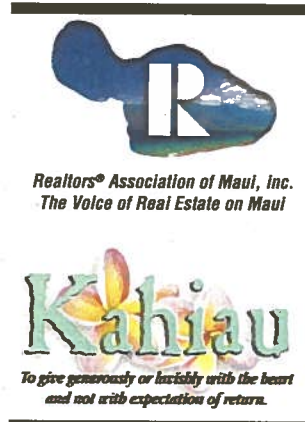


# The benefits of hosting the PGA's Tournament of Champions

By JOSEPH W. BEAN

The 2012 Hyundai Tournament of Champions, which takes place in Kapalua starting January 2, was making the news back in September. Both sports and business publications were announcing changes to the event's management. The same kind of announcements were made the year before. No worries! The PGA event that kicks off the annual golfing year is in no trouble. That's good news for Maui because it means the flow of cash from the Tournament to local charities — nearly \$4 million since 1999 — will continue.

Important community service organizations of all kinds are among the beneficiaries: Boy Scouts, Friends of the Children's Justice Center, Lahainaluna High School Foundation, Ka Lima O Maui, Maui Memorial Medical Center Foundation, Hawaii State Junior Golf Association, and Hale Makua Health Services among them. To participate in the program, charities don't just rattle a tin cup, they help make the event the best that it can be. Ka Lima O Maui, for instance, has monitored and otherwise handled the VIP



parking lot in the past.

Hale Makua, a provider of long-term care and rehabilitation services, obviously cannot send its clients to assist at the golf tournament as some charities might. Nonetheless, it has been on the list of participating charities since 2002, when the event was the Mercedes Championship. “The ground team for Hale Makua is the Board of Directors, committee members, volunteers, and employees who volunteer their time to help,” said Denise Thayer, an executive assistant at Hale Makua. “That includes our CEO, Tony Krieg, who always helps with trash pickup in Spectator Village.”

Among the perennial volunteers are Mitch Mitchell and his colleagues from Sakamoto Properties. Not everyone joins Krieg in trash pickup, “The team working on behalf of Hale Makua Health Services,” Mitchell said, “distributes brochures and posters for the tournament to over 150 merchants and businesses on the island in advance of the event. They also launder, fold, store, and deliver linens. Hale Makua loans two containers for the storage of merchandise; provides a group of volunteers to set up and break down the merchandise tent, and works with Maui Junior Golf to recruit volunteers for the Media Center.”

That's a long list of assigned responsibilities, so it takes a lot of volunteers. How does Hale Makua mobilize that many people? “Everyone enjoys the tournament and has fun,” Mitchell said. “There is rarely any difficulty in filling volunteer slots. Each year volunteers and Hale Makua staff look forward to this event. The Hyundai Tournament staff are always very supportive and helpful, too, and there are never enough words to

thank them for all they do for us! Add to that the fact that the scenery is beautiful... and watching this elite group of golfers is always exciting. No wonder we have volunteers signing up months in advance!”

Hale Makua is a fee-for-service enterprise, but in order to provide the outstanding experience it is famous for, it also depends on many kinds of support from the community through the nonprofit Hale Makua Foundation. Hale Makua depends on its board — chaired by Roy Sakamoto, with Mitchell as a member — to find funding for many important services. The organization also counts on a lot of volunteers, including Sakamoto and Mitchell, to get things done.

“This year,” Thayer said, “funds from the Tournament will be used to continue support for ongoing programs and services for our frail elderly and disabled, providing services that prevent loneliness, helplessness and boredom, the three plagues of the elderly, by ensuring that individuals in our community are restored to health and independence and that they transi-



Mitch Mitchell may look like he's “there” for long-hitting pro golfer Dustin Johnson, but really he's working for Hale Makua on the golf course in January and everywhere year round.

tion through life with dignity and respect.”

Mitchell said, “With the support of the Tournament over the years, Hale Makua Health Services has been able to continue the ‘Luana Journey,’ which strives to create home-settings for the residents through resident-directed care and much more home-like environments. We have completed the renovation and transformation of the nurses’ station in what we call the West Neighborhood into a kitchen and living room for residents, and we’ve created

more gardening areas for residents. Hale Makua has re-engineered the dining experience, developed an educational curriculum for our staff and, most recently, completed shooting an educational video about Luana that will assist in getting our message out to the public. It will also be used to educate new employees, residents and family members.”

There's always more to do and more that could be done with funding. Take a look at <http://halemakua.org> to see what you might be able to do.