

HUI LIMA KOKUA HAWAII CLUB NEWSLETTER

AUGUST 2012

Website: www.huilimakooka.com.

Next Meeting. Our next meeting will be a potluck meeting to be held on **Saturday, August 11th** at **Our Lady of Assumption Church (3175 Telegraph Rd, Ventura)** starting at **2 PM**. For the program we will learn to twirl the poi ball under the direction of **Juanita Pendergrass** and her assistant, **Noelani Gregory**. Poi ball is a performing art which is good exercise. It has its roots in the Maori people of New Zealand. If you have some poi balls, please bring them. **Juanita** will have a few extras.

Past Meeting. Our last meeting was a picnic held on July 14 at the Camino Real Park. Mahalo to **Darrin Ching** for cooking the tri-tip and **Ron Wong** for conducting the prize drawing. **Daniel Andaya** brought the rice, drinks, service, etc. Thanks to all for bringing ono dishes to share. **Juanita** led an informal group in a musical jam session.

Membership News. (a) Our Club election will take place this September so some of you may want to consider running for office. If interested please contact **Darrin Ching** at 388-1544. Our fiscal year runs from October through September. (b) As a reminder, the club's mini-luau will take place on October 20 at Our Lady of Assumption Church. The mini-luau is for members, family and friends only and tickets will be limited to the first 100 buyers. We plan to have ono Island food, entertainment, and door prizes. Please mark this event on your calendar. This luau will be chaired by our IVP **Juanita**. More information will be published later.

Hawaiian Tidbits. (a) University of Hawaii's first football game of the upcoming season will take place in Southern California, against USC. Auwe! Our chances of winning is between zero and none. Sorry, just trying to be realistic. But I'm anxiously waiting to see how the new coach, **Norm Chow**, a local boy, will do in his first season as the Head Coach at UH. (b) A sad day in the Hawaiian Music community. A beloved musician and member of the Makaha sons, **John Koko** died on June 25 at age 51. The Makaha Sons is my favorite Hawaiian singing group. By the way, the Makaha Sons is scheduled to perform at Whittier College on January 19, 2013. I wonder who will replace **John Koko**. (c) The 18th Annual E Hula Mau returns to the Long Beach Terrace Theater on August 31st – September 2nd, 2012. The Polynesian festivities will feature dynamic live performances, unique arts and crafts, interactive workshops, and a delectable Island-style cuisine. Entrance fee applies. (d) The Ukulele Club of Ventura County under the direction of **Juanita** will perform at the Ventura County Fair Pepsi Stage on August 7 at 12:30. August 7 is Senior Day.

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Spam

What's in a name? Everything, apparently, when it comes to Spam.

What we call Spam began in 1936 with a generic name: Spiced Ham. Competitors were quick to copy and outsell it. Jay Hormel, the son of founder George Hormel, realized he needed a name that could be trademarked.

At a New Year's Eve party in 1936, Hormel asked guests to come up with names for the luncheon meat. The incentive: They won a free drink for every name they suggested, and the winner received \$100.

"Along about the fourth or fifth drink, they began showing some imagination," Hormel said. Kenneth Daigneau, an actor, came up with the winner: Spam.

While some say Spam was a portmanteau (combination) of "spiced ham," and others say it came from "shoulder of pork and ham," Daigneau said neither of those were his inspiration. And a 1940s Hormel newsletter says the original Spam did not contain ham. Jay Hormel added ham later because the name caused people to expect it.

Spam was trademarked 75 years ago last week and hit store shelves on July 5, 1937.

The 1930s were an economically challenging time for the country; Spam, at 10 ounces, was designed to feed a family of five and still have leftovers. Time Magazine called it the best new development of that year.

In 1941, Spam went to war. Hormel shipped more than 100 million pounds of it and other luncheon meats to Allied troops during WWII.

A lot of GIs had enough Spam and luncheon meat during WWII to last a lifetime, and it was the butt of many jokes. But in Hawaii it's remained on our plates and in our hearts. Why is that?

Goro Arakawa, whose father's Waipahu store made Depot Road historic, said his wife, Mary, was relocated to the Manzanar camp in California where Japanese were interned during the war. "Spam was a tasty staple at the relocation camps," Arakawa, 90, said.

"We met in New York in 1949 after the war when I was attending college. I looked forward to Spam on weekends with eggs and either rice or toast. After we married and had kids, Spam, rice and eggs was a favorite breakfast for the family."

Some think Spam is still popular here because Hawaii is a rice-based culture and the mainland isn't. Maybe the saltiness of the Spam pairs well with rice or noodles and vegetables. Hawaii, Guam and Saipan are the only places in the world where Spam is on the menu at McDonald's.

Author Muriel Miura ("Hawai'i cooks with SPAM") pointed out that in Hawaii we consume six cans per person per year. More than 16,000 cans a day or 6 million cans a year. That's four times the U.S. average. Of course, we also consume a lot of Vienna sausage and canned corned beef, too.

"Each place in the world seems to have its signature food festival," said Barbara Campbell of Outrigger Hotels. For 10 years Hawaii has held a Waikiki Spam Jam that attracts about 25,000 visitors and locals. The next one is on April 27.

"Kalakaua Avenue is closed to car traffic for the event, and two entertainment stages are set up on the street. Several of Honolulu's finest restaurants serve products made with Spam so you can experience the enormous variety of its applications."

Spam is not mystery meat. It is chopped pork-shoulder meat, ham, salt, water, potato starch as a binder, and sodium nitrite as a preservative.

In the last decade, Spam has come to have a different meaning. Unwanted bulk email is called spam, due to a Monty Python comedy sketch in which it is portrayed as ubiquitous and inescapable.

Bob Sigall, author of the "Companies We Keep" books, looks through his collection of old photos to tell stories each Friday of Hawaii people, places and companies. Email him at sigall@yahoo.com.