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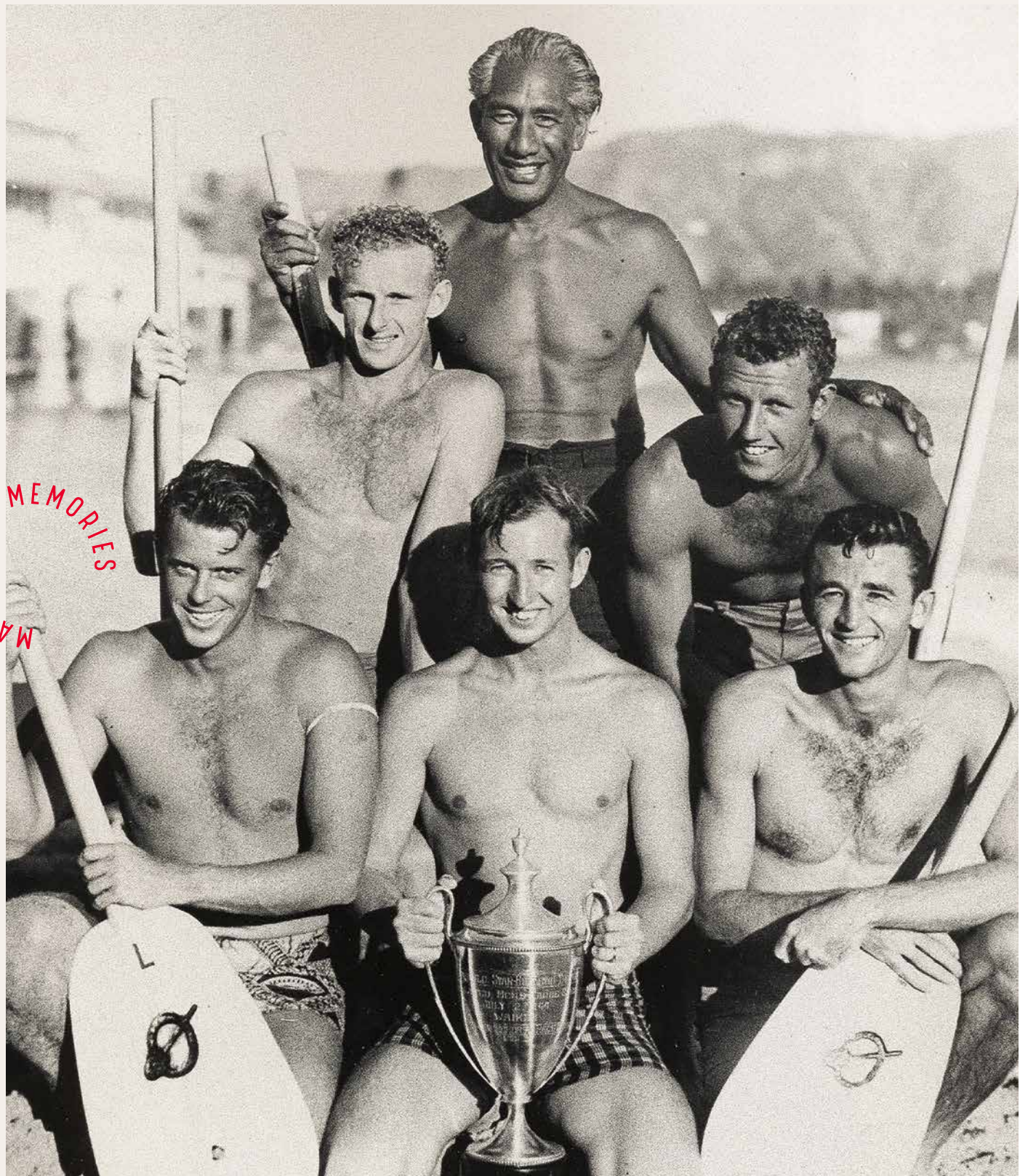
OUTRIGGER
CANOE CLUB



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JULY / AUGUST 2020

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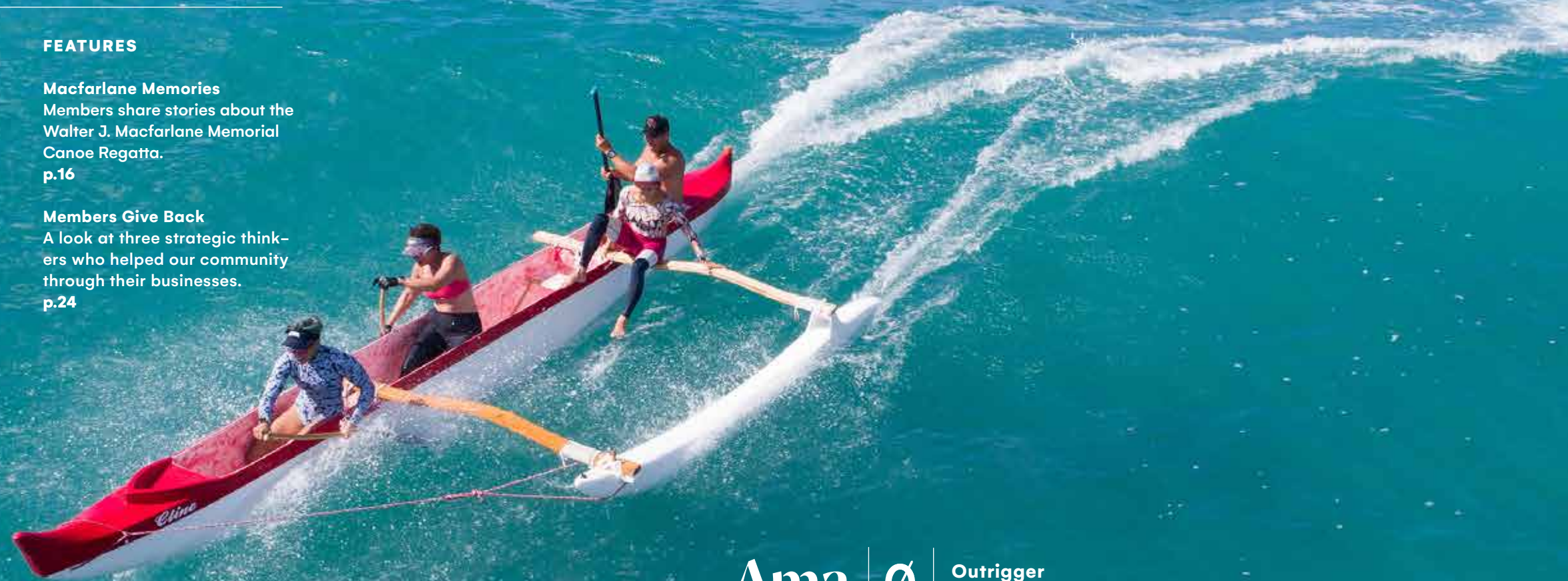
1944 Macfarlane Regatta

Outrigger Canoe Club's winning Enlisted Men 6: top: Duke Kahanamoku; middle: Jim Fernie, Tom O'Brien. Front: Bob Bush, Mickey Beggs, Gil Carr

This page:

As we navigate a summer filled with unforeseen challenges, we share a shot from last summer, when the surfin' was easy. Malia Gacutan, Leela Goldstein, Ayako Ancheta and Jon Bryan in perfect position.

Photo by Matt Heirakuji



Ama  Outrigger
Canoe Club

The official publication of the Outrigger Canoe Club is titled Ama to honor the Club's lineage. The outrigger of a canoe is called an Ama in 'Ōlelo Hawai'i (Hawaiian Language). It was a nautical innovation that allowed the Polynesians to efficiently navigate the rough waters of the Pacific. The Ama is also the port hull of a double-hulled canoe, which is the vehicle that brought the Hawaiians to these beautiful islands.

IN MAY, THE OUTRIGGER CANOE CLUB was authorized to reopen on June 5, under social distancing rules, allowing us to see each other at the Club once again. Unfortunately, six-man canoes are not distance compliant, which means the 2020 paddling season—including Molokai'i—is lost.



I have paddled for Outrigger almost every year since I joined the Club in 2002. My favorite race is the Fourth of July Macfarlane Regatta, named in honor of Walter J. Macfarlane, who as President in the late 1930s guided the Club through several survival challenges. The race is unique in that everyone gets to paddle with the Club's best steersmen and steerswomen. I've been fortunate to be on crews with Karel Tresnek, Simeon Ke-Paloma, Jimmy Austin, Alfred Van Gieson and Tuarongo Cowan—I know it seems unfair, but those are the rules!

I was an age-group swimmer, so I am familiar with and enjoy racing. But it's different in a wa'a—you need six paddlers of varying skill sets to blend. Not easy, but when it happens it is magic!

Our board of directors is like a 13-(wo)man crew. Each director brings different professional skills and knowledge to the table, and we are able to blend. The determining ideas that result in our decisions can come from any one or more of us. We are similar in one respect—we passionately want the Club to weather COVID-19 as best as possible for the long-term welfare of the Outrigger.

I am pleased that in this issue you will hear directly from each board member, and be able to better understand why I believe this is truly a winning crew.

A hui hou and mālama pono,

Bill Meheula
President



2016 Macfarlane Regatta
Outrigger's Masters Men 60:
Mike Tosaki, Murray Hixson, Bill Meheula,
Steersman Simeon Ke-Paloma,
Barney Robinson, Tom McTigue

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I CAN'T TELL YOU HOW GREAT it has been to see all of you around the Club again! From the moment we opened the Club on June 5th, the sounds from the volleyball courts were a welcome reminder of the love and laughter the Club is known for. It has been great reconnecting with all of the members and staff over the last few weeks. Obviously, we are all still transitioning into what is the new OCC norm, but as we navigate through these uncharted waters, I want to thank all of you for your understanding and support for the Club's reopening.



I would like to thank everyone on the House Committee, the Fitness Center Ad Hoc, The Volleyball Ad Hoc, the Executive Committee, and the Board of Directors for their tireless efforts and focus. Together, we were able to create a plan to reopen with best practices that put the safety of the members and staff at the front of every decision. Through that process we were able to reopen most areas of the Club on day one. My hat goes off to everyone involved in the process—it was a total team win.

During closure, the Food & Beverage team took on the challenge of creating a successful Grab & Go program, partnering with our food distributors for the Groceries to Go packages and preparing Chef's weekly family-meal specials. We thank you for celebrating Easter, Mother's Day and Father's Day To-Go with us and kicking off the grilling season with our OCC Steak Fry DIY kits!

Thank you to all of our standing committee members for meeting up virtually on Zoom each month, we appreciate your continued dedication to the Club, your support and creativity in staying connected. The OCC "Wine-Os" held a dinner and wine tasting with Master Sommelier Michael Jordan via Zoom and the

Swim Committee created a virtual swim in lieu of the postponed OCC Invitational. The Historical Committee held a successful Virtual Stew & Rice event and installed the OCC Olympian Plaques in the KMB. The display is stunning!

The newly renovated Snack Shop is up a running, with a streamlined ordering process. We hope you have a chance to enjoy it this summer. It's not just beautiful—it's an efficient and comfortable workspace for our hard-working Snack Shop team. You can see it for yourself on page 8. Don't forget, you can also order from the Snack Shop on your smart phone through the OCC App. Just log on to the app and select Grab & Go. Hau Terrace to-go orders are also available 11am to 8pm on the same Grab & Go feature.

I hope that you and your family will join this summer to enjoy our "Food, Family and Fun" specials in the Hau Terrace, Koa Lanai and Ka Mo'i Boathouse. And, more than ever, I look forward to seeing you around the Club!

From my family to yours—mahalo and be safe!

Tyler Roukema,
General Manager



Photo by Simone Komine featuring Amika Bauer & Jenna Bleu

OPENING AUGUST 2020

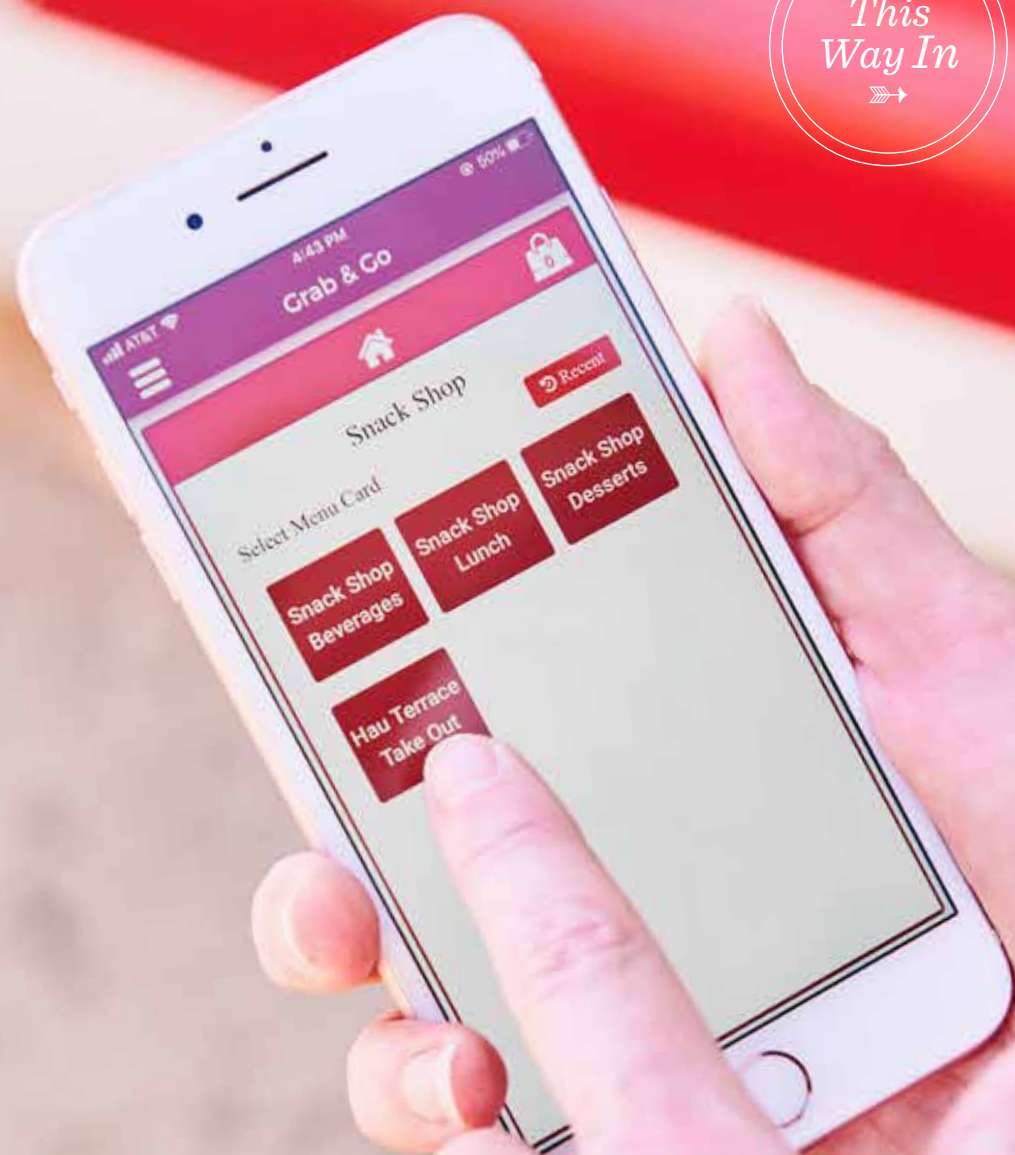
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The LOBBY

CLUB HAPPENINGS,
CELEBRATIONS & EVENTS

*This
Way In*
➤➔



Combos and Cold Treats at Your Fingertips

Discover the [Snack Shop 2.0](#)

By **Lesa Griffith**

➤➔ **Getting changed in the locker room** after a long swim and you're famished? Get out your phone, click on the Outrigger App and order a Snack Shop lunch—it will be waiting for you when you're done cleaning up.

That's just one of the new features of the re-vamped Snack Shop. With servers wearing masks and gloves at all times, the Snack Shop offers a whole new experience at breakfast and lunch. Tables are spaced six feet apart under a four-canopied, 900-square-foot umbrella, and the menus are on iPads at the counter.

New on the lunch menu are six surf-fueling combos—burger, hot dog, chicken strips or Beyond Burger with fries and a large drink; soup and salad with a large drink; and soup and grilled cheese with a large drink. And just in time for summer is an expanded selection of cold treats, such as lemon bars and push-pops.

Adults of legal drinking age can now enjoy a selection of beer, hard seltzers and Club favorite cocktails along with their curry chicken salad. And on weekends, they can step up to the Paddler's Satellite Bar for their favorite well drinks beachside.

"The new combo meal options are an easy win for our members—and kids love them!" says Food & Beverage Director Rede Eder.



"The new combo meal options are an easy win for our members—and kids love them!"

—**Rede Eder**
Food & Beverage Director

PHOTO BY TOMMY SHIH



Kaipo Fong mixes up a mai tai at the Snack Shop.

Chef Paul Shimoda and Supervisor Lisa Gose guide their teams in creating your favorite bites in the newly renovated, temperature-controlled kitchen. Enjoy your favorites, as well as some new healthier options such as the Greek veggie wrap.

For those of you on the go, take advantage of the Club's new Grab 'n' Go options, which are also available on the OCC App. Along with the Snack Shop, you can place orders for the Hau Terrace—Hau Terrace To-Go orders automatically go to the Front Desk for pick-up.

Club dining has never been so easy. ■



The Snack Shop now features a beverage menu of wines, beers, hard seltzers and cocktails.

PHOTOS BY TOMMY SHIH



PHOTOS BY TOMMY SHIH



Clockwise from top left: Chicken strips combo, burger combo, smoothies, grilled cheese combo and the new Greek veggie wrap.

Reading 'Riggers

➔ At press time, the OCC book club is still on hold for in-person meetings. Check the weekly email, website calendar or with the Front Desk for status of future schedule. Here are the titles we'll be discussing, so grab a book and start reading! To be added to or removed from the email list, contact Gerry DeBenedetti at gerthebear@hawaiiantel.net.

A Trip Around the World with a King
by William Armstrong

The Aloha Shirt: Spirit of the Islands
by Dale Hope

Take your pick of two editions—by Beyond Words in 2000 and Patagonia in 2016. The author, a member, will be there!

Wave Woman
by Vicky Lijstrand Durand

The story of the author's mother, surfer Betty Pembroke Heldreich Winstedt.

Kanaka: The Untold Story of Hawaiian pioneers in British Columbia and the Pacific Northwest
by Tom Koppel



Red Sky Over Hawaii
by Sara Ackerman
The author, a member, will be present.



Employees of the Month



Rina Viernes
February 2020

▶ Part of the team that keeps our Clubhouse clean and tidy, Rina Viernes started with Outrigger in August 2011. She was previously honored as Employee of the Month in May 2012. Working at Outrigger is all in the family for Rina—she's married to Rodel Viernes, part of the Snack Shop team. *Congratulations Rina!*



Justin Higa
June 2020

▶ Justin joined the OCC as a cook in August 2018 and always finds the positive in any hectic situation, approaching everything he does in the kitchen with aloha. Executive Chef Mark Gedeon shared that Justin's flexibility in taking on additional responsibilities and adjusting schedules over the past couple months made him essential during the reopening process. Plus, his colleagues appreciate his creative staff meals and the music he plays during prep.

Calendar

Please check the Club website for updates.
outriggercanoecub.com

July 4	Sat	Independence Day
July 11	Sat	10th Annual Scratch Fest Invitational Paddleboard Race (TBD)
Aug 23	Sun	Dad Center Memorial Canoe Race (TBD)
Sept 7	Mon	Labor Day

Postponed Events

➔ The following athletic events have been postponed or canceled:

- 78th Annual Walter J. Macfarlane Regatta
- 20th Annual Cline Mann Ko'olaupoko Paddleboard Race

Correction:

Outrigger Canoe Club Photo Contest: The photographer of the Honorable Mention "Sunset OCC Style" is Brynn Murphy. We apologize for the omission.



William "Bill" Kama
June 2020

▶ Bill joined the maintenance team last November, hit the ground running and has been essential in the Club's reopening process. The crew faces an incredibly wide range of duties and challenges, and Bill efficiently tackles them all with his skills and expertise says Facilities Director Robert Greer.

"Seattle No.1 city for growth this decade..."
—SeattleTimes

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Board's-Eye View

Outrigger Canoe Club Directors share what the Outrigger means to them and what they've learned from serving on the board during COVID-19.

Wendell F. Brooks, Jr.

The diversity of the Outrigger Canoe Club membership is one of our greatest strengths and one of our greatest challenges. Our diversity is similar to the Olympic Rings. Members with different interests and characteristics overlap and most of us fit into several rings. It is a wonderful social and economic melting pot. As a director I have learned meeting member needs in each area of interest requires perspective on what best addresses the ever-challenging goal of providing member value. We have elite athletes and vicarious athletes holed up on the Koa Lanai watching Sunday football with a cold one. Some of us prefer the Snack Shop to the Koa Lanai. We are blessed with a Board, leadership and management that gets it and delivers.



Curt DeWeese

As I write this, the COVID-19 lockdown is gradually lifting and we are all trying to resume normal lives. I am thankful our islands have proven to be resilient and am confident we will rise above these challenges and be stronger than before. The Outrigger Canoe Club is an integral part of the lives that our families should not take for granted. Times like these remind me of how grateful we should be for the healthy, fun and enjoyable OCC experiences that we share with each other in this paradise we call home. Thank you to all the members, staff and friends that make the OCC our favorite backyard playground.



Laurie Foster

Growing up in Hawai'i, I didn't spend much time at OCC as many members have. When I joined in the late 1990s I used the Club mostly for swimming and an occasional meal. I'm not sure what possessed me to become a Board member 25 years later, but it has been a game changer. I have since totally engaged in Club activities, governance, and social



events. I have even become a paddler (sort of)! I feel like I'm now a part of the OCC community, which is an absolute pleasure and a privilege. The COVID-19 experience has only strengthened that sense of community.

Kevin Greenwell

One of my earliest OCC memories is having chocolate malts and fried bacon-and-egg sandwiches with my grandmother at the snack bar. Today, of course, it's my kids who get them. Serving on the Board is one way to give back to this place of countless memories, and navigating this unprecedented time with such a diverse and thoughtful board will be a highlight of my service to the Club and something I'll remember well into the future.



Lissa Guild

I grew up hearing stories of how my great-uncle, Walter Macfarlane, and a group of determined members kept the Club from financial ruin in the 1930s. I never really appreciated the effort that must have taken, until the COVID-19 pandemic struck. Now I witness fellow Board members and our Club management working tirelessly to keep us financially sound, while thoughtfully developing a safe reopening plan. There is no precedent on how to do this—just constantly changing circumstances that need to be addressed in real time. I am honored to work with this amazing team to serve our membership during this time. And I'm confident the Board led by Uncle Mac is pleased, too!



Rick Humphreys

I am extremely humbled and impressed by my fellow directors, committee members, regular members, management and staff who dedicated countless hours to stabilize the Club and work towards a phased re-opening. This was accomplished for one reason... for the love of the Club. No one asked for this, but when met with the challenge, folks stepped up. But enough talk as there is more work to do. As the saying goes: nobody cares, work harder!



Alice Lunt

I came late to the Outrigger Canoe Club. After my daughters started paddling at OCC, both at age 12, my husband and I decided to join. It was a wonderful decision. The Outrigger is a huge part of my life—the friends I have made and the sense of family when you walk through the door are priceless. The Outrigger has challenged me physically and mentally. I never thought I would paddle across the Ka Iwi channel. I never thought I would be a member of the Board of Directors. I couldn't wait to come back on June 5 and enjoy our club!



Michelle Luxton

I have been lucky enough to be an Outrigger member since I was 12 and my childhood experiences here are some of my most meaningful memories. Being part of the Board has meant so much to me to try to give back and effect change in the place where I grew up—to hopefully keep the spirit of the "old club" and amazing traditions while stewarding it toward continued prosperity for our children and future children. It has been an honor to serve on such a diverse Board. It has shown me how the true passion and dedication of members and employees make the Club as successful as it is. I'm proud to be part of the Outrigger 'Ohana.



Art Mallet

Outrigger made Hawai'i a "home" for me. The Club has given me some of my fondest memories and introduced me to my closest friends. Through paddling I have met such a diverse group of incredible people who have taught me the true meaning of 'Ohana. I wanted to find a way to give back to the Club and its membership that had generously



adopted a sarcastic city boy from New York and I am so grateful to have been given that opportunity. The COVID-19 closure has highlighted how much the Club means to me.

Glenn Perry

I joined the Outrigger Canoe Club in 1964 to paddle with Punahou friends and had a blast stroking the Junior Men, winning Junior Men titles and later, steering in our age groups (50s, 60s and 70s). Paddling the Moloka'i-O'ahu race more than three times were the highlights of my paddling experiences. The Club was a meeting place for high school and college friends and for our family, it was our "country house," since we could not afford a house on the North Shore. The Club has given us so much, I wanted to give back by serving on the House Committee, the Board of Directors and as President in 2002-3. The Club is a wonderful place and gets better every year.



Emily Su-Ian Reber Porter

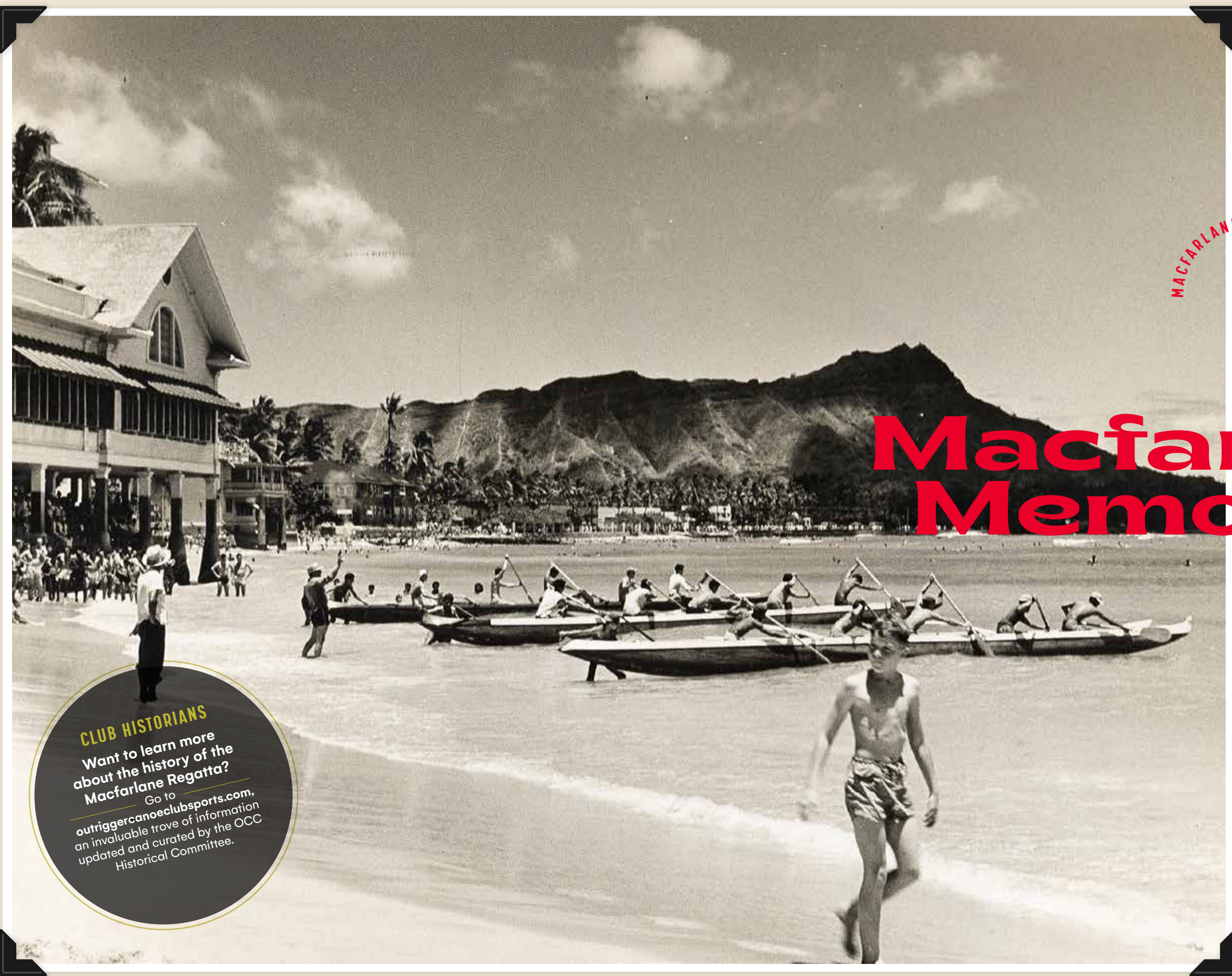
Our Board President called weekly Board meetings as soon as the pandemic took hold, to make sure that we were giving Tyler Roukema, our excellent and compassionate GM, the support he needed during this unparalleled time. As a new Board member, it has been a great way to get to know my fellow Board members quickly, and have enjoyed experiencing their dedication, wit, compassion and camaraderie. I want to take this opportunity to thank the hundreds, in fact thousands, of volunteers now and in the past who have worked tirelessly and selflessly to perpetuate the culture and beauty of the Outrigger Canoe Club. Mahalo nui loa!



Jonathan Steiner

I have enjoyed being an Outrigger member since I was ten. When I was elected to the Board, I felt really proud to give back to the Club. I have learned so much about how the Club really works, and about how many dedicated members and employees care deeply for this special place. The COVID-19 experience has truly demonstrated that commitment, with members contributing to the Past Presidents Fund, the Board having almost daily Zoom meetings, and the staff going above and beyond what could be expected. I am proud to be an Outrigger member.





MACFARLANE MEMORIAL CANOE REGATTA

Macfarlane Memories

CLUB HISTORIANS

Want to learn more about the history of the Macfarlane Regatta?

Go to outriggercanooclubsports.com, an invaluable trove of information updated and curated by the OCC Historical Committee.

◆ This year marks the first time the Annual Walter J. Macfarlane Memorial Canoe Regatta has been cancelled in its 78-year history. To keep the spirit of the event alive, we asked members to share their favorite regatta memories.

The start of the Senior Men's Race at the 1943 Macfarlane Regatta. Paddlers had to push their canoes from shore, and then jump in.

Marc Haine:

“One of my fondest memories is of my mom. She was paddling in the older divisions—50 and over.”

“She was always so scared, she would insist that I steer her crew so in case big waves came I would save her. It’s pretty cute to be in mom’s crew with her.”



1985 Walter Guild flashes a winning smile after drinking champagne from the Walter Macfarlane Cup for capturing the 1985 Senior Men’s Race, as his grandmother Muriel Macfarlane Flanders holds the cup. His teammates Bob Riley (left) and Marc Haine share the moment.



1956 Boys 13: Paul MacLaughlin, Bob Beck, Mike Lemes, John Robinson, Fred Hemmings Jr., Bill Danford.

Fred Hemmings, Jr.:

“The Macfarlane race is one that I look forward to year after year. It’s the oldest race in the history of outrigger canoe paddling.”

“The fourth of July Macfarlane Regatta in the surf at Waikiki is a special treat that down through the years has created a flood of wonderful memories. Thank you to all the crews I had the privilege to steer. Fun times!”



1999 The Master Women 53 crew of Diane Stowell, Ruby Ifversen, Patty Mowat, Ulu Friese, steersman Marc Haine, Gerri Pedesky and Coach Kisi Haine.

Jimmy Austin (right) got to steer his first Macfarlane Race. He explains to his dad, Kimo Austin, how he steered the Girls 14 crew to a win ↓

Jimmy Austin:

“The Macfarlane race is one that I look forward to year after year. It’s the oldest race in the history of outrigger canoe paddling.”

“It’s also an opportunity to showcase the Club’s elite steersman and gives us a huge advantage over other clubs in the surf. The opportunity to steer so many different crews over the years is pretty special. You’d never get to see the different levels of competition amongst men, women, adults and kids anywhere else. Also, having the opportunity to steer some of the people I idolized in the paddling world is pretty amaz-



ing too. Last year was probably the most special for me. I’m not sure what it was, but luck was on my side. I steered the most races I’ve ever done—13—and earned ten golds, two silver and one bronze. The amount of knowledge have I gained from those who came before me is incredible, and I just want to make sure I can do my part to pass it on to the next generation.”

Regatta Basics

Every 4th of July canoe paddlers from around O’ahu join thousands of tourists at Waikiki Beach for the Outrigger Canoe Club’s annual Walter J. Macfarlane Memorial Canoe Regatta. Launched in 1943, it is the oldest annual outrigger canoe race in the world and the

only wave race on the Oahu Hawaiian Canoe Racing Association schedule. Outrigger has won 38 Macfarlane Regattas.

The regatta is named in honor of Walter J. Macfarlane, a part-Hawaiian Territorial Legislator, avid waterman, businessman and president of the Outrigger Canoe Club at the time of his death in June 1943.

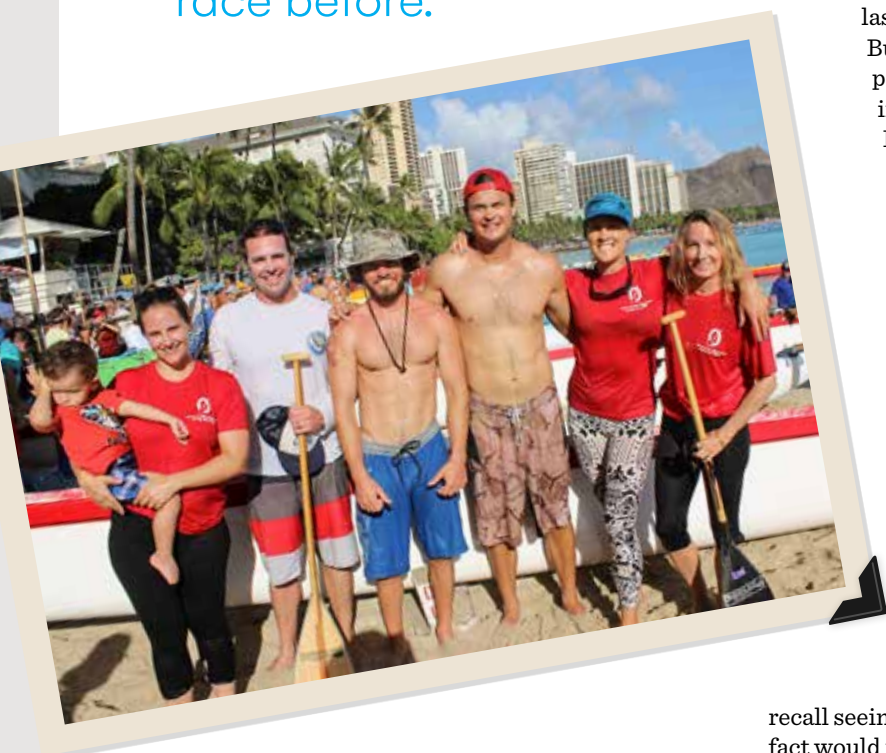
The Club had held canoe races

periodically since its founding in 1908, and was planning a water carnival to celebrate the second anniversary of its new clubhouse when Macfarlane passed away. The Club’s Board of Directors decided to honor its president by naming the canoe races for him.

—OCC Historical Committee

Amy Lawson Woodard:

“It was a photo finish. We didn’t medal, but I’ve never been so relieved to just finish a Macfarlane race before.”



2016
Outrigger's Mixed Open crew won the Gold: Bonnie Brayton, Tucker Siegfried, James Donovan, Karel Tresnak Jr., Amy Lawson Woodward, Colleen Hall.

➔ **The first time I steered** at Macfarlane, I steered the last race of the day, which is open mixed. Before we left the beach, the head coach at the time told me that if we won the race, we would win the regatta—no pressure, right?! I had won a few races that day already, but it was still a daunting task—especially because I was the only OCC woman who had steered races that day. We had to beat Lanikai and win, and we ended up doing both. I was ecstatic.

Later, after we got to the beach, it turned out someone had miscalculated the point totals, so even with our last race win, we didn’t win the regatta after all. But we still performed under pressure, even if the pressure was misplaced. A few years later, after being very close for many years, we won the regatta. Macfarlane is by far my favorite paddling day of the year.

In 2019, the surf was big and I had just had a baby two and a half months earlier. I got asked to steer some races even though I hadn’t been back paddling much yet. The morning races all saw a lot of carnage, because of the big surf. There were some very close calls and the wipeouts were pretty serious. Just before our mixed Novice B race went out the coaches had a meeting with uncle Kenny who runs the regatta’s jet ski patrol. Uncle Kenny told the coaches that if there was one more wipeout he was going to call off the regatta.

So, I paddled out steering in a Novice B race that, if it went wrong, would be the end of the day for everyone. No pressure. I don’t know if there were any other females steering that race, but I don’t recall seeing any. I knew that if something went wrong that fact would not go unnoticed.

Uncle Kenny ran his ski right next to our lane. When the race started a big set rolled in and we ended up catching a bomb—along with almost all the boats. We managed to ride the wave all the way to shore, barely missing some tourists who had drifted into our lane. It was a photo finish. We didn’t medal, but I’ve never been so relieved to just finish a Macfarlane race before.



Mahalo to the Macfarlane ‘ohana for its labor of love polishing these trophies every year. Kawika Grant, keeper of our trophy history, maintains the treasured stories behind each win. We are grateful to have celebrated his 80th birthday with him last year over silver polish and storytelling.

Mahalo Kawika!



1992
50th anniversary of Macfarlane.

Outrigger's winning Girls 13: steersman Fred Hemmings Jr., Laura Osborne, Tiare Larsen, Siana Austin, Angela Adams, Sandy Dunn, Nanea Tannehill.

Ariana Hunt:

The coolest thing was when I was younger paddling in the Girls 13s. The surf was closing out and only the “big guns” were called up to steer. Keapo McKenney from the 18s steered us in and was one of the only ones who could cross the finish.

Aukina Hunt:

My favorite regatta memory was in the 18s when we were the first ones around the corner and caught the wave that no one else caught and beat everyone with a quarter-mile gap.

“My favorite part of the regatta is the morning breakfast and being together as part of an ongoing history and traditions of the Club; then walking down together to the race site and feeling the energy in Waikīkī to start the day.”

Siana Hunt



1943 Admiral "Bull" Halsey presents the Star Bulletin Cup to the winning Enlisted Men 6. At far left is Henry DeGorog, manager of the Outrigger Canoe Club. Crew members shown are Gil Carr, Mickey Beggs, Jim Fernie and Duke Kahanamoku.



1945 Outrigger Canoe Club's Johnny's Girls: John Hollinger, Blondie Boyd, May Freeth, Barbara Borthwick and ASlva Janssen.



The Macfarlane 'ohana gather in front of the trophies they carefully tend to every year. From left: Walter and Jackie Guild, Kawika Grant, Siana and Ariana Hunt, Ryder Guild, Emilia and Ian Eveleth, Alice Guild and Lissa Guild Eveleth.

A Family Affair

Alice Guild, the niece of Walter Macfarlane, shares personal regatta stories

➔ **Although he was a businessman** and served in the Territorial Legislature, Uncle Mac was also a beloved prankster. His jokes were never unkind, but they sometimes bordered on annoying. My first memory of him was from when I was around five. We were at a family lū'au and before anyone knew what was happening, Uncle Mac grabbed a bowl of poi and rubbed it into my and my sister Mary's hair. We thought it was great fun, but our poor mother who had to spend hours rinsing out the slippery poi didn't speak to Walter Mac for days.

The Macfarlane children all entered first grade together at Punahou—Alice, was 8, Walter Mac, was 7, and Muriel, my mother, was 5, and refused to stay home. My mother does not recall ever having her name called, but no one questioned why she was there, and she stayed in first grade until she became the right age to move on. The three siblings were extremely close all their lives and Muriel was devastated when she lost Alice and Walter at such early ages.

In the first years after WWII, a small but no less exciting regatta was held at the old OCC site on Waikiki Beach. To my recollection, only three or four clubs competed for the Senior

Men's Cup and individual medals. The reserved "viewing stand" was the outdoor dining area overlooking the beach. It was there that my Grandmother, Kamokila Campbell, and her family entourage would be seated. We kids felt so grown up being fed "upstairs" rather than in the snack bar. Grandma took it all very seriously and would come dressed to the nines in holoku and ivory hair combs. Until several years later, when my mother took over, Kamokila served as the official hostess of the regatta and there was no limit to the number of bottles of champagne guzzled from the trophy by the winning Senior Men and Waikiki beach boys.

My mother was a staunch supporter of the Macfarlane Regatta. When she was on O'ahu, she never missed a race until she was in her 90s and couldn't sit through the long day. She was a strong believer that recognition should be given to winning teams who worked so hard together. Over the years, she donated at least four major trophies. Among them, the Senior Women's antique silver bowl that she selected herself, and the Regatta Trophy, a beautifully wrought silver canoe on a magnificent koa wave. She is the inspiration that has forged the strong family commitment to the Outrigger Canoe Club and the Walter J. Macfarlane 4th of July Regatta.



1986 Muriel Macfarlane Flanders, sister of Walter Macfarlane, presents the women's cup to Outrigger's Senior Women: Kelly Hutchinson, Tina McKeller, Sandra Haine, Muffer Scully and Tiare Richert-Finney.

Tiare Finney:

“ There are so many fun memories. There is nothing like winning and drinking from the silver cup with Alice and Walter. But at the end of the day, it's always up to the “surf gods.”

➔ **One highlight is the year** Tom Connor, I believe, was our steersman and we were in lane 7—on the sandbar, where it's very shallow. And there were lots of waves. The guns went off and one hundred yards from the starting line we were on the sandbar and filled with water. We all jumped onto the sand, lifted the canoe and poured out the water. At this point we were dead last. We hopped back into the canoe and turned on our flag. We caught an outside set and passed everyone to win! It was mind-blowing luck of the surf gods that made it happen. ■



Tori Richard's limited and socially-distanced production team worked tirelessly to produce fabric face masks for the community.

Community Spirit

BY LESA GRIFFITH

OCC members have a tradition of giving back. We talked to three who have made a difference through their businesses during the pandemic-induced shut down.



Assorted face masks crafted from Tori Richard's proprietary cotton-lawn pucker fabric.

“It was definitely a morale booster for staff because people felt they had something to work on.”

—Josh Feldman

Josh Feldman + Tori Richard: Filling the mask shortage

On the afternoon of April 4, a Saturday, iconic resort label Tori Richard launched a free mask program online. The company had announced it on Instagram and some local media covered it, but Tori Richard staff weren't prepared for what happened. Within 30 minutes people had ordered more than 4,000 masks, crashing the website. The company went on to give away about 30,000 free reusable face masks.

Tori Richard President and CEO Josh Feldman said he and his team had started talking about creating masks in mid-March. “A lot of us frequently travel for work to Asia,” he said, where a lot of people already wear masks. “I didn't understand masks are worn as a courtesy for everyone else. It is like the ultimate courtesy.”

Then on April 3 the Center for Disease Control released its recom-

mendation for people to wear face masks in public places where social distancing is difficult.

“When that happened,” says Feldman, “we said, alright, what do we want to do?”

He was already angry about the price gouging that emerged from the pandemic—his daughter had gone online to buy yeast to bake bread and packets were going for \$35 a piece. Combined with people scrambling

for masks, and his understanding of the purpose of mask-wearing, Feldman and his team felt the right thing to do was to make them and give them away.

They first had to quickly figure out how to manufacture reusable cloth masks. “Everything was compressed time-wise,” says Feldman. First Tori Richard pattern makers got to work. “We went through various versions, people were trying them on, figuring out best length of elastic.”

Once the design was set, fabric was cut on Tori Richard machinery. Tori Richard used its regular shirting fabric, and had to cut it separately for the best yields. But the company's sewers, like everyone else, were sheltering in place. The team figured out a way to piecemeal the work out to sewers, who made the masks in their homes.

“The first week we made 7,000 to 8,000 masks doing it that way, which is quite low,” says Feldman, “We then started reaching out to offshore partners who were reopened and ramped up capacity offshore, so we're making masks locally and offshore now.”

When it came to distribution, the team realized it wouldn't be safe for people to gather in the Tori Richard parking lot, so the decision was made to have people sign up for

masks online and the company would mail them.

After that first batch of masks went in record time, the Tori Richard team regrouped and made another 25,000 masks. Each time they were added to the website they were snapped up. The last 15,000 went in seven minutes.

“At one point, 18,000 people were trying to check out simultaneously,” says Feldman. “That day half the people didn’t get masks.”

A lot of the project was underwritten by corporate customers buying masks for their staff—Matson, Kamehameha Schools, Bank of Hawaii. The value of the donated masks totaled almost a half million dollars.

Feldman sees the project as helping the community at a time of need as well as being a down payment on the future. “It was definitely a morale booster for staff because people felt they had something to work on. And now people are buying masks. It has brought a lot of web traffic, so people are buying other products as well.”

**Siana Hunt + ALTRES:
Targeting communities in need**

As director of philanthropy at ALTRES, Siana Hunt is focused on giving back to the community for her job. But it was first as an individual that she was galvanized to help feed people that the COVID-19 shut down has left in financial straits. Fellow Outrigger member Donna Kahakui shared with Hunt about need in the hard hit Papakolea community, especially kupuna and younger children who no longer had access to adult day care and school lunches.

“There was a lot of need being unmet,” says Hunt. Kahakui threw “a kahea out to the paddling community” and quickly rallied support. Hunt also tapped into the food-related organizations in her nonprofit network, bringing Aloha Harvest and Chef Hui on board. On April 24, Hunt and Kahakui led a crew that distributed fresh fruits and vegetables in Papakolea, partnering with nonprofit Kula No Na Po’e Hawai’i, which serves Papakolea, Kewalo, and Kalawahine Hawaiian Homesteads.



The following Sunday, more paddlers joined the effort with donated dry goods including rice, oatmeal and canned food to help sustain larger families. Included in the team were Hunt’s husband Anthony, son Aukina, and daughter Ariana, along with other members Rocky Ching, Keapo McKenney, Emmalia McKenney; Malia and Tori Gacutan; Brister, Mark, Gigi and Harlow Thomas; and Harry Newhart.

“We wanted to ensure families had basic staples—things like eggs, milk, bread, carrots, potatoes, and onions,” says Hunt. “In addition, we were trying to purchase products from local farmers and ranchers who weren’t able to move their product due to the closure of hotels and restaurants.”

Over two weeks, Hunt had spent \$25,000, pooled from her own account and friends and family, on the

“You can always count on Outrigger members to rally when there’s a job to be done.”

—Siana Hunt

food drive, when ALTRES president Barron Guss learned about her project. He immediately caught the vision and call for support, and committed the company’s “community by ALTRES” funding for the duration of the shelter in place order.

Since then, the “community By ALTRES” operation has expanded its scope to include weekly distributions at locations in Papakolea, Ka’imuki, Palolo, Waimānalo and Kalihi. Using safe social distancing



(above) Above: ALTRES delivered produce bags to Lunalilo Home kupuna and staff. Pictured left to right are Siana Austin Hunt, Lunalilo Home executive director Diane Paloma, and ALTRES president Barron Guss.

(left) Kailua Canoe Club and Outrigger Canoe Club members teamed up for Papakolea food distribution. Pictured left to right are Edi Higgins, Harlow Thomas, Gigi Thomas, Ariana Hunt, Vivian Pilbrow, Emmalia McKenney, Tori Gacutan, Jennifer Scane-Fischer, Pono Gacutan and Malia Gacutan.

guidelines and ALTRES employee volunteers, the distribution events have given out more than 360,000 pounds of food, 13,500 family grocery bags, and 9,600 prepared family meals, reaching thousands of people. Chefs who have received orders to prepare meals and cooking kits through Chef Hui, include Outrigger member Ed Kenney, who with his team have prepared weekly family meals directly distributed to vulnerable families right in his Ka’imuki neighborhood through ALTRES funding.

“Teaming up with local food producers we were able to source fresh and healthy foods while supporting Hawai’i businesses with a ‘triple-bottom-line’ effort that is keeping farmers farming, keeping chefs cooking and keeping people fed,” says Hunt.

On a more personal note, “getting our teens and

kids in there to roll up their sleeves and provide food for families and delivering big bags of groceries into the homes of kupuna has been beautiful,” she says. “You can always count on Outrigger members to rally when there’s a job to be done.”

Hunt says the plan was to continue through the shelter-in-place mandate but now that her team is seeing the social and economic impact of their work, they are assessing communities’ long-term needs and supporting the nonprofits that will continue to serve on the front lines.

“ALTRES was founded on the idea of supporting Hawai’i’s businesses, and in this crisis that means supporting the people who run and work these businesses. When an organization like ALTRES has been around for 50 years, we become part of the fabric of the community and it’s important to not only give our talent and time but also our hearts, because we’re all connected,” says Guss. “As long as there’s a need, we won’t let someone go hungry.”

Sam Hugh + Ham Produce and Seafood: Leveraging a national grant

One of Siana Hunt’s sources of fresh fruits and vegetables is fellow OCC member Sam Hugh, vice president of Ham Produce and Seafood, which is the Hawai’i facilitator of the USDA’s Farmers to Families Food Box Program.

When the state “put the brakes on our livelihood at the end of March,” says Hugh, “everyone in our industry was scrambling.” He was forced to lay off 100 of his 160 employees, explaining that the payroll protection plan didn’t cover enough to be able to hire staff back. “We were staying up late crying.”

Then he received an email from the USDA about its Farmers to Families Food Box Program, which went out to all produce wholesalers. Seeing it as an opportunity to generate sales for farmers and his company, he and his team wrote a proposal.

“My potato farmer in Washington has a billion pounds of unsold potatoes in his silo. O’ahu’s Aloun Farms had 156 acres of melons with no hotels or restaurants to go to. And many smaller farmers had Japanese cucumbers, cabbage and other veggies with no takers,” says Hugh. And he wanted to help them.

“This was a real learning experience for me. You see everybody being appreciative. It changes a person, you know?”

—Sam Hugh



Ham Produce and Seafood shipped Farmers to Families Food Boxes to Hilo, where the National Guard helped load them onto vehicles for various nonprofit agencies such as Hope Services.

Once the proposal was submitted, things moved quickly. Ham was notified it received funding after a week, Hugh and his team had to formulate the boxes with no USDA guidelines in a week and then they were in action, distributing food through nonprofit and community partners. Ham signed on to supply 96,500 boxes of fresh fruit, vegetables and pre-cooked meats through June 30. But Hugh says it looks like the USDA will renew the awards every two months through the rest of the year.

The program has allowed Hugh to hire back all his staff, to his relief. “To lay off 100 of my best guys, people who have been with me for 30 years, really hurt me.”

Hugh puts an emphasis on long-lasting seasonal



Kaiser Permanente employees help distribute Farmers to Families Food Boxes prepared by Ham Produce and Seafood at its Waipio Medical Office for Unite Here Local 5 workers.

produce for the food boxes, and tries to buy local as much as possible. Along with staples like carrots and potatoes, boxes have included pineapple from Dole and papaya from Hawai’i Island’s Diamond Head Papaya Co.

Hugh humbly says his company is just a facilitator—“we’re getting paid”—and says the true heroes of this program are the nonprofits helping to distribute the food. “They are the best people—the most hard-working, honest, no game playing. I get goose bumps talking about that. They’re so genuine.”

Nonprofit partners include Aloha Harvest, Catholic Charities Hawaii, the Hawaii Foodbank, Kupu, Lanakila Pacific, and Palama Settlement. Community Partners include Central Pacific Bank, First Hawaiian Bank, Hawaii National Bank, Kaiser Permanente, Matson and Pasha Hawaii.

The number of families in need of basic necessities such as food is estimated to have increased up to 70 percent since March. Yet, the closing of a large por-

tion of the economy, from Hawai’i to Maine, means an astounding amount of food from the agricultural market could go to waste. The USDA program was created to stem the waste, and Ham has helped maintain the islands’ food supply and distribution chain.

On a recent weekend Hugh was at Kaiser Permanente, where the unions such as Local 5 and the Teamster Union were distributing boxes to its members, an overwhelming number of them on furlough or unemployed.

“Normally we bring food in from the mainland, the fish auction, and sell it to restaurants and hotels. Now we’re going to churches, parking lots—tomorrow we’re doing the Honolulu Bible Church in Palolo. Pastor Kondo is an unreal guy, so hardworking, and his

congregation is coming together to pass out the food,” says Hugh.

He is heartened by the way other companies have pitched in. “Matson gave me a discounted rate to ship produce to the neighbor islands,” he says. “All the banks on Molokai, the Big Island and Maui have volunteered to help distribute because they know the needs are tremendous out there.”

He also sees how the “Outrigger community has a sense of giving back,” from Siana Hunt and Donna Kahakui leading the charge to help distribute food, to Jon Bryan and his JB Brands firm helping Hugh get the word out about the program to media. “They all know we live in a comfortable bubble and they feel they need to give back more.”

In March, Hugh was looking at a bleak year and wondering how to keep his doors open. Now he is more hopeful about the future, and he has gained a lot in a more intangible way.

“This was a real learning experience for me,” says Hugh. “You see everybody being appreciative. It changes a person, you know?” ■

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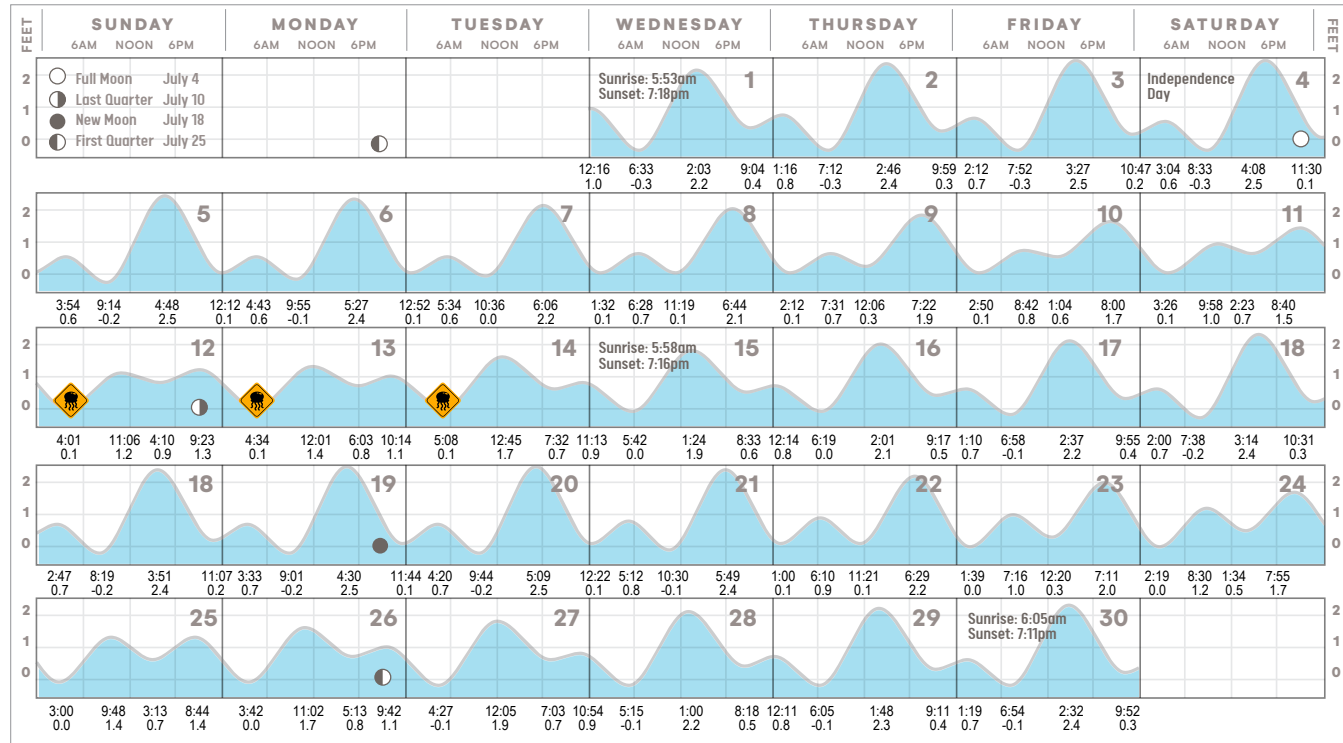
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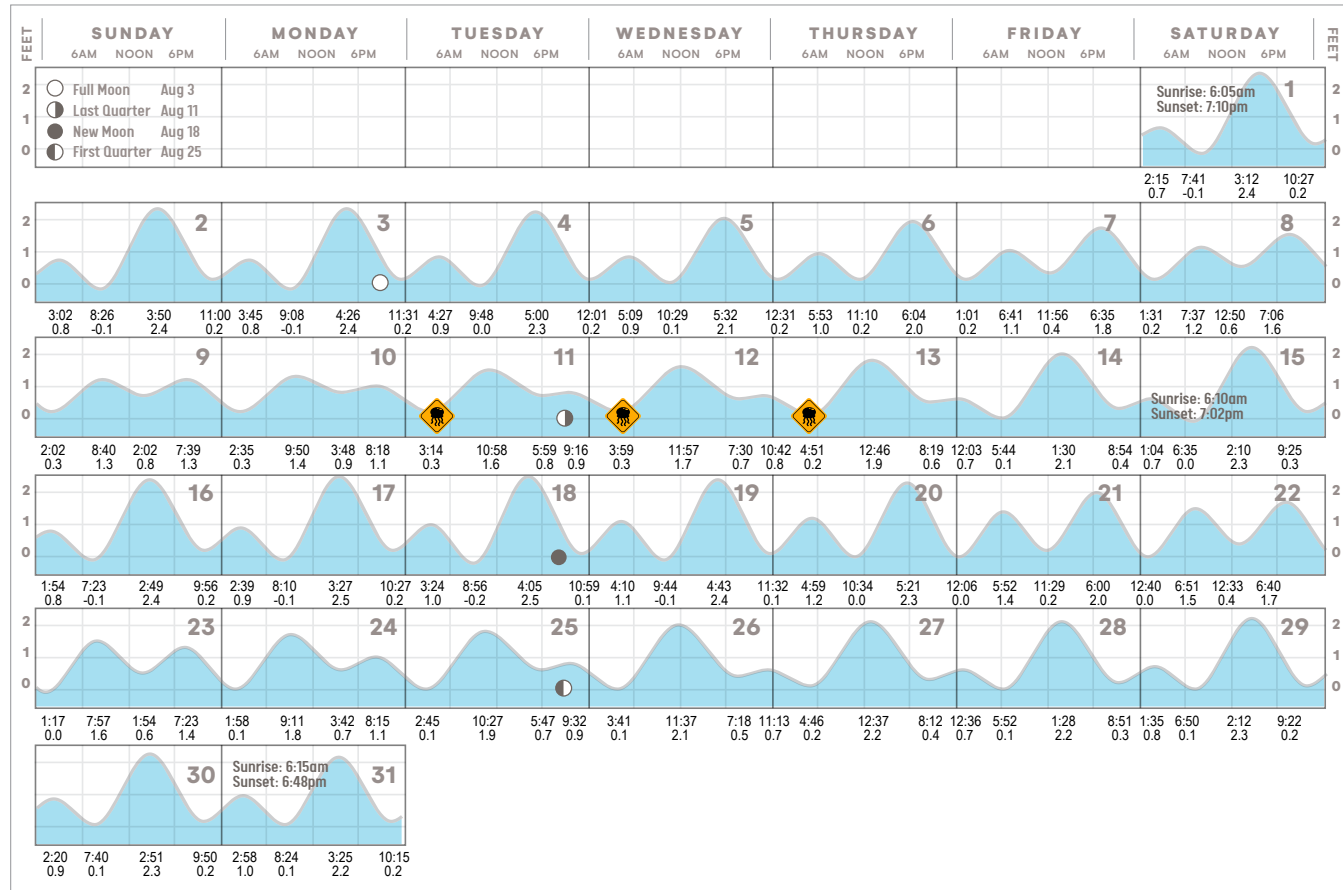


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