

Someday, she envisions David's role as a mentor to young players achieving an even broader, international reach.

One of Asada-san's most enchanting stories involves a golden plover that used to visit her on the third hole ladies tee at Waialae Country Club, where she is a member. After learning about the bird's migratory journey between Alaska and Hawaii each year, she named her adopted friend, "Alaska." The wild bird would come to her when she called and even came to trust her enough to take food from her hand. The relationship continued for three years until, while Asada-san was away on a trip, Alaska disappeared and never returned. After searching and worrying and pondering the bird's fate, Asada-san later learned that Alaska had been hit and killed by a golf ball on the third hole ladies tee, where she always saw it. She still keeps a feather and photo as a remembrance of her special friend.

"Even a little bird teaches us something," she says. "When I did not know what happened to Alaska, I kept searching and wondering. You have to see to accept."



One thing that is perfectly clear is the mutual respect between David and Mrs. Asada.

Asada-san has a knack for finding things she loves – like Alaska – and then nurturing it and cherishing it and remaining fiercely loyal to it for life, while gaining knowledge and inspiring loyalty in return. The same seems to hold true of her relationship with David and his foundation.

Once known in certain influential circles in Japan as "Madame X," Yasuko Asada transcends simple definition. She is a successful businesswoman who has succeeded in a man's world, a philanthropist, a movie star, an accomplished golfer – and gourmet chef for good measure.

It would, indeed, take a very weighty book to do her life story justice. There is one thing about her that is very simple, however. "If there is any issue of language, I want to repeat to be clear," she says. "I respect David Ishii." And, if anyone else might have designs on assuming the Platinum sponsorship (with its assurance that you will play on David's team during the tournament), they should forget it. That honor belongs to the Platinum Sponsor with the Heart of Gold for as long as she wants it.

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Through the Green

DAVID S. ISHII FOUNDATION NEWSLETTER

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Yasuko Asada Platinum Sponsor With a Heart of Gold

The David S. Ishii Foundation's biggest supporter is probably its least known. Friends of the DSIF know Yasuko Asada as the sole Platinum Sponsor – a category upon herself – at the foundation's annual fundraising golf tournament. Although her name has topped the acknowledgments list since the foundation was founded, Asada-san herself remains an enigmatic figure that quietly slips in and out at each year's event. She likes it that way – allowing but a trusted few into her intensely private inner circle by design.

It's not that she goes unnoticed – far from it, actually. Asada-san's arresting beauty and elegance suggest that she might be a movie star, which – not surprisingly – she was. In her incredibly colorful life, Asada-san has also been a successful Tokyo restaurateur and supermarket owner. Today, she is president of her own diversified family of companies with operations including import-export, real estate, and high-tech reverse osmosis water filtration systems spread out over Japan, Hawaii and the U.S. Mainland.

What is rather surprising, however, is the fact that Asada-san did not meet David during his storied pro career in Japan as most people would assume. Rather, their friendship goes back – way back – some four decades to the Ala Wai Golf Course when David was around 12-13 years old. It was around that time when Wendell Tom's father, Bob, convinced David's father, Chica, to let David spend his summers at his aunt's house in Kaimuki so he could

experience Junior Golf competition unavailable on Kauai. For the price of a monthly card – about \$10-\$15 a month – youngsters like David, Wendell and Jay Hinazumi could hang out at Ala Wai and play as much golf as they wanted from Monday to Friday.

Asada-san already resided part-time in Hawaii around that time. An avid golfer, she was also a regular at the Ala



Mrs. Yasuko Asada has been an ardent supporter of the David S. Ishii Foundation since its inception over nine years ago.

Wai, where she sometimes played golf with David and his buddies. Even then, she saw something special in the kid from Kauai. "I knew he was going to become a big, big pro someday," Asada-san clearly recalls. "He was so well-behaved, honest, humble. He showed great character even at such a young age." Asada-san's confidence in David was rewarded over time, as

he later achieved her predicted success at the high school, collegiate and professional levels.

Aside from knowing each other over those many years, however, Asada-san never formally supported David until he formed the DSIF in 2001. Asada-san was more than happy to help because, she observes, "David is not selfish. If he asks for help, it's not for himself – it's because he wants to help others.... When David was young," she adds, "he got help from people like (Toyo) Shirai, (Masa) Kaya and (Allan) Yamamoto – they all helped David. He appreciates that, and so he wants to return the favor by helping others."

It's a generous instinct that Asada-san can relate to.

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Funding Support During Tough Economic Times

David Ishii, President
David S. Ishii Foundation

Aloha,

One of the most amazing and humbling experiences for me during the past nine years has been to see how generous people have been and how hard they have worked to help this Foundation try to make a positive impact on Hawaii's youth. Sponsorship of both the boys and girls HHSAA state championships, providing college scholarships for deserving high school graduates, travel stipends for boys participating in the U.S. Junior Amateur, and clinics for young golfers and their coaches, all take time and money. Without our generous sponsors and dedicated volunteers, none of these activities would be possible.

About a year ago, the Foundation's board felt that a modest raise in its sponsorship rates might be necessary starting this year. The Foundation has never raised its rates since its first tournament in 2001, while costs, of course, keep rising. However, in recognition of the extraordinarily tough economic times that we live in, that decision was rescinded and sponsorship rates held at previous levels. The board decided it could find other ways to tighten the belt and keep costs down.

Besides relying on a few generous souls year-in and year-out, one of the ways we hoped that the Foundation would be able to maintain and improve its programs over the long haul would be to see if there were those who might not be able to make a sponsorship level donation, but who might be able to give what they can to a cause they believe in, even in these hard times. And, as hundreds of young golfers graduate and make their way through life, we hope that they, too, will realize the value of giving back when they are able to.

Many small contributions can add up to make a difference, during good times and bad. Donors are encouraged to visit our website: www.davidsishiifoundation.org.

Mahalo!

Mission of the David S. Ishii Foundation

A non-profit corporation whose primary mission is to promote and advance the game of golf, and to educate the public as to its benefits to society.

A Word About Our Newsletter

Through the Green is the official newsletter of the David S. Ishii Foundation. The USGA defines the phrase "through the green" as "the entire golf course, except for tees, greens and designated hazards." In tournament play, the phrase is used to mean that everything else is "in play."

Through the Green is the Foundation's way of saying to Hawaii's young golfers: pursue your goals, play it as it lies, and strive to be the best you can

DSIF Scholarships and Stipends

2008 DSIF College Scholarships Awarded

The David S. Ishii Foundation presented four 2008 Scholarships at its 8th Annual Golf Tournament Banquet, June 12, 2008, at the Pearl Country Club. The following Hawaii high school seniors each received \$2,500 scholarships for academic achievement, active participation on their high school golf teams, and full-time enrollment at an accredited U.S. college or university:

- Marc Arakaki, Kalani High School, attending the University of Oregon
- Jordan Honold, Kapolei High School, attending Loyola Marymount University
- Brittany Isobe, Punahou School, attending Claremont McKenna College
- Tamara Surtees, Hawaii Preparatory Academy, attending Santa Clara University

How to Apply

Hawaii high school seniors graduating in the 2008-2009 academic school year who have demonstrated a high level of academic achievement, were active members of their high school golf teams, and plan on attending college full-time at an accredited U.S. college or university are eligible to apply for the 2009 DSIF Scholarship.



Receiving their scholarships at the 2008 DSIF Tournament banquet were (L-R): Tamara Surtees, Brittany Isobe, Jordan Honold and Masakazu Arakaki on behalf of his son Marc.

Application forms can be downloaded from the DSIF website (www.davidsishiifoundation.org) or from their high school athletic directors, college guidance counselors, or by submitting a request to: DSIF Scholarship Fund Committee, P.O. Box 2927, Aiea, HI 96701-2927. Deadline for completed application and materials is April 30, 2009.

Boys U.S. Junior Amateur Travel Stipend

The DSIF boys U.S. Junior Amateur travel stipends were initiated to provide assistance to male junior golfers who qualify to compete in this prestigious national event. Female golfers receive financial support from the Hawaii State Women's Golf Association.

Based on sectional qualifying results and tournament participation, all male golfers who are residents of Hawaii and who have been upstanding citizens in the community will be considered for awards up to \$500 per qualifier.

Applicants must submit a completed application and tournament entry form. Recipients must also turn in a written report within 30 days of the tournament completion.

Contact: Guy Yamamoto, DSIF Junior Golf Travel Stipend for Boys Committee Chair, phone 688-2104; or, check out the "Scholarships" section of the DSIF website (www.davidsishiifoundation.org).

2008 Monte Ito-Bill Gee Scholarships

Maui High School graduate Kelcie Kawano and Kalani High School graduate Marc Arakaki were awarded the 2007-08 Monte Ito and Bill Gee Memorial Scholarship Awards, respectively. The \$1,500 college scholarships honoring the late *Honolulu Advertiser* and *Honolulu Star-Bulletin* sportswriters is administered by the DSIF.

Kawano currently plays for the University of Hawaii Manoa golf team. She plans to pursue a career in writing and/or computer graphics and animation.

Arakaki, who also won a David S. Ishii Foundation scholarship, is attending the University of Oregon, where plans to major in political science and journalism.

These scholarships are awarded to students whose interests combine an appreciation of both journalism and golf. For more information about this scholarship program, students are encouraged to check with their high school journalism advisors or visit the "Scholarships" section on the DSIF website for updated information.

2008 DSIF HHSAA State Golf Championships



Elton Tanaka (far left) congratulates coaches Casey Nakama and Del-Marc Fujita and members of the Punahou boys golf team for capturing the 2008 team championship.

The primary activity of the David S. Ishii Foundation is to sponsor both the Boys and Girls HHSAA State Golf Championship tournaments.

The 2008 David S. Ishii Foundation/HHSAA Golf Championships for girls was held May 6-7, 2008, at the Wailua Golf Course on Kauai. The Punahou girls golf team ran away with a 17-shot victory over second place Waiakea High School. Maui High School finished third.

Moanalua High School junior and OIA champion Kristina Merkle captured the girls individual title with a one-shot victory over defending champion Anna Jang of Punahou and Waiakea's Britney Yada.



Coach Ed Kageyama (far left) and the Punahou girls golf team receive their awards from David Ishii for winning the 2008 girls team title.

The boys championships were held May 13-14, 2008, also at the Wailua Golf Course. The Punahou boys won the team title with an impressive 33-shot edge over second place Baldwin High School. Iolani came in third, while Kamehameha, Kauai and Waiakea tied for fourth.

Punahou's Alex Ching earned individual honors by three shots over Baldwin's Justin Keiley and teammates John David Nako and Bradley Shigezawa.

For complete 2008 state tournament results, please visit the HHSAA website at: www.sportshigh.com/sports/golf



(Above-left) Punahou School's Alex Ching thanks his supporters after capturing the boys individual title. (Above-right) David Ishii congratulates Kristina Merkle of Moanalua for winning the girls individual championship.



For more photos of the both the Boys and Girls DSIF/HHSAA State Tournaments, check out the new photo galleries at: www.davidsishiifoundation.org/

Mahalo 2008 TOURNAMENT SPONSORS Mahalo

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"When I came here, I knew no English," she explains. "Many people helped me, and I want to return the help. I can't help everyone, but I can make my small contribution through David's foundation."

The DSIF's focus of helping young people through the game of golf fits perfectly with Asada-san's own beliefs. A single-digit handicapper who at one time played to as low as a

4, Asada-san philosophizes: "Golf is very challenging. One day, you can play really, really well. Then, the next day, it smashes you down. No matter how much you want to succeed, no matter how hard you try, it can smash you down," she says. "(But) you have to play on. Golf teaches you that

you cannot get too high when you do well and you cannot get too down when you do badly. This is a good life lesson for everyone."

"Golf teaches you that you cannot get too high when you do well and you cannot get too down when you do badly..."
– Mrs. Yasuko Asada

With one eye always looking to the future, Asada-san notes: "Golf is important to Hawaii's economy, and we need to prepare good young people to not only be great golfers, but to be good leaders. This is important

for golf and for Hawaii's future in general."

Asada-san believes that David is able to establish a special rapport with young players because he truly respects them and, because of this, they respond to his direction.

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Save This Date!
Thursday, June 18, 2009
 9th Annual

David S. Ishii Foundation Golf Tournament
Pearl Country Club



For a small donation, you could have young Trevor Kua bang out a long drive for your team at the 2008 DSIF Tournament. For more photos, please visit www.davidsishii foundation.org.

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