

Westside Stories

"The Pride of the Westside"

A community newspaper by and for residents of the Leeward Coast of O'ahu, Hawai'i
Direct mailed to over 14,000 residences in the areas of Nānākuli, Mā'ili, Wai'anae, Mākaha and Makua

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Wai'anae's Andy South Shines on "Project Runway"

Submitted by Liberty Peralta

Andrew Southiphong, a Wai'anae High School Class of 2004 graduate who now goes by Andy "South" is competing on this season's "Project Runway," now airing on Lifetime Television. As of press time, Andy is still in the running with 11 other fashion designers and at age 23, he is the second youngest contestant this season.

This season of the competitive reality show began with 17 budding fashion designers who want to further their careers. Every week, the contestants take on a design challenge. From each challenge,

the designer with the best work is declared a winner, while another designer (sometimes several) is sent home for the poorest work.

What's at stake? A grand prize package that includes: \$100,000 toward a new clothing line from L'Oréal Paris, a fashion spread in Marie Claire magazine, \$50,000 worth of Hewlett-Packard and Intel technology products and the chance to produce and market an exclusive line on piperlime.com, an accessories website owned by Gap Inc.

Model Heidi Klum, designer Michael Kors and Marie Claire magazine editor Nina Garcia are the judges on "Project Runway." Interestingly enough, Andy was at one point a sales associate at the Michael Kors Waikēle store and he cites Klum as his fashion muse.

At the suggestion of friends and industry peers, Andy auditioned for "Project Runway." After several auditions, he made it onto the show. He kept everything hush-hush until taping was completed - Andy couldn't even tell friends and family until the rest of the world found out through a press release.

Andy still can't reveal what will happen this season, but says viewers can expect him to "wow" the judges. In the third episode, Andy did just that - he won a challenge in which the designers constructed outfits out of party materials. Andy's one-shoulder, leather-like dress was made entirely of black and silver ribbon. We Hawai'i viewers quickly

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Designer
Andy
South



Andy works on a creation for "Project Runway"

On the Wai'anae High School bleachers after class photo session in 2003 are: Mika Pitolo, Cheyenne Robinson, Andy Southiphong, Kaulani Kamakela, Maia Young, Nick Smith and Liberty Peralta.

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Saturday, September 18th is Primary Day - Remember to Vote!

PBN Names "Mākaha Studios" Hawai'i's Fastest Growing Small Business

Submitted by Liberty Peralta

Pacific Business News (PBN) named Mākaha Studios Hawai'i's fastest growing small business at its annual "Hawai'i's Fastest 50" luncheon August 19 at Halekulani Hotel in Waikīkī.

Every year, PBN honors 50 small lo-

cal businesses that have experienced the biggest revenue growth in a two-year period. Mākaha Studios, a video production and multimedia design company, saw a revenue growth from about \$157,000 in 2007, to over \$1 million in 2009—a 581.44 percent growth rate.

The company has clients in Hawai'i, North America, and Japan.

John Allen III, Mākaha Studios' co-founder and chief creative officer, teared up as he accepted the award on behalf of the company. He refused to take sole credit for the award and repeatedly called attention to the entire staff.

"The PBN award is a great reminder that no one person, company, or organization does anything alone," Allen later wrote on Facebook. "Our success is a direct reflection of all the people we have ever had the pleasure of knowing and working with. You are all a part of the Mākaha Studios/Scarider Productions family and without you we would not be here. Mākaha Studios did not just win. 'WE' all won."

Mākaha Studios was established in August 2006 as a for-profit spin-off to Wai'anae High School's successful journalism and multimedia education program, Scarider Productions (SP). Originally comprised of a staff of three, the company has expanded since then to 12 employees. Many are graduates or former advisors of SP. The company oper-

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Part of the Mākaha Studios Team at a recent dinner: Front Row: Liberty Peralta, Nicki Marivhan and Chad Brown. Back row: Sam Kapoi and son Ku, John Allen III, Ed-Paoco Eli, "Aunt" Linda Brock, Solomon Altapada and Nick Smith.

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Mākaha Studios

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ates out of 3,000 square feet of office space in Mākaha Marketplace.

Mākaha Studios is built upon a social enterprise business model, meaning a portion of its bottom line goes toward a cause. Currently Mākaha Studios helps fund media education programs along the Wai'anae Coast, particularly SP.

Media education is only part of the company's vision of diversifying Wai'anae's economy and improving education as a whole. In July, the W.K. Kellogg Foundation granted \$4 million toward a joint initiative among Mākaha Studios, MA'Ō Organic Farms and Searider Productions, called Kauhale O Wai'anae. The initiative will encourage and guide Wai'anae youth

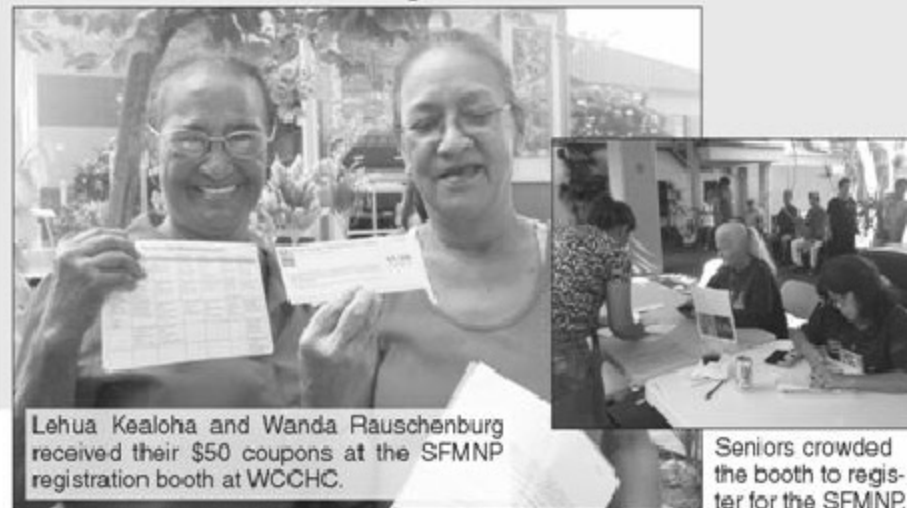
to pursue and complete post-secondary education, expose them to multiple career options, and help them become entrepreneurs in their own community.

The eventual goal: a robust and empowered Wai'anae.

"What we want for our business is an attitude where nothing is impossible and for that to trickle down into the community," Allen says in Mākaha Studios' presentation video, "Our Story." "We want people to see that Wai'anae is not just Wai'anae — it's a place where you can be somebody and do something."

To learn more about Mākaha Studios, please visit makahastudios.com. "Our Story," an 8.5-minute video about the company and its vision for Wai'anae, can be found at makahastudios.com/our_story.

SFMNP Voucher Registration a Hit at WCCHC



Lehua Kealoha and Wanda Rauschenburg received their \$50 coupons at the SFMNP registration booth at WCCHC.

Seniors crowded the booth to register for the SFMNP.

Submitted by Desiree Hikuroa

Over 100 seniors showed up at the Waianae Coast Comprehensive Health Center (WCCHC) on August 19 to register for the Senior Farmers' Market Nutrition Program (SFMNP).

The SFMNP is a program that offers \$50 worth of vouchers to low-income seniors (over the age of 60 or over the age of 55 if deemed handicapped) that can be redeemed for eligible foods like fresh fruits, vegetables, honey and cut herbs. These vouchers can be used at participating farmers' markets around the island, including the Wai'anae Farmers' Market.

"The program is designed to provide fresh and nutritious locally grown produce to seniors and support local farmers, farmers' markets and community supported agriculture programs," said Roxanne Stark, Director of Agency Affiliations for the Hawaii Foodbank.

The Hawaii Foodbank is working with the State of Hawaii and USDA to certify nearly 5000 seniors. There are only

2000 vouchers left until the program ends in October. Distributing the remaining vouchers will increase the possibility of bringing this program back next year.

The Hawaii Foodbank urges seniors who are at or below 185% of the federal poverty guideline to register for the program. The organization has several sites around the island scheduled to register new participants.

"The program is such a great benefit to seniors and there is still interest in the program for those who were unable to make it," said Desiree Hikuroa, Director of Communications at WCCHC.

WCCHC plans on hosting another registration booth at its campus on September 15 from 9 am to 12 pm.

If you, or anyone you know, is interested in participating in the program, please stop by WCCHC on September 15, call 954-7889 or visit www.hawaiifoodbank.org to download an application. See ad on page 9

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