



# THE SIGN POST



## Customer Monthly Newsletter

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### 9th Annual Ellison Onizuka tribute celebrated in Hilo and at the Kona International Airport

By: Chris Anderson, Senior Staff Writer

This is a very special article I wish to present in this month's Sign Post Newsletter. Words cannot express the emotion and respect that I have for Ellison Onizuka, the crew of the Space Shuttle Challenger, and the Onizuka Family.

Ellison Onizuka, a native of the Big Island, gave his life in the great tragedy we all remember as the Space Shuttle Challenger Disaster that occurred on January 28, 1986. Although this



Claude Onizuka and Norman Sakata

tragedy caused incredible grief and hardship to not only the family and friends of Ellison and the entire nation, it prompted a conscious memory to all who were alive on this date and provided the world with incalculable information and positive impact.

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By Marnie Anderson, Senior Correspondent

Situated on Ali'i drive, overlooking a stunning view of the Pacific Ocean, sits a great burger spot called Splashers.

Several weeks ago, Danielle Huggins and I visited with owners Inde and Jerry Coggins to find out more about their journey with starting and running Splashers Grill.

Having vacationed in Hawaii for many years, Jerry happened to be on a visit when he surprised Inde by phoning to tell her he made an offer on a house. Inde was shocked but up for the adventure, and they moved

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More information on page 6



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## *Splashers Grill* continued from page 1

to the Big Island.

After making their move from Chico, California, Indie and Jerry realized there was a need for additional casual dining. Jerry had over 30 years experience as a chef and the couple decided to open a place that served burgers and beer.

Completing many of the renovations themselves, the couple progressed and were on their way to opening. The only thing missing was a name. Indie's dad, Cliff Bryant, was assisting with final improvements while listening to the couple brainstorm names. After watching the waves crash on Ali'i drive, Cliff suggested, "Why don't you name it Splashers?"

So they had a great name to match a great menu.

Known for their burgers and a friendly atmosphere (you can watch the sunset while you enjoy your dinner,) Splashers has a full menu including sandwiches, Fish and Chips, Fish Tacos, many selections of beer, wine, and mixed drinks, as well as their "Big Kahuna Burgers." They also have wraps, salads, and a full breakfast menu.

In it's fourth year of business, Splashers is open 7:00 am to 9:00 pm and is located at 75-5699 Ali'i Drive (phone- 329-9694). They have a daily Happy Hour from 4pm to 6pm with special beer prices and pupu promotions.

Thanks to Indie and Jerry for sharing their time and story with us! *Aloha.*



LGB sales rep, Danielle Huggins, poses with the friendly staff at Splashers.

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## Onizuka *continued from page 1.*

Although only 18 at the time of this great national tragedy, I can remember (as I'm sure you do as well) where I was when this happened, the time, and people who were with me.

As a freshman in college at Indiana University, I was in Briscoe Hall. Walking down the hallway talking with friends, we passed by a dorm room with a TV displaying the news of the accident. We stopped cold in our tracks. Even as a young freshman I was in a daze. I know everyone witnessing this event was in a daze, weeping together. I also remember President Reagan's address to the nation. It was truly a conscious experience who many have told me reminded them of the John F. Kennedy assassination and the events of 911.

How do you try to equate such an incredibly horrific event into a positive? You can't. Speaking with Ellison's brother, Claude Onizuka, taught me the meaning of humbleness and forgiveness as I attempted to put the pieces of the puzzle together to truly find the positive in what everyone could only consider such a negative event.

Brent Damschen and I were making sales calls for Lets Go Banners in the third week of January when we decided to make several calls at the Kona International Airport. I am fairly new to the Big Island (my family moved here one short year ago) and I had not yet visited the Astronaut Ellison Onizuka Space Center located at the Kona International Airport. What started as a normal sales call for us turned into a very interesting and emotional experience.

We made several sales calls and soon visited the Space Center where we were greeted by Nancy Tashima and a very friendly staff. We were invited to attend the January 24 Science Day to pay tribute to and learn about the life of one of America's

greatest heroes, Ellison Onizuka, who was born and raised in Hawaii - here on our very own Big Island.

We made plans to attend the tribute on January 24 and I cannot adequately express the history and lessons we learned. This was the 9th annual Science Day which occurs in Hilo and at the Kona Airport. This year's tribute included a presentation by NASA educator Tony Leavitt, a movie, tours of the facility and presentations by Norman Sakata and Claude Onizuka.



NASA educator Tony Leavitt

The movie described Ellison's career, desire and will to help his fellow man. Many in the audience were in tears as the movie ended. It was truly an emotional event we will not forget.

After the presentations, I was fortunate to talk with Norman and Claude. As witnessed by Ellison's letters and journals, Norman and the Scouts were a huge impact on his life, and Claude respectfully shared many memories of his life growing-up with Ellison.

A most memorable part of our talk was how very positive Claude remains in discussing the disaster. He traveled with 65 companions to watch the Challenger launch on January 28, 1986. He shared with me that this was one of greatest shocks he would ever experience. Although the pain would never go away, he continues to promote all the positives of his brother's life. Claude told me that the positive contributions and advancements his brother and crew contributed helped ease the pain and memories of the disaster.

I can only wish to imitate such great people as Ellison, the crew of the Space Shuttle Challenger, Claude, Norman, the Onizuka family and all the great people who have sacrificed so much.

Thank you Ellison and the crew of the Space Shuttle Challenger. And thank you Claude and Norman for sharing time with me to discuss your memories of one of Hawaii's greatest Heroes- Ellison Onizuka



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Austin, Texas client "WaveAngle" poses in front of tradeshow display provided by LGB.



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## Spring Is Here!

### 12 Spring Cleaning Tips

1. Make a checklist of chores to get organized first.
2. Take all your cleaning tools, avoid unnecessary trips back and forth.
3. Clean as you go! It takes a lot less time to remove new dirt than old.
4. Leave baking soda on carpeting over night will absorb musty odors
5. When you dust, start at the top and work down.
6. Wash walls from the bottom up, to avoid streaking.
7. Use old socks as mitts for cleaning difficult wood work.
8. Wash small knickknacks instead of dusting.
9. To remove heel marks, take pencil eraser and rub them off.
10. Don't mix cleaning products. Ammonia and bleach are toxic.
11. Remember common cleaners such as windex and comet meet this don't do rule.
12. Allowing cleaners to set for several minutes will ease the cleaning job.



## Five Ways to Thrive in a Recession

Yes, most people agree we're in a recession. Chris and I talk with hundreds of business contacts weekly from Hawaii and the Mainland. We have our ear to the road, so to speak, and in general, everyone feels the pinch but there are positives! Many businesses are growing and thriving.

### Here are our Five Ways To Thrive in a Recession:

- 1. Get ready to spend most of your time focused on marketing and sales.** If you're doing ANYTHING as an owner or manager, you best be focusing your time on marketing and selling your services or products. And there are TONS of ways to market your products and services from internet to direct sales.
- 2. Become a "MASTER" Manager. You MUST enlist your employees and contractors.** Every manager and entrepreneur knows when you're getting a buy-in from your team. Now's the time YOU MUST enlist your employees and contractors and state definite boundaries that they must meet or exceed. Your staff simply needs to know EXACTLY what it's going to take for them to keep their jobs and perhaps to even prosper during this financial downturn.
- 3. Become a Mentor to your Vendors.** Help your vendors understand the importance of terms (especially in today's No-Credit environment.) Even if they're willing to extend you net 20 or 25, or even 15 prior to debiting your card or checking, that could be enough to give you the liquidity to get the business you need!
- 4. Care for your family.** Just a small bit of personal advice, and this is probably the hardest part. MAKE CERTAIN you take time to spend with those you love. And I know this is not easy. Especially while you're trying to make ends meet. "I'm trying to feed Rose, how do I take time off to spend with her.?" Make sure you do. Just do it. It will invigorate and revitalize you. And your family will love you for it.
- 5. Help Others Learn How to "Carry The Water" versus "Drinking The Water".** One of the most incredible things you can do to help yourself and your neighbors is to spread the word of "hard work" and "self-reliance."

It is possible to grow and thrive during slower times; focus on marketing and sales. The business is out there!

*Till next time...*

Marnie Anderson  
Lets Go Banners



Marnie Anderson  
Lets Go Banners



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## Ellison Onizuka Tribute

Ellison Onizuka gave his life in the great tragedy we all remember as the Space Shuttle Challenger Disaster that occurred on January 28, 1986.

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