

Simply... No Ka 'Oi

Valerie Hunter Kathie Maxfield



Endemic Kamehameha butterfly and endangered 'ilima hibiscus in Wailea Point's Native Garden along the Ocean Walk.

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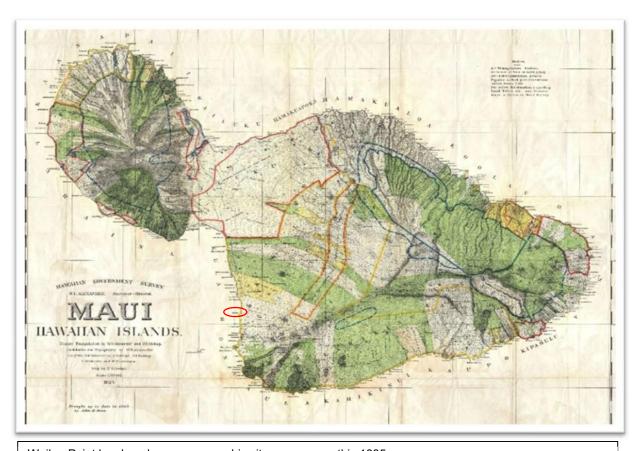
Cover photo courtesy of Wailea Point Realty

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WAILEA ON THE MAP

Ancient Hawaiians lived on the slopes of Haleakala above south Maui's shores, venturing down to fish and build canoes. It was thought that the goddess of canoe builders, Lea, would take the form of the 'elepaio (flycatcher) to guide them in selecting perfect koa trees. The builders would keep an eye on the bird as it flitted through hillside forests. If it tapped a tree repeatedly, the tree was rotten and held succulent worms. The bird ignored healthy, hard trees. These would be cut, hauled to shore, and carved into canoes. Thanks would be given to the Goddess Lea when a new canoe was launched. The 'elepaio was said to fly along the shore, as if bidding farewell and good voyage to the canoes heading out to open ocean. The waters (wai) of the south Maui coastline became known as Lea's Waters—Wailea. Source: Bud Pikrone, Wailea Community Association general manager



Wailea Point has long been a geographic site, as seen on this 1885 map. Source: Library of Congress

Alexander and Baldwin Properties formed Wailea Development Corporation (WDC) in 1971 to create a high-end, low-rise community on Wailea's 1500 acres that span from the south Maui shores to part-way up the slopes of Haleakala. The area has perhaps the world's best weather, with average temperature of 82, mild ocean breezes, ubiquitous sun, and average annual rainfall of 15 inches. The envisioned community called for hotels, resorts, homes, condominiums, shops, restaurants, and recreation.

Already built near Ulua and Mōkapu Beaches was the Wailea Beach Hotel, which became Stouffers, then Renaissance, now Andaz. An Intercontinental Hotel sprang up, became the Outrigger Hotel, then the Marriott, and is now the Wailea Beach Resort by Marriott. A few basic shops at Wailea Village Center became The Shops at Wailea with art galleries, luxury goods, resort attire, essentials, and restaurants. The Wailea Tennis Center offers 11 tennis and pickleball courts, including a center stadium court with seats for 1,000 spectators. Wailea originally had two golf courses: the Blue and the Orange, named for the colors of the Wailea community logo, depicting the sun above a sea wave. Three 18-hole championship courses were in place by 2000: the Blue, the Gold, and the Emerald.

A walkway along Wailea's 1.5 miles of shoreline would connect the five crescent-shaped, golden-sand beaches: Keawakapu, Mōkapu, Ulua, Wailea, and Polo, all with public-access parking lots. During World War II, Ulua Beach was used by the U.S. Marines for amphibious landing practice. The name Polo Beach first appeared in a sales brochure, more appealing than the local name, Dead Horse Beach, according to *Maui Guide Book*.



THE POINT GETS TAMED

WDC sold Wailea land sites named with Hawaiian numbers. Already built or underway by Hawaiian developers were condominium villages 'Ekahi (one) completed in 1976, 'Elua (two) in 1978, and 'Ekolu (three) in 1976 and 1980. The site at Wailea Point, a 26-acre parcel call 'Ehiku (seven), had a half mile of oceanfront bracketed by Wailea and Polo Beaches. The site had large boulders, dense prickly brush, tall pili grass, and a few kiawe trees supported by a thin layer of soil atop lava and stones.



WDC's 'Ehiku site. Nov 1983

The lava and boulders had probably been blown out from ancient Haleakala volcanic eruptions as far back as 900,000 years ago. The lava flow from the eruption that formed La Perouse Bay 350 to 490 years ago did not reach this far north, according to USGS "Volcano Watch" Sept. 9, 1999. Haleakala has since remained dormant.

Clyde "Bud" Wagner, a Seattle developer who had bought a winter retreat in Elua Village, walked the inhospitable 'Ehiku site and contemplated its potential. The property rose from 10 feet above sea level to 130 feet and had spectacular views of West Maui, Lanai, Molokini, and Kaho'olawe.



Bud Wagner, topographical map in hand, stands on the site of what would become Building 25. In the distant background is Wailea's first hotel, constructed in 1978, now the site of the Andaz. Jan 1984

"This site deserves the best condominium complex in all of Hawaii," Bud told the WDC. In 1984, WDC accepted Bud's \$10 million offer, making him Wailea's first "outside" developer. The parcel was soon incorporated as Wailea Point Village.

"It was nothing but a lava jungle with thorns and kiawe trees. Bud walked that site back and forth and up and down over and over to get his vision set, ruining innumerable pairs of shoes. I usually do the first work on a site, but Bud had already staked each building when I arrived."

- Satish Gholkar, structural engineer

Bud's objective was that Wailea Point would be Hawaii's first condominium development designed to maximize owners' enjoyment rather than renters' convenience, requiring rental leases be a minimum of 30 days. While the property could accommodate several hundred units, he determined that 34 buildings of 4 units each would optimize views and provide a sense of expansiveness. Deeds of sale were to be fee-simple in a state accustomed to 100-year leases.

High-quality construction and materials were specified. Initial development cost was estimated at \$50 million. Long-time friend and business associate Elliott "Knut" Knutson, a Seattle banking executive, became Bud's 30% partner. They both invested personal equity. A \$12 million bank line of credit was secured.



A large audience attended Wailea Point's groundbreaking. The ceremony included a traditional Hawaiian blessing. November 30, 1984



Breaking ground, from left, are: Maui Mayor Hannibal Tavares; Bud Wagner; Paul Banks, CEO of Hawaiian Dredging Construction Co. (builder); Warren Unemori, of Unemori Engineering; Warren Sunnland, partner with Riecke Sunnland Kono Architects; Gordon Everson, Loan Officer, Metropolitan Federal Bank, Fargo, ND; Gary Gifford, President, WDC; Toshio Ishikawa, Maui County Planning Director.

Members of the development team not shown included Elliott Knutson, partner; Dave Wagner, Project Manager; Dale Knutson, Construction Manager; Connie (Wagner) Morken, Broker, and Lorrie Wagner, Salesperson, Wailea Point Realty; Bennett & Drane Electrical Engineering; Satish Gholkar, structural engineering; Goodfellow Bros. Construction, excavation, and grading; and Mike Miyabara, landscaping.

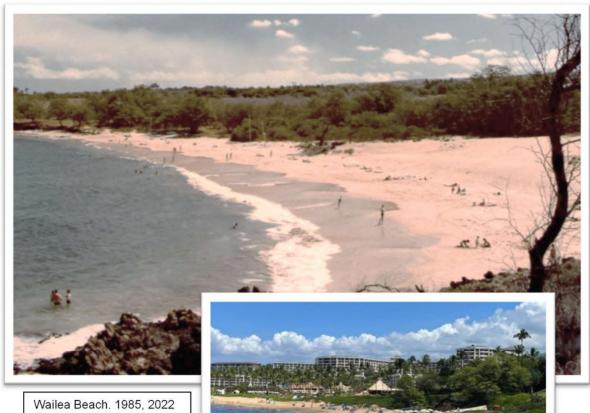
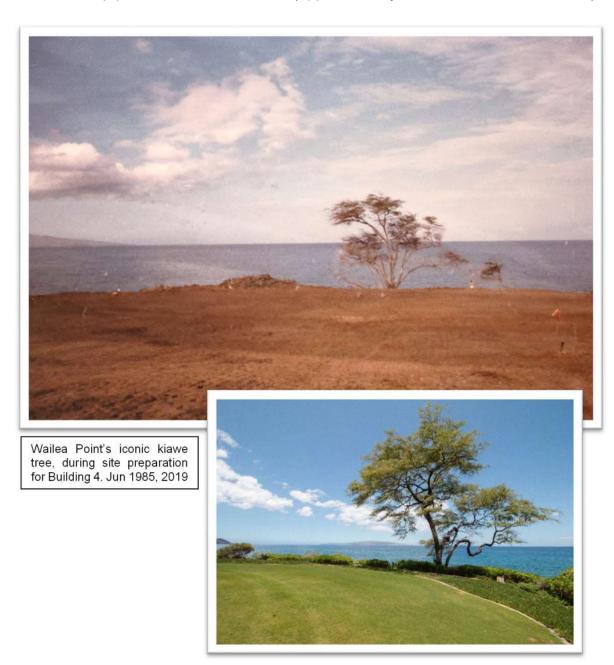


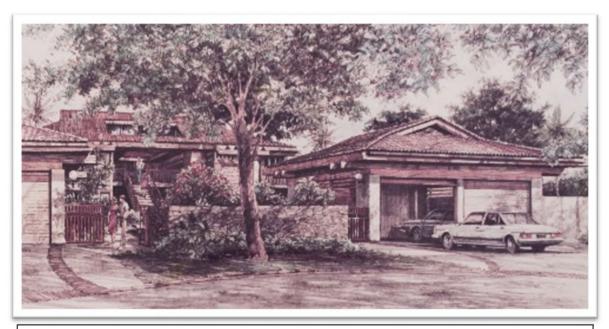


Table-sized, three-dimensional mock-up of Wailea Point. May 1985

PHASE I ~~~ All Oceanfront

Three phases would be developed in over-lapping sequence so that initial sales would fund subsequent construction. Six oceanfront buildings in Phase I would each have four residences (two up, two down) of 2 bedrooms/3 baths with differing square footage based on the model. The units went on the market February 2, 1985, for \$425,000 to \$900,000. Some prospective buyers expressed interest in larger homes, so Buildings 1 and 4 drawings were altered to provide double units upstairs and down, for a total of 20 units in Phase I. The top price rose to \$1,650,000 (approximately \$4,350,000 in 2022 dollars).





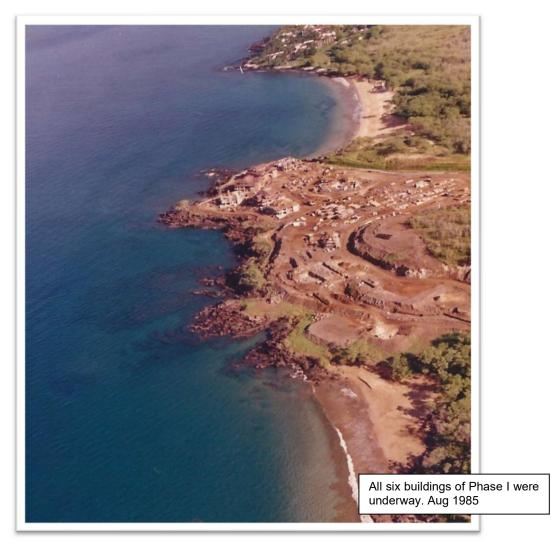
Artist Jim Hayes' rendering of Building 6. Oct 1984

Wailea Point construction materials were of higher quality than anything built before in Wailea, including:

- 8" thick structural walls made of steel-reinforced concrete
- solid-core interior and exterior doors with koa laminate
- laminated koa cabinetry with heavy-duty hardware
- tongue-in-groove ceilings of clear grade Western Red Cedar
- imported marble tiles and slabs
- top-of-the-line fixtures and appliances
- wrap-around "shell" showers
- bay windows
- Monier concrete tile roofs
- copper gutters and downspouts
- lead window flashings
- Pelectrically operated, roll-down lanai blinds to block wind, rain, and sun.



Makai (toward the ocean) recreational facility, with pool, hot tub, a pavilion with full kitchen, and 2 built-in barbecues, was begun during Phase I construction to be ready for use by the earliest buyers.





Thick concrete walls of Building 4 form the structural backbone. Sep 1985

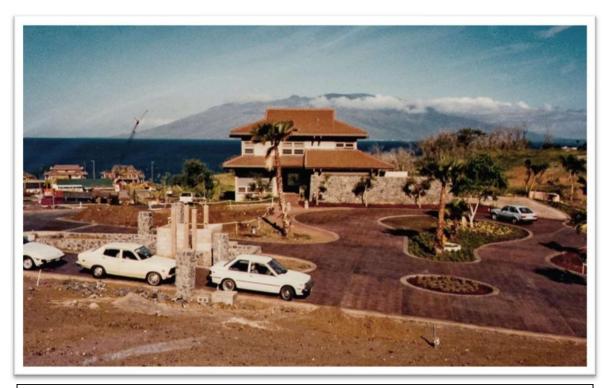
"Each buyer was offered dozens of pre-build options, including room configurations, well beyond the typical choices of carpet, paint and tile. The ability to individualize each unit created hundreds of change orders that necessitated constant supervision of contractors to insure their inclusion in the final product."

- Dale Knutson, then Wailea Point construction manager

The May 1986 Wailea Point newsletter asked, "Where do Wailea Point purchasers come from? The following diverse areas, in order of frequency: Washington, California, Colorado, Hawaii, Illinois, Oregon, Michigan, Arizona, North Dakota, New Mexico, Massachusetts, Nevada, South Carolina, Alaska, New York, Canada and Japan."

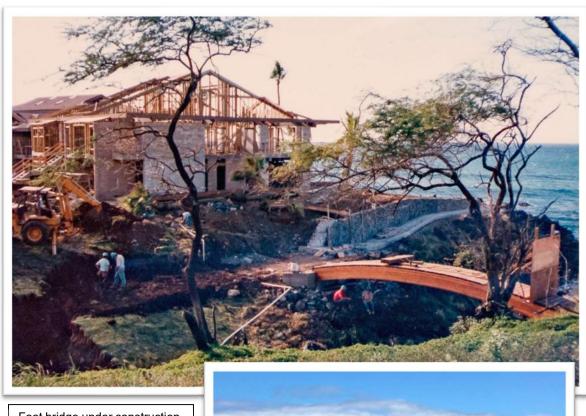
"Without a doubt, Wailea Point has the best-built condos I've seen in my 45 years of construction experience, possibly in all of the Pacific. The choice of concrete as the structural backbone assured strength. The use of wood was cosmetic, not structural. The time and money spent on meticulous siting, grading, and drainage meant that every unit was sited to its optimum position and would not have flooding problems."

- Dave Graham, then Hawaiian Dredging employee

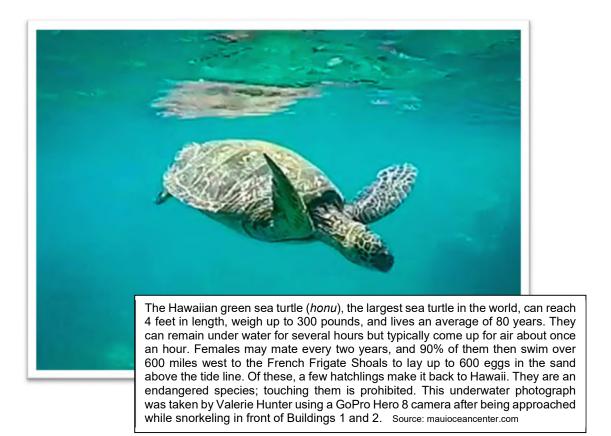


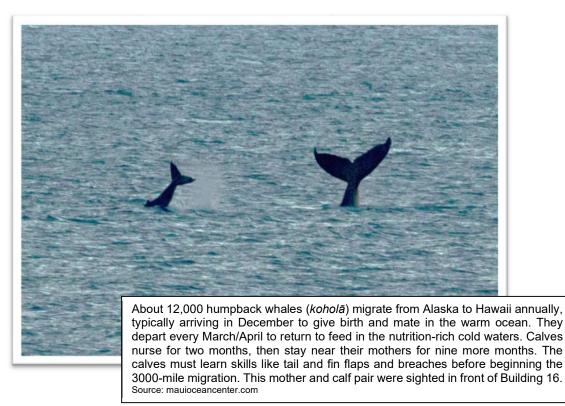
The gated entry highlighted peace-of-mind security to prospective buyers. The office building, completed in late 1985, provided much-needed space for real estate sales. The apartment above the office, once the property manager's residence, is now the owners' amenities suite.

A foot bridge over the gulch just north of Wailea Point was needed to complete the vision of an ocean-front path spanning Wailea's shoreline. Hundreds of people now traverse the Ocean Walk daily, crossing the Honeymoon Bridge. The 1 ½ mile walk accesses Wailea's beaches, reef snorkeling, ocean equipment rentals, hotels and restaurants, and evening hula shows. The meat-platter-sized backs of floating green sea turtles can be seen year round and humpback whale adults and newly-born calves during the winter, along with occasional schools of spinner dolphins, and with rare luck, a monk seal.



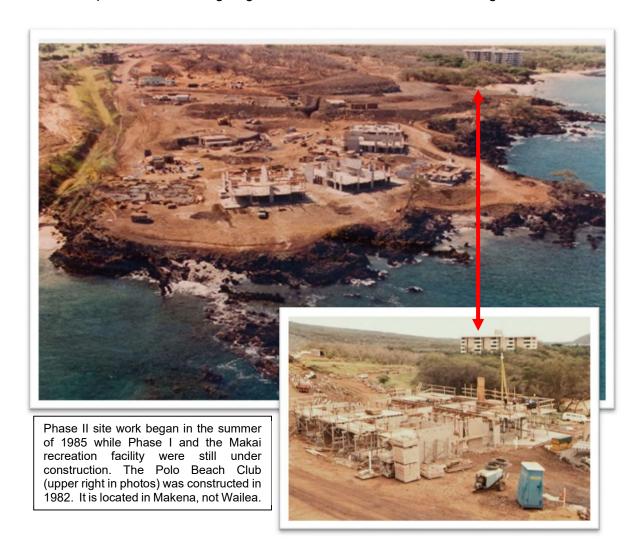
Foot bridge under construction. Dec 1985, 2014





PHASE II ~~~ Ocean Views & Oceanfront

Phase II plans called for Buildings 7-10 to be situated above Phase I, with ocean views, and Buildings 11-18 to be oceanfront, about 50 feet above sea level. Building 16 was designed with double units upstairs and down, giving Phase II 46 residences in 12 buildings.

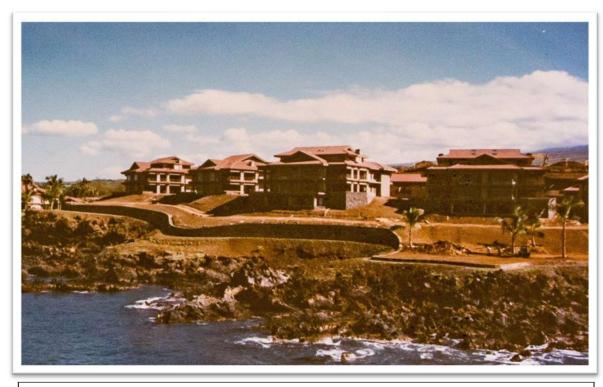


"I started work for Bud Wagner during Phase I construction, when the drive to Big Beach took a half hour over a deeply rutted dirt road. If you worked hard, Bud thought highly of you. He addressed problems right away and never scrimped on anything. The koa doors and trim could not be replicated now. It would be way too expensive, and there's not enough of it at the quality needed. Since then, my career has largely been focused on Wailea Point remodels. It's been a good run."

- Shawn Conners, then Wailea Point construction worker



At the south turnaround of Phase II, workers' trucks parked in front of Building 15, the roof was already on Building 16, and car garages were underway. Aug 1986

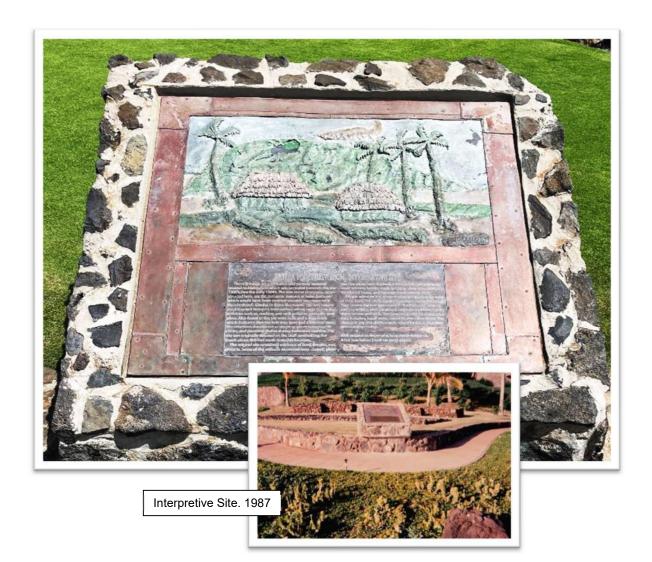


Phase II Buildings 11, 12, 13, and 14 were prepped for landscaping. A huge retaining wall along the Ocean Walk was complete. Nov 1986



By November 1986, space was being prepared for an oceanfront archeological landmark *makai* of Building 14 to resemble a village site found 800 feet north, at the location of Buildings 3 and 4. It is doubtful that a permanent village existed here due to lack of a reliable fresh-water source, but perhaps it was used for many centuries as temporary shelter for fishing and canoe building. The few artifacts that were found throughout the property during construction were donated to the Maui Historical Society in Wailuku. Jan 2018





WAILEA POINT HISTORICAL INTERPRETIVE SITE

These grounds are a relocated and partially restored coastal residential site which was occupied between the late 1300's thru the early 1900's. The two stone structures, reconstructed here, are the authentic remains of hales (houses) which would have been covered wooden structures with thatched roofs (similar to those illustrated). The low terrace retaining wall formed a level surface where most day-to-day activities such as, cooking and craft activities probably took place. Also found at the site were nails and a doorknob which indicates that the hale may have had a wooden door. The structures functioned as sleeping quarters, storage facilities, and provided shelter during inclement weather.

The site was originally situated on the bluff overlooking the beach about 800 feet north from this location. The original site contained evidence of food, fire pits, and artifacts. Some of the artifacts recovered were ceramic plates and clay pipes from England, a French cologne bottle, ceramic whiskey bottles made in China, silver coins minted in the United States and German-made wine bottles.

People relied on the ocean and inland gardens for most of their food. Fish were caught both from these shores and from seaworthy outrigger canoes. Shellfish, crustaceans, and sea urchins were abundant and collected from the inshore waters and reefs. The gardens produced sweet potatoes, bananas, sugar cane, coconuts, and other crops. The domestic pig and chicken were raised for food. Practices that continue today.

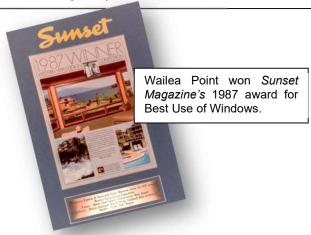
With respect to those who have come before us. A hui hou kākou (Until we meet again) Wailea Point's first annual homeowners meeting and Board of Directors election was held in March 1987. Phase II was completed a month later with about half the units sold. By then Wailea Point had won notable awards.

"For me, working with my father and my cousins – I'm related to the Wagners through our mothers – made the experience very special. It's been incredibly rewarding to see a world-class community built by family withstand the test of time and remain a preeminent property on Maui."

- Dale Knutson

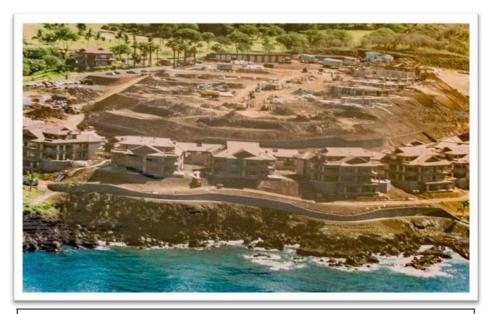


Wailea Point won the 1986 Parade of Homes award as the Most Outstanding Property in Hawaii, a first for Maui. It also garnered an extraordinary number of other awards at this annual event sponsored by the Building Industry Association of Hawaii: Best Property in Multi-Family Division, Best Overall Use of Wood, Best Use of Ceramic Tile, and the Theme Award for Best Use of Innovative Building Materials. According to a Wailea Point newsletter, the judges were "awe-struck by the Hawaiian charm, romantic beauty, attention to detail, and craftsmanship." The plaque that accompanied the award states: "Wailea Point...brings new meaning to the word quality. Superbly constructed of concrete, steel and heavy timber, these luxury homes are quiet and private. From custom koa wood cabinetry to imported marble and tile, this townhouse exudes quality."



PHASE III ~~~ Views from the Top

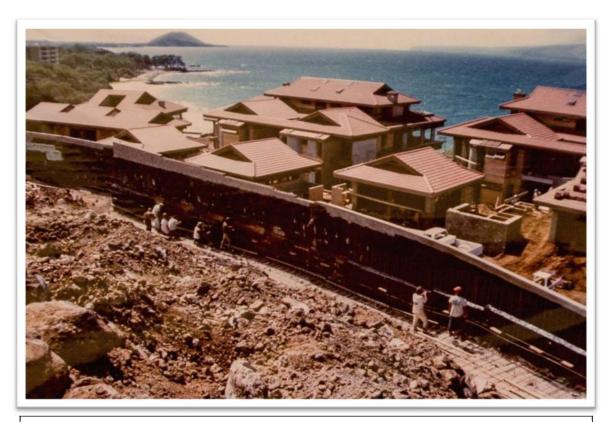
Phase III site preparation commenced in spring 1986, while Phase I was near completion and Phase II was well underway. With all this activity, over 200 trucks came through the gate on some days.



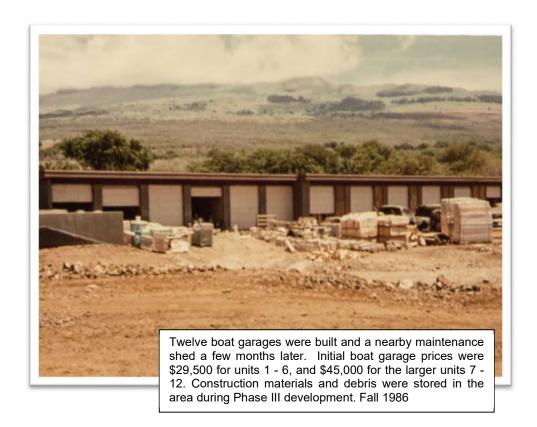
Sixteen pads (for Buildings 19 through 34) wrapped the three edges of Wailea Point's ridge, about 120 feet above sea level. Careful siting assured that all 64 units would have ocean views, some with 180-degree panoramas. Nov 1986



Phase III Building 32 concrete pour. Oct 1986



Phase III retaining wall. Dec 1986





Exterior of Building 32 in Phase III neared completion. Dec 1986

The U.S. economy remained healthy throughout the entire construction period, except for Black Monday, October 19, 1987. The Dow Jones Industrial Average dropped almost 23%, the largest one-day percentage decline in history, according to the Federal Reserve History website. As a result, two oceanfront sales were cancelled. The market recovered within weeks, and so did Wailea Point sales. Prices had increased modestly all along, generally in increments of \$5,000. In early 1988, the Koiki brothers of Tokyo offered to purchase the last thirty-one units at 10% off list price.

"We were not about to discount anything at that time. Sales were strong. The Koikis returned a week later with a full-price offer that we accepted. All 130 units were sold or under contract when construction ended in March 1988, just three and a half years after groundbreaking. We were all pleased, and frankly, relieved, given the recent economic turmoil. We were also proud that all the founding objectives had been met: exceptionally high-quality construction and materials, residential waterfront luxury with optimization of views, maximization of owners' enjoyment, and a sense of expansiveness due to the unusually low number of residences amid acres of open space."

- Dave Wagner, then Wailea Point sales manager

The Koiki deal closed in April 1988. The brothers also bought eight units from existing owners. The era of resale began. The Koikis promptly raised prices about 40%. Most sold before the Gulf War broke out in late 1990, causing a recession and slowing sales. Eventually the Koiki's Wailea Point investment paid off.

Back in the spring of 1988, with construction finished, construction equipment was withdrawn, debris was removed, everything was pressure washed, and the final punch list of remaining small projects whittled down. Sales revenue totaled approximately \$90 million, while construction costs had escalated significantly from the initial estimate of \$50 million. The bank line of credit had been tapped but not exceeded.

In May 1988, Phase III was turned over to the homeowners, as had Phases I and II upon completion. The first property managers (Julian and Nancy Apostolou) were living in the apartment above the office, the board of directors was in place, and Wailea Point embarked on its new life as a residential community.



Seen from the north end of Polo Beach are Phase II Building 17, a partial view of Building 18 to its right, and Phase III buildings above that with graded hillside that slopes toward the soon-to-be-built Fairmont Kea Lani. Jun 1987



Mauka (toward the mountain) recreational facility was built concurrently with Phase III, with a large recreation pool, a two-lane 25-meter lap pool, a hot tub, a large pavilion, a BBQ area, and a gym downstairs. All pools and hot tubs are saltwater. Photo above Nov 1986; lap pool 2017



An exhibition match between two top-ranked tennis players took place on the court near Building 34. Two sports courts, now pickleball courts, near Mauka were the last Wailea Point facilities to be constructed. Mar 1988

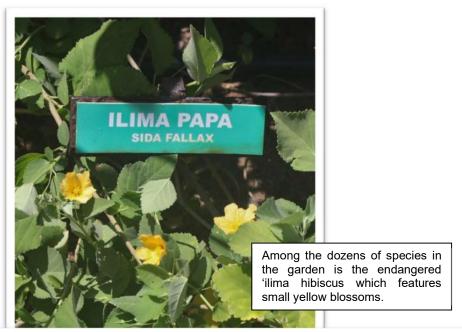
THE LUSH TROPICS

The Bud Wagner Commemorative Garden, *makai* of Wailea Point's half-mile Ocean Walk, was conceived as a display of native Hawaiian plants when Phase I construction neared completion. More than 10,000 endangered vines, shrubs, herbs and flowers were planted, per *Maui Inc.* Jan/Feb 1988.





Eventually non-native invaders took over. In 2012, the garden was restored to its original intent. Once again, a wide variety of Hawaiian native plants that can normally only be seen in private gardens or non-profit preserves are viewed by the many visitors who traverse the Ocean Walk daily.





Naupaka leaves are used by snorkelers and spear fishermen to defog goggles.



Wedge-tailed shearwaters, with three-foot wing spans, spend most of their lives at sea, but they return each spring to nest in the garden. The well-hidden chicks' eerie night-time wails have spooked many evening strollers. Source: Maui Magazine. Apr 2009

Wailea Point's grounds abound with colorful, fragrant plants: trees (eg. breadfruit, monkeypod, shower, plumeria, kou), palms (coconut, triangle, areca, foxtail), shrubs (crotons, eldorado, ti, bougainvillea), and flowers (hibiscus, ginger, orchid, anthuriums, bromeliads). An orchard provides residents with avocados, lilikoi, pomegranates, many varieties of citrus; and an herb garden offers five types of bananas, papayas, mango, basil, rosemary, mint, and more.



Orchard along Wailea Alanui Drive behind the boat garages.











Herb Garden next to Building 34.

WORLD-CLASS NEIGHBORS

The presence of Wailea Point, five gorgeous beaches and the Blue, Emerald, and Gold championship golf courses attracted the development of five-star hotels to the Wailea waterfront.



View from the Gold Course Hole 18.



The Four Seasons and Wailea Beach are to the left of Wailea Point with its distinctive red roofs. The Fairmont Kea Lani and Polo Beach are to the right.

The Four Seasons Hotel opened in 1990 on the 15-acre parcel just across the Honeymoon Bridge. Construction cost was approximately \$180 million. The hotel was renovated for \$50 million in both 2007 and 2017. At times, Hollywood celebrities are sighted in the restaurants or on the beach.

The Fairmont Kea Lani (heavenly white), with 450 suites and villas, opened in 1991 on 21 acres south of Wailea Point. Its Moorish architectural theme has baffled many visitors. According to a previous Kea Lani website, it reflects Spanish influences on Hawaii: in 1555, Spaniard Juan Gaetano was the first-known European to visit and chart the islands; Spain introduced pineapples to Hawaii in 1813; and the word paniolos, derived from the word Española, was contributed to island lingo to refer to Spanish-trained Hawaiian cowboys who worked the upcountry cattle herds. At dusk daily, keikis (children) rush to follow the $p\bar{u}$ (ali (warrior), barefoot and wearing a lei headdress and sarong. He lights each torch with a long punk as he proceeds toward the sea. When the last is aflame, he turns to the setting sun and loudly blows a $p\bar{u}$ (conch shell) in appreciation of another day.

The Grand Hyatt Wailea, now a Waldorf Astoria hotel with 780 rooms, was completed in 1991 on 42 acres north of the Four Seasons. Its \$600 million construction cost made it the most expensive hotel ever built up to that point. In 2018, Blackstone Group bought it for \$1.1 billion, the second highest price paid for a U.S. hotel. Its many water features and slides attract families, and its beautiful, stained-glass wedding chapel draws couples for their nuptials.

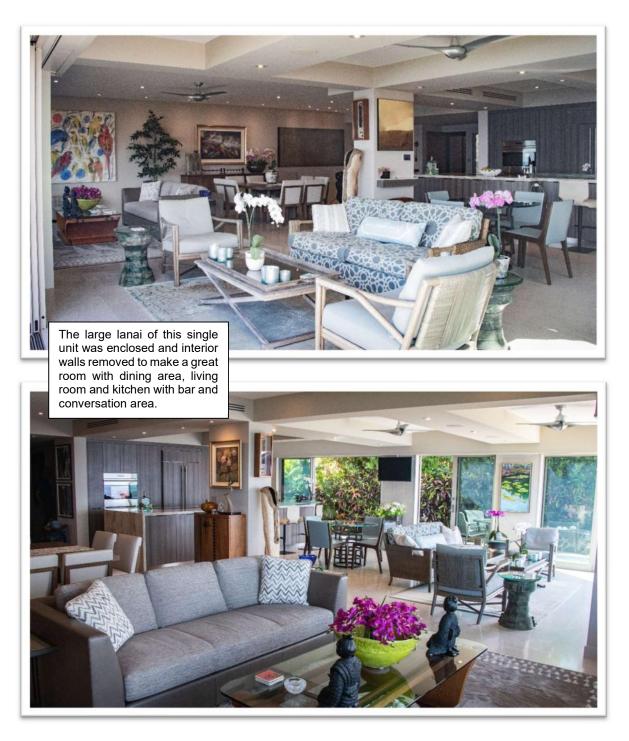
The Grand Wailea and the Four Seasons have museum-quality art collections that can be viewed by any visitor. The Grand has nine massive sculptures by Columbian artist Fernando Botero who depicted often nude figures in large, exaggerated volume, 18 bronzes by French artist Fernand Léger, and other sculptures distributed around the hotel and grounds. The Four Seasons has over 280 works by Aloha state artists. Many Wailea hotels feature local artists and artisans with their works for sale on an almost-daily basis.

These nearby hotels have superb spas, top-rated restaurants, and stunning lobby bars within a ten-minute, seaside walk of Wailea Point.

Sources: Maui News, hotel websites and multiple others, crossed-checked

TRANSFORMATIONS

Upgrades and extensive remodels have significantly altered many Wailea Point residences. Careful financial management of capital replacement reserves, timely maintenance and renewal, and assuring structural integrity during homeowner remodels have ensured sustaining and strengthening the buildings and grounds.





Some adjacent single units have been combined to make spacious doubles.





Many owners have replaced the mullioned bay windows with mitered windows, providing a panoramic view from within.



SIMPLY NO KA 'OI

Wailea Point remains one of Hawaii's premier, oceanfront condominium properties for many reasons, including...

- Wailea Point's low density imbues the property with a sense of spaciousness amid lush tropical landscape. Availability of oceanfront land for development is rare and exorbitantly priced, forcing density up. Wailea Point's spaciousness is more precious than ever.
- Fewer than 15% of Wailea Point owners make their units available for rent, compared to about 75% at other complexes. This emphasis on owner enjoyment rather than rental turn-over translates into general tranquility, respect for property, and privacy.
- With a gated entry and 24/7 surveillance of security cameras and golf-cart patrol, residents enjoy security and peace of mind.
- Over the years, Wailea Point's buildings have withstood tropical storms and sun with minimal impact, thanks to the concrete structures, use of top-quality materials, good drainage, timely maintenance, and meticulous remodel practices.
- Activity options abound. A gym and tennis and pickleball courts are on-site, while golf, softball, Pilates, and yoga are minutes away. A water lover can be in or on the ocean within a five-minute walk in either direction, to swim, snorkel, stand-up paddle, scuba dive, surf, boogie board, e-foil, sail, or paddle an outrigger. A beach stroll might be the most relaxing moment of the day.
- Wailea Point's location provides convenient access to Maui's culture, arts, shopping, sports, and medical support. Wailea Point owners have been significant patrons of the island's arts and culture, medical and family support structures, and business development.

Wailea Point is simply no ka 'oi ~~~ the best!

"We've been lucky to work for over thirty years in such a beautiful place, around such friendly people."

- Eric Cordeiro and Al Dayoan, Wailea Point employees since 1987

MAHALO NUI LOA



A special mahalo to Dave Wagner who generously granted use of his Wailea Point archival photographs and memorabilia. He shared a memoir draft, was helpful throughout numerous conversations, and promptly responded to many queries. He was the source of much of the construction-phase detail.

The following people graciously agreed to interviews:

- ~ Matt Chierik, Wailea Point General Manager
- ~ Shawn Connors, principal Shawn Connors General Contractor Inc.
- ~ Satish Gholkar, Gholkar and Associates, structural engineers
- Dave Graham, principal General Contractor Inc.
- Dale Knutson, then Wailea Point construction manager
- Mike Opgenorth, director of Kahana Garden and Preserve in Hana
- ~ Bud Pikrone, Wailea Community Association managing director
- ~ Warren Suzuki, land surveyor

Many Wailea Point current and former residents contributed to the effort: Corine Breiwick, Lou and Jolene Cole, Bev and Alden Harris, Nancy Harris, Susan Haviland, Billie and Steve Moksnes, Nancy Murphy, Nancy Pinkerton, Carolyn Schaefer, Jerry Smith, Phyllis Swindells, and employees Al Dayoan and Eric Cordeiro. Some offered old photographs; apologies that few could be used.

ABOUT THE AUTHORS



After a marketing career in Silicon Valley, Katherine "Kathie" Maxfield, authored short stories and personal essays that appeared in numerous publications. Her non-fiction book "Starting Up Silicon Valley" won an Eric Hoffer award for Best Business Book of 2014. She and her husband Bob have been residents of Wailea Point since 2002. kathie@rmaxfield.com



Following retirement in 2008 as Partner and CEO of a software development company, Valerie Hunter took up photography and provided all of this book's contemporary photographs unless otherwise noted as well as the ukulele background music. Valerie also enjoys graphic and website design. She and her husband Michael have been residents of Wailea Point since 2014. vhunter@valeriehunter.com

A print copy of this book may be purchased by searching for the title at www.blurb.com.



From Back Cover

