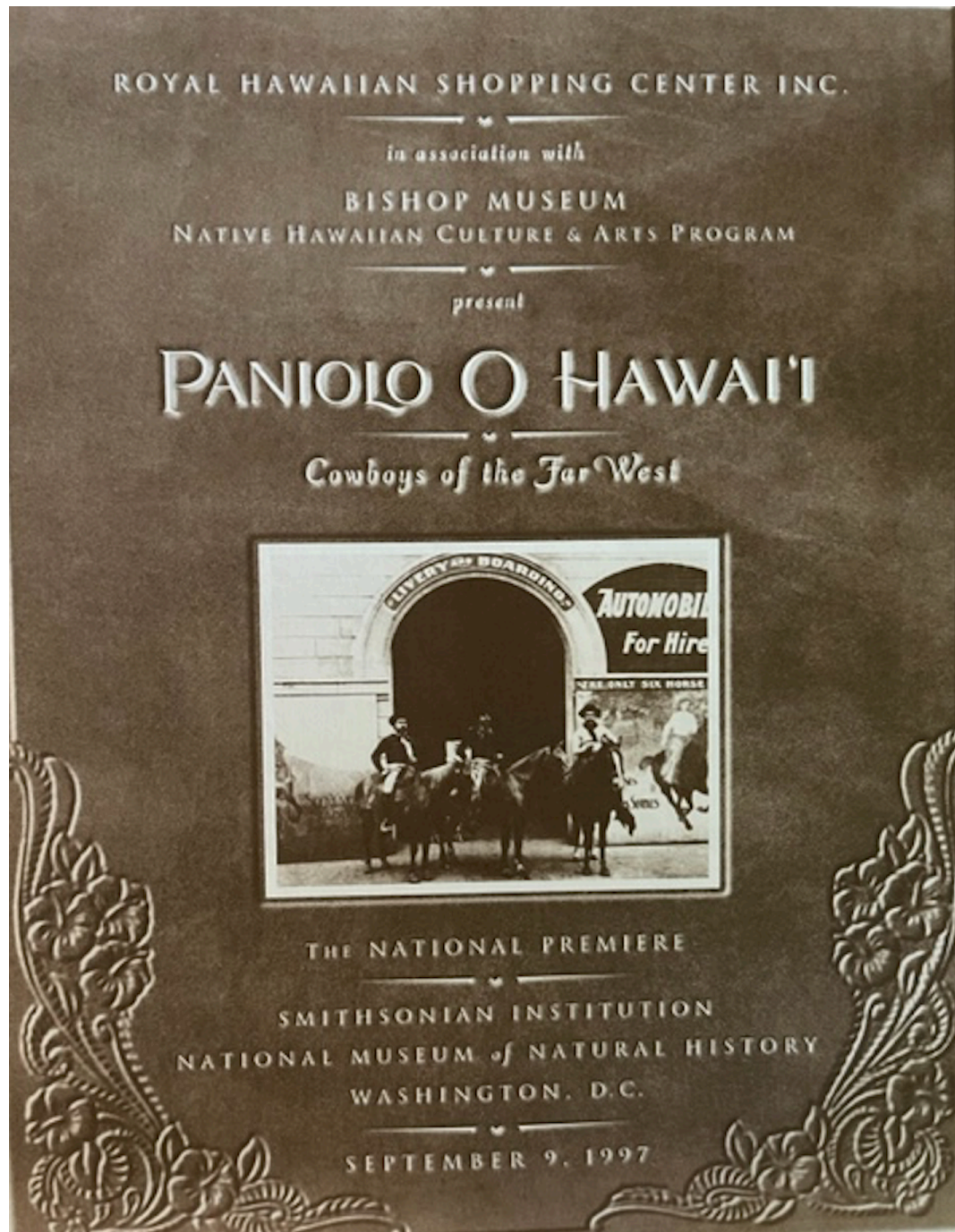


SAMPLING OF PRESS & EVENTS
Paniolo O Hawaii - Cowboys of the Far West



ROYAL HAWAIIAN SHOPPING CENTER INC.

in association with

BISHOP MUSEUM

NATIVE HAWAIIAN CULTURE & ARTS PROGRAM

present

PANIOLO O HAWAII

Cowboys of the Far West



THE LOS ANGELES PREMIERE

AUTRY MUSEUM OF WESTERN HERITAGE
LOS ANGELES, CALIFORNIA

AUGUST 20, 1999

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PANIOLO O HAWAI'I

Cowboys of the Far West



THE WEST COAST PREMIERE

ASIAN ART MUSEUM
OF SAN FRANCISCO
SAN FRANCISCO, CALIFORNIA

APRIL 9, 1998

ROYAL HAWAIIAN SHOPPING CENTER INC.

in association with

BISHOP MUSEUM
NATIVE HAWAIIAN CULTURE & ARTS PROGRAM

present

PANIOLO O HAWAII

Cowboys of the Far West



THE HAWAII PREMIERE

MONARCH ROOM
THE ROYAL HAWAIIAN
AT WAIKIKI BEACH

DECEMBER 12, 1997

PRESERVING THE PANIOLO WAY

Documentary, CD round up Hawaii's cowboy tradition

By Brian Mansfield
Special for USA TODAY

Clyde "Kinky" Sprout, 65, can remember riding his horse through the mountains of Hawaii and not seeing a single light in the valley.

"There was nothing there — not even a road, nothing," recalls the gray-bearded paniolo, or Hawaiian cowboy. "Now, when I look down and see all these houses, I never thought that was possible."

While paniolo history has long been a part of Hawaii's identity, the story of the paniolo tradition has only recently begun to be told.

"There are those who have said that the paniolo tradition is dead," Sprout says, "and they have been wrong."

The history of the Hawaiian cowboy is largely unknown to the mainland, but a new documentary and album hope to draw attention to the disappearing way of life. Maui's Ken, Benjamin J. Cayton has also declared 1997 the Year of the Paniolo in his state.

Cattle ranching transformed Hawaii's land and economy in the 19th century much the way tourism has in the 20th. The first cattle were brought in in 1793, 15 years after the discovery of that island by the West. The King, who called the animals "gigs with four legs," saw their commercial potential and banned their killing, allowing them to breed in the wild for more than 30 years.

Mexican cowboys, or vaqueros — including Sprout's great-grandfather — arrived in Hawaii around 1820 and began herding the cattle. They came to be known as paniolo, which may come from the Spanish word for herdsman.



By sea, Hawaiian cowboys herd cattle to a ship offshore to be loaded on a boat. The historical photo, shown in the documentary *Paniolo: A Hawaii*, shows why paniolo must be good swimmers.

At last, the paniolo story is being told. The documentary *Paniolo: A Hawaii*, which premiered last week, is a major production, a major production, a major production. It is a 75-minute documentary on the history of the cowboy in Hawaii. Lee says the inspiration for the film came from memories of her youth, including childhood memories of her uncle's ranch on the magnificent north shore.

The film also features interviews of modern paniolo with a historical perspective on cattle and Hawaiian culture dating back to the 19th century. The film tracks the effect of cattle ranching on Hawaii's land and economy and explores the paniolo musical legacy of the slack-key guitar style.

Lee shows how the Hawaiian terrain presented unusual challenges for the cowboys, many of whom had come from Mexico and California. They had more to deal with

"The descendants of the cattle that were given to the king are still up in the mountains," says Levent Lindbergh, 44, a 4th-generation paniolo who grew up riding to become a musician. "A lot of them haven't seen each other."

The legacy of the Spanish-speaking vaqueros, who came from Mexico, California, Spain, Portugal and many South American countries, remains strong in paniolo tradition today.

"You've got a blending of the two cultures, blending, and a unique sound," Lee says. "They took from everybody's culture, and they created."

The vaqueros also shaped Hawaiian music by introducing the double and the guitar. The Hawaiians developed a guitar style called "slack-key," so named because of the unique open tunings the players use.

"When I was in high school, I played double bass, all

slack-key tuning," says Lindbergh, who says he knows of 26 different guitar tunings used by slack-key players. "I didn't know there was another way of playing until after I graduated."

The Hawaiian cattle industry reached its peak during World War II, when the U.S. Army acquired large tracts of land. Since then, it has declined, as many countries have begun importing beef from Australia and New Zealand.

"If you choose to be a paniolo, it's a decision you're going to have to live with for a long time," Lindbergh says. "It's hard to make a living as a paniolo, so it's kind of exciting."

Lindbergh echoes Sprout's concerns that the ranches, traditionally run by families, are dwindling as well, making way for tourist-oriented development.

"When you build a structure, any kind of a hotel, you're got to keep it going," Sprout says. "And in order to keep it going, you've got to keep developing. Pretty soon everything's under concrete."

Album showcases slack-key guitar style

Most Hawaiian music albums that hit the mainland emphasize the softer sounds of the ukulele and the acoustic guitar. But the album *Paniolo: A Hawaii* (Songs of the Hawaiian Cowboy) (www.outofbeart.com) takes a more historical approach.

Rather than focusing on the music, it should be noted, the album is designed to tell the story of the island's culture. It begins with a traditional chant (sung by Danny Akaka, son of Hawaii's late Queen Kalia) that is a personal request for permission to make the album.

Because the music of the

Music Review

paniolo and that of mainland cowboys share a common Mexican/Spanish influence, their songs often have a familiar sound. The lyrics certainly do, and not just in their topics — rodeo, horse, cattle drives — but in the bilingual nature of songs like *Adios de Aloha* and *Kaloaia no Rongorua*.

Hawaiian guitarist Levent Lindbergh and Sassy Lim offer beautiful examples of the paniolo slack-key playing style. *Paniolo* contains songs by slack-key great Sassy Lim.

Longworth and Opa Kama, as well as Hawaiian royalty Keolu and Kila Kila, a love song in Hawaiian and Spanish, was written by Queen Liliuokalani, the reigning monarch when the USA took over the island at the end of the 19th century.

Notable session players supplement the paniolo performers on many tracks, and cowboy singer Michael Martin Murphy joins Clyde "Kinky" Sprout for a duet on *Pu's Aloha* (1991). No *Mule's Paniolo* is a fascinating look at a little-known musical genre.

By Brian Mansfield

Recommended listening

For those who love the sound of slack-key guitar, here are some recommendations. The music is available on CD or cassette.

► *Various Artists, Hawaiian Slack Key Guitar Masters* (Capitol, 1993). An excellent collection of 19th-century slack-key guitarists, including Sassy Lim, Levent Lindbergh, Kama, Kama, and Opa Kama. *Paniolo* and *Lim* are George Kama's first and last recordings.

► *Cathy Fabian, Hawaiian Slack Key Guitar* (Capitol, 1993). An excellent collection of 19th-century slack-key guitarists, including Sassy Lim, Levent Lindbergh, Kama, Kama, and Opa Kama. *Paniolo* and *Lim* are George Kama's first and last recordings.

In 1993, *Paniolo: A Hawaii* was released in its first edition. *Paniolo* (1993) was the first edition. *Paniolo* (1993) was the first edition.

► *Sassy Lim, Hawaiian Slack Key Guitar* (Capitol, 1993). One of the most famous slack-key guitarists, Lim's recordings are a must for any slack-key fan.

► *Levent Lindbergh, Hawaiian Slack Key Guitar* (Capitol, 1993). Lindbergh's recordings are a must for any slack-key fan. He is the son of the late Sassy Lim.

THE NATION'S NEWSPAPER

USA TODAY

NO. 1 IN THE USA... FIRST IN DAILY READERS



Paniolo's Edgy Lee, front right, with Uncle Kimo Ho (left), Uncle Andrew Kama Jr., Kinky Sprout and Aro Hanaquani.

Native filmmaker mines some unexpected history

When Edgy Lee decided to make a film, she knew she had to leave her native Hawaii. When she actually started making them, she knew she had to return.

"In my years of being away, I grew to appreciate the small, forgotten aspects of Hawaiian life," says Lee, producer, director and co-writer of *Paniolo: A Hawaii*, a 75-minute documentary on the history of the cowboy in Hawaii.

Lee says the inspiration for the film came from memories of her youth, including childhood memories of her uncle's ranch on the magnificent north shore.

The film also features interviews of modern paniolo with a historical perspective on cattle and Hawaiian culture dating back to the 19th century. The film tracks the effect of cattle ranching on Hawaii's land and economy and explores the paniolo musical legacy of the slack-key guitar style.

Lee shows how the Hawaiian terrain presented unusual challenges for the cowboys, many of whom had come from Mexico and California. They had more to deal with

than stampedes and the risk of going, working, sleep and food were also potential problems.

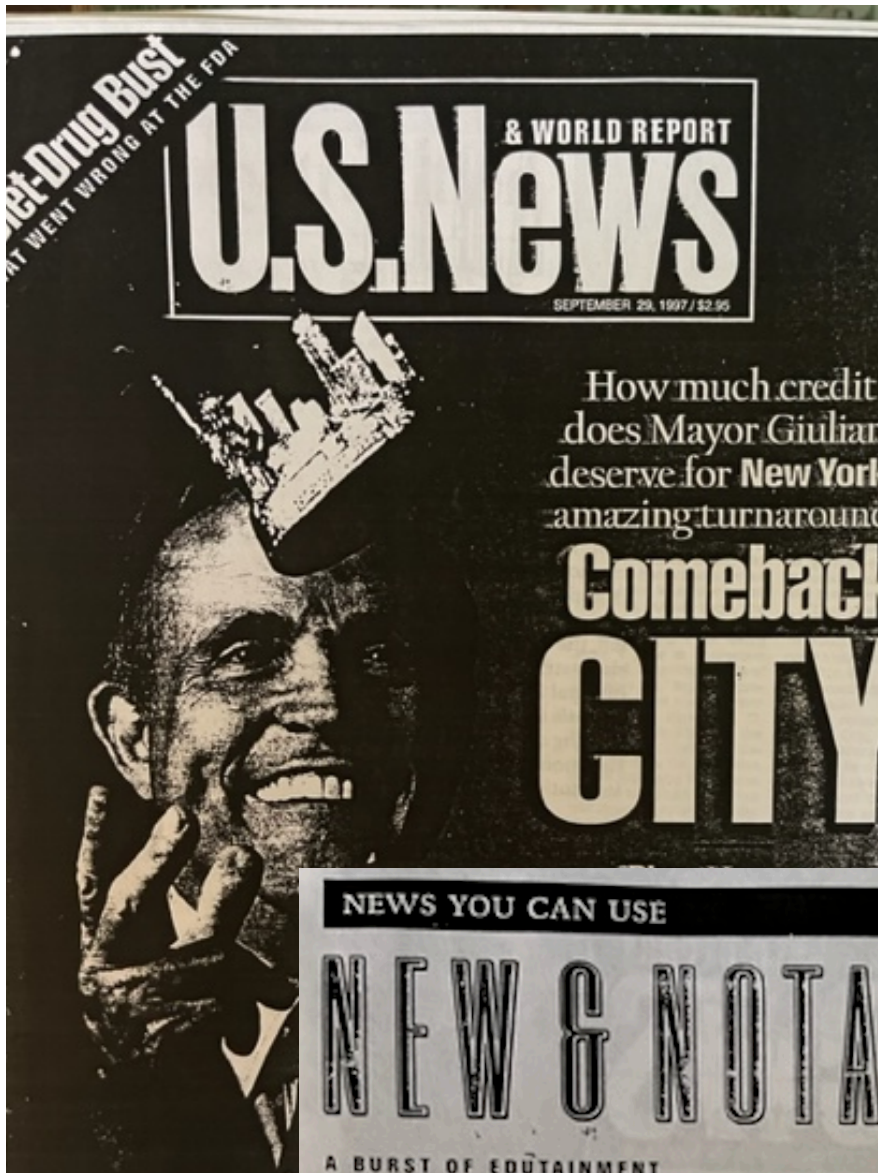
"That's what sets the cowboy apart," Lee says. "Not only is it an unexpected, early history of cowboy in America, but there was a lot of what (conditions) they had to work under."

Lee's research led her to Mexico City, Boston, Wyoming, California and Oklahoma. She found rare footage shot in Hawaii by Thomas Edison, and the film quotes Walt Disney and Mark Twain writing about their visits to the islands. While Nelson provides the closing narration.

Paniolo: A Hawaii is presented at the Smithsonian Institution's National Museum of Natural History in September. Lee is still looking for the film's ultimate audience. She plans to show it at museums, film festivals and universities and hopes it eventually will air on TV.

"Whether it's TBS, Discovery or PBS, that's ultimately how we'll reach the greater number of people."

By Brian Mansfield



NEWS YOU CAN USE

NEW & NOTABLE

A BURST OF EDUTAINMENT

CRITICS' CHOICE

MUSIC

Na Mele o Paniolo (Songs of the Hawaiian Cowboy) (Warner Western, \$15.98 CD, \$10.98 cassette). Next in line for 15 minutes of fame: Hawaiian cowpokes, who roamed the Big Island's volcanic range as early as the 1830s. Sung in Hawaiian, the recording features slack-stringed guitar and traditional island chanting. A *paniolo* documentary, now seeking a TV home, debuted this month at the Smithsonian Institution. —*Ian Baldwin*



MOVIE



This is a tale of cowboys and Indians with a big difference. The cowboys are the Indians. In the documentary film *Paniolo O Hawaii*, producer-writer-director Edgy Lee has illuminated a little-known facet of the old west, Pacific-Rim style. Although among the first cowboys in America, Hawaii's paniolo (pah-nee-oh'-low) have largely been left out of the usual history books. These cowboys have combined influences from British sailors, Scottish and Chinese merchants, Irish adventurers, Hawaiian royalty and vaqueros from Mexico, Chile and Peru into a marvelous amalgam of all those influences. After premiering at the Asian Art Museum last week, the documentary will be shown at Cal State Hayward April 15, the Mission Cultural Center on April 17 and at S.F. State University in the Student Union at 11 a.m. and 2 p.m. All screenings are free or for a nominal charge. Other screenings in the Bay Area will take place throughout the month. For more information, call (415) 487-0236.

— George Powell



Bay City Best

TOP PICKS FOR THE COMING WEEK

MUSIC

"Masters of Percussion," an evening of music with Marin-based Zakir Hussain, Fazal Qureshi and Sivamani playing tablas and drums, and special guest Ustad Sultan Khan on stringed sarangi, promises to rock the Palace of Fine Arts, 3301 Lyon St., San Francisco, on Apr. 18, at 7:30 p.m. Hussain's company, Moment! Records has planned this concert as part of a multi-city musical tour around the globe. Tickets, from City Box Office, \$15-25; student, senior and member discounts: (415) 392-4400. Information: (415) 459-6994 or 454-6264.

—Zahid Sardar

MOVIE



This is a tale of cowboys and Indians with a big difference. The cowboys are the Indians. In the documentary film *Paniolo O Hawaii*, producer-writer-director Edgy Lee has illuminated a little-known facet of the old west, Pacific-Rim style. Although among the first cowboys in America, Hawaii's paniolo (pah-neo-oh-low) have largely been left out of the usual history books. These cowboys have combined influences from British sailors, Scottish and Chinese merchants, Irish adventurers, Hawaiian royalty and vaqueros from Mexico, Chile and Peru into a marvelous amalgam of all those influences. After premiering at the Asian Art Museum last week, the documentary will be shown at Cal State Hayward April 15, the Mission Cultural Center on April 17 and at S.E. State University in the Student Union at 11 a.m. and 2 p.m. All screenings are free or for a nominal charge. Other screenings in the Bay Area will take place throughout the month. For more information, call (415) 487-0236.

—George Pitzell

POETRY

In celebration of National Poetry Month, the second annual Youth Speaks Teen Poetry Slam takes place April 15, 23, 24 (semifinals) and April 25 (finals) at the ODC Performance Theater 3153 17th St. The Teen Slam brings together poets ages 14-19 from throughout the Bay Area for the two-week spoken word competition. Each teen gets three minutes to present an original work, which is judged on the quality of writing and energy of presentation. All events start at 7:30 p.m. Tickets are \$1 for teens and \$5 for adults. Pictured: Molly Sawyer, 17, in the 1997 Slam. For more information, call (415) 661-6927.



NATURE

To celebrate the 25th anniversary of the Marin County Open Space District, a series of free events are scheduled to appeal to hikers, bikers, equestrians, poetry lovers, children and other folks. Sat., April 18 from noon till 3 p.m., former poet laureate, Robert Hass will join Marin County poets and authors in a picnic and reading at Roy's Redwoods, a grove and meadow in San Geronimo; Sat., May 9, from 1-3 p.m., there will be a chant-along event with musicians Lang Hill, Annie Owens, Kate Munger and Terry Garthwaite on the Sleepy Hollow/Terra Linda Divide; Sat., May 23 a nature hike down Marin's best trails to join naturalist Ane Rovetta for stories around a campfire at Joske Grove on Mt. Bardell in Novato from 5-8 p.m. These and other scheduled events are free but require tickets. Information: (415) 472-3500. For hikes, and horse and bike rides: (415) 499-6405.



MUSEUM

It's new, both a museum and curio shop. The Land of Make Believe at 586 Magnolia Ave. in Larkspur is having its grand opening April 19 from noon to 4 p.m. Promising a "spectacular exhibition of wondrous things," the museum will feature antique and new dolls and toys, historic San Francisco memorabilia with emphasis on the 1915 Panama-Pacific Exposition, rare autographs, perfume bottles and many other objects.

The curio shop will have a mélange of items for purchase. Admission to The Land of Make Believe is free, but all museum profits will go to Marin County animal charities. For the opening, lemonade and candies will be served, along with music and other surprises. Regular hours are Wednesday-Sunday from 11 a.m. to 4 p.m. Information: (415) 455-1915.

—George Powell

CONFERENCE

The first-ever San Francisco Mayor's Summit for Women will take place April 14 at Moscone Center. The Summit theme is "Giving Today's Woman Direction for Tomorrow."

Addressing the day-long conference will be Tipper Gore (pictured), well-known children's rights advocate, and former Texas governor Ann Richards. Other speakers will examine four key topics: "Your Money," "Your Career," "Your Rights" and "The Rest of Your Life." Tickets for the event are \$75.

To purchase tickets and obtain more info, call (415) 441-6951.



LASERDISC

In his silent classic *Sunrise* (1927), F.W. Murnau used filmcraft to make moviegoers see and feel what he could not say aloud. For Murnau, the purpose of technique was expressive, not a matter of attention-getting virtuosity. His tale of love, betrayal and redemption — of the attempted subversion of rural innocence by a brutal urban worldliness — stars George O'Brien and Janet Gaynor. Image Entertainment has released this b&w masterpiece from Fox Video for \$50. It is essential viewing.

—Bob Stephens



TELEVISION

Tom Hanks has friends. He also has a vision. Some would say that vision is really kind of a crazed interest. See, Hanks likes the theory of space — particularly named spacecraft. You know, as in NASA stuff. He's something of a NASA geek when it gets right down to it. So when he wanted to do a 12-part miniseries called *From the Earth to the Moon* — the largest in television history — you kind of figured he'd get it done.

He went to HBO and they said, "Hmmm, Tom Hanks wants to do something for the network. Sure." Then he got on the phone.

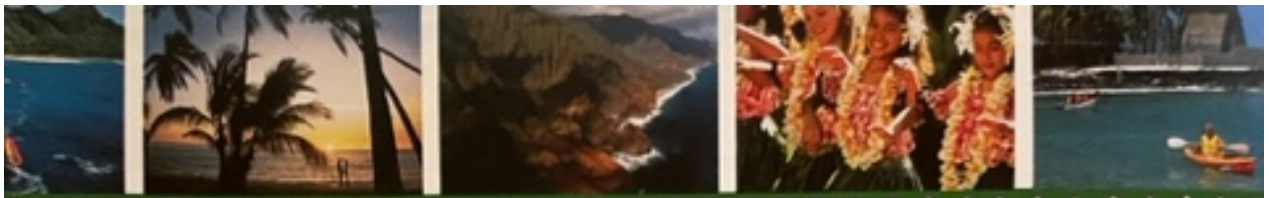
That's where his friends come in. He told them he had an idea for 12 one-hour movies documenting the Apollo mission from 1961 to 1972. Are you interested and can you do it, he asked? He got yes answers from, among others, Adam Baldwin, Gary Cole, Matt Craven, Tim Daly, Cary Elwes, Sally Field, Dave Foley, Al Franken, Mark Harmon, Peter Horton, Chris Isaak, Ann Magnuson, Jay Mohr, Elizabeth Perkins, Kevin Pollak, JoBeth Williams and Rita Wilson. As we said — among others. It pays to be a good guy. The next installment of "From the Earth to the Moon" can be seen today, April 12 at 8 p.m. on HBO.

—Tim Goodman



9 pages in Conde Nast Traveler "Gold List" annual best destinations issue





KEEP IT

HAWAII



AWARDS 2000

There's a renaissance going on in Hawai'i. The islands with the legendary past have brought their unique culture and history to life through programs and special events designed to "Keep It Hawai'i." Visitors can now experience Hawaiian culture firsthand through the efforts of local individuals and companies who are committed to preserving Hawai'i's past.

Turn the page to discover the best of Hawai'i 2000, the winners of the ninth annual "Keep It Hawai'i" Awards. You're invited to join them on your next trip to the Hawaiian Islands.

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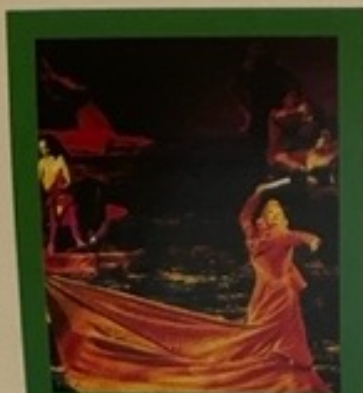
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JULY/AUGUST 2000



From top: Sonny Keakealani Jr., as featured on the Big Island in Edgy Lee's film, *Paniolo O Hawai'i*, the epic depiction of America's first cowboys; two scenes from Maui Myth & Magic Theatre's "'Ulalena"; Mahi Beamer, one of the Islands' premier entertainers; Hula dancing at the Old Lāhaina Lū'au in Maui.



Robie Price



Best of Show

PANIOLO O HAWAI'I

A FILM BY EDGY LEE

When it first premiered at the Smithsonian Institute and on national public television,

this epic depiction of America's first cowboys captivated viewers with its elegant history of the horseback-riding heroes of the Islands. The surprise: these cowboys pre-date the Wild West. (The film also won in the Broadcast Media category.) Lee's next film, *Waikiki*, is due to be released in the fall. For information, call FilmWorks, Ltd. (808) 599-6404.

Attractions and Shows

MAUI MYTH & MAGIC THEATRE'S "'ULALENA"

The new, spectacularly staged "'Ulalena" production at the Maui Myth & Magic Theatre in Lahaina portrays the essence of Hawai'i's mythical history with original music, dance, acrobatics, lighting and costumes. Not surprisingly, "'Ulalena" won again in the Shows category. Critics, the public and visitors agree that the production is stellar Hawaiian entertainment. For information on



MACY'S 52ND ANNUAL FLOWER SHOW

THE SPIRIT OF Hawaii

Monday through Saturday, April 18

We're closed today in observance of Easter Sunday. Our flowers and our doors will reopen Monday.

Bromeliads, proteas, ginger and orchids bloom not far from the splash of the blue Pacific. Majestic banyan trees provide a canopy of filtered light. The Kama'aina (people of Hawai'i) extend a gracious welcome to visiting mainlanders. This tropical paradise teeming with hula dancers, musicians, artisans and chefs...is it O'ahu? The Big Island? Close. It's Macy's Union Square.

The spirit of The Islands



The "Aloha Spirit"—that special kindness and consideration Hawaiians are famous for—is alive and thriving at Macy's. Step into the store and you'll think you're in paradise. Artisans, craftspeople, performers and entertainers bring the spirit to life. Macy's Union Square not only looks like a tropical paradise, it feels and sounds like one, too.



A little pupu in The Cellar

Sample pupu (hors d'oeuvres) and other me'a (foods) prepared by local and Hawaiian chefs. Mark your calendar and join us for these and other cooking demonstrations, all featuring authentic Hawaiian dishes.

Tuesday, April 14, 1pm:



Executive Sous Chef Bill Roberts of the Palace Hotel, San Francisco. Bill will prepare Banana Leaf-Wrapped Coho Salmon with Rock Shrimp, Corn and Pineapple Salsa.

Wednesday, April 15, 1pm:



Chef Sam Choy of Sam Choy's Restaurants, Tokyo, Hawai'i, San Diego. Afterward, join Sam for a cookbook-signing session. (His cookbooks are available at Macy's for \$35.)

Lauhala woven here

April 14-18, 10am-5pm:



Margaret Lovett will demonstrate the ancient Hawaiian art of lauhala-weaving. Watch her create extraordinary hats, baskets and other decorative pieces. Main Store on 5.

For information about Sheraton Vacations call your travel planner or 1-800-782-9488. When you make your reservations ask about the Sheraton Sunlover 100.

Beads of art

April 16 & 17, noon-2pm; April 18, 1-3pm:



Meet Chiemi, a Hawaiian artisan who will demonstrate the ancient art of beaded jewelry-making. Her art is a mixture of Eastern and Western influences, and her finished pieces resemble what you'd actually find in Hawai'i. Many magnificent examples will be on display. Main Store on 1.

Swimwear making waves

Thursday, April 16, 6:30pm: What are the most fashionable women wearing to the kai (ocean)? Attend our swimwear fashion show and find out. Space is limited; for reservations, call (415) 393-3724. Main Store, Women's Swimwear on 7.

Flower leis made in the shade

Daily through April 18: Tomorrow, chat with award-winning artist Kela Cordeiro as he makes leis throughout the day; Tuesday through Saturday, Peter Martinez takes his place. Main Store on 2.

Want to kick back in Hawai'i?

Daily through April 18: Enter for a chance to win a 5-night stay for two at the Sheraton Kauai Resort, with airfare provided by United Airlines. On December 1, 1997, the Sheraton Kauai Resort reopened to welcome you back to its sun-kissed Poipu Beach...a playground for those who worship sun and waves. Main Store, Cosmetics on 1.

UNITED AIRLINES

Want to tee off in Hawai'i?

Daily through April 18: Enter for a chance to win a Hawaiian golf vacation! Prize includes a 5-night stay for two at the Princeville Resort on Kauai and two rounds of golf at the Prince Course. Airfare provided by United Airlines. Men's Store on 1 (Stockton St. entrance).

UNITED AIRLINES

To enter either contest, you must be at least 18 years old. No purchase necessary. Taxes are responsibility of winner. Macy's employees, sponsors and their families are not eligible. Void where prohibited by law. Other restrictions apply. See contest site for complete rules and details.

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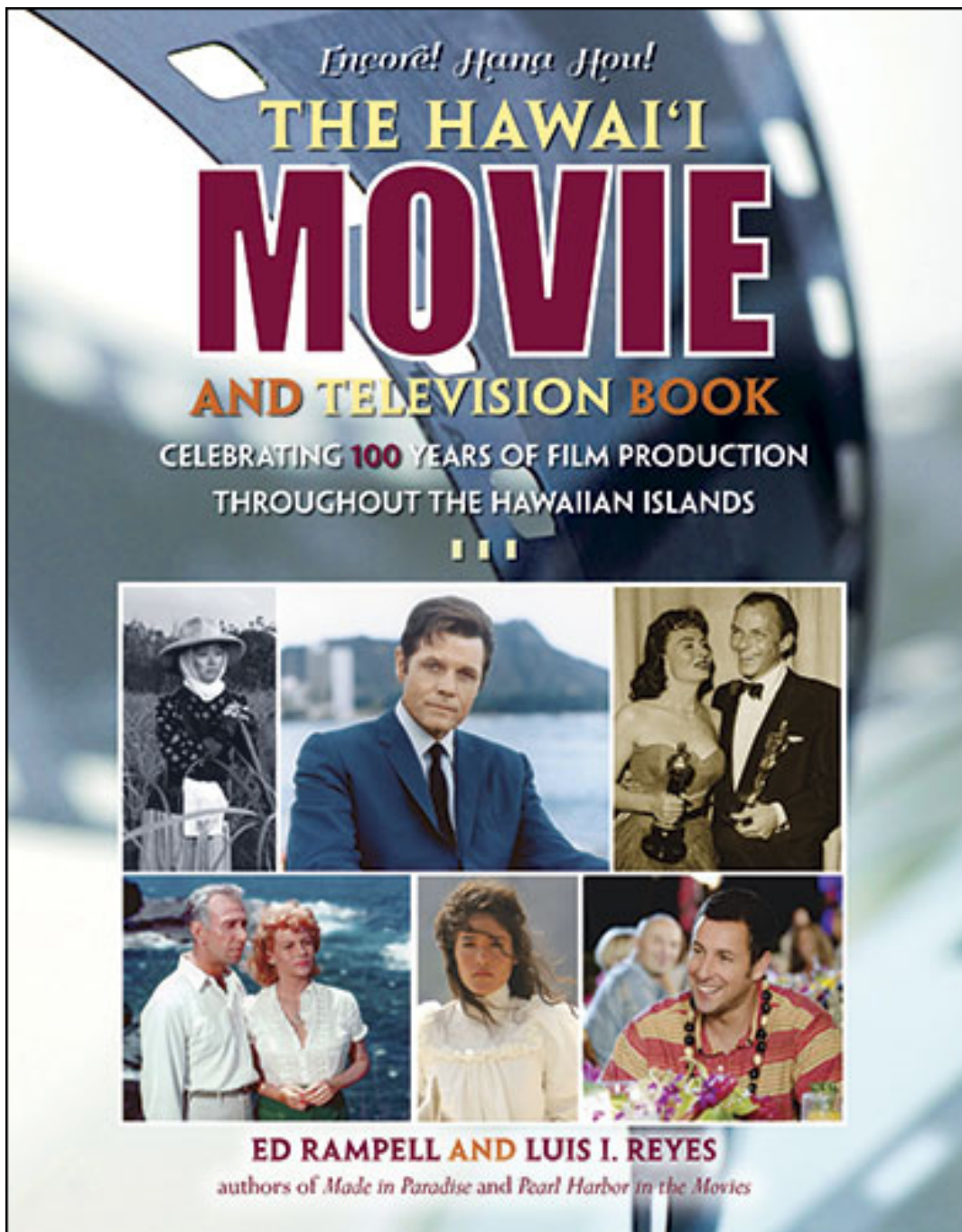
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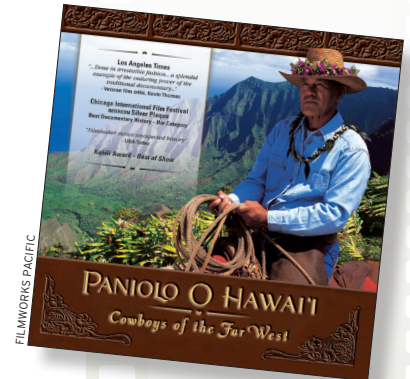
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Paniolo O Hawai'i— Cowboys of the Far West

2000 Filmworks Pacific

DIRECTED BY **Edgy Lee**
 PRODUCED BY **Edgy Lee**
 SCREENPLAY BY **Paul Berry, Edgy Lee**
 CAST **Kindy Sproat, Sonny Keakealani, Jiro Yamaguchi, John Lake, Willie Nelson, Will Rogers**

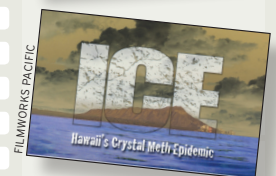
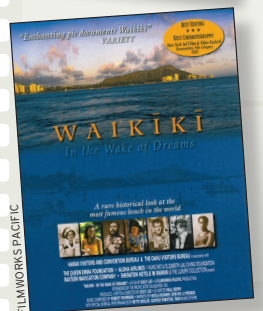


Long before those riders of the purple sage rode the range in continental America's wild, wild West cowboys roped cattle and busted broncos in the Kingdom of Hawai'i. Edgy Lee sets the record straight in *Paniolo O Hawai'i—Cowboys of the Far West*, revealing the hidden history of those indigenous cowboys who were also, in a sense, "Indians." The beautifully shot seventy-nine-minute documentary traces Paniolo heritage, which goes back to the 1790s—when British explorer Captain George Vancouver gave Hawaiian royalty Mexican longhorns—and continues to today. Narrated by Country Western singer Willie Nelson, John Lake and others, with archival footage shot by a Thomas Edison camera crew and of Will Rogers in Hawai'i, plus lots of actuality of and interviews with contemporary Hawaiian cowboys, *Paniolo* has an elegiac tone and won two Chicago International Film Festival Silver Awards. Like *The Descendants*, *Paniolo's* soundtrack includes hauntingly lovely Hawaiian songs; a companion CD, *Na Mele O Paniolo*, was released by Warner Reprise with music by Sonny Lim, Clyde "Kindy" Sproat, Sonny Chillingworth, Leabert Lindsey, Michael Martin Murphy and Ledward Ka'apana. From 2002-2003 *Paniolo* aired on National Geographic Worldwide Channels.

Edgy Lee

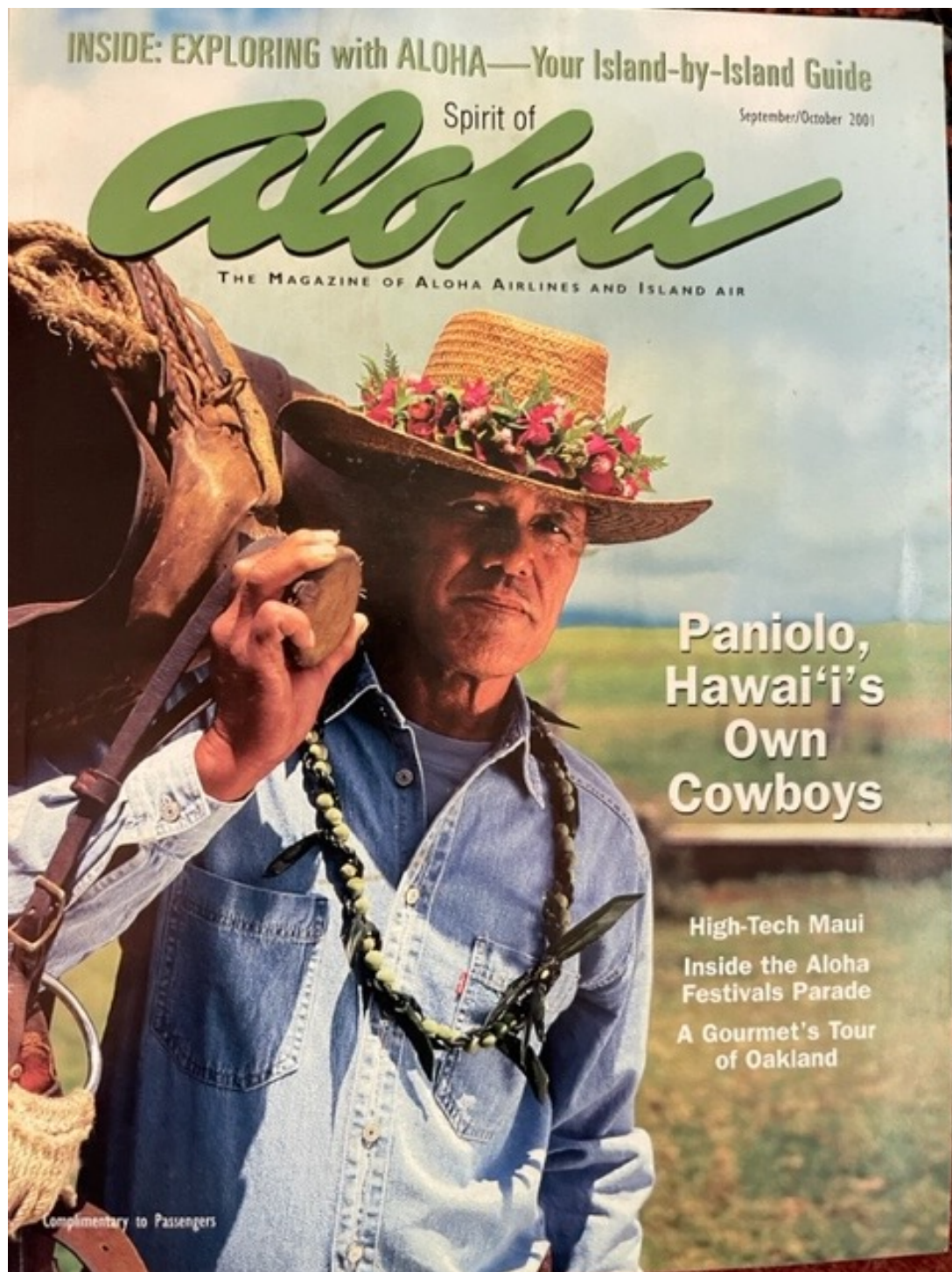
After working for years in the entertainment industry in Los Angeles, Edgy Lee returned with her finely honed artistic expertise to O'ahu, where she was born, raised and attended Punahou, and established FilmWorks Pacific. This production company produces Hawai'i-themed and based documentaries. In 1998's *Papakolea—A Story of Hawaiian Land*—produced with Academy Award®-winning cinematographer Haskell Wexler and Emmy® Award-winning documentary writer and producer Saul Landau—director/co-writer Lee examines Honolulu's only community where the federal government set land aside for Native Hawaiians under the 1920 Hawaiian Homes Commission Act. Lee's 2001 *Waikiki—In the Wake of Dreams* traces the evolution of Hawai'i's most famous tourist destination and has a companion coffee table type book. 2006's *The Hawaiians—Reflecting Spirit* is a moving look at the Aloha State's indigenous inhabitants, focusing on sovereignty and self-determination issues: land, water, culture, political and religion rights. From 2003-2006 FilmWorks Pacific produced two chronicles hosted by investigative reporter Matt Levi about the crystal meth "ice" crisis in the 50th State. FilmWorks Pacific also launched Pacific Network, a Hawai'i and Oceania-themed Internet television network.

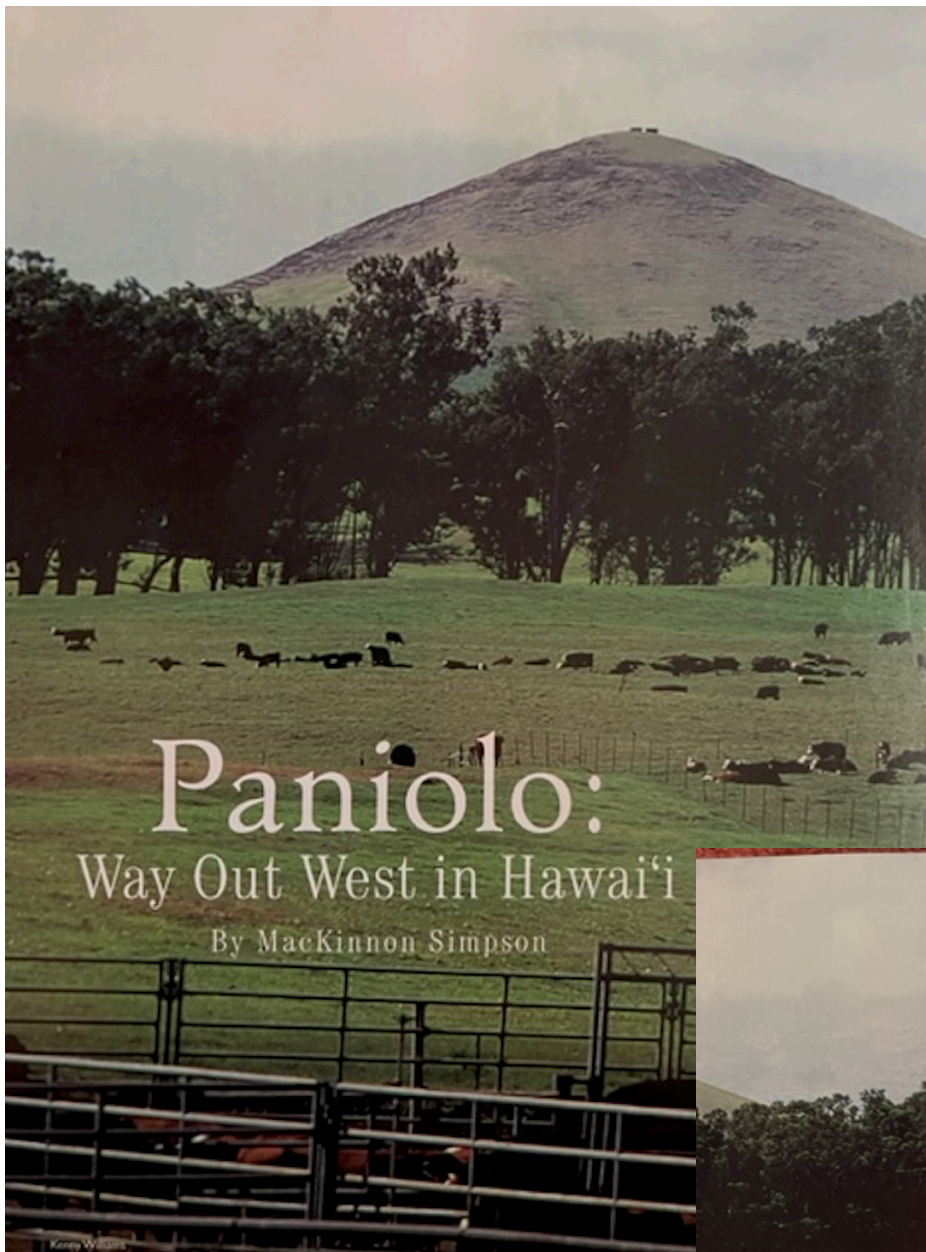
Back in the day Lee, who is of half-Chinese ancestry, was cast as "Miss Chun King" and, as a traditionally costumed representative of that prepared canned food company, appeared on NBC-TV's *The Tonight Show*, charming host Johnny Carson and sidekick Ed McMahon. Lee—whose nonfiction films have been broadcast in Hawai'i and screened at prestigious venues such as Washington's Smithsonian Museum of the American Indian and the L.A.-based Autry National Center, a museum dedicated to the American West founded by the silver screen's "singing cowboy," Gene Autry—is arguably Hawai'i's greatest non-indigenous local filmmaker. As of this writing Lee is working on a documentary called *Sandalwood Mountain—A Cautionary Tale*.



Made in Paradise

87

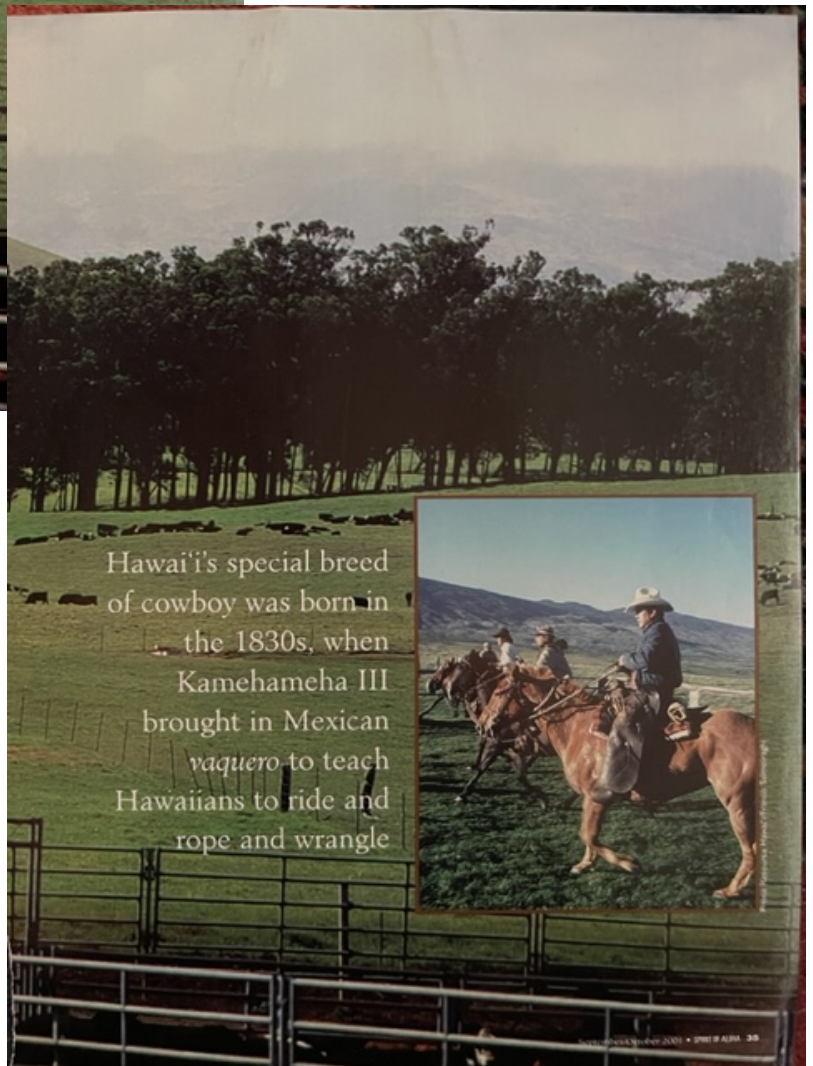




Paniolo:

Way Out West in Hawai'i

By MacKinnon Simpson



Hawai'i's special breed of cowboy was born in the 1830s, when Kamehameha III brought in Mexican *vaquero* to teach Hawaiians to ride and rope and wrangle





Photo Resource Hawaii/Franco Salmoiraghi



Hawaii State Archives

ing persons, principally foreigners, to shoot them, salt the meat in the mountains, ... and afterward put it into small barrels, which are brought on men's shoulders ten or fifteen miles to the sea-shore."

Meanwhile, in 1803, an American trader, Capt. Richard Cleveland, had brought the first horses to the Islands from California aboard his ship, *Leticia Byrd*. Kamehameha was the first Hawaiian to learn to ride; however, most of the horses became "Mauna Kea mustangs" and roamed free, fierce and intractable.

Around 1830, the government under Kamehameha III and Ka'ahumanu imported some Mexican vaquero (cowboys) and their trained horses to hunt the bullocks and teach the skills of roping and cattle handling to the Hawaiians. Cowboys were needed to meet the growing demand for beef. Hawai'i had become a provisioning stop for ships plying the Pacific—traders in sea otter fur and Hawaiian sandalwood ('iliali), and the whalers—and salt beef was among the foodstuffs they needed.

The vaquero were a colorful lot, in dress and in their flair for riding. They spoke Spanish—Español, which was apparently the ancestor of the word *paniolo*, which came to be the term for Hawaiian cowboys. The vaquero taught the Hawaiians to cut and braid lariats—*koula 'ili*—from a single hide, and to thin out the bullock herds and domesticate the cattle.

In 1839, a sickly young Yale graduate, Francis Olmsted, booked passage on a whaleship in hopes of improving his health. In an account of his travels, *Incidents of a Whaling Voyage*, he described his encounter with vaquero during a stop in the Islands:

"A group of fine-looking men, in a peculiar costume, were leaning against the counter of the store. Some of them were Spaniards from California, and they were all attired in the poncho, an oblong blanket of various brilliant colors, having a hole in the middle through which the head is thrust. The

iors than livestock, with a rifle range, trail rides, jet skiing, helicopter tours and lū'au.

Paniolo life has never been easy. A Help Wanted ad might look like this: "Must enjoy long, hard, dirty, dangerous outdoor work in any weather. Occasional long separations from family. Low pay." Doesn't sound like a job many people would apply for, but then there are the fringe benefits:

Spectacular sunrises and sunsets, fresh mountain air, honest work with a long tradition, and friendships bonded on the trail.

Hawai'i's paniolo have long reflected the Islands' unique blend of cultures, with Hawaiians, Portuguese, Chinese, Japanese and everyone else taking part. The dean of Parker Ranch paniolo, Yutaka Kimura, 97, describes his multilingual boyhood: "You know how Hawaiians are very kind and invite you into their homes? We gotta speak Hawaiian to keep up with the Hawaiian boys. And at 6 years old we went to school and we gotta talk only English. We talk Hawaiian, we get spanking. We talk Japanese, we get spanking."

From the 1830s to the 1950s, life remained much the same for the paniolo—riding herd, tending stray and sick animals, branding and driving cattle to waiting boats. But in the last half-century, things have changed greatly. Mechanization has crept in. Summoning his horsepower from a gas pedal, the cattle driver nowadays steers a big truck loaded with cattle along paved roads to the harbor

and waiting barge. Cattle that used to be range-grazed are now fattened up in feedlots.

An example of a modern rancher is the Big Island's Monty Richards of Kahuā Ranch in Kohala. He has added Hondas to his inventory of steeds and herds cattle by motorcycle. Richards has also added sheep, hydroponic greenhouse tomatoes and a wind farm to power the whole operation. Both he and his neighbor, Pono von Holt of Ponoholo Ranch, have promoted ecotourism—mountain biking, archery, trail rides on horseback and hiking—on their working ranches.

A profitable undertaking for a century-and-a-half, cattle ranching in Hawai'i faces economic challenges ahead. For years, the Islands had the advantage that their pasture-grazed cattle essentially ate for free; but market demand now is for grain-fed beef. The choice is then between shipping grain to Hawai'i and shipping yearling cows to the Mainland or Canada. Ranchers can actually make more money breeding calves here and sending them abroad, than they can by shipping in grain.

Like the cattle business itself, the paniolo is not a dying breed in the Islands, but his duties are changing with the times. Another generation is growing up to carry on—with modern adaptations—the proud traditions of this unique breed of Islander.

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Arts & Entertainment

Where the Indians Were Cowboy

New film explores the history of the Hawaiian Paniolo

BY STEPHANIE GREEN

In *Paniolo O Hawaii: Cowboys of the Far West*, the cowboys gathered at a table wear hats with leis. The film, which made its West Coast premiere at the San Francisco Museum of Modern Art last Thursday, is based on a paniolo, or Hawaiian cowboy, who helped shape the history of the Hawaiian Islands and, consequently, that of the West. As filmmaker Edgy Lee explains, the history of the 19th century was so extremely important to the south of the American West.

The men at the table represent a divergent influence that have shaped the Hawaiian Islands, as well as the critical role Hawaii has long played in trade throughout the Pacific. The flowers decorating their hats—much flower representing a different island—symbolize a unifying force integral to Hawaiian identity, overriding differences in ethnic background, well as the role of the paniolo in carving Hawaiian culture, linking being one aspect of that identity.

Lee's film has an ironic twist. The Indians are the cowboys, as speak. Through the myth of the West often presents a simple, dusty world of cowboys and Indians, that notion has largely been a much more complicated story. The paniolo, or Hawaiian cowboy, embodies this dynamic as an extreme.

The fascinating story of the role is relayed through anecdotes of actual Hawaiian cowboys, well as archival footage and a largely narrative. In an attempt to provide historic context to the tale, however, *Paniolo O Hawaii* must sometimes lose focus at times. The paniolo, like their Western counterparts, represent freedom and separation from urban, modern culture. And although cowboys of the West have, through the filter of myth, come



Documentary filmmaker Edgy Lee (far left) talks with present-day Hawaiian cowboys (from left) Uncle Kimo Hoopal, Andy Kawai, Kinky Sproat and Jiro Yamaguchi.

to be identified with frontiers and wilderness, the paniolo occupies the seemingly paradoxical role of the "keeper of the secret" of the land, even as they helped redefine land use patterns in the islands; the introduction of ranching, in part, supplanting traditional agriculture.

But Lee considers their role as the keepers of tradition as a logical one. "They were a culture within a culture via the Hawaiian society, which was extremely affected by outside influence," Lee says.

The origin of the paniolo provides fascinating insight into the film's main premise. They came about in the 1830s, when the Hawaiian monarchy fell upon the idea of using vaqueros from Mexico to train Hawaiians in rounding up wild cattle, which had earlier been brought to the islands by an English trading ship. As demand for meat from those aboard the many ships that routinely stopped in the islands grew, the cowboy became an integral part of the economy.

Although Mexican cowboys had a strong influence on the paniolo culture, the Hawaiian cowboys' insulation from the larger society meant that they would ultimately preserve Hawaiian traditions, even as they incorporated new influences from across the ocean. Perhaps one of the most distinct

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—Edgy Lee, filmmaker

aspects of paniolo culture that Lee addresses is the musical style, which borrows Spanish words and sounds, but is distinctly Hawaiian.

Like the paniolo themselves, the filmmaker is the unique product of a range of influences. Lee, who is from Hawaii and currently lives in Honolulu, began as a model and moved through sev-



eral careers before becoming a documentary filmmaker. "It was a natural progression," she says.

She decided to tell the story of the cowboys of her youth, whom she encountered as a young girl visiting her uncle's farm on the north shore of Oahu. Her respect for the cowboy ethos is evident in her treatment of the subject.

However, the living have become more than ranchers, occupying a cultural icon.

The parallels between struggle to gain credit in the West when Asian women were rarely suitable in front of a car alone behind one, paralleling the virtual absence of a woman among scholars given over study of the Far West. "I went to scholars ... I heard a little bit about it, but one gave it much attention," she explains.

While Lee has uncovered largely unknown aspects of the West, she has contributed to the myth of the cowboy culture—that still resonates throughout contemporary American society—providing for an idealized balance between tradition and modernity.

Free screenings of *Paniolo O Hawaii* will take place at the Mission Cultural Center at 11 a.m. on April 17, at the SFSU Student Union at 7 p.m. on April 20 and at the El Video Confiteo. A one-hour video on the paniolo will be shown at the Public Radio International in May.

ASIANWEEK April 16, 1

CONT.

Museums - Theatrical - Awards

Los Angeles Hispanic Museum of Art

Various State of Hawaii and National colleges & universities including Princeton, USC, UCB, UC Santa Barbara, various premieres and presentations major islands and schools.

Feature Articles & Reviews & Events

Conde Nast Travel (Jan. issue 2000), "Best Places in the World 2000", Featured 11 pg. article on paniolo history, lifestyle, sites, travel accommodations. All islands.

The Ketchpen, Rodeo Historical Society Spring 2000
Los Angeles Times, Film Review by Kevin Thomas August 1999
L. A. Weekly, August 1999
New Times L.A., August 1999

USA Today Oct. 15, 1997 Feature article by Brian Mansfield; 2/3 page. This article was syndicated to other national newspapers including the Milwaukee Times.

USA Today Travel Section "1998 Year of the Paniolo". Full page feature; Jan. 2, 1998

San Francisco Examiner & Chronicle Magazine April 1998 George Powell, "Best Picks" review with photograph from film

Macy's San Francisco

Border Books & Music S.F. Participated in 1998 Macy's Flower Show, screened film to public with Bishop Museum Paniolo O Hawaii travelling exhibit. Border's promos included CD artists & filmmaker.

Asian Week April - May National issue Largest weekly periodical distributed throughout U.S. and Asia. Full page feature article.

Miss Universe Pageant 1998 Special events during pageant featuring promotional excerpts from the film at paniolo theme opening event and week of promotion (May 1998)

US World News & Report Short critics' pick record Sept. 1998

American Hawaii Cruises Oct. 1998 Film presentations aboard the S.S. Independence.

Billboard Chet Flippo; article on documentary and CD.
Pacific Islander Magazine; February 1998 issue
The Christian Science Monitor; Dec. 30, 1997
Access Magazine; Jan. 1998 Issue
Cowboys & Indians; Nov. 1997
Third Coast Music: Small publication, review by John Conquest
Request: Bob Gulla, mixed media piece
New Country: Review January issue
Dirty Linen: Folk/Americana oriented publication. Dec. issue.
St. Paul Pioneer Press: Review by Vicky Glimer
Stereo Review: Reviewing in Jan. issue
Gainesville Sun: Review by Bill DeYoung
Boston Globe: Review by Elijah Wald
Cowboy Way Magazine: Review by Vernell Hackett
Stereophile: Feature article on record
Men's Journal: Anthony DeCurtis, article