

Sunset in the Forest Concert Series ~ 2016

**2760 Roundtop Drive
Puu Ualakaa State Park**

A BENEFIT FOR THE OUTDOOR CIRCLE

Hawaii's oldest environmental organization, focused exclusively on the Hawaiian Islands
to protect our unique natural beauty for future generations to enjoy.

"Keeping Hawaii Clean, Green, and Beautiful for Over 100 Years"

A Canopy of Majestic Trees
Music by Beloved Island Artists
Historic Nutridge Estate on Tantalus Mountain
Intimate 250-seat Covered Theater in the Rainforest
Home of Hawaii's Oldest Macadamia Nut Tree and Grove
Extraordinary View of Honolulu and the Coastline to the Horizon Beyond



Saturday, April 9, 2016

Maunalua • Sean Na'auao

Saturday, May 7, 2016

HAPA • Waipuna

Saturday, June 18, 2016

Jeff Rasmussen & Robi Kahakalau • Nathan Aweau



7:30 PM Showtime for Main Attractions

Doors Open Pre-sunset



Sunset in the Forest Concert Series

2760 Roundtop Drive
Puu Ualakaa State Park

SPONSORSHIP LEVELS

Exceptional Tree Title Season Sponsor ~ \$30,000 One Title Season Sponsorship Available

For all three shows ~

- Access and use of historic Nutridge Estate private home and lawn, including:
 - Private party for 10 with dinner-style Chef Chai appetizers and wine
 - Private concert by acoustical soloist inside the Nutridge Estate home
- Live pre-concert entertainment at the historic Tiki Bar stage
- No-host cocktails available
- 4:00 PM early entry time for strolling the Estate and sunset viewing
- Reserved premier table concert viewing for 10
- Complimentary wine
- Private shuttle service for party of 10 from Central Union Church
 - Begin your relaxing evening by allowing us to transport your party along curvy Tantalus Drive (recommended)
 - Or complimentary reserved premier valet parking for early exit (8 vehicles)
- Prominent Placement/Mention
 - Radio and Television PSAs
 - Press Materials
 - Concert video loop
 - Social media and website promotion
 - Mention in TOC Annual Report
 - Your company promotional items placed in complimentary tote bags, deliver 750 items by 3/28/16
- Exclusive to title sponsor: company name and logo on concert tee-shirt
- Exclusive to title sponsor: media interviews
- Exclusive to title sponsor: company name on ticket purchase website and all event collateral

Lei of Green Concert Series Sponsorships ~ \$15,000

For all three shows ~

- Pre-concert event party for 10 with Chef Chai appetizers
- Live pre-concert entertainment at the historic Tiki Bar stage
- No-host cocktails available
- 5:30 PM early entry time for sunset viewing
- Reserved priority table concert viewing for 10
 - Tables reserved first-come, first-sold sponsor basis
- Shuttle service for party of 10 from Central Union Church or complimentary reserved valet parking (4 vehicles)
- Complimentary wine
- Secondary Placement/Mention
 - Press Materials
 - Concert video loop
 - Social media promotion
 - TOC Annual Report mention
 - Your company promotional items placed in complimentary tote bags, deliver 750 items by 3/28/16

Clean, Green and Beautiful Concert Series Sponsorships ~ \$7,500

For all three shows ~

- Pre-concert event party for 10 with Chef Chai appetizers
- Live pre-concert entertainment at the historic Tiki Bar stage
- No-host cocktails available
- 6:00 PM early entry time for sunset viewing
- Reserved table for 10
 - Table reserved first-come, first-sold sponsor basis
- Shuttle service for party of 10 from Central Union Church or complimentary valet parking (2 vehicles)
- Name Mention
 - Concert video loop
 - Social media promotion
 - TOC Annual Report mention

Very Special Details About The Concert Series

TRANSPORTATION

Begin enjoying the evening from the moment you leave the car behind and relax on board our courtesy shuttle.

The drive along Tantalus Mountain is one of Oahu's most scenic drives with numerous curves through the forest. We highly encourage everyone to take advantage of the convenient, **free shuttle service that will run throughout the evening from Central Union Church to the Nutridge Estate.**

Multiple shuttles will run continuously until 10 PM.

We do understand that personal situations may require some guests to drive their own vehicles, therefore we are providing limited valet service at the venue.

Each sponsor level includes a specific number of vehicles that may be valeted. Any additional vehicles will pay \$25.00, cash only, for valet service at the venue.

Valet service closes at 9:50 PM.

Please be prepared for a potential line when retrieving your vehicle as there is only one road into the concert venue.

DRESS ATTIRE

The Nutridge Estate and Concert Hall is situated outdoors on a mountain-side. Flat shoes and a light jacket would be wise attire. We hope all guests will walk the grounds, especially to find a special place to enjoy sunset before 7:30 PM show time.

OUTSIDE ALCOHOLIC BEVERAGES AND FOOD

Please note that this is state property and outside alcoholic beverages are not allowed.

TAX DEDUCTIBLE DONATION

The Outdoor Circle is a 501c3 non-profit organization. Sponsors will receive a letter stating the portion of their sponsorship that is tax-deductible. Rain or shine series.

CONCERT SERIES QUESTIONS

Please call or e-mail The Outdoor Circle offices and the right person will contact you:

Telephone: 808-593-0300

Email: info@outdoorcircle.org



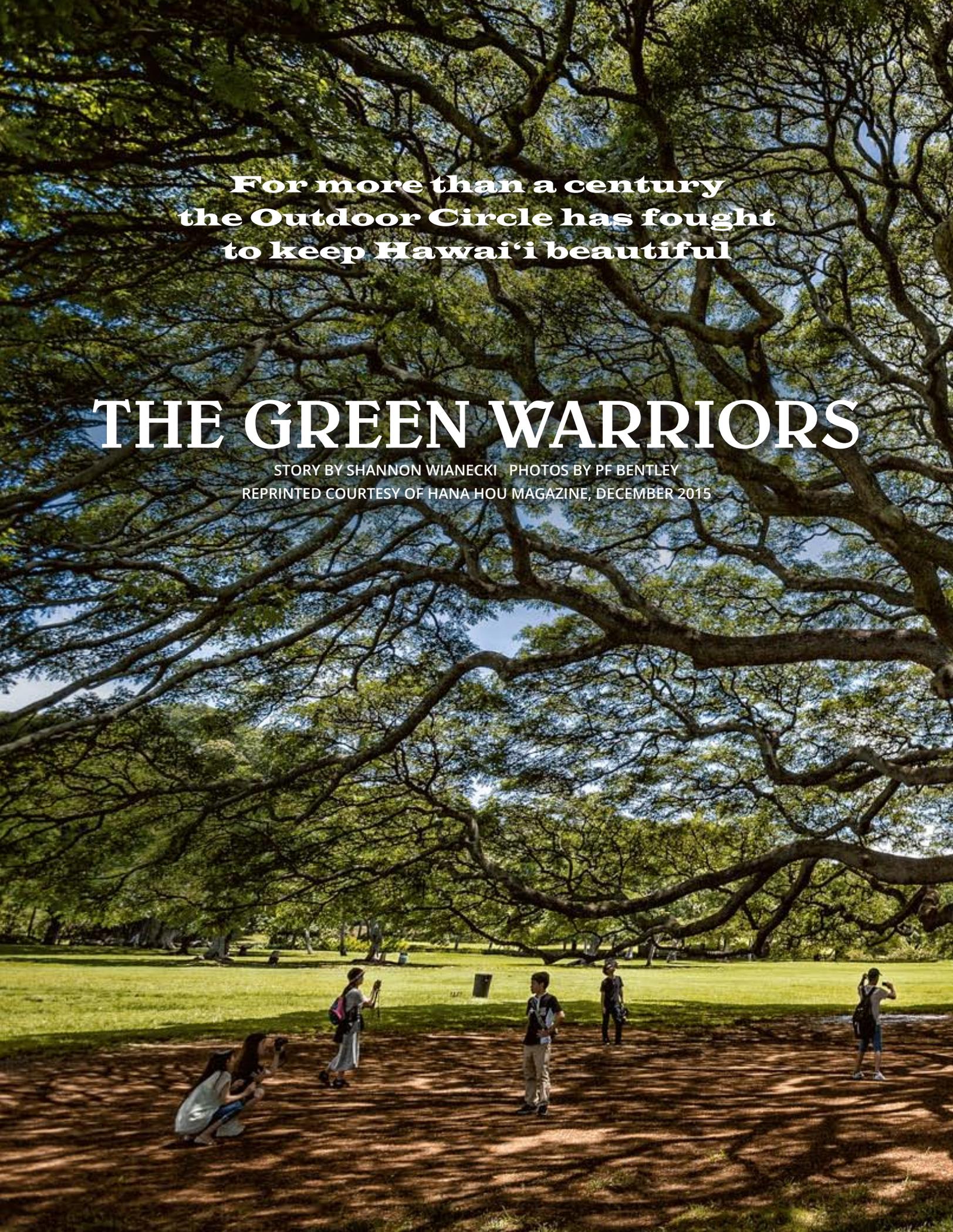
Keeping Hawaii Clean, Green and Beautiful for 104 Years

HIGHLIGHTS

- **1912** - The Outdoor Circle established
- **1918** - Founded the first plant nursery in Waikiki (1918), gave to city in 1946, now the C&C nursery in Kapiolani Park
- **1922** - Established the “Shade Tree Commission” which became the Honolulu City and County Department of Parks and Recreation
- **1927** - Spearheaded the enactment of Hawaii’s first billboard and signage laws
- **1955** - Started the first campaign to place utility wiring underground
- **1957** - Spearheaded enactment of Hawaii State Sign Ordinance banning billboard advertising
- **1978** - Dedicated Diamond Head State Monument, opening the crater to the public, and eliminating signs there
- **1981** - Founded the Hawaii Nature Center in Makiki
- **1993** - Initiated legislation to underground all utilities along federal aid highways
- **1997** - Established the “Green Hawai’i Coalition” to promote the planting and better maintenance of trees
- **2004, 2006** - Spearheaded the enactment of Hawaii’s laws banning vehicular and aerial advertising
- **2013** - Established the “Exceptional Tree Initiative” to preserve and replant our exceptional trees
- **2014** - Successfully helped uphold challenge to aerial advertising ban
- **2014** - Played a key role in establishment of Hawaii’s Environmental Court, the second in the nation
- **2015** - Recipient of prestigious Community Service Award from national “Keep America Beautiful” organization

AND MORE

- **1912** - Planted mahogany and coconut trees along Kalakaua
- **1912** - Planted scores of trees and flowering plants at A’ala Park, Thomas Square, Alapai Plaza
- **1914** - Hired Honolulu’s first City tree trimmer
- **1920** - Landscaped military bases for camouflage
- **1920** - Planted Banyans at Ala Moana Beach Park
- **1920** - Planted 5000 street trees in Kaimuki
- **1920** - Planted hundreds of street trees along Vineyard, Piikoi, Tantalus and Round Top Drive
- **1922** - Rehabilitated the grounds of Iolani Palace
- **1920-30s** - Planted hundreds of trees at Kamamalu Park, Kalihi Park, Pauoa Park, Queen Emma Park
- **1930** - Rehabilitated the grounds of Washington Place
- **1932** - Donated the Thomas Square fountain in honor of TOC President Beatrice Castle Newcomb
- **1937** - Planted Banyans along the Ala Wai Canal
- **1930s-40s** - Planted scores of trees at Fort Kamehameha, Fort Armstrong, Fort Ruger, Fort DeRussy
- **1939-45** - Planted thousands of trees at Schofield Barracks
- **1947** - Landscaped and planted trees at over 80 public schools on Oahu
- **1950** - Landscaped the entire Keahole Road entrance to Kona Airport
- **1950** - Planted scores of trees on Ka’ahumanu Highway, Maui
- **1960** - Provided 154-woman all volunteer staff (363 days/year) at Foster Botanical Garden
- **1960** - Spearheaded preservation of Kawainui Marsh through the “Kawainui Heritage Foundation”
- **1970** - Successfully preserved Mount Olomana, Kailua, from development
- **1972** - Successfully helped create City and County height limits for development in Kailua, Oahu
- **1973** - Conceived the “Lei of Green” allowing shorelines to be primarily devoted to parks and open space
- **1975** - Spearheaded the enactment of Hawaii’s Exceptional Tree Act, to protect magnificent historical specimens for future generations
- **1976** - Opened Hawaii’s first recycling facility on Sand Island
- **1981** - Planted 1800 hibiscus in the medial at the entrance to Waikiki
- **1980** - Spearheaded efforts to create the tree-shaded park at Aikahi Park, Kailua
- **1982** - Planted 200 hibiscus on the State Capitol grounds (1982)
- **1984** - Began Kona’s Environmental Education Center
- **1991** - Established the Sadie Seymour Botanical Garden in Kona
- **1992** - Established the “Ho’oma’oma’o Restoration Project” to replant hundreds of endemic species on Kauai, after Hurricane Iniki
- **1993** - Saved 600 trees on the Puna Coast
- **1998** - Established the “Hawaii Environmental Coalition” for more effective legislative action
- **1999** - Established the Waimea Ulu La’au Tree Park in Waimea, Big Island
- **2000** - Spearheaded the planting of hundreds of street trees in downtown Kailua, Oahu
- **2000, 2001, 2004** - Planted over 160 trees at Magic Island in Ala Moana Beach Park
- **2005** - Created the “Urban Reforestation Master Plan” for City and County
- **2005** - Helped preserve Irwin Park from development
- **2005** - Provided tree-pruning workshops to the Depts. of Transportation and Education
- **2006** - Preserved Waimea Valley, Oahu, as historic and cultural site, in partnership with Audubon Society and OHA
- **2008** - Protected 15-20 mature trees threatened with removal for a music festival on Magic Island
- **2008** - Protected one of the last remaining, historic (15th century) coconut groves, Helu-moa, in Waikiki
- **2009** - Partnered with State Forest Stewardship Program to preserve remaining Uhiuhi trees in Waikoloa, Hawaii
- **2010** - Joined the “Complete Streets Initiative” to make our communities more livable
- **2012** - Helped spawn the “Waikoloa Dry Forest Initiative” which protects and preserves endangered native trees
- **2013** - Helped preserve and protect the Kanaha Wetlands from development
- **2014** - Gave away over 1000 plants and trees in communities state-wide
- **2015** - Recognized by the Honolulu Mayor Kirk Caldwell and the City and County for crafting Bill 84 to update and expand Hawaii’s Exceptional Tree Program
- **2015** - Created a public access interactive digital map of all Exceptional Trees and their environmental benefits.



**For more than a century
the Outdoor Circle has fought
to keep Hawai'i beautiful**

THE GREEN WARRIORS

STORY BY SHANNON WIANECKI PHOTOS BY PF BENTLEY
REPRINTED COURTESY OF HANA HOU MAGAZINE, DECEMBER 2015

The Green Warriors

Back in the days of horse-drawn buggies and silent films, the streets of Honolulu were a mess of exposed power lines, partially filled wetlands and giant billboards hawking everything from politicians to pickled vegetables. While the city's power-brokers focused on constructing one coral brick building after the next, their wives held a different, greener vision for the Pacific metropolis. In January 1912 seven women formed the Outdoor Circle. Their aim? Beautifying their urban home. Straight away they began planting trees and flowers and protesting unsightly signage—the most offensive of which blocked the view of Diamond Head with a huge Heinz pickle.

“Women Open War on Billboards!” On April 5, 1912, a small story in the *Hawaiian Gazette* revealed that certain ladies had been delivering notes to Honolulu businesses bearing a succinct message: “I will not buy anything advertised on billboards as long as I can find a substitute, or as a last resort, go without.” Sign sellers were incensed. One even threatened the boycotters with criminal charges—baseless yet intimidating. But others publicly expressed support: “Seven women won't be able to do much towards getting rid of the billboards, but they are the drop before the shower that comes before the downpour,” one mer-



chant told the *Gazette*. “And seven hundred women will clean this town of billboards.”

Prophetic words. By 1915 the Circle's ranks had swelled to four hundred women—each dedicated to keeping Hawai'i “clean, green and beautiful.” Women didn't get the vote until five years later, but the members of the Outdoor Circle were already proving their political might. They wrote letters, appealed to advertisers and boycotted products. Heinz readily removed

its sign; other businesses weren't so accommodating. Undeterred, the Circle bought Hawai'i's last billboard company and shuttered it in 1926. The following year the Territorial Legislature banned billboards.

Over the ensuing century, the Circle grew, and branches sprang up across the Hawaiian Islands. Members planted hundreds of thousands of trees, established parks, lobbied for underground wiring and successfully contested development that would have degraded scenic views or treasured landmarks. Because of their efforts, hundred-year-old shade trees survive throughout the Islands, and Hawai'i's signage laws remain some of the strongest in the nation. Today, if you want to alter the Island landscape in any noticeable way, you had better clear it with the Circle first.

Cherilla Lowrey, the Circle's first president, argued for comprehensive city planning that emphasized natural beauty. The wharves of New York and San Francisco were ugly and barren, she said, but Honolulu could create a seafront as inviting as those in Europe. Rather than wait for someone else to make this happen, Lowrey and her colleagues lined Kalākaua Avenue with coconut palms, distributed hibiscus and plumeria cuttings and petitioned for wider, paved sidewalks.



Hawai'i is renowned for its glorious trees and vistas, and members of the Outdoor Circle have long championed the causes of both. Forty years ago the Circle sponsored the Exceptional Tree Act to recognize important trees in the Islands; among them is the Hitachi monkeypod tree at Honolulu's Moanalua Gardens, seen on the opening spread and here. Above (left to right) Outdoor Circle members Kauai Lucas, Alexandra Avery and Myles Ritchie in front of a kapok tree.

The Green Warriors



Honolulu wasn't always free of billboards—the signs above, posted in 1911, hawked events and tobacco in the city; the billboards below pushed oats, footwear and scouring powder on Nu'uuanu Avenue in 1912. But thanks to the early and tireless advocacy of the women of the Outdoor Circle, Honolulu officially banned billboards in 1927. Still, the issue is far from over, say Circle members, who note that every decade seems to see a new challenge to the law.



Both photos: L. E. Edgeworth, Bishop Museum

The ladies rode horseback to scatter kukui nuts and wiliwili seeds along the road leading up to Tantalus, the cinder cone overlooking Honolulu. They installed a fountain in Thomas Square (inspired by a visit three members made to Versailles) and planted two dozen monkeypod trees at 'āla Park, which wasn't a park yet, just a bleak, empty lot. The Circle employed the city's first tree trimmer and established a nursery to provide thousands of trees and plants to public parks, playgrounds, schools and even military posts. During both world wars the Circle helped camouflage bases with landscaping. In 1946 the green-thumbed organization donated the nursery to the county; it's still in use.

When necessary, Circle members went to court to fight on behalf of view planes

or notable trees. One battle concerned a grove of ironwoods planted in 1890 by Princess Ka'iulani's father, Archibald Cleghorn. City engineers had slated the mile-long stretch of trees along Kalākaua Avenue in Kapi'olani Park for demolition; they wanted to widen the road. The Circle compelled them to build a new road parallel to the old one, thereby saving the trees.

New inductees carry on the indomitable legacy of their predecessors. Marti Townsend was fresh out of college when she discovered the Outdoor Circle in 1999. She saw Mary Steiner (the Circle's executive director for twenty years) on the local news defending a historic tree. I want to do that, Townsend said to herself. She volunteered as an intern and worked closely with Steiner. At the time, the Circle was engaged

in a campaign to stop the Hawaiian Electric Company from erecting massive steel poles and high-voltage lines on Wa'ahila ridge in Mānoa.

After a seven-year skirmish, the electric company waved the white flag. The state Board of Land and Natural Resources scuttled the plan, conceding that the huge towers would permanently damage the area's beauty and have a negative impact on tens of thousands of residents and visitors. The case inspired Townsend to pursue an environmental law degree. Later, when Steiner retired, Townsend filled her mentor's position. Soon she was the one on TV defending trees. "Trees are quite controversial," says Townsend. "Loved by most of the community, hated by some."

Really? Who hates trees? Townsend offers a recent example: A man in O'ahu's Wilhelmina Rise neighborhood resented a large shower tree shading a bus stop near his home; the leafy canopy blocked his view. He complained. When the city wouldn't remove the tree, he drilled holes into its trunk and poisoned it. Such sabotage has been going on since the start; in 1916 Lowrey offered a \$100 reward for the apprehension of whoever mutilated thirteen royal poinciana trees on Wilder Avenue. But while smug tree assassins may win temporarily, even the most cunning foes are no match for Hawai'i's champions of all things green. To formally protect historic and culturally significant trees, the Circle sponsored Hawai'i's Exceptional Tree Act, passed in 1975. To be granted exceptional status, a tree must be historic, rare, endemic to Hawai'i or otherwise remarkable. Landowners who shelter exceptional trees receive tax benefits.

Trees, it turns out, are more than just symbolic of a community's health. Urban trees in particular are credited with improving air quality, encouraging physical activity, reducing energy use and even decreasing crime. Surgery patients who can see trees from their hospital beds reportedly recover faster. At the Queen's Medical Center on Punchbowl Street, a giant African baobab dangles a curtain of aerial roots at the hospital's entrance. White terns dart beneath to roost on the elephantine limbs of a nearby pink bombax. Both trees bear small plaques declaring them "exceptional."

But trees don't live forever, no matter what their protection. Many of Hawai'i's most venerable specimens are now nearing the end of their natural life spans. When they die the Circle endeavors to replace them. That's a staggering task considering



The kapok tree is famed for the cottony fluff that comes from its seed pods; this gargantuan kapok in Honolulu stands seventy-five feet tall and lives at the corner of King and Ke'eaumoku Streets; like the Hitachi monkeypod, it is safeguarded under the auspices of the Exceptional Tree Program.

the Exceptional Tree list numbers around one thousand individuals and groves, on public and private land. The majority are on O'ahu, but exceptional trees exist on every island. Even a tiny islet off Moloka'i is represented with a forest of exceptional native loulu palms. Myles Ritchie, another Circle intern who stepped up to leadership, is currently traveling island to island to determine the health of old trees and review new designees.

Once a year the board of directors hosts a "Full Circle" meeting to plot the course for the following year. The statewide membership has diversified; it's not just wealthy society ladies anymore. Each community-based branch has unique priorities. North Shore members, for instance, worked to build a four-mile bike path near Hale'iwa. On Hawai'i Island the Waikoloa branch funded a 275-foot predator fence to protect the last stand of native uhiuhi trees. After Hurricane Iniki blasted Kaua'i in 1992, the local chapter helped restore the island's landscaping.

One of the Circle's most innovative projects sprouted up at the Women's Community Correctional Center in Waimānalo. Margaret Brezel, an eighty-something canoe paddler, initiated a hydroponic garden at the prison. Circle members now visit twice a week, helping inmates produce a thousand heads of lettuce per week, plus a supply of breadfruit, taro and bananas for their cafeteria. The "Learning to Grow" program has been internationally recog-

nized for lowering recidivism. One past inmate, now employed at Home Depot, says she wouldn't have made it out of prison without the garden.

For all of these reasons and more, the *Honolulu Advertiser* recognized the Outdoor Circle in a 2009 roundup of "50 Who Steered the Course After Statehood." With all the hallmarks of a national agency—a polished identity, century-old reputation and political clout—the Circle casts a bigger shadow than one would expect from a homegrown, all-volunteer upstart.

"No environmental group has had such a profound, positive impact on Hawai'i as the Outdoor Circle," the late Honolulu councilman Duke Bainum told the *Los Angeles Times* in 2000. "When I and millions of visitors look at the vista of Diamond Head, it's because of the efforts of the Outdoor Circle that we look at a pristine monument and not one built up with condos and billboards." (The Circle pushed the state to create the Diamond Head State Monument in 1978.)

Meanwhile, the signage laws still need defending. Every so often a government official wants to fund a project by selling ads plastered to city buses, taxis or cruise ships. Would-be advertisers search for loopholes. Each time, Circle members step in and say no. If it weren't for their near-fanatic dedication to the cause, serene days at the beach would be shattered by the buzz of low-flying aircraft broadcasting equally noisy messages. Case in point: On



The Kapuāiwa Coconut Grove on Molokaʻi was planted in the 1860s during the reign of King Kamehameha V. The king had a thousand coconut trees planted and hundreds remain today. The Outdoor Circle is working to protect the grove under Hawaiʻi's Exceptional Tree Program.

Memorial Day in 2014, a small yellow airplane dragging a banner appeared in the skies above Oʻahu. It belonged to Bob Benyo, an advertising mogul from Florida known for flaunting his business in areas with rules against signs. He knew he was violating local ordinances but counted on his exemption from the Federal Aviation Administration to supersede them. He hadn't counted on the Outdoor Circle's volunteer army.

"We had to catch Benyo's pilot with banner in hand," says Townsend. "We had people stationed all over with cameras taking photos." They delivered the evidence to local police, who issued the pilot a ticket. When he tried the stunt again a few weeks later, they arrested him. Soon after, a judge determined that the FAA exemption did not override local laws. "This was Marti at her finest," says Avery.

The Circle's founders couldn't have known what was coming—the crush of tourism spurred by jet travel, the waves of population growth—but still they strove to preserve Hawaiʻi's natural treasures for future generations. The organization's current leadership takes the long view, too. "The billboard ban is what we've been known for for the last one hundred years," says Alexandra Avery, the Circle's outgoing president. "The Environmental Court is what we'll be remembered for for the next one hundred years."

For that the Outdoor Circle teamed up

with multiple advocacy groups to propose a novel piece of legislation, which became law on July 1, 2015. The state of Hawaiʻi established an Environmental Court—the second of its kind in the nation (the first is in Vermont). This court has exclusive jurisdiction over cases concerning natural resource management, drinking water, air pollution, litter control, solid waste and more. In the past these fundamentally interrelated cases could receive conflicting rulings, depending on which judge heard the complaint. Under the new system, the Hawaiʻi Supreme Court chief justice designates certain judges as experts in environmental law.

Already, accomplished judges are developing the necessary expertise, says David Forman, director of the University of Hawaiʻi's Environmental Law Program. "The establishment of the Environmental Court is a landmark event in our state history," he says. "It will have a significant impact on the enforcement of environmental laws in Hawaiʻi."

A judiciary that provides consistent, educated rulings on matters relating to Hawaiʻi's natural resources is bound to benefit all parties—particularly those who speak for the trees. The Outdoor Circle will undoubtedly put this new leverage to use. "There will always be somebody who comes up with some cockamamie idea to use our natural beauty for their benefit," says Townsend. "The legacy of the Outdoor Circle is to be ever vigilant." **HH**