

31ST ANNIVERSARY

PACIFIC ISLANDER FESTIVAL ASSOCIATION



**PASIFIKA:
UNITED WE PADDLE**

MELANESIAN

MICRONESIAN

POLYNESIAN

→ 2025 ←



2025

CELEBRATING THE 31ST ANNUAL
PACIFIC ISLANDER FESTIVAL



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, Muri, and Ranim!

On behalf of the 2025 Pacific Islander Association (PIFA), I would like to extend a warm welcome to the 31st 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 Servant Leadership for our Melanesian, Micronesian, and Polynesian communities.

This year's theme is "*Pasifika United We Paddle*" and our 31st annual Festival embodies our theme. We set our sails on the currents of community, bringing together family and friends on the journey. As we celebrate this year's theme, we raise our paddles and move forward as one. I ask that you continue with us on our journey to fare the seas of our community. It is with great appreciation and humility that we thank our Past Presidents and Board of Directors, Cultural Practitioners, Volunteers, Vendors and Sponsors for your continued support on this voyage.

"Fa'atili fo'e ma le a'e" - A Samoan proverb that means "*Paddle with the same stroke*" - reflects the many folks involved in the sharing and uplifting of our Pasifika communities. It is this collective effort that PIFA is able to continue being of service to our family, friends and visitors.

As we celebrate our 31st anniversary of the Pacific Islander Festival, we welcome you to share and be a part of our beautiful Melanesian, Micronesian and Polynesian communities' Journey with us and enjoy PIFA via our craft vendors, cultural villages, songs and food. As with all of PIFA's events, we are committed to community, collaboration, and you are definitely a part of this family.

Please enjoy this year's 31st annual festival and we look forward to your continued support!

With respect & humility,

Sincerely,

Tana Lepule
President

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

UIFA'ATALI AUMUA AMATA COLEMAN RADEWAGEN
AMERICAN SAMOA



COMMITTEE ON VETERANS' AFFAIRS
VICE CHAIRMAN
SUBCOMMITTEE ON DISABILITY ASSISTANCE
AND MEMORIAL AFFAIRS
SUBCOMMITTEE ON OVERSIGHT AND INVESTIGATIONS

Congress of the United States
House of Representatives
Washington, DC 20515-5200

August 23, 2025

Mr. Tana Lepule, President
Pacific Islander Festival Association
P.O. Box 86046
San Diego, CA 92138

Talofa lava,

Please accept my warmest regards and greetings for the Pacific Islander Festival! I would also like to express my deepest gratitude to President Tana Lepule, Vice President Anissa Acsalle, and the rest of your incredible board and staff. You all have fostered a truly exceptional tradition that is now 31 years old and only making the Pacific community stronger and closer together. This year's theme of "Pasifika United We Paddle" illustrates perfectly how we, people of the Pacific, should come together to celebrate our unique and beautiful cultures.

In the Foreign Affairs Committee, I have now served as Vice Chairman of the Indo-Pacific Subcommittee for multiple years, and I have traveled extensively through our beautiful Pacific region. Every place I had the pleasure of visiting was filled with vibrant streets and beautiful cultures. The very diverse and beautiful heritage of our Pacific is truly one to be celebrated. The Pacific may be the largest ocean on our planet and our cultures are spread vastly across it, yet this festival allows us to celebrate each and every one of us. In San Diego this year, you have given us the opportunity to celebrate our present communities while paying homage to our ancestors that came before us.

Thank you so much to the Pacific Islander Festival Association for continuing the work of celebrating each unique and wonderful culture of the Pacific. This festival allows all Pacific people to honor their cultures while teaching these deep and rich traditions to the younger generations. Let all of us Pasifika united, paddle together in this wonderful commemoration of our cultures. Soifua ma ia manua!

Sincerely,

Uifa'atali Amata

Uifa'atali Aumua Amata Coleman Radewagen
Member of Congress
American Samoa

WASHINGTON OFFICE
2001 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
PHONE: (202) 225-8577
FAX: (202) 225-8757

WWW.HOUSE.GOV/RADEWAGEN

COMMITTEE ON NATURAL RESOURCES

SUBCOMMITTEE ON
INDIAN AND INSULAR AFFAIRS
VICE CHAIRMAN

SUBCOMMITTEE ON
WATER, WILDLIFE AND FISHERIES

COMMITTEE ON FOREIGN AFFAIRS

SUBCOMMITTEE ON AFRICA
SUBCOMMITTEE ON EAST ASIA AND PACIFIC

Biba Pacific Islander Festival Association



MESSAGE FROM GOVERNOR LOURDES A. LEON GUERRERO AND LT. GOVERNOR JOSHUA F. TENORIO

Buenas yan Hāfa Adai! For over three decades, the Pacific Islander Festival has been a place where islanders can be reminded of home, even when we are far from our shores. It is where we gather to celebrate who we are, share our cultures, and keep the spirit of the Pacific alive for future generations.

At PIFA, the sound of the drums, the taste of island food, and the sight of traditional dances bring us right back to the warmth of family gatherings and village celebrations. More than a festival, this is a place where the Pacific family reunites and our connections grow stronger with each passing year.

From Guam to every island represented here, we thank you for the love and dedication that make this celebration possible. May PIFA continue to be a place where we find home in each other, no matter where life takes us.

Si Yu'os Ma'åse' and Biba PIFA!

Lourdes Guerrero
Lourdes A. Leon Guerrero
Maga'hagan Guåhan
Governor of Guam

Joshua F. Tenorio
Joshua F. Tenorio
Sigundo Maga'låhen Guåhan
Lieutenant Governor of Guam



DISTRICT OFFICE
1 FAGATOGO SQUARE LANE
P.O. Box 5859
PAGO PAGO, AS 96799
PHONE: (684) 633-3601
FAX: (684) 633-3607



Your guide to San Diego's aquatic playground

DiscoverMissionBay.org



Bahia Resort Hotel | Catamaran Resort Hotel & Spa | San Diego Mission Bay Resort
The Dana on Mission Bay | Hyatt Regency Mission Bay Spa & Marina | Campland on the Bay
Paradise Point Resort & Spa | Action Sport Rentals | SeaWorld San Diego



THE CITY OF SAN DIEGO

TODD GLORIA

MAYOR

September 20, 2025

Pacific Islander Festival Association (PIFA)
P.O. Box 86046
San Diego, CA 92138

Dear Friends:

Aloha, Talofa, Hafa-Adai, Bula and hello! On behalf of the City of San Diego, it is my great pleasure to welcome you to the 31st Annual Pacific Islander Festival – the largest celebration of Pacific Islander Culture in the United States.

Each year, this celebration brings together San Diegans and visitors alike to honor the rich traditions, history, and cultural contributions of our Pacific Islander community. From the music and dance to the food, art, and storytelling, this festival reminds us of the strength, resilience, and beauty of these diverse traditions and values of family respect and community they represent.

For over three decades now, the Pacific Islander Festival has not only shared these vibrant cultures but also created a bridge between generations – teaching young people about their heritage while also inviting all of us to learn, participate, and celebrate together. It stands as a powerful example of how cultural diversity truly strengthens and enriches our city.

I extend my sincere thanks to the Pacific Islander Festival Association, its volunteers, and the many sponsors and community partners who make this event possible each year.

Please accept my best wishes for a fun and memorable event.

Sincerely,

TODD GLORIA
Mayor
City of San Diego





THE CITY OF SAN DIEGO



September 20, 2025

Greetings to the Melanesian, Micronesian, Pacific Islander Communities,

I am honored to welcome you to the 31st 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 31 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.

Repectfully,

Scott M. Wahl
Chief of Police
San Diego Police Department



CONTENTS

PIFA EVENTS

- 44 Miss Pacific Islander of San Diego
- 52 HoloHolo San Diego
- 78 23rd Taste of the Pacific
- 86 7th Annual Lu'au Fundraiser
- 91 4th National City Police Lunchon
- 97 PIFA Heritage Night: Padres vs Tigers

PIFA SCHOLARS

- 34 Undergraduates
- 36 High School Graduates
- 37 Scholarship Sponsors

PACIFIC ISLANDER FESTIVAL

- 51 Entertainment Schedule
- 57 Emcees
- 60 Auto, Motorcycle, and Truck Clubs
- 63 Entertainment Groups
- 68 Cultural Village
- 71 List of Vendors

COMMUNITY

- 14 Story of PIFA
- 17 PIFA Legacy
- 21 Community Directory

For more information about PIFA or see our upcoming events, visit PIFASanDiego.com or follow us @PIFASanDiego.

2025 BOARD OF DIRECTORS

2025 COMMITTEES

ADVISORS

Rudy Tai, Brian Cruz, Tana Lepule, Anissa Acfalle, Mahealani Taisague, Tara Chargualaf

BOOBS & VENDORS

Chair: Elena Lepule
BOD: Andrea Bugawasin
Team: Tana Lepule, Anissa Acfalle, Mahealani Taisague, Sean McCloud, Stephen Daley, Charles Farmer-Walton, Linnea McCloud, Christina Oyama, Isobel Kinsang

CAR EXHIBITION

Chair: Noel Chargualaf
Team: Tana Lepule, Anissa Acfalle

ENTERTAINMENT

Chair: Joseph Taumua
BOD: Natisha Tuua
Team: Faafete Sagale, Kandy DeyPalubos, Paialani Lene, Estelle Osoimalo, Aiga & Fetuao Solaita, Courtney Sarona Sotoa, Tana Lepule, Anissa Acfalle

HOSPITALITY

Chair: Tula Striffler
BOD: Doreen Alailima
Team: Tana Lepule, Anissa Acfalle, Rudy Tai, Brian Cruz

LOGISTICS & COMMAND POST

Chair: Brian Cruz
Team: Tana Lepule, Anissa Acfalle, Rudy Tai, Mahealani Taisague, Tara Chargualaf, Stephanie MacGilfrey (OSHA Advisor), Brandon Phillips (OSHA Advisor)

LUAU

Chairs: Jeanette Perez & Natisha Tuua
Team: Tana Lepule, Anissa Acfalle, Mahealani Taisague, Tara Chargualaf, Maia Valluri, Doreen Alailima, Noel Chargualaf, Rudy Tai, Brian Cruz

MEMBERSHIP

Chair: Tara Chargualaf
Team: Tana Lepule, Anissa Acfalle, Mahealani Taisague, Doreen Alailima

MISS PIFA

Chair: Jolene Ibarra
BOD: Jeanette Perez
Team: Doreen Alailima, Mahealani Taisague, Anissa Acfalle, Tana Lepule

MULTIMEDIA & PHOTOGRAPHY

Chairs: Bryson Kim, Suzanne Lagman
BOD: Maia Valluri

Team: Jerico Aguon, Dominic Blas, Mackenzie Rubish, Ave Meleisea, Donovan Manison-Salazar, Tana Lepule, Anissa Acfalle

PADRES

Lead: Anissa Acfalle
Team: Tana Lepule, Natisha Tuua, Rudy Tai, Brian Cruz

PIFA WELCOME BOOTH

Chair: Doreen Alailima
Team: Denise Dudoit-Meyer, Anthia Austin, Maia Valluri, Lea Thompson, Tana Lepule, Anissa Acfalle

PROGRAM BOOK

Chairs: Maia Valluri & Doreen Alailima

Team: Denise Dudoit-Meyer, Anthia Austin, Beth Atuatasi

SCHOLARSHIP

Chairs: Jasmine Cole & Chrystell Brace
BOD: Tala Aina
Team: Anissa Acfalle, Tana Lepule, Maia Valluri

SODA BOOTH

BOD: Anissa Acfalle
Team: Lorraine Taisague, Gemielle Mahealani Mansinon, Tana Lepule, Juana Acfalle, MJ Ricanor, Brian Cruz, Rudy Tai, Tara Chargualaf, Mahealani Taisague

SPONSORSHIP

Chair: Brian Cruz
Team: Tana Lepule, Anissa Acfalle, Rudy Tai, Mahealani Taisague

T-SHIRTS

Chairs: Natasha Castro & Noemy Martinez
Artwork: Maka Merghart & Toloai Letuli (Tatau Brand Clothing)
Team: Tana Lepule, Anissa Acfalle, Tara Chargualaf, Mahealani Taisague

TASTE OF THE PACIFIC

Chairs: Andrea Bugawasin & Tala Aina
Team: Tana Lepule, Anissa Acfalle, Mahealani Taisague, Tara Chargualaf, Maia Valluri, Doreen Alailima, Noel Chargualaf, Natisha Tuua, Rudy Tai, Brian Cruz

TRANSPORTATION

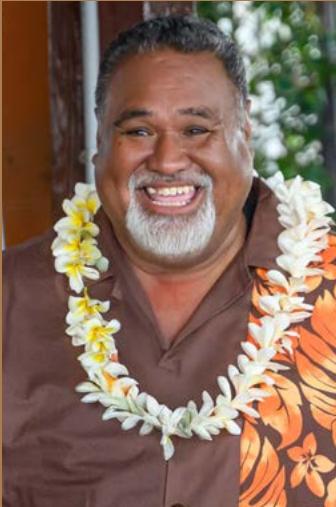
BOD: Jeanette Perez
Team: Monica Smith, John Quichocho, Fausto Arce, Tana Lepule, Anissa Acfalle

VOLUNTEERS

Chair: Tala Aina
Team: Maia Valluri, Anissa Acfalle, Tana Lepule

WEBSITE

Lead: Donovan Manison-Salazar
Team: Tana Lepule, Anissa Acfalle



PRESIDENT
TANA LEPULE



VICE PRESIDENT
ANISSA ACFALE



TREASURER
MAHEALANI TAISAGUE



SECRETARY
TARA CHARGUALAF



TALA AINA



DOREEN ALAILIMA



ANDREA BUGAWISAN



NOEL CHARGUALAF



JEANETTE PEREZ



NATISHA TUUA



MAIA VALLURI



THE STORY OF PIFA

Dolly Crawford, Margaret Sanborn,
& Beth A. Atuatas



It was the fall of 1994. The Honolulu Maritime Museum and the Polynesian Voyaging Society invited Native Hawaiian leaders from California and Washington State to discuss a joint effort for the summer of 1995. The legendary **Hōkūle'a double-hulled voyaging canoe** and her younger sister, the **Hawai'iiloa**, would embark on a first ever journey through America's West Coast. All leaders most certainly wanted to provide them with a warm welcome.

The Hōkūle'a and Hawai'iiloa would begin their journey in the Northwest. The significance of this voyage was to exhibit and share the knowledge that Pacific Islander ancestors utilized to sail purposely throughout the vast Pacific Ocean. While there was much excitement among the communities, there would be great responsibility placed with such a commitment.

Community leaders in San Diego decided to move forward with a plan to host San Diego's first ever 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 local Pacific Islander organizations and communities to join in on the planning. Representatives from the Samoan, Chamorro, Tongan, Hawaiian, Tahitian, and other communities stepped forward. Hanalei Vierra would serve in the position as Chairman of the newly created **San Diego Hōkūle'a Steering Committee**.

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



Image © Cristina Mittermeier

With the commitment from leaders of all these communities, the Hōkūle'a Steering Committee 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 Hōkūle'a, and the Port Authority issued the use of the Embarcadero Marina Park North from July 22 to July 24, 1995.

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

The Hōkūle'a sailed from Seattle south along the coast from Washington to Oregon and on to California. The canoe made multiple stops to honor the indigenous people of the land and to educate the people on the ancient craft of

wayfinding: navigating the open ocean without any compass or sextant, but by reading the location of the sun, moon, stars, birds, currents, wave patterns, and the horizon.

As the Hōkūle'a arrived in San Diego Harbor on July 22, 1995, she was escorted by canoes from the San Diego Outrigger Canoe Clubs, the San Diego Harbor Police, and official escort boats. The Kumeyaay, Luiseno, and Cupa Nation tribe members performed a traditional welcoming ceremony blessing the Hōkūle'a and her crew. These blessings were reciprocated with offerings from Pacific Islander representatives.

San Diego's first ever Pacific Islander Festival celebration featured welcoming speeches from City dignitaries and local organizations, food and boutique vendors, cultural villages from various island groups, entertainment, and island procession including representatives from many Pacific Islander communities, including Samoa, Chamorro, Tonga, Hawai'i, Tahiti, Caroline Islands, Māori, Marshallese,

Tokelau, Federated States of Micronesia, and Chuuk. The celebrations lasted three days.

Approximately 60,000 people attended the weekend long events. Hōkūle'a Captain Michael Tongg and his crew presented the Steering Committee with their voyaging Hawaiian Flag for the blessings granted upon them as a gesture of gratitude and to memorialize such a historic event.

Following the initial Pacific Islander Festival honoring and welcoming the Hōkūle'a to San Diego, the Hōkūle'a Steering Committee vowed to keep the mana, the spirit, flowing. The **Pacific Islander Festival Association** (PIFA) was established to host annual free to the public festivals. Over time, PIFA would grow to sponsor many other events and activities, including annual scholarships, golf tournaments, Miss PIFA pageants, the Taste of the Pacific, and more. The magic started by the Hōkūle'a voyaging canoe's 1995 visit to San Diego continues to live on enriching communities with cultural richness and diversity.

VINCE
JEWELERS

Guam Jewelry
COLLECTION

PROUDLY SERVING YOU & YOUR LOVED ONES FROM GENERATION TO GENERATION

GUAM'S LARGEST & MOST TRUSTED JEWELER | VOTED PIKA'S BEST JEWELRY STORE 2017-2024

PIFA LEGACY

ORIGINAL HŌKŪLE'A STEERING COMMITTEE, 1994 TO 1995

Hanalei Vierra, Ph.D.	Theodora Furtado	Beth Saurer
Shelley Anderson	Clinton Helenihi	Lima Savaiianea
Jennifer Beauchamp	Hal Hodgson	Dewey Slough, Ph.D.
Mario Reyes Borja	Rita Koria	Noelani Spaulding
Riley Cardwell	Samoa Koria	Tula Striffler
Akeakamai Bob Crawford	Carolyn Lizama	M'Lissa Trent, Ph.D.
Dolly Crawford	Vern Miranda	Elana Wegryn
Jess M. Cruz	Gil Ontai	Bill Wright
Maria Cruz	Margaret Sanborn	Gail Wright

PAST PIFA LEADERS

Dolly Crawford	Akeakamai Bob Crawford	Brian Cruz
Clinton Helenihi	Marie Cruz	Joseph Taumua
Dr. Hanalei Vierra	Penu Pau'u	Sam Simpliciano
Samoa Koria	Tana Lepule	Anissa Acfalle
Mario Borja	Rudy Tai	

IN MEMORIAM

For those who contributed to the establishment of PIFA, volunteered or held positions of chairman or BOD:

Jennifer Beauchamp	Margaret Sanborn	Sam Simpliciano
Dewey Slough	Steve Madrid	Alaisea "Alice" Pau'u
Vern Miranda	John Fejeran	Michael Lagman
Clinton Helenihi	Trina San Nicolas	

REMEMBERING

MICHAEL LAGMAN

Michael was a wonderful person and his memory will live on in the hearts of all who knew him. His kindness, warmth, and love for You were evident to everyone. Michael's Motto - Do a Good Turn Daily - Acts of service to others without expecting anything in return. He was truly my Eagle Scout.

There are countless ways to honor someone who has dedicated their time and effort to both their craft and their community. On behalf of our organization, We believe the best tribute to Michael is to celebrate the remarkable talent and skill he displayed both behind and in front of the camera. Through his lens, Michael brought beauty and life to the 'Ori Tahiti community, capturing the essence of our performances and the spirit of our dancers. He was more than just an artist; he was a dear friend, respected by leaders, students, and spectators alike.

At Hura Tahiti, We were fortunate to have him as an integral part of our team. Michael played a crucial role in sharing the beauty of each performance through live-streaming, enhancing our events, and making them accessible to a wider audience.

We mourn the loss of a truly remarkable man, Michael Lagman, who was a beloved and cherished member of our community. Michael brought so much light and joy into the lives of everyone who had the privilege to know him.

He dedicated countless hours to documenting performances, live-streaming competitions, and capturing special milestones through his photoshoots that dancers and families will cherish forever. Michael was a pillar to starting Hiva Katoa, and we attribute success in our journey to his support.

His work allowed the richness of our culture to shine beyond the stage.

Thank you, Michael, for generously sharing your time and talents with us. You made a lasting impact on our community, and your passion for 'Ori Tahiti inspired everyone around you. We are truly grateful for the beauty and joy you brought into our lives through your work.

Our thoughts and prayers are with Suzanne Lagman and their families during this difficult time. Michael's Legacy will forever be woven into the fabric of our community, inspiring future generations to appreciate and celebrate the art of 'Ori Tahiti.

- Hura Tahiti International Cultural & Performing Arts

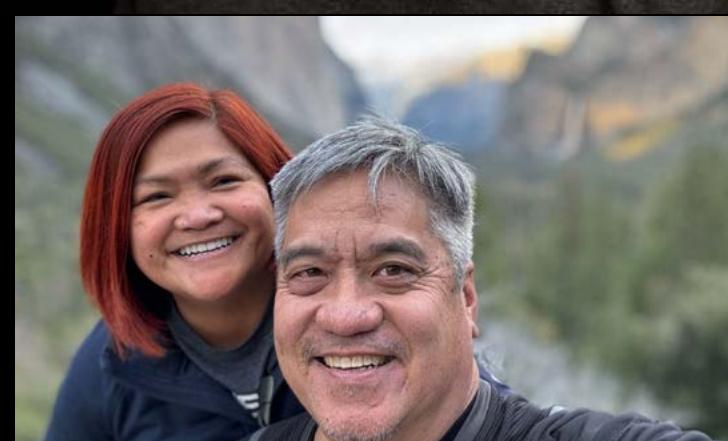
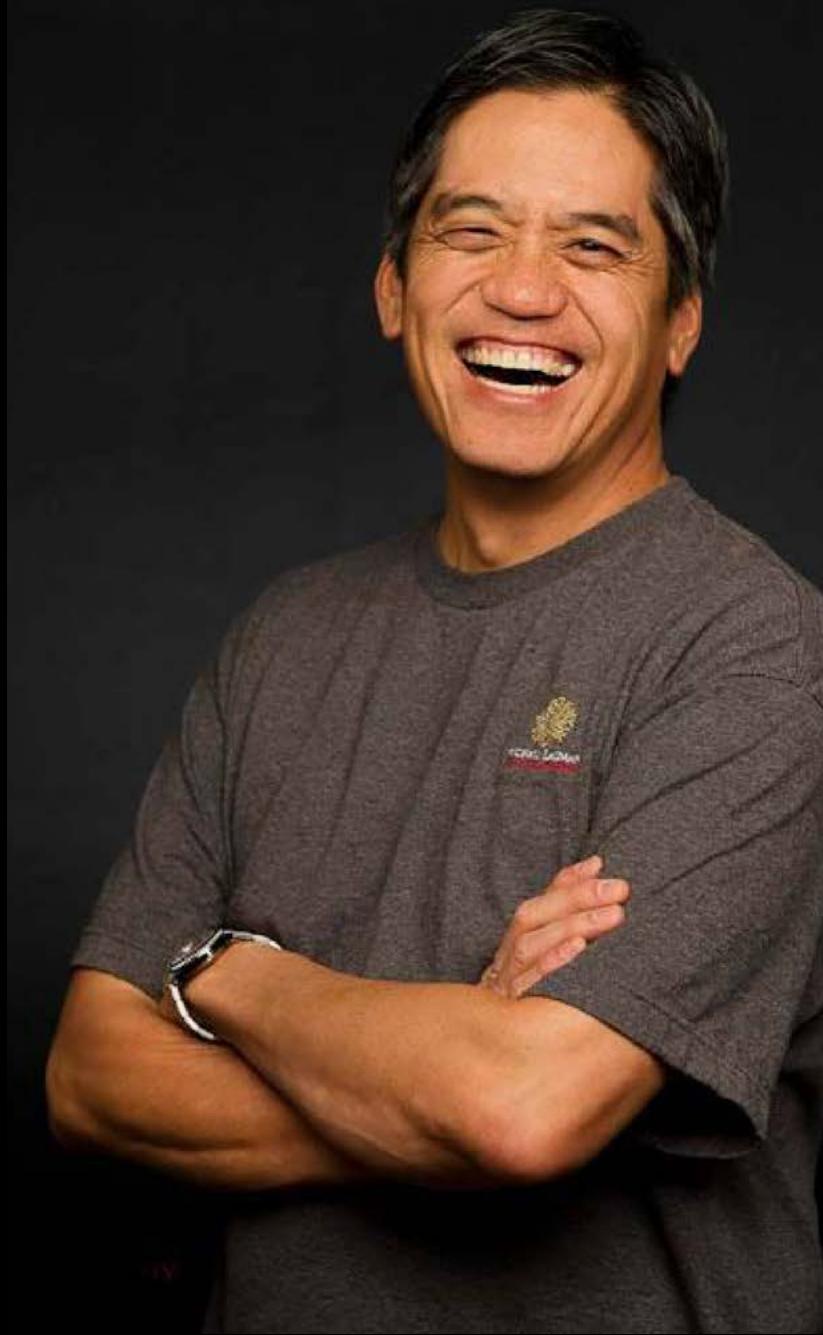
But Michael was more than just a photographer; he had a unique ability to make everyone feel loved and valued with the connections he made and his enthusiasm for life was spread deeply in our community.

Thank you Michael for all the beautiful moments you created. We will forever be grateful for your legacy of kindness, your love for your art, and support for our family and community. On behalf of Hiva Katoa, we extend our deepest condolences to Suzanne and family.

- HIVA KATOA



MICHAEL LAGMAN
PHOTOGRAPHY



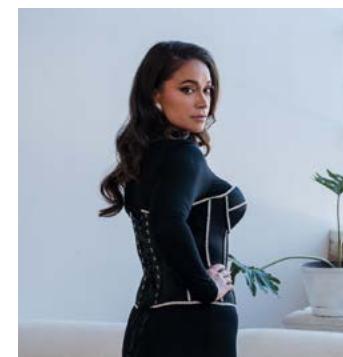
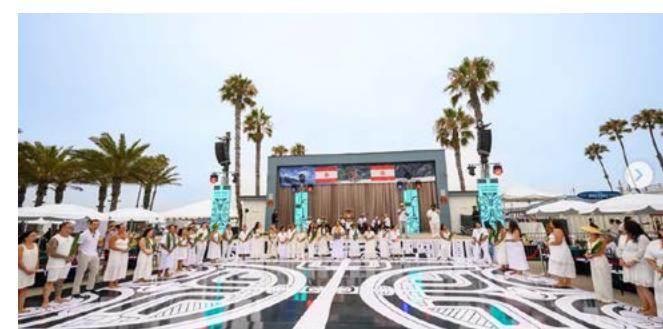


Where Island Roots Inspire Unforgettable Moments

At Reva Event, every gathering is more than an occasion — it's a tribute to heritage, love, and the art of bringing people together. Founded and led by CEO Lindsay Reva Coulomb, a proud Tahitian-American, our company was born from a desire to elevate Pacific Islander representation in the community. What began as a dream to "bring Tahiti to San Diego" through a vibrant cultural festival has blossomed into a full-service event coordination company that curates unforgettable experiences across Southern California and abroad. Our mission is simple yet profound: to celebrate culture, love, and life's most meaningful milestones through exceptional event planning. Whether we're designing a stage backdrop inspired by islander motifs or orchestrating a seamless wedding weekend, we approach every detail with care and cultural pride.

From Tahiti to California: 15 Years of Heiva SD & Planning Events

One of our proudest accomplishments is the founding of Heiva San Diego, now celebrating its 15th year as a cornerstone of Tahitian cultural celebration in California. Heiva SD offers an exciting and immersive opportunity for our community to honor its roots and share its traditions with the world. The festival features: a pageant, cultural attire show, dance competitions, prizes and awards, as well as entertainment and vendors.



COMMUNITY DIRECTORY

TAHITI

Heiva
heivasandiego.com

PASIFIKA

Pasifika Culinary Project
pasifikaculinaryproject.org

Pacific Islander Festival Association
PIFASanDiego.com



GUAM

Che'lu
chelusd.org

House of Chamorros
houseofchamorros.org

Sons & Daughters of Guam Club
sdguamclub.org

HAWAII

'Ahahui Kiwila Hawaii O San Diego (AKHOSD)
hawaiiancivicclubofsandiego.org

'Hui O Hawai'i O San Diego (HOHSD)
hohsd.org

Kanaka Davis Trust Group

MICRONESIAN

Micronesian Outreach Ministries USA
momusa.org

SAMOA

Fa'atasiga o Uso's (FOU)
foumovement.org

Taupou Samoa Polynesian Dance Troupe /Cultural Arts
taupousamo.org
taupousamoaculturalarts.org

The Samoa Association San Diego (TSASD)
TSASD.org

FOR MORE INFORMATION

Visit our website: PIFASanDiego.com
or follow us @PIFASanDiego

INTERESTED IN ADDING YOUR ORGANIZATION TO THE LIST?

Please reach out to:
info@PIFASanDiego.com



PROUD SUPPORTER OF
THE PACIFIC ISLANDER FESTIVAL ASSOCIATION



BOOK TODAY AT SYCUAN.COM

MUST BE OVER 21 TO ENTER THE CASINO.

PIFA MEMBERS

Acfalle Anissa**	Concepcion John	Lannon Steven*	Quillopo Tammie
Acfalle Aysia	Concepcion Rosalie	Leal Jenna	Rios Victoria
Acfalle Frank	Cone Jasmine**	Leal Richard	Robertson Eric
Acfalle Ken	Cone Victoria	Leilua Kaino	Robertson Leilani
Aguon Benjamin	Cook Malia	Leilua Lefaua Kehaulani	Rombaoa Catalino
Aguon-Anson Joann	Cox Aja	Lene Paialani	Rombaoa Melissa
AhNee Elizabeth	Cruz Brian**	Lepule Elena*	Ruiz Carolyn
Ah-You-Fiame Loreta	Cruz Carlos	Lepule Leiana	Rumion Mandi Kealohalani
Aina Talameafaasolo	Cruz Jacqueline W	Lepule Iotana Jr	Sablan Linda
Alailima Doreen*	Cruz Jennifer	Lepule Tana**	Sacay Robert
Alailima Elenai	Cruz Josephine O	Lerma Robert**	Sagale Fete
Alailima Emmanuel	Cruz Marie*	Liufau-Taaga Malia	Salazar Evelyn
Alailima Thomas	Curiel Yvonne 'Bonnie'	Love Lani**	San Nicolas Ignacio
Alderton Ines	Dela Cruz Zen*	Ma'a Michelle	Santiago Mary
Alvarez Rea	De Los Reyes Lina	Malijan Susan	Scott Frances
Anson Armando	De Los Reyes Jennifer	Mangiduyos Andy	Serag Rosie
Arucan Amy	Duenas Alyssa	Mangiduyos Khara	Serag Shaun
Arucan Bronson	Drew Robert	Mansinon Gemielle	Servino Karl
Arucan Rudy	Dudoit-Meyer Denise**	Mansinon-Salazar	Servino Kanoa
Atkinson Mike	Edwards Jacinta	Donovan	Siaumau Glenn
Atkinson Stacy	Edwards Michael	Markley Ethel	Simpliciano Bertha**
Atuatasi Beth*	Eley Ruth	Markley Kameron	Smith Fredrick
Atuatasi Sam*	Estacio Riza	Martinez Noemy	Smith Jennifer
Austin Anthia	Eskridge Scott	McCloud Linnea	Smith Monica
Babauta Brandon	Faiiavae-Harrison Salani**	McCloud Sean	Sohl Sherilyn
Babauta Dominic	Fejeran Janelle*	McMillan Terry	Solia Kiki**
Babauta Formaine	Fejeran Pauline	Nielson Janie S.	Spencer Audre
Babauta Jennifer*	Fields JoAnn**	O'Connor Patsy	Stone Christine
Babauta Melina	Galido Ron	O'Dell Lei	Striffler Tula**
Babauta Ricky	Givens Debra	O'Donnell Mandy	Sullivan Dawn
Balajadia John	Glenister Lillian	Ontai Dr. Lilbert 'Gil'	Taa Selaina
Barber Norie	Glenister Piuai	Pagala Rosa	Tagaban Esmeralda
Bautista Vanessa	Gonzales Marcella	Pakingan Pines	Tai Rudy**
Beasas Joshua	Gorniak Rita*	Palma Patricia**	Taisague Lorraine
Beasas Michelle	Guzman Michelle	Pangelinan Joel	Taisague Mahealani*
Bentley Sandra Perez	Hancock Laura	Pangelinan Jose T	Taisague Vincent
Blackman Cortisa	Hawkins June*	Pangelinan Kalina	Tarr Robin**
Bouffiou-Waller Janice	Hawkins Ricarda Kekoa	Pangelinan Kawika	Taumua Joseph**
Brace Chrystell**	Ibarra Jolene**	Pangelinan Kiana	Techaira Patrica
Brace Jeffrey	Ignacio Daniel	Pangelinan Roque C	Tedtaotao Jonathan
Bugawisan Andrea	Jackson Tamiah	Pangelinan Roque S	Tedtaotao Nia
Caducay Norma	Jorbozeh Mohsen	Pasion Betty	Thompson Cybele
Capuzzi John	Kaopua Reynette	Paulino Angel	Tiumalu Frances
Caracci Lourdes	Kaplan Samantha	Pauu Penu**	Tuua Natisha
Carr Margaret	Kawabata Charlene	Pauu-Schwenke Patricia	Vachon Jodi
Case Angeline	Keener Lucifer	Pena Elaine	Valluri Maia
Case Leilsa	Keohohou Gary	Perez Jeannette**	Watanabe Jeannette
Castro JoPete	Kim Bryson*	Perez Theresa AL	Webb Melanie
Casto Natasha	Kinsang Isabel	Pham Binh	Wilson Kimo
Catacutan Jennifer	Kopecky Debbie	Phillips Vanessa	Wilson Tereza
Chargualaf Noel	Lannon C.J.	Pinones Tala SuiTonu	
Chargualaf Tara	Lannon Nikolas	Quichocho John	
Cho Saerin 'Ally'	Lannon Noralie**	Quichocho Taliloa	

*Lifetime Member

**VIP Lifetime Member

HONORING KANAKA DAVIS

Gaslamp Quarter Historical Foundation, GQHF



A native Hawaiian, **William Heath Davis, Jr. "Kanaka Davis"**, was born in Honolulu within the Kingdom of Hawaii. Davis' great grandfather on his mother's maternal side was High Chief *Kalaniho'olumokuikai*, making him a descendant of the prominent Mahi family line.

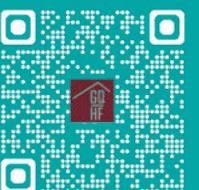
Today, William Heath Davis is honored for his vision of **"New Town San Diego"**, as well as for his many other contributions, including his role as a prolific writer who helped to shape our understanding of early California and Hawaiian history through his chronicles and vivid descriptions of notable people, places, and events within his lifetime.

Located inside the historic Davis-Horton House, which was brought here by William Heath Davis, Jr., and lived in by the "Father of San Diego", Alonzo Horton, the GQHF brings San Diego's vibrant past to life through

museum exhibitions, tours, educational programs, and special events. Our work is made possible by the generous support of members, donors, corporate partners, grants, volunteers, and guests like you.

Visitors are welcome to view the Kanaka Bill Exhibition now on display at the Davis-Horton Museum till 10/31/25. The monument is a gift to the citizens of San Diego from the Gaslamp Quarter Historical Foundation and the Kanaka Davis Trust Group.

Call (619) 233.4692 or visit the Gaslamp Museum at 410 Island Avenue to see how you can get involved or become a member today!



Scan the QR code to donate to the Gaslamp Quarter Historical Foundation



Monument Unveiling Ceremony: May 20, 2025, Pantoja Park (Pictured above)

Miss Pacific Islander of San Diego 2024-25, Nautica Rosario-Trollinger and Miss Hui O Hawaii 2024-25, Nalani Enchaves, removing the draping and officially presenting the founder of downtown San Diego, William Heath Davis, "Kanaka Bill", Native Hawaiian visionary, entrepreneur, town developer, and civic leader.



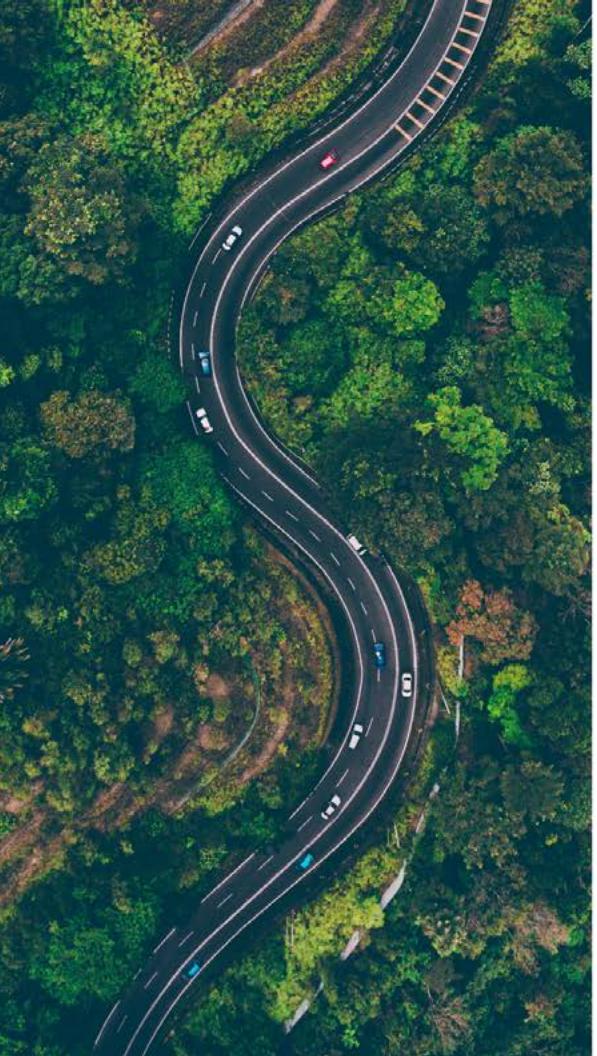
Celebrants and Speakers:
(Pictured left; left to right)
Sid Voorakkara, Port Commissioner;
Natasha Wong, APAC; Danielle
Moore, Chair, Port Commissioner;
Stephen Whitburn, District 3, City
Councilman

(Pictured bottom left; left to right)
JoAnne Fields; Moana Alo; Rev.
Benson Mauga; Dr. Gil Ontai; Port
Commissioner Chair, Danielle Moore;
Deputy Police Chief, Rudy Tai; Port
Commissioner, Sid Voorakkara

(Pictured bottom right; left to right)
Tana Lepule, PIFA President; Alicia
Delion, Exec Director, Nemeth
Foundation







Finally, therapy that's right for you

TEENS

ADULTS

COUPLES

FAMILIES

Finding a good therapist shouldn't be hard. No matter where you live in California, our virtual sessions make it simple. Your well-being isn't limited to an office — it's wherever you feel most comfortable

WWW.THERAPEUTICREBEL.COM
(760) 573-8164



United Care is a San Diego based Home Care agency providing High Quality Home Care since 2013

Very competitive Rates

- Companion care
- Personal care
- Laundry
- Hospice care
- 24/7 Live-in care
- Meal prep
- Light housekeeping
- Transportation
- Medication reminders
- ...and much more



619-373-3533

www.usUnitedCare.com

Available 24/7

CHARLOTTE 'KAUI' NUNE SOLOMAN BROWN

Charlotte 'Kaui' Nune Solomon was born on May 12th 1937, to Rebecca Sung and Keli'i Solomon in Wahiawa on Oahu, HI. As a small child she would witness first-hand the devastation of Pearl Harbor by her mother's side.

As a young woman she was already a renowned entertainer and hula dancer. At 19, she was hired to dance hula as entertainment for the Schofield Barracks by Tommy J. (Koma) Brown who was so smitten by Kaui that he married her swiftly and moved her back to his home in Texas. Soon they would move to San Diego, CA to raise their two daughters Vanessa and Donna who also found the love of their mother's dance for hula as they grew to perform beside their mother on stage at every function and venue throughout Southern California.

Kaui was instrumental in perpetuating her Hawaiian culture in performances throughout the Southland through her successful Halau 'O Na Ali'i and as a member of the Hui O Hawai'i. She reigned over the heyday of the luaus in Southern California during the 1970's and beyond, from the Bali Hai, Hanalei Hotel and various T.V. engagements.

During her later years she would watch with pride as her Daughter Donna and her two Grand Daughters, Kanani and Kalena, navigated her Halau O Na Ali'i into new eras cementing Kaui's legacy and introducing her to new generations. Her husband Tom (Koma) Brown, ever by her side, continued to love and cherish his queen until his passing in 2023. Charlotte "Kaui" Brown passed on Dec.1, 2018 after battling and living with dementia for over 6 years.



Kaui collected and saved many special memories and treasures from her decades of performing and researching hula, her lineage, Hawai'i and Polynesia. Among them were groups of lei that Donna had found. It is with some of those **special lei** that she presented to the PIFA BOD on behalf of her mother as makana for this year's uniform.

Kaui Brown is missed beyond words every day by her family, her haumana and by the families her legacy has touched.



"Mahalo Mom, mahalo Gramma, mahalo Auntie Kaui, we love you."

31ST ANNUAL PACIFIC ISLANDER FESTIVAL

2024 PIFA FACES OF THE FESTIVAL



A NEW RECYCLING HUB FOR TONGA

A Partnership for Progress



The Pacific Islander Festival Association (PIFA) was proud to partner with Friends of Tonga (FoT) to support the **No Pelesitiki Campaign (NPC)**, a fantastic organization dedicated to tackling single-use plastics in Tonga. **This project was completed in May 2025.**

Background on Our Partners

The **No Pelesitiki Campaign (NPC)** is a Tongan community-based organization focused on raising awareness about the harmful effects of single-use plastics on the environment. The campaign encourages the use of natural alternatives like fabric bags and woven coconut baskets.

NPC has secured support from various local and international partners, including the Tongan royal household, the Ministry of Education, and the Australian High Commission, which donated the plastic shredders and balers used in the recycling project.

Friends of Tonga (FoT) is a volunteer-led, U.S.-based non-profit organization founded in 2018 by Returned Peace Corps Volunteers. FoT's mission has expanded to include human development, education, and environmental initiatives in collaboration with local Tongan organizations. They are an affiliate of the National Peace Corps Association.

A Secure Home for Recycling Equipment

One of NPC's top priorities for early 2025 was to build a secure storage unit and workspace for their plastic recycling equipment. They had two industrial-grade plastic shredders and balers, donated by the Australian High Commission, that were sitting exposed to the elements and potential vandalism at the Tapuhia Landfill. To protect this valuable equipment and create a dedicated space for their volunteers, NPC planned to build a sturdy, lockable shed, similar to the secure

Project Completed
Progress images of the conversion of a shipping container into a storage facility for the Kingdom of Tonga's plastic mitigation equipment



warehouse that Friends of Tonga funded in Sopu in 2022. It would also serve as a collection point for plastic waste and include a rainwater tank, providing a crucial water source for their operations.

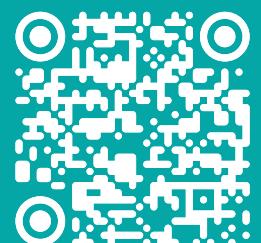
A Solution Built Together

NPC had already secured a location and a large shipping container to form the basis of the new unit. They provided the labor to convert the container and sought funding assistance to complete the project. Through a partnership with Friends of Tonga, **PIFA generously donated the \$4,219 USD** needed to cover the costs of essential items like:

- Doors, windows, hardware & locks
- Transporting the container and preparing the site
- A water tank, frame, and piping
- Paint and miscellaneous building supplies

Thanks to this incredible partnership and donation, the project was successfully completed in May 2025. This unit now helps NPC protect their equipment, expand their recycling efforts, and provides a safe and productive workspace for their volunteers.

You can follow NPC's ongoing progress and see their work in action by checking out their Facebook page, where they share updates and thank all their supporters.



PIFA SCHOLARS OF 2025

- UNDERGRADUATES -



KATELYN MAHEALANI CONE (Native Hawaiian)

Qualcomm Scholarship

Katelyn currently attends the University of Nevada Las Vegas (UNLV). She is dual-majoring in Hospitality Management with a degree concentration in Event Design & Management, and Dance Performance & Choreography with a minor in Dance Production Management and Pilates Certification. In her first year at UNLV, Katelyn has been actively involved in both programs, whether that be performing and volunteering at dance shows or working at various events in the Hospitality Industry such as her first internship at Mandalay Bay in the Events & Conventions Department in Spring 2025. Katelyn's passion for performance and events is shaped by her connection to the Pacific Islander Festival Association, where she finds inspiration in the cultural heritage, traditions, diverse community, and the "aloha spirit" embodied by PIFA. Grateful for the support she is receiving through PIFA's scholarships, she is dedicated to carry the "aloha spirit" into every event, performance, and creative community she is part of now and in the future.



NALANI KALOHILANI MALIA ECHAVES

(Native Hawaiian) Ko Aloha Scholarship

Nalani is currently a sophomore at Grossmont Community College. She is proud of her Hawaiian heritage, along with her Filipino and Mexican roots. Throughout her journey, she has achieved many milestones, including serving ASB President in high school and earning the title of Miss Hui O' Hawaii of San Diego. Her understanding of her Hawaiian heritage and what it is to be Kānaka has grown through leaders and family in communities like Hui O Hawai'i and PIFA. She is optimistic about pursuing her dreams and contributing creatively to strengthen the Pacific Islander communities. She is grateful for the support of PIFA in her education.

GABRIELLA KOLOLIA KAPUA

O'KALANI KEOPUHIWA

(Native Hawaiian) Bay Alarms Scholarship

Gabriella is of Hawaiian descent and is currently a third-year student at San Diego State University. She is majoring in Graphic Design, with a minor in Interdisciplinary Studies, through the SDSU Weber Honors College. Gabriella strives to be the best both in and out of school. Outside of academics, she is a dancer with Heali'i's Polynesian Revue, where she has performed for 11 years. This past year, she had the privilege of being asked to assist her kumus, Aunty Kathy Heali'i O Nālani Gore-Stanley, and Aunty Edie Heali'i O Nālani Stanley with mentoring the keiki (children) of Heali'i's. She feels truly honored to be part of this hālau and is very excited to continue her journey in honoring her culture.



MADISON SANTOS (Native Hawaiian)

Qualcomm Scholarship

Madison is a first-generation Chamorro woman attending the University of San Diego. Her academic life consists of being a McNair Research Scholar, Vice President of the USD SACNAS Chapter and club member of the Pre-Vet club and Chem Bio club. She will be graduating this fall with a Bachelor's of Science in Biology accompanied with a minor in Chemistry. She currently works at a doggie daycare, and is a Veterinary Assistant for a vaccination clinic. Apart from her busy life, she enjoys reading and taking her dog to the beach. After graduation, she plans to apply to Veterinary School.



LUKE MEKI SCHWENKE (Samoan)

Kanaka Davis Pacific Islander Scholarship

At Southwestern College, Luke dedicated his academic work to highlighting Pacific Islander experiences, especially within the Samoan community. His op-ed "Amplifying Samoan Voices at SWC" was recognized by a local newspaper for its call to create more culturally inclusive spaces on campus. In collaboration with Bayan and Sangam, he helped design a curriculum for grades 1 and 5 that centers AAPI Sunday traditions, connecting faith and culture through education. Outside the classroom, he spoke before the San Diego City Council to advocate for the Samoan Church on 45th Street to be designated as a historical landmark, recognizing its significance to the local Samoan community.



- HIGH SCHOOL GRADUATES -



JULIANA JOY CRUZ (Chamorro)

Brittani Mari Acfalle Healing Legacy Scholarship

Juliana considers herself blessed and honored to be a recipient of the 2025 PIFA Scholarship. She was a graduate of Westview High School and will be attending Cal State University of Monterey Bay in the fall. She has strived to incorporate her Chamorro culture throughout her life. Whether that be in school, where she created a story about PIFA to share why it's so important to her community; or when talking to people about her culture and educating them about it when they ask. She was very involved with her school community as she participated in her school's Associated Student Body (ASB), as well as partaking in multiple sports like Varsity Lacrosse and Varsity Cheer. She created stories to present to her school and also worked with PBS to share her own stories for their SRL segment. Juliana was also fortunate to receive an academic excellence award in Broadcast Journalism.



MANAIALANI TIALUGA McMOORE (Samoan)

Salazar Family Scholarship

Manaialani is of Samoan and Filipino descent and recently graduated from California Virtual Academies High School, Class of 2025. In the fall, she will be a freshman at California State University Northridge, majoring in Health Administration. An interesting fact about her is that she completed her four year high school education virtually from home. After Covid, she adapted to virtual learning very well and learned time management with independent learning on her own. She graduated with honors with a 3.8 GPA and was an active participant in the National Society Honors program. Manaialani's school also partnered with Norco Community College where she will have 12 college credits to start off her first year as a freshman. She is beyond blessed and appreciative of PIFA San Diego for helping her further her higher education.



NATHANIEL MAKOA A. RAGUDO (Native Hawaiian)

Jonathan Tarr Foundation

"Makoa" is a dedicated student and athlete who was dually enrolled at both Surfside Educational Academy and at MiraCosta College. He is of Hawaiian and Filipino descent and takes pride in learning more about his cultural roots while striving to uphold and preserve traditional values in a modern world influenced by Western culture. Makoa is a tri-athlete, excelling in football, rugby, and swimming. His commitment to both academics and community service has earned him a place on the Honor Roll and recognition as a recipient of the MiraCosta College Presidential Service Award. Makoa is passionate about staying connected to his heritage and serving as a positive example for his peers and having fellowship with his fellow Mana students at MiraCosta.

- SCHOLARSHIP SPONSORS -

IVA "ALOFA" PISIA SALAZAR

The Iva "Alofa" Scholarship honors the legacy of Iva Pisia Salazar, a proud graduate of Leone High School in American Samoa and Southwestern Community College in San Diego. Born in Vailoatai, she pursued a nursing career in California, touching lives through her work, church, and family. Iva believed deeply in education and using one's gifts to serve others—a value her children continue to uphold.

Her daughters, Georgina To'a and Nina Guadalupe, were PIFA scholarship recipients who went on to earn a Ph.D. from Stanford and graduate from the U.S. Air Force Academy, respectively. Her son Victor is now an attorney, and her youngest daughter Vailala is a special education teacher and policy advocate. Iva's legacy lives on through her family's dedication to community, education, and service. Her guiding words remain: *"Make good use of your education and use your talents wisely."*

THE BRITTANI MARI ACFALLE HEALING LEGACY SCHOLARSHIP

The Brittani Mari Acfalle Healing Legacy Scholarship is a living tribute to a child whose voice was never heard but whose presence is eternally felt. Though Brittani Mari never walked this world, her spirit lives on through acts of compassion, cultural pride, and the healing work of others. This scholarship honors her legacy by supporting Pacific Islander students pursuing careers in psychology, social work, mental health counseling, or related fields—those who seek to restore, uplift, and hold space for others with empathy and cultural integrity.

Brittani's name is a symbol of love, healing, and quiet strength. Through this scholarship, her light continues to guide those who carry the responsibility of care.

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.



Qualcomm



Aloha San Diego County Ohana,

Across San Diego County and as far reaching as the streets of La Mesa, our Native Hawaiian and Pacific Islander voices deserve to be seen, heard, and valued. The truth? There's little to no Native Hawaiian Pacific Islander (NHPI) representation in elected office here in San Diego County—and with the recent passing of our brother, Steve Faiai of Lemon Grove, our canoe has one less paddler.

This year's PIFA theme, "United We Paddle," couldn't be more fitting. I am running for La Mesa City Council, not just to hold a seat, but to open a door - for cultural inclusivity, for youth empowerment, and for ensuring that our kupuna are cared for in these uncertain times.

Our culture teaches us that everyone in the wa'a has a role - whether you're guiding the course, keeping time with the paddle, or watching for the horizon. I believe our city should work the same way:

- Cultural Inclusivity means policies that celebrate and protect our diverse heritage, ensuring no one feels left out in civic spaces
- Youth Empowerment means creating pathways for our keiki and 'ōpio to lead, dream, and know their voices matter.
- Kupuna Care means ensuring that those who have paddled before us have access to the resources, dignity, and security they deserve.

Even if you're not a La Mesa resident, you can help steer this canoe forward—by connecting me with someone who is, hosting a meet-and-greet, or volunteering your time and talents.

We have a chance to make history, to fill a seat that's long been empty from NHPI perspective, and to honor those who paved the way before us. Let's paddle together—every stroke counts.

With aloha and determination,

Moana Alo
for City Council 2026



Help power the campaign
Scan the QR code and
donate today
mo@moana4citycouncil.com
www.moana4citycouncil.com

'AHAHUI KIWILA HAWAII O SAN DIEGO



Aloha mai kākou. The first half of 2025 has been an exciting season of growth, connection, culture, and advocacy for 'Ahahui Kīwila Hawai'i o San Diego (AKHSD). Our members and Nā 'ōpio engaged in meaningful activities that **strengthened our lāhui** and **expanded our community presence**.

In the first quarter, we were featured in Ka Wai Ola's "Nā Lei Makalapua" column, held an executive planning meeting to map out events for 2025–2026, and hosted a Lunar New Year luncheon. We also participated in the **Nā Lei Makalapua** quarterly meeting in Oregon, strengthening continental Hawaiian civic club ties. Notably, AKHSD was recognized by the San Diego County Board of Supervisors during AAPI Heritage Month for promoting Native Hawaiian culture and leadership within the broader Asian American and Pacific Islander community.

The second quarter brought cultural and civic highlights: a **laulau-making workshop** for nā 'ōpio combining culinary skills with lessons on **food sovereignty** and **identity**; our annual State Capitol huaka'i, advocating for Native Hawaiian and Pasifika visibility, youth-centered policies, and increased cultural funding; and the unveiling of the

Kanaka Davis Monument in Pantoja Park, honoring a key figure in Hawaiian diaspora history. We also supported PIFA's lu'au fundraiser, celebrated Pelekikena Moana's birthday, and awarded scholarships to three Pasifika students—affirming education as a shared community achievement.

We are proud to announce that **Pelekikena Moana Alo** is an official candidate for La Mesa City Council in 2026. With deep commitment to servant leadership and community empowerment, **Moana's campaign will focus on inclusive representation, equity, and honoring La Mesa's unique spirit.**

Looking ahead, we anticipate a quarter rich in engagement—preparing for the Pacific Islander Festival, deepening **youth leadership**, expanding **cultural workshops**, and **building partnerships** to uplift our lāhui.



Together, we imua—creating space for joy, justice, and aloha to thrive.

31ST ANNUAL PACIFIC ISLANDER FESTIVAL



Talofa & Congratulations PIFA on 31 years!

Pasifika
United We Paddle!

Contact your islander realtor
for a FREE, no obligation
consultation if you're considering
buying, selling, or investing
in real estate!



DOREEN ALAILIMA
619.370.0011 | da@doreenalailima.com

BIG BLOCK | 

Call Doreen NOW at **619.370.0011**



CA BRE 01934726

THE SAMOA ASSOCIATION SAN DIEGO



The Samoa Association San Diego (TSASD), founded in 2019, is dedicated to promoting and preserving Samoan culture, traditions, and language within the community and beyond through educational programs, cultural outreach, charitable initiatives and spiritual projects.

These efforts included **donating school supplies** to an elementary school in Samoa, donating to victims of the measles outbreak via the local domestic violence support group SVSG and partnering with PIFA during the COVID-19 pandemic to **distribute food packages**. We provided **disaster relief** for Tonga by sending food and clothing.

The Association launched its first **scholarship program** in 2022 to assist students pursuing higher education and continue to collaborate with donors to expand this initiative. In June this year, we had the privilege of hosting a special guest speaker, the former Councilman Sitivi 'Steve' Faiai, Lemon Grove City Council. Councilman Faiai was a first Samoan and Pacific Islander representative in a City Council in San Diego County; his legacy will continue to encourage future representation for our community.

Last year the Association held its first **Talanoaga Samoa Community Conversations** & the second this year on various topics including **Mental Health Strategies, Culture Identity, Self Development and Self Advocacy**. Also included was an eight-week **Aganu'u/Gagana Samoa** class to teach Samoan culture, traditions, and language and continued classes this year.

In February 2025 in Apia, Samoa, we presented a donation check to the **Samoa Victims Support Group, SVSG** to support their continued work with women and children affected by domestic violence.

The Association remains committed to serving the community and welcomes new members. With your support, we can continue **making a meaningful impact locally and globally**.



To become a member, call 619.663.8699 and visit our website www.tsasd.org for more information

MISS PACIFIC ISLANDER OF SAN DIEGO 2025

Jaeanagan Villagomez

Hāfa adai! My name is Jaeanagan Villagomez, and I am honored to serve as your Miss Pacific Islander of San Diego 2025–2026. I am proudly of Chamorro descent—my mother is from Sinajana, Guam, and my father is from Tumon, Guam.

I am currently pursuing my bachelor's degree in Biology at San Diego State University. My long-term goal is to attend medical school and become a dermatologist. This dream began when I was twelve years old, after witnessing a close family member struggle with health issues due to the limited number of doctors on Guam. That experience inspired me to dedicate my life to medicine and one day return to serve communities in need.

One of my greatest passions is Chamorro cultural dancing, which I've been involved in for over ten years. Since my freshman year of high school, I've danced with Imāhen Taotao Tāno, a Chamorro dance group that shares the beauty of our culture through performance and service. We dance at events like PIFA and CCF, as well as for senior homes, military families, and other community gatherings. This year, I had the incredible opportunity to travel to France with my group, where we proudly shared the voice and spirit of our ancestors with audiences from around the world.

In addition to dancing, I enjoy volunteering at CCF—the Chamorro Cultural Festival—which allows me to further connect with our community and culture. I also serve at my church, where I help organize community events and prepare grocery packages for families who lack access to nutritious food. I've been volunteering with my church since my freshman year of high school, and it continues to bring me deep joy and purpose.

Above all, I want to thank my Lord and Savior, Jesus Christ, and my Heavenly Father, God, for blessing me with this opportunity to represent the Chamorro community as Miss PIFA. Thank you to PIFA for entrusting me with this honor, and to my family for being my biggest supporters every step of the way.

Si Yu'us ma'āse'! Biba CHamoru!



Celebrating PIFA's 22 years of the Miss Pacific Islander of San Diego Pageant and Scholarship Program

- 2004** Mahea Villabroza (Wong); Princess Anela Corrales (Abeyta)
- 2005** Edie Ann Heali'i Stanley; 1st Princess: Mahealani Mansinon-Vicente; 2nd Princess: Kathryn Reyes
- 2006** Mahealani Taisague (Mansinon-Vicente)
- 2007** Kristen Sharpe (Paruginog); Princess: Ricarda (Kekoa) Hawkins
- 2008** Katelyn Martin; Princess: Latafale Nancy Aloese
- 2009** Lindsay Reva McNicol; Princess: Melinda Sisa Fuimaono
- 2010** Paige Hudson
- 2011** Mialani Love
- 2012** Darline Lea'ana Schwenke; 1st Princess: Ilima Lei-Macfarlane; 2nd Princess: Justine Dini Ione
- 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
- 2025** Jaeanagan Villagomez



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



Jaeanaca 2025

31ST ANNUAL PACIFIC ISLANDER FESTIVAL

2024 PIFA ENTERTAINMENT





PIFA 2025 SCHEDULE



SATURDAY, SEPTEMBER 20, 2025

- | | |
|----------|------------------------------|
| 8:30 AM | Procession, Opening Ceremony |
| 9:00 AM | National Anthem by MASINA |
| | Welcome Remarks |
| 9:30 AM | Na Pua 'Ilima |
| 10:45 AM | Samoa Matalasi |
| 11:30 AM | Kuhai Halau O 'Ilima |
| 12:15 PM | Kutturan Chamoru & UnoHit |
| 1:00 PM | HIVA KATOA |
| 2:00 PM | SIAOSI |
| 2:45 PM | Kaliloa O Kaleo'Onalani |

SUNDAY, SEPTEMBER 21, 2025

- | | |
|----------|---|
| 8:00 AM | Praise & Worship with Sister Susan Gayosso & Family |
| 9:15 AM | Imahen Taotao Tano |
| 10:00 AM | Scholarship Recipients 2025 |
| | Miss Pacific Islander of San Diego 2025 |
| | PIFA Executive Team 2025 |
| 10:30 AM | Motu Nehenehe |
| 11:15 AM | Music by Zaya Mauga & Friends |
| 12:00 PM | Ta'utiare |
| 12:45 PM | SUATAUTE |
| 1:15 PM | Fale Polynesia |
| 2:00 PM | Heali'i's Polynesian Revue |
| 2:45 PM | Opportunity Drawing |
| 3:00 PM | Musika - Melanesia, Micronesia, Polynesia |

PIFA AT HOLO HOLO SAN DIEGO: A WEEKEND OF MUSIC, CULTURE, & COMMUNITY



This past August, the Pacific Islander Festival Association (PIFA) proudly partnered with Good Vibez Presents to bring cultural depth and community spirit to the 2025 Holo Holo Music Festival at Gallagher Square in Petco Park, San Diego. The two-day event, held August 30–31, was a vibrant celebration of island and reggae music, featuring powerhouse performances by J Boog, Common Kings, The Green, Josh Tatofi, K'Nova, Ekolu, DJ Noiz, and Kennyon Brown, Tribal Theory and more.

PIFA's presence added a meaningful cultural layer to the festival experience. Guests were welcomed by community queens, who greeted attendees with warmth and grace, and presented leis to the festival's headlining artists—a gesture rooted in tradition and hospitality. This moment of cultural exchange highlighted PIFA's mission to uplift and preserve the values of Micronesia, Melanesia, and Polynesia, while fostering pride and visibility for Pacific Islander communities.

Throughout the weekend, PIFA provided on-site media coverage, capturing behind-the-scenes moments, artist interactions, and community engagement. Their content was shared across social media platforms, amplifying the voices of Pacific Islanders and showcasing the vibrant energy of the event. Interviews with performers, cultural ambassadors, and attendees offered a glimpse into the shared joy and connection that defined the festival.

The partnership between PIFA and Good Vibez Presents reflects a shared commitment to community, culture, and celebration. For Good Vibez co-founder Dan Sheehan, who grew up in Ewa Beach, O'ahu, Holo Holo is more than a music festival—it's a tribute to the sounds and spirit of the islands. With over 25 years of experience producing immersive events across the West Coast and beyond, Good Vibez continues to uplift artists, nonprofits, and small businesses through its festivals.

Together, PIFA and Holo Holo created a space where music met heritage, and where the spirit of love, respect, and unity resonated far beyond the stage. As the festival continues its journey to cities like Oceanside, Las Vegas, Sacramento, Tacoma, Irvine, San Jose, and Utah, this partnership sets a powerful precedent for cultural collaboration and community empowerment.





TIGER STICKS

JAPANESE SKEWERS



MEMBER SPOTLIGHT:

BRYSON KIM - PIFA'S VISUAL HISTORIAN



The constant behind the lens, Bryson Kim has gifted PIFA and the Pacific Islander community with more than photographs he has given us memories, preserved in love and light. Through the donation of thousands of volunteer hours, Bryson has quietly and faithfully captured the beauty, pride, and spirit of our people.

More than a photographer, Bryson is a historian through his lens. His images carry the heartbeat of PIFA, the laughter of children, the strength of our dancers, the pride of our elders, and the unity of our islands. Each photo is a story, a piece of history, and a gift to future generations who will see who we are and where we come from.

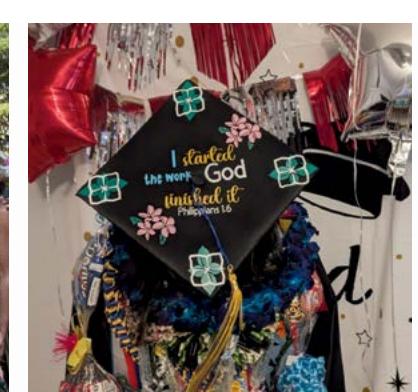
With humility and devotion, Bryson has kept the history of PIFA, its members, and our community alive in a visual legacy that words alone cannot hold. His artistry reflects the love of our islands and the spirit of family that binds us all together.

On behalf of the Pacific Islander Festival Association, we extend our deepest gratitude to Bryson Kim. May his work continue to be a bridge between our past, present, and future, reminding us that through service, culture, and aloha we are forever connected.

Your dedication uplifts us all, and your legacy will live on in every image, every memory, and every heart touched by your work.

Si Yu'os Ma'āse', Fa'afetai, Mahalo, Aloha 'Āina.





GUMA' IMÅHEN TAOTAO TÅNO'
Congratulates

Miss PIFA San Diego 2025
Jaeana Villagomez



2025 PIFA EMCEES

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 stations like Channel 933, Star 94.1, Energy 103.7, KSON, KyXy 96.5, and Sunny 98.1. I'm now part of the team at KUSI News, continuing to share stories and connect with our amazing community. I'm incredibly honored to return as one of the emcees for the 31st Annual Pacific Islander Festival.



JOHN KEONI MONTE

John Keoni Monte is a Native Hawaiian who hails from an ancient lineage. Father of 7, Grandfather of 4. Holds the title of **Roaming Ambassador for Pacific Islanders**. Over 35 years in radio broadcasting & mainstream media as an On Air Anchor, Producer, Writer and Voice Over Talent. Currently with iHeart Radio. 3 Film credits, one as voice of Grandfather Dragon in IN3DRAGON. This is Monte's 31st year with PIFA as a beloved emcee.



JOEY "Q" QUENGA

Joey "Q" Quenga, also known as "Q", is a seasoned media professional and cultural practitioner with over 30 years of experience, rooted in the "Familian Bibang" clan on his Atoigue side. As Musical Director for the Kutturan CHamoru Foundation, he has preserved CHamoru traditions through music, dance, and storytelling. Joey has collaborated with Disney, Pasifika Impact, and emceed global festivals like the 2016 Festival of the Pacific on Guam. He co-founded Island City Media Group and the Los Angeles Pasifika Film Festival, and leads the APIDA Center at Cypress College. With 15+ years in radio, Joey blends cultural insight and storytelling in every project.





KIKI SOTOA SOLIA

Kiki Sotoa Solia, affectionately known as “Aunty Kiki,” is the Founder of **Taupou Samoa Polynesian Dance Troupe** and Executive Director of **Taupou Samoa Cultural Arts**. With over 35 years of cultural leadership, she has enriched San Diego’s Pacific Islander communities through mentorship, advocacy, and education. Aunty Kiki has served PIFA San Diego since its inception, contributing to entertainment, scholarships, and hospitality. As a dynamic entertainer, choreographer, musician, and beloved Mistress of Ceremonies, she brings unmatched energy to every stage. Her legacy continues to uplift youth and preserve Samoan and Polynesian traditions with pride, purpose, and cultural excellence.



NATISHA TUUA

Talofa Lava, my name is **Natisha Tuua**. A true passion & purpose for serving the community has been discovered, and that is what has drawn me to serve in this capacity. My current role as the **Water Treatment Plant Maintenance & Operations Coordinator** for the City of Escondido’s Utilities Department allows me to contribute to public well-being every day. The multifaceted world of water is captivating and enlightening, particularly when examining the budgetary implications and the diverse processes involved in bringing water from treatment plants to consumers’ taps.

Outside of work, I am deeply involved in my local Polynesian community, where I volunteer as a Board Member for both the **Oceanside Samoan Cultural Celebration** and the **Pacific Islander Festival Association** in San Diego County, California.

A fun fact about me is that I have a very upbeat and lively personality! I’ve even had the opportunity to use my voice as an emcee for events such as **Polynesian Pacific Islander Night** at Petco Park, the **Oceanside Samoan Cultural Celebration** at the Junior Seau Amphitheatre, and the **Pacific Islander Festival** at Ski Beach. **I find it incredibly rewarding** to use these platforms to celebrate and promote Pacific Islander cultures, working towards greater understanding, diversity, and inclusivity for generations to come.

PALANAI M. ENGLE

Palanai M. Engle born and raised in San Diego, comes from a close-knit Samoan family. For 25 years, she has served in Human Resources at San Diego Unified School District. Known for her heartfelt National Anthem performances, she’s sung at PIFA, the Mayor’s Office, SDPOA Awards, and Padres’ Pacific Islander Heritage Night. With her sisters, the Savaiinaea Sisters, she shares a deep love for music and culture. Outside of work, Palanai enjoys family time, writing, and creating music inspired by her heritage. She lives in Grantville with her husband Brian and daughters Elisa May and Elena Ane.



ROY TAOIELEUMU OLOMANU 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 31 years of continued expression of culture Practitioners of our Oceanic Global AIGA.

Faafetai Tele Lava. Ia Manua!



TATI PELEGREEN

Tati Pelegreen, 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.



UNITED WE RIDE

PIFA is humbled and delighted to welcome the Auto, Motorcycle, and Truck Clubs into our festival Ohana. Their presence brings a new energy to the festival one that blends craftsmanship, cultural pride, and the joy of family coming together.

This year's participating clubs include:

- **Islanders Car Club** – Jon & Nia Tedtaotao
- **Section 8 MC** – Tha Kuya
- **Pacific Savagez MC** – Roderick "Rooster" Gabriel
- **Island Miniz Truck Club** – Rodney Cruz & John Balajadia
- **The Crowd C.C.** – Rob Sacay

PIFA Advisors for this area:

- **Jon Tedtaotao** – Islanders Car Club
- **Tha Kuya** – Section 8 MC
- **Roderick "Rooster" Gabriel** – Pacific Savagez
- **Rodney Cruz** – Island Miniz Truck Club
- **John Balajadia** – Island Miniz Truck Club



SECTION 8

Founded in Hawai'i over a decade ago, Section 8 Motorcycle Club was built on the values of faith, family, and freedom. What began as a local group of riders has grown into a brotherhood rooted in service, loyalty, and purpose. In 2021, the club expanded to the mainland with the launch of the Mainland SoCal Chapter, continuing its mission to ride with conviction and stand for something greater. For Section 8 Mainland SoCal, faith in God and the strength of family are foundational. Members are more than riders—they're fathers, brothers, veterans, and leaders united by respect, brotherhood, and moral integrity. The club actively supports the community through charity events, fundraisers, and outreach efforts. Their causes include child abuse prevention, PTSD awareness, cancer research, mental health advocacy, and suicide prevention. One of their core missions is to challenge the negative stereotypes often associated with motorcycle clubs, showing that wearing a patch can represent honor, responsibility, and service.

Through weekly Bible studies and public engagement, Section 8 Mainland SoCal leads by example, creating a legacy for future generations. Their motto—GOD. FAMILY. CLUB.—is more than words. It's a way of life. They ride with purpose, live with faith, and serve with heart.

These clubs represent far more than cars, motorcycles, and trucks. They are nonprofit organizations led by families and friends who care deeply about our community. Their mission includes promoting mental health awareness, wellness, and family support, helping to build a healthier and more hopeful future for all.

For these organizations, this is truly a family affair with children, parents, and elders' side by side. Together they help break down old stigmas, showing instead the beauty of positivity, healing, and service through their shared passion.

Their inclusion beautifully reflects this year's festival theme, "Pasifika United We Paddle." Whether on stage, in the community, or on wheels, we are reminded that when we move together, we move forward as one.

ISLANDERS CAR CLUB

All Glory to God! ISLANDERS Car Club was founded late 1999 & fully established in the year 2000 by Jon & Nia Tedtaotao. Our members have roots woven into OCEANIA. We are ONE car club, ONE family, SAME ROOTS! Our purpose is to unify our people with the same passion we have as members. That passion is the love for lowriders, classic cars & custom motorcycles. Attending community events (church, school fundraisers, cultural festivals, outreach programs to raise awareness etc.) allows us to stay engage, share our culture and support the cause.

A huge thank you to PIFA organization for allowing Islanders CC to showcase at this year's festival in San Diego CA, 2025. God bless!



PACIFIC SAVAGES MC

The Savagez (Empire) is a brotherhood of descendants from the Pacific Islands, Asia, and the Indigenous peoples of the Americas. We are a culture-based organization dedicated to honoring and preserving our diverse cultures while sharing with others.

Our mission is to unite and support our communities, celebrating our shared heritage with pride and respect. Central to our identity is our MOKO, the symbol of our cultural foundation. As an independent club, we represent our Pacific Islands (Aina), Reservations, Barrios, and communities. We embrace the wisdom of our elders, the strength of warriors, and the spirit of our ancestors, building a future rooted in our cultural values and traditions. The Savagez extend respect (Aloha) to all motorcycle riders and car enthusiasts.



ISLAND MINIS

Island miniz started on the year of 2021 with a small group of people that shared their passion for mini trucks and the love of our island called Guam. mini trucks was a movement that started in the early 80s and just blew up from there, and now that most of us traveled all around the states there's a group of us that carry that tradition here in San Diego. We have a total of 24 members who are mainly spread out here in Southern California. We host numerous events throughout the year for our communities to give back to everyone who shares the same love for mini trucks that we have. And no, we do not charge anybody a single penny for food or anything. Even though we might not all be related by blood, we all consider each other one family.



WHERE DO YOU

HOLO
HOLO?



CALIFORNIA



CALIFORNIA



WASHINGTON



UTAH

HOLO HOLO
MUSIC FESTIVAL

HOLOHOLOFESTIVAL.COM

goodvibez
PRESENTS

2025 ENTERTAINMENT

MASINA

Masina is a genre-blending artist whose music fuses soulful R&B songwriting with vibrant island energy. Born in Laie, Hawai'i and based in Long Beach, CA, her sound reflects a rich tapestry of cultural experiences and emotional depth. Following two R&B-driven albums and five standout singles, her latest release, *She, The Album*, marks a bold evolution—her first full project to incorporate island influence. Produced in collaboration with reggae/R&B legend Siaosi, the album explores womanhood, identity, and self-worth. Inspired by artists like Aaradhna and Alicia Keys, Masina's work celebrates the power of softness, strength, and cultural pride. masinamusic.com | [@xomasina](https://www.instagram.com/xomasina)



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 it's now 35th 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". [@napuailima](https://www.instagram.com/@napuailima)



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. Contact: reba70@gmail.com



KUHAI HALAU O 'ILIMA PA 'OLAPA KAHIKO



Kūhai Hālau O 'Ilima Pā 'Olapa Kahiko (KHOI) is a traditional hālau hula based in Oceanside, CA, founded in 2019 by Kumu Hula Ilima Kam Martinez. Rooted in the hula lineage of Lehua Frank Kawaikapuokalani Hewett, we are dedicated to preserving and perpetuating the traditions of hula. Through 'ōlelo (language), mele (song), mo'olelo (storytelling), and hana no'eau (cultural practices), we guide our haumāna in a deeper connection to Hawaiian culture. At KHOI, we are a nurturing a supportive community where each member contributes to honoring and carrying forward the legacy of Hawai'i.

kahulaoilima.com | [@khoi_hula](https://www.instagram.com/khoi_hula)

KUTTURAN CHAMORU & UNOHIT



Kutturan CHamoru Foundation (KCF), founded in 1993 in Long Beach, CA led by Fafa'nå'gue Saina Heidi Chargualaf-Quenga, is a tuition-free nonprofit preserving CHamoru language, music, and dance for youth living away from the Mariåna Islands. Guma' UnoHit led by Mågas Guma' Jenise Leon Guerrero-Cruz since 2013 in San Diego, shares this mission honoring our ancestors carrying their legacy forward. Together, we proudly represent Guam, Saipan, Tinian, and Rota at PIFA. United through culture, we celebrate our Micronesian heritage and honor the wisdom of their ancestors. Saina ma'åse to PIFA for uplifting Pacific Islanders and strengthening our connection to Oceania.

KutturanChamoru.org | [@UnoHit](https://www.instagram.com/UnoHit)

HIVA KATOA



Founded in 2017 by Noa and Jeannie Napoleon, Hiva Kātoa is a renowned Polynesian dance group in San Diego, CA. With lineage from Hawaii, Sāmoa, Tahiti, and Tokelau, they've created a thriving community that showcases the beauty of Pacific Islander culture. Their talented dancers have earned numerous awards, including Overall Group, Best Drumming/Music, and Best Soloist titles. As respected leaders, the Napoleons are dedicated to preserving and sharing their heritage through authentic, mesmerizing performances that inspire and educate audiences.

hivakatoa.org | [@hiva_katoa](https://www.instagram.com/hiva_katoa)

SIAOSI

Siaosi is a Polynesian-American reggae artist blending island vibes with old-school R&B soul. Born in Hawai'i and raised between SoCal and the islands, his sound reflects a lifetime of cultural roots, family ties, and smooth melodies. Known for hits like "All I Need," "Good Lovin'," and "Reggae Party," Siaosi has collaborated with legends like Fiji, J Boog, and Peetah Morgan, while carving out his own lane in the lover's rock and island reggae scene. Whether on stage or in the studio, Siaosi delivers music full of heart, harmony, and heritage.

siaosimusic.com | [@siaosimusic](https://www.instagram.com/@siaosimusic)



KALILOA O KALEO'ONALANI

Kaliloa O Kaleo'Onalani is a welcoming space where families and friends unite to celebrate Polynesian culture through dance, creativity, and mutual respect. The group encourages open-minded exploration of tradition and identity, believing that cultural survival depends on growth and understanding. Today's presentation honors the Kingdom of Tonga, the only Polynesian monarchy to retain its traditional governance. Tonga's resistance to colonization has preserved its rich heritage—songs, dances, and customs deeply rooted in history. Kaliloa proudly shares this legacy, inviting audiences to embrace the enduring spirit of Polynesia and look beyond the horizon toward a vibrant cultural future. @kaliloa-o-kaleoonalani



SISTER SUSAN GAYOSS

Susan Gayosso, born and raised in San Diego, is the youngest of seven children and married to Oscar Gayosso. Together, they have three daughters: Susanivanu 'Susie', Siona, and Shyla. Susan and her family are active members of The Rock Church under Pastor Miles McPherson, where she serves as Choir Director in the Worship Arts Ministry, leading the global choir across all campuses. She also co-labors with her husband on the Pastoral Support team and leads a women's Bible study group. Outside of church, Susan and her daughters are members of HIVA KATOA, a Polynesian dance group led by Noa and Jeannie Napoleon. They've been involved since its founding in 2017. Susan finds joy in spending quality time with loved ones and is passionate about helping others discover their God-given purpose. She believes true salvation comes through Jesus Christ and that every person has a divine calling to live out with confidence and faith.



IMAHEN TAOTAO TANO



Guma' Imahen Taotao Tano, meaning "Images of the People of the Land," is the first Chamorro cultural dance group founded in San Diego in 1999 by Rosemary Mantanona, a devoted student of Guam's Master of Chamorro Dance, Saina Frank Rabon. Certified as a Fafa'någue in 2002, Rosemary's mission is to preserve, promote, and perpetuate Chamorro culture through song, dance, chant, and traditional arts. Celebrating 26 years, the group remains a proud vessel of Chamorro identity and spirit, with Rosemary also serving on a Tribal Council guiding global Chamorro dance. Imahen Taotao Tano continues to educate and uplift across generations. imahentaototano.com

MOTU NEHENEHÉ



Motu Nehenehe Polynesian Dancers is a professional Polynesian dance company and dance studio celebrating its 35th year. Established in 1990 under the direction of Babe U'ilani Valero. Motu Nehenehe is Tahitian which means "Beautiful Island". Dances from Tahiti, Hawaii, New Zealand and Samoa are performed. Motu Nehenehe performs all over San Diego, Orange, and Los Angeles counties and Las Vegas. Some of the dancers have also performed abroad in Hawaii, Tahiti, Bora Bora, Mo'orea, Philippines and aboard a cruise ship. Some of the group's accomplishments are performing in the Bora Bora Heiva, Funko at Comic Con, U.S. Olympics California State Games, Disney on Ice, U.S. Navy Seal Team. motunehenehe.com | 858-272-MOTU (6688)

TA'UTIARE



Ta'utiare is a Polynesian dance troupe based in Oceanside, under the direction of Ra'atira, Jordonna Makihele and Dina Figueroa. They founded Ta'utiare in 2010 with the hopes of creating a group rooted in the foundation of sisterhood and family. They are dedicated to preserving and sharing the rich cultural dances of Polynesia with future generations. [@tautiare_polynesian_dancers](http://tautiare_polynesian_dancers)

SUATAUTE



We are dedicated to celebrating Polynesian culture with a strong focus on honoring our Samoan heritage through the arts. In memory of our mother, Suataute "Coke" Anoa'i—a trailblazer who shared her gift of siva since 1971—we continue her legacy of storytelling through dance, song, and folklore. Her influence reached across California and the South Pacific. At Suataute, we uphold the standard of "Samoa, muamua le Atua" (Samoa, God first), using our talents to serve others. Through siva, we teach ancestral values and weave together past and present, enriching lives and strengthening cultural identity across generations. [@suataute](http://suataute)



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. falepolynesia.com | [@falepolynesia.oc](http://falepolynesia.oc)



HEALI'I'S POLYNESIAN REVUE



Under the direction of Kumu Kathy Heali'i O Nālani Gore-Stanley, Heali'i's Polynesian Revue has perpetuated Polynesian cultures since 1967. Alongside her children—Edieann, James, and Anthony—they share the traditions of Hawai'i, Tahiti, Samoa, and New Zealand through song and dance. As a professional and award-winning group, Heali'i's has performed across the U.S., Hawai'i, Tahiti, and Japan, including with Hawaiian music legends and state symphonies. Their halau emphasizes history, tradition, and ohana (family), guided by the motto: 'A 'ohe hana nui ke 'alu 'ia—no task is too great when done together by all. healiis.com | [@healiis](http://healiis)



2025 CULTURAL VILLAGES

Cook Islands

KIA ORANA! Tuou! Tuou! Oro mai, oro mai! Kia Orana e Kia Manua. 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 generationto 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 @tivaevafilm on Instagram.



Federated States of Micronesia

KAMORALE! 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.



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 millenial by forging ahead as the world leader in preserving our oceans by establishing the first World National Marine Preserve and continuing sustainable fishing practices.



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 lolve of all things Hawaiian lives in us.



MARSHALL ISLANDS

IOKWE! Greetings from the Marshall Islands! Comprising 29 atolls and 5 single islands in the central Pacific, with a group of low-lying, palm-studded islets and turquoise lagoons. The Marshall Islands offer exceptional snorkeling, reef, and wreck diving opportunities, including WWII wrecks. The warm hospitality of the locals, who are eager to share their traditional navigation expertise and unique handicrafts, makes the islands an unforgettable experience, fostering a deeper appreciation for one of the Pacific's most breathtaking destinations.



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'lú 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.



SAMOA & AMERICAN SAMOA

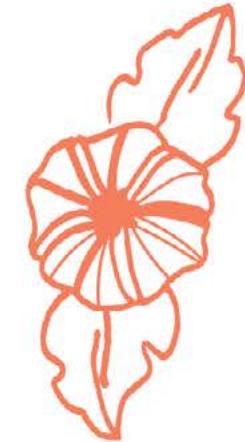
TALOFA! Serene and beautiful, Samoa The Heart of Polynesia are paradises in the islands of Samoa and American Samoa in the South Pacific. We are the same people, same custom, culture and tradition in the faaSamoa or the Samoan way of life! Our cultural history is proudly displayed through the matai or 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 headdress 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 Fafafia 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 manua!



Na Wahine Toa

Founded by Native Hawaiian MMA champion Ilima-Lei Macfarlane, the organization is dedicated to empowering Indigenous women and communities through education, advocacy, and cultural preservation. Inspired by her academic background in Cultural Anthropology and her passion for Indigenous issues, Ilima-Lei created a scholarship program and foundation to support young women affected by violence and systemic injustice. Beyond the cage, she actively engages in frontline movements, protects sacred sites, uplifts Native-owned businesses, and works closely with elders and rescue animals. Rooted in service and support, the organization reflects Ilima-Lei's belief that true strength lies in giving back.

The Poly Loan Guy



Glenn Siaumau

THE Polynesian Loan Guy

S2 Mortgage

Cell 562-999-6347

NMLS 2278633

@ThePolyLoanGuy



Bringing Family Vibes to

Real Estate Finance

S2 Mortgage Nicole Stockmoe

Mortgage Broker

DRE License# 01872714 - NMLS# 2583860

845 15th Street, Suite 103 San Diego, CA

92101

Nicole@S2mortgage.com

S2 Mortgage Glenn Siaumau

Loan Officer

DRE # 01415271 NMLS# 2278633

845 15th Street, Suite 103 San Diego, CA

92101

glenn@S2mortgage.com



2025 FESTIVAL VENDORS

CRAFT

808 Island Gifts and Jewelry
All Things Ube Desserts
Aloha Bliss
ALOHA SCENT Island Candles & Gifts Shop
Barefeet Graphics LLC
Becca's Treats
Crowns Guam
Crunch of Aloha LV LLC
Cukui
Da Kine Boutique
Designed By Beebs
Elena Leis and Gifts
Faith and Hustle_ID
Fine Polynesian Arts and Crafts
Guam Island Gifts
Happy Wahine
HAWAII STATION
Hawaiian Breeze
HO'ONANI COLLECTIVE LLC
Holo Holo Music Festival and Good Vibez Presents
Hot Headz US LLC
Hula Baby
Hulu Makana
INDOCRAFT
Island Armour Culture
Island Blue
Island Edge Designs
Island Stylez Inc
Island Tat
Island Treasures
JJ'Z TREATZ
JX-STYLE
Kalikiano Clothing & Gifts
Kelley's Kookies
Kuipo Accessories
Leialoha Essence
Leilanis Attic INC
Local Sweets
Ma'opu Designs
Mama Nellie's Kitchen
Mango Fix

INFORMATION

N8tive Roots
Ohana Crackseed
Ohana Hawaiian Jewelry
Pacific Island Arts
POLYNESIAN PRIDE
Pstgear
Seven Seas Worldwide
Show Me Your Pukana
Skye's Designs
Slades Polynesian Crafts
Tatau Brand
Touch Of Paradise
TR&CO
Treasures Of Polynesia
Vince Jewelers
VonRadtke & Company
West Kauai Sun

San Diego Police Department
San Diego Sheriff's Office
Shugarman's Bath
SoCal PICRT
Soleil Communications, Inc (Hyatt Vacation Club)
Sons and Daughters of Guam Club, Inc.
Storm Volleyball Club (Indoor Girl & Boys) + Beach
Taupou Samoa
Univ of California San Diego
University of Utah - Utah Pacific
Islander Diabetes Study
San Diego Gulls
SD PRIDE
Island Grad
Kanaka Davis

FOOD

Ahahui Kiwila Hawaii o San Diego
Bula Pies
Capitol Kitchen
Chamorro Grill
Cruisin Juice dba Spiral King Concession
Da Coconut Café
Dellsushi
Fusion Eats
Gabina's Cuisine
Hana Hou Shave Ice
Island Life Foods
Kalei's Kitchenette
L & L
Le Fala Catering
Mochinatics
Pupusas Latin Food/Tiger Sticks
Shaka Shack Grinds
SweetStacks
Teifs Island Pacific Grill
The Samoa Association San Diego
WKM Enterprises (DBA - Noemi's Shave Ice Sheck)

The Samoa Association San Diego

Congratulates PIFA on 31 years!

Join us at our 2025 events

We welcome you to join us for our final events as the 2025 year comes to a close!



October 4
October 12
November 8
December 20
December 27

**Semi-annual Walk & Talk
Lotu Tamaiti: White Sunday
5th Annual Golf Tournament
Faifeau: Christmas Dessert Box
Squares Fundraiser & Member Appreciation Night**



Where to reach us

Website: www.tsasd.org
Instagram: [@tsasandiego](https://www.instagram.com/@tsasandiego)

Email: info@tsasd.org
Call: Lefaua 619-846-4353
or Michelle 619-373-3949

Apply for 2026 scholarships on our website!

MICRONESIAN OUTREACH MINISTRIES USA (MOMUSA)



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 Micronesians 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. Compelled to spread the gospel of Jesus Christ to fellow islanders, this small group of believers began doing outreach ministries in other Micronesian communities on the Westcoast 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 (SDBA) and the California Southern Baptist Convention (CSBC). We are blessed to have experienced the amazing work 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 can't 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 though the venue of sports. This year, MOMUSA hosted its 28th Annual Summer Ministry Games at Miramar College Gymnasium in San Diego, California. About 300 young people from all over US mainland, Hawaii, and as far as Guam traveled to San Diego to participate in this tournament. The event spanned over 3 days from June 27 through June 29, 2025. The turnout was, indeed, successful! We give God the glory!

A huge thank you to our guest speakers, honorary dignitaries, participating teams and spectators, and last but not the least our sponsors and sister churches for your commitment, generosity, and support. We could not have done this without your faithful support! MOMUSA greatly appreciates you all, and we look forward to continuing to collaborate with you more at any future community outreach events.



Thank you. Ke Kmal Mesulang. Killisou Chapur. Kalahngan. Kamargar. Kulo Ma Luhlahp. To learn more about us, please visit: www.momusa.org | www.momusasports.com



NOEMI'S



SHAVE ICE SHACK



Shave Ice
Lilikoi &
Vanilla ice cream

Tommy & Debbie Rosas
(619)889-7348
Noemishaveice1@gmail.com



- EST. 1993 -

Sushi
on a
Roll



THE HUI O HAWAI'I OF SAN DIEGO



The Hui O Hawai'i is a 501 C 3 organization, providing opportunities for our members to gather together and connect with their Hawaiian culture. We offer various cultural classes to our members and the community. Expert practitioners, both local and nationwide partner with the Hui to share Hawaiian heritage through history and cultural arts. Participants learn how to make Lauhala, Lei Po'o, Ribbon Lei, Ni'iuhau Jewelry, to name a few, as well as sharing culinary recipes and practices, storytelling from cultural practitioners and more. We also hold a weekly Kanikapila (ukulele jam sessions) for members.

Founded in 1969, the Hui O Hawai'i of San Diego preserves 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. The Hui also impacts the lives of countless students by offering scholarships and by encouraging our youth to be engaged with their communities.

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.



THE GOODLIFE TATTOO SHOP

Ink With Purpose. Art With Heart.

As San Diego's Premier Poly Tattoo Shop, The Goodlife Tattoo Shop is more than just a shop—it's a vibrant hub of creativity, culture, and community. Led by renowned artist Ron "ThaKuya" Galido, The Goodlife Tattoo Shop is home to a growing family of skilled tattoo artists who are passionate about making each client feel seen, heard, and proud to wear their story. From bold concepts to personal expression, we create all types of tattoos with intention and respect. Whether it's your first or your fiftieth, The Goodlife Tattoo Shop is where art meets purpose.



HEART OF THE COMMUNITY At Goodlife, we believe in healing through art—but also in protecting the hearts behind the stories. That's why we proudly partner with:



TEAM ONLY STRONGER

Team Only Stronger is a nonprofit organization dedicated to one of the most urgent and often overlooked issues in our society—the prevention of childhood sexual abuse and trauma. Founded on the belief that

healing begins with courage, awareness, and community, Team Only Stronger works to break the silence surrounding abuse, empower victims, and promote lasting change through advocacy, outreach, and trauma-informed initiatives.



The Goodlife Tattoo Shop

465 17th St, San Diego, CA 92101

Instagram: [@thegoodlifetattooshop](https://www.instagram.com/thegoodlifetattooshop)

Artists: [@thakuya](https://www.instagram.com/thakuya) [@sarapbuhay97](https://www.instagram.com/sarapbuhay97)

@medina.inkk @anttt.tattoos @browkidd

Goodlife

MEMBER SPOTLIGHT: BRIAN CRUZ - LOGISTICS CHAIRMAN



In every successful festival, there are those who work tirelessly behind the scenes to ensure that every moving part comes together seamlessly. For the Pacific Islander Festival Association (PIFA), one of those pillars is Brian Cruz, our dedicated Logistics Chairman.

Brian's steady leadership and meticulous planning have been instrumental in ensuring that PIFA runs smoothly year after year. From coordinating transportation and equipment to overseeing set-up and tear-down, he ensures that every logistical detail is carefully handled. His ability to anticipate challenges, provide solutions, and keep the festival on track reflects not only his skill but also his deep commitment to our community.

What sets Brian apart is not just his organizational expertise, but also his heart. He leads with humility, service, and the true spirit of Inafa'maolek the Chamorro value of harmony, cooperation, and community. Whether he is working side by side with volunteers, guiding teams through complex

operations, or quietly making sure everything is in place before the first visitor arrives, Brian embodies the spirit of unity that defines PIFA.

We also extend our heartfelt gratitude to Brian's loving wife and daughters, whose support and understanding allow him the time away from family to serve the Pacific Islander community. Their sacrifice and encouragement are woven into the very fabric of his service.

Through his role as Logistics Chairman, Brian helps uphold PIFA's mission: creating a welcoming, safe, and joyful environment where the cultures of Melanesia, Micronesia, and Polynesia can be celebrated and shared. His dedication ensures that thousands of guests and families can come together each year to experience the richness of our Pacific heritage.

Si Yu'os Ma'āse, Brian, for your unwavering service, leadership, and love for our community. PIFA is stronger and more connected because of you.

2025 TASTE OF THE PACIFIC



The Taste of the Pacific Scholarship Fundraiser was a vibrant celebration of Pacific Islander heritage, held at the iconic Bali Hai Restaurant on Shelter Island. Embracing this year's theme, Pasifika – "United We Paddle," the event showcased the richness of the islands through food, entertainment, and the spirit of hospitality.

Since its inception in 2003, Taste of the Pacific has raised over \$200,000 in scholarship support, helping students cover tuition and essential educational expenses. Many recipients have gone on to successful careers, while others have returned to serve as PIFA Board Members and volunteers, giving back to the community that supported them. PIFA remains committed to nurturing future leaders who carry forward the values of service and cultural pride.

For over two decades, Bali Hai Restaurant has graciously hosted this fundraiser, offering its lush tropical landscape and warm ambiance to support PIFA's mission. Their continued partnership has played a meaningful role in the success of countless students.

This year, 19 restaurants participated, each offering a unique taste of the islands—from ube cheesecake bites, pecan tarts, and Hawaiian shave ice to savory favorites like barbecue chicken, musubi, ahi poke, and corned beef chop suey. In a fun twist, secret voters cast their ballots for the coveted "Bite of the Night" award, which was proudly won by All Things Ube for their standout dessert creations.

The evening was hosted by Hula Ramos, beloved former radio personality, and Mackenzie Rubish, winner of Season 2 of Great American Bakeoff, who kept guests engaged and entertained. The talented

youth of Kaliloa O Kaleo'Onalani Polynesian Dancers performed with pride and grace, and the newly crowned Miss Pacific Islander of San Diego, Jaeanaca Villagomez, offered a beautiful dance in honor of the occasion.

Behind the scenes, PIFA's Board of Directors and Executive Team worked tirelessly, supported by community members who generously shared their time and talents. The event was a true reflection of the proverb, "It takes a village to raise a child."

PIFA extends heartfelt gratitude to all who attended, contributed, and celebrated with us. We look forward to welcoming you back for Taste of the Pacific 2026.



TASTE COMMITTEE

Andrea Bugawisan
Monica Smith
Jasmine Cone
Anissa Acfalle
Jolene Ibarra

MASTERS OF CEREMONY

Hula Ramos
Mackenzie Rubish

ENTERTAINMENT

Kaliloa O Kaleo'Onalani
Polynesian Dancers

MUSIC

DJ Vince Taisague

TASTE PACKAGE SPONSORS

Hui O Hawaii
Karaoke Time Entertainment LLC
Ko Aloha
PanPac
PISIA Family
PT Eatery
Pacific Islander Collective San Diego (PICSD) * guests:
County of San Diego *
UCSD *
Viejas *

SILENT AUCTION DONORS

Aloha Collection
Charlene Kawabata
City Cruises
Don Laughlin's Riverside Resort
Hotel & Casino
Doreen Alailima
Holo Holo Music Festival
Japanese Friendship Gardens
Kaimana Krafts
L&L Barbecue
Mahealani Taisague
Maia Valluri
Marie Cruz
Mike Atkinson
MJ & Rudy Tai
Monica Smith

Na Koa Kai Canoe Club
Nawahine Nani
Old Globe Theater
Rita Gorniak
Sycuan Casino
Tala Aina
Total Wine & More
USS Midway
Viejas Casino & Resort
Vince Jewelers
PT Eatery
PIFA

PARTICIPATING RESTAURANTS

All Things Ube
Bali Hai
Beccas Treats
Chamorro Grill
Che's Creations
LC's Kitchen
Gabina's Cuisine
L & L Hawaiian BBQ
Island Life Foods
Island Mike's Poke
Jingle Sprinkles
Leo's Kitchen
Noemi's Shave Ice
Papas Pacific Island BBQ
Snoice
Sushi on a Roll
The Samoa Association San Diego
Tief's Pacific Grill
Tiger Sticks



WINNER OF THE 2025 “BEST BITE OF THE NIGHT”

**ALL THINGS
UBE DESSERTS**

ALLTHINGSUBEDESSERTS.COM | @ALLTHINGSUBEDESSERTS



2025 TASTE OF THE PACIFIC





Our mission is to preserve and promote Samoan and Pacific Islander culinary heritage through education, community engagement, and cultural preservation.

Program Initiatives

- Culinary Workshops
- Community Table and Experiences
- Sustainable Agriculture Workshops
- Learning Through Educational Films

JOIN US AT OUR NEXT EVENT ON SEPT 28!



Use promo code "PIFA15"

www.pasifikaculinaryproject.org

 @pasifikaculinaryproject



FINAL REFLECTION FROM NAUTICA ROSARIO

During my reign as Miss Pacific Islander 2024-2025, I have been truly blessed to be a part of this amazing journey and grateful for all the opportunities. Whether it was teaching Polynesian dance to the keikamahine classes, reading to them in schools, or sharing our culture through performances for our kūpuna, every moment filled my heart. It truly blessed me to be able to spread Pacific Islander love across all ages and generations.

One of my core missions and most cherished memories as Miss PIFA was to share and spread the message of Faith during my Year as Miss Pacific Islander I was able to establish a small Bible study group for young adult women.

We gathered to share our personal stories, strengthen our faith, and build lasting friendships. It was truly fulfilling to see how these connections helped us grow spiritually and emotionally. Reflecting on my time, I feel deeply grateful for the opportunities to serve, learn, and inspire others while also being inspired in return. It's been an honor to represent my community and I hope my time as your Miss Pacific Islander of San Diego has truly made a difference.





Faithful PRINTING

CREATIVE • PRINTING • SOLUTIONS

OUR SERVICES (619) 215-5010

- ✓ Full Service Direct Mail Marketing
- ✓ Flyers, Brochures, Newsletters & Catalogs
- ✓ Jumbo Door Hangers
- ✓ Business Cards
- ✓ Custom Holiday Cards & Invitations
- ✓ Custom Banners & Flags
- ✓ Custom Signage
- ✓ Trade Show Essentials
- ✓ Personalized Stationery, Tickets & More

WOMAN OWNED • VETERAN OWNED

CHAMORRO OWNED

MENTION THIS AD FOR
10% OFF YOUR FIRST ORDER!

Have an idea? Let us print it for you!



Personal Service.
Professional Results.

CHE'LU: UNITING THROUGH CULTURE AND PADDLE



CHE'LU, embodying the spirit of "United We Paddle," has consistently demonstrated its commitment to preserving and promoting Chamorro culture. Their unwavering support for **Prugraman Sinipok** plays a vital role in revitalizing the Chamorro language, ensuring its transmission to future generations and strengthening our cultural identity. This dedication to linguistic heritage is a cornerstone of CHE'LU's mission.

Furthermore, CHE'LU is proud to support **Guma Imahen Taotao Tano**'s cultural exchange program in France during the summer of 2025. This initiative showcased the richness and artistry of Chamorro culture on an international stage, fostering understanding and appreciation across borders. In a new partnership with CSU San Marcos, CHE'LU is also actively supporting **Chamorro youth mental health**, providing essential resources and community-based care to a vital part of our population.

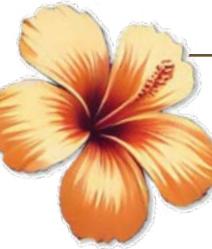
Central to CHE'LU's efforts is the **Sakman**, a traditional Chamorro outrigger canoe. Their dedication to the Sakman's construction and ongoing maintenance is a testament to our seafaring heritage. The Sakman symbolizes unity, resilience, and our ancestral connection to the ocean, perfectly aligning with the "United We Paddle" theme.

Through these diverse initiatives, CHE'LU continues to paddle forward, united in their mission to preserve and share the Chamorro heritage.

@chelusdorg | chelusd.org | info@chelusd.org

Looking ahead, CHE'LU invites everyone to join the **Chamorro Cultural Festival** on March 21, 2026, at the **Oceanside Pier Amphitheater**. This vibrant event will celebrate Chamorro traditions, arts, and community spirit, providing an opportunity for all to experience the beauty and strength of our culture.





PIFA'S 6TH LUAU FUNDRAISER

On August 30, 2025, the Pacific Islander Festival Association (PIFA) hosted its 6th Annual Luau Fundraiser at the picturesque Bali Hai Restaurant on Shelter Island, marking 31 years of cultural celebration and service. The evening's theme, "Pasifika: United We Paddle," reflected the unity and shared heritage of Pacific Islander communities across Southern California.

The event also honored Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Heritage Month and Mental Health Awareness Month, reinforcing PIFA's commitment to cultural pride and community wellness. Guests were warmly welcomed by Miss Pacific Islander of San Diego, **Nautica Rosario**, who greeted VIPs and table sponsors with fresh flower and kukui nut leis.

PIFA Vice President **Anissa Acfalle** opened the evening with the Pledge of Allegiance, followed by a prayer of thanksgiving led by Pastor Reverend Benson Mauga. The program featured the presentation of PIFA's Community Service Awards to **Rev. Benson & First Lady Mouna Mauga** of First Samoan Baptist Community Church, **Dr. Gil Ontai** of the Kanaka Bill Davis Trust Group, **Jennifer & Isobel Kinsang** of Micronesian Outreach Ministry USA, and **Danny Blas**, Chairman of Che'lu.

In a heartfelt moment, **Rev. Mauga** presented the 2025 *Eni Faleomavaega Humanitarian Award* to **Marie Cruz**, recognizing her outstanding contributions to the community.



The evening's festivities were emceed by longtime cultural host and PIFA Board Member **Natisha Tuua**, with music provided by **DJ Vince Taisague**. Guests enjoyed a captivating performance by the **Ta'utiare Polynesian Dancers** from Oceanside, showcasing the beauty and vibrancy of Polynesian traditions. PIFA President **Tana Lepule** closed the evening with a prayer, bringing the celebration full circle.

Throughout the night, attendees participated in a silent auction and supported PIFA by purchasing t-shirts and hats. All proceeds from the event will benefit PIFA's scholarship programs and the annual Pacific Islander Festival, continuing the organization's mission to uplift and empower Pacific Islander youth and families.

PIFA extends its deepest gratitude to all who attended and supported the Luau. *Fa'afetai tele lava*—and we look forward to celebrating with you again at PIFA 2026!



LUAU COMMITTEE

Jeannette Perez
Natisha Tuua
Anissa Acfalle
Monica Smith
Mahealani Taisague
Doreen Alailima
Jolene Ibarra

TABLE SPONSORS

Aloha Scent
Black Tongue HUI
Che'lu
House of Chamorros
Hui O Hawaii San Diego
Kanaka Will Heath Davis Trust
Ko Aloha
MC Empire
Na Koa Hema Tribe
Na Pua 'Ilima
Pacific Islander Collective San Diego PICSD
Pacific Savagez
San Diego Pan-Pacific Law Enforcement Association

The Samoa Association San Diego
ACKNOWLEDGEMENTS
Reverend Benson & Mouna Mauga PIFA Pastor
Ta'utiare Polynesian Dancers
VIP guests, PIFA Leaders & Past Presidents
Pacific Islander Community Leaders
Bryson Klm BKIM Photography
Micheal & Suzanne Lagman
DF Vince Taisague

SILENT AUCTION DONORS

Individual Donors
Anissa Acfalle
Arianna Burmudez
Monica Smith
Tamara Borukhov
Atkinson's

PIFA Director Donors

Tana Lepule
Anissa Acfalle
Mahealani Taisague
Tara Chargualaf
Doreen Alailima
Maia Valluri
Tala Aina
Natisha Tuua
Noel Chargualaf

Business Donors
Atkinson's Plumeria
Belmont Park
CA Fish & Grill
Good Vibez Presents
In-N-Out
Kalei's Kitchenette

Raising Cane's
Rockin Jump
San Diego Padres
Save Our Heritage Organization
Smart & Final
Soapy Joe's
Urban Café
Urban Plates
USS Midway
Verant Group



PIFA's 6TH LUAU FUNDRAISER



2230 Shelter Island Dr, San Diego, CA 92106 | (619) 222-1181 | balihairestaurant.com



EL CAJON

356 Broadway
Target Shopping Center
El Cajon, CA 92021
(619)444-4323



OUR WEBSITE



OUR INSTAGRAM



BBQ CHICKEN PLATE



ADOBO PLATE



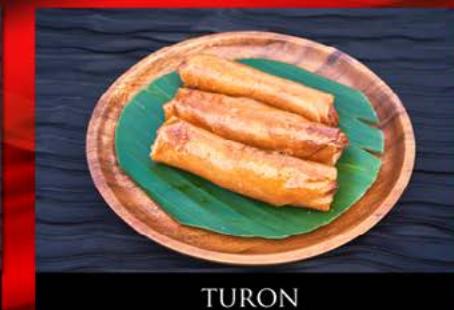
BBQ PORK PLATE



LUMPIA



VEGGIE EGGROLLS



TURON

**SERVING SAN DIEGO'S
CATERING & EVENTS**

**FUNDRAISING-Sports Teams,
Schools & PTA, Non-profit**

**PRIVATE & CORPORATE EVENTS-
Luau, Birthdays, Weddings,
Employee Appreciation**

**COMMUNITY EVENTS-Street Fairs,
Carnival, Festivals**

**For More Information call
(619)587-3688
sdhawaiianbarbecue@yahoo.com**

NATIONAL CITY POLICE DEPARTMENT APPRECIATION LUNCHEON



On Tuesday, June 3, 2025, the Pacific Islander Festival Association (PIFA) Board of Directors, led by President **Tana Lepule**, hosted its fourth annual Appreciation Luncheon for the National City Police Department (NCPD). Held in the Community Meeting Room, the event recognized the department's longstanding partnership and support of PIFA's mission to uplift Pacific Islander communities.

This year's luncheon honored **Chief Alejandro Hernandez**, a Sweetwater Union High School alumnus and Class of 1990 graduate alongside President Lepule. Chief Hernandez and his team were celebrated for their commitment to public safety and community engagement, especially in support of PIFA since 2003. This collaboration began under former PIFA President **Penu Pau'u Jr.**, who was appointed National City Police Chief that same year, forging a strong bond between law enforcement and the Pacific Islander community.

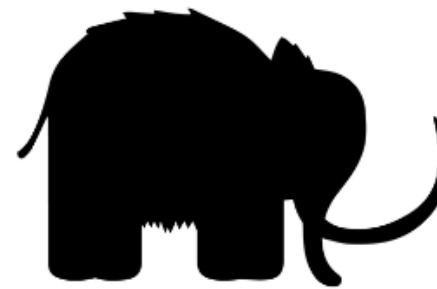
PIFA regularly holds board and committee meetings in the Community Meeting Room to plan one of the largest Pacific Islander festivals in the nation and conduct annual board elections. The luncheon, catered by **L&L Hawaiian Barbecue**, was a gesture of appreciation for the department's continued collaboration and dedication to community service.

The event brought together PIFA board members, NCPD officers, and community leaders, reinforcing the shared values of unity, respect, and service. PIFA expressed its gratitude for the department's role in ensuring the safety and success of its events year after year.

As PIFA celebrates over three decades of cultural leadership, the organization looks forward to strengthening this partnership and continuing to build bridges between law enforcement and the Pacific Islander community.

Thank you to the National City Police Department for your enduring support and commitment to the people of San Diego.





S N O I C E



Homemade just for you
San Diego, CA

CHAMORRO GRILL
ISLAND BBQ RESTAURANT & CATERING

TAUPOU SAMOA CULTURAL ARTS

E vave taunu'u le malaga pe a tatou alo va'a fa'atasi



Established in 1990, **Taupou Samoa Polynesian Performing Arts School** has been a cornerstone for Samoan and Pacific Islander communities in San Diego. Rooted in Fa'a Samoa family, respect, unity, and cultural pride, we've spent over three decades preserving and sharing the beauty of Samoa and Polynesia through dance, music, language, and storytelling. Our mission has always been about more than performance; it's about **connection, empowerment, and passing on tradition**.

As our community evolved, so did our understanding of its needs. In 2022, we founded **TAUPOU SAMOA CULTURAL ARTS** as a 501(c)3 Nonprofit to expand our reach beyond the performing arts. This new chapter reflects a deeper commitment: to uplift Pacific Islander voices, address underrepresentation, and create spaces where our people are seen, heard, and valued not only during celebrations, but in everyday life.

We believe our cultural practices are living tools for healing, strength, and future-building. Through **intergenerational programs**, we bring youth, families, and elders together to honor heritage while shaping a vision for the future. By bridging ancestral wisdom with modern aspirations, we foster identity, resilience, and purpose.

At the heart of our work is a drive to confront the social, economic, and cultural disparities that affect

our community. We aim to create spaces where **cultural identity is celebrated** and lived where ties are strengthened, and where we raise cultural ambassadors who will carry our stories forward.

Today, our programs reflect this vision. We offer the **Samoan Cultural Arts Program**, sustaining traditions through music, dance, and language; the Mental Health & Wellness Initiative, supporting Samoan holistic well-being; and the TU I Luga Youth Program, recently launched to empower the next generation to RISE UP with confidence, purpose, and pride.

Through TAUPOU SAMOA CULTURAL ARTS, we're not just preserving the past we're **shaping the future**. Our legacy is one of **Fa'a Samoa**, love for our land, respect for our elders, and service to our people. We envision a Southern California where Samoan and Pacific Islander heritage is recognized, honored, and thriving.



Connect with us:

@TAUPOUSAMOACULTURALARTS | TAUPOUSAMOACULTURALARTS.ORG



31ST ANNUAL PACIFIC ISLANDER FESTIVAL

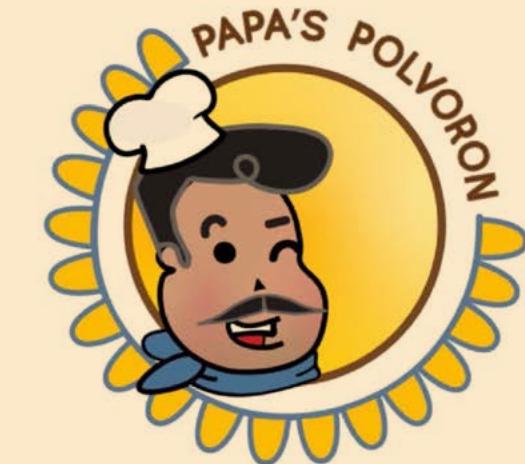
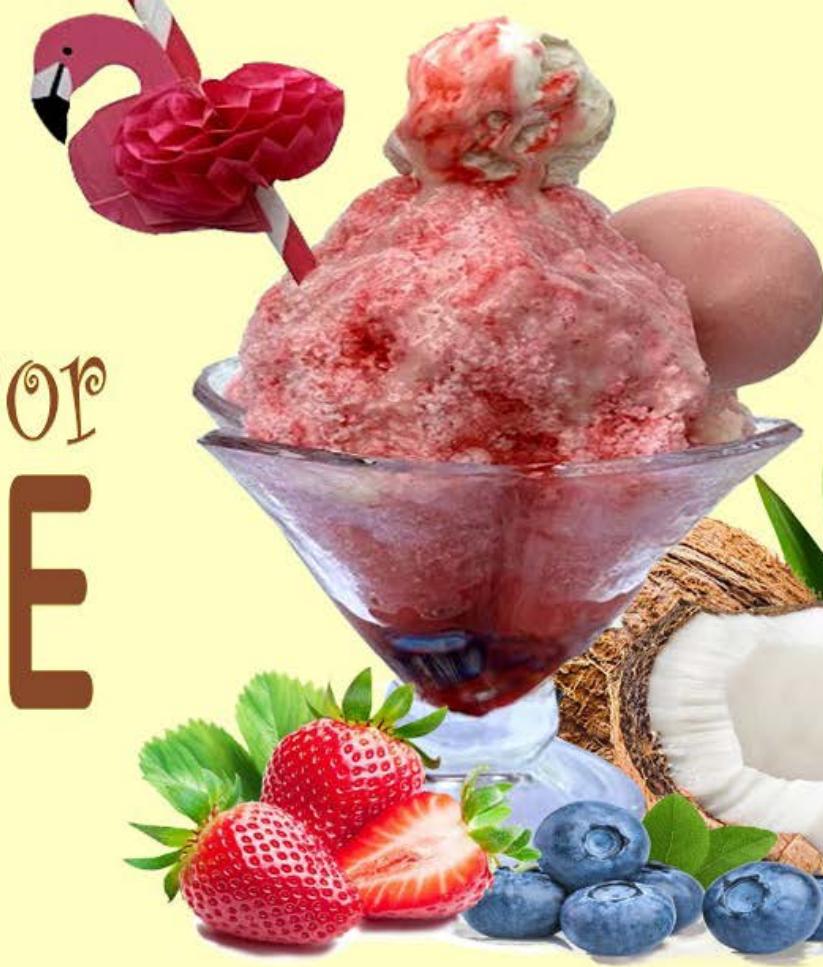


unlimited REAL fruit flavor SHAVE ICE

www.JingleSprinkles.com



- CATERING
- POP-UP EVENTS
- PRIVATE EVENTS
- PICK UP/DELIVERY
- BIRTHDAYS/WEDDINGS/PARTIES



FILIPINO SHORTBREAD & DESSERTS

- CATERING
- POP-UP EVENTS
- PRIVATE EVENTS
- PICK UP/DELIVERY/SHIPPING
- BIRTHDAYS/WEDDINGS/PARTIES
- ONLINE ORDERING

www.papaspolvoron.com

PACIFIC ISLANDER HERITAGE NIGHT AT PETCO PARK

Padres vs (Cincinnati) Reds, September 10, 2025



On Wednesday, September 10, 2025, the Pacific Islander Festival Association (PIFA), in proud partnership with the San Diego Padres, hosted the vibrant **Pacific Islander Heritage Night** at Petco Park in Downtown San Diego. Held alongside a Padres home game, the event celebrated Pacific Islander culture, unity, and pride, drawing thousands of fans from across the region.

The evening kicked off with a high-energy pre-game performance by **Hiva Katoa**, a premier Polynesian dance group led by Noa and Jeannie Napoleon, on the Gallagher Stage. Their powerful storytelling and choreography captivated the crowd and set the tone for an unforgettable night. **Natisha Tuua**, PIFA Board Member and longtime cultural host, emceed the program with warmth and charisma.



PIFA proudly introduced **Queen Jaeanaca Villagomez**, the newly crowned 2025–2026 Miss Pacific Islander of San Diego, representing the Chamorro heritage. Fans who purchased tickets through PIFA's official link received a limited edition 2025 Padres jersey designed by local brand Tatau!—a first-come, first-served keepsake celebrating Pacific Islander motifs and identity.

A standout moment was the stirring National Anthem performance by **Isaiah Mauga**, a talented local Pacific Islander vocalist. His powerful voice echoed through the stadium, honoring the community's patriotism.

Proceeds from ticket sales supported PIFA's scholarship programs and annual festival, continuing the organization's mission to uplift and empower Pacific Islander youth and families. Since partnering with the Padres in 2015, PIFA has worked to promote Pacific Islander heritage and visibility in the broader San Diego community.

This year's Heritage Night was a powerful reminder of the strength, beauty, and unity of Pasifika culture—and the importance of representation in public spaces.

PIFA extends heartfelt gratitude to all who attended, supported, and celebrated with us.

Go Padres!

ACKNOWLEDGEMENTS

On behalf of the Pacific Islander Festival Association, we extend our deepest gratitude to the incredible volunteers, professionals, and cultural leaders who have generously shared their time, talents, and hearts with our organization and the local Pacific Islander community. Your dedication uplifts our mission, strengthens our cultural legacy, and ensures our events reflect the pride and beauty of Pasifika heritage. Whether behind the scenes or center stage, your contributions make a lasting impact. We are honored to stand beside you in service and celebration.

Thank you for helping us paddle forward, united and strong.

COVER & TSHIRT ARTWORK

Maka Merghart
Toloai Letuli (Tatau Brand Clothing)

MEDIA PARTNERS

Bryson Kim
Michael & Suzanne Lagman
Jeraph Media - Jerico & Brittany Aguon
Imagine Media Group
Pasifika Culinary Project - Mackenzie Rubish
Dominic Blas
Maia Lei Design - Maia Valluri
Donovan Manison-Salazar



Welcome aboard

Get ready to explore

Now that Hawaiian Airlines has joined Alaska Airlines, we are taking you further — reaching **140+ cities around the world and 120+ daily flights between the Islands**. Plus, when you fly our combined network, you earn even greater rewards.



Find great fares at AlaskaAir.com and HawaiianAirlines.com



SECURE
THE FUTURE
BY FIGHTING
FOR IT

