

HAWAII CLIPPING SERVICE  
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Victoria Custer Elaine Stroup

SUBURBAN PRESS  
JUL 7 1971

## Costa Joins Lennen & Newell

Robert O. Costa of Niu 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 two 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 Civ-Alert, 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.

He is married to Mazeppa Costa, freelance writer-photographer. The couple have 3 children: Monte, 14, Tony, 12 and Page, 6.

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HONOLULU ADVERTISER

JUL 12 1971

## Outrigger annexes Kaupiko regatta

Outrigger Canoe Club, winning five races, edged Waikiki Surf and Healani to win the first annual John D. Kaupiko Memorial Outrigger Canoe Regatta yesterday off Waikiki.

Outrigger scored 38 points to 36 for Waikiki Surf and 35 for Healani. Hui Nalu finished a strong fourth with 31 points.

WAIKIKI Surf captured the blue ribbon, the senior men's six race over 3½ miles in 16 min. 31.6 sec. on a calm sea and under sunny skies.

Hui Nalu won the women's senior six as well as the women's junior event.

There were several special events, Outrigger taking the 1½ mile mixed relay (3 men and 3 women), Waikiki the men's senior three and the Attorney General's Office the government race.

### Results:

Boys 12-under (A), ½ mile—1. Outrigger; 2. Waikiki Surf; 3. Kailua; 4. Healani. Time—4:34.7.

Boys 12-under (B), ½ mile—1. Outrigger; 2. Healani; 3. Leeward Kai; 4. Waikiki Surf. Time—4:53.1.

Women novice (B), ½ mile—1. Healani; 2. Hui Nalu; 3. Healani; 4. Waikiki Surf. Time—5:11.4.

Boys 13-under, ½ mile—1. Healani; 2. Waikiki Surf; 3. Kao Oni; 4. Kailua. Time—4:41.6.

Women novice (A), ½ mile—1. Outrigger; 2. Waikiki Surf; 3. Lanikai; 4. Kailua. Time—5:06.3.

Boys 14-under, ½ mile—1. Outrigger; 2. Healani; 3. Hui Nalu; 4. Kailua. Time—4:37.7.

Men novice, ½ mile—1. Hui Nalu; 2. Healani; 3. Waikiki Surf; 4. Outrigger. Time—4:35.0.

Boys 16-under, ½ mile—1. Healani; 2. Kai Oni; 3. Kailua; 4. Hui Nalu. Time—4:36.5.

Boys 18-under, 1½ miles—1. Healani; 2. Outrigger; 3. Hui Nalu; 4. Waikiki Surf. Time—18:15.0.

Women freshmen, ½ mile—1. Hui

Nalu; 2. Waikiki Surf; 3. Outrigger; 4. Lanikai. Time—4:41.6.

Men freshmen, 1 mile—1. Waikiki Surf; 2. Outrigger; 3. Lanikai; 4. Kailua. Time—13:18.4.

Special, government officials—1. Attorney General's Office; 2. Consumer Protection; 3. Governor's Cabinet; 4. KGMB. Time—4:53.5 (½ mile).

Women junior, ½ mile—1. Hui Nalu; 2. Healani; 3. Waikiki Surf; 4. Kailua. Time—5:10.4.

Men junior, 1 mile—1. Waikiki Surf; 2. Healani; 3. Outrigger; 4. Lanikai. Time—13:15.8.

Special, men's senior three, 1 mile—1. Waikiki Surf; 2. Healani; 3. Kailua; 4. Hui Nalu. Time—10:22.5.

Women senior, 1 mile—1. Hui Nalu; 2. Kailua; 3. Waikiki Surf; 4. Healani. Time—15:21.0.

Men senior, 3½ miles—1. Waikiki Surf; 2. Hui Nalu; 3. Outrigger; 4. Healani. Time—31:09.7.

Mixed relay, 1½ miles—1. Outrigger; 2. Lanikai; 3. Kailua; 4. Healani. Time—16:31.6.

Team totals—Outrigger Canoe Club 38; Waikiki Surf Club 36; Healani 35; Hui Nalu 31; Kailua Hawaiian Civic Club 12; Lanikai 6; Kai Oni 5; Leeward Kai 2.

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HONOLULU STAR-BULLETIN

JUL 9 1971

## Surf Spray

By Ron Haworth



To the victor goes the fruit of victory and, in the case of the Walter Macfarlane Memorial Canoe Regatta, it was the grape.

And how sweet it tasted to Hui Nalu's senior six as they drank champagne from the sterling silver perpetual trophy which credits the names of every winning crew since the inaugural race in 1943.

The six — Mitchell, Kukea, Chun, Kukea, Cagle, Ah Choy — lifted the silver chalice and drank from history as had a hundred before them, including Duke Kahamoku.

Not a single jack among them has found the bottom.

The Romans earned a pretty good reputation as party givers, but even they would have been hard put to duplicate the "paddler's" party that almost sank the Outrigger Canoe Club's Hau Terrace in victory and

near-victory toasts following the Macfarlane races.

WAIKIKI SURF Club paddlers and the Hui Nalu senior six were guests of the vanquished Outrigger crews. And at one point Hui Nalu and Outrigger paddlers were "welded" around the microphone, their voices raised in song, and it would not have been surprising to see the scene unchanged at sunrise.

Off to one side was a gray-haired gentleman who was not unfamiliar with the feeling.

He was an ex-paddler himself. Year—1932.

During the regatta PA personality Chris Faria drew some chuckles and cheers when he slowly leaked the names of clubs who had previously won the Macfarlane trophy.

Without an actual count, it appears Outrigger and Waikiki Surf are at about a standoff in number of wins.

If excitement can be measured in inches the heart-thumper of the day had to go to the close finish in the freshmen race.

Waikiki Surf, Outrigger and Healani didn't have two

paddle strokes between them after the 1½ mile race.

And the Outrigger senior women earned the distinction of "longshots." A last minute entry and positioned in the worst possible lane, they set a regatta record.

WAIKIKI SURF'S junior women "stole" the ocean right out from under Healani by surfing a wave across the finish when second place seemed a certainty.

But it's the unexpected that makes the Macfarlane Regatta the great fun it is for everyone involved.

Postscript . . . regattas aren't won on cheers and club spirit. But neither are they lost when those same attributes are displayed.

And winning Waikiki Surf clearly had the spirit.

It might pay some other canoe clubs to polish the old high school yells and not keep them tucked in the school yearbook.

Still another Waikiki Beach canoe regatta is scheduled for this Sunday. The Laupiko Regatta is an 18-event day of fun set to begin at 8 a.m. This inaugural regatta is sponsored by Beach Boys Inc. Clubs which will participate are Leeward Kai, Kailua, Lanikai, Outrigger, Waikiki Surf, Hui Nalu, Healani, and Kai Oni.

Waikiki Surf has been extended the privileges of Waikiki Holiday Inn for the remainder of the canoe season for its meetings and functions. A special film presentation made during the club's voyage from the Big Island to Oahu by outrigger will be shown to members, many of whom have never seen the uncut, five-hour safari.

We hope it doesn't repeat the colossal booboo Brand X printed that the club's beloved koa canoe "Malia" was owned by Outrigger Canoe Club.