



**Luck 'o the Irish!**



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## Maurice Miranda a winner!

**His soccer team from Honokaa earns first ever D-II title**

Sure he's a great insurance agent, but can he coach soccer. After 21-years of coaching, **Maurice Miranda** has proven he can coach.

Not bad for a coach who knew nothing about soccer—he was given a whistle and the rules to coach his son. Maurice took the challenge has now gotten his just reward.

After losing in the Division II state final last year, the Honokaa Dragons captured their first boys soccer state title after beating Kapaa 4-1 this past Saturday—and their first state championship in any sport!

*'Ever since they lost that game last year, that's all they thought about,' Maurice said. 'A lot of people came back...this was their goal the whole season.'*

The game was played at Waipio Soccer Complex and was televised on OC16. According to Agent **Randy Millare**, *'the Atlas office phone has been ringing constantly from people of the State of Hawaii and the mainland. It is a special tribute to Coach Miranda, the players, the school, the community and the Big Island. His success story is a marathon, not a sprint.'*

Congratulations Coach Miranda to you and your Honokaa champions, and congratulations to Agent **Ellen Case** whose son, Dolen Case, plays on the Honokaa team!



**Big Island Mayor Billy Kenoi at the Hilo Airport issuing a formal proclamation making February 27, 2011 Honokaa High School Boys Soccer Day.**

## Our Top 5 Agents for January 2011

Building a better business with their sales acumen!



**Gerald Takeuchi**  
Takeuchi Insurance Associates, Inc.

**Randy Millare**  
Insurance Hawaii, Inc.

**Scott LaRue**  
Scott LaRue & Associates, LLC

**Min Sung Yang**  
Agent Extraordinaire

**Thom Oshiro, Jr.**  
Agent Extraordinaire.

## Smart, eh!

Building a better team through learning & development



**Veronica Halili**

Veronica completed her 3rd CRM class, 'Control of Risk'



**Gie Velasco**

Gie completed her 3rd CRM class, 'Control of Risk'



**Lei Mariano**

Lei completed her 3rd CRM class, 'Control of Risk'



**Tasha Montero**

Tasha completed her 3rd and final INS class, 'Commercial Insurance'



**Melanie Nordgran**

Melanie just passed the first of seven CSFS courses, a new 'Certified Self Funding Specialist' designation set of courses offered by the Health Care Administrators Association.

## Ron Tsukamaki speaks

### Condo Council of Maui guest speaker

A seminar on Wednesday, February 16th had a cast of insurance professionals serve as guest speakers talking about how to get the most from insurance programs.

**Ron Tsukamaki** gave the agent's perspective, deftly explained what to look for from an insurance agent, while answering questions that included:

1. How does the insurance marketplace work?
2. Why doesn't any company provide quotes to different agents?
3. How does a consumer get competitive quotes from different agents?

Ron regularly participates in these types of industry events to keep the Atlas name in front of clients and prospects, and ensures those around Maui know that he is a subject-matter expert they can rely on. Great work Ron!



### i sawree...

Congratulations were given to **Tina Leger** for bringing in New City Nissan last month. While Tina does great work, the kudos for this new account actually belong to **Vivian Haitzuka** in Employee Benefits. Sawree Tina and congrats Vivian!

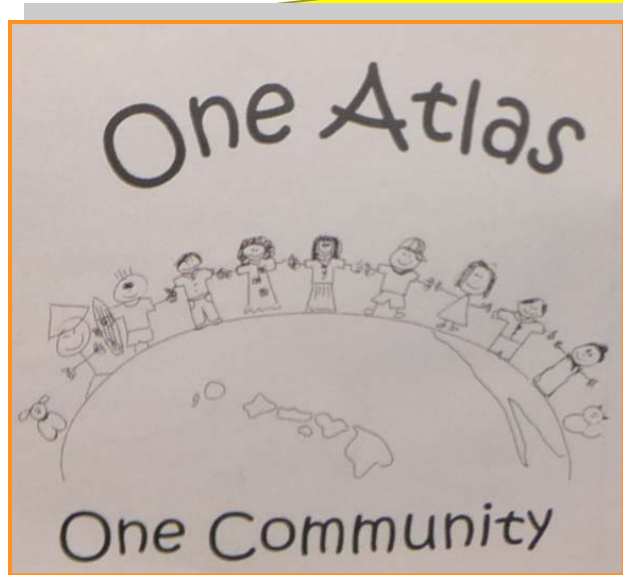
## And the winner is...

# Congratulations Julie Dang on your t-shirt design!

There were many submissions, but one stood out amongst all the potential Atlas t-shirt design ideas. **Julie Dang** created her unique design of a half-globe covered in multi-ethnic peoples holding hands way back in—hold on to your hats—3rd grade! She'd have you believe that was just a few years ago, but she's married with a kid—it was more than a few years ago.

The contest was the product of the 'Building a Better Community' committee and was intended to ensure that a new company-wide t-shirt initiative included your input! For her trouble (*I mean, creativity*), Julie wins a check for \$100.

In the near future, everyone at Atlas will be issued a new Julie original t-shirt in support of our 'one atlas.' theme. Every time you wear the new t-shirt, remember the special company you are a part of, and remember that smile in the picture to the right—she's a happy camper!



## Great Customer Service

# Mike Ayson delivers on the Atlas promise

A tenant of the Banyan Tree Plaza submitted a claim that occurred a few years back and he had received some payment from his HO-6 carrier. The tenant now wanted the Association to pay for some of the costs that he didn't recover from the carrier.



**Mike Ayson** stepped in and tried to work with the Association and the tenant to help the tenant understand why the Association's policy would not respond. This required a firm knowledge of the policy, the tenant's claim and strong customer service skills.

Mike delivered. So much so that Leland Nye, executive from Hawaiiana Management forwarded a note that stated:

***'You are amazing [Mike]. You went up and beyond to help us out. THANK YOU!'***

We say thank you as well Mike for a job well done!



## Client Consulting Group & Kona Office Atlas 'mini-community' #1 takes 1st quarter by reigns

### Meet your CCG and Kona team mates

**CCG Operations**

**Carol Davis**

**Debbie Hagihara**

**Joshua German**

**Krystyn Uyeno**

**Leilani Mariano**

**Phoebe Del Rosario**

**Vergenia Velasco**

**Randi Miller**

**Sandy Ferreira**

**CCG Account Executives**

**Dana Tokioka**

**Liann Ebesugawa**

**Matt Liew**

**CCG Benefits**

**Bonnie Pang**

**Melanie Nordgran**

**Tina Leger**

**Vivian Haitzuka**

**CCG Management**

**Bobbie Erickson**

**CCG Sales**

**Russ Park**

**Mike Kinoshita**

**Nick Tan**

**Ron Tsukamaki**

**Mike Ayson**

**Matt Liew**

**Dana Tokioka**

**Liann Ebesugawa**

**Shan Tsutsui**

**CCG Small Business Unit**

**Gwen Ishimine**

**Malia Ark**

**Phuong Ma**

**Kona Office**

**Therese Rayburn**

**Pixie Flores**

**Jean Ikeda**

**Becki Rodgers**

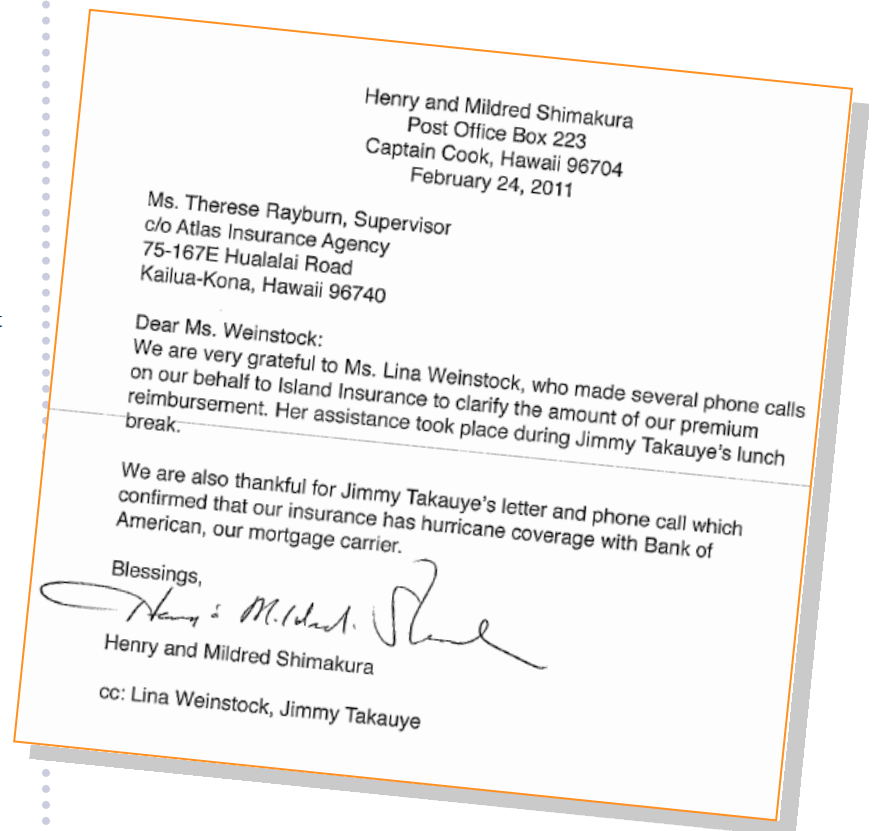
**Elaine Panlilio**

**Lina Weinstock**

### Lina Weinstock & Jimmy Takauye sparkle in Kona

**Therese Rayburn** forwards this letter from one of Agent **Jimmy Takauye's** clients regarding the service they received from Atlas receptionist, **Lina Weinstock**, as well as the continued great service they receive from Jimmy.

Lina's customer service skills are much appreciated by the Kona staff. Mahalo to Lina for her outstanding customer service!



### Kona loves Community Service

With this year's focus on 'strengthening our community,' Kona is planning on participating in the annual March of Dimes, scheduled for April 23rd. There is also a possibility that several of the staff will be volunteering their services for Hawaii's First Cattle Barons Ball on April 16th at the Four Seasons Resort Hualalai—to benefit the American Cancer Society.

That's the spirit Kona! Getting our name out there, making a difference in peoples lives, and supporting our Atlas community! **one atlas.**

# Client Consulting Group & Kona Office Atlas 'mini-community' #1 takes 1st quarter by reigns

## 'Thanks, ah!' a new program that says, Thanks, ah! Sharilyn Tanaka from Personal Lines first recipient

Mike Ayson of AOA (CCG) nominated Sharilyn Tanaka of Personal Lines for the inaugural 'Thanks, ah!' award because she graciously volunteered to help the AOA group man a booth at a recent property management exhibition at the Blaisdell—on short notice! Mike asked Personal Lines for a volunteer the day before the event because he thought it would make the booth better to have a Personal Lines representative with them. Shari stepped-up and agreed to join them.

Sharilyn's (very) pregnant, yet she was her normal cheerful self. She knew it would mean extra e-mails and voicemails the following day, and that her feet would get sore, and that she would have to spend hours with Josh German, Ron Tsukamaki, and Mike, yet she did it anyway. That's a team player!

Congratulations from the CCG/Kona mini-community to Sharilyn on this dubious recognition!

Other nominees and nominators included:



**Duane Hopp**

Nominated by Randi Miller



**Therese Rayburn**

Nominated by Ron Tsukamaki



**Gwen Chang**

Nominated by Russ Park



**Kelly Osedo**

Nominated by Phoebe Del Rosario

# CCG/Kona Mini-Community planning community service project for entire Atlas family

Planning has begun in the CCG/Kona mini-community for the 1st quarter community service project. The first planning meeting takes place on Friday, March 4th at 2:00pm in the boardroom, and all interested CCG/Kona mini-community members are encouraged to attend (*uh, Kona, via phone please*). Questions, please contact **Liann Ebesugawa** at 8717.

Keep your eyes posted and your ears open for future announcements about what will be an exciting opportunity to support this Atlas mini-community and the greater Atlas community! **one atlas.**

## Eunice Hirata says goodbye to Atlas

### Retirement an end to work but beginning of an adventure

Don't simply retire from something, have something to retire to. – Harry Emerson Fosdick

I always like to go to my old friend Webster to get a better definition of a word. Here is his definition of retire:

1. Withdraw for privacy – I kind of like this one but don't think I can keep away from people for an extended length of time I don't want to be a hermit (*not Kermit The Frog but a hermit*)
2. End a career – say that's what I'm doing ending my career as an account manager and moving into another aspect of life (*is keeping a clean house a career???*)
3. Go to bed – aaah and stay in bed longer except I still have to get up and give Scooby his treat otherwise he'll start barking BUT I can go back to bed.

I will really miss the people at Atlas – we laughed, cried, grumbled – we stuck together through all the changes; helped one another when Atlas bought Sagitta and didn't know where to put what; helped each other figure out Image Right, I can annotate, fax, email without leaving my desk (*it's the best program Atlas bought*). One word of advice don't sit too long – your bottom will expand; your eyes will get blurry; your bones will creak (*you know like getting older*).

We poked fun at it each other: I'm going to miss Cindy calling me Peep-Squeak; giving Julie a paper bag with eyes cut out so she would keep her germs to herself; harassing the new hire that they can't put stuff in my tray after 3:00 or they met their quota of asking questions. Now my daughter and the dog will have to put up with my antics.

I will not be idle Justin, I have a long list of projects. Yes Lance and Vince – I will start an exercise routine. Yes Laurene – I'll try to cook at home (*and go out to eat occasionally instead of every night but notice the word TRY*). To George Furuuchi, my mind will be kept active and hopefully Alzheimer will not set in (*although sometimes I think it already has – now where did I put my keys???* *Why did I stand up???* *Where was I going???* *What's your name???*)

I'll leave you with the following quotes from the calendar I got as gift:

- ◆ **I love being so old that when I say whatever I think, it is seen as eccentric and not crazy.**
- ◆ **I always wanted to be somebody. If I made it, it's half because I was game enough to take a lot of punishment along the way and half because there were a lot of people who cared enough to help me. – Althea Gibson**
- ◆ **Honesty is the best policy – Traditional Proverb**
- ◆ **Old proverbs may not be in vogue these days and their validity still holds.**
- ◆ **Honesty is never destructive. It may be painful at times and it always contributes to growth and awareness**

And this from the Bible: 1 Corinthians 13:13

- ◆ **And now these three remain: faith, hope and love. But the greatest of these is love.**

Love, not physical love but love in your heart; love for the people you meet (*even those that frustrate you*) will always bring you peace.

Thank you Atlas for the good times (*and of course my paycheck*). With my love,

all pau

- Eunice Hirata



# Aloha Eunice Hirata—we miss you already!



# Love is in the air—with Cupid's arrow

## Cupid and executive team deliver love in spirit of 'one atlas.'

On February 14th, Cupid (*aka Richard Fukeda*) pranced (*that's what Cupid does, right...prance!?*) around the Bishop Street office with the executive team in tow, gifting all good little Atlas boys and girls with red roses and chocolates. For those Cupid was especially fond of, a big sloppy kiss accompanied the gifts. Fortunately for this writer, the rose and chocolate was enough.



Thank you to the executive team OAC, and to Cupid, for making an already special day specialer (*is that a word?!*) **one atlas.**



# Commercial Lines Metamorphosis

## New 'small business development' unit a key change to Atlas Building a Better Business

It's been a long time coming, and after months and months of planning and deliberation, Commercial Lines is making quite a metamorphosis. In an attempt to increase workload capacity for account managers in their support of Independent Agents, a new 'small business development' unit came into effect on March 1, 2011. Headed-up by newly promoted **Kari Yamada**, the SBD, as they are calling themselves, will be made up of Kari, newly promoted Account Manager-Trainee **Travis Ota**, and **Ray Uyeda**. They will focus on the bulk of smaller accounts in Commercial Lines (*accounts smaller than \$5,000 in total premium*), relieving the newly named 'CIA,' or Commercial Independent Agents unit of these accounts. More capacity, more help available to our Independent Agents, better service, more sales—a great recipe for success!

Also newly-promoted as an Account Manager-Trainee is **Caroline Ng** who has now joined the **Sharon Hodson** CIA team.

Commercial Lines held a 'department warming' party on March 1, 2011 to commemorate the reorganization of the department, inviting all others to come and enjoy some pupu's, drinks, games and good times.



**Richard Fukeda's CIA Team:**  
**Laurene Miyashiro, Richard, Quynh Pham, Gwen Chang**



**Sharon Hodson's CIA Team:**  
**Cindy Miral, Sharon, Caroline Ng, Veronica Halili, Julie Dang**



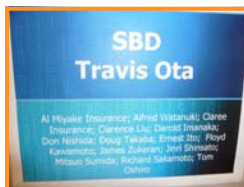
**Alvina Miyasato's Support Team:**  
**Jennifer Tupuola, Pearl Gomez, Aida Miralles, Alvina, Freida Theus, Lee Quibon**



**Kari Yamada's SBD Team:**  
**Ray Uyeda, Kari, Travis Ota**



**Kathy Kano**  
**Director of the CIA, SBD and Support Groups**



# The Atlas Giving Corner

**Building a better community through giving!**

## Blood Donors at Atlas save lives Strengthening our Community by giving to others



Thank You, Atlas Blood Donors!

In 2001, my father was diagnosed with a rare, incurable form of cancer that affects his bone marrow and immune system. After 9-years of trying different things, there are no treatment options left for him other than his regular blood transfusions every three-to-four months. Prior to his transfusions, he is pale, weak, and listless—sometimes so much so that he fears his time has come. Immediately after his transfusion, he feels and looks like a new man. There is color in his face, he has a sense of humor and most importantly, he says he has the will to keep going and keep up the fight for another few months.

When I was 18, I tried to donate blood but I was anemic at the time and used that excuse until 2007. Bottom line is I was afraid of needles and used every excuse not to donate. Why bother when so many other people already do?

As I've learned, only 2% of the entire population of Hawaii donates blood! I only started to donate when I had the opportunity to do so at my workplace blood drive. Once I donated for the first time and realized the fear of being stuck by a needle was a thousand time less than the pain and fear my dad went through almost every day, it was a no brainer—I would be a blood donor for life, no excuses.



Atlas team members who donated blood at the March 2011 blood drive included **Tina Leger**, **Tasha Montero**, **Rona Yasuhara**, **Irlene Torres** and **Steve Pang**

And finally, a big thank you to anyone who tried to donate and but were in-eligible. You took that first step, and that is what counts!

I encourage all our active donors to find a 'date' for the next 1132 drive, someone who has never donated before and offer to accompany them on their first donation. If you're over 18 years-of-age, are in good health, weight at least 110 lbs., then take our 'ONE atlas' theme to heart and make this the year you can say, "I took ONE hour of my day, donated ONE pint of blood and saved THREE lives." I'll bet that ONE will not be the last.

- **Tina Leger**, Employee Benefits

With our 'one atlas' theme in 2011 and with our goal of contributing to our communities, here's one thing all our 'mini-communities' can support with very little effort. We have a blood drive in our building about every 8-weeks and we are only a few blocks away from the Blood Bank of Hawaii downtown donation center at 126 Queen Street.

Atlas has about 23-donors, which is about 20% of our employee population! I wanted to recognize the individuals at Atlas who regularly donate at the 1132 Bishop Drives and thank those who took the courage to donate for the first time.

Just a sample of some of our donors who have hit their 1-gallon mark:

**Duane Hopp** from Accounting, **Tammy Burks** and **Steve Pang** from Consulting Services, and **Frances Tagawa** from IT.

Deserving of even more accolades are the Atlas employees who take time out of their own schedules to donate at other locations and on the weekends. Some individuals who go out of their way to regularly to save lives:

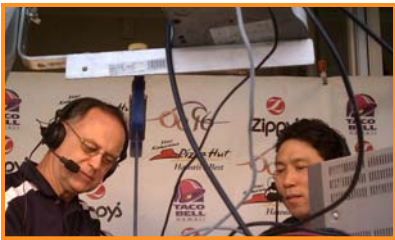
**Mike Ayson** from CCG Sales (*donor for 13 years and working on his 5<sup>th</sup> gallon!*), **Freida Theus** (*working on her 3<sup>rd</sup> gallon!*) and **Pearl Gomez** (*also working on her 3<sup>rd</sup> gallon!*), both from Commercial Lines.

# The Atlas Giving Corner

**Building a better community through giving!**

## HHSAA Swimming & Diving Championships 2011

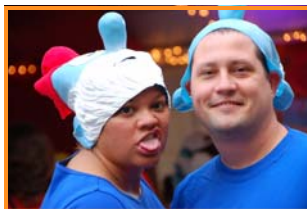
Atlas served as the proud title sponsor of this year's Hawaii High School Athletic Association's Swimming & Diving Championship in February 2011. As the title sponsor, an Atlas representative was given the honor of presenting the winning team trophies at the awards ceremony. **Sharon Hodson** from Commercial Lines did the honor and had a great time doing it. A night earlier, **Lance Kawano** got to promote the event on OC16's coverage of the High School Soccer Tournament. Great job to both Sharon and Lance!



## Chinatown Chase 2011



What has 16-legs, climbs up trees, hangs upside down from trapeze bars and is blue? Atlas Insurance's 'SMURFS UP' team! For the second year in a row, Atlas Insurance sponsored a team for the Hawaii Theatre's Chinatown Chase fundraiser. Dressed as a team of Smurfs, eight of your fellow employees followed clues throughout Chinatown in an attempt to become the first team to solve all of the riddles provided. While the team did not win, they did some serious bonding and have fond memories of a night scampering around downtown. (*Nick Tan hanging from a tree is one memory none of them will ever forget.*) This annual fundraiser helps the Hawaii Theatre to provide educational opportunities for Hawaii's youth.



The Atlas team for Chinatown Chase 2011:

**Josh German, Lei Mariano, Dana Tokioka, Corina Hill, Bonnie Pang, Tammy Burks, Amanda Zamora and Nick Tan**

# Atlas welcomes Jennifer Tupuola Jennifer the newest addition to Commercial Lines team



**Jennifer Tupuola** is our newest family member here at Atlas, a new Account Administrator in Commercial Lines.

Jennifer has an Associates Degree in Travel & Hotel Management and has lots of experience in high-end retail. So why insurance? She's adventurous! Jennifer decided she was ready for a change and decided on insurance as a career. In her spare time, she is a volunteer team parent for the Honolulu Little League (*has been for the past 6-years*) where her husband is a coach and League President.

With three kids, Jennifer keeps busy. The two boys play baseball (*as you might expect*), but so does the daughter (*as you might suspect*). They are 11, 10, and 6, with the daughter the youngest.

Please stop by and visit Jennifer and help welcome her to our Atlas Ohana!

# Connected to the Neighbor Islands 'one atlas' extends throughout the State!



## Kona Office Valentine's Day celebrated



The Kona office was treated with Jamba Juice gift cards and lollipops to make our Valentine's Day sweet and special. And RED was the color of the day. Simply because red represents (*among many things*) joy, friendship, passion and love.

What a perfect opportunity to celebrate our true love for Atlas! XOXO

The girls of Kona included **Jean Ikeda**, **Pixie Flores**, Lina **Weinstock**, Agent **Janice Takauye**, **Elaine Panlilio**, and **Becki Rogers** (*missing from the photo is their fearless leader, Therese Rayburn*).



# The History of St. Patrick's Day

## No Irish need apply

Reference: [History.com](http://History.com)

St. Patrick's Day is celebrated on March 17th. The Irish have observed this day as a religious holiday for over a thousand years. On St. Patrick's Day, Irish families would traditionally attend church in the morning and celebrate in the afternoon. Lenten prohibitions against the consumption of meat were waived and people would dance, drink and feast—on the traditional meal of Irish bacon and cabbage (*can you say tummy ache!?*).



Today, St. Patrick's Day is celebrated by people of all backgrounds in the United States, Canada and Australia. Although North America is home to the largest productions, St. Patrick's Day has been celebrated in other locations far from Ireland, including Japan, Singapore and Russia.

In modern-day Ireland, St. Patrick's Day has traditionally been a religious occasion. In fact, up until the 1970s, Irish laws mandated that pubs be closed on March 17 (*say it isn't so!*). Beginning in 1998, however, the Irish government began a national campaign to use St. Patrick's Day as an opportunity to drive tourism and showcase Ireland to the rest of the world. Last year, close to one million people took part in Ireland's St. Patrick's Festival in Dublin, a multi-day celebration featuring parades, concerts, outdoor theatre productions and fireworks shows.

# Personal Lines Grassroots Winners

## \$50 gift card and thanks for the referrals to two from CCG

Personal Lines recently announced two winners of their grassroots initiative in which Atlas employees were challenged with sending referrals their direction. Many did, but two were randomly selected for recognition.

Congratulations to **Liann Ebesugawa** and **Phuong Ma**, both from CCG, and thanks for their contributions and teamwork. Thanks also to the many others around the Atlas organization who forwarded referrals in the direction of Personal Lines.

This is what makes Atlas so great! **one atlas.**



# Atlas Insurance Agency

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## Atlas Vision Statement

*We will be the dominant insurance agency in Hawaii by having the reputation of having the best team of professionals. We will earn this reputation by having professionals who focus on our clients' needs and who deliver results that meet or exceed their expectations.*

**Hawaii is not just a place we do business. Hawaii is our home.**

## March 2011 Atlas Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
	March 1	2	3	4
7	8 International Women's Day and 'Fat Tuesday'	9 	10	11
	2nd Annual Atlas Leadership Institute			
14	15	16	17 St. Patrick's Day	18
21	22	23	24	25 Prince Kuhio Day (Floating Holiday) 
28	29	30	31 Atlas Monthly Toastmasters Meeting 	