

JUN 2 5 1971

Surf Spray



By Ron Haworth

Labor Day Race

Rough water swimmers will have their day Sept. 6 during the second annual Waikiki Rough Water Swim. The Labor Day course stretches two miles and 300 yards from the beach at San Souci to Duke Kahanamoku Beach and the Hilton Hawaiian Village.

The race will be presented under the auspices of the Hawaiian Rough Water Swim Committee and sponsored by the Hilton, Hawaii Visitors Bureau and the Outrigger Canoe Club.

The race, started last year, is the brainchild of Jim Cotton, a young man who has competed in several of the famous La Jolla swims and also swam in his own inaugural Hawaiian version.

Punahou's Marc Finley was first to finish in that race; Marge Phillips of Outrigger took the distaff honors.

There are four classes of competition — open men (any age), open women (any age), old timers (over 35 for both sexes) and masters (all professionals, paid swimming coaches, etc.).

Dr. Harry Huffaker, in training for an assault at the Molokai Channel, will set his sights on the relatively short distance, if he's not in the middle of the Molokai Channel Labor Day.

A perpetual trophy goes to the first to finish. It will be on permanent display at the Hawaiian Village. Just crafted, it will be presented to Finley at a special ceremony soon.

Interested swimmers are asked to register before Sept. 3 by sending applications and \$2 to P. O. Box 1314, Honolulu. Entry forms are available at the Department of Parks and Recreation, Outrigger Canoe Club, surf shops and the Y's.

Macfarlane Regatta

Oahu's canoe clubs take a break for training before the Walter J. Macfarlane at Waikiki July 4. While the end results don't always prove too meaningful because many canoes are aided by waves, the Macfarlane regatta is always a day filled with cheers and — later — beers.

The first Macfarlane regatta was held in 1943 and a perpetual trophy donated by Matson Navigation, after the death of Macfarlane, contains the names of all winning senior crews.

Because of the width of the course, only six crews are able to compete in each event, determined by order of finish in last Sunday's Pokai Bay Regatta sponsored by the Leeward Kai Canoe Club.

A reader has corrected our column of last week in which we wrote (quote, really) that Outrigger junior men won the 1970 Kamehameha Day race.

"Not so," telephoned a fan.

"It was Kailua Hawaiian Civic Club."

Anybody agree or disagree?

Ala Wai Paddlers

The Ala Wai is an interesting sight in late afternoon this time of year. Starting at the McCully end a motorist has paddlers, joggers and traffic competing for his attention until he reaches the brackish waters by the Kapahu-lu-Waikiki library.

It's a brush with the rich past of Hawaii and the spreading certainty of high-rise condominium Hawaii.

In an age of speed and comfort, it is remarkable that the sport of paddling is actually growing in popularity. As one Molokai-Waikiki veteran said not long ago:

"Paddling a koa canoe is the worst possible mode of transportation considering the labor of mind and body it demands for the slow passage."

Which is one reason (the real reason) the Healani junior crew is so outstanding this year. In two regattas the junior six have been whooping it up in the shower before the second canoe hove into sight.

"The mental attitude of the crew is fantastic," stroke Terry Deacon said.

"And I've never competed in a sport where mental attitude was so important."

We don't wish to put the hex on Healani, but we can't see any canoe beating them this year. Their superiority reminds us of Outrigger's 16's in '69, the year that crew took the Paoa to a maiden win on Kamehameha Day.

And before the mail bag overflows—yes, we blew our predictions right up the cane chute when we selected Waikiki Surf Club to grab the Pokai senior men's race and Outrigger the over-all regatta.

But one regatta is not a season. But it has made the climb to fame that much harder.

Sam Steamboat Keeps Waikiki Clean

To meet Sammy "Steamboat" Mokuahi, Jr., is to shake hands with one of Hawaii's true ambassadors.

Sammy is an ambassador in the old Duke Kahanamoku tradition—in fact, his father (who works just down the beach from Sammy) was "on the beach" with Duke in earlier days of Waikiki splendor.

Sammy is currently in charge of the beach for the Outrigger Hotel. It's his favorite spot on Waikiki; he grew up in the old Outrigger Canoe Club, for him looking out

from the Outrigger beach is Hawaii.

But for Hawaii and the Outrigger Hotel, Sammy's work at the Outrigger Beach is making history in a modern world concerned with ecology and preservation of our natural resources.

For Sammy, the beach is just home.

HE'S A swimmer as was his father before him; his love of the ocean is the love inherent in all Polynesians, the part of Hawaii they respect most. There are very few ocean sports that Sammy

does not love and has not participated in, from surfing and swimming to captaining an outrigger canoe.

His real pleasure is showing these sports and his beach to visitors. His true love of Hawaii's sports reflects in the activities found at the Outrigger Beach. At all times there are two and three outriggers available for guests, as well as a large catamaran, surfboards and instructors, and swimming instructors.

All of Sammy's boys are trained as captains, even

though they may be piloting an outrigger in second place.

But Sammy's real contribution to his islands is his belief in keeping Hawaii's beaches clean.

HOW DOES he do it? Explains Sammy, "If we see someone throwing litter on the beach we just begin cleaning up around them. We just keep right on cleaning until somehow they get the idea." With that, he flashed a big smile.

It's not hard to see how the system works after meeting Sammy. He is charm itself — all 200 pounds of him.

If anyone were sitting in the sand watching that 200 pounds of smile cleaning up around them, they would have to get the message pretty quickly.

The results? No beach on Waikiki is any busier with activities nor any cleaner than Sammy's. Activities and business are bustling from the early light of sun on the water until late evening. During that busy day the Alii Kai catamaran stands waiting to be boarded and three outriggers lie at attention side by side ready for riders. Surfboards abound, and Sammy's oceanside desk is constantly busy checking them in and out.

BUT WHEN all this isn't enough, Sammy has visiting groups from Honolulu coming to take advantage of the ocean. "Our kids need this beach," he says, "so we keep it open for them to come down and learn to surf." 4 p.m., I have a cup from the Kalihi Recreation Center that will be down — it's the only time those kids get to see the beach.

Sammy's Outrigger Beach is the favorite place for the University of Hawaii's football team to practice also. During season they are there, every afternoon, getting their necessary exercise by surfing and swimming.

Keeping the beach clean and servicing the customers are Sammy's two main considerations. "Waikiki is Hawaii," he says. "We've got to keep Waikiki what it's always been known as, Hawaii's most beautiful beach."

IN ORDER to do this, Sammy and his crew spend literally from sun up to sun down supervising the sports of the beach and helping keep it clean. On the Outrigger Beach, there are attractive litter baskets every few feet; nowhere in sight does a piece of litter clutter up the eye's view.

All of this Sammy does out of love. He actually makes his living as one of Hawaii's best-loved wrestlers. For his own staff, he keeps the standards high. His beach has more senior life savers per square inch than any other; all of his canoe captains are qualified as captain even if they ride second captain. Therefore, he has fewer accidents; and a cleaner beach.

FOR SAMMY there is "no substitute for a clean beach." That's the way he remembers the beach from his youth. "You want to put your foot in the sand and know there's nothing there but sand."

For the Outrigger, Sammy is truly a public relations emissary par excellence.

Hawaii Hana

WHO'S WHO
WHAT'S WHAT
IN TOURIST INDUSTRY



BOB COSTA

ROBERT O. COSTA has been appointed public relations director for Lennen & Newell-Pacific, effective July 12, according to an announcement by Jack M. Seigle, vice president and general manager.

COSTA leaves a similar post at the Milici Agency which has held for the past 2 years, supervising that agency's public relations department and personally directing the PR activities of the agency itself, the Rockefeller-developed Mauna Kea Beach hotel, Children's Hospital and, most recently, Moanalua Gardens Foundation, among others.

L&N-P is one of five divisions of the international agency and embraces six offices on the west coast, Alaska and Hawaii. Other divisions of L&N are Southwest, Midwest, New York and International.

Nancy Von Gnechten remains with the Hawaii office as associate director.

COSTA is a former vice president of McCann-Erickson (Hawaii) broadcast executive with KGMB TV & radio, CBS newsmen and magazine editor. He holds B.A. and M.A. degrees from George Washington University and the University of Hawaii.

Widely known in local civic circles, he has served numerous community groups and currently is a director of the Honolulu Symphony Society and CivAlert, the state emergency warning system.

He is past president of the Advertising Agency Association of Hawaii; charter member of the Honolulu Ad Club; and a member of the Honolulu Press Club and the Outrigger Canoe Club.