



# KoAloha Mai

Formerly KoAloha Kolumn, but still published by KoAloha

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## New Stuff



Noah

Introducing...**Noah!** (Pictured above WITH strings, side-by-side for size comparison.) A 90% scale soprano ukulele. Noah is perfect for children and those with little hands. If you are petite, this is the one for you. The first 100 units will feature special pearl button tuning pegs.



Sceptre

The **Sceptre** has been taking off! It is well traveled already, reaching the shores of France and England! Here's a better shot for those of you that missed it at the **Ukulele Festival**.

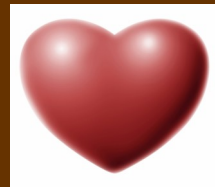
## Old Stuff



Pineapple Sunday

Magic Johnson, Michael Jordan, Evander Holyfield – retirement? Not for long anyways. Back by unreal popular demand, the **Pineapple Sunday** has been officially un-retired. We simply cannot ignore what an unpopular decision it was to retire this model.

## New Name, Still The Same



Did you notice? Our newsletter has a new name: **KoAloha Mai**. It means "from the heart of KoAloha."

Well, sort of. But it is the translation that I've been searching for, as we put our heart into everything we do. And we hope you agree with the results.

## Out There



You watch YouTube? Only at home, never at work, huh? Ha, ha, ha...Liars. Search for **Populele**, you'll find the ca-ray-zee **Rob Byrd** and the lovely **Miss Victoria Vox** doing their thing, Populele Style. Keep an eye out for Rob's CD — unreal.



Photo: Olivier Koning

Remember the killer food at our 10<sup>th</sup> anniversary? Prepared by **Executive Chef Jay Matsukawa** at **The Willows**. Just spotted him in **MidWeek**. Go and visit Willows, the buffet always changes.



Mega Ukulele Man, **Iwao Yamaguchi** had a huge spread in the latest **Rolling Coconuts** (The Ukulele Bible of Japan). Thank you to **Chisato Tsuwano** and staff for their relentless support of ukulele.

**MidWeek** has been a venerable gathering place of KoAloha friends. Spotted **Michael Pili Pang** of the **Mayor's Office of Culture and the Arts**, **Darin Leong**, **Daniel Ho**, **Raiatea Helm**, the **Waikiki Trolley** and **US!**

Travelling to Japan? If you go to **Narita International Airport**, chances are you'll see us again. It's a video tour of our shop on the teleprompters, as part of the **Oahu Visitor Bureau's** ongoing efforts in promoting Hawaii.

## Hafa Adai



We are proud to announce **JB's Ukulele Hut** as our exclusive distributor for **Guam**. Jeffrey and ohana have been instrumental in revitalizing the interest of ukulele on Guam. There's a lot of stuff going on over there besides Spam.

## Contact Us

Want to book a tour? Do you prefer to speak Nihongo (Japanese)? Here's who to contact at KoAloha:

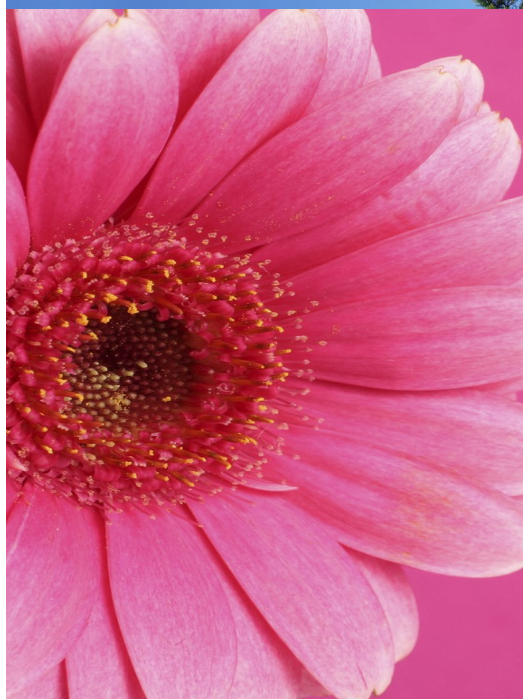
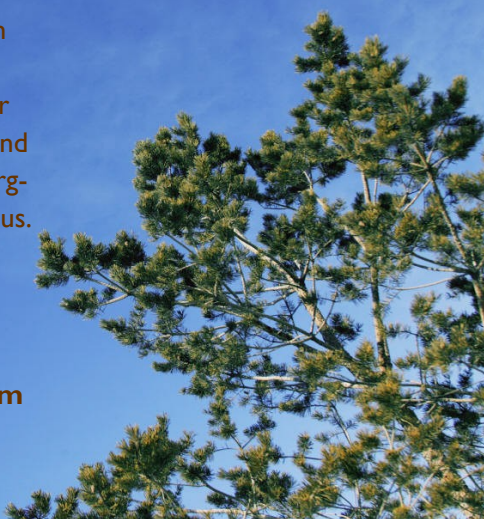
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**Makoto Harada**  
Japanese language  
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# Mother Earth

**Wes Hara of Paradise Florist** (up Kohou Street from us) has opened an Earth-friendly **Cartridge World** on Beretania Street, across from Pflueger Cadillac GMC. Save a bit of money and help save Earth by recycling or recharging your inks. We will be, please join us.

Contact Wes at 593-4465 or wes.hara@cartridgeworldusa.com. Clients making the switch include: **Hawaii National Bank, Pacific Rim Bank and Farm Credit Services.**



# E Komo Mai

Welcome **Kent Knorr of The Ukulele Academy of North Carolina!** They will be active in the promotion of Hawaiian song and dance through their studios and educational efforts. It's great to hear about the Aloha spirit all the way over there!

It's official! No longer dating, we're committed to **Chihiro and the girls at Media Etc.** They will be assisting us in our efforts in the Japanese media. Newsuretta in Japanese coming soon.



# Mahalo

From our days as a Postal contractors to the present, we've always been able to count on **Ed Horio**, affectionately known as **Bradduh Ed**. Bradduh Ed often offers words of encouragement, and single handedly preps and strings all of our ukuleles! Not bad for 80-years-young, huh? Mahalo nui, Bradduh Ed!

# Kanaka Maoli



Photo: Honolulu Star-Bulletin/FL Morris

Saturday, September 8<sup>th</sup>, **Kumu Hula Michael Pili Pang of the Mayor's Office of Culture and Arts** will be hosting an *American Masterpiece* ensemble of Hawaiian Music \* Hula as part of the National Endowment for the Arts. Featuring the music of **Kahuanu Lake Trio**, this will pay tribute to hula & music that characterized the period of the Statehood years. Call 599-6525 for tickets to this special event at Mamiya Theatre.



Photo: Tony Conjugacion

Finally! Mahalo nui loa to my kumu, **Tony Conjugacion!** I have been searching for a teacher to learn Hawaiian song. My heart's desire has been met. Tony, no read this next part... (hope he has much patience.)

# KOALOHA

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*KoAloha Ukulele is regarded as one of the premier ukulele builders in Hawaii. Founded in 1995 by Alvin "Papa KoAloha" Okami, the company's solid reputation for sound and quality is the result of its continuous pursuit for perfection. Each ukulele is meticulously and lovingly crafted by hand.*

*KoAloha features several lines of premium ukuleles: KoAlana, Soprano, Concert, Tenor, and D-VI 6-String. Its exclusive Signature Series will showcase seven models from Papa KoAloha's Masterpiece Collection.*

*The company also sponsors some of the music industry's leading artists including Herb Ohta, Jr. and Daniel Ho.*

*For more information about KoAloha, contact Alan Okami at 808.847.4911.*

## Stu's Stew: Like Scrap?



No, not like that. Our shop generates a lot of scrap material. I use all the koa that I can for main parts, then scrounge my scraps for bracing. With what's left, I sell some, give some away, give more away, and even leave some outside, so people don't have to dig through my dumpster.

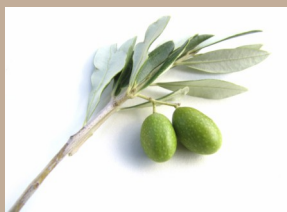
How can I have so much left over when koa is scarce? Simple. I'm picky. Super picky, even. If I was a customer ordering a steak, the chefs most definitely would have spit in my food. There's good reason, though.

We aren't just building something that looks pretty. An ukulele is first and foremost an instrument, meant to be played. Choosing wood that will sound good is my first priority, even above aesthetics. If it happens to look exceptionally nice, even better.

Now that we book match our sides, tops, and backs, I'm able to use more lumber from each load, but I still only use about half of what I order. That is not to say that the leftovers are "bad," but I wouldn't use them in an instrument. Many grading scales have popped up in the lumber industry – Most of them are marketing angles for selling exotic woods.

My personal lumber scale has two grades: Useable, and not.

## Soapbox: The Power of Words



"Sticks and stones can break my bones, but words will never hurt me." Remember that rhyme? Do you believe it? I don't. I can remember getting hit, pounded on the football field, you name it. I'm a boy. But, I don't really remember the faces. Hurtful words, I remember

the time, the place, the person and the thing. Why is that? Who made up that rhyme anyways? Let your words bring life. Tell somebody something nice today. Won't cost you a thing, but lasts a lifetime.



CHILL OUT AND VISIT US ONLINE AT:  
[WWW.KOALOHA.COM](http://WWW.KOALOHA.COM)