

30TH ANNIVERSARY
PACIFIC ISLANDER FESTIVAL

PEARLS OF THE PACIFIC



P I F A

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Talofa, Alii, Aloha, Bula, Fakalofa lahi atu, Fakatalofa atu, Hafa adai, Halo ola keta, Ia Orana, Iokwe, Kasililiah, Kia Ora, Kia Orana, len wo, Malo e lelei, Malo ni, Mogethin, Mauri and Rananim!

On behalf of the 2024 Pacific Islander Festival Association (PIFA), I would like to extend a warm welcome to the 30th annual Pacific Islander Festival! With the many supporters of our Festival, please know that we are truly grateful for all of your contributions to the Pacific Islander Festival Association, as well as your continued advocacy for the Melanesian, Micronesian, and Polynesian communities.

This year's theme is *"Pearls of the Pacific"* and our 30th annual Festival embodies our theme. As we all enjoy each other's company as family and friends, let us also remember that we all have these special connections – just as the pearls that decorate our community. Each of you brings a unique reflection of all communities, just like a string of Pearls!

"E le sili le tai'i I le tapua'i" – A Samoan proverb that means "The person up front is no more important than those who support you and give you BLESSINGS from the back" – reflects how PIFA has grown with many who have contributed to this wonderful Festival. Past Presidents and Board of Directors, cultural practitioners, sponsors, vendors, and volunteers have helped to shape the Festival into a successful event! Your contribution as our family and friends also embodies this proverb and we are grateful for your continued support and blessings!

As we celebrate our 30th anniversary of the Pacific Islander Festival, we welcome you to share our beautiful Melanesian, Micronesian, and Polynesian communities' beautiful cultures through dance, food, and fellowship. As with all of PIFA's events, we are committed to community and collaboration, and you are definitely part of this family.

We hope you enjoy this year's 30th annual Festival and look forward to your continued support!

Sincerely,

Tana Lepule
President



PACIFIC ISLANDER FESTIVAL ASSOCIATION
Melanesia - Micronesia - Polynesia
P.O. Box 86046
San Diego, CA 92138
www.pifasandiego.com



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THE CITY OF SAN DIEGO

TODD GLORIA

MAYOR

September 21, 2024

Dear Friends:

As the first Asian American and Pacific Islander Mayor of the City of San Diego, it is my distinct pleasure to extend my warmest greetings and congratulations to the Pacific Islander Festival Association on their 30th annual Pacific Islander Festival.

This is a wonderful opportunity for the Pacific Islander community to celebrate their shared heritage and traditions, and to share their culture with the San Diego community. It makes me proud to know the largest Pacific Islander festival on the mainland is hosted in our City. The richness that the Pacific Islander community brings to San Diego is truly commendable.

Please accept my best wishes for a memorable event, and many years of success in the future.

Sincerely,

A handwritten signature in blue ink that reads "Todd Gloria".

TODD GLORIA
Mayor
City of San Diego





THE CITY OF SAN DIEGO



September 21, 2024

Greetings to the Melanesian, Micronesian, Pacific Islander Communities,

I am honored to welcome you to the 30th Annual Pacific Islander Festival. It is important to bring people from diverse backgrounds and experiences together to learn and share with others.

For the past 30 years, PIFA's leadership team has brought people together to celebrate the diverse cultures, traditions, and experiences of the Melanesians, Micronesians, and Pacific Islanders.

The San Diego Police Department is committed to working with every community to create the safest City in America. We appreciate the unique backgrounds that make up San Diego's diversity. Reflecting on the community we serve is a priority for the Department.

The San Diego Police Department values and cares about all Communities we serve daily. We remain committed to maintaining a strong partnership with the Pacific Islander Communities built on trust and respect. Please accept my best wishes for another successful weekend festival.

Respectfully,

A handwritten signature in black ink that reads "SMW-P".

Scott M. Wahl
Chief of Police
San Diego Police Department

UIFA'ATALI AUMUA AMATA COLEMAN RADEWAGEN
AMERICAN SAMOA



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SUBCOMMITTEE ON INDO PACIFIC
VICE CHAIRMAN

SUBCOMMITTEE ON
GLOBAL HEALTH, GLOBAL HUMAN RIGHTS AND
INTERNATIONAL ORGANIZATIONS

September 1, 2024

Pacific Islander Festival Association 2024

Talofa lava,

I would like to extend my warmest greetings and strong support for the Pacific Islander Festival, along with personal thanks to Tana Lepule, Rudy Tai, and the rest of your fantastic leadership team. This wonderful event has long been a cherished celebration of our Pacific heritage, where we gather to honor our shared culture, traditions, and history. This year's theme, "Pearls of the Pacific," beautifully captures the essence of our diverse and vibrant communities, each one a shining gem in the rich tapestry of the Pacific Islands.

In the past year, in my role on the House Foreign Affairs Committee, where I serve as Vice-Chairman of the Indo-Pacific Subcommittee, I've traveled throughout the Pacific. Each lovely place, like a pearl, has its own unique beauty and cultural significance, contributing to the incredible, diverse heritage of our Pacific region.

The Pacific Ocean is a bond that unites us across distances. In this special time in San Diego, we are reminded that our traditions are ever-present in our hearts even over great distances. This gathering is a testament to the strength of our community and the deep respect we hold for our ancestors and their ways.

Congratulations to the Pacific Islander Festival Association for your continued successful dedication to preserving our cultures and for creating a space where we can come together, celebrate, and pass on these rich traditions to the next generation.

May this year's festival be filled with joy, unity, and a renewed appreciation for our "Pearls of the Pacific." May God bless the year ahead, and all our journeys home. Thank you. Soifua ma ia manuia.

Sincerely,

Uifa'atali Amata

Uifa'atali Amata Coleman Radewagen
Member of Congress



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Visit PIFASanDiego.com for more information and upcoming events

PIFA



2024

**MAKING GUAM
A BETTER PLACE TO
LIVE, WORK AND VISIT.**

*Celebrating the 30th Annual
PACIFIC ISLANDER FESTIVAL*



Håfa Adai!

On behalf of the Guam Visitors Bureau, I'd like to offer congratulations to the Pacific Islander Festival Association on 30 years of celebrating the cultures of our Pacific islands. This event is one of the most significant opportunities to perpetuate the cultures and values of the indigenous people of Melanesia, Polynesia, and Micronesia in America. It is also an opportunity to reconnect with the Guamanian diaspora, our family, friends, and military families that are linked to Guam and the Marianas, reminding them of our own heritage. We are proud of our representation at the Festival and hope to inspire future visits and homecomings to our island.

Si Yu'os Ma'ase yan Adios, until we meet again!

Carl T.C. Gutierrez
GVB President & CEO

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BOD: Tana Lepule

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BOD: Tala Aina
Committee:
Rita Gorniak
Isobel Kinsang
Leiana Lepule
Ionatana Lepule

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Committee:
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Rudy Tai
Anissa Acfalle

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Committee:
Monica Smith
Jolene Ibarra

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Chair: Jolene Ibarra
BOD: Natisha Tuua
Committee:
Mahealani Taisague
Doreen Alailima
Anissa Acfalle

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Chair: Michael Lagman
BOD: JoAnn Fields
Committee:
Suzanne Lagman

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BOD: Rudy Tai
Committee:
Natisha Tuua

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Committee:
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Jasmine Cone
Semo Taeatafa
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Committee: Anissa Acfalle

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Jolene Ibarra
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BOD: Tana Lepule

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BOD: Tala Aina

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Chair: Ammon Green
BOD: Tana Lepule
Committee: Anissa Acfalle

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Case Leilsa	Kim Bryson*	Porotesano Liki	
Castro JoPete	Kinsang Isobel	Quichocho John	
Casto Natasha	Lannon Noralie**	Quichocho Taliloa	

*Lifetime Member
**VIP Lifetime Member

VOTED PIKA'S BEST JEWELRY STORE 2017-2022

THE STORY OF PIFA

Written by Dolly Crawford & Margaret Sanborn



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In the fall of 1994, The Honolulu Maritime Museum and the Polynesian Voyaging Society invited the Native Hawaiian leaders from California and Washington State to discuss a joint effort in welcoming the Hokule'a and Hawaiiiloa on their arrival to the Northwest coast of the North American continent. The significance of this voyage was to impact the knowledge that the Pacific Islander ancestors utilized to sail across the ocean. While there was much excitement among the communities, they recognized there would be great responsibility placed on them with such a commitment.

After returning to San Diego and meeting with the community leaders, it was decided to move forward with the planning of hosting the first Pacific Islander festival. Dolly Crawford, President of Ahahui Kiwila Hawaii O San Diego (AKHSD), and Clinton Helenihi, Vice President of Polynesian American Educational Scholastic Foundation (PAESF), engaged other Pacific Islander organizations to join in on the planning, including those from the Samoan, Chamorro, Tongan, Native Hawaiian and Tahitian communities. Hanalei Vierra would end up taking the position as this group's first chairperson.

The "First Nation People" of the Kumeyaay Nation were also included in the planning of such an event in respect to honoring their nation and asking permission to come aboard their land.

With the commitment from all the leaders of these communities, the San Diego Steering Committee was established and developed a Memorandum of Understanding (MOU) with the Honolulu Maritime Museum to outline the responsibilities of each organization. The Steering Committee then met with the Port Authority to discuss the feasibility of a joint effort to participate in the first Native Hawaiian

and Pacific Islander welcoming of the Hokule'a, and the Port Authority issued the use of the Embarcadero Park North from July 22nd to July 24, 1995.

The Hawaiiiloa, with great pride, sailed north along the coast of Canada to the Tlingit Nation in southern Alaska that gifted the tree that the Polynesia Voyaging Society used to build the double-hull canoe itself.

The Hokule'a sailed south along the coast from Washington to Oregon and on to California. The ship made multiple stops to honor the indigenous people of the land and to educate the people in methods of Wayfaring, or navigating using the sun, the moon, the stars, the birds, the currents, and the horizon.

Upon its arrival in San Diego on July 22nd 1995, there were food and boutique vendors, cultural villages from various island groups, entertainment from around the community, welcoming speeches from City dignitaries and local organizations, the celebration went on for three days.

Around 200,000 people were in attendance during this event, as reported by the San Diego Police Department. Captain Nainoa Thompson of the Hokule'a and his crew presented the Steering Committee with their voyaging Hawaiian Flag for the blessings they granted upon them as a gesture of gratitude and to memorialize such an historic event.

This festival became known as the "**Hokule'a**" and today, the festival known as the "**Pacific Islander Festival**" also known as **PIFA**, (Pacific Islander Festival Association) will be celebrating **30 years** of sharing its cultural richness with the City of San Diego that embraces diversity.

1994 ~ 1995 HOKULE'A STEERING COMMITTEE

Hanalei Vierra, Ph.D.	Chairman
Shelley Anderson	Advertising/Media Director
Jennifer Beauchamp	Museum Exhibit Coordinator
Mario Reyes Borja	Program Book Director, Education Curriculum Coordinator
Riley Cardwell	Fundraising Director, Advertising Coordinator
Bob Akeakamai Crawford	Food/Arts & Crafts Booth Director
Dolly Crawford	Ceremonies Director, Fundraising Director
Jess M. Cruz	Pacific Islander Advisory
Maria Cruz	Pacific Islander Village Booth Coordinator
Ti Frutado	Education Curriculum Coordinator
Clinton Helenihi	Entertainment Director
Hal Hodgson	Advertising/Marketing Director
Rita Koria	Pacific Islander Advisory
Samoa Koria	Pacific Islander Advisory
Carolyn Lizama	Historian/Secretary
Vern Miranda	Security Coordinator
Gil Ontai	Fundraising Coordinator, VIP Coordinator
Margaret Sanborn	Education Curriculum Director, Village Director
Beth Saurer	Program Book Coordinator
Lima Savaiiane	Pacific Islander Advisory
Dewey Slough, Ph.D.	Program Book Director
Noelani Spaulding	Welcoming Committee
Tula Striffler	Food/Arts & Crafts Booth Director
M'Lissa Trent, Ph.D.	Operations Coordinator
Elana Wegrzyn	Hospitality Director
Bill Wright	Kupuna Advisory
Gail Wright	Museum Exhibit Director



PIFA'S 30TH ANNIVERSARY SERVING THE COMMUNITY

COMMUNITY • COLLABORATION • COMMITMENT

1994	DOLLY CRAWFORD	2005,	TANA LEPULE
		2010–2012,	
1995	DR HANA LEI VIERRA	2024–2025	
		2006–2007,	RUDY TAI
1996	SAMOA KORIA	2013–2014,	
		2019	
1997	MARIO BORJA		
		2008	BRIAN CRUZ
1998	AKEAKAMAI BOB CRAWFORD	2016–2017	JOSEPH TAUMUA
1999–2001,	MARIE CRUZ	2018	SAM SIMPLICIANO
2003–2004			
		2020–2023	ANISSA ACFALLE
2002, 2009,	PENU PAUU		
2015			

DOLLY CRAWFORD

1994

I was born on the north shore of Oahu in the fishing town of Haleiwa. My father was pure Hawaiian, and mother was Hawaiian and one-quarter Chinese. Graduated from Waialua High School in 1951 and graduated from St Francis Hospital School of Nursing in 1954. In 1956 married Bill Crawford in San Diego and in 1957 he joined the National City Police Department and retired in 1988. Bill passed away in 2013. We have three sons and one daughter and three grandchildren and four great-grandchildren.



Community Activities:

- 1992-1993
Hui O Hawaii of San Diego: President
- 1993-2000
City of El Cajon International Friendship Festival: Chairman Hawaiian Culture Booth
- 1994-1995, 1996-1997
'Ahahui Kiwila Hawaii O San Diego: Founder and President
- 1994
Pacific Islander Festiva: Founder
- 1999-2000
'Ahahui Hawaii 'O'iwi: Delegate
- 2000
Council for Minority Aging: City of San Diego: President

- 2000-2002
Mainland Council of the Association of Hawaiian Civic Clubs: President
- 2014-2024
Longterm Care Ombudsman Program, San Diego County: Ombudsman
- 2020-2021
Aging and Independent Services, San Diego County: Advisory Council Member
- 2020 to present
Maui Ola Malamalama: Advisory Council Member
- 2020 to present
Kanaka Davis Trust Group: Member

DR HANALEI VIERRA

1995

Hanalei was the first Chairman of what has now become the annual Pacific Islander Festival in San Diego.

It all began back in 1995 when the HOKULE'A - a 65 foot replica of a Pacific Islander double-hulled canoe that retraced the path of the original voyage of discovery from Tahiti to the Hawaiian Islands, visited San Diego Harbor.

We in the Hawaiian Community saw this visit by the HOKULE'A as an opportunity to collaborate with the other Pacific Islander Groups that already lived here, as a way to showcase our distinctive cultures in front of the San Diego community-at-large. Along with the largest groups in San Diego the Chamorro, Hawaiian and Samoan communities. We also reached out to the Fijian, Maori, Marshallese, Tokelau, Tongan and Federated States of Micronesia.



Since that first Festival 30 years ago, the amazing energy of gathering together and working with our Pacific Islander brothers and sisters on an annual basis has expanded the San Diego Pacific Islander Festival into a celebration of our very unique, talented, and dynamic Islander culture, which has also evolved into a compelling and important member of the San Diego Community.

SAMOA KORIA

1996

Talofa lava! Malo Soifua Manuia!

First and foremost, Praise God for His love and goodness to us all! Second, I'd like to thank the PIFA President, Officers and the Board of Directors and members for this opportunity to talk about PIFA.... 30 years ago, reflect on its past and what the future holds for this viable Pacific Islander organization. Before I reflect on the past 30 years of PIFA, you must understand that my perspective comes from the eyes and experiences of a Samoan American. Though my name is Taitu'uga SAMOA Koria, I was not born in Samoa but from the island of San Diego,



California. It's great to look back because there are many lessons that can be acquired for our future generations.

Beginning with the initial meeting at Clinton's

house in Southeast San Diego, there was Clinton (deceased), Dolly, Gil, Rita, Beth, Hanalei, Vernon (deceased), Margaret (deceased) and this was just a start. Many others joined the organization during our first festival, and it took a team effort from start to finish. 30 years ago, 1994, you must remember that Pacific Islanders weren't considered as Americans. In job applications, at the time, if they asked you for your ethnicity, the only choice you had was ...OTHER. Now, because of the efforts of those of us speaking up and demanding to be COUNTED, it has changed for the better. WHY? We can collect evidence/data on who we are and finally "we" matter in this country.

LESSON: Speak Up for Equality! There were so many elements to organizing a festival. Securing a location, meetings with political people, working with vendors, getting equipment for the actual day, creating from scratch the educational villages, confirming the performers, getting guests, ensuring security for the safety of the attendants and much, much more. Many of our Pacific Islanders stepped up to the plate to make the FIRST Pacific Islander Festival, A SUCCESS!! Was it easy? NO!! There were the naysayers that existed and I'm sure there were those secretly that thought it was not going to happen. Thankfully, I, along with the committee that helped, persevered, fought on, dealt with negativity honestly and the final product was not only SUCCESSFUL, but it was a trail blazer for furthering the VOICE of Pacific Islanders in San Diego and USA!

SAKMAN MARIO BORJA

1997

Meet Sakman Mario Borja, a visionary elder emeritus of the 500 Sails organization, dedicated to reviving the ancient maritime traditions of the Chamorro people in the Commonwealth of the Northern Mariana

LESSON: We're Stronger Together! As I recall, there were a few Pacific Islander organizations that were in existence back in 1994. Hallelujah and Praise the Lord!! What really filled my heart was the fact that the festival became a reality, and other Pacific Islander groups were formed for the first time to showcase their culture, their talents and their identity (TO BE COUNTED!)

LESSON: We Empowered Others to Move Forward! SO, WHAT NOW? In this moment and for any moment for generations to come, the Pacific Islander youth must be a priority! It's great to have an annual Pacific Islander Festival that covers 2 days out of the 365 of the year. It's still viable and it showcases our language, arts, dances and culture. But what about the other days of the year? Are we just important to society for 2 DAYS? Do we have other concerns like the elderly, veterans, homelessness, poverty, etc.? There's no LESSON here but there are Pacific Islander organizations already addressing concerns of our community. AWESOME!! IF NOT....Start one! Join one! Be THAT PERSON to step out and make a change for ALL Pacific Islanders and Pacific Islander Americans! YOUR ACTIONS SPEAKS LOUDER THAN WORDS!

Finally ... A HUGE Congratulations to all the individuals and groups that have made the last 30 years an experience to remember forever! May the next 30 years become fruitful and plenty for our families, communities and our country.

Ia Manuia!



Islands. With a background in space engineering and a childhood influenced by his carpenter-fisherman father, Mario brings a unique perspective to his work.

Inspired by the Hokule'a canoe's visit to San Diego 30 years ago Mario embarked on a journey to research and rebuild his people's seafaring heritage. He played a key role in the construction of the 47-foot Sakman canoe, "Che'lu" (meaning "brother" or "sister" in Chamorro), the first of 500 indigenous canoes envisioned by the 500 Sails organization.

Through his tireless efforts, Mario hopes to create a lasting impact on the preservation and promotion of Chamorro culture, inspiring future generations to honor their island roots and navigate their own path with pride and purpose.

Sakman Mario is married to Sakman JoJo, his co-conspirator in this canoe project from the

very start. They celebrate their 54th anniversary as a team this year. Hunggan Magahet.

Now, Mario is driven to share this rich cultural heritage with a new generation. His personal goal is to build 500 scale models of the Sakman canoe, using 3D printing technology, to inundate island classrooms and inspire young minds. Through this initiative, he aims to:

- Integrate Chamorro seafaring culture and language into STEM education
- Foster cultural pride and identity among young Chamorros
- Highlight the significance of ethnomathematics in understanding indigenous wisdom
- Ensure the wisdom of his ancestors continues to navigate the waters of time

AKEAKAMAI BOB CRAWFORD

1998

I am the oldest of four children. Born of my Hawaiian mother, Auntie Dolly from Oaha. and my father Uncle Bill Crawford, a sailor from Oklahoma. I was born and raised on the island of Kaliponi (California). Growing up in Southern California in the '60s, did not provide many opportunities to learn about my Hawaiian heritage. Some of my earliest experiences of Hawaii occurred when my Ohana from Hawaii visited. As a child, I remember "care" packages for my mother that were filled with "exotic foods", that I have since realized were poi, laulau, cracked and whole seed. I also recall Primo Beer for my father and uncle were included. When my ohana packed to return home to Hawaii, they loaded up on Coors Beer. It wasn't until I got older that I realized



I had grown up in a multicultural household. One culture clash occurred in the foods we ate. When we had fish for dinner, my mother would prepare the fish for frying, and she and I would eat some of it raw. She would then fry it Oklahoma style in cornmeal. She served it to my father with potatoes. For the kids, we ate it with rice and soy sauce. It was not

until I had a job and ate out with my friends, that I realized soy sauce was not served as a condiment for fish in most restaurants. The Hawaiian Renaissance of the '70s awakened in my mother her Hawaiianess. She joined the Hui O Hawaii. It was here that I was introduced into the Hawaiian culture and the role of O'hana. Over the years I found myself "volunteering" at various festivals and Hui luaus. My parents always had a food booth where we served festival workers and the public.

In 1994, Auntie Dolly started the San Diego Chapter of the Hawaiian Civic Club, Ahahui Kiwila Hawai'i O San Diego. On a trip to Hawaii my mother and others were approached by the Pacific Voyaging Society about a West Coast tour of the Hokulea. They asked if San Diego could provide a welcoming ceremony for the last port of call on the tour. Aunty Dolly brought it before the Civic Club, and we discussed what we should do. Early in the conversation it was determined that this would be good time to introduce a Hawaiian Festival to San Diego. With further discussion, we decided the Pacific Voyaging Canoe Hokulea represented more than Hawaii. Voyaging canoes had populated Polynesia, so we decided to include all the peoples of the Pacific. At that time, we called ourselves the Steering Committee of the Pacific Islander Festival of San Diego. I served on the

committee for 5 years as Vice President, as well as President for our third year. I am very proud of those that followed me to keep PIFA growing for the last 30 years.

While preparing for the first PIFA festival, the Steering Committee found that a native Hawaiian had played a pivotal role in San Diego's early History. The Ahahui took on the task to bring recognition to the true founder of New San Diego, William Heath Davis, also known as Kanaka Bill, a ship captain from Hawaii. In the mid 1880's Davis bought a plot of land that we know as the Gaslamp Area. To this day, the street layout and names are just as he had commissioned. He also built the first pier in New San Diego, where the Embarcadero now sits. The William Heath Trust Group has since been formed to bring attention to Kanaka Bill's legacy. I am proud to serve in the WHD Trust Group. I currently sit on the Board of Directors for the Ahahui Kiwila Hawaii o San Diego. Last year I assisted in the planning and execution of the Hui O Hawaii's Lokahi Festival. After over 30 years of service as a volunteer for various Hui O Hawaii functions, I finally joined the Hui Membership this year.

I have seen many changes for the Hawaiian and other peoples of Polynesia here in San Diego and feel honored and blessed to have been part of that growth.

MARIE CRUZ

1999, 2000, 2001, 2003, 2004

Hafa Adai, Talofa, Aloha, Kia Ora, Iorana, Kulo Malulo, Malo E lelei, Bula, Ran Annim and Hello!

"It takes a village to raise a child" and our child was the "Pacific Islander Festival" (better known as PIFA). Our first Annual Pacific Islander Festival welcomed the historic voyage landing of the Hokule'a on the shores of San Diego at the Embarcadero Park North behind Seaport Village. We attracted approximately 25,000 people for the two-day gathering. We had a charter committee of Hawaiian, Samoan,



Chamorro, Tongan, Fijian and those who grew up in the islands and shared their love of our cultures. After only two years, we outgrew

the Embarcadero and moved to the old Naval Training Center in Pt. Loma (now known as Liberty Station) for a couple of years (1999-2000), then to Southwestern College (2001) and finally to our current and permanent location here at Ski Beach in 2002. Attendance grew to over 100,000 visitors for the two days.

We have had the privilege of attendance by Governors from the various States and Islands, various Island Officials, Congressional Representatives, a variety of Island Leaders, City and County Officials and Representatives participate through the years. During my tenure as President of PIFA, we received a letter from President George W. Bush congratulating PIFA for our accomplishments. In 2000, PIFA was acknowledged and touted as the largest Pacific Islander Festival in the world. Several cities throughout the U.S. started similar festivals after seeing how successful PIFA had become. In 1999, Robin Tarr presented PIFA with the first \$500 scholarship honoring her son, Jonathan Tarr. The interest in scholarship funding for PIFA has grown over the years through donations and sponsors at a record pace. We needed a logo for PIFA. Mo (and Tina) Malabanan (Hawaiian) stepped up and designed the islander blowing the conch. The logo appeared on the cover of the 2000 program book. Our cultural food, crafts and information booths have continued to grow in attendance and participants.

We have so many people who have worked behind the scenes since my tenure, and I wish to thank all of you from the bottom of my heart. Bobbie Lerma has set up the stage for the past 30 years and is retiring. Grace Keil brought entertainment for the years I was President. She reached out to many different Islander communities (from all over) for their participation. Unfortunately, we lost Grace a few years ago. Jolene Ibarra and Jasmine Cone started the Miss PIFA pageant scholarship program, and we began an alliance with Larry Bauman, Bali Hai Restaurant, and have had many of our activities there. I wish to thank all previous and present Board and Officers, members and volunteers, attendees, entertainers, vendors and all who participated in PIFA for giving me the opportunity to contribute in building such a fantastic event showcasing Pacific Islanders. We have been blessed with many talented individuals that helped grow PIFA (too many to mention on this page) and we look forward to bringing the younger generation on board to continue this outstanding event for Pacific Islanders. God Bless all of you and pray for our brothers and sisters no matter where they are. God Bless our country and all those who serve her. It has been a privilege, my honor and pleasure serving as one of the leaders for the Pacific Islander Festival Association.

Si Yu'us Ma'ase

PENU PAUU JR

2002, 2009, 2015

Talofa to my PIFA community! My name is Penu Pauu Jr., and I hail from the Samoan Community. I served as PIFA President in 2002, 2009, and 2015 and was also a perennial Board of Director member for many years. Most of the time I worked, assisted, or consulted in Logistics, Food & Craft Booths committees and many other areas of the PIFA Festival. I have been with the Festival from its inception at Embarcadero South 1994, Naval



Training Center (present day Liberty Station), Southwestern College to its present location at Mission Bay Ski Beach.

I was born in Pavai'iai, American Samoa 78 years ago to Penu Sr. and Mona Tato Pauu. I left Samoa in 1954 at the young age of 8 with three other brother siblings and mother Mona. My father was, like many Pacific Islanders, served in the military (US Army) and because of his career, we moved a lot. "Pops" made the Army his career.

Professionally, after High School (Sweetwater Union HS, National City, CA) I joined the Air Force (USAF). I'm a Vietnam era veteran but was never "in country". I supported the war as a bomb builder/loader for B-52 bombers and as a K-9 handler. After four years in the military,

I returned to National City and in 1970, began my career as a law enforcement officer (LEO). I had a very gratifying law enforcement career during which I enjoyed patrol, investigations, supervision, and management positions. In 2002 I was appointed National City Chief of Police, a position I was/am very proud of because it was the first for a Samoan descent in the Continental USA!!! I retired from my LEO career in 2005 after 35 years.

During retirement, I continued my involvement with PIFA until 2022 when I reduced my involvement to let younger talent take over!

My involvement with PIFA and my PIFA family for almost 30 plus years has been a privilege and an honor!!!

TANA LEPULE

2005, 2010, 2011, 2012, 2024, 2025

Tana was born on the indigenous lands of the Kumeyaay people and a proud preacher's kid aka PK who has deeply rooted connections to his community, largely shaped by the impactful legacy of his father's church on 17th Street in National City. This church, established with vision and dedication, continues to thrive under the stewardship of inspiring Pastors.

Tana is married to his beautiful wife, Elena, and has two wonderful children Leiana & Ionatana, who share in his passion for community service. Tana has served in multiple roles as a board of director and as a past president for several years and professionally advocates for the Native Hawaiian and Pacific Islander communities. His collaborative spirit and ability to unite diverse



groups highlight his natural leadership qualities, benefitting Samoan and all communities.

As Tana steps into the role of leading PIFA once again, celebrating 30 years of achievements, he embodies the Samoan proverb: "O le ala i le pule o le tautua," which translates to "the pathway to leadership is through service." This guiding principle reflects Tana's lifelong dedication to making a positive impact serving his beloved communities.

RUDY TAI

2006, 2007, 2013, 2014, 2019

Assistant Chief Rudy Tai was born and raised in Hawaii. He is Native Hawaiian and Chinese. He is a San Diego State University alumnus and joined the San Diego Police Department right after graduation. Rudy has been with the San Diego Police Department for 34 years. Currently, he oversees Patrol Operations, covering nine Patrol Divisions and the Watch Commander's Office. Before this assignment, he was the Captain in charge of the Hiring process to include the Backgrounds and Recruiting Unit. Rudy has worked on various assignments in patrol, administrative, and investigative units. He continues to serve as a liaison with the Asian and Pacific Islander communities.

Rudy frequently presents and teaches at conferences on Leadership, Community Policing, Problem Solving, Crime Prevention and Hate Crimes. Currently, he is the Executive Director of the National Asian Peace Officers' Association (NAPOA), the President of the National



Association of Asian American Law Enforcement Commanders (NAAALEC), and the past President of the Pan Pacific Law Enforcement Association (PanPac San Diego). Rudy serves on many Community Boards and nonprofit organizations.

He has a BA in Sociology and an MA in Management. In 2017, he attended the FBI National Academy. Rudy believes that serving others is the highest calling. He has been involved with PIFA for 30 years and is PIFA's 2024 Vice President. He serves with Aloha every day!

BRIAN CRUZ

2008

It was 30 years ago that my Uncle Jess Cruz was telling me about this Hawaiian canoe, the "Hokule'a" coming to San Diego and all the Pacific Islander groups were going to gather and celebrate its coming. This was the very first Pacific Islander Festival - PIFA. I was so awed by this first gathering, that when I heard there



would be a second, I volunteered to help the Sons and Daughters of Guam Club with their involvement in PIFA.

After a few years helping the Sons and Daughters of Guam Club, I decided to directly be involved with PIFA, so I became a member. I walked into my first PIFA meeting, feeling a little intimidated not really knowing anyone, especially being this young adult in a room of mature/older community leaders. After being in the meeting room for a few minutes, I saw two other young adults, our current president Tana Lepule and one of our current board members, JoAnn Fields. I didn't know at the time that these two individuals would be lifelong friends.

My first year as a PIFA member, I kind of just went to meetings and was learning more about the organization and how I could be more

active. It was after my second full year of being a member that I decided to run for a board of director position. I was blessed to have been elected by PIFA members that year and I became the newest board member.

Throughout my years with PIFA, I have served in many roles. I was Booth, Logistics, Scholarship, and Sponsorship Chairperson and I was elected as a Board of Director and Vice President multiple years and in 2008, I served as PIFA President.

My PIFA journey is still going, and I will continue to serve our community as long as I am able to. If you would like to become a PIFA member and take on an active role, we would gladly accept you. PIFA is a non-profit organization that is run by volunteers. Without the help from our members and volunteers, PIFA would not exist.

JOSEPH TAUMUA

2016, 2017

With deep roots in the Pacific Islander Festival Association (PIFA), my journey from member to Board of Director and President has been a vibrant journey in celebration of our culture. From childhood dance rehearsals to the joy of reuniting with loved ones at PIFA, it's been a lifelong connection.

PIFA's growth from a small gathering at the Embarcadero Park, sparked by the Hokule'a's arrival, to the world's largest Pacific Islander Festival is inspiring. As we mark 30 years, I'm excited to be back and continue promoting our rich cultures, fostering education, and



ensuring our vibrant heritage thrives for generations to come.

HAPPY 30 PIFA San Diego!!!

SAM SIMPLICIANO

2018

Sam Simpliciano was a dedicated husband, father and friend to many. He dedicated much of his time serving his parish, the community and PIFA over the years. Sam served in the US Navy and later worked for CVESD. He helped

to construct his church, St Anthony of Padua Parish. He joined PIFA beginning in 2001 and wore many hats during his tenure at PIFA including as a former president, vice-president and board of director. He willingly filled any role or task that was given to him and both serving in the numerous committees that run PIFA during the festival or his many hours



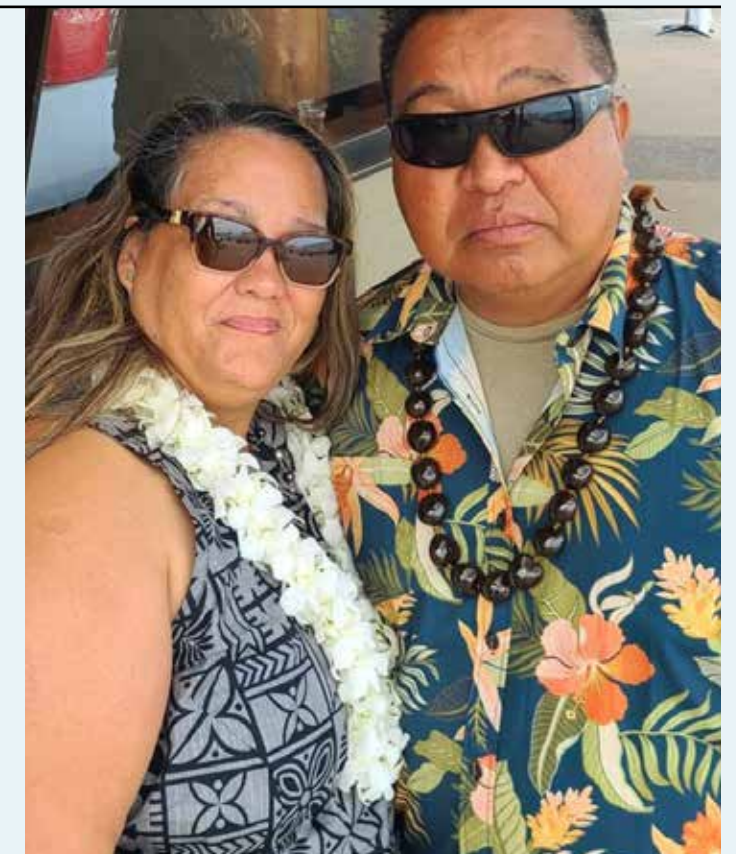
throughout the year on many of the behind the scenes tasks that are instrumental to maintaining consistency to the organization. Recently he headed up the tee-shirt committee and worked to secure our beverage agreement that financially support keeping PIFA a free event. He will leave a lasting legacy for the Pacific Islander Festival Association.

ANISSA ACFALLE

2020, 2021, 2022, 2023

Hafa Adai!

As a past President of the largest Pacific Islander Festival in the continental United States from 2020 to 2023. I had the privilege of leading an event that celebrates the rich cultural heritage of the Pacific Islands. During one of the most challenging periods in recent history, I, along with the Pacific Islander Festival Association (PIFA) Board of Directors, demonstrated unwavering dedication, resilience, and innovation.



From 2020 to 2022, the COVID-19 pandemic presented us with unprecedented challenges, forcing the festival to adapt to a rapidly changing world. Under my leadership, we successfully transitioned to a virtual platforms, ensuring that the vibrant traditions, music, dance, and art of the Pacific Islander community continued to be shared with a global audience, despite the physical limitations imposed by the pandemic.

It was a true honor working side by side with all the community leaders from Melanesia, Micronesia, and Polynesia. I would especially like to acknowledge PIFA's very own Michael Lagman, Bryson Kim, and my entire Board of Directors, particularly my executive team, for their unwavering dedication in making PIFA happen during the hardest times. Most of all, I would like to acknowledge my mentors who have guided and supported me throughout this journey. Their wisdom and encouragement were instrumental in my growth as a leader.

Finally, to my family, who have always been my support system in all aspects of my life, thank

you. You made it easy for me to give myself to an organization that I deeply hold near and dear to my heart. I love you all, and I am grateful every day for the blessing of having the best family members I could have ever asked for. God is so good to me.

As in-person gatherings resumed, I, along with our entire team, including my Advisory Board of Directors, spearheaded efforts to bring the festival back stronger than ever. The return of the festival was met with overwhelming support, drawing record attendance, and highlighting an even more diverse array of Pacific Islander cultures. Our leadership not only preserved the festival's legacy but also laid the groundwork for its continued growth and success in the years to come. With a deep passion for preserving and promoting Pacific Islander culture, PIFA remains committed to ensuring that the festival continues to be a powerful platform for cultural exchange, education, and unity.

Congratulations PIFA on 30 years of Community, Collaboration, and Commitment.



IN REMEMBRANCE

of PIFA'S former Board of Directors who served the community with dedication & diligence, in collaboration with others to promote PIFA's mission and commitment to provide scholarships to students to further their education and to share our beautiful Melanesian, Micronesian and Polynesian culture during the annual festival.



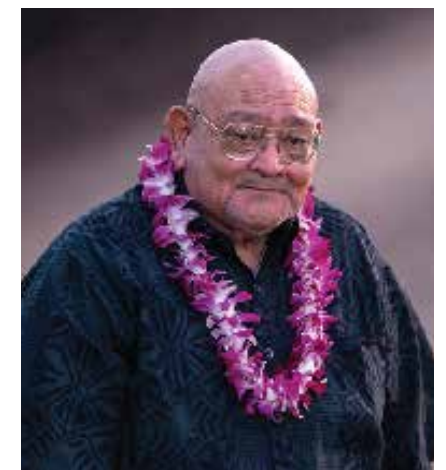
ALALSEA "ALICE" PAUU



TRINA SAN NICOLAS



SAM SIMPLICIANO



STEVE MADRID

"I have fought the good fight, I have finished the race, I have kept the faith"

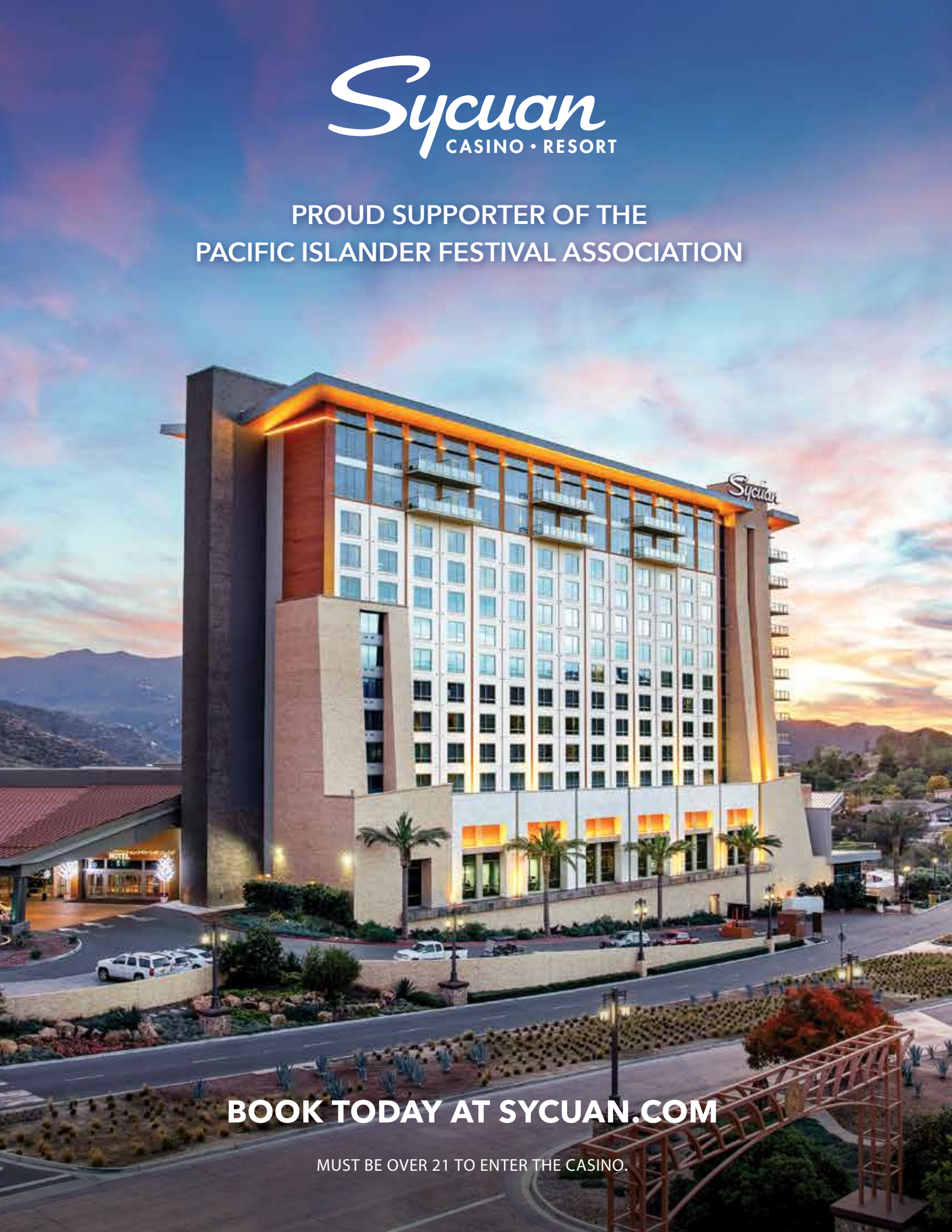
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2023 PIFA FESTIVAL: OPENING CEREMONY





PROUD SUPPORTER OF THE
PACIFIC ISLANDER FESTIVAL ASSOCIATION



BOOK TODAY AT SYCUAN.COM

MUST BE OVER 21 TO ENTER THE CASINO.

‘AHAHUI KIWILA HAWAII O SAN DIEGO: PEARLS OF THE PACIFIC

In the heart of San Diego, the Hawaiian Civic Club of San Diego, known as Ahahui Kiwila Hawaii O San Diego, stands as a vibrant testament to the enduring spirit of the Hawaiian community. Under the banner of “Pearls of the Pacific,” this year’s PIFA theme embodies the values of community, collaboration, and commitment, guiding their mission to preserve and promote Hawaiian culture and traditions.

The club, a cornerstone of San Diego’s Hawaiian community, has long been a beacon of aloha, bringing together individuals of Hawaiian descent and those who cherish Hawaiian culture. Their efforts are evident in the diverse events and programs that celebrate Hawaiian heritage, from traditional language classes to cultural workshops and community service initiatives.



Central to the theme of “Pearls of the Pacific” is the idea that, like pearls, the community is strongest when individual contributions are strung together to create something beautiful and enduring. The club’s leadership believes in fostering a sense of ‘ohana (family) where everyone’s unique talents and backgrounds enrich the collective experience.

Collaboration is at the heart of Ahahui Kiwila Hawaii O San Diego’s activities. The club frequently partners with local elected officials’ offices, organizations, and cultural groups to broaden their reach and impact. These events not only celebrate Hawaiian culture but also educate the broader community about the rich tapestry of Pacific Islander heritage.

The commitment of Ahahui Kiwila Hawaii O San Diego to its community is PA‘A (steadfast). Members regularly engage in volunteer work and supporting local efforts, reflecting the Hawaiian value of mālama ‘āina (caring for the land). Their dedication is especially evident during the annual PIFA events, where participants and volunteers worked tirelessly to ensure the event’s success.

Ahahui Kiwila Hawaii O San Diego’s dedication to community, collaboration, and commitment shines brightly in San Diego, serving as a model for other civic organizations. As they continue to weave the pearls of the Pacific, their legacy of aloha, unity, and cultural pride will undoubtedly inspire future generations.



Lū'au of Hawai'i

September 28 2024

NORTH COUNTY
HISPANIC
Chamber of Commerce
INBIZ LATINO

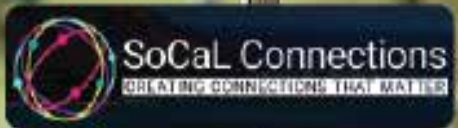


'OHANA HOPE

GOLF TOURNAMENT | SILENT AUCTION

TRADITIONAL LUAU DANCING & LUAU DINNER

Limited seating, once a year event to support a great cause.



LUAU DINNER
Dinner | Shows | Raffle Tickets



Lakehouse
RESORT • SAN MARCOS, CA



CONGRATULATIONS, PIFA!

Happy 30th Festival!



Love, The Lepule Family

SONS AND DAUGHTERS OF GUAM CLUB, INC (SDGCI)



Dedicated to the Preservation of the Chamorro Culture

The Sons and Daughters of Guam Club, Inc. (SDGCI) recently celebrated our 71st Liberation Coronation Ball on Saturday, July 6, 2024, in conjunction with Guam's 80th Liberation on the 21st. SDGCI has been in existence since 1953 and purchased the 2.5 acre facility in 1973. We are the parent 501 (c) (3) nonprofit organization, other affiliate organizations are members of the Guam Club.

SDGCI's leadership each have individual or team tasks to serve our Chamorro community from our elders (manâmkos') to our children (famagu'on) with activities infusing our culture and traditions and overseen by our President Antolin Tajeron.

MISS PACIFIC ISLANDER OF SAN DIEGO

ACTIVE KID'S FAIR, Sunday May 19, 2024

Miss Pacific Islander of San Diego aka Miss PIFA, Kiana Pangelinan 2023-2024 held a free event promoting her platform to "Raise awareness on the importance of physical activity for youth" by planning for several months & collaborating with the Dan McKinney Family YMCA where she works. It was a successful event with many kids of various ages that were excited to be out enjoying the outdoor activities; rock wall climbing, basketball, soccer, jump rope, jumping house and so much more. The parents/guardians were appreciative, receiving a lei and goody bag and talking with one another, enjoying the scenery of kids exerting their boundless energy.

Supporters & Volunteers: Pangelinan Family: Joel, Laura, Kai, Sierra, Monica Smith. Friends: Leilani Duarte, Savanah Behr, Jake Settlemayer, Joey Vecchione, Shauna Wilder, JakeMarquez



YMCA staff: Tran Duong, Lex O'Hara, Marla Lopez, Alyssa Bousquet, Lauren Gregg

Miss PIFA Committee: Board of Director: Natisha Tuua, Chairperson: Jolene Ibarra, Committee: Mahealani Taisague, Doreen Alailima, Anissa Acfalle; Media: JoAnn Fields

MEET OUR PIFA SCHOLARS OF 2024

- Undergraduates -



Alina "Lina" Marie Aquino (CHamoru-Micronesian)

attends San Diego State University majoring in Business Administration & Accounting minor in Criminology to continue a pathway to become a forensic accountant for the FBI or possibly a career in accounting. Alina was able to meet other women and participate in events; Women's Sock Drive, She Slays Conference and an alumni trip greeted Vice President, Kamala Harris. She takes pride as an Assistant Leader to UnoHit and the honor of participating in Chamorro dance workshops through Frank Rabon, Master of Chamorro Dance, Fafa'na gue Eric Reyes, and Fafa'nague Rosemary Mantanona. Alina gained dancing skills and bonded with other Guma' groups.



Brandy Nelesone Atuatasi (Samoan-Polynesian)

attends Stanford University majoring in Psychology, while still exploring options for a minor. She competed as a thrower at Stanford's Women's Track and Field team, worked as a student employee at the school's tech center, and is in the leadership team for the Pacific Islander Student Association (PISA), as financial officer. Brandy's passion to promote the Samoan culture successfully petitioned for the Samoan language to be taught at Stanford University. Being able to share the beauty of the Pacific Islander cultures with others allows Brandy to embrace the uniqueness of her traditions and will continue to promote it with those around her.



Micah Enrique Concepcion (CHamoru-Micronesian)

attends University of San Diego pursuing a Bachelor of Science Degree in Behavioral Neuroscience minoring in Biomedical Ethics and Spanish. He plans a career in neurosurgery, neurology, clinical psychology, or ABA therapy. He noticed the lack of awareness and representation of the CHamoru culture in the science field and aspires to share his knowledge to inspire more students to pursue this area. Micah enjoys activities like running, pickleball, chess and video games with family and is very active throughout life, as a Christian. He volunteers at PIFA and other cultural events to connect with his culture and family history.



Gabriella Kololia Kapua O'Kalani Keopuhiwa (Native Hawaiian-Polynesian)

attends San Diego State University studying for her Bachelor's degree in Graphic Design. Gabriella was recently accepted into SDSU Webbers Honors College and excited to study abroad in the future. Experiencing more artistic freedom in college and discovering her creative style, she's inspired to learn more about her culture. Gabriella performs with the Heali'i's Polynesian Revue and earned the role as lead dancer, helping her fellow dancers with their skills and support when needed. Gabriella hopes to inspire young girls and women to be empowered and continue their education, especially those pursuing art as a career.



Kainoa Albert Martinez (Native Hawaiian-Polynesian)

attends University of Southern California on the pre-Health track pursuing a bachelor's in health and human sciences, double minoring in healthcare studies at the Keck School of Medicine and Theater at the School of Dramatic Arts. He participated in the Distance Educational Network Technical Support Center, Pacific Islander Student Association, Asian Pacific Cinema Association, Alpha Epsilon Delta (a pre-med honors society), and MEDLIFE (an organization that promotes medicinal and educational engagement with underserved communities in LA and Latin America). Kainoa shares his knowledge with the Hui O'Hawaii of San Diego and learns more with the Na Pua No'eau STEM Summer Series.



Makana Gabriela Martinez (Native Hawaiian-Polynesian)

attends University of California, Davis studying Linguistics, focusing on the field of language studies and expanding her knowledge into the field of speech-language pathology. She is also part Asian and Mexican, a blessing to grow up in a diverse and culturally rich family and communities that provided an environment of learning and discovering her roots. Makana aims to educate and understand the field, so that she can actively advocate properly for her communities. Through her family's halau, she has also gained the knowledge to teach and spark excitement for cultural engagement in the younger generation.



Gabrianna Ramos, (CHamoru-Micronesian) PIFA Service Award recipient

attends San Diego State University pursuing a degree in Child & Family Development. Her passion for this field is deeply rooted in her love for connecting with children and the significance of family in her life. Gabrianna is actively involved in the Pacific Islander Student Association (PISA), which has allowed her to engage with like-minded peers and immerse herself in her cultural heritage. She is a valued member of UnoHit, a cultural group that helps her to understand and connect to her CHamoru roots and through this experience to have a meaningful impact in the lives of others and foster community connections.



- High School Graduates -



Katelyn Mahealani Cone (Native Hawaiian-Polynesian)

is a graduate of Mira Mesa High School and will be continuing her education at the University of Nevada, Las Vegas to pursue a double major in Bachelor of Fine Arts in Dance & Hospitality Management. At school, Katelyn took on leadership roles as Co-President of the AVID Club at her school and participated with Honors and AP classes, while being dual enrolled at Miramar College. She also received certification in Culinary Arts, Biotechnology & Bi-literacy, and through church, Katelyn participated in their Core Leadership program. Katelyn was an Ambassador of the San Diego Civic Dance Arts program (a non-profit, city-run program).



Luke Meki Schwenke (Samoan-Polynesian) *Jonathan Tarr Foundation recipient*

is a graduate of Eastlake High School. He will be attending Southwestern College majoring in Business Administration. He participated with ASB as Commissioner of Spirit, becoming a member of the football team for four years and nominated as team captain. He excelled and received the "First Team Defense" award and the best Linebacker in the Class of 2023. His greatest memory is leading the team in prayer before their games, breaking the huddle off with a loud fa'aumu. He volunteers at PIFA, San Diego Bayfront's Operation Clean Sweep and the Pacific Islander Community Health Program by the California State University of San Marcos.



Jianna Tablit (Hawaiian-Polynesian)

is a graduate of Hilltop High School and will be attending San Diego State University to study Psychology. She took AP and advanced classes, Foreign Language and Global Studies Program to challenge herself. She dances with Na Pua 'Ilima and started the Hilltop High School AAPI Student Association. Outside of school, Jianna is a member of the Na Koa Kai Canoe Club where she has had the opportunity to educate others on the Hawaiian language, cultural practices and about the Hawaiian outrigger canoes. She traveled to Maui and learned about wayfinding and voyage navigation, canoe rigging techniques, numerous chants and songs in 'Olelo Hawai'i'.

- Scholarship Sponsors -

Iva "Alofa" Pisias Salazar

The Iva "Alofa" scholarship is offered in memory of Iva Pisias Salazar, graduate of Leone High School in American Samoa and Southwestern Community College in San Diego, California. Born in Vailoatai, American Samoa, she moved to San Diego, California in the United States to pursue her career in nursing. Iva strongly believed in educating our youth and that each individual should use his or her talents to help others. She helped many people throughout her career in nursing, her Church, and throughout her loving family, and her family is keeping up the tradition of giving back and supporting our community. In following their mom's beliefs and

footsteps, Iva's oldest daughters Georgina To'a and Nina Guadalupe were grateful past recipients of scholarships offered by PIFA. Georgina graduated from Stanford University, continuing on to complete her Ph.D, Nina graduated from the US Air Force Academy and now works as a software developer, Iva's son Victor completed law school, passed the California BAR exam on his first attempt, and is currently working as an attorney in Los Angeles, and Iva's youngest daughter, Vailala, became a special education teacher and education policy shaper. An encouraging reminder from Iva herself: "Make good use of your education and use your talents wisely".

Jonathan Tarr Foundation (JTF)

Jonathan Tarr Foundation has been providing scholarships to Pacific Islander Festival Association graduating high school Seniors for 25 years. When Robin Tarr retired in 2018, the JTF Scholarship Funds were placed under the umbrella of the Coastal Community Foundation in Encinitas, CA. and managed by Lane Macy Kiefaber, Executive Director and Staff. Jonathan was a real boy who danced hula with Heali'i's Polynesian Revue under the direction of

Kumu Hula Kathy Gore Stanley. Jonathan died in an automobile accident at 17 years old. He didn't live long enough to fulfill his destiny but his legacy goes on through the scholarships influencing students in Southern California and Texas.

JTF is pleased to present a \$1,000 scholarship to Luke Meki Schwenke, Class of 2024.

The Kanaka Davis Scholarship

The Kanaka Davis Trust Group, is composed of Hawaiian community elders and Pacific Islander leaders who advocate for the promotion, recognition, and celebration of San Diego's Pacific Islander achievements. In particular, the group perpetuates the life and achievements of William Heath Davis, aka, Kanaka Davis, as a role model and for his role in shaping California and San

Diego history. In commemorating his life, annual scholarships are awarded each year to Pacific Islander Community organizations to assist young scholars to complete their college degrees, to be successful in their careers, and to contribute to their communities. The Pacific American Education and Scholastic Foundation, PAESF, a nonprofit, public benefit, organization is its fiscal sponsor.



2024 MISS PACIFIC ISLANDER OF SAN DIEGO

Nautica Nalyssa Rosario-Trollinger

Hafa Adai and Talofa! My name is Nautica Nalyssa Rosario-Trollinger, and I am honored to be your 2024-2025 Miss Pacific Islander of San Diego. Welcome and thank you to all the festival attendees for celebrating this year's 30th year of the Pacific Islander Festival Association! I am so excited to celebrate our Melanesian, Micronesian, and Polynesian culture with you. I am so grateful to the Pacific Islander Festival Association for continuing the preservation of our Pacific Island traditions and culture. It is truly the place to be when you feel a call to home!

I am beyond blessed to be able to thank the family and friends that God has blessed me with. Thank you to my family and friends who have shown an immense amount of love and support to me. Without them I would not have been able to achieve the position that I am in now. Thank you to Kumu Kathy Heali'i O Nālani Gore-Stanley and Kumu Edie Heali'i O Nālani Stanley for their guidance through my dancing career. They have all made me feel and believe

that I can truly accomplish anything that I set my mind to.

As your Miss Pacific Islander of San Diego, I look forward to not only being an ambassador of the Pacific Islander Festival Association but also an ambassador of God to our Pacific Islander community. I intend on spreading the word of God to our youth in hopes of them strengthening their faith and myself as well. 1 John 3:16, "And so we know and rely on the love God has for us. God is love. Whoever lives in love, lives in God, and God in them." This is my favorite bible verse because it reminds me to always love others as God loves them. It also is a reminder that when I feel love from family and friends, I am in God's true presence. I want to share that with the community so that they feel the love that God has for them, and they can pass that love onto others.

Si Yu'us Ma'āse Fa'afetai lava,

Nautica Nalyssa Rosario-Trollinger



Celebrating PIFA's 21 years of the Miss Pacific Islander of San Diego Pageant and Scholarship Program

- 2004** Mahealani Wong, Princess Anela Abeyta
- 2005** Edieann Heali'i O Nālani Stanley, 1st Princess Mahealani Mansinon-Vicente 2nd Princess Kathryn Rose Reyes
- 2006** Mahealani Mansinon-Vicente
- 2007** Kristen Paruginog, Princess Ricarda Hawkins
- 2008** Katelyn Martin, Princess Latafale Nancy Aloese

- 2009** Lindsay Reva McNicol, Princess Melinda Sisa Fuimaono
- 2010** Paige Hudson
- 2011** Mialani Love
- 2012** Darline Schwenke, 1st Princess Justine Ioane, 2nd Princess Ilima-Lei Macfarlane
- 2013** Meaghan Zuttermeister, 1st Princess Vaitulu Leota, 2nd Princess Adanna Knox-Iuli
- 2014** Tia Aumoeualogo
- 2015** Hanalei Iuta
- 2016** Leilsa Case, Princess Cheyenne Solia
- 2017** Lillian Glenister, 1st Princess Alana Godoy 2nd Princess Melina Babauta
- 2018** Serena Sablan, Princess Alana Godoy
- 2019** Teini Elisara, Princess Alana Godoy
- 2020** Jewels Mendiola Silva
- 2021** Alana Godoy
- 2022** Mahealani Gutierrez
- 2023** Kiana Pangelinan
- 2024** Nautica Rosario-Trollinger





Mahealani 2004



Edieann 2005



Mahealani 2006

Miss PIFA

Over the years

LEGACY



Kristen 2007



Katelyn 2008



Lindsay 2009



Paige 2010



Mia 2011



Darline 2012



Meaghan 2013



Tia 2014



Hanalei 2015



Leiisa 2016



Lilly 2017



Serena 2018



Teini 2019



Jewels 2020



Alana 2021



Mahealani 2022



Kiana 2023



Nautica 2024

TAUPOU SAMOA POLYNESIAN DANCE TROUPE



Taupou Samoa (meaning Samoan Princess) brings the vibrant culture of Polynesia to the stage! With a rich history spanning 34 years based in San Diego, CA, Taupou Samoa Polynesian Dance Troupe has been dedicated to showcasing Polynesian dance and culture on stages around the world. From captivating show productions to cultural exchanges and workshops, Taupou Samoa is committed to preserving and promoting the culture, premiering the beauty and essence of Samoa, Hawaii, Tahiti and Maori. While perpetuating and cultivating nuances of Polynesia through the arts, Taupou Samoa has been dedicated to raising awareness and instilling cultural enrichment through song, dance, language, and storytelling to share with all generations in all spaces.

Founder and Choreographer, Kiki Sotoa Solia, known to many as "Auntie Kiki", started Taupou Samoa 34 years ago, coming from a long history and experience in Polynesian dance since the age of 12 and dance instructor at the age of 16, where she started as a professional dancer. Raised

in a bilingual/bicultural home of a military family stationed and settled in San Diego in 1969, she was raised by her parents, HC Iole Logona Rapi Sotoa, Mother Eseta Talamaivao Sotoa, and her namesake and nurtured auntie, Mua Taela Mika. Auntie Kiki has 5 siblings and a slew of cousins who she was raised with in the home and are all considered siblings. She was raised in the Samoan home and church, the First Samoan Congregational Christian Church in the United States, where she is still an active member today. Auntie Kiki gives credit to her upbringing in the home and church where it shaped her to be the person she is today. This is where she learned



and embraced her faith in God and her cultural heritage. It is the home where she was raised with the language, etiquette and the Fa'aSamoa (the Samoan Way) and the church (the Autalavou-youth group), that enhanced the teachings of faith, culture, community and family-village traditions.



Taupou Samoa started in August 1990 with a Polynesian show and live band that performed for many years. The dance group flourished and our talented Taupou Samoa band was originated by Auntie Kiki and her two sisters Sarona Sotoa and Eseta Sotoa. The band was in demand, adding Polynesian Reggae, Oldies, R&B and Top 40s to the playlist. With a long list of accolades, Taupou Samoa Polynesian Band and Dance, led by lead guitarist, Uncle Mike Solia, they performed for the Ohio Players, opened for Fiji, Kapena, Ka'au Crater Boys, Sistah Robi Kahakalau, Brownsville to name a few. The dance group and band travelled and performed all throughout California. One highlighted experience was performing in a Dr. Pepper Commercial in 2003. In 2008, Taupou Samoa 'au siva (dance group) was a delegation of American Samoa at the Festival of Pacific Arts and Culture (FESTPAC), this was an unforgettable blessing and experience. Taupou Samoa has toured to American Samoa, Independent State of Samoa, Papeete and Bora Bora Tahiti, Germany, Mexico City, Mexico, and throughout the mainland for cultural exchanges and workshops.

In recent years, Taupou Samoa 'au siva (dance group) capitalized on the art and culture of SAMOA, to enrich others with the beauty and nuances of our cultural heritage through Siva Samoa, particularly to all who were born and raised in the states. Auntie Kiki has travelled to host many workshops in the art of siva Samoa and storytelling. The group has graced

many stages and platforms to represent our beautiful culture. She mentors hundreds of students year after year throughout the United States. For 30 years now, while running her own 'au siva, Auntie Kiki has been teaching Samoan community dancers through the Samoan Community Council of San Diego, to Taupou Samoa Polynesian Dance Troupe and now, Taupou Samoa Cultural Arts, bringing vibrant performances representing the islands of SAMOA to PIFA year after year. She has led the Samoan Community to earn its place as the "grandfather" group at PIFA San Diego. Auntie Kiki is a culture keeper and practitioner who hopes to inspire young and old to embrace their cultural heritage that defines who we are as Samoan and Pasefika people. Our lineage is who we come from; our motherland is where we derive from. Our language and culture are our identity.

Taupou Samoa continues the legacy of representing the Islands of SAMOA at PIFA and all across the globe. Perpetuating the cultures of Polynesia, Auntie Kiki is sharing this legacy with her children Casey James, Cheyenne, Christian and Cyrrona, as they continue to serve, lead and share with the community. Auntie Kiki and Taupou Samoa is proud to continue this legacy, it is an honor to carry 30 years of dedication and commitment to produce our Samoan culture, songs, and dances of Samoa to the PIFA stage, while welcoming with open arms the community to take part in this special celebration year after year. As we embark on the 30th Anniversary of PIFA, Taupou Samoa is proud to bring our presentation for the first time under its nonprofit organization "Taupou Samoa Cultural Arts".

This year's theme is "Pearls of the Pacific". This theme resonates with our Motherland of Samoa and our Samoan Community of San Diego, to once again grace the stage for its 30th year. It is very fitting as SAMOA is known to be the "Penina o le Pasefika" Pearls of the Pacific. Fa'afetai tele lava PIFA San Diego, President Tana Lepule and Board of Directors for this blessed opportunity to continue the legacy and share our beautiful and rich culture of SAMOA for the 30th year at PIFA 2024. It is a special and memorable PIFA journey of 30 years. Fa'afetai, fa'afetai, fa'afetai tele lava!

The Poly Loan Guy



Glenn Siaumau

THE Polynesian Loan Guy

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Loan Officer
DRE # 01415271 NMLS# 2278633
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HONORING WILLIAM HEATH DAVIS, AKA, KANAKA DAVIS

Dr. Gil Ontai

As we celebrate the 30th anniversary of PIFA, we strengthen our cultural bonds and continue to celebrate our contribution to San Diego's diverse cultural histories. Over thirty years ago, we gathered in Pantoja Park to honor Pacific Islander, Kanaka Davis, the original founder of downtown San Diego. Here is a pictorial history of our ongoing celebration that started 30 years ago. Plans are in process to unveil the monument honoring Kanaka Davis in Pantoja Park in 2024.

1995



Pantoja Park blessing by Kupuna Bill Wright



1995 Pantoja Park Kumeyaay spiritual elders blessing the ti-plants honoring Kanaka Davis

2022

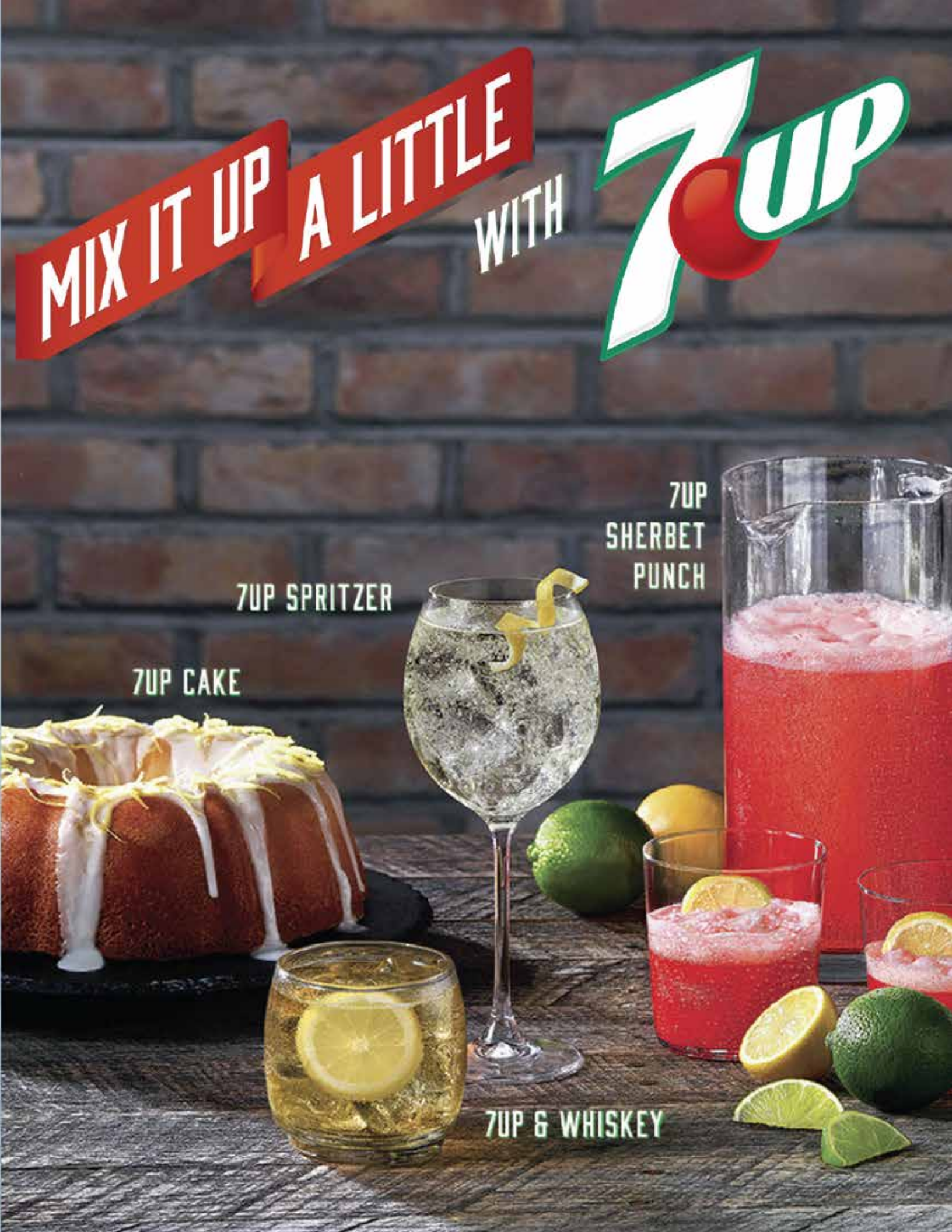


PIFA Pantoja Park Kanaka Davis monument announcement by Dr. Gil Ontai

2023



2023 Pantoja Park API Heritage Month honoring Kanaka Davis with elected officials, Hawaiian, Samoan, and Chamorro community leaders



PIFA 2024 PROGRAM & ENTERTAINMENT SCHEDULE

Saturday, September 21, 2024

- 8:15 AM Procession, Opening Ceremony
- 9:30 AM Na Pua 'Ilima
- 10:15 AM INANO Dance & Performing Arts Cook Islands
- 11:00 AM Kuhai Halau O 'Ilima Pa 'Olapa Kahiko
- 11:45 AM Samoa Matalasi
- 12:15 PM Miss Pacific Islander of San Diego 2024
- 12:25 PM Daniel Deleon Guerrero
- 12:45 PM Kutturán CHamoru Performers/Uno Hit
- 1:45 PM Hiva Katoa
- 2:45 PM Scholarship Recipients 2024
- 3:00 PM Kaliloa O Kaleo'onalani

Sunday, September 22, 2024

- 8:00 AM Church Service with The Rock Church & Crossroad Fellowship
- 9:00 AM Imahen Taotao Tano
- 9:45 AM PIFA Executive Team 2024
- 10:00 AM Fale Polynesia
- 10:45 AM INANO Dance & Performing Arts Maori
- 11:15 AM FAIVA
- 12:00 PM Te Rahiti Nui
- 1:00 PM Guma San Lagu - CHamorro Dance Houses
- 1:45 PM Heali'i's Polynesian Revue
- 2:45 PM Taupou Samoa Cultural Arts
- 3:50 PM Opportunity Drawing & Farewell



PIFA 2024 EMCEES

National Anthem / Emcee



Palanai M Engle

Palanai M Engle was born and raised in San Diego, California and comes from a large Samoan family. She works for the San Diego Unified School District for the past 25 years in the Human Resources Division as a Confidential Administrative Assistant, supporting school sites and central office departments. Mostly known in the Pacific Island community for her rendition of the National Anthem (performed at PIFA for several years), she and her sisters (Savaiinaea Sisters) have been blessed with the opportunity to sing their version of the anthem for the Mayor's Office, The SDPOA aPeace Officer of the Year Awards Ceremony. She had the privilege of singing the national anthem at the San Diego Padres game during the Pacific Islander Heritage Night at Petco Park more than once. Palanai enjoys time with her family and close friends and has a passion for writing and creating music. Married to Brian Engle, they both spend their days with their two beautiful daughters, Elisa May and Elena Ane. They currently reside in Grantville, California.

Emcee

Joseph Taumua



A proud Samoan, is a prominent figure in the Pacific Islander community. He has dedicated his life to uplifting and uniting these vibrant cultures. As the past president of the Pacific Islander Festival Association (PIFA), Joseph played a key role in organizing the annual festivities that celebrates Pacific Islander heritage. He also founded and led the United Territories of Pacific Islanders Alliance (UTOPIA) San Diego chapter, providing a safe space for Pacific Islander L.G.B.T.Q.I.A. individuals. Currently, Joseph is the Executive Director of Resort Operations at the Kona Kai Resort & Spa - A Noble House Hotel & Resort, where he showcases his leadership and ensures a seamless guest experience.

Although he is now focused on his family and career, Joseph remains a passionate advocate for his community, celebrating their rich traditions and heritage. His contributions have left a lasting impact and continue to inspire those around him.



Prayer

Rev Benson

As a Samoan Polynesian, born in Green Hospital, HI and transitioned to a tiny Island of American Samoa, Tutuila in the villages of Nu'uuli, Pago Pago, Utulei and Masefau. Our ancestors inherited the multi-culture tradition of courage with conviction and to respect our identity of survival.

"E sa'olele agi o le matagi i le afio mai o so'u ala 'i malo - The wind blows straight and is correct with regard to their arrival." As a servant reverent of "God's handwork is visible all around us, but His greatest work is our salvation, which He provided for us through the sacrifice of His son, Jesus." "You don't have to preach, sing or go to the mission field to serve God. But you are responsible to obey Him out of love and devotion—to live a godly life and serve Him until the day you take your last breath, or He returns." Enjoy, I said it again Enjoy!

Congratulations on your 30th year Anniversary... Heart to serve.

Emcee

Kiki Solia



KIKI SOTOA SOLIA, known to many as "Aunty Kiki", is the Founder, Director and Choreographer of Taupou Samoa Polynesian Dance Troupe of 34 years. She is the Executive Director of the nonprofit organization, Taupou Samoa Cultural Arts. Aunty Kiki is a pillar and pioneer in the community who has served over 3 decades to promote cultural enrichment to students of all ages throughout all San Diego County. She is a Cultural Practitioner and Curator in Samoan and Polynesian Arts. She is a long-standing community leader in San Diego who mobilizes and advocates for Samoan and Pacific Islander youth and community. She is a Mentor and Consultant for young adults in the nonprofit workforce. Aunty Kiki has been with PIFA since its inaugural and served in PIFA for many years as Board of Director in Entertainment, Scholarships, Hospitality, and the Executive Team. Aunty Kiki is a professional entertainer, choreographer, dancer, musician, drummer and a witty and fun Mistress of Ceremony. She has hosted as emcee for many events, festivals, shows for over 30 years and is no stranger to the stage at PIFA San Diego and in many platforms.



Emcee

Hula Ramos

Aloha and Kamusta! My name is Hula Ramos and you may remember me as the Filipino guy on your radio for the past 20 years in San Diego on Channel 933, Star 94.1, Energy 103.7, KSON, KyXy 96.5 and Sunny 98.1. I am now at KUSI News and so honored to join you once again as one of the emcees of the 30th Annual Pacific Islander Festival!



Emcee

John Keoni

Native Hawaiian – Single Father, of 5, Grandfather to 4. Radio broadcaster and Voice Over Talent for over 35 years. Currently with iHeart Media/Radio and heard on all 7 local stations and KPBS. 3 film credits. Roaming Ambassador for Pacific Islanders. Lead Emcee for PIFA since year 2. Master's degree in martial arts with 50 years' experience. Expert in Radio Broadcasting, Media Relations, Strategic Alliances and Business Development. Mentor to youth of all ages. John's father was Assistant Business Manager and Right-Hand man to Red Skelton, TV and Film legend.



Emcee

Tati Pelegreen

Tati, a Honolulu native, began her radio career there in 1999. As co-host of Star 94.1's top-rated morning show, Jesse and Tati in the Morning, she's brought the Aloha spirit to San Diego since 2006. With over two decades in radio, Tati is a key contributor to the show's success. Tune in weekdays to San Diego's #1 rated morning show for laughs, music, and her island vibes. Catch Tati and Jesse daily on Star 94.1, the iHeartRadio app, or their podcast.



Emcee

Roy Asuega

Talofa! My name is Roy Taoieleumu Olomanu Asuega. I have been in the entertainment industry for 35 plus years traveling the world as well as owning a business and studio in Orange County California. I am a Husband, Father, Grandfather to a beautiful family that I admire and love immensely. I enjoy giving to our community of fantastic artisans, creators, imaginary, gifted people. I would like to take this opportunity to thank Joseph Taumua as well as the PIFA Board of Directors for this great opportunity to share and celebrate 30 years of continued expression of culture Practitioners of our Oceanic Global AIGA. Faafetai Tele Lava. Ia Manuia!



Emcee

Natisha Tuua

Talofa! My name is Natisha Tuua and I am honored to be selected as an MC for 2023 PIFA. I represent our Beautiful Samoan culture from the beautiful City of Oceanside, California. My passion is about serving as a pillar in the community for our Polynesian People. I have been Blessed to serve as the MC for the Oceanside Samoan Cultural Celebration as well as MC for the San Diego Padres Pacific Islander night at Petco Park hosted by PIFA. I'm also Blessed to be a Public Community Servant, for the City of Escondido. To God be all the glory!!



Emcee

Joey Quenga

Joey "Q" Quenga is deeply rooted in his CHamoru culture. He participated in PIFA many years as musical director of the Kutturam Chamoru Foundation based in Long Beach CA. "Q" is the Co-Founder and CEO of Island City Media Group which operates the only NHPI-owned radio station broadcasting from Hollywood, CA. He produced and interviewed influential people in music, politics, entertainment, R&B icon Shawn Stockman of Boyz II Men, Senator Isadore Hall, NBA champion Metta World Peace, Fiji, and more. Most recently, "Q" was selected as a Cultural Consultant for Disney, ensuring the NHPI culture is represented accurately and respectfully.

PIFA 2024

ENTERTAINMENT

Na Pua ‘Ilima



Under the blessings of the late Kumu Hula Kehaulani Wilson, Mahealani Taisague has been honored with the privilege of perpetuating the meaning of Hula and carrying on the legacy Hula Halau o Na Pua ‘Ilima through love, knowledge and integrity. In its 34th year of existence, Mahealani continues her practices, traditions and style. Mahealani Taisague is also currently studying under the ‘Uniki of Kumu Hula Kehaulani’s original Halau, Ilima Hula Studio under the direction of Kumu Hula Lani Girl Kaleiki. This multi-award-winning Hula Halau will continue to share the traditions of the Polynesian cultures through dance, language, and most importantly “Aloha”. With a big Ohana effort, we thank God for every day that we get to do what we love to continue this Halau’s legacy. napuailimaelua@gmail.com

INANO Dance & Performing Arts



Inano Dance and performing Arts is a proud expression of our Cook Islands heritage, where the heartbeat of our ancestors lives on through every beat of the drum and every step of the dance. Rooted in the traditions of Pe’u Māori and Ura Kuki Airani, we are committed to safeguarding and sharing our cultural identity with the world. While we honor the knowledge passed down to us, we also push the boundaries of creativity and innovation, bringing new life to our traditions. Inano Dance is more than a group; it is a living connection to our whenua in Aotearoa, our people in the Pacific, and our evolving stories. www.inanodance.com.

Kuhai Halau O ‘Ilima Pa ‘Olapa Kahiko



Established in 2019, Kukai Halau O’Ilima Pa ‘Olapa Kahiko is a traditional halau hula, located in the community of Oceanside, CA. Our halau is passionately committed to fostering cultural learning among our haumana through the art of hula. At the core of our mission is the dedication to learning, teaching, and perpetuating every facet of hula, drawn from our ancestral lineage. Our approach extends beyond physical movement of dance, encompassing the holistic spectrum of Hawaiian tradition guided by the pillars of olelo (language), mele (song), moolelo (stories), and hana noeau (crafts) www.kahulaoilima.com

Samoa Matalasi



Established in 2008, in the heart of Orange County, California, Samoa Matalasi Tautua was designed to create a safe space for the youth to learn about the Samoan culture through language, arts, music, dance and more - “*faafiafiaga fa’a Samoa*”. The diverse mainland youth are immersed in the tradition and custom of the Samoan culture participating in its preservation. For more than 15 years, this grass roots organization has continued to operate with humble roots stemming from the Polynesian sense of community strengthened by faith and its service to others. rebaf70@gmail.com

Daniel Deleon Guerrero



Daniel “Danny” Deleon Guerrero is a popular artist of CHamoru music from Pagat, Mangilao, Guam. He has released 15 albums and is best known for his song “Basta Gumimimen.” In the late 80s, Danny not only performed with local icons Mike Laguana, JD Crutch, and his brother K.C. Deleon Guerrero, but also with Western country greats Boxcar Willie and Mel Tillis. He and his former band “Danny & The Dinosaurs” performed at the famous Opryland and Printers Alley in Nashville, Tennessee in the 90s. Danny is currently back in Guam performing at various local events.

Kutturan CHamoru Performers/Uno Hit



the PIFA stage annually to represent the Mariānā Islands: Guam, Saipan, Tinian and Rota. Inorabuena to PIFA for 30 years of continuing efforts to gather together as Pacific Islanders and stand strong as stewards of our community for it is the wisdom and guidance of our ancestors that bridge us to our island homes in Oceania! www.kutturanchamoru.org.

Hiva Katoa



first place in ‘ōte’a, ‘aparima, ahupurotu, best drumming, best music, best ra’atira and the prestigious Best Overall Group title at various events like Hura Tahiti of Southern California in 2018. This year, they clinched the Best Overall Group awards at both Heiva San Diego and Kiki Raina Tahiti Fete of Merced, CA. Their peers recognize them as esteemed leaders and mentors in the Polynesian community. Hiva.Katoa@gmail.com.

Kaliloa O Kaleo’onalani



we must evolve together by challenging our beliefs, value systems and knowledge. Kaliloa O Kaleo’onalani welcomes you to the future and the new breed of Polynesian dancing. Our knowledge of learning and teachings came from our source, Kumu Hula Masters, Esther Ku’uleinani Correa and Mark Keali’i Ho’omalulu. Without their love and support, we wouldn’t be where we are now. Idaveimau@gmail.com.

Church Service, The Rock Church & Crossroad Fellowship



Pastor Noell Mitchell was born and raised in San Diego, Ca. She grew up in East San Diego in City Heights. Noell is an Associate Campus Pastor at the Rock Church City Heights campus. Pastor Noell currently oversees the Student Ministries department at the church. This includes students in grades 6th-12th and young adults ages 18-25. She also helps oversee the Community Impact program, which includes our Provision’s Food Distribution program, as well as our church’s annual Toys for Joy event. Pastor Noell also assists in our Pastoral Support Team, Groups, and Pastoral Care Teams. Before joining the staff, Pastor Noell has led multiple Women’s bible studies and our Single Moms Ministry as a volunteer for over 10 years. She is also a Community Chaplain for the Rock Church and enjoys serving the community.

Imahen Taotao Tano



skills, knowledge of their history, language, familiarity with values of inafa’maolek, a sense of reciprocity and respect, to continue the legacy of our indigenous people of the land.

Fale Polynesia



Fale Polynesia is a Polynesian cultural arts school under the direction of ‘Ofaloto Kumā & Kanani Asuega. Fale opened in May of 2024 at two locations- one in Costa Mesa, Ca and the other in Fresno, Ca. Directors, ‘Ofaloto and Kanani, started Fale Polynesia to share the Polynesian cultures through music and dance. They named their school Fale(house) Polynesia because their truest intention is to create a home for Polynesians and Polynesian enthusiasts. ‘Ofaloto is the mastermind behind all the musical creations at Fale Polynesia. Paired with lead choreographer, Kanani Asuega, together they combine their mana’o and artistic vision to share the beauties of the Polynesian islands. www.falepolynesia.com.

Te Rahiti Nui



Te Rahiti Nui celebrates the rich culture, history, and artistry of 'Ori Tahiti. Their mission is to in-part every dancer with not only the fundamental movements of 'ori Tahiti but the cultural understanding, pageantry, and the powerful positive energy known as mana. Founded by Aunty Janice & Aunty Michelle who are both dedicated and passionate ra'a'tira's. Both mentor and guide younger generations, instilling in them the principles and values of Tahitian culture overseeing the training of individuals in 'Ori Tahiti.

Since their debut in 2010, Te Rahiti Nui has accomplished over 100 accolades in both solo & group competition including: 3 First Place Tamahine Group Awards, this year's Heiva San Diego, Two First Place Group Mehura Awards, Three Best Costume Awards, Junior Overall, and Best Soloist at the 2018 Heiva International World Cup. Located in San Diego, Te Rahiti Nui is a renowned 'Ori Tahiti dance studio and entertainment group.

Guma San Lagu - CHamoru Dance Houses



Saina Eric Reyes has been a driving force in preserving and perpetuating CHamoru heritage in the U.S. since 2023. Supported by esteemed cultural leaders Saina Heidi Quenga of Kutturan CHamoru Foundation (Long Beach, California) and Saina Rosemary Mantanona of Guma Imahen Taotao Tano (San Diego, California), Reyes has ignited a passion for CHamoru culture among over 300 practitioners across 11 cultural houses, collectively known as Guma San Lagu. Together, they have orchestrated impactful workshops and events, including Bailan CHamoru Workshops, the Washington DC Congressional Guam Liberation, and the Kutturan CHamoru Foundation's 30th Anniversary Gala. Their innovative projects, such as the cultural videos "Sainan Māmi" and the "Lālai" music video, have captivated audiences and garnered significant online viewership. Notable highlights include the viral Walmart FlashMob and the blessing of the Hokule'a voyaging canoe. Through song, dance, and chant, Reyes and his collaborators passionately ensure that the rich CHamoru heritage thrives for future generations.

FAIVA



FAIVA is made up of three extremely talented musicians - Loa Greyson, Dr. Grant Muagututi'a and Vaea A'etonu, each of Samoan descent. As individuals, each is highly sought after by some of the best in the industry because of the variety of music and the quality of musicianship. Together, as FAIVA, the three deliver a magical performance that brings traditional Polynesian music to life in a fresh and contemporary way, and throughout a FAIVA set, guests also learn a little bit about the history of Samoa and Polynesia through clever storytelling.

Heali'i's Polynesian Revue



Heali'i's Polynesian Revue is under the direction of Kumu Kathy Heali'i O Nālani Gore-Stanley and has been growing strong since 1967. Together with her family, they perpetuate and share the love of Hawai'i, Tahiti, Samoa, and Aoteroa (New Zealand) through island song and dance, keeping traditions alive. As a professional and competitive group, they have been blessed with numerous 1st place and overall awards from Polynesian dance and music competitions. Heali'i's Polynesian Revue has been featured around the world traveling throughout the West Coast, East Coast, Hawai'i, Tahiti, and Japan. They have also had the honor of performing with many of Hawai'i's music legends and American state symphonies. Sharing their love of the Polynesian cultures, Heali'i's Polynesian Revue continues to teach and educate their students with historical emphasis and traditions. 'A 'ohe hana nui ke 'alu 'ia- No task is too great when done together by all. www.Healiis.com

Taupou Samoa Cultural Arts



TAUPOU SAMOA CULTURAL ARTS is dedicated to preserve, cultivate and promote our Samoan heritage through cultural enrichment in language, music, dance, storytelling, and creative arts. We aim to provide opportunities and platforms for education, raising awareness, and fostering a deeper understanding of self-identity, traditions, and cultural heritage. Under the leadership of Executive Director and Choreographer, Aunty Kiki Sotoa Solia, and 180 dancers strong from ages 5yrs and up, this is the debut of TAUPOU SAMOA CULTURAL ARTS community dancers and musicians on the PIFA stage. We are proud to celebrate PIFA's 30th Anniversary. We are the 'Pearl of the Pacific!' SAMOA lou atunu'u pele, o oe o le 'Penina o le Pasefika! Alo i ou faiva!

PIFA 2024 CULTURAL VILLAGES

Cook Islands - Kia Orana!

Turou! Turou! Oro mai, oro mai! Kia Orana e Kia Manuia. The Cook Islands village is proudly organized by Melodie Turori, an artist and creator who connects storytelling, culture, and people through the format of video and photography along with her family. As a self-governin island country in the South Pacific Ocean in free association with New Zealand, the Cook Islands is the home of the indigenous Maori people. The Turori family aims to perpetuate the heritage of the Cook Islands through the sharing of artifacts of tivaevae quilts from the Turori family collection, presentation of embroidery techniques and a multimedia element sharing the stories of tivaevae artists. The Spirit of Tivaevae exhibit celebrates the bonds of love stitched into heirlooms and passed from generation to generation. Discover more of Cook Island tradition and the exploration of the dying art of Cook Island tivaevae quilting through Melodie Turori's documentary Spirit of Tivaevae, at www.spiritoftivaevae.com and @tivaevaefilm on Instagram.

Federated States of Micronesia - Hafa Adai!

The region of Micronesia is composed of the U.S. Commonwealth of the Northern Mariana Islands (CNMI), the U.S. territory of Guam, and the three independent countries in free association with the United States. These Freely Associated States (FAS) include the Republic of the Marshall Islands (RMI), the Republic of Palau and the Federated States of Micronesia. Within those states lies just about 607 small islands. Geographically, the Republic of Kiribati and the Republic of Nauru are also part of Micronesia. The people of the FSM are actually a heterogeneous mixture with different customs and traditions bound together by recent history and common aspiration.

Guam & Sakman (Mario Borja) - Hafa Adai!

It was the arrival of the Hokulea for our 1st PIFA celebration in 1995 that inspired Mario to research and build the sakman, the largest class of ancient outrigger canoes once built by the Chamorros of the Mariana Islands. With the support of the Chamorro Che'lu community of San Diego, Sakman Mario and his local Chamorro friends embarked on the year-long reconstruction of a 47-ft sakman in 2010 following a 1742 drawing. After its sailing debut here in San Diego, the sakman is now sailing in Saipan under the stewardship of 500 Sails with schedules to sail the Marianas Archipelago and the Micronesia. It has been indeed 30 years ago when the Hokulea on her 'Voyage of Discovery' first came to San Diego, and since then, Mario continues to share the sakman story at our PIFA events. This is the story of a canoe that has ignited the re-discovery of Chamorro seafaring, "TaTasi". Mario's unabated passion is now leading the research on Chamorro Ethno-mathematics, a study on how his ancestors built their "flying proas" based simply on culturally-based "island" mathematics.

Hawaii- Aloha!

Aloha mai e kākou! While most people consider Hawaii to be a vacation destination, many of us call it home. It is where we can find our roots and physically feel connected with our ancestors. Although our parents and grandparents may have left our ancestral home, their love of Hawaii and cultural way of life came with them. While we each contribute to our Hawaiian community in various ways we come together in moments like this to share our love of hula, singing, and lei making. We all come from Hawaiian families that valued the perpetuation of culture and now their love of all things Hawaiian lives in us.

Palau - Alii!

Our Ancestors who inhabited the present day island country of Palau for thousands of years, lived off the land and sea in harmony with the environment and were precursors to modern day practices of sustainability and preservation of our natural resources. We honor them by applying the customs and teachings they have passed on over the millennial by forging ahead as the world leader in preserving our oceans by establishing the first World National Marine Preserve and continuing sustainable fishing practices.

Papua New Guinea - Gude!

Papua New Guinea, officially the Independent State of Papua New Guinea, is a country in Oceania that comprises the eastern half of the island of New Guinea and its offshore islands in Melanesia. People of the highlands engage in colourful local rituals that are called "sing sings." They paint themselves and dress up with feathers, pearls and animal skins to represent birds, trees or mountain spirits.

Samoa and American Samoa - Talofa!

Serene and beautiful, Samoa **The Heart of Polynesia** are paradises in the islands of Samoa and American Samoa in the South Pacific. We are the same people, same custom, culture and tradition in the faaSamoa or the Samoan way of life! Our cultural history is proudly displayed through the matai or chief, the aiga or family and through the traditional arts & crafts form in the weaving of fine mats including ie toga, the making of the siapo or tapa, wooden sculpture made into the tanoa or kava bowl used for the ava or kava ceremony and other artifacts. The Samoan traditional jewelry is proudly show cased in the siva or dance with the tuiga headress traditionally worn by the taupou or village maiden and or manaia, matai or young untitled man or a chief now continuing to be used in all Samoan Fiafia and or special occasions, the Miss Samoa competition, cultural festivals and so much more. The art of the tatau or tattoo for men and malu for women are renown worldwide including the siva afi or knife dance and so much more. Visit our Samoan cultural village, brought to you by The Samoa Association San Diego since 2019 and organized by Lefaua Leilua. **la manuia!**

Tahiti - Io Rana!

In the very heart of the South Pacific lies the island of Tahiti, the largest of the islands that make up French Polynesia. Behind the urban city atmosphere, Tahiti's luxuriant landscape and large abounding waters counter the developed areas and make Tahiti one of the most diverse islands in French Polynesia. Tahitians today have inherited their expressive Polynesian culture from their ma'ohi ancestors. The Tahitian cultural village is organized by Maeva McNicol who co-created O'Reva Tahiti Productions and helps daughter Lindsay, former Miss Pacific Islander of San Diego and founder of Heiva San Diego one of the largest competitions in San Diego.

Tokelau - Malo Ni!

The village of Tokelau is organized by Chris Leota and the Taokelauan community of San Diego. The beautiful island of Tokelau is a non-self-governing territory of New Zealand consisting of three coral atolls in the South Pacific: Atafu, Nukunonu, and Fakaofu. Come and learn about this beautiful island through various artifacts, factual and historical learning boards where friendly inquiry is welcome.

2023 PIFA FESTIVAL: FACES IN THE CROWD



2024 PIFA FESTIVAL VENDORS

CRAFT

- 808 island gifts and jewelry
- All Things Ube Desserts
- Aloha Bliss
- Aloha Scent Island Candles and Gifts
- Aromabreez/Hawaiian Breez
- Bali Mantra
- Big Boys LgL
- Blades by Crank
- BodyTopia Island Style Skincare
- Crowns Guam LLC
- Cukui
- Designed By Beebs
- Elena Leis and Gifts
- Fine Polynesian Arts and Crafts
- Footwork Brand
- Fresku
- Guam Island Gifts
- Happy Wahine
- Hawaii Station
- Hula Baby
- Hula Flower
- Hulu Makana
- INDOCRAFT
- Inkhut printing and graphics
- Island Addiction
- Island Blue
- Island Edge Designs LLC
- Island Life Apparel
- Island Pure
- Island Stylez Inc
- Island Treasures
- JJ'z Treatz
- Kalikiano Clothing & Gifts
- Kealoha Essence
- Kelley's Kookies
- Kuuipo Accessories
- Leilani's Attic
- Li Hing Queen
- Local Sweets
- Mango Fix
- Maria Moncayo
- N8ive Approach
- Ninth Island Gourmet LLC.
- O.P. Corporation dba: The Vault GU

- Ofutau
- Ohana Hawaiian Jewelry
- Osiana LLC
- PNGinUSA Corporation
- Polynesian Pride
- Pstgear
- Seeded Vibrations LLC
- Seven Seas
- SF KORU
- Show Me Your Pukana
- Skye's Designs
- Slade's Polynesian Crafts
- Sweet Thoughts
- Tatau Brand
- Touch Of Paradise
- Tr&Co
- Vince Jewelers
- Ahahui Kiwila Hawaii o San Diego
- Ai Pai Bakers
- Becca's Treats
- Chamorro Grill
- Coconut Cafe
- CRUISIN JUICE dba Spiral King
- Concession
- Gabina's Cuisine
- Guahan Grill
- Hana Hou Shave Ice
- Island Life Foods
- Le Fala Catering
- Matai Shave Ice
- North Shore Plate Lunch
- Pupusas Latin Food/ Tiger Sticks
- Rudy L&L
- Shaka Shack Grinds
- Sweetstacks
- Tief's
- WKM Enterprises (DBA - Hokulia Shave Ice Temecula)

FOOD

- Ahahui Kiwika Hawaii O San Diego
- Asian Pacific American Public Affairs
- Asian Pacific Partners for Empowerment Advocacy and Leader / Orange County Asian

INFORMATION

- Pacific Community Alliance
- California Department of Corrections and Rehabilitation
- Chula Vista Police Department
- Cook + Schmid for the City of San Diego
- County of San Diego, Department of Human Resources
- County of San Diego, Registrar of Voters
- Customs & Border Protection
- Department of Veteran Affairs - Make the Connection
- Department of Veteran Affairs - Office of the Secretary
- F.O.U. MOVEMENT
- Guam Visitors Bureau
- Island Grad
- Island Legacy Holdings Inc.
- Kanaka Davis Trust Group
- Koaloha
- Moku Moku
- Na Koa Kai Canoe Club
- Passion Planners
- PHP - People Helping People, Polys Helping Polys!
- PIC Health
- Primerica
- San Diego County - District Attorney's Office
- San Diego Mesa College - AANAPISI
- San Diego Regional Center
- San Diego Police Department
- San Diego Sheriff's Office
- SoCal PICRT- Southern California Pacific Islander Community Response Team
- Solana Center for Environmental Innovation
- Soleil Communications, Inc. (DBA Hyatt Vacation Club)
- Sycuan
- Therapeutic Rebel PC
- United Wealth Education
- University of California San Diego
- University of Utah/Utah Pacific Islander Diabetes Study

Congratulations

San Diego's 30th ANNUAL

Pacific Islander Festival



"I am honored to be an active lifetime member of the San Diego Pacific Islander Festival Association (PIFA). I appreciate the vision of our founders, the dedication of our current members and the work that our future members will do to preserve the Micronesian, Melanesian and Polynesian culture and history for all San Diegans to enjoy,"

JoAnn Fields, Board Member and Media Director, PIFA



Moana Alo
Co-Anchor, MoJo Podcast
and
Pelekikena (President)
'Ahahui Kiwila Hawaii
Hawaiian Civic Club of San Diego

JoAnn Fields
Co-Anchor, MoJo Podcast
and
Government & Public
Relations Director
API Initiative



JOANN FIELDS

PIFA Board of Directors

The year was 1998 when the 3rd Annual Pacific Islander Festival was held at the Embarcadero Park North next to Seaport Village in San Diego. I attended the festival as the marketing director of a restaurant in National City and was impressed by the number of cultural vendors, food and entertainment representing diverse Pasifika communities.

I remember vividly the grand finale of the festival. Taupou Samoan Polynesian Dance Group led by Kiki Sotoa-Solia brought forward an amazing multi-generation of Samoans to the stage. I was so moved to see the full span of young people performing with their dads, uncles and elders.

I wanted to learn more. I wanted my family to experience what I did. I then became an active member of PIFA at the next general meeting at the Hui O' Hawaii clubhouse.

I'm honored to have grown with PIFA from the transition to NTC Park and then to Southwestern College (SWC) when NTC closed to become Liberty Station. Luckily Arlie Riscasa, a friend serving on the College Board of Trustees helped navigate the permits for a temporary move to SWC. Due to popular demand, PIFA brought the festival back to the San Diego Bay to its current venue at Ski Beach.

I have served in various capacities from the executive board as secretary, board of director and the committee to help develop the Taste of the Pacific; PIFA's fundraiser for scholarships that also raises the visibility of Pasifika small businesses, restaurants and caterers at Bali Hai on Shelter Island.



I learned many from many positions on several committees including Booths with Tana Lepule, Brian and Marie Cruz, Logistics with Uncle Pete Zirkle learning about PIFA's electrical, and trash needs to cutting an enormous amount of Spam for our volunteer breakfast to riding with SDPD Officer Castro to pick up bus donations. Those are just a few highlights of service that came to mind.

My current position as Board of Director serving in the capacity of News Media Director and Community Outreach has given me an opportunity to magnify PIFA's beautiful history and fulfill the mission of preserving Micronesian, Melanesian and Polynesian culture and heritage.

PIFA AND FRIENDS OF TONGA: A HEARTFELT COLLABORATION TO MAKE A DIFFERENCE

In February 2024, PIFA (Pacific Islander Festival Association) forged an incredible partnership with the Friends of Tonga, a dedicated nonprofit organization focused on supporting education and development initiatives in the Kingdom of Tonga. This collaboration has already yielded impressive results, thanks to the concerted efforts of our local community and the invaluable support we received from allies far and wide. The initiative was driven by a shared mission: to uplift communities in Tonga by providing educational resources, health supplies, and essential aid. The partnership was activated with a vision of uniting people who care deeply about the well-being and progress of the Tongan community. The response was overwhelmingly positive.

Community Support: A Catalyst for Change

Locally, we saw an outpouring of generosity and volunteerism. From fundraising events to donation drives, the community came together to collect and contribute supplies, including books, educational tools, and health kits. Volunteers spent countless hours organizing resources, preparing packages, and spreading awareness about the cause. But it wasn't just local support that made this partnership successful. Word of our mission traveled beyond our borders, garnering attention and contributions from supporters around the globe. Donations from individuals, organizations, and diaspora communities abroad amplified the impact we were able to achieve.

Assistance from Afar: Expanding Our Reach

The Friends of Tonga played an instrumental role in coordinating these efforts. Leveraging their deep connections within Tongan communities, they ensured that the aid reached the areas where it was needed most. This collaboration also allowed us to expand our reach into more remote regions of the islands, ensuring no community was left behind. Special thanks go out to the volunteers and partners



across the Pacific who helped facilitate logistical support, transportation, and the seamless distribution of supplies. Their dedication truly exemplified the spirit of unity and collaboration that defines this project.

Moving Forward Together

This partnership marks just the beginning of what we hope will be a long-term relationship dedicated to creating sustainable change in Tonga. Together, PIFA and the Friends of Tonga have demonstrated that when communities near and far unite behind a common cause, incredible things can happen. We look forward to continuing this journey and invite everyone to join us as we work together to make a difference. Friends of Tonga has established a partnership with the Pacific Islander Festival Association (PIFA). In Spring of 2024, PIFA donated \$10,000 USD to Friends of Tonga to advance environmental initiatives in Tonga. In consultation with PIFA, Friends of Tonga transferred \$4,300 USD (\$10,000 pa'anga) to the No Pelesitiki Campaign (NPC) to support their efforts.

NPC is an organization, located in Tonga, that is focused on raising awareness of the devastating effects of single use plastics on the Tongan environment, and supporting community actions to reduce, reuse and recycle plastic waste. NPC is one of the lead organizations in Tonga tackling the threat of single-use plastic to the local environment and ecosystem. This work took on more urgency after the Hunga Tonga Hunga Ha'apai Volcanic eruption. In the aftermath of the eruptions and tsunami, hundreds of thousands of plastic bottles and packaged food flooded into Tonga. That plastic has remained in Tonga and there are few avenues to remove this solid waste. A high-priority aim of NPC this year as they seek to expand their activities and impact is establishing an enclosed storage unit and operations work area. NPC has already secured a location for its proposed storage unit/work site and has acquired a large shipping

container, which will form the basis of the unit. Likewise, NPC will provide labor to convert the donated container to its new intended use. NPC is looking for the following funding assistance from FoT to complete this project:

1. Aluminum frame doors, windows, hardware & locks TOP 3,000
2. Trailer transport of container to site; gravel, cement and planks for site set-up TOP 1,500
3. Water tank, frame, and all piping/gutters TOP 5,000
4. Paint & misc. building supplies to outfit the container TOP 500 Total: TOP 10,000

This structure would have a dual purpose: 1) providing shelter from the elements for NPC's plastic recycling equipment, 2) providing a work space for their volunteer operations staff.

As of August, 2024, the NPC team has secured a contractor and master builder and are awaiting for their availability to begin the construction. The construction is slated to finish by the end of this calendar year.



TASTE OF THE PACIFIC



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HUI O HAWAI'I OF SAN DIEGO



Founded in 1969, the Hui O Hawai'i of San Diego was formed to preserve the cultural heritage of Hawai'i, creating and fostering a spirit of aloha (love) between our communities and the people of Hawai'i. We take an active interest in the civic, social, and moral welfare of our community.

Eia ko kakou mo'olelo (This is Our Story). Upon the induction of Hawai'i into the United States of America as the 50th state, many Hawaiians migrated to the mainland for better employment opportunities and education. Some of the Hui's original founders relocated to San Diego and started connecting and sharing their stories, all the while missing their āina (land). By 1969, they formed the Hui O Hawai'i of San Diego by establishing a board of directors and incorporating with California. The Hui began to grow and offered various cultural workshops

and beautiful events like annual luaus to its members. Bonds of friendship, good fellowship, and mutual understanding are the principles that served as the foundation for everything the Hui did, and what the Hui stood for.

Over the years, the Hui has built several lasting friendships and partnerships with various local organizations and institutions in San Diego. We work together with like-minded groups to create better member acquisition and to have a larger impact on our communities. Together we are stronger.

With love, we honor our kuleana (responsibilities) and offer kokua (help) to our members, ensuring the legacy and perpetuation of our Hawaiian traditions. We encourage you to join us on our journey. Become a member of the Hui O Hawai'i of San Diego today by visiting www.hohsd.org. Mahalo nui loa!



TIGER STICKS

JAPANESE SKEWERS



CHE'LU



Danny Baza Blas (he/him/his) chairs the board of directors for CHE'LU – a San Diego non-profit operating on unceded Kumeyaay land and dedicated to the Chamorro community by strengthening our language, culture and health through education. Danny is also a humanities educator, history teacher at the San Diego School of Creative and Performing Arts, a public arts magnet school. Prior to his teaching career, Danny worked in marketing communications in Chicago for companies like BP Amoco and Unilever.

Born on a military base in North Dakota, Danny spent his childhood in Guam and Illinois due to his father's service in the U.S. Air Force. He is the first in his Chamorro family to graduate from college, earning a B.A. in marketing

communications from Columbia College Chicago in 1999.

Danny moved to San Diego in 2002 to work as a marketing manager before transitioning to education. He is deeply committed to his students, striving to create classroom environments where everyone feels empowered to achieve their dreams. Beyond teaching, Danny enjoys playing in his rock band, cooking barbecue, traveling, preserving his Chamorro culture, and spending time with friends. He also served two full terms as the California Teachers Association's representative on the WASC Accrediting Commission.



BROTHERS BRINGING LIGHT TO DARKNESS WE ONCE LIVED



Our program is a band of brothers who are here to take our stand. We accept our responsibility for our youth, and are willing to work to undo the damage we have caused by enhancing and promoting positive behavior changes through psychoeducation and faith-based practices. We are descendants of Samoa, rich in culture, faith, and family who believed the lie. We found ourselves enmeshed in the gang lifestyle and everything that is connected to. It made us menaces to society. We committed crimes in support of our colors and gave years of our lives to the prison system.

Who We Are

FOU is a family-oriented faith-based organization (FBO). We are a counseling and supportive social service program designed for youth and adults. We identify the problem area by modifying thoughts and behaviors.

Our Vision

Today, we choose UNITY and lay down everything that separated us as Uso's. We are Uso's of integrity and men of peace who look to GOD for guidance and purpose. With a spirit of resilience, we work toward our goal of building stronger communities for our children and grandchildren. We are men of passion who will stop at nothing until neighborhoods are safe, every prison bed is empty and every Samoan's heart beats as one. Let this be our living amends with God as our guide and you all by our side. In the three dedicated areas of Recovery, Youth Outreach and Re-Entry, FOU Movement will bring hope to our cities and for the good of all Samoan Pacific Islanders.

FOU partners with government agencies, community-based and ethnic-specific organizations to strengthen and the support networks available to clients and to engage in research and advocacy measures. We offer

culturally tailored community-building activities that motivate the populations we serve to be resilient and healthy. For service locations and contact information, see our program descriptions.

Program Goals

Our program seeks to enhance and promote positive behavior changes, through psychoeducation and faith-based practices and a transformation of the heart from the inside out.

Re-Entry

The FOU Movement works to achieve and reintegrate former prisoners into the community, reduce prison recidivism, and improve public safety through addressing educational, employment, housing, and family relationship needs of prisoners re-entering society by providing support and connection to needed services in the community after prisoners have been released.

Interventions

FOU utilizes three evidenced based practices including motivational interviewing, social model of recovery, and cognitive behavior therapy. Motivational Interviewing is a change-conversation that is client centered. It allows the client to explore and resolve ambivalence.

Social Model of Recovery focuses on the importance of peer relationships as people can draw from others experience to help one another.

Cognitive Behavior Therapy is an approach that allows the client to identify the problem area by modifying thoughts and behavior.

Overcoming the damage caused by addiction and living a life free from drugs or alcohol.

The FOU Movement is to provide men with a safe, clean sober living environment, allowing residents the opportunity to develop life skills in a structured environment providing them the resources and tools required in their new journey of sobriety.

Youth Outreach

To provide services for vulnerable children and youth which address their well-being, security, care, and educational needs, in a child-friendly environment. To empower youth with life skills and education to enable them to be gainfully employed and/or self-sufficient. To support families of vulnerable children in need, promote family reunification, and contact with family and friends.

Street Outreach

These teams actively connect to community by reaching out to houseless individuals in parks streets and under bridges as well as shelters to offer food, hygiene supplies and information about available resources.

Recovery

Through our own life experiences, we understand the importance of staying connected in our struggles and addictions we tend to isolate ourselves from those we love. the more we come to understand. The process of our addictions the healing will start by sharing our own life experiences with others. Only then will love and compassion intervene in our life, and we will no longer feel isolated from society and those we love. It is our mission to lead by example as we also navigate through our own recovery.

Contact Us

<https://www.foumovement.org/>



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**GABINA'S
C U I S I N E**

MICRONESIAN OUTREACH MINISTRIES USA (MOMUSA)

Jannifer "Teno" Kinsang, President



My name is Teno Kinsang from the beautiful island of Palau with my wife, Isobel Kinsang from the island of Chuuk, and we have a 10 year old daughter named Ilana Kinsang. I am humbled and privileged to be the president of the Micronesian Outreach Ministries USA (MOMUSA) and serve on its board of directors for both church leadership and the sports committee. My primary responsibility is to oversee the overall administration of this organization. In 2010, I became an active member of the MOMUSA organization; then, in 2019 I was given the role as president. I personally want to thank Pastor Shadow Suka and the leadership of MOMUSA for entrusting me to serve in this ministry and organization as the president.

We are the Micronesian Outreach Ministries USA (MOMUSA) of Southern California. Our home base is situated here in San Diego, CA. and we are a Bible-based, faith-based Christian church and organization. The make-up of our group is mostly Micronesian with a small percentage of Polynesians, Caucasians, Latinos, and Asians. Although our ministry objectives primarily gear towards Micronesians, we are open and welcoming to all walks of life. MOMUSA was founded in 1986 by a few young, Micronesian college students who came to the United States in pursuit of higher education. This small group of believers longed for a place where they could grow and practice their faith in a more personal and relatable environment. They began to gather in their homes in San Diego for weekly prayer nights and Bible studies. Compelled to spread the gospel of Jesus Christ to fellow islanders, this small group of believers began doing outreach ministries and fieldwork in other Micronesian communities, mainly on the West Coast and the neighboring states. In 2012, MOMUSA officially became an autonomous church under the Southern Baptist Family through membership with the San Diego Baptist Association

(SDSBA) and the California Southern Baptist Convention (CSBC).

Our mission is to reach the spiritually lost for Christ in a God-honoring way. We are blessed to have experienced the amazing

works the Lord has done among our island people through the ministries of MOMUSA. Our largest and longest running event is the annual MOMUSA Summer Ministry Games tournament that takes place every summer. We cannot deny that sports have had a big impact on others, especially in many young people's lives; therefore, we've taken up this strategy of winning young people to Christ through the venue of sports. July 2024 marked the 27th anniversary of this sports ministry event. About 300 young people from all over the US mainland, Hawaii, and as far as Guam and Micronesia (FSM) travel to San Diego to participate in this event year after year. In addition to the annual outreach ministry events we host, MOMUSA has also been involved in community service activities such as feeding the homeless at Father Joe's and preparing meals at the Ronald McDonald Housing. For the past 30 years, many of our MOMUSA members have also been actively and faithfully participating at PIFA's annual Festival by hosting the Federated States of Micronesia (FSM) Cultural Village Booth. It has been an honor to partner with PIFA all these past years to promote and perpetuate the traditional cultures of the indigenous peoples of Melanesia, Micronesia, and Polynesia.

This year, we aim to be more actively involved in additional community service opportunities. We are open to collaborate with PIFA and other Pacific Islander organizations in any community outreach events.

Thank you. Ke kmal mesulang, Killisou chapur. Kalahngan, Kamagar, & Kulo.

TAUPOU SAMOA CULTURAL ARTS

TAUPOU SAMOA CULTURAL ARTS is dedicated to preserve, cultivate and promote our Samoan heritage through cultural enrichment in language, music, dance, storytelling, and creative arts. We aim to provide opportunities and platforms for education, raising awareness, and fostering a deeper understanding of self-identity, traditions, and cultural heritage.



Our intent is to provide and serve our community to curate a space to be held for our people and fellow Pacific Islander communities to be heard, seen and valued. As a community we are committed to reaching excellence in every aspect and field we can reach. With the support of our people over many years, we are excited to embark on a journey with our 501(c)3 nonprofit. Taupou Samoa Cultural Arts envisions fostering community engagement and providing resources that support our Samoan and Pasefika people in the realms of arts, fitness, health and wellness, mental health, life skills, and advocacy. We are dedicated to empowering youth, adults, and elders, ensuring they thrive in all aspects of their lives. We want to build a space

for future generations to have reliable tangible resources to feel connected to their roots and reach them in ways other outlets may not be able to. As we work with youth, adults, elderly, disabled, qtpi (queer, trans Pacific Islanders) our hope of success is making a space for our people to call home and feel a sense of belonging here in the states. As Pasefika people we navigate a wide spread of different

experiences and lifestyles. As we curate a safe space together, we highlight the essence of Alofa (love) as we tackle the disparities within our communities.

Together we will strive for pasefika excellence and wellbeing while cultivating healthy change. We urge our people to make up the space and bridge the gaps while uplifting, encouraging and spreading love for you, for each other and for generations to come. Our Why is beyond us; we serve for our community, people, their children and the generations that will come after us. We honor those before us, serve those beside us and give for those to come. We, as TAUPOU SAMOA CULTURAL ARTS, look forward to serving our community in the ways our people need us, to provide opportunities to those who come from our beautiful islands.

This year, we celebrate 30 years of PIFA (Pacific Islander Festival Association). Taupou Samoa Cultural Arts is proud to embark on its first official community project to bring Samoa once again to the PIFA stage, representing our beautiful islands of SAMOA!

**Taupou Samoa Cultural Arts -
Alo i ou faiva!!!**



THE SAMOA ASSOCIATION SAN DIEGO



Congratulations PIFA on your 30th Anniversary!!

The Samoa Association San Diego was established in 2019 with its mission to promote and enhance understanding of the Samoan culture, customs, traditions and language among both the Samoan community and the general public through educational activities, outreach, charitable efforts, and spiritual projects.

The Association has actively contributed to various causes, including donating school supplies to an elementary school in Samoa and providing food and monetary aid to victims of the measles outbreak and domestic violence in Samoa. During the COVID-19 pandemic, we partnered with PIFA to distribute food packages to Samoan communities and supported disaster relief efforts for victims of the Tongan earthquake by sending food and clothing.

In 2022, the Association held its inaugural scholarship awards to support students pursuing higher education and continues to collaborate with donors to advance this mission. This month, we will launch our first Aganuu Samoa classes, offering 8 weeks of free instruction to the community for those interested in learning about Samoan culture, traditions, and language.

The Association remains committed to serving the community and is actively seeking new members. With your support, we can continue to make a meaningful impact both locally and beyond.

To become a member, call Michelle 619.373.3949 or email Info@Tsasd.org. Visit www.tsasd.org for more information.

2023 PIFA FESTIVAL: ENTERTAINMENT



20TH TASTE OF THE PACIFIC ISLANDS



The Taste of the Pacific Scholarship Fundraiser was a remarkable event showcasing everything about the Pacific Islands, from the food, entertainment, culture, and people and their hospitality ways. Different community members came out and joined hands with PIFA to make this a memorable and successful event. As the saying goes “The foundation of a community is the Love of its People”.

Taste of the Pacific has raised over \$200,000 in scholarship assistance since its existence in 2003. It helped a lot of students with their tuition and other necessary costs for their education. Some of these students have graduated and landed successful careers. Other students have joined PIFA as Board of Directors and members and volunteered at PIFA’s events to give back to the community. It’s PIFA’s hope, that upon completion of their education and settling in their careers for the student to give back to the community in any way they can.

Bali Hai Restaurant has been the Venue for the Taste of the Pacific Fundraiser for 20 years. They have also played a role in the success of these students, by allowing PIFA year after year to raise funds using their beautiful, luscious green tropical landscape and elegant restaurant. Thank you, Bali Hai restaurant, for your continued support.

Sixteen restaurants participated in the Taste of the Pacific Fundraiser this year. Each brought their own different Island flavor cuisines. They varied from delicious desserts such as ube cheesecake bites, malasadas, pecan tarts and lilikoi mochi cookies. Chicken long rice, Hawaiian barbecue style chicken, vegan chicken, beef luau (taro leaves), musubi, ahi poke and corned beef chop suey are among some of the Islands favorite dishes that were all available for the guests to taste.

The Masters of Ceremony were Natisha Tuua, Board of Director and Edieann Healii O Nalani Stanley, HPR The Power of Hula. Heali’i’s Polynesian Revue proudly put on a performance that embodies different Islands. The young talented dancers danced with pride and admiration displaying different cultures through dance, music, and customs. Miss Pacific Islander of San Diego was also crowned at the event and gracefully performed dances including Hawaiian, Tahitian and her finale the Samoan Taualuga.

All hands were on deck preparing for the Taste of the Pacific fundraiser especially PIFA’s Board of Directors and Executive Board. Several members of the communities contributed their talents to areas where needed. This speaks truth to the saying “It takes a village to raise a child”. PIFA greatly appreciates you all and see you at the Taste in 2025.

TASTE COMMITTEE

Rita Gorniak
Monica Smith
Jasmine Cone
Mahealani Taisague
Jolene Ibarra
Doreen Alailima
Master of Ceremony
Natisha Tuua, PIFA Board
of Director
Edieann Heali’i O Nalani
Stanley, HPR/The Power
of Hula
PIFA Pastor Rev Benson
Mauga & First Lady
Mouna Mauga

**TASTE PARTICIPATING
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Sweetstacks
Sweet Thoughts
Teif’s Pacific Grill
Tiger Sticks
The Samoa Association
San Diego

ENTERTAINMENT

Heali’i’s Polynesian Revue

MUSIC

DJ Vince Taisague

**CROWNING OF MISS
PACIFIC ISLANDER OF
SAN DIEGO 2024**

Nautica Nalyssa Rosario-
Trollinger
Kiana Pangelinan 2023
Mahealani Gutierrez
2022
Alana Godoy 2021
Jewels Mendiola Silva

2020
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Edieann Heali’i O Nalani
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Tala Aina
JoAnn Fields
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Anissa Acfalle
Kenneth Acfalle
Jolene Ibarra
Liana Brown
Cynthia Wright
Tori Cone
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LOPAKA ROBERT LERMA

On July 22, 1995, my daughter Amber and I performed for the first four Hokule'a/ Pacific Islander Festival. The last time I performed was at Southwestern College. At the end of the day, Uncle Mo asked me to help him with the stage. He asks me if I had any mechanical/construction experience. I told him I worked in movies and theater as a scenic carpenter and set dresser. The

all the signs, pick up materials, and stage equipment.

The year 2000 was the first year we had an island style Sunday morning worship service. Since 2000, we have had a Sunday morning worship service every year. I served on the board of directors for seven years. During my time as BOD. We were able to establish our own 501C3. Every year from Southwestern College till 2023, I worked on stage.



After I stepped down from PIFA. I became a board of director/secretary for Pacific American Education Scholastic Foundation. My mentors were founding members of PIFA. Aunt Margaret sent me to board of director training, conventions in Oahu and Maui where I became a NAPALI Fellow, class of 2009. I was a founding member of the first Hawaiian Charter School in California, called PAA.

In 1997, Jeffrobert, Vernon, Tress, Ed, Kawika and I started the first substance abuse recovery group for Pacific Islanders.

following year at NTC. I volunteered at PIFA food booth cooking breakfast. That year my best friend Jeffrobert and I became an official PIFA Member. That year I heard JC Squad for the first time. I told myself, If I became a board of director I would suggest creating a Pacific Islander Sunday morning church service. The following year 2000, was our first year at Ski Beach. That was my first year as Board of Director. I remember Jeffrobert and I took turns sleeping in the U-Haul Truck at night as security. During the day we helped with setup, staging, parking and logistics. We created a PIFA event and parking signs. We used my truck to post

Years later, I was a founding member/board advisor for Pacific Island Community Health and RawMana Heritage. Last year Ida and Sia Veimau with Kaliloa O Kaleo'onalani honored me on stage with a Kava/Awa ceremony. That was my last time on stage, which was an emotional moment for me. My daughters and grandchildren have grown up attending the festival every year and this year my granddaughters paddle with Nā Koa Kai Canoe Club. This year, at age 64 I will sit in VIP area for the first time. It has been a blessing to serve our pacific Island community for the past 29 years.

PIFA'S 5TH LUAU FUNDRAISER CELEBRATING 30 YEARS!

PIFA hosted its 5th Luau fundraiser at the beautiful Bali Hai restaurant venue at Shelter Island celebrating its 30th anniversary with the theme "Pearls of the Pacific" Community, Collaboration, Commitment! PIFA also celebrated the Asian American, Native Hawaiian and Pacific Islander Heritage Month AANHPI and the Mental Health Awareness Month.

Miss Pacific Islander of San Diego Kiana Pangelinan greeted the VIP guests and Table Sponsors with a smile, fresh leis & kukui nut leis, other guests also received colorful party leis!

The Luau was well attended with PIFA Vice President Rudy Tai welcoming & opening the Luau with the Pledge of Allegiance and Pastor Reverend Benson Mauga with a prayer of thanksgiving. Rev Benson Mauga presented the 2024 Eni Faleomavaega "Humanitarian Award" to Dolly Crawford and Antony Togafau in recognition of their contribution to the community. The Master of Ceremony was our very own Natisha Tuua, PIFA Board of Director and a long time emcee at PIFA, Oceanside Samoan Cultural Festival and at the Padres Cultural Heritage Night.

A special performance during the Luau was from the Taupou Samoa Cultural Dance Troupe, led by Kiki Sotoa Solia, Founder & Director, who performed 30 years ago in 1995 at PIFA's first Festival, Embarcadero, San Diego. She truly personifies the "Pearls of the Pacific" with her commitment and collaboration to serve the communities. PIFA President Tana Lepule closed with a prayer.

Thank you & Faafetai to all supporters who attended, purchased PIFA t-shirts, hats & congratulations to the winners of the Silent Auction! All proceeds go towards our Scholarship programs and the Festival! See you at PIFA 2024!



LUAU COMMITTEE

Doreen Alailima
Monica Smith
Jolene Ibarra
Natisha Tuua

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ACKNOWLEDGEMENTS

Reverend Benson & Mouna Mauga
PIFA Pastor
Taupoou Samoa Dance Torup
VIP guests, PIFA Leaders & Past
Presidents
Pacific Islander Community Leaders
Bryson Klm BKIM Photography
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DF Vince Taisague
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DESSERT

One Teaspoon of Yum
Ashley Del Rosario

TASTE EVENT VOLUNTEERS

Tana Lepule
Rudy Tai
Mahealani Taisague
Chrystell Brace
Rita Gorniak
JoAnn Fields
Tala Aina
Noel Chargualaf
Anissa Acfalle
Kiana Pangelinan
John Quichocho
DJ Maa
Ariel Maa
Sinia Mulifau
Valasi Alailima
Caro Garcia
Pulega Asoau
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PIFA'S 3RD NATIONAL CITY POLICE DEPARTMENT APPRECIATION LUNCHEON



The PIFA Board of Directors had the pleasure of hosting its third luncheon for the National City Police Department on Thursday, May 9th. This event was a special opportunity to express our gratitude to Chief Alejandro Hernandez and his dedicated staff for their steadfast commitment to our partnership since 2003. This longstanding collaboration was established when former PIFA President Penu Pauu Jr. was appointed National City Police Chief.

The Board of Directors and committee meetings are held in the Community meeting room to plan all events including one of the largest festivals nationwide and for end of year Board of Directors elections.

Throughout the COVID-19 pandemic, when meetings had to transition to a remote format, we truly missed the in-person interactions. We

were thrilled to return to the community room after a two-year absence. The luncheon, catered by L&L Hawaiian BBQ, was a small token of our appreciation for the continued support and collaboration.

PIFA looks forward to many more years of working together to serve our community.





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PACIFIC ISLANDER HERITAGE CELEBRATION NIGHT WITH THE PADRES AT PETCO PARK

Padres vs Tigers, September 5, 2024



The Pacific Islander Night with the Padres on Thursday afternoon kicked off with vibrant pre-game cultural performances by the talented groups Na Pua 'Ilima, directed by Mahealani Taisague, and Kaliloa o Kaleo'onalani, directed by Siaosi & Ida Veimau, on the Gallagher Stage. PIFA's very own Board of Director, Natisha Tuua, served as the Master of Ceremony who introduced our new Miss Pacific Islander of San Diego 2024-2025 Nautica Rosario-Trollinger.

The National Anthem was beautifully performed by Leniu 3G, a group of third-generation first

cousins from Oceanside, representing the Leniu family. Padres fans and the Pacific Islander community cheered them on, and those attending with special tickets received a limited-edition hat designed by Tatau. Although the Padres lost to the Tigers, the real highlight came when Mona-Lisa caught the ball!

We are excited to continue our partnership with the San Diego Padres, which began in 2015, to celebrate and promote Pacific Islander culture and heritage.



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