

The Mana Of KOHANAIKI

Celebrate the essence of Hawaii at America's newest private, oceanfront community.

By Mark Pazdur, Publisher

KONA COAST, BIG ISLAND OF HAWAII: King Kamehameha, a revered ruler of Hawaii in the early 1800s, unified the islands, established a legal system, and promoted trade with Europe and the United States (Hawaii became the 50th state of the United States in 1959). The Big Island of Hawaii was uppermost in Kamehameha's heart. He was born in Kohala and buried to the south of what is now downtown Kona.

"It's easy to understand his connection to the area," said Joe Root, president of Kohanaiki. "The Kona Coast is a special area. When we developed our community, we took great pains to enhance and protect its historical sites."

Kohanaiki is a new, private community aligned with the culture of the Big Island and built and designed with an environmentally sustainable infrastructure. The club is private. It includes a Rees Jones designed golf course, an exclusive beach and activities center, fine dining facilities, a serene pool, and a luxurious clubhouse and spa.

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"You can have confidence in Kohanaiki," stated Root. "The vast majority of member amenities are complete, the community is debt free, and we have one of the most experienced management teams in club communities. We have assembled an all-star team with tremendous depth of experience."

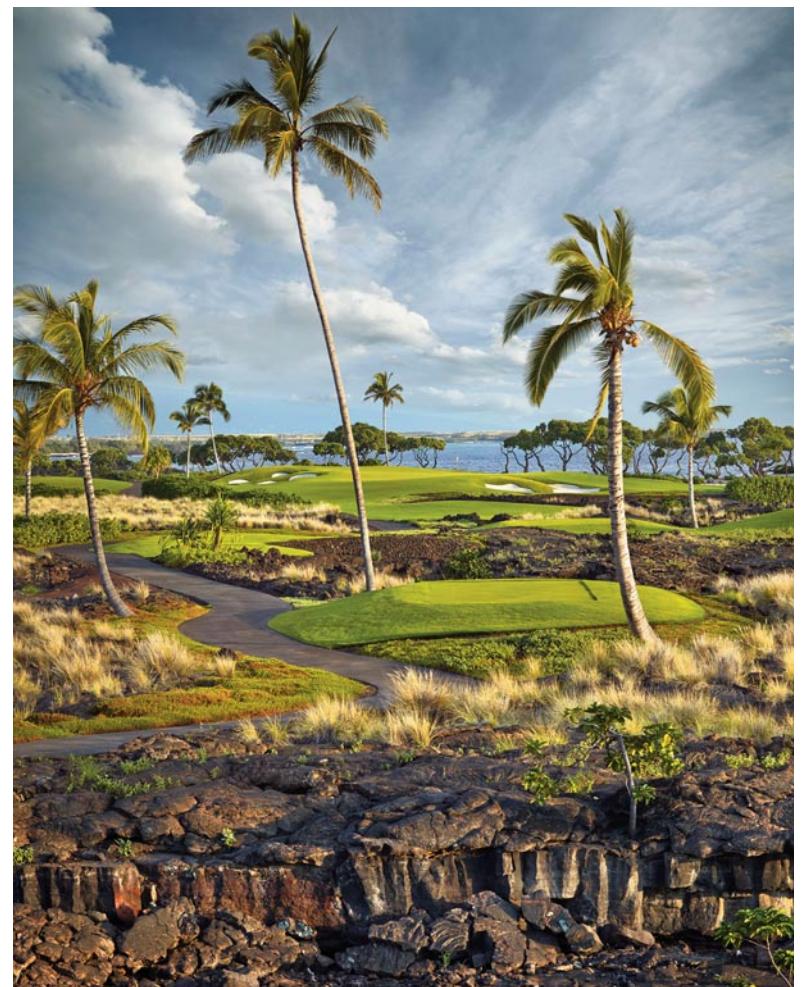
OCEANFRONT, NOT OCEAN VIEW

"I've been involved in the redesigns of seven U.S. Open venues," said Rees Jones. "I have a keen eye to determine the difference between a good course and a great course. Kohanaiki is unprecedented. A course with six holes along the ocean doesn't come around every day. It may never be repeated in Hawaii. Everything at Kohanaiki exudes quality and its management team is the best in the industry. Everyone from Joe Root to Marty Keiter, the director of golf, have a sense of how to do things right. I think it is a part of their being." (continued)

TEE MARKERS AT KOHANAIKI are in the shape of a fisherman, canoe, surfboard, or a paddle. Benches on all par 3s serve a dual purpose. Brass plaques are engraved with the names of members who have carded a hole in one. The practice facility features a large Koa wood canoe overflowing with tees, ball markers, and—for the more dedicated—Advil.



A stone marker, near the 12th hole, is a preserved historical landmark.



"We took great care to preserve the cultural areas at Kohanaiki. My course plays through the Hualalai Volcano lava flow and builds to the finish with six oceanfront holes. I don't think another community of this magnitude will be built in Hawaii during my lifetime." — REES JONES, COURSE ARCHITECT



Keiter declares you will love this golf course. "With the Kaloko-Honokohau National Park bordering the south side and the Pacific Ocean as a buffer to the west, you may believe paradise does indeed exist."

The suspense and drama of the course builds as you head to the back nine, where six holes play alongside the ocean. "My favorite left turn in golf is from the 11th green to 12th tee box," described Keiter. "Large black lava outcropping blocks your view until you reach the championship tee box. Then, bam! You face a magnificent par-5 that plays straight to the beach."

A stop at one of Kohanaiki's golf hale (comfort stations) is a must. Fully stocked with complimentary homemade ice cream sandwiches, chilled beverages, salad cups, beef jerkey, and other treats, don't be surprised if you decide to put your



WELLNESS IS AN IMPORTANT FOCUS AT KOHANAIKI

Six stations around the community are stocked with bicycles. Members can explore miles of interconnected paths and trails on and off the property. The outdoor Kohanaiki Fit Course is adjacent to the pool. The complete gym features a signature "K-Fit" exercise regime managed by trainer Kris Formica.

feet up before venturing back out on the course.

"Our 14th and 17th holes are also pretty special," described Keiter. "The 14th green is encircled by 30 ancient anchialine ponds. Rees took great care to preserve hundreds of ponds throughout the property. In the past, Hawaiians would use the anchialine ponds to raise fish and shrimp."

One of the few forced carries occurs on the 17th. "There is a reason for this," explained Keiter. "In front of the tee box is a Pa Kekake or donkey corral. Until the late 1940s, when surplus WWII Jeeps became cheap and widely available, Nightingale donkeys were a primary transportation mode for goods from the fertile highlands to the coast. The Nightingales would be shepherded into the corrals for the evening after a day of travel. To this day, the main highway has 'Donkey XING' signs cautioning drivers to be on the lookout."

A LITTLE EXTRA PAMPERING

Karen Cosgrove, spa manager of Kohanaiki, has built an impressive career overseeing the opening of luxury spas including Rosewood Little Dix Bay Hotel in the British Virgin Islands and managed Miraval in Arizona. "The spa has the best treatments I have observed around the world," said Cosgrove. "All of our spa services will incorporate a connection to the Hawaiian islands. One of the more popular member treatments is our rejuvenating exfoliation scrub. We grind fresh Kona coffee beans and blend the grounds with coconut cream to create an invigorating salve."



"We are always on the lookout for the perfect wave. There isn't a school to teach you water smarts, and in the ocean, you can never learn enough. I went through three passports to challenge the best waves around the world. My experience assures your family is in good hands." — BONGA PERKINS, TWO-TIME ASP WORLD LONGBOARD CHAMPION

AND KOHANAIKI ADVENTURE TEAM STAFF MEMBER

GUIDING THE WAY

The Kohanaiki Adventure Team is dedicated to teach your family the way of the ocean. Its expert staff includes Bonga Perkins, a two-time ASP World Longboard Champion in 1996 and 2009.

Perkins, a native Hawaiian, was born on Oahu and first learned to surf on Waikiki Beach. "When I was 20 years old, I moved to the North Shore of Oahu to sharpen my surfing skills," said Perkins. "Since I grew up in Honolulu, I was labeled a 'townie.'"

Most media organizations from TMZ to NBC News, cover the surf scene along the North Shore. "It is the proving ground for the world's best. You must have the experience and resolve to face waves as high as a three-story building. Fortunately, at Kohanaiki's beach, a nice swell of three to five feet is common," grinned Perkins.

The Kohanaiki Adventure Hale is strategically located steps from the ocean. The thatched roof outpost is stocked with 10 outrigger canoes, a traditional Hawaiian sailing canoe, 20 paddle boards, snorkeling gear, and fishing equipment—all exclusively for members only.

"The right location and equipment are key for a safe experience," said Perkins. "The ocean temperature doesn't vary much [between 72 to 76 degrees] and because our beach receives a north swell in the winter and a south swell in the summer, we are able to surf all year. Our team will educate you on proper techniques, whether you are a beginner [we will surf with you in tandem] or more advanced [where we teach local knowledge and how to read the surf breaks]."

"We show you the ocean the same way our golf staff shows you the golf course," said Ikaika Kanuha, beach captain at Kohanaiki. "Some of the most renowned scuba diving and fishing are located at Kohanaiki. Just off shore, the ocean floor drops dramatically. Locals refer to this as Ono Lane. With our mellow wind and clean water, fish are in abundance."

"At Kohanaiki, spinner dolphins swim up to you while you are snorkeling when they are in a playful mood. During the seasonal whale migration, you can hear the piercing trill of humpbacks from our shoreline. Only Kohanaiki offers access to an amazing array of ocean adventures." (continued)



*"As soon as you arrive at Kohanaiki, you know you are at someplace special.
At Kohanaiki, our mindset is relaxed and comfortable."*

— GEORGE PUNOOSE, GENERAL MANAGER

The Adventure Team also plans outings off property. "Our hiking trips to the Waipio Valley are a member favorite. We spend the morning trekking among the lush flora, fauna, and waterfalls of the highlands. After working up a hearty appetite, chef Patrick serves up a gourmet meal beachside," said Kanuha.

No matter the activity, it is hard to resist Kohanaiki's signature treat. "Each week, we harvest coconuts from the 1,000 coconut trees around the community," said Kanuha. "We chill them and chop the top of the nut off with a machete. The ultra-fresh coconut water is a nutritious thirst quencher and sure beats processed juice."

DAD'S GUIDANCE

George Punoose, general manager of Kohanaiki, recalls his father's gratitude toward the staff at a top luxury hotel in Hong Kong years ago. "My dad's blazer popped a button. Hurried, he threw the jacket on the bed and left for his meeting. Upon his return, he discovered the maid had replaced the button, pressed the blazer, and hung it in the closet," said Punoose. "Traveling with dad, I learned what anticipatory service really meant. Sometimes the smallest gestures will make you pause and say, 'how thoughtful.'"

These 'small gestures' at Kohanaiki are routine. Examples include: a members' dining guide to the Big Island with notes detailing favorite dishes and the best table to reserve with a view; three types of Australian licorice in the clubhouse media room; brass bag tags in the shape of surfboards; dental floss and Altoids in the restrooms; Chapstick and eye drops in the golf hale (comfort station); and colorful beanbags in the Opihi Camp (Hawaiian shellfish) kid's play room. The club even installed a poolside outdoor pizza oven to complement kids' dinner requests during dive-in movies.

Kohanaiki's in-residence membership offers you an opportunity to stay in one of its new ocean-view hales up to 45 nights per year. "It's a fabulous membership option for those who visit Kona a couple of times per year or need a place to stay while their home is under construction," said Punoose. "They are luxurious and in a setting that speaks for itself.

"Before our grand opening, I called all 12 managers in for a brainstorming session on how to 'raise the bar' on our in-residence membership program. I had each of them list every personal item in their house. Our list grew to 1,000 items," explained Punoose. "Through this process, we added many creature comforts [from melon ball scoopers in the kitchen to a scale in the bathroom] to make our in-residence hales feel like your home away from home. We designed the hales with intelligent technology, including Rannai tankless water heaters, Internet surround-sound music, and outdoor rain showers."



THE KOHANAIKI BEACH RESTAURANT offers spectacular oceanfront dining. The dinner plates are translucent blue to symbolize the ocean. The indoor dining area and bar has chandeliers shaped like ancient Hawaiian fish baskets.

KOHANAIKI'S IN-RESIDENCE HALES (below) were designed by Zak Architecture of San Francisco. Founder Shay Zak received his Masters in Architecture from Harvard University Graduate School of Design.



AARON SHAPIRO TENDS TO KOHANAIKI'S ORGANIC FARM

"You might find it interesting that banana trees produce only once. After you harvest the tree's bushel of bananas, you need to chop it down. Otherwise, it will cannibalize sunlight and water from less mature saplings."

SUSTAINABLE AND COST EFFECTIVE

Kohanaiki is designed for the future. "Watering a golf course in an arid climate presents challenges. Our developer had the foresight to build a modern reverse osmosis system. This ensures access to affordable water for our residence needs," explained Brian Tanner, director of agronomy.

"Our abundant sunshine and fresh water allow me to nurture the Kohanaiki farm," said Aaron Shapiro, organic farm specialist. "We have 60 different fruits, vegetables, and herbs growing on our one-acre farm. Members are free to stop by and harvest our bounty."

The Kohanaiki farm is divided into sections based on plant origins. "Our crops are diverse," continued Shapiro. "We have black sapote [like a persimmon] from South America and figs and pomegranates from the Mediterranean. As expected, we have a large Polynesian section with ulu, pineapple, papaya, guava, and bananas."

A HOME RUN OVER AND OVER

"Our ingredients are a cut above most private clubs," lauded Patrick Heymann, executive chef of Kohanaiki. "We try to source locally when possible, but quality always takes priority. We use New Zealand King Salmon and Maple Leaf Farm's duck from Milford, Indiana, in our salads, and fly in Mary's Farm Chicken from California's central valley for our main entrees."

"I'm committed to deliver a quality meal every time. I guess that's why I spend so much time in the kitchen. With the best product, creative interpretation, and consistent delivery, a meal in our three dining rooms will be a home run time and time again."

THE HALE CLUB IN-RESIDENCE MEMBERSHIP

Kohanaiki is being developed by a powerhouse duo of Kennedy Wilson and IHP Capital Partners. "Kohanaiki shines in so many ways," said Joni Metzler, director of sales. "With our mix of one-acre, ocean-view homesites, town homes and custom homes designed by top architects in Hawaii, and our Hale Club 'In-Residence' Membership, we have a product and experience to match every family's lifestyle. Our location on the Big Island is the best of the best. With over a mile of beach, we enjoy one of the most spectacular coastlines in the world and are only five minutes from the Kailua-Kona International Airport, the quaint but busy town of Kailua and the historic and artistic enclave of Holualoa. Coupled with the superlative level of Member services and unbeatable location, our ownership experience will be unmatched anywhere." ■

For more information on Kohanaiki's custom homesites and the Hale Club In-Residence Membership, please contact Joni Metzler, director of sales, at (808) 329-5599. For more information on Kohanaiki, please visit Kohanaiki.com.