the local utility company's system. The money wasn't a gift. So KE

has gone to the Public Utilities Commission asking for a rate increase to pay the shareholders back.

State Consumer Advocate Chuck Tutto takes the position that Citizens' shareholders should shoulder the cost of repairs. Precedence for his position, he said, has been established in case law.

"Sometimes jurisdictions share the cost between ratepayers and shareholders. Sometimes they make the shareholders pay all of it. Sometimes they make the consumers pay all of it," he said.

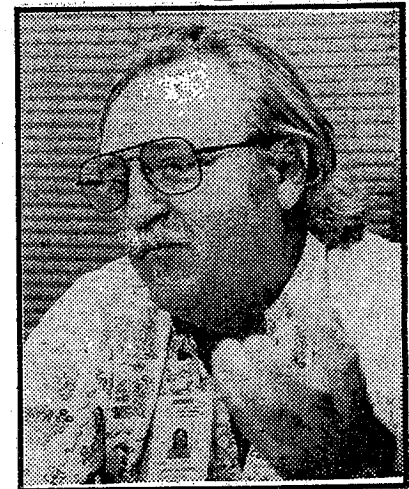
Polosky doesn't see it that way. "We believe there's never been a case where a natural disaster has been paid by anyone but the ratepayer," he said.

KE's position, he said, is that it would be unconstitutional for the PUC to deny shareholders a return on their investment.

"We think it's against the law, and we're prepared to take this all the way (through the court appeal process) if we have to," Polosky said.

Tutto said the position of the Consumer Advocate's Office is perfectly legal. "We are not asking the commission to do anything

See KE on A-9



POLOSKY: "It's going to be a very hard-fought issue."

Thomas Tamura/
Kauai Times photo

Public access system poised to...

Approval would reduce rate hike by a third

KE pushes surcharge as best case scenario

From A-1

that is unconstitutional," he said. "We wouldn't ask the commission to do that. It wouldn't be in good faith."

An evidentiary hearing on the rate case is set to begin April 24 on Kauai with both Kauai Electric and the Consumer Advocate's office locked in their positions.

36 PERCENT BOOST: Kauai Electric's final rate increase request was submitted on Jan. 6. It calls for a 36 percent boost, 4 percent below the original 40 percent proposal.

"We cut back our capital requirements in 1995 over 50 percent of what they were in the original application, and we cut back six positions since we filed," Polosky said.

It's still a significant boost. If the PUC grants the 36 percent hike, residential ratepayers can expect to pay about \$30 more a month, raising the average bill to \$112.

SURCHARGE FACTOR: The impact could be softened by about one-third if the PUC approves the plan Kauai Electric prefers.

The company is asking the commission to impose a five-year surcharge on electric ratepayers throughout the state. If the proposal is approved, the burden of hurricane repairs would be spread statewide, and Kauai residential ratepayers would pay about \$103 per month.

This is KE's second attempt to gain approval for the surcharge. Things have changed since it was first denied, Polosky said.

For example, several new commissioners have been seated, including Kauai resident Dennis Yamada.

"They may have a different look at it than the previous commission did," he said.

Totto contends that Kauai Electric does not meet the minimum threshold requirement of the surcharge law and opposes it on the grounds that electric ratepayers statewide should not have to bail out KE and its shareholders.

But should the PUC agree with Kauai Electric and grant a rate increase to pay the shareholders, local residents and business owners would find some relief through the surcharge.

SHAREHOLDER PENALTY: "We don't think what we call the shareholder penalty is going to happen in this case," Polosky said. "We certainly hope it doesn't happen because I think it would set a precedent statewide that nobody needs for keeping utilities financially healthy."

If utility companies are held responsible for the cost of natural disasters, he said, they would soon be lining up before the PUC asking for rate increases to set aside funds to cover prospective disasters.

"That could bring up rates throughout the entire state of Hawaii," he said.

Totto has proposed a 6.6 percent rate hike, almost 30 percent less than KE's proposal. Even if hurricane repair costs were eliminated, Polosky said, 6.6 percent would not be enough.

"The hurricane repairs represent about two-thirds of our increase," he said. "The other third is salaries and wages, and additions to plant that we've made. What we would need is

more like 12 percent."

17 PERCENT INTERIM INCREASE: Polosky predicts that it could be two years before the PUC makes its final decision on the rate increase. That's why the company has applied for a 17 percent interim increase, which if granted would go into effect this year.

The ruling on the interim increase is scheduled for May 1.

Polosky said KE isn't any happier than anyone else about having to ask for a 36 percent rate hike. "We know what a hardship that places on individuals as well as the businesses here."

But the hurricane hit, KE had to replace the system. "And now all we're trying to do is get a fair return on that investment that we made," he said.

He said people ask him why Citizens doesn't take its lumps like everyone else.

"Let me tell you, we have. We've lost millions of dollars up front, and we've deferred this whole thing for a couple of years already."

KE NO HOTEL: Kauai Electric, he said, is not like a non-regulated business, such as a hotel, that can simply close down when disaster hits.

"We have this obligation to serve our customers and provide an essential service."

With that, he said, comes the ability to earn a fair return on invested capital. "That's what the PUC is there for. They determine that. But you can't walk away from a business like some of the hotels and small businesses did."

If Citizens' shareholders had not come up with the money to rebuild the system, KE would have had no choice but to undertake the job on its own.

Under that scenario, it might have taken at least a year to do the job, and Kauai's economy would have suffered more than it has.

"We would have certainly been here working every day trying to put

"We believe there's never been a case where a natural disaster has been paid by anyone but the ratepayer."

Denny Polosky

bring in people and equipment from outside to do it."

There is no way to predict with any accuracy what percent increase the PUC will grant Kauai Electric. But the utility company can say that over the past six years, rates have increased about 5 percent a year.

"The total bill actually went up about 31 percent since 1989," Polosky said. Totto put that increase at 35 percent.

Kauai Electric, Polosky said, can not over-earn.

"We have this target that you have an opportunity to hit, but you're never allowed to earn in excess of it. When you do, you're right back in before the commission reducing rates."

Only once in the 15 years he's been with the utility company has KE hit that target, Polosky said.

"When he (Totto) talks about Citizens Utilities having a long history of excess profits, my answer is, 'So what?'" Polosky said.

"Citizens Utilities is not the com-

pany that's regulated by the Public Utilities Commission. It is Kauai Electric. And I thank goodness Citizens had some earnings and some cash available for us, otherwise we wouldn't have been able to restore this island like we did."

The PUC will begin evidentiary hearings on KE's rate case April 24 in the State Building. The commission will meet for five days on Kauai and then move to Oahu for about two weeks.

Senior ID cards to be issued

LIHUE — The County Office of Elderly Affairs will be issuing photo identification cards for seniors 60 years and older on Tuesday, April 4. Cards will be issued from 1 p.m. until 4 p.m. at the old Lihue Neighborhood Center.

With the card, seniors 60 years and

benefit from various merchants' discounts. There is no charge for the card, but donations are accepted to help cover the cost of supplies.

In addition, bus passes for seniors and persons with disabilities will also be sold.

The Senior I.D. Program is held

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CLIP AND SAVE

TECHNO-TOURISM COULD PUT KAUAI ON A NEW MAP

Waimea can be the center of a new economic chance

By SUSAN DIXON-STONG

Identifying the players involved in the techno/tourism center proposed for Waimea is like trying to sort out who's who in Washington these days.

If the center and the related Waimea Theatre project fly, it will be the result of the concerted efforts of federal, state and local governments, private, non-governmental organizations, defense contractors and military officials, high tech companies, the business sector, the visitor industry, agricultural interests, community members and God.

Tasked with parlaying all of this together is a man who went to work for the county about six weeks ago, Gerald Delacruz, director of the county's Office of Economic Development, has clearly hit the ground running.

So far, with the help of a lot of people who want to make this project go, he's right on schedule.

Watching this project get off the ground is a stellar example of what can happen when public and private interests really work together.

Politically, it forecasts cooperation between the Administration and the County Council and makes good on promises made by Mayor Maryanne Kusaka in her inaugural address.

She espoused openness in government, working together, partnerships, mutual respect and concern. It will take that and more to succeed in capturing \$3.2 million from the feds to complete these projects, given the timeframe, a little over a month, from start to finish.

The upside is that the Kusaka Administration, faced with losing the \$3.2 million grant when a project proposed by the Yukimura Administration fell apart, saw the wisdom of



not only offered an opportunity for economic revitalization, but one that would be self-sustaining. The Kauai Economic Development Board had just completed a study for a High Technology Communications Center that met that criteria.

So with the help of community leaders from Waimea like Mike Faye and Calvin Shirai, Kusaka's administrative assistant Bob Mullins, massaged KEDB's plan into a project that hopefully will include a visitor center and restoration of the Waimea Theatre.

Then he enrolled KEDB workhorses like Gary Baldwin and Sue Kanoho in the task of putting the concept on paper, a monumental task done overnight with the help of Oceanit Laboratories' president Dr. Pat Sullivan, whose staff produced preliminary architectural renderings in less than 24 hours.

Faye went to work nailing down a location and Shirai, president of West

and putting together community support.

Delacruz, forced to be a quick study, became the public spokesman for the project as well as the man in charge of meeting deadlines.

The proposal went before County Council members in days. They quickly digested reams of material from the KEDB study and voted to send it onto the federal Economic Development Agency for funding.

Before the end of the month, Delacruz, with the help of KEDB and West Kauai Main Street, must finalize cost estimates and budgets and submit the final plan.

If the proposal is approved, the process will get even more intense.

The sheer 'rightness' of this project seems to have a momentum of its own, so far silencing critics and allowing pieces to fall in place with ease.

That 'rightness,' as it were, may derive not only from a plan that seems entirely appropriate to Waimea, but also from a sense of urgency that has fostered a spirit of cooperation among so many players.

This attitude is critical to the successful outcome of this project, and equally critical to the economic stability of West Kauai.

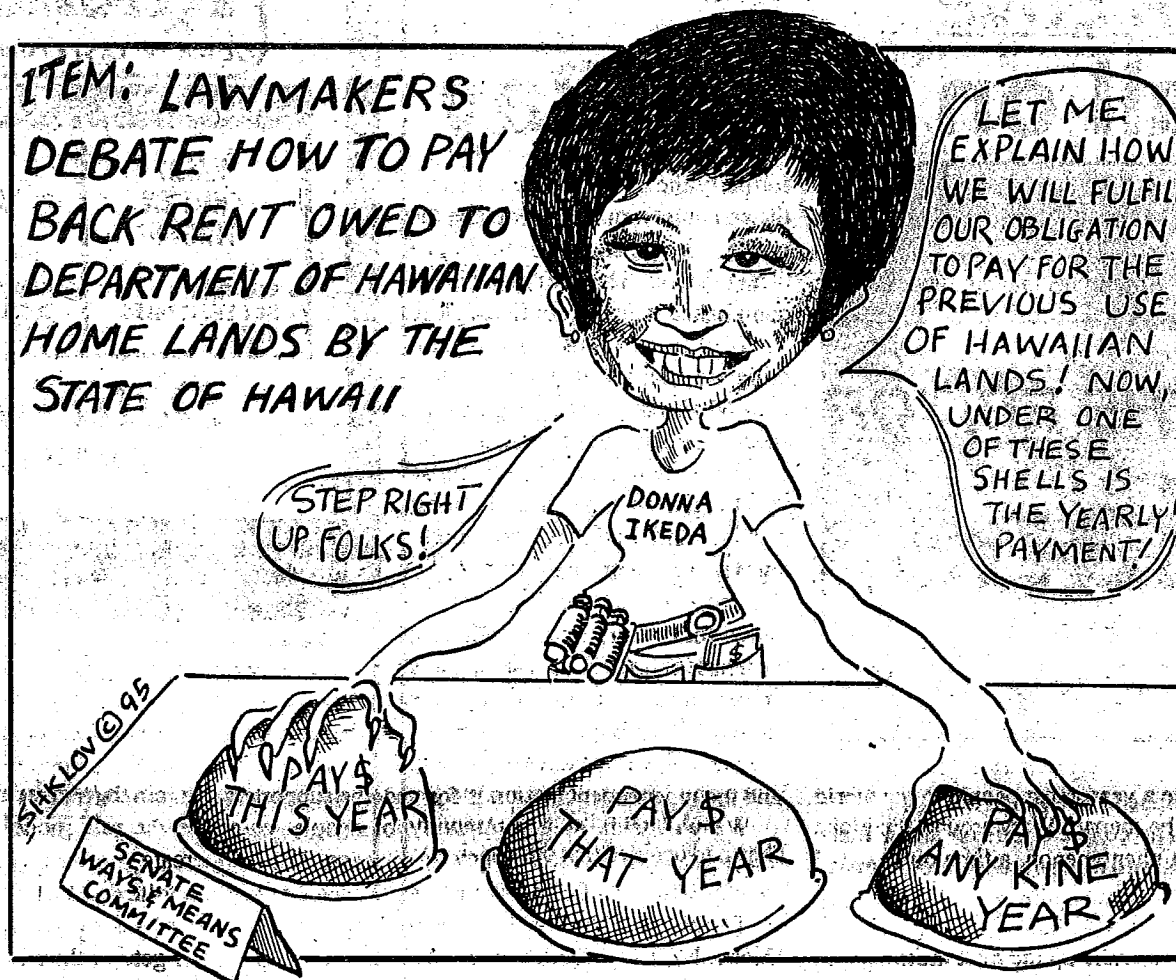
It is critical because the proposed projects, even if funded and built, will

not succeed in a contentious climate.

It seems unlikely, however, that such a scenario will materialize. Waimea is sitting on a golden egg.

There's plenty of reason to believe that with flock of "mother hens" like Delacruz, Baldwin, Faye, Shirai, Kanoho, Mullins and Kusaka that egg will be hatched.

ITEM: LAWMAKERS
DEBATE HOW TO PAY
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DEPARTMENT OF HAWAIIAN
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Make them short and to the point. Preference is given to first-time and original letter writers. Typewritten is best for transcription and we'd love to have them modemed or provided on disks, Mac or PC.

Please include a phone number for verification and clarification purposes only. We may need to verify a thought or have questions about meaning. We won't publish your telephone number.

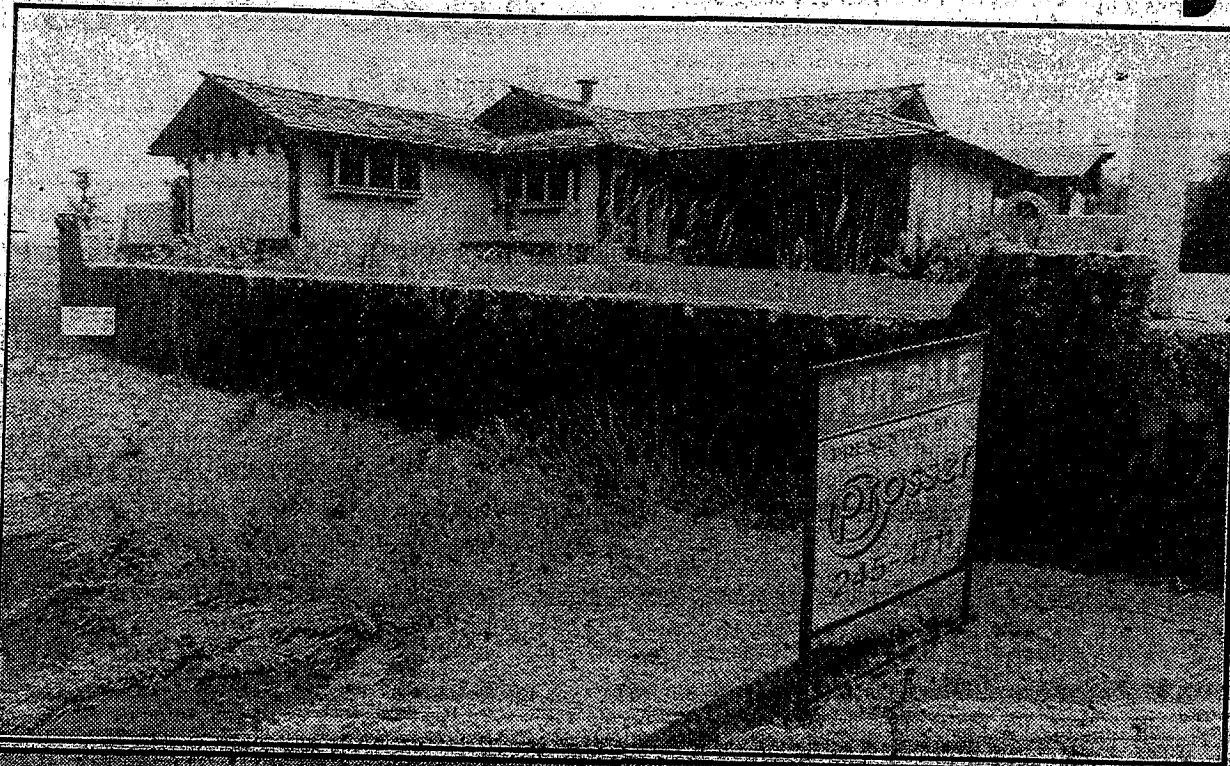
Letters may be faxed to 246-9195.

The piss-ant syndrome:

4/5/95

Real estate: It's a buyer's market

By SHELLY ZECK



LIHUE — Kauai's real estate market is close to bottoming out. And, local Realtors say, the lull caused by a sluggish national economy and Hurricane Iniki is not over.

"I don't know if we're bottomed out, but we're near the bottom," said Mike Ching, principle broker of Na Pali Properties. "If somebody's in the market for a home, this is the best time to be looking because there are a lot of choices."

More than 450 residential properties on Kauai are currently listed for sale through MLS Hawaii, Inc., a multiple listing service. Some 151 of those properties are priced below \$300,000.

In fact, every community on Kauai — from Waimea to Hanalei — has a surplus of units, according to *Hawaii Real Estate Indicator*, a quarterly newsletter produced by Prudential Real Estate, a statewide company that regularly conducts real estate research.

PRINCEVILLE GLUT: Existing single-family dwellings in Princeville could be sold at today's absorption rate over the next 60 months with no fear of running out. (An absorption rate is calculated on the number of homes sold during a period of time divided by the total number available.)

In 1994, according to MLS Hawaii, only 13 Princeville homes and lots were sold, two of which were exchanges. During the first quarter of this year, there were five recorded sales. As of March 31, MLS showed listings of 74 homes and 146 condominiums for sale in Princeville.

The excess inventory coupled with lack of demand, says

See LOCAL on A-7

"It takes X number of people to make so many sales. We have the supply, we just don't have the demand because we just don't have the bodies here."

Terry Street

Demographics of Kauai housing costs

LIHUE — The Census Housing Agency consolidated housing data estimates that 8,227 residents currently live on Kauai, about 18,400 households.

The largest percentage of households, 43.9 percent, have incomes of approximately \$39,700 a year or less for an average family of four. Some 14 percent of Kauai's households earn less than \$20,000 per year.

Of the renter population:

- Some 5,926 households, the majority, or 21.9 percent, spend between \$801 to \$1,100 each month for rent.

- 19.2 percent spend \$501 to \$800 per month.
- 16.1 percent spend \$1,101 to \$1,400 per month.
- 15.6 percent spend \$201 to \$500 per month.
- Less than 11 percent spend over \$3,000 per month.

These figures include basic rent and utilities, such as water, electricity and gas.

Of the 10,831 resident families that own their homes:

- The majority, 16.3 percent, pay between \$200 to \$500 per month for mortgage and utility costs.
- Some 12 percent of homeowners spend \$801 to

See KAUAI on A-7

Measure moves to...

Attention: Bob & Newt: Small businesses need help now, not tomorrow

By Susan Dixon-Stong

SHOPPING ON KAUAI is becoming a big guilt-trip.

We all know small businesses are struggling, and we want to support them. But then, consumers are hurting too. So when we think no one is looking, we slink into a discount store with the intention of picking up just one item and leave with 10 more.

Then the guilt sets in. At least once a week, I pick up the phone and someone tells me about another local retailer who's in trouble. I see a headline in *Pacific Business News* announcing that 1995 is already a record-breaking year for bankruptcy filings.

I worry about Christmas. For months, business consultants and retailers have been predicting that unless

Kauai's small businesses do well over the holiday season, many will be forced to throw in the towel come the new year.

There have been numerous seminars and workshops designed to help small business owners cope with the slumping economy and competition from

If we want to be truly proactive about government spending, we need to look at more direct ways to help small business survive.

■

big discounters, but there are no easy answers. The reality is that Kauai's marketplace has changed. Those who can adapt will survive, those who can't won't.

The Bob and Newt plan, coming out of Washington, might be good for business — if you can hold on for seven years.

It arrived on my desk in a huge brown envelope. It was stamped official business from the U.S. Senate Republican Conference and it was addressed to me, personally, with my name spelled correctly.

(That worried me a little. No one spells my entire name right.)

I was intrigued by the oversized envelope. It was way too big to contain nothing more than "official business," such as a press release or a congressional summons. It looked more like the kind that usually holds promotional buttons, T-shirts, maybe a balanced-budget cap or a small American flag.

So I opened it. In one corner of the envelope were eight scrawny 8 1/2 by 11 sheets of paper, none of which, of course, had to be folded. That's all. On top was a cover letter signed "Sincerely, Bob Dole and Newt Gingrich." Bob's signature is kind of pinched with corkscrew embellishments. Newt begins boldly with a large double-line N, diminishing rapidly into a scribble.

Those signatures, which no doubt appeared on thousands of letters mailed to newspaper editors in big, brown envelopes, had the desired effect. I read the letter.

Bob and Newt thought they might help the *Island Times* take a "strong editorial stand" in favor of the GOP's "reconciliation" bill by offering a series of suggested op-ed articles. Passing the bill, they said, would save Medicare, reform welfare and lower taxes for American families. It would change the status quo and put America on the path to a renewed sense of opportunity and hope.

Once I got over my disappointment at the lack of anything substantial in the envelope, I started thinking about what Bob and Newt had to say. They must really want the support of Americans, I thought, if they had extended their media blitz all the way to the editor of an obscure newspaper on an island of barely 55,000 people, most of whom are Democrats and a lot of them scared to death at the very mention of welfare reform.

So I began to scan the op-ed pieces they had so graciously supplied.

A balanced budget, they said, will lower interest rates, which means, among other things, that people will have more money to spend, and businesses will have more money to invest and to hire workers. Nothing the matter with that.

Lowering capital gains tax is not a benefit "just for the rich," they argued, anticipating the liberal view. It will help people who want to start their own businesses and become productive entrepreneurs. It will ensure that the American Dream (whatever that is) is still attainable for everyone.

That's the kind of shot in the arm Kauai's business



LOCAL DOCTORS AND NURSES, visiting the Galapagos Islands after a medical mission in Ecuador, returned Susan Wilson (front, center). Members of the medical team are (clockwise) Dr. Suzanne Nelson, Clinical Nurse Elizabeth Villasista, Dr. James Nunn, Surgical Nurse Maggie Taniguchi and Dr. Bob Wortring.

Postcard that fate del

Wilcox physician discovers postcard in Galapagos for Princeville woman

By Donna Richards

THE POSTCARD RECENTLY DELIVERED to Susan Wilson from the Galapagos Islands wasn't stamped, nor did it arrive postage due. It had reached its destination through a serendipitous route that can only be explained in the tradition of early Ecuadorian whalers and modern medical science.

The postcard was written Sept. 9 by Milwaukee, Wis. travel writer Joy Lewis. She addressed it to her sister, Susan Wilson, who lives in Princeville.

Then Lewis deposited it, without a stamp, in the post office barrel located on the island of Floreana in the Galapagos Isles off

the coast of Ecuador. A month later Wilson received a call from Kauai pediatrician Dr. Suzanne Nelson saying that she had a postcard for her from Galapagos signed by her sister.

"I never thought that Susan would get that postcard," Lewis said. "When she called me, I couldn't remember what she was talking about."

In fact, the writer said that at best she thought her sister would receive the card in a few years. After all Lewis had specifically requested that the postcard be hand-delivered, which meant that the person who took the card not only had to be from Hawaii, but from Kauai.

The post office barrel was established in the 1800s as a mail ex-



change and remains today as a free delivery service for those who believe in fate and time honored tradition.

Galapagos tourists are invited to write letters and postcards to family and friends and sometimes themselves before visiting Floreana. Upon reaching the island, they must hike a short trail from Post Office Bay, a small beach on the north side of the island, and pass a scrubby forest into a clearing, where the barrel (now a box) is located.

Then they sort through mail addressed

Kalalau will open by Chi



say that usually the cards get
erred within a month and a half. Most
em get taken to where they're going.

Dr. Suzanne Nelson

interesting," Nelson said.
no electricity, no running

uses, if you were lucky,"
added.

the mission was over the
rs decided to play for a
ey flew to the Galapagos
d a ship that stopped at five
lands. Stopping on Flore-
turing to the famous post
l the doctors found a post-
Joy Lewis to her sister
on.

y that usually the cards
d within a month and a
said. "The way that they
you look through it all,
are dated and really not
hem are dated for much
onth or so before. Most
taken to where they're

rough the other post-

cards in the pile, Wortring said that
there was an interesting one from a
woman, who was obviously preg-
nant, written to her unborn child. Nel-
son added that there was another card
from a woman to her family saying,
'When you come out here, you will
find this card.'

Back on Kauai, Nelson followed
the request on the post card she found.
She called Wilson and told her that
she had a postcard from her sister.

"I got a message on my recorder
from a woman named Suzanne Nel-
son, and she said she had this postcard
from my sister from the Galapagos,"
Wilson related.

Wilson met Nelson at Wilcox Me-
morial Hospital where the card was
finally delivered. "When I told Joy
(Wilson's sister) that the postcard
was in my hand, she was completely
astounded. It was so fast," Wilson
said. "It's sort of like the pony express
lives on."

intervention grant

mance, employment,
social services, anti-
number of arrests/in-
d the family unit.

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qualities) versus
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aims to deliver a
community-based

program of developmental services
responsive to individual needs. An
integral component will be simplify-
ing access to comprehensive health
and social services. Some compo-
nents of the project will be contracted
through community agencies.

Similar interventions, albeit on a
smaller scale, have improved cogni-
tive outcomes for eligible newborns,
and reduced the impact of mild men-
tal retardation in infants born with
specific environmental risk factors.

For more information on the pro-
ject, contact Dr. Jean Johnson, Zero-to-
Three Hawaii Project, at 967-0066.

IECC accounts

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vice chairman of
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continue to honor
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with this oppor-

tunity to serve new customers and
build new banking relationships.
GECC Financial deposit customers
will now have access to a full range
of deposit products and services of-
fered by First Hawaiian Bank," Hor-
ner said. Horner added that customers
will also be assigned a personal
banker to assist them with additional
banking services.

aud guidelines

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from the seller or firm, including cop-
ies of envelopes if possible.

Business

From Page A-1

capital to invest?

And really, why should we believe
anything anyone in Washington says
anyway?

Bob and Newt anticipated that
question, too. Sen. Pete Domenici
and Congressman John Kasich, who
chair the senate and house budget
committees, addressed the issue of
credibility in a "suggested op-ed"
piece of their own.

"This budget we have offered is
real and brings the deficit to zero in
seven years. No smoke. No mirrors.
No phony numbers or rhetorical
claims," they tell us.

What they don't talk about is what
editorial writers who aren't publish-
ing the Republican Conference's
"suggested op-ed" pieces are saying.

They're saying, yes, the budget
can be balanced but at the expense of
the poor. They're saying those tax
cuts will be a lot more advantageous
for the wealthy than for the average
Joe. They're saying that shifting the
responsibility for basic social service
programs to the states may backfire
when some states are unable or un-
willing to accept the responsibility.

And they're projecting that the
GOP plan won't fly in its present
form because President Clinton will
veto it, and it'll be back to the table
for further negotiations.

So who are we to believe? Do Bob
and Newt really have the interests of
little America at heart? Is Clinton
plum out of ideas and ineffective?
Are we talking about balancing the
budget or bankrupting the elderly and
the poor? Are we talking about poli-
tics, the next election, or what?

Personally, I don't have a lot of
faith that Washington is going to get
small business Kauai through 1996.

I remember when people began to
realize that they could no longer rely
blindly on physicians, hospitals and
medical science to manage their health.
We became much more informed,
asked more questions, became more
proactive. Doctors ceased to be gods
and HMOs were open to question.

That's not to say that health care
providers have lost their credibility.
Not at all. It's just to say that we're
more prone to understand our own

role in good health.

"Suggested op-ed" pieces from
polished and powerful politicians
sent to newspapers labeled as "offi-
cial business" bring out the skeptic in
me. Maybe Clinton's critics are right,
maybe he doesn't have a clue about
what to do with the budget, but at
least he's not sending mass, mega-en-
velope mailings to all the newspapers
in the country containing "sugges-
tions" for burying Bob and Newt.

As Americans, we can be no less
proactive about our government than
we are about our health care. Mostly,
people try to ignore government.
Generally, no matter what comes out
of Washington, we dismiss it with a
shrug.

Try to convince Americans that
some seven-year plan will revive the
American Dream, and they'll scoff.
Even when it's laid out in black and
white — by 2002 spending will in-
crease by \$2.6 trillion, but revenues
will increase by \$3.3 trillion — few
will have confidence in the outcome.

The American public is more fa-
miliar with promises broken than
promises kept. At the same time, I
believe that Americans want badly to
believe in their government, to trust
that there really is an American
Dream.

Small businesses are the lifeblood
of that dream. Last year, Hawaii tax-
payers spent \$34 million on tourism
promotion, more than any other state
in the nation. Those dollars are per-
ceived to spin off and support a host
of small businesses, which they do,
but if we want to be truly proactive
about government spending, we need
to look at more direct ways to help
small business survive.

Business people around the state
have identified through small busi-
ness congresses what needs to be
done. Their ideas will be prioritized
at a state conference next week and
presented to the State Legislature and
Gov. Ben Cayetano.

At the top of the list on Kauai is
restructuring and reducing state gov-
ernment so that funding and decision-
making begins to move to the local
level.

That's proactive. That's "official
business" on a level that we can grasp
and go for. Forget Bill and Bob and
Newt. They'll be debating right on
through the next election campaign.
Meanwhile, something has to be done
at home.

State may cease doing business with non-tax paying firms

HONOLULU — While small
businesses struggle under Hawaii's
world-famous tax burden, some com-
panies doing business with the state
have gotten away with not paying
their taxes — until now.

Taxpayer Expense (BITE) dog-bone
awards for their failure to crack down
on the company.

"The good news is, Attorney Gen-
eral Bronster is taking steps to im-

4/12/95

She's moving full speed ahead

Give the mayor a shiny red apple

By GREGG GARDINER

Putting party politics aside and working hand in hand with the County Council, Mayor Maryanne Kusaka has ended her first four months in office full speed ahead.

Communication between the administration and the council has never been better despite the fact that Kusaka is a Republican and most council members are Democrats.

For this, both the mayor and the council deserve kudos.

Let's take a look at what has been accomplished.

Hotel Negotiations. Both the mayor and Council Chair Ron Kouchi have been working hard to get our hotels back on line. The mayor has made a major breakthrough in negotiations to get Sheraton Kauai and Waiohai back on line. She also has Office of Economic Development looking at alternate potential uses for the Coco Palms area.

Hurricane Debris Recovery. Work to clear all three dump sites started April 4. This was badly needed and will improve the look of the island and close out one more chapter in the hurricane recovery.

County Leave Sharing Program. This program is designed to permit employees to donate accumulated vacation credits to another employee in the county who has a serious injury or illness. The mayor pushed for the program after hearing of a particular case in the Kauai Police Department where an officer who was seriously injured ran out of sick leave.

Hanalei Boating Issue. Private negotiations have been under way at both the state and county level to determine ultimate authority over the matter. Sources close to the scene say resolution appears close.

Temporary Highway Bypass Roads. The administration was able

to finally negotiate with the state Department of Transportation to secure funds for two bypass roads to ease traffic problems for commuters on Kauai's west and east sides. The Kapaa bypass is expected to be open by the end of the summer and the Poipu road by the end of the year.

Disaster Survey Reports. Much work needed to be done to complete these reports which must be submitted to FEMA to assure funding. To name a few completions: Lydgate Beach Park, Kato park dugouts, Kekaha H.P. Faye Park, Francis Ching Park, Waimea Athletic Field Park. DSRs in progress are: Wailua Homesteads Park; Wailua Golf Course Revetment Wall; Niumalu Park Pavilion and comfort station; Salt Pond Park pavilion; Hanapepe Stadium scoreboard, baseball field and electrical; Hanapepe tennis courts, fence, shelters and surface; Waimea Parks and Recreation Irrigation Pump Station.

Anahola Clubhouse extension. The mayor encouraged harmonious resolution among citizen groups to help the project proceed. Anahola was in danger of losing the money for this clubhouse. Together they came up with a good solution that will allow Anahola to replace the clubhouse that was lost during Iniki.

Police Substations. Keeping her campaign promises both Koloa and Kapaa towns now have police substations. The mayor is currently negotiating for bigger facilities.

FEMA Funds. During the mayor's trip to Washington D.C., she stopped in to visit FEMA and received a guarantee from the head of FEMA on available funds that were reported to have exceeded the time constraints. This will secure \$4.2 million for Kauai in recovery efforts.

Ho'olokahi County/Community volunteer partnerships. Ho'olokahi is one of Kusaka's new



ONE POINT OF VIEW

programs that I am most pleased with. She has been able to pull together volunteers throughout the island to hasten Kauai recovery efforts, to improve beautification efforts of parks and to bring people together. Work days have been completed at beach parks such as Wailua, Kalena Park, Salt Pond and Kekaha. And another is scheduled for next week in Hanalei.

This is a wonderful partnership working for Kauai, and the mayor has plans to extend it further.

Westside Revitalization. Plans for a techno-tourism center for Waimea emerged after disagreement developed over a Hanapepe project. The mayor pulled the community together in a last minute effort to save federal funds that were about to lapse. If these funds are granted, they will support construction of a Waimea Techno-Tourism Center and restoration of the Waimea Theater.

Budget Reviews. This will be a very difficult year for Kauai. In the midst of all that is under way, Kusaka and the County Council are having to take the time to carefully review every dollar that is spent, where it goes and if we get the maximum value for the dollar.

Ag Parks. Applications for Kealia Ag lots are now in process, and the

The mayor has organized a Hanapepe Historic Design Liaison Team to assist with the project which has been earmarked to restore Hanapepe Town's unique character and to promote the town's economic restoration.

Solid Waste. Continuing on with our recycling program she has added two new drop-off sites at the Kapaa and Lihue Transfer Stations and two new recyclable materials, junk mail and steel/tin cans were added in the collection.

Transportation. The mayor pushed to create the Transportation Agency to be managed separately from the Office of Aging for better budget control and better focused management.

Recreation. Kusaka has been supportive of Community Youth Basketball league which now covers the entire island. Visiting teams for the mayor's Invitational High School Track Meet participants came from British Columbia and various Oahu districts.

Data Gathering/Identifying programs for youth. The mayor plans to provide resource listings of programs by neighborhoods so that our youth will know what's going on and where it's happening. The administration will release this information shortly.

Hoop Dreams. In May, the Mayor's Office and the Film Commission will be offering a special screening of the movie "Hoop Dreams" for 250 lucky teens. A group of these teens will have the opportunity to interview one of the film makers, Frederick Marx who will be coming to Kauai in May.

Teen Council. The mayor is looking at the formation of a Teen 'County Council' that can track county issues on a regular basis.

The Youth Programs Coordinator will be applying for Title V Crime Prevention Funds for the County of Kauai. An advisory group made up of youth-related agencies will be holding a mini-conference on April 20 to

representing all intermediate and high schools will be meeting under the same format to prioritize the issues they feel are most critical.

This is part of an ongoing effort on the part of the administration to increase awareness of community issues and to provide a clear message of ways we can support Kauai in remaining a safe and caring community. This three-year plan is part of a "Communities That Care Model." This project will have to have the approval of the county council.

Parks & Recreation. With over 105 properties and a staff of five, parks and recreation continues to receive standing ovations for the work they are doing. A "Dream Team" that includes Bernard Carvalho, Mel and Christine Pilkington (to name a few), are working hard to deliver more opportunities to our island youth. Plans to departmentalize and increase staff have been put on hold due to budget cut-backs, however support of an increase in funds for the Parks and Recreation department is first on the list for youth activities.

Parenting Programs. Kusaka is looking at several opportunities to support some really good parenting programs. Some programs, such as Active Parenting being offered by Carl Stepath, are being conducted through Kauai public schools.

Wilcox Hospital will be partnering a show with the Mayor's Office called "Raising Responsible Teens" and will air locally when production is complete. A third series is under way with Marilyn Allen, a communications specialist who does training workshops on "effective and loving communications with children." This will be a cooperative effort offered in July through Teens 4 Teens, Wilcox Hospital and Youth Programs.

Teen Dances. The latest Teens 4 Teens Dance had some 450 teens involved. Their guidelines for dances are specific and their chaperons are trained. It's an "in" thing our community leaders are doing. Kusaka has gotten community leaders involved.

of a Safety Action Seminar and started with a few good people from the Juvenile Unit of the Kauai Police Department, Lani Yukimura of Wilcox Hospital and some really "cool" parents. Teens know that all Teens 4 Teens events are "drug and alcohol-free" events.

Vision Statement for Youth Programs. The Mayor's Youth Program is committed to Kauai's youth and their families having global, innovative sources and resources available for their ongoing growth and development. It is the mayor's intention to create opportunities that honor each and every young person for their unique gifts and talents. As a community in partnership we are shaping a shared future vision for the health and empowerment of your youth, their families and our island communities.

Teen Violence. Kusaka has been very concerned about the recent increase in youth violence and has taken steps to get involved in community meetings and find out more about the issues our youth are facing. In March, the mayor, Bob Mullins and Sharon Agnew had a private meeting with Dr. Ruby Takanishi of the Carnegie Foundation on Adolescent Development to discuss issues relating to youth violence and community grant sources.

Roller Hockey Arena Needed. The administration has met with several groups wanting to develop facilities for roller hockey. They are well aware this is a rapidly growing sport and are reviewing estimates to resurface an arena in Kapaa for this purpose.

Planning for the Future with Youth Programs. The administration is working on a proposal for a 10-year plan to insure that future generations have wonderful parks and opportunities and that we provide a framework for thoughtful planning.

It's about time we looked further into the future than the next four years.

So kudos to the mayor, kudos to 12-hour plus days, kudos for hiring the right staff with the right stuff and commitment to

the winners of the 1995, "Guardians of the Land" award.

The award is sponsored by the Department of Soil and Water Conservation. It is awarded to individuals who are deemed to use environmentally sound practices in the management of their land. In the past, winners have been involved in a soil conservation plan for more than 10 years. They will be honored at a ceremony in the state.

Haraguchi is a third generation farmer. His family has been growing taro on his 40 acres in the Hanalei Valley. Rodney Maoli and Maui Lehua are also farmers.

Areas of conservation on his property include the Hanalei Lalo grass as a low bank stabilizer and the Hanalei Lalo grass instead of open Lalo grass requires less chemical applications, making a solid surface for taro.

A system of irrigation on his property has helped to prevent erosion and is available in desired locations without disturbing too much of the environment. Rodney is planning to plant border crops to help add nitrogen back to the soil, he said.

Haraguchi's grandfather's family has done a lot of work on the site to be rebuilt for purposes so that the family will be able to grow taro paddies as did their

family have worked. They have shared their knowledge and also helped to establish the Taro Festival and he has recently released "The Roots," which is a production through-

on taro, it's a way of

aid he hopes his two

graduating from the California Polytechnic State University in soil science. He and his wife, Candace, originally grew mixed vegetables until they found it too time consuming and environmentally draining on their land, they said.

Today the Strong family raises acres of Sugar Loaf pineapples, papayas, mangoes, bananas, avocados, star fruit, limes and some rare varieties of tropical fruit such as lychee, rambutan, mangosteen, moya, durians, caimito and chiku-sapodilla.

Most of these trees and variety of citrus can be purchased from Candace, who starts all the seedlings and sells them through their Kahili Farm Nursery, located in Kilauea.

Through many hours of paperwork and political action, Strong has made it possible to export many never before exported tropical fruits off the island. The Strong family said they are firm believers that public action is the fastest way to secure change in the agricultural industry.

Kauai holds a new frontier for tropical agriculture and Mike and Candace are the premier leaders. Both are very active in their community. Mike holds a seat on the University of Hawaii Deans' Advisory Board, he is chairman of the Board of Hawaii Tropical Fruit Growers Association, a member of the Kauai

member. He is involved in many other environmental and agriculturally related organizations.

Their property is divided by a maze of windbreaks that traverse each and every crop. Blocks of pineapples are divided by rows of elephant grass or they may join plantations of papaya or bananas. Lengths of PVC pipe and spaghetti line are linked throughout to minimize the use of ground water.

Furrows between orchards are planted in orchard grass or Sunhemp

timely plowed under as a green manure. Black plastic covers all beds to help retain soil moisture, reduce weeds and to increase the soil temperature so the plants may mature more quickly and efficiently.

Mike and Candace Strong sell their produce throughout the island and export thousands of pounds of produce off the island each year. They run a first-class diversified farm while making time to actively help secure a market for Hawaiian farmers.

Kauai Times sold to Kauai Publishing

LIHUE — Kauai Times Publisher Gregg Gardiner has announced the sale of the *Times* to Kauai Publishing Co. Gardiner said the sale became necessary due to the ever increasing cost of business and the present economic climate on Kauai.

Kauai Publishing Co., which also publishes *The Garden Island* daily newspaper and is a subsidiary of Scripps League Newspapers, Inc., is acquiring certain assets of Wolf Publishing Company, Inc., including the *Times*.

Gardiner and Roy Callaway, *Garden Island* publisher, also said in

a joint announcement that all litigation between the two Kauai publications has been resolved.

The *Kauai Times* began publishing a weekly newspaper in 1979 and a twice weekly in 1988. Kauai Publishing Co. plans to continue publishing the *Times* as well as the weekly TV Times Magazine and Kauai Cuisine Magazine.

The Garden Island has been in publication since 1902. Kauai Publishing Co. also publishes the *Garden Island Extra*, *Kauai Beach Press* and the *Japanese Beach Press*.



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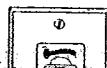
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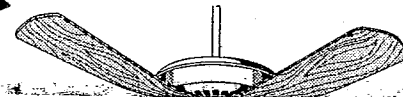
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- 53" Blade-sweep
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- installs in existing wall box with just a screwdriver



Panama



4/26/95

We'd like to take this moment to express our many thanks to Gregg Gardiner and all the dedicated, caring individuals who work at the Kauai Times. Throughout the years you and your organization have unselfishly donated your energies to helping the people of Kauai. Your previous and ongoing efforts to support our island community will never be forgotten. Many, many mahalos from our family to yours.

Always the best!

Gary, Pam, Lori, James, Josie, Laurie, Wayne, Steve, Fely, Julie, Patty,
Dean, Roland, Greg, Val Vicki, Pat, Cindy, Samantha, Clifton,
Boyd, Hattie, Malia, Jonathan, Jenelle & Shannah

The employees of National Car Rental;
Baskin Robbins, Lihue and
Baskin Robbins, Kapaa

Baskin 31 Robbins
Ice Cream & Yogurt



April 24

EDITORIAL PAGE

As one door closes, another opens

Publisher leaves Times with sad aloha

By GREGG GARDINER

Well, it's time for me to say a sad aloha. This will be the last issue of the *Kauai Times* with me as its President and Publisher. As of tomorrow, *Kauai Times* will be owned by Kauai Publishing, a division of Scripps League Newspapers Inc. In Hawaii, the company owns and operates *The Garden Island*, *Kauai Beach Press*, *The Japanese Beach Press* and now the *Kauai Times* and *Kauai Cuisine*.

I'm very grateful that Kauai Publishing has given the staff at the *Kauai Times* the opportunity to continue working and that they plan to keep publishing the *Kauai Times*. As one door closes, another opens and once again there will be a new opportunity for new ideas to shape the future of the *Kauai Times*.

Working at the *Kauai Times* has been the most rewarding job I have ever held. The opportunity to serve and work with the people of Kauai has been one of the highest points of my life. One for which I will always be grateful. One that I certainly will never forget.



One Point of View

Back in 1987 when I first arrived on Kauai, the *Kauai Times* was a small weekly publication. During the years that followed we quadrupled in size, adding a second edition and the TV Times. Our staff grew and became more talented.

Many friends have helped us along the way. Without the support of the Ellis family of Hale Kauai, there

would have been no *Kauai Times*. A retired former newspaper publisher from California, George Dobry, became my mentor and showed us how to make the editorial pages sing. George even got me to start writing editorial columns, which eventually led to my winning both First Place in the state for editorial excellence and Second Place in the nation. If my mother was still alive she would never have believed it.

We are grateful for many other friends like the buffalo farmer on the North Shore, Bill Mowry, who was there with his moral support. Mr. Okimoto, will always be "Mr." to me for his unending support of the *Kauai Times* and his stewardship of our circulation system (in spite of the fact that he wanted to retire every year for the past 7 years.) To all the original investors, who believed in the *Kauai Times* and gave birth to it: Thank you, each and every one.

To our advertisers who supported us, in spite of the difficult times both at the newspaper and on Kauai with our troubled economic conditions, there are no words which could additionally express my gratitude to each

of you.

I would also be remiss if I didn't say thank you to our printer Hawaii Newspaper Agency (HNA) who, in spite of the hurricane and the bad economic climate, carried our receivable and allowed us to continue to serve our readers to the very end. They were friends to both *Kauai Times* and the people of Kauai.

Until the sale of the *Kauai Times* to Kauai Publishing, Kauai was one of the last communities in America that had two independent newspapers. In today's world, the economics for two newspapers in a small community just doesn't work and in the end it was the economics which determined which newspaper survived.

I can honestly tell you that we did everything we could to keep it going. While Lisa and I were only 27 percent minority stockholders, we believed in the *Kauai Times*. We invested every dime we had, including all of Lisa's inheritance and at some points extending our credit cards to their limits with cash advances to make payroll. While we were always able to take care of our employees, there were many times when our pay-

checks would stack up on the dresser so that we could pay our creditors. In the end, the effort was there but the money wasn't.

Now to my staff. They were not just a "staff," but a family! This family always pulled together and did what had to be done from the editorial department working all night to put out good, insightful papers, to the sales staff who would help lug papers to the post office, to the production department who sometimes didn't even get a day off. They did whatever was asked of them and they did it with such style!

They also brought more awards to the *Kauai Times* than any other newspaper in the state. In the past three years we have won more national awards than any other newspaper our size in America. You have made me extremely proud. Thank You! Thank You! Thank You!

Of all the awards that the *Kauai Times* has won, there are two that stand out in my mind. The first was a First Place in the nation for community service for the Na Me'e 'O Iniki which honored the heroes of Iniki and raised close to \$100,000 for Kauai Hospice.

The second was our special AI issue last year. We were the first newspaper in America to devote an entire issue to this very sensitive issue. I conceived this one night on a nap with my friend Candy Bahouth at Chamber of Commerce dinner meeting in hopes that we could educate children and save lives. If we have saved but one life with this issue, makes all the work we have done in the past eight years worth while.

This buy-out came on so sudden that neither Lisa nor I have any idea what we will be doing. We both hope that we will be able to stay on Kauai and to continue to serve the community in the years ahead.

Lastly, I want to personally thank you, the readers, of the *Kauai Times*. Your dedication made us one of the best read papers in the state. Your letters have kept the editorial page alive with insight and controversy. The *Kauai Times* has been as much your newspaper as ours. We hope you believe that we have kept our covenant with you. God Bless You All!

Mahalo and Aloha

Kauai drivers:

Keep your distance

Too many Kauai drivers ignore or are ignorant of a safe following distance. When driving a school bus on the highway, I try to leave four to six vehicle lengths between my vehicle and the vehicle ahead. A school bus

and Flowers) heading toward Hanalei.

Drivers of other large commercial vehicles share this concern. The heavier the vehicle, the more distance that is needed to stop.

Why not tap it?

Questions muddy waters at Makaleha Springs

May 3 1998

An awards ceremony at the Museum recently following students' art in the statewide competition which will take place on Oahu: Kampos, Waimea High

School (Mayor's Award) • Gerard Bucuo, Kauai High School (County Council's Award) • Julie Ann Layoen, Kapaa High School • John Kanahele, Waimea High School • Ryan Joy, Kapaa High School • Garin Muranaka, Kauai High School • Noli Gacusan, Kauai High School.

The Congressional Arts Competition was launched in 1982 by the Congressional Arts Caucus, a bipartisan organization of members of the U.S. House of Representatives and Senate who are interested in support-

ing the arts. House members Neil Abernethy and Patsy Mink are the Honorary Co-Chairpersons of the 1995 competition in Hawaii.

The competition showcases the artistic talents of American high school students (grades 9-12) and allows them to compete for prizes and awards including the chance to travel to Washington, D.C. to attend the opening for the National Arts Reception. Corporate sponsors of the statewide competition are Kamehameha Schools Bishop Estate, Aloha Air-

lines, BHP Hawaii, Bank of Hawaii and Department of Education, Office of Instructional Services.

County competitions are held on Oahu, Maui, Kauai and Hawaii. The statewide final on Oahu will determine the two winners (one from each Hawaii Congressional district) who will represent the state in the national exhibit in Washington, D.C. in June. Competition entries include original two-dimensional artworks such as drawings, painting, collages and prints.

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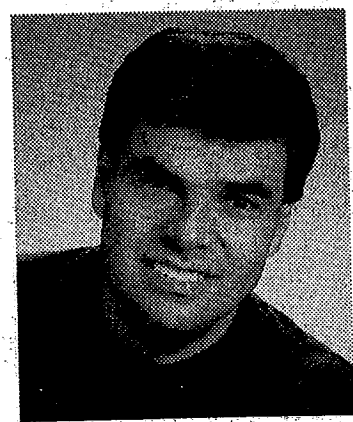
New bus schedule announced

LIHUE — Effective since April 3, the Kauai Bus schedule has reduced hours of service on Saturdays and county holidays.

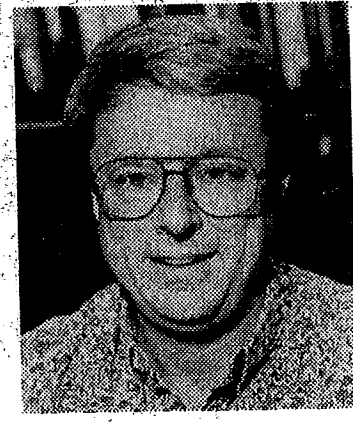
The Lihue Extension schedule which applies only to the Lihue area has no service on Saturdays and county holidays.

The Kauai Bus does not provide any service on Sundays. Please call the Transportation Agency at 241-6410 for additional information.

Yes they can.



1995 Small Business Person
(County of Kauai)
Jean Marie Josselin
A Pacific Cafe, Inc.
Nominated by Walter Omoto
First Hawaiian Bank
Kapaa Branch Manager



1995 Media Advocate
(County of Kauai)
Gregg Gardiner
Kauai Times
Nominated by Steve Williams
First Hawaiian Bank
Kauai Region Supervisor



1995 Young Entrepreneur
(State of Hawaii)
Anthony K. "Tony" Pajala
Garden Isle Security, Inc.
Nominated by Alan Albao
First Hawaiian Bank
Koloa Branch Manager

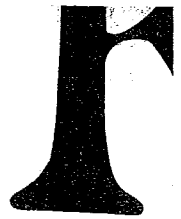
First Hawaiian Bank congratulates these 1995 Small Business Administration winners. Their Hard Work and determination exemplifies the "yes you can" spirit.

Member FDIC

Yes you can.



Wednesday,
May 17, 1995



4 SECTIONS 3 INSERTS

EPA wants Mak

By SUSAN DIXON-STONG

KAPAA — Local folks aren't the only ones with questions about the proposed Makaleha Springs water development project. The EPA is in the dark, too.

The federal Clean Water Act, which is administered by the state

health department, requires answers to a number of questions before a 401 certification permit can be issued to tap water from the stream.

The health department is not satisfied with the applicant's answers and has returned the application to the state's chief engineer, Manabu Tagomori, citing numerous deficiencies.

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Hotel watch

Sheraton looks at November re-opening date

POIPU — People awaiting the opening of the Sheraton's Kauai Beach Hotel in Poipu will have to wait a little longer, officials said.

The plan is to open the hotel in November, but Peter Sit, Sheraton's acting general manager said that timeline is not set in stone.

The resolution of a court case between the hotel's owner, Obayashi Hawaii Corp., and the landowner, Knudsen Trust, is all but signed, he said.

But that doesn't mean post-Iniki repair work is close to being finished. Or even begun.

"We have to come up to code on the Americans with Disabilities Act remodeling," Sit said, "and things don't always go on schedule."

What is more likely, he said, is that the hotel will plan for a November opening, but hotel officials would like a little leeway, so they aren't making any promises.

Once the hotel opens, about 300 people would be employed there.

The court case had been tied up when Knudsen Trust refused to allow demolition of the two-story hotel even though it had been damaged in Hurricane Iniki. The Garden Hotel, located across the street from the beachfront site, has been operating on a limited basis, Sit said.

Who com

• *Becoming like children wasn't hard for Eleele school's class of '35, even after 60 years.*

By LORENA ANDERSON

ELEELE — The man, 70something and sitting in a pint-sized chair in the Eleele Elementary School Library Friday, bounced his legs like an impatient child waiting for candy.

His eyes gleamed as he shared companions how he managed an extra school lunch entree, chicken patty sandwich, from taterias.

Talk about reverting to type. When this man and his classmate graduated eighth grade from school in 1935, he probably had

5/17/95

Hiring freeze

INCLUDED IN THIS ISSUE are inserts for: FOODLAND • SAFEWAY • STAR • Section BB is KKT TABLOID • Section C is BIG SAVE TABLOID

**Midweek
Edition**

**Wednesday,
May 31, 1995**

Serving Paradise

in the Pacific

KAUAI TIMES

4 SECTIONS 3 INSERTS -- 50 PAGES

VOLUME XV, NUMBER 56

35 CENTS

Jobless on Kauai? Expect stiff competition

By LORENA ANDERSON

LIHUE — Larlene Navor was scared when she was first told her employer, Payless Drugs, would be closing down. She has two children, no husband and no second job.

She had every right to be scared. Unemployment on Kauai is at 9.7 percent — nearly five points higher than the state and national averages.

"It's been really tough," Navor said. "The end of March was pretty bad, but I've stuck with it."

Unemployment benefits began in March, but were barely enough to make ends meet, she said. Sometimes bills had to wait.

In March, Navor became one of the 2,800 Kauaians known to be out of work because she registered for unemployment benefits.

The number of people unemployed and

not registered for unemployment make up the hidden low-and no-income residents, who, along with those registered, have been pinning their hopes on possible jobs, such as the 450 first-round offered by the Kauai Marriott Resort and Beach Club. Set to open at the end of June, the resort will eventually employ

about 650.

New discounters such as Wal-Mart (not yet open) and Kmart are providing other job opportunities, but closed hotels and a flat economy continue to make job hunting on Kauai tough.

See **EMPLOYMENT** on A-6

■ *This is my
grandpa,
Wally*



Troops mobilize to bring out

EDITORIAL PAGE

Kauaians are a valiant lot

Iniki's ghostly tailwinds still at our backs

By SUSAN DIXON-STONG

The savage winds of Hurricane Iniki are nearly three years gone, but the storm's stubborn tailwinds continue to play havoc with the island's economy.

The hardships deposited by the storm have become a way of life. Business failures, foreclosures and bankruptcies are acknowledged with resigned shrugs. And people, who never thought it would happen to them, find themselves remaking their lives. Again.

This time without Small Business Administration loans or Federal Emergency Management Agency grants.

To talk about Iniki as a \$2 billion storm that damaged 77 percent of the housing units on Kauai and brought the island's major cash crop, the visitor industry, to its knees, is one thing. But nothing is more chilling than to



Between the Lines

per person.

In 1991, the year before the storm, the average per capita income on Kauai was \$17,692, less than the per

cane Andrew in Florida and concluded that measured in dollar damage to the community, the destruction on Kauai was 25 times greater than in Florida.

Looked at in the harsh light of these brutal facts, it is not hard to understand why conversation around this island often turns to the negative.

Iniki won't quit. It has spawned the prospect of huge utility rate hikes and left unemployment still hovering around 10 percent.

It has shut down a major portion of the island's largest industry, prompting 3,000 people to apply for maybe 600 jobs at a hotel that will open this month. And with some large hotels still closed and tourism slow throughout the state, it continues to erode Kauai's daily visitor count, which currently stands at about 2,400 visitors a day.

Iniki has taken its toll on the county budget, small business and the daily lives of everyone who lives here.

Pope should pin a medal on this community. The national press should revisit the scene of this disaster and report the *real* story of a hurricane.

Every day I talk to people who continue to face hardships, people I have begun to see as heroes. If Kauai was a special place before the hurricane, it is now extraordinary.

Somehow in the midst of dealing with the daily, and often unexpected, challenges of Iniki's taxing legacy, Kauaians are beginning to hatch new ideas. It appears that we are poised — or at least beginning to position ourselves — for some major changes.

At the core of that stirring, I believe, is the personal commitment of many to step out and do something about things that have in the past been left to the elusive other.

In Princeville, for example, grumbling about corporate dominance is giving way to the will to create a community. In Kapaa, people are doing their homework looking for a

A unique Ag park is growing in Kilauea. A family center is developing in Hanalei. Hanapepe folks are looking at historic preservation. The mayor's park patrol continues its drive. And a truly exciting plan, as yet unannounced, to offer leadership training to the entire community is under way.

People who believe in the feasibility of sustainable development and a much more self-sufficient community are doing more than dreaming about it. They're offering practical suggestions. People who support the Hawaiian sovereignty election process are mobilizing for action. Others are meeting more quietly building an independent nation.

One far-thinking resident has devised a plan for a computerized community network. A teen group is working hard to build a new teen center.

This, no doubt, is but the tip of the iceberg. What's remarkable is that

contribute in a very real way to the future good of this community.

Last weekend my grandson graduated from high school in a little town 4,000 miles away. That same weekend my mother, as far away, celebrated her 80th birthday, and my husband was with his grandchildren in Colorado. Because I couldn't be with any of them, I started questioning what I was doing on Kauai. I began to envy families here who would attend commencement ceremonies and be with their families.

And then I remembered what a privilege it is to live here, to observe the commitment of so many to a place looted and left crippled by the forces of nature. So I picked up the phone and called my family, then sat down and counted my blessings.

For what it's worth, this column is a tribute to the courageous people of Kauai. It takes an incredible commitment to overcome an uninvited and undeserved calamity that as Mr.

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Star
KKT Coupons
Liberty House
Pay 'n Save

KAUAI TIMES

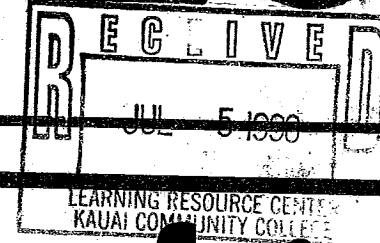
Serving Paradise in the Pacific

POSTAL PATRON

Check out what's inside:

Hawaiian sovereignty is once again a burning issue, and we have a Sue Dixon-Stong column and editorial on the issue on Kauai's only editorial pages, A-4 and A-5.

By the time you read this, two West Kauai teams will have qualified for the Asian-Pacific Bronco Zone Tournament. See B-10.



35 CENTS

Can Henry Furutani get a fair trial?

By PAUL C. CURTIS

LIHUE — Can Henry Furutani, former county treasurer who last week was indicted on 12 counts of theft, forgery, racketeering and tax fraud, get a fair trial on his native Kauai?

According to Furutani's attorney, the answer is "no."

Especially after Mayor Yukimura

called the evidence that Furutani allegedly stole over \$1 million from the county "overwhelming."

"She's been telling everybody in the county that the evidence is overwhelming," said William Feldhacker, Furutani's attorney.

"Being a criminal defense attorney is hard enough as it is," and when the mayor goes on the record saying his client is as good as guilty, that makes it that much more difficult.

"I'm disappointed in her, and her comments. She's an attorney, and should know better than to make those kinds of statements," Feldhacker told the *Kauai Times*.

"The involvement of Henry Furutani is a personal tragedy," Yukimura said.

"However, the overwhelming evidence indicates that Mr. Furutani perpetrated a substantial crime against the people of Kauai, and he

must be accountable for it," the mayor said.

Based on the publicity surrounding the case, including remarks from the mayor that the issue is close to "resolution," Feldhacker will probably ask that the case be tried in another county, feeling he can't get a fair trial for his client in this county.

"She's put me in a posture" where he'll ask for a change of place of the

trial.

The mayor was out of line to "sully up the legal process" by issuing her statement, he continued.

"She should not mix this case with her politics. It's unfair to everybody."

State Deputy Attorney General Larry Goya said "There's no such thing as an open-and-shut case," and that publicity surrounding such a case is "unavoidable, and we'll have

to deal with it.

"Once we do go to trial (set for Monday, Oct. 22), the issues will be focused," and the trial will be based on evidence to be presented.

"I can say that there is substantial evidence," Goya said.

So far, only Henry and Rachel Furutani have been implemented in the case. Goya added that, should

See Mayor on A-3



ATTORNEY SAYS: Mayor 'sullied-up' legal system

From A-1

any other evidence come up to implicate any other people, they'll pursue it.

There is no evidence so far to indicate that former Mayor Tony Kunimura, former county finance director Cecilia Ramones, Yukimura or current finance director Danny Navarro are involved in the alleged crimes.

Furutani, who doesn't have a criminal record, was indicted by the grand jury last week.

The theft charges allege that he took \$1.3 million in cash and \$77,444 in falsified checks from the county; bilked a golf cart concession of \$405,000 (he had acted as the concession bookkeeper outside his county treasurer position, Goya said); and somehow got a hold of a \$1,000 bond posted by Five Star Construction. "Apparently, he was able to steal that," Goya said.

The forgery charge alleges that Furutani falsified documents to allow checks to go to a company known as EI&Y, the company that ran the golf course cart concession.

The racketeering charge alleges that Furutani funnelled the illegally obtained funds into legitimate busi-

nesses, for moving \$360,000 from the county into EI&Y to replace funds he had allegedly taken from EI&Y, Goya continued.

Some of the county funds were allegedly used by Furutani to pay for a sewer hookup for his brother and cousin's property, Goya noted.

The tax fraud charge alleges that Furutani didn't report the stolen funds as income, and he should have, Goya noted.

If all the charges are added up, and if Furutani is found guilty, he faces up to 75 years in jail, Goya noted.

According to Yukimura's statement, the alleged irregularities surfaced during the course of county audit proceedings for the fiscal year 1987-88.

The County Council of Kauai was informed by its auditors, Deloitte, Haskins and Sells, that one of the county's checking accounts had not been reconciled since September, 1987.

"I would like to briefly summarize the events that followed. On October 16, 1989, I was informed by Finance Director Danny Navarro and County Attorney Mike Belles that County Treasurer Henry Furutani, after repeated requests to

him to reconcile the county's general fund checking account, had not shown up for a meeting with county auditors and would no longer be coming to work.

"I immediately ordered all records impounded for safekeeping, and directed that an accounting firm and investigative team be retained," Yukimura said.

"The reconciliation, completed by Klaus Kunter in January 1990, showed that \$1.3 to \$1.6 million was missing from county accounts.

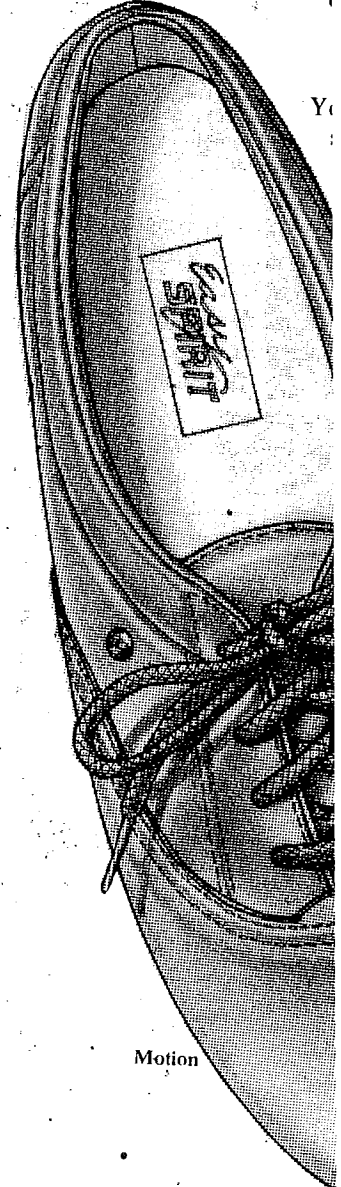
"The investigations of Goodenow Associates, Inc., showed that the loss appeared to be a result of fraudulent transactions," Yukimura continued.

"When the possible criminal nature of the actions became apparent, I directed my county attorney to contact appropriate law enforcement authorities to seek their assistance in criminal prosecution.

"Because of the nature of the case, it was agreed that the attorney general's office would work on the case," Yukimura noted.

"Since January, the attorney general's office, with assistance from Goodenow Associates, Inc., and others have been developing the case leading to (the) indictment," Yukimura noted.

The East



Motion



PORT FROM A LARGE FAMILY

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A-6

tites, paintings reminiscent of cave-man
days and various cave-dwelling animals
like bats, glow worms and cockroaches.

See CAVE on A-6

WHEN PEOPLE LIVED in caves, ani-
mals weren't the same. Noah Gordines
takes a poke at a strange creature, actu-
ally Sasha Rachner.

INSTRUCTOR PAUL KOSBERG helps outfit his little band of cavemen
at Crater Hill School. They are Patric McGlaughlin, Noah Gordines and
Noel Liddell.

Photos by Thomas Tamura

"Explore Kauai:" A tailor-made visitor approach

By Susan Dixon-Stong

LIHUE — VISITORS WILL HAVE AN OPPORTUNITY to "get inside" the local experience with a new tourism concept called "Explore Kauai with RECON."

RECON is an acronym for recreation, ecology and culture organization network. One aspect of the network is the "Explore Kauai" program, which will offer selected visitors and residents the opportunity to discover the island with local experts as their guides.

Travelers interested in participating will be screened by means of a brief questionnaire. If they are selected, they will be invited to attend a 90-minute Saturday morning gathering where they will be introduced to the RECON concept and the recreational options available.

Those interested in further participation in the program will be offered guided adventures focusing on the island's culture and environment. Adventures may include:

- A tour of Hawaiian sites with emphasis placed on native rights, values and practices.
- Cycling Wailua with guides who can offer knowledgeable information about reefs, streams, wetlands and shoreline access.
- Hiking Kealia with experts who can discuss farm lands, fallow cane and raw watersheds.
- Rediscovering Maha'ulepu with the focus on sacred sites and sacred cows (golf courses).

■

What we're doing is providing a networking service that bridges the gap between our community organizations ... and our best visitors.

Ken Stokes

■

- Treking Kokee with a guide who will explain invasive species and priceless wilderness.

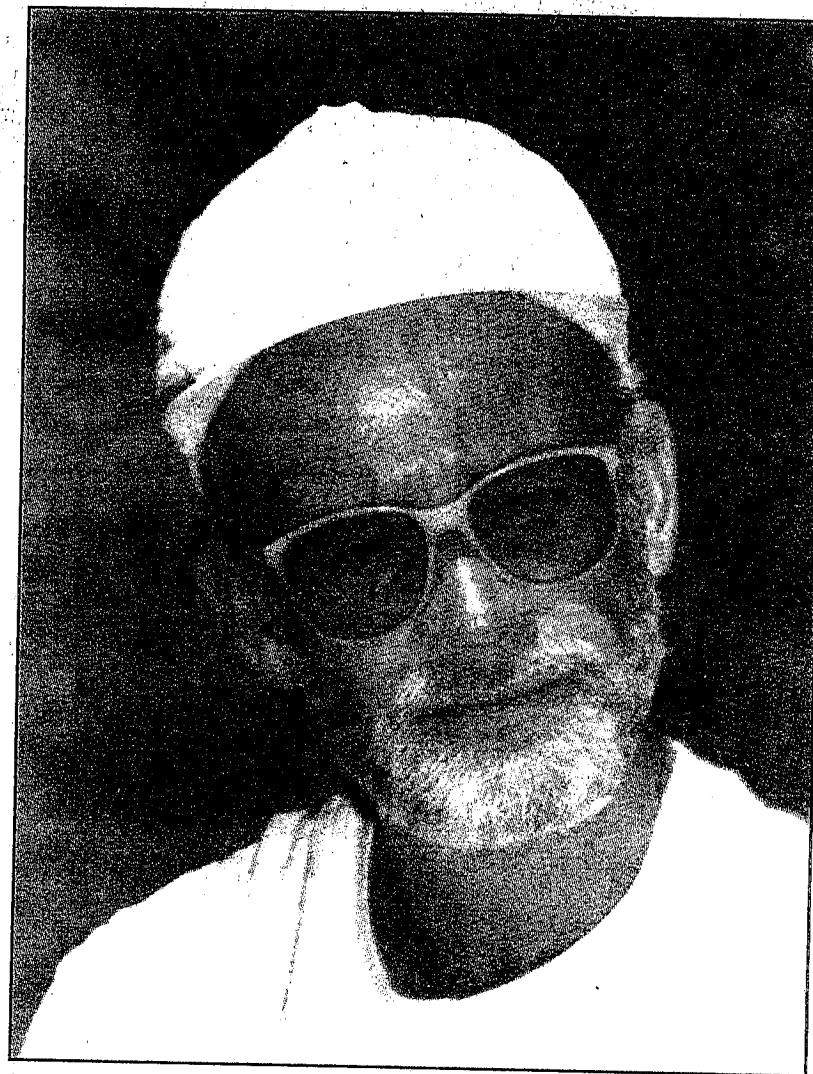
- Paddling Hule'ia with someone who can talk about protected wildlife, eroding soil and secret spots.

"RECON is not a business, it's a network," said Ken Stokes, who is working with others to initiate the concept.

"What we're doing is providing a networking service that bridges the gap between our community organizations involved in environmental, cultural and recreational stuff and our best visitors who spend a lot of time here ... and want to learn more."

The idea is not so much sightseeing as it is a search for information, he said.

And though it may look like ecotourism, Stokes said, it's actually a thinly disguised



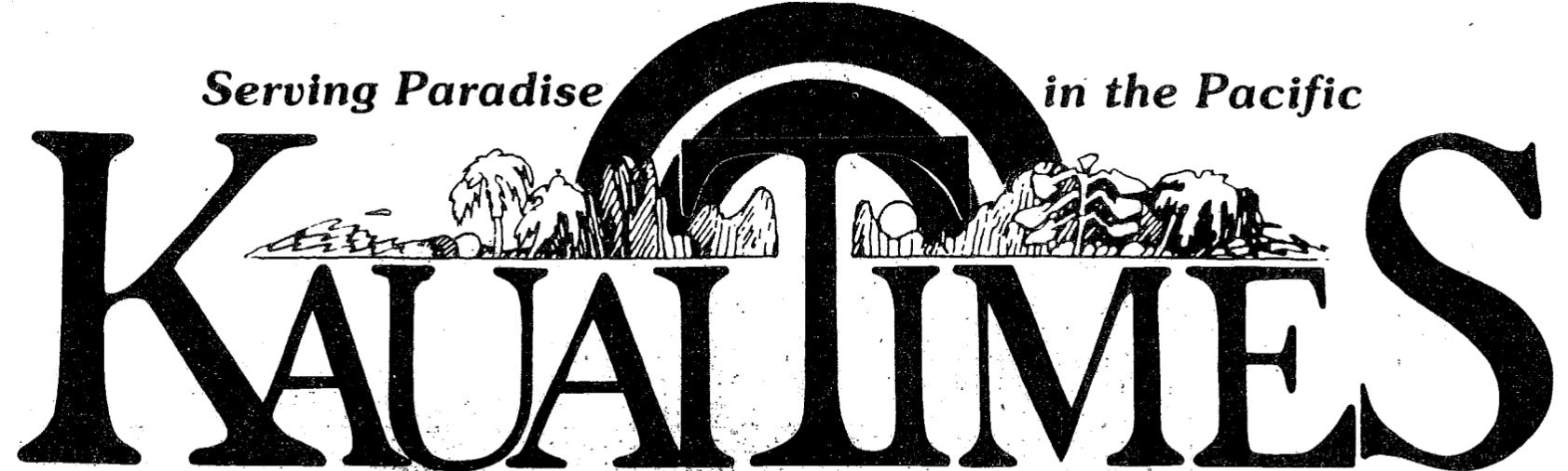
See RECON on A-6 **STOKES: "RECON is not a business, it's a network."**

INCLUDED IN THIS ISSUE are inserts for: FOODLAND • SAFEWAY • STAR • WOOLWORTH • Section BB is KKT TAB • Section C is BIG SAVE

**Midweek
Edition**

**Wednesday,
July 12, 1995**

Serving Paradise *in the Pacific*



KAUAI TIMES

4 SECTIONS -- 4 INSERTS -- 64 PAGES

VOLUME XV, NUMBER 63

35 CENTS

Isle visitor industry moves steadily toward recovery

• *But new HVB chair sees challenges down the road*

By SUSAN DIXON-STONG

LIHUE — Visitor industry leaders held the local product up for review last week and pronounced it well on the road to recovery.

"I think probably the best news that I can

tell you is that Maui is running a little bit scared of Kauai," said Cathleen Johnson, Hawaii Visitors Bureau senior vice president, marketing.

Johnson was the keynote speaker at the HVB-Kauai Chapter annual meeting held July 6 at the Marriott Resort and Beach Club.

The folks at the HVB-Maui Chapter are saying that Kauai looks "mighty good," Johnson said.

Statistics released June 27 by the HVB show Maui's visitor count for May down 7.2

percent from May 1994. The Big Island's count also fell by 4 percent. But Kauai's numbers grew nearly 3 percent during the same period.

In the nearly three years since Hurricane Iniki all but knocked Kauai out of the tourism market, the local visitor industry has stretched its financial resources, ingenuity and sweat to bring the island's major business back on line.

Those efforts are beginning to pay off.

In May 1992, before the hurricane hit, the HVB estimated that in that month alone

97,680 people visited Kauai. A year later, in May 1993, after Iniki, the numbers dipped to 39,270. Now two years later, HVB statistics for May 1995 show a count just short of 70,000 visitors. That's an increase of about 30,000 people since the same month in 1993.

The numbers still fall far short of pre-Iniki levels, but if growth continues at the same rate for the next two years, Kauai can expect full recovery by 1997.

The island's visitor plant got a big boost on June 28 when the Marriott opened its doors,

and the Sheraton Kauai should come line next.

The downside is that big bucks available for marketing the past two years will be trimmed severely.

The Hawaii Visitors Bureau has begun to restructure in response to state funding cuts, which have reduced its administrative budget by about \$1 million.

"What we want to do is pare down costs so that we have the maximum dollars

See **TOURISM** on A

Valley runs deep in Wichman's blood

• Limahuli Garden director

HVB marketing award goes to Auntie Maile for years of service

NICK VANDERELST, a journeyman plumber, is up to his knees in muck at the Salt Pond construction site.
Thomas Tamura/Kauai Times photo

FEMA approves Salt Pond park restroom funds

Still no answers on Poipu, Kukuiula toilets

By JANE ESAKI MCCLARAN

SALT POND — After nearly three years, the Federal Emergency Management Agency has finally approved funds for repair of a restroom facility at Salt Pond Beach Park. Funding for facilities at Poipu Beach and Kukuiula Landing, however, remain in limbo.

Steve Oliver, the county's chief engineer, said Friday that Salt Pond funds have been approved, but he couldn't say when the job would be completed.

When and if funds for the other two restrooms will be forthcoming is anybody's guess.

“To have a situation where there are no pavilions or bathroom facilities is nuts.

Margy Parker

“We want to take these issues separately,” Oliver said. “I feel that there’s a good spirit of cooperation today, and I think they’re being friendly on this, it’s just they have a limited number of personnel and they are working to help us along.”

Oliver said plans for repair of the facilities have been

completed for some time. “The county is ready to build. We have contracts ready but we can’t release those contracts until we have the money.”

FEMA, he said, originally did not want to release the money for the bathrooms because the sites were considered flood zones. So the county went to the National Flood Insurance Protection (NFIP) agency and got the permission to build. That was about six weeks ago.

The concrete bathrooms will cost about \$60,000 to \$80,000 to complete. Oliver said this covers, in some cases, waterlines that need to be relocated because community approved plans call for that. The county also has to meet stringent American Disabilities Act requirements.

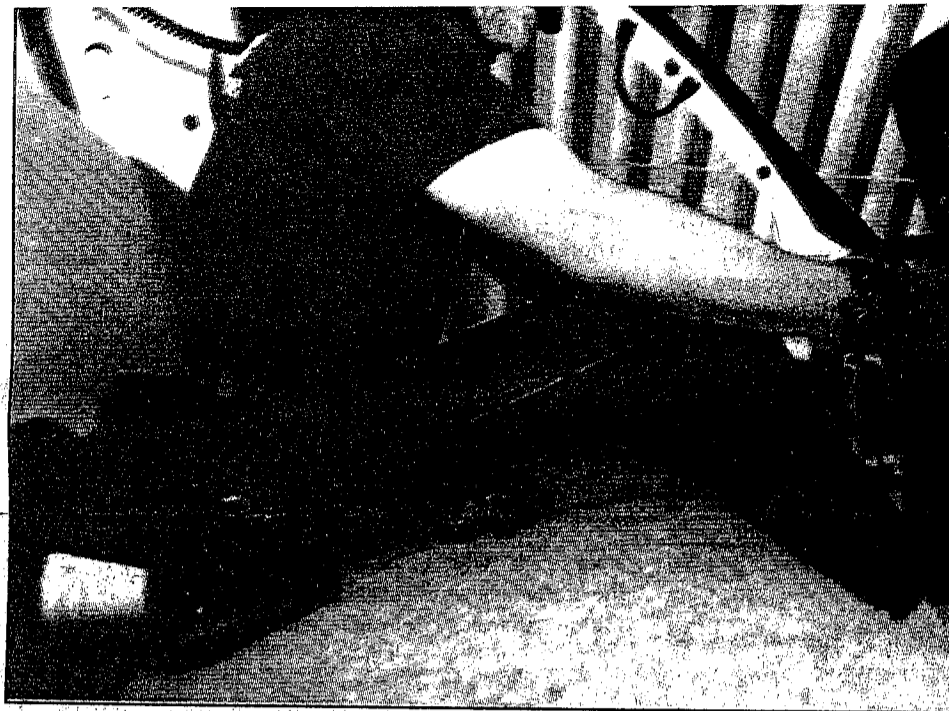
Oliver said neighboring hotels like the Waiohai and Sheraton are not in a position to assist. “They’re trying to settle their own insurance and FEMA problems right now.”

He also said it’s not prudent to build a portion at a time. “If you don’t finish it now, it’ll cost you twice as much to build it.”

The County Council, he said, could float a loan but taxpayers will end up footing the bill on the interest.

County Council Chairman Ron Kouchi said that he thinks the projects can be completed with funds from either the Iniki Contingency Account or the Capital Improvement Budget.

See TOILETS on A-2



KEN D'ATTILIO is chief pilot and owner of Air One, the county's official heli

Air One to the rescue

Saving lives is a dangerous job

By SHEILA HEATHCOTE

HANAPEPE — Coming face to face with Ken D'Attilio, particularly when he's on the job, is a dramatic experience. Often, he's all that stands between life and death.

D'Attilio is the man who comes to collect goat hunters that have fallen from the palis of Kalalau, flood victims huddled on the eves of submerged homes, and swimmers or broken down sail boarders that are being swept out to sea.

He's the chief pilot and owner of Air One, the county's official helicopter search and rescue operation.

With his two Hughes helicopters, D'Attilio works in conjunction with county fire

fighters, water safety personnel, the U.S. Coast Guard, the state Department of Land and Natural Resources and county law enforcement.

Needless to say, it's a dangerous job — one in which two Honolulu police officers and a rescue helicopter pilot recently lost their lives while searching for a lost hiker in the Ko'olau Mountain Range on Oahu.

"Oahu is the big city compared to Kauai, and conditions here are much more serious," said the rescue expert sitting in the cockpit of the bright red Hughes 530 at Interisland Helicopter's hangar in Hanapepe.

"There is a high degree of danger in doing rescues. On Kauai we follow strict protocol and train to work with the fire department, but it is basically a call by the pilot as to whether or not the conditions are too severe to initiate or continue a rescue.

See RESCUE on A-5

No funds for KCC the

By JANE ESAKI MCCLARAN

PUHI — Two weeks before it was to be completed, Hurricane Iniki ripped apart KCC's Performing Arts Center. The theater will finally open its curtains this October, only to find that there will be no state funding to employ staff to operate the theatre.

"We're in a lurch right now," said David Kawate, KCC dean.

After the hurricane, the college was able to reconstruct the theater using the contractor's insurance. A five-year, \$180,000 grant from the U.S. Department of Education, which ended in 1993, was used to develop KCC's drama program. Upon completion of the theatre, the college expected the state to provide permanent funds

"We're in the lurch right now. We can't just let it sit.

David Kawate

so it could continue to develop and staff its drama program.

That didn't happen.

Positions not funded are a theatre manager, a technical director, clerical help for the box office and custodians.

But the college has come up with crea-

le for est

Club say they are excited about the event and hope that it will bring the imaginations of the people statewide. The contest will select a first, second and third prize in each category. Each winner will receive a cash prize from \$100 to \$500, and a ribbon. Even the runner-up will receive a cash prize and a ribbon. The contest will be held at the Na Po'e Center in Lihue. The winner will receive a cash prize of \$500 and a ribbon. This contest is open to the public. Applications to enter the contest are accepted from interested persons. For more information, call 338-1406.

ebut

es and activities, artistic and informational resources and

al information, phone 826-9343 by Sept. 15. The program is sponsored by the County of Kauai, the Kalapaki Beach Recreation, UH Sea Grant Extension, DLNR, DOE and the Kauai High School-Lee Charters.

rence

ferences and conferences are the most fortunate and she also gets to share the spirit of Aloha from the island of Kauai through the ES YOU buttons, macadamia nuts and candies. "It's an excitement to meet with my islander colleagues and maintainable relationships next year of their classroom of how to," shared Dobashi. return again to next

"Thumbs Up, Hawaii" campaign is endorsed by Mayor Kusaka

LIHUE — Mayor Maryanne Kusaka has enthusiastically endorsed the new "Thumbs Up, Hawaii" campaign announced by Gov. Benjamin Cayetano.

"Thumbs Up, Hawaii" is a major new statewide initiative to emphasize the many positives about the State of Hawaii and will officially start on Sept. 10. The campaign has also been endorsed by the mayors of Maui, Oahu and Hawaii. The campaign will include not only advertising which highlights Hawaii's strengths, but specific ideas about how businesses and individuals can help to improve the economy.

"I'm pleased to join Gov. Cayetano and the county mayors in pledging our support to this exciting initiative to revitalize the State of Hawaii," said Kusaka. "We look forward to working with the private sector on the campaign as it is imperative that we stimulate our

economy with an optimistic and confident outlook. It is time for all of us to feel that tomorrow, there will be more than a ray of sunshine."

Funding the "Thumbs Up, Hawaii" is being provided totally by the private sector, with some 32 local businesses taking the lead. Contributions to date total \$1.3 million and have been raised in cash and "in-kind" media allocations.

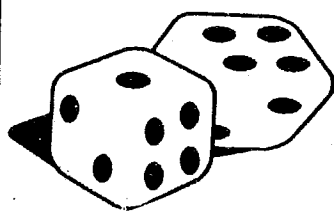
Co-chairing the "Thumbs Up, Hawaii" effort are Lawrence M. Johnson, chairman and chief executive officer of the Bank of Hawaii, and Walter A. Dods, Jr., chairman and chief executive officer of the First Hawaiian Bank, who initiated the program.

"The people of Hawaii are being continually reminded about the state's economic woes," said Cayetano. "All of us need to be reminded that we are truly fortunate to be living in Hawaii despite our cur-

rent economic downturn. We see positive signs around us increasingly," he emphasized, "including new construction projects by the state, increased tourism, higher hotel occupancy and improved retail sales."

"This campaign reminds us that Hawaii offers a unique place to raise our families and to enjoy a quality of life unrivaled anywhere in the world," said Cayetano. "That's a lot to be 'up' about."

"Thumbs Up, Hawaii" is a highly visible campaign that will be seen on store-front signs, television spots, print advertisements and heard on the radio and throughout businesses and offices across the state. A large variety of support material, including T-shirts, buttons, bumper strips and beach towels, will be available. Plans are in the works for an original song to be written and performed by a gathering of local entertainers.



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\$54.⁹⁵

6 Cylinder

\$59.⁹⁵

8 Cylinder

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CHECK & SET TIMING, CARBURETOR & IDLE SPEED.
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TWO LOCATIONS TO SERVE YOU

Swindle: 'Do you're duty, Mr. President'

Politicians have promised for years to balance the budget. President Clinton talks about it daily. Eighty percent of Americans want a balanced budget. And no one disputes that it would be great for our economy and American families.

The deficit drains the economy. The bipartisan Concord Coalition reports that debt and deficit spending have lowered the income of American families by an average of \$15,000 a year. Servicing the debt costs taxpayers nearly \$800 a year in taxes.

On the other hand, a balanced budget would mean lower interest rates on home mortgages, cars and student loans; greater business investment; higher wages; and faster economic growth. This in turn would let you keep more of your hard earned money.

It's been 26 years since the government took in more money than it spent.

There's an opportunity now to end this irresponsibility, this habit of taxing and spending away our children's future. We — the Congress, the president, you and I — cannot let this opportunity slip through our fingers. We may never have this chance again.

We need to balance the budget as soon as reasonably possible. That means in seven years. The American people are not asking Congress and the president to do anything that they

don't personally do every year with their own family or business budgets. We deserve, for once, to have a politician deliver on a promise, especially when it is such an important promise as a balanced budget.

This is neither a Republican or Democratic issue. It's not even a political issue. This is a fundamental issue of having our financial house in order and being able to leave our children and grandchildren a prosperous and growing economy rather than the burden of our negligence — the national debt and deficits forever.

Not only has the president promised time and time again that he would balance the budget, but 300 Representatives and 65 Senators voted on March 2 for the Balanced Budget Amendment.

And, in a letter to President Clinton last week, a group of 22 Democrats encouraged the president "to pledge your support for the goal of balancing the budget in seven years. It is possible to balance the budget in seven years while preserving the priorities that we share with you. The majority of Democrats in Congress would support a fair and reasonable plan to balance the budget in seven years."

This partial shutdown of government has been unnecessary. The debate is over a Congressional Budget Office-certified balanced budget in seven years. Everyone seems to be on

board.

President Clinton said on Oct. 19, "I think there's a way for me to meet their (Republicans) stated objectives, which is a balanced budget in seven years with a family tax cut." And the president said Jan. 17, 1993, in his State of the Union Address, "The Congressional Budget Office was normally more conservative about what was going to happen and closer to right than previous presidents have been."

Congress has passed a continuing

resolution which would re-open the government. It only asks the president to agree that we must balance the budget in seven years using honest, CBO-certified numbers.

This bipartisan temporary spending bill was embraced by 48 Democrats in the House and seven Democrats in the Senate. The only person standing in the way is President Clinton.

Obviously, we have found common ground — a balanced budget in seven years. It's time for the president

to accept the balanced budget plan submitted by Congress and demonstrate some leadership.

There is no reason for him to veto the temporary spending bill Congress just sent him. It is just a written commitment to balancing the budget in seven years by using honest numbers.

The American people deserve to have promises kept, and our children deserve to inherit a debt-free, prosperous country. Do your duty, Mr. President!

Orson Swin

Child's death: Message to Princeville

A blessed child left us recently. His name was Kyle. As his parents said, "he is an angel now."

If we are to look beyond the event, to see the blessings and gifts, it is not surprising that it happened in Princeville.

It gives our community an opportunity to experience and express more love toward each other. To let go, again, of past mistrusts, fear-based behaviors, win/lose and lose/lose situations — to forgive.

The people of Princeville are very special. Collectively, as a community, and individually, as residents, Princeville Corporation employees and staff, local businesses and their employees, and also our many visitors who come and go and love being in Princeville.

We are rich on experience, character, intelligence, and have a capacity

to make something very good happen here. We are here to give and receive — to contribute.

So what is important? Is it our precious natural resources, our children, a community living in harmony while honoring its diversity — peace? Or is it holding on to the past, our positions, our prejudices, our politics — no matter how it affects our collective community? Let go!

What if this precious child was called so a community of people would be encouraged to stand together, taking self-responsibility, choosing to be in relationships, deciding what and how it wanted to evolve as a community — and make that happen!

What if Kyle knew his contributions and we honor that beautiful child. We choose to show up individually with more loving hearts and

become a more loving community for Kyle was only love, and because he lived among us.

Princeville is a "Community Transition" moving ahead with an open and loving heart and good intentions. What if we continued and initiatives to be in harmony with neighbors, the North Shore community, for we reside at its heart.

Soon, one by one, each community islandwide joined with compassion in their hearts committed to being an island community, living its aloha and lokahi. and unity. Here and now.

Community is the communication of unity.

What is really important — how will you contribute? Thank you, Kyle. We will always love you

Barbara

Bumpy's true crime: educating his brothers

12/6/95 *Serving Paradise*

in the Pacific

KAUAI TIMES

4 SECTIONS -- 6 INSERTS -- 88 PAGES

VOLUME XV, NUMBER 84

50 CENTS

Sheraton targets late '97

Poipu hotel to be closed
at least two more years

By **SHEILA HEATHCOTE**

POIPU — South Shore beaches are warming up to increasing numbers of visitors as island businesses get back on their feet three years after Hurricane Iniki.

But the beaches surrounding the ill-fated Sheraton Kauai Resort cater to those who don't mind sunbathing in what still looks like the remains of a battlefield.

Wire fences and yellow caution streamers still wrap around the two-story section of beachfront hotel rooms. Roofs are ripped off, facades absent and twisted metal and concrete rubble litter the landscape of this once highly popular Poipu resort.

That picture won't change any time soon. The entire property will be closed until late 1997 for full scale redesign and renovation.

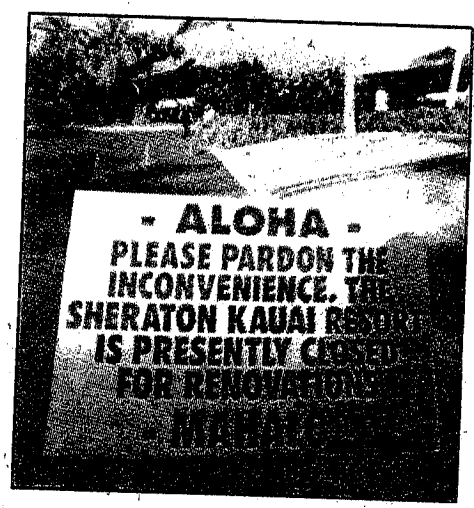
"We are working with our architects and various county agencies and departments to get the process going for final approval," said Alfred Itamoto, executive vice president of resort owners Obayashi Hawaii Corporation.

He said the mauka portion of the resort that had been opened to Federal Emergency Management Agency workers initially and kama'aina visitors later, has shut down all operations.

"We plan to do (all) the construction at the same time. In order to accommodate keeping the hotel open it would be difficult to have major construction on part of the property and try to run a hotel property on the other portion," he said.

"So, at the request of Sheraton, who are still our managers, we have decided

See SHERATON on A-12



STILL IN the permitting process, Sheraton's owners hope to end the "inconvenience" by late 1997.
Thomas Tamura/Kauai Times photo

Amazon connection



12/27/95

Happy Holidays!



KLING lights are becoming a holiday tradition at Kilohana. They were turned on earlier festival sponsored by Crater Hill School.

Thomas Tamura/Kauai Times photo

Investigates alleged dump

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DZIOB: "Only Rich can locate the new dump."

western portion of the subdivision site is situated on a 1.17-acre landfill area, which has been closed for about 20 years.

Although some concerns have been raised about the perimeters of the dump, until Rector came forward in August with allegations concerning a new dump, which he said was started in 1990 and is a continuation of the old dump, the subdivision appeared to meet environmental standards.

In March, Harder's office recommended approval of the subdivision plans with the condition that the portion of the subdivision that appears to lie above the old dump be zoned open space and never be placed on the market as a construction site.



RECTOR: "Bill knows what I know."

Mowry agreed to those terms.

As far as Harder is concerned, the old dump site wasn't a particularly serious issue. "I think it was really overplayed," he said.

"From our standpoint, this is a site that was closed some 20 years ago. Based on the type of material that generally went into those old plantations dumps and the time it has been closed, most of the settlement and gas generation has occurred," he said.

"If you can isolate the site itself and provide some kind of a buffer, I don't think there's much of an environmental issue beyond that."

See DUMP on A-2

Mayor predicts rise in tourism

Targets new wave of independent Japanese traveler

By SHEILA HEATHCOTE

LIHUE — Kauai's economy may be in the pits right now, but Mayor Maryanne Kusaka is optimistic that a steadily gaining tourism market will put the island back on track in 1996.



The mayor predicts that the economy will gradually improve in response to county and industry efforts to entice national and international tourists back to the Garden Island.

My job is to get the visitors here.

Mayor Kusaka

"Our focus has always been the economy, bringing that back, because it is critical to our island," the mayor said. "And the fastest way to achieve that is through tourism."

The key, she said, is to keep reminding people that Kauai is here and ready for visitors. "If we don't do this we are going to lose them."

During her most recent two-week trip to Japan, Kusaka said she uncovered a market that is opening up in the western part of the country. Kauai, she predicted, will get a piece of the pie.

"This year 6 million visitors came out of the orient. They anticipate with the opening of Kansai International Airport in Osaka that 13 million Japanese will travel next year. We need to get a corner on that market," the mayor said.

She and some of her cabinet members, Council Chair Ron Kochi and HVB chief Randy Tanaka attended the Japan Association of Travel Agents (JATA) conference, which drew 50,000 travel industry representatives.

"All of Western Japan is opening up with the construction of this airport. We

See KUSAKA on A-8

Kusaka

From Page A-1

were told that the Osaka traveler — those from the Kansai area — will spend an average of \$429 dollars a day versus the Tokyo visitor who spends \$300 a day."

Kusaka referred to her trip to Japan as a trade mission.

"We followed a very aggressive campaign to put Kauai back on the market. There was a mentality that Kauai's foliage still hadn't come back. It took a while to communicate and dispel that myth. The other (myth) was that we have no hotel rooms."

When Kusaka met with the Japanese Tourism Board and Japan Airline Package Tours (JALPAC), she asked how they were promoting Kauai and discovered they were only promoting two major properties.

"They were promoting just the Sheraton and the Hyatt, which are upscale and high end. While these properties have been enjoying good participation in the market, they are not readily available for blocks of rooms," she said.

It was Kusaka's golden opportunity to tell the Japanese about other properties — including bed and breakfast establishments, condominium units and time shares.

"The reason that people don't know about the other hotels and rooms is because they don't have the money that these larger properties have to promote themselves," she said.

Points of significance that resulted from the Kauai contingent's Japan journey include:

- A deal with the president of United Airlines whereby United will promote Kauai from April through September, targeting the corridor from the Marriott to Kapaa.

"Those hotels need a resurgence," Kusaka said. "The United representative will come in January to work with our hotels and the Hawaii Visitor's Bureau (HVB). We will collaborate on a package, and they will print 100,000 brochures and circulate them to their best customers. This should generate substantial business

dor from the Marriott to the end of Kapaa," Kusaka said, adding that Japan Tourism Board (JTB) has already come to Kauai to do site inspection.

"The JTB's plan is to target mid-range priced properties on Kauai," the mayor said.

- The Kusaka contingent met with Japanese property owners with holdings on Kauai to thank them for their business and talk about economic conditions on Kauai.

- Also initiated with United Airlines is the establishment of a neighbor island express lane for customs. "People don't want to spend three hours standing on line waiting to go through customs, so we are working on getting neighbor island travelers processed and out to their interisland destination quickly."

Kusaka said a new type of Japanese tourist is emerging with travelers who like to feel they have accomplished something during their trip.

"It is a whole new complexion of Japanese visitor that is traveling," Kusaka explained. "They want to hike, bike and snorkel and be very active. They don't want to sit on a beach and read a book."

Nearly 44 percent of Japanese tourists now coming to Hawaii are returnees, she said, and these travelers want to design their own trips.

"They are very independent. They want to bring their children and they want to have their children well entertained. Hotels that have camps for the kids that free up parents to go play golf are a plus. We need that at every property, whether they get together and have a camp for kids or somehow arrange their own and send that message out."

Kusaka said some of the Japanese agencies specialize with things such as weddings and they don't want to have to search individual brochures to compare services. She encourages the visitor industry on Kauai to contribute and provide a common listing of attractive services, features and entertainment.

"We need to cooperate more with one another to provide marketing that benefits a majority not just a single business."

The results of the Japan trip and others may help bring the isle's economy back on line and lure more travelers to a destination many have described as the world's friendliest

area. Bookings have increased significantly through that trip, I was told by Sandy Cook of Aston Kauai Beach Villas," Kusaka said. "And we got a call from a group in San Diego booking a convention for a large church choir. We know we are making an impact."

Next Kusaka attended the American Society of Travel Agents (ASTA) Congress in Philadelphia. The ASTA congress consists of leaders in the travel industry, travel agency owners and airline presidents. Kusaka worked with ASTA organizers and succeeded in enticing them to bring the next conference to Kauai.

The ASTA group will bring some 700 people to a Garden Island convention in 1996.

"There are a number of countries that participate with ASTA. We were in competition with two other destinations so I asked the committee if they would come and look at Kauai first hand so they could encourage their agents to sell Kauai," she said.

"At first it was very difficult, but we were able to get a package that was appropriately accepted by the ASTA Congress. They look at cost and what they can generate with this congress. Now we have them signed, sealed and delivered."

At the ASTA Congress, Kusaka spoke with travel writers. That led to a string of articles about Kauai that appeared in major newspapers — including the New York Times, the Chicago Sun Times, and a Philadelphia newspaper.

Reporters, said Kusaka, jumped at the chance to ask the island mayor about Kauai's recovery.

"For us to be recognized in northeastern news, that is significant. If the mayor had not been there, they probably wouldn't have expressed the same interest. They wanted to talk to the government leader," she said.

Despite some criticism of her tourism promotion jaunts, Kusaka said she feels the trips are crucial to the island's long-range health and well being. Most importantly, she said, her appearances cut out the middle man who might not be able to make on-the-spot decisions and expedite bookings for large travel group conferences.

The mayor said the purpose of her trips has been to get the message out that Kauai has recovered. that the is-

promote tourism on Kauai. Her schedule during a recent trip to Japan consisted of 14-hour workdays beginning at 7:30 a.m. and ending with dinner at 11 p.m.

"I constantly have to be up and smiling and positive all the time. I am happy to do that. But it sometimes is discouraging to come home and (find) people are critical of what you are trying to do to generate jobs," she said.

Kusaka also landed a convention of NIKE sales marketing big wigs who will convene on Kauai in 1996.

"When I meet people in these lines of work, I ask them if they have sales and marketing meetings. Of course they reply, yes. So then I ask them if they would consider Kauai for their meetings."

In the case of NIKE, Kusaka spoke to the vice president of sales who decided on the spot to bring the annual meeting to Kauai.

Through her efforts to bring foreign airlines to Kauai, direct Canadian flights began arriving on Kauai earlier this month. The inter-island cruise ship, USS Independence, has returned for overnight stays at Nawiliwili Harbor.

The Evian Classic Woman's volleyball will be returning and the administration is working on new sporting events that will promote the visibility of Kauai to a worldwide international market.

Local businesses are encouraged to talk with the administration about collaborations and maximizing services.

"My job is to get the visitors here," the mayor said. "To interest them to come here we have to support and provide activities. For instance, we really pushed this movie location tour. I met with four different press groups and that's the first thing they wrote down."

Kusaka said showing movie location film sites, such as the areas used as the back drop for Jurassic Park and old Elvis Presley movies are a real attraction for Japanese tourists.

Another factor that the Japanese tourism board and associates were interested in, said Kusaka, was the fact that Kauai has the reputation as the safest destination in the state.

"We have got to keep it that way, and we have to work hard to protect this feeling of security that visitors

We need to cooperate more with one another to provide marketing that benefits a majority not just a single business.

Mayor Maryanne Kusaka

Kauai to keep up the good work so we can be known as the friendliest and warmest island in the Pacific."

Expansion of a Lihue Airport runway is being promoted by the administration, said Kusaka.

"The Department of Transportation has already told us that 1999 would be the target date for the expansion of the Lihue Airport," she said. "It is a must that we begin to generate interest in it starting now."

Sen. Lehua Fernandes Salling, the mayor said, has assured her that the money is already included in the airports budget. "Hopefully we can move the time line up to 1998," Kusaka said.

Fernandes Salling was formerly against airport expansion, the mayor said, but has changed her position and pledged support of expansion if that is what the Kauai economy needs.

Because JAL is petitioning to land in Kona direct with their 757 aircraft, Kusaka said it was just as easy to request Kauai's airport have access to the same service.

"I had Bob Mullins (county administrative assistant) fax Sen. (Dan) Inouye to ask if we could also be put on the list for approval. While they are approving one, they could approve two."

But, said Kusaka, she will deal with Kauai's traffic snarls first before the runway even takes off.

"I want the people to be satisfied with traffic concerns and once that is over with I will then support the airport expansion. We are working on that process."

Kusaka has also commissioned Kauai Economic Development Board Director Gerald DeLaCruz to petition to make Lihue Airport a port of entry for foreign carriers.

"It is a long process. We go out to the businesses and ask for letters of support. We go to the airline companies in foreign markets asking them for letters of support. We go to the Chamber of Commerce and the visitor industry and the farmers who want

condemn the property. But, the county doesn't have the money to buy the property once it would be condemned. If we take away the water, we are headed for a lawsuit. So we continue to look for ways to help them reopen."

The mayor said she has been informed that it could be as late as spring 1996 before a decision is reached about the future of Coco Palms.

"We are told that the property may be rebuilt but that remains to be seen. But we can not let those things cloud our efforts, because it will take about a year to generate a nice constant flow of stable tourism."

Kusaka said the future is brightening for Kauai's sluggish economy. Economy-stimulating accomplishments thus far in the Kusaka administration include:

- Continuation of the West Kauai Main Street program and the Hanapepe Revitalization project.

- EDA grant for Hanapepe applied to the new techno-tourism center in Waimea.

- The Waimea Theater rescue project is underway.

- One Stop Permitting to circulate commercial building permits within seven days has been initiated.

- Started the Hanapepe self-help housing development, which is a family self-sufficiency housing program in which people who are on subsistence income can start saving and make the down payment on their own homes to become independent of government assistance.

- Support of random drug testing for all county employees.

- Updating General Plan and County Zoning Ordinance (CZO).

- Park enhancement through Ho'olaki.

- Closure of parks from 10 p.m. to 6 a.m.

- Lobbying for more bypass roads and airport expansion.

- Temporary sub station for Kauai Police Department in Kapaa and Poipu Kai completed.

rooms," she said.

It was Kusaka's golden opportunity to tell the Japanese about other properties — including bed and breakfast establishments, condominium units and time shares.

"The reason that people don't know about the other hotels and rooms is because they don't have the money that these larger properties have to promote themselves," she said.

Points of significance that resulted from the Kauai contingent's Japan journey include:

- A deal with the president of United Airlines whereby United will promote Kauai from April through September, targeting the corridor from the Marriott to Kapaa.

"Those hotels need a resurgence," Kusaka said. "The United representative will come in January to work with our hotels and the Hawaii Visitor's Bureau (HVB). We will collaborate on a package, and they will print 100,000 brochures and circulate them to their best customers. This should generate substantial business here April through September with that market."

- Some 200 top Japanese business men and women from the Japanese-Hawaii Economic Council are coming to Kauai next year to meet with Kauai's economic and tourism officials. The Japan Hawaii Economic Council coming in July will also supply Kauai with exposure to Japanese investors.

- The addition of an insert to JAL-PAC's 1996 brochure to include Kauai's mid-range priced properties. "JALPAC finished their 1996 promotions but because of my instance, they have added an insert in their summer market promotion encouraging family travel to moderately priced, good value accommodations in the corri-

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The results of the Japan trip and others may help bring the isle's economy back on line and lure more travelers to a destination many have described as the world's friendliest, safest and most vacation spot.

"We have worked really hard this past fall in taking advantage of some of the (tourism) congresses that were being conducted in the United States and Japan," Kusaka said.

With four long distance trips under her belt, Kusaka has successfully nabbed bookings for an equal number of major tourism conferences to be held on Kauai in 1996.

In October, Kusaka attended the Travel Age West tourism congress in New Mexico and then went on to another Travel West conference in Anaheim, Calif.

"We stimulated reservations for 1996 especially in the Kapaa corridor

they can generate with this congress. Now we have them signed, sealed and delivered."

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The mayor said the purpose of her trips has been to get the message out that Kauai has recovered, that the island has sufficient room inventory and that the island denizens are whole heartedly welcoming visitors back to Kauai.

"This is a must," said Kusaka, who remains bright and cheerful despite all the travel, public appearances and daily routine of county business.

"It is critical to have a leader of government go because a lot of decisions can be made at that level. While away, we stay in constant contact with Kauai and we can get immediate answers. And, we are dealing with the bosses of these companies, who are the decision makers."

Kusaka has sacrificed much of her personal time to travel the globe to

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"It is a long process. We go out to the businesses and ask for letters of support. We go to the airline companies in foreign markets asking them for letters of support. We go to the Chamber of Commerce and the visitor industry and the farmers who want to be able to export."

Despite the fact that three major properties are still down for the count, Kusaka feels confident that Kauai has plenty of rooms for visitors.

"We have over 7,000 rooms plus an inventory of bed and breakfasts, as well as condos and time shares that are opening up."

Kusaka said once the Japanese market bursts forth, the island's visitor plant will need to be expanded, hence the administration has continued to touch base with the major properties that remain closed.

"At the Waiohai for example, it has been very frustrating. We have looked at government ways to urge them along. It is easy to say government should turn off their water or

see a man sweat through his suit. I sweat through my suit."

Explaining what he learned from those experiences he said, "Well, it helped me change my suit. Talk about humility, that's why they call me humble Howie."

Since then, Humble Howie has been on the climb with "Bobby's World" in its sixth season, along with the release of "Lil' Howie's Funhouse: The Great Word Adventure."

three different high schools for being disruptive. Being disruptive, for Howie, included an episode in which Mandel hired a company to build an addition onto his high school's library.

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- Lobbying for more bypass roads and airport expansion.

- Temporary sub station for Kauai Police Department in Kapaa and Poipu Kai completed.

- In line hockey rink in Kapaa.

- Establishment of Kauai visitor information on the Internet.

- A movie location tour is being planned for visitors.

Some upcoming projects for the coming year include Outrigger Hotel renovations, construction of Kapaa Intermediate School, and reconstruction of the Sheraton Kauai Poipu. Kusaka said local labor will be used as much as possible.

The swinging bridges in Waimea and Hanapepe should be completed by late spring, 1996. Kusaka is also working on ways to open a new facility for the Kauai Police Department, and a planned Westside bypass roadway is projected for August 1996.

a great excuse to visit the islands. If he could make a living here, he added, he would stay.

As it is, the money's in Burbank, Calif. where he serves as director, executive producer, writer and star for many of his projects.

Does all that add up to a control freak? Well, not entirely, Mandel said.

"I don't know if the word freak applies, but I like being in control."

Best Wishes for A Happy New Year



Mandel

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