

80 Years of Experience ATLAS

Na Leo O' Atlas

December 2010

Volume 6, Issue 10



New Atlas Website Nearly Here Just in time for Christmas!

It was a long, blustery cold night, and Santa was pitter-pattering on the roof with his reindeer and sack of gifts in tow, ready to deliver the gift that (*hopefully*) keeps on giving. In exchange for a few cookies and a luke-warm glass of Meadow Gold milk, Santa gives good little (*Atlas*) boys and girls exactly what they've asked for. What was missing from his sack, however, was something that can't be touched, but can be seen; something that can't be unwrapped, but can be opened, and something that we all have been wishing for since Christmas 2009—our new Atlas website!



Rather than wait until December 25th, Santa is delivering our special gift in early December, with little fanfare, but lots of excitement. Santa knows that 'this' gift has the unique ability to provide lots more gifts for years to come, but he expects that we will treat the website with lots of love, attention, and updates.

You see, Santa understands that a good, solid, and interactive insurance website can add value to clients, interest prospects enough to make them want to shop Atlas, and make agents and staff proud of the company they work for. It's a first class product, no doubt, and Santa delivers nothing but the best.

As he rode off into the dark blue night-time sky, you could hear Santa chant something that sounded like the 2007 UH Football team, then exclaim, 'Mele Kalikimaka to all, and to all, happy web surfing!'



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Our Top 5 Agents for October 2010
They make sales look easy!



#1 Gerald Takeuchi



#2 Mark Murayama



#3 Wayne Kinoshita



#4 Jim Higgins



#5 Thomas Oshiro Jr.



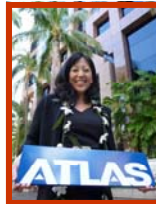
Smart, eh! Recent Professional Development success stories...



Malia Ark
passed her fourth CIC class, 'Commercial Property'



Julie Dang
passed her first CPCU class, 'Commercial Liability'



Liann Ebesugawa
passed her Hawaii State P&C Licensing exam



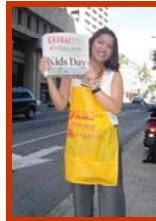
Richard Fukeda
passed three MLIS courses



Jean Ikeda
passed her final CIC class, 'Commercial Property' and is now our newest CIC!



Phuong Ma
passed two CISR courses, 'Personal Residential' and 'Personal Auto'



Quynh Pham
passed her first CIC class, 'Commercial Property'



Danielle Shepherd
passed her first CIC class, 'Commercial Property'



Dana Tokioka
passed her Hawaii State P&C Licensing exam

The Atlas EB team is a rockin' and a rollin'
Employee Benefits sales accomplishments includes whole team



Ask Bonnie Pang and she'll tell you it's the team in front of her. Ask the EB team, and they'll tell you it's Bonnie's leadership. No matter how you approach it, the Atlas EB team is a rockin' and a rollin' in the sales lately. The entire team is realizing sales successes and it's impacted the bottom line—and their confidence. This team knows what they're doing and they smile while doing it!

New clients include: The Glaziers of Hawaii (Tina), New City Nissan (Vivian), St. Louis School and Bella Pietra (Melanie), and Loves Bakery (the EB team). Keep 'em coming team!

Della Nakamoto and family enjoy spirit of giving Rotary Club of Kahului function supports Maui Food Bank



Doing good when good is needed most, Della Nakamoto in the Atlas Maui office and her two kids, Brittany (17, in jeans) and Kekai (3, brown shirt) spent a good part of Saturday, November 20th at a food drive organized by the Rotary Club of Kahului (Della is a member). The food collected benefited the Maui Food Bank.

Thank you to Della and kids for supporting a good cause, and for representing Atlas in such a positive way!

'The Dog Ate It'

Therese Rayburn offers all too common excuse, and is right!



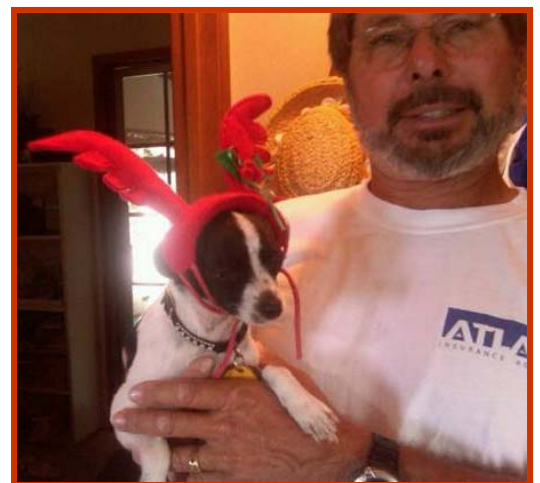
Here's how the story goes...

Therese calls Honolulu to ask for a copy of a document she just received in person a day earlier. When queried as to where the original one went, she said, (and say it with me folks) **'my dog at it.'**

'Well,' she continued, **'not entirely, but [the dog] destroyed a good portion of it.'**

After laughing at her expense, Therese was asked if she was serious, and the picture to the right and these following words were her response:

'This is the culprit! [Meet] Hapa Lei, the Rein-dawg!'



Makai Can Carve One Mean Pumpkin Staff at Makai office places in building carving contest



The Atlas Makai team wielded their knives (*dangerous*), their magic markers (*creative*), and miscellaneous junk (*I mean adornments*) and came up with this concoction (*see picture, if you dare*). Good enough for 3rd place in the building, they're not complaining.

If you stare really hard, you can tell it's a well dressed Mardi Gras attendee who went to the Sugar Bowl when UH played—clearly inebriated, too much lipstick, bushy eyebrows, but with a bow tie, this guy's seen better days, I'm a bettin'!

Congratulations are in order, though I think we'll need to publish what the theme was supposed to be in the next Na Leo. Thanks for your submission Makai team! Uh, great work!

In all seriousness, way to make Atlas proud! It's obviously a close resemblance of Myles Murakami!

DISCLAIMER: This article submitted by Lance Kawano.

The Atlas Giving Corner



Aloha United Way drive all pau Atlas knocks it out of the park with this year's giving!

As you know, A UW gives generously to a variety of charitable causes around the Aloha State, and Island Holdings (*and Atlas*) had done well in years past to support their efforts. This year's Holdings-wide' goal was to reach \$22,000, which represents a 22% increase over last year's giving. That goal was exceeded pretty handily with a total of \$26,560 raised Holdings-wide.



Aloha United Way

Atlas certainly did its part, with this year's pledges beating last year's giving by an astounding 270%! Just over \$3,000 was pledged by our Atlas team. Way to go! Thank you for your generosity and spirit of giving, particularly at this time of year!

The gift that gives life—your blood Banner year for Atlas donations, but more is needed

The next Blood Bank of Hawaii blood drive is scheduled to take place on **Monday, December 13, 2010 at 1132 Bishop Street**. That's pretty darn convenient for most who work at Atlas, and it's done that way intentionally! The Blood Bank needs your blood!

Each year, the Blood Bank of Hawaii provides lifesaving blood products to 11 civilian hospitals on Oahu and eight civilian hospitals on the neighbor islands. Typical uses for the blood include surgical procedures, treatment of accident victims, ulcers, anemia, delivery for mother and baby, and cancer. The BBH has been saving lives in Hawaii for over 65-years as a non-profit organization.

To donate blood, here are the basic requirements:

1. **Be in good health**
2. **Be 18-years or older**
3. **Weigh at least 110-pounds**
4. **Have valid photo identification**

The donation process is a relatively easy one, and should take you no more than one hour. From registration to refreshments, the entire process of donating blood includes the following six steps:

1. **Paperwork—Each donor is given a questionnaire to fill out.**
2. **Vital Signs Check—A Blood Bank of Hawaii staff member will check your blood pressure, pulse, temperature and hemoglobin level.**
3. **Confidential Interview—A Blood Bank of Hawaii staff member will review your medical history with you.**
4. **Collection—The actual collection of blood takes only five to eight minutes. A new, sterile and disposable needle is used to draw one pint of your blood.**
5. **Rest—Remain seated for a few minutes. Drink lots of liquids to help replenish your fluids**
6. **Eat—Yeah! Be sure to have some refreshments before you leave and enjoy hearty meals throughout the day!**



A Visit from St. Nicholas

Attributed to Clement Clarke Moore



'Twas the night before Christmas, when all through the house,
Not a creature was stirring, not even a mouse;
The stockings were hung by the chimney with care,
In hopes that St. Nicholas soon would be there;

The children were nestled all snug in their beds,
While visions of sugar-plums danced in their heads;
And mamma in her 'kerchief, and I in my cap,
Had just settled our brains for a long winter's nap,

When out on the lawn there arose such a clatter,
I sprang from the bed to see what was the matter.
Away to the window I flew like a flash,
Tore open the shutters and threw up the sash.

The moon on the breast of the new-fallen snow,
Gave the lustre of mid-day to objects below,
When, what to my wondering eyes should appear,
But a miniature sleigh, and eight tiny reindeer,

With a little old driver, so lively and quick,
I knew in a moment it must be St. Nick.
More rapid than eagles his coursers they came,
And he whistled, and shouted, and called them by name;

"Now, Dasher! now, Dancer! now, Prancer and Vixen!
On, Comet! on, Cupid! on, Dunder and Blitzen!
To the top of the porch! to the top of the wall!
Now dash away! dash away! dash away all!"

As dry leaves that before the wild hurricane fly,
When they meet with an obstacle, mount to the sky;
So up to the house-top the coursers they flew,
With the sleigh full of Toys, and St. Nicholas too.

And then, in a twinkling, I heard on the roof,
The prancing and pawing of each little hoof.
As I drew in my head, and was turning around,
Down the chimney St. Nicholas came with a bound.

He was dressed all in fur, from his head to his foot,
And his clothes were all tarnished with ashes and soot;
A bundle of Toys he had flung on his back,
And he looked like a peddler just opening his pack.

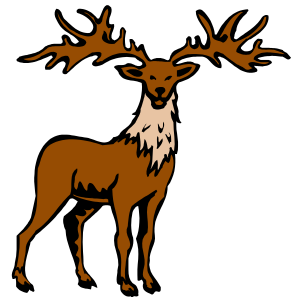
His eyes -- how they twinkled! his dimples how merry!
His cheeks were like roses, his nose like a cherry!
His droll little mouth was drawn up like a bow,
And the beard of his chin was as white as the snow;

The stump of a pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath;
He had a broad face and a little round belly,
That shook when he laughed, like a bowlful of jelly.

He was chubby and plump, a right jolly old elf,
And I laughed when I saw him, in spite of myself;
A wink of his eye and a twist of his head,
Soon gave me to know I had nothing to dread;

He spoke not a word, but went straight to his work,
And filled all the stockings; then turned with a jerk,
And laying his finger aside of his nose,
And giving a nod, up the chimney he rose;

He sprang to his sleigh, to his team gave a whistle,
And away they all flew like the down of a thistle,
But I heard him exclaim, ere he drove out of sight,
"Happy Christmas to all, and to all a good-night."



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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!



Important Dates!

Lots of great events and activities coming up. Keep these important dates handy:

Date	Event
December 6	Website 'go-live' date
December 10	Atlas Annual Holiday Party! (<i>Mardi Gras Theme</i>)
January 20	Kick-Off Meeting for 2011