

Explore, Dream, Discover by Mark Matteson

One of my mentors is Mark Twain. He was not just a world-class writer and storyteller, he also had a passion for travel, a wanderlust that lasted a lifetime. He once wrote, "Travel is fatal to prejudice, bigotry, and narrow-mindedness."

The last nine days have been so relaxing. We invested three days in Hilo, Hawaii and six days in Honolulu. What a treat. A nice break from the cold and rainy Pacific NorthWET.

Why do people love Hawaii so much? Is it the:

- >weather?
- >culture?
- >diversity?
- >people?
- >food?
- >beaches?
- >surfing?
- >history?
- >pace?

Yes, it's all of the above. It's *ALOHA*. *Aloha* means "good afternoon" and so much more. It's a feeling, an attitude, a mood. There is a man in Hawaii by the name of Robert Alm. He is a successful attorney and banker who created a program called the Live Aloha Program. The meaning for *aloha* that he has in mind deals with caring, affection, and courtesy:

- >Respect your elders and children
- >Leave places better than you found them
- >Hold the door for others
- >Hold the elevator for others
- >Plan something
- >Return your shopping cart
- >Get out and enjoy nature
- >Pick up litter
- >Share with your neighbors
- >Create smiles

Have you heard “Over the Rainbow/What a Wonderful World” by IZ? The song immediately grabs you. He is truly an icon in Hawaii, their Elvis Presley. His most famous song is featured in several films, and it evidently put his kids through college after he passed away at the age of 38. To listen to the song, go to iTunes:

<http://www.izhawaii.com/shop/wonderful-world/>

There is a YouTube link to a beautiful video, too:

<http://www.youtube.com/watch?v=R0xoMhCT-7A>



I had the privilege of conducting a team building/goal setting seminar for the Texas A & M International Dustdevils four weeks ago in Laredo, Texas. We focused on the causes of success, built bridges, and focused on measurable progress in reasonable time. The trip was a way for me to evaluate progress and watch the boys play three games in paradise. The team went 3-0 and currently enjoy a eight-game winning streak! For a recap of the thumping they gave Chaminade, go to:

<http://www.godustdevils.com/sports/m-baskbl/recaps/121810aaa.html>

One afternoon, while jogging on the beach, I noticed an eight-year-old boy digging a huge hole in the sand. I did that all the time from age eight to eleven. I loved digging for hours. My sister thought I was nuts until one day in 1966 I found a fifty-cent piece! I dug a lot of holes after that. Come to think of it, I'm still digging holes.

On the flight into Hilo, I read an article in the airline magazine about two brothers, Josh and Joe Welch. They have started a little company called OnoPops, and it's a terrific idea and product. They have combined two ideas, the tropical flavors of Hawaii with the art of Mexican *paletas*. *Paletas*, "little stick" in Spanish, refers to the flat stick frozen into this treat. The origins can be traced back to the 1940s in Tocumbo, Michoacán on the Pacific coast. Perhaps you have seen men pushing two-wheeled carts selling ice cream in Mexico or Southern California? That is *paletas*. OnoPops is an organic popsicle of oddball flavors. When I ran into Josh at the Wednesday night Farmers Market in Honolulu, his passion was tangible. He loves his job! He loves OnoPops! He loves working with his brother and fiancée! "Light and delicious or rich and creamy? Which would you prefer?" he asked. "Both," I replied. Three dollars each, 36 flavors and counting. These two brothers are digging a terrific hole in the sand. They found a need and filled it.



Here are some end-of-the-year questions to bring you some perspective. Click on IZ's "What a Wonderful World" and start writing.

1. What did you LEARN in 2010? (What were your big lessons?)
2. What were some of your WINS in 2010?

Book of the Month (A Tie)

Frommer's Hawaii 2011 & Anyway

We have Frommer's books for every state and country we have visited. They take up several shelves of one bookcase. Earl Nightingale taught me years ago that a little research of your destination can make a world of difference in your overall travel experience: culture, history, food, hotels, places to see, best values, and the list goes on and on. A \$25 investment can deliver a \$1,000 return or more. These books can make a profound difference in the quality of your trip.

I also read a little book entitled *Anyway: The Paradoxical Commandments: Finding Personal Meaning in a Crazy World* by Kent M. Keith. He lists the 10 Paradoxical Commandments. They remind me of my youngest son, Evan, who lives many of these commandments. It's just who he is. Here they are.

1. People are illogical, unreasonable, and self-centered. **Love them ANYWAY!**
2. If you do good, people will accuse you of selfish ulterior motives. **Do good ANYWAY!**
3. If you are successful, you will win false friends and true enemies. **Succeed ANYWAY!**
4. The good you do today will be forgotten tomorrow. **Do good ANYWAY!**
5. Honesty and frankness make you vulnerable. **Be honest and frank ANYWAY!**
6. The biggest men and women with the biggest ideas will be shot down by the smallest men and women with the smallest minds. **Think Big ANYWAY!**

