

H. A. R. A.

Hawai'i Academy of Recording Arts – The Music of the Hawaiian Islands

<http://www.nahokuhanohano.org>

HARA Newsletter

NĀ LEO MELE HANO HANO

Issue 1208 – Dec. 2008

Na Hoku Hanohano Awards	Membership	Lifetime Achievement Awards	Selection	Scholarship
Pali Ka'aihue & Lea Uehara	Alan Yoshioka & John Aeto	Hailama Farden & Tim Mathre	Alan Yoshioka & Tim Mathre	Lea Uehara & Ku'uipo Kumukahi
Website Pali Ka'aihue & Keola Donaghy	Industry Promotion John Aeto & Skylark Rossetti	Grants / Fundraisers Skylark Rossetti, John Aeto & Gaylord Holomalua	Newsletter Keola Donaghy & Kenneth Makuakāne	Archival Hailama Farden and Kenneth Makuakāne

MELE KALIKIMAKA IĀ KĀKOU A PAU!

PRESIDENT'S MESSAGE

To the members of the Hawai'i Academy of Recording Arts I thank you for giving me another term on the Board. And it is a great honor and privilege to serve as your new president. I would like to take this time to express my sincere mahalo to the past presidents, Marlene Sai and Hailama Farden, who both faithfully fulfilled the goals and objectives of our organization.

At our annual meeting in November, I identified three areas which I will focus on during my tenure: education, co-branding and Neighbor Island outreach. My vision is to create educational programs for adults and children, to co-brand with organizations that share similar goals and objectives as HARA, and to have our Neighbor Island members and industry partners more involved in HARA activities.

We are an organization of musicians, entertainers, producers, promoters, distributors, recording artists, recording engineers, annotators, composers, graphic artists, friends, family and supporters of Hawai'i's recording industry. For our industry to survive we must support one another. It is my great hope that the media, business, the general public and government will support us; and I will look for partnership opportunities.

Although we are a small group we have something very special to offer: Hawai'i's unique music. And as a united front we, the members of HARA, can move the community to support us. I look forward to hearing your ideas and working with you to make ideas become reality.

There are many challenges and that means a lot of work ahead. Though time may be short, I regard the entire board as farmers planting seeds and nourishing the plants to full growth. We need your help – together we are strong.

E mālama pono 'oukou pākahi a pau, a 'o au nō me ka ha'aha'a

Aloha nui,
Ku'uipo Kumukahi

MEDICAL COVERAGE SURVEY

Are you finding it difficult to get affordable medical coverage? Then please take note. The Board of Governors is very close to making a decision which could make comprehensive Medical plan available to all HARA members. It is

very important that you complete the new survey and send it in ASAP. Whether you need medical coverage or not at this time, by completing the survey you will be helping all your fellow members. Mahalo!

MEMBER BENEFIT UPDATE

The Board has secured the following benefits for membership:

- *Hawaiian Moon (Hawaiian apparel) – Waikele Premium Outlets, Ward Centers & Outrigger Beachwalk -10% off*
- *KoAloha Ukulele – 744 Kohou Street, Ste K - 10% off Factory First 'ukuleles and accessories*

And pending are discounts with hotels, guitar manufacturers, travel agencies and music stores. These will be identified soon. If you have a connection with a retail outlet, or a service or if you can offer a benefit to membership, please call the office! Or if you are interested in anything and would like us to pursue, please call.

2008 NĀ HÖKŪ HANO HANO 'AHA MELE A HUGE SUCCESS!

The concert held on Saturday November 8th at the Mission Memorial Auditorium, was a huge success. Nā Hōkū Hanohano Award winners and nominees performed sets before a capacity crowd in the renovated historic auditorium – it was the largest audience ever.

Hōkū Zuttermeister, Ku'uipo Kumukahi and the Hawaiian Music Hall of Fame Serenaders, Pilihoa, Maunalua, and John Cruz each performed their award-winning and Nā Hōkū nominated music before the delighted audience.

With the generous support of the Mayor's Office of Culture and Arts, HARA was again able to offer this free concert to the community.

MEMBERSHIP REMINDER

All members whose HARA membership is expiring should have received a reminder notice from the office to renew membership. If you are uncertain as to the status of your membership, please call the HARA office. Only those whose memberships are current will be eligible to vote in the preliminary and final ballots for the 2009 Nā Hōkū Hanohano Awards.

REMINDER REGARDING RELEASE AND ENTRY DEADLINES FOR 2009 NĀ HÖKŪ HANO HANO AWARDS

This is a reminder to all members that in order to be eligible for the 2009 Nā Hōkū Hanohano Awards, releases must be available for purchase by December 31, 2008. All entry forms for the 2009 Awards must be received by January 31, 2009. No exceptions will be made. The entry form can be found on the HARA website.

CLASS OF 2009: LIFETIME ACHIEVEMENT AWARD HONOREES

Congratulations to the following artists who will be honored at the 2009 Lifetime Achievement Awards:

- *Keola and Kapono Beamer*
- *Cecilio and Kapono*
- *Eddie Kamae & the Sons of Hawai'i*
- *George Helm*
- *John Pi'ilani Watkins*

An announcement will be forthcoming regarding the date and location of the Lifetime Achievement Awards.

PAKELE LIVE! CONCERT SERIES

The *Pakele Live!* at the Ala Moana Hotel is the weekly concert series that is streamed on the web, attracting between 2,000 and 3,000 viewers worldwide. Any entertainer with a commercially released product can perform in one of the two shows every Thursday night, beginning January 8, 2009. The first show is from 6:00 to 7:00 p.m., the second runs from 7:00 to 8:00 p.m.

The shows are also filmed and shown on OC16 approximately a month later for a whole week, with a total of seven viewings. Entertainers have the option to sell their CDs after their performances. This is a great promotional opportunity and outreach, if you're interested email Tony Solis at: contact@pakelelive.com.

CONGRATULATIONS TO 2009 HAWAIIAN GRAMMY NOMINEES

Congratulations to the nominees in the Best Hawaiian Album of the Year at next year's Grammy Awards.

- *'Ikena, Tia Carrere & Daniel Ho (Daniel Ho Creations)*
- *'Aumakua, Amy Hānai'ali'i (Ua Records/Concord)*
- *Force Of Nature, Led Kaapana & Mike Ka'awa (Ledward Kaapana & Mike Ka'awa)*
- *Hawaiian Slack Key Kings Masters Series Vol. II, various artists; Chris Lau*

& Milton Lau, producers (Rhythm And Roots Records)

- *The Spirit Of Hawaiian Slack Key Guitar*, various artists; Daniel Ho, George Kahumoku, Jr., Dennis Kamakahi, Paul Konwiser & Wayne Wong, producers (Daniel Ho Creations)



GETTING SOCIAL ONLINE

Unless you've been stranded on a desert island for the past year, you've probably heard about, seen, or even joined one of the many social networking websites that have proliferated on the Internet. MySpace, FaceBook, Last.fm, Twitter, YouTube and many others are having a profound impact on the way people socialize, communicate, and spend their money. When you combine this with rapidly decreasing revenues from physical CD sales, it is not surprising that billions of dollars are being invested in these sites in the hope these investments will make even more money down the road.

Given the number of choices available and limited amount of time an individual artist or group has available to invest in developing a presence on these social networks, picking which sites to be active on can be a challenge. The key is to identify exactly what it is you want to accomplish by setting up an account on these services. Most of them have special account types for musicians, so that you can allow users to listen to (or, if you chose, download) your music, set up a performance calendar, blog, or bulletin board.

One key to success on any of these services is to maintain active. You can't simply set up an account on MySpace, FaceBook or any other service and expect to quickly find a huge audience of new fans hungry to buy your music. And even if you did, you need to know

how to make it easy for them to buy your music. Do you want to process orders yourself, refer them to another website where they can buy a physical CD, or perhaps to iTunes, Amazon.com or other site which sells digital downloads? All of these factors should be considered before "taking the plunge" and setting up a account on these sites.

What is important for artists, labels, and distributors to understand that social networks will not make money for you – it is the individuals you encounter and the relationships you establish there that will determine whether or not your venture into the world of social networking will be financially and personally rewarding. It will also take time and patience.

We are in the process of setting up a social networking site for HARA members and fans of Hawai'i music – a place where members who are unfamiliar with these technologies can become more acquainted with them and perhaps get some assistance from our more social network savvy members. Please check the HARA website (www.nahokuhanohano.org) for news and an announcement when this site will be available.

ALOHA TO OUR BROTHER PAT

Pat Sylva, a member of 2007 Lifetime Achievement Award Honorees The Surfers, passed away last week. Fellow Surfer Clayton Naluai submitted this tribute:

The lyrics of the song "For Good" are so appropriate for our brother Pat Sylva: *I've heard it said, that people come into our lives for a reason, bringing something we must learn. And we are led to those who help us most to grow, if we let them and we help them in return... because I knew you, I have been changed for good'*

That's what it was like to know Pat. In business and as a fellow member of the Surfers, and as a dear friend, this multi-talented musician, with the sweet tenor voice and quick wit and humor, was dedicated, full of aloha, and always available when you needed him. Because of Pat's love for music and devotion to singing in harmony "as one", every

Surfer's performance was pure joy. In fact, I know my brother Al and Pat are singing with the angels, filling the heavens with pure joy and laughter.

During great times, good times and bad times, he was loyal, trustworthy and gave his all. That's the lesson: he gave his all. Because of our brother Pat, we have all been changed "for good" – Clayton Naluai

Aloha HARA Members 65 and Older

If you're approaching age 65, or already eligible for Medicare you have an important decision to make about your health plan options.

You will soon be eligible for Medicare and will have a variety of plan options to choose from. It's a choice that can be confusing. So be sure to get the facts you need to make the decision that suits you best. One plan I recommend and endorse is HUMANA. Humana's PPO plan includes Medical, Prescription Drug, Dental, Hearing & Vision.

For answers to your questions, contact:

Augie Rey Fernandez, LUTCF, CFS
augierey@hawaii.rr.com or call
808-839-7311

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HARA Board of Governors

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Tim Mathre
Skylark Rossetti

Hailama Farden - *Immediate Past President*

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