A MESSAGE FROM RICHARD R. KELLEY TO OUR OUTRIGGER ‘OHANA

Duke’s Creed: Share the Aloha!
By Drs. Richard and Chuck Kelley

This year we are once again proud and passionate sponsors of the Duke's OceanFest. This nine-day extravaganza, running from last Saturday, August 17, through tomorrow, August 25, features a wide variety of ocean sports that were close to Duke Kahanamoku's heart – Longboard Surfing, Swimming, Tandem Surfing – and a few, such as Paddleboard Racing, Surf Polo and Sand Soccer, that hadn't yet been dreamed up during his lifetime.

Outrigger Hotels and Resorts has been a major participant in the Duke’s OceanFest since its inception, and this year is once again a major sponsor with direct participation in many events including the:

- Duke’s Statue lei draping ceremony
- Outrigger Hotels and Resorts Keiki and Masters Sand Soccer Championships
- Outrigger Hotels and Resorts Lifeguard Competition
- Hawaiian Airlines Duke’s Legends Surf Classic

This year we have two teams in the Hawaiian Airlines Duke’s Legends Surf Classic. Dr. Chuck Kelley will head up one team with “Legend” Paul Strauch. As a special treat we are pulling Bitsy Kelley out of “retirement,” and she will head up the second team with “Legend” Jericho Poppler. Another family member, Linda Jane Kelley, will be competing in the Duke’s Waikiki Ocean Mile Swim.

Duke’s OceanFest honors Duke Paoa Kahanamoku, who is remembered as the greatest waterman who ever lived and Hawai’i’s “Ambassador of Aloha.” It is held each year at this time to coincide with Duke’s birthday, August 24. (Since he was born in 1890, he would be blowing out 123 candles today!) Among his many accomplishments, Duke was a five-time Olympic swimmer (winning three gold and two silver medals from 1912-1932), a surfer, a celebrated canoe steersman, a Hollywood actor and the Sheriff of Honolulu.

The entire event is coordinated by the Outrigger Duke Kahanamoku Foundation and proceeds are used for college scholarships and athletic grants to Hawai’i residents and nonprofit organizations. “This year the foundation awarded $150,000 in scholarships and grants,” OceanFest co-chairman Jim Fulton said. “Since its inception, the event has awarded $2 million to 1,349 individuals.”

Outrigger is proud to be a sponsor for many reasons in addition to supporting the local scholarships and grants. As we know, here in Hawai’i, “Tourism is Everybody’s Business,” and this event helps draw visitors to our shores and showcase Waikiki Beach as an unparalleled

Duke's Creed >>2
family vacation destination. This year's event will bring 2,500 athletes from around the globe to test their skills, and video scenes from the competition will be seen around the world.

Sean Dee, Outrigger's executive vice president and chief marketing officer, points out that “It’s not as big as the Honolulu Marathon, but there is huge potential for the OceanFest events to bring additional visitors to our state. We’re building on the lifeguard competition by reaching out to our counterparts in Japan, New Zealand and on the U.S. mainland.”

In the long run, perhaps the greatest impact of the OceanFest follows from Duke's personal values and his deep belief in the “aloha spirit.” As Hawai'i’s unofficial “ambassador,” Duke welcomed everyone with gracious hospitality and encouraged others to follow his example. On the back of his calling card he had printed his personal creed:

“In Hawai‘i we greet friends, loved ones and strangers with Aloha, which means with love.

Aloha is the key word to the universal spirit of real hospitality, which makes Hawai‘i renowned as the world's center of understanding and fellowship.

Try meeting or leaving people with Aloha. You'll be surprised by their reaction.

I believe it and it is my creed.

Aloha to you.

Duke Paoa Kahanamoku

All who participate in the Duke's OceanFest, local athletes and visitors alike, are encouraged to experience these values first-hand and then spread them around the world. This spirit of sharing, gracious hospitality and goodwill is desperately needed in the world today. We see it demonstrated daily in our properties as we interact with guests with Nā Mea Ho‘okipa (warm hospitality). Let's continue to follow Duke's example and spread Aloha around the world!