



TO: The Aloha Pickleball Team; Mark, Nancy, Renee & Makana
FROM: Nolan Ahn, President Pickleball Association Kauai
DATE: February 13, 2022
SUBJECT: Aloha and best wishes for success

Mahalo to the Aloha Pickleball team for making yourselves available as a resource to us on Kauai. As a newly formed 501c3 organization, our mission is:

Pickleball Association Kauai will develop, operate and maintain quality dedicated pickleball venues with the spirit of Aloha.

When we heard about the plans for Aloha Pickleball to build an 11 to 16 court Pickleball Health & Fitness facility in Kihei, we wanted to know how an investment of more than \$10 million could be justified. Mark Beach quickly agreed to have a zoom meeting with me and invited his wife Nancy and his team to join us. I had sent ahead some background information about us, and our website address www.pakauai.org. Mark diligently familiarized himself with our organization and was entirely open and forthright in sharing their confidence in their ability to make their facility a viable one based upon extensive research and observation. Having lived in Bend, Oregon where they watched pickleball grow at an astounding pace once quality courts were built, they are following the advice of

their mentor who told them, *“If you build it, they will come.”* That mentor has recently built a 55,000 square foot indoor facility for pickleball, a trampoline zone and adventure park. Courts at the Bend facility have been full since the opening of the facility, and the pickleball numbers are growing exponentially. The Aloha Pickleball Facility in Kihei will feature both indoor and outdoor lighted courts, a fitness center as well as a health center with space for yoga, physical therapy, massage therapy, acupuncture and more.

What I was the most impressed about was how much Mark and Nancy Beach have embodied the spirit of aloha, and that the name of their company is not just something that was pulled out of a hat. We discussed the sacred nature of Aloha in Hawaii, and how Kumu Pilahi Paki stated at the 1970 Governor’s Conference on the Year 2000, ***“The world will turn to Hawai’i as they search for peace because Hawai’i has the key; and that key is ALOHA.”*** We both agreed that pickleball is unique because it builds deep friendships more than any other sport we know. We also see that the biggest challenge to pickleball is to have enough courts to accommodate the growing number of players. The need is greater than either the private or public sectors can fill so we encourage all court development to satisfy the needs of the fastest growing sport in the USA.

I believe that pickleball may be the catalyst for fulfilling Auntie Paki’s vision of a Lei of Aloha surrounding the world. With facilities and people like Aloha Pickleball and Pickleball Association Kauai, our precious Aloha will help bring peace to a world sorely in need of it. Imua, Aloha Pickleball!