11th Annual Korean Festival

Saturday, July 14, 2012 • 10 AM – 8 PM

Kapiolani Park & Bandstand ~ Free Admission

Free Parking & Shuttle at Kapiolani Community College ~ www.koreanfestivalhawaii.com

From Korea: Special Performance

Kim Wan Sun
The Madonna of Korea

Meet and Greet Autograph Session at the Korean Festival!

Seo Jisuk
Starred in:
Pure in Heart
Gloria
High Kick

11th Annual Korean Festival
Mahalo Dinner
Kim Wan Sun Dinner Concert

July 20, 2012
Queen Kapiolani Hotel (Akala Room)
Tickets on Sale at the Korean Festival Scrip Booth
MESSAGE FROM MAYOR PETER B. CARLISLE

July 14, 2012

It gives me great pleasure to send my warmest aloha to everyone gathered for the 2012 Korean Festival at Queen Kapiolani Park.

This much-anticipated event is one of Hawaii’s most popular festivals. It engages people in activities that promote cultural understanding and ethnic harmony. It celebrates the wonderful diversity that is Hawaii by featuring traditional and modern Korean culture, arts and cuisine in a fun-filled day of enriching experiences that inspires all who attend.

Mahalo to the Hawaii Korean Chamber of Commerce for presenting an event that delights thousands of residents and visitors. Thank you to the performers, volunteers and supporters for treating us to a colorful mix of performances, food, displays and family activities.

On behalf of the people of the City and County of Honolulu, I extend best wishes for an enjoyable and memorable festival.

With warmest regards,

Peter B. Carlisle

PETER B. CARLISLE
MAYOR

DOUGLAS S. CHIN
MANAGING DIRECTOR
CHRYSN K. A. EADS
DEPUTY MANAGING DIRECTOR

Special Message from Governor Neil Abercrombie
Presented to
The Hawai‘i Korean Chamber of Commerce
July 14, 2012

한녕하심니가 (Annyeong hashimnikka) and best wishes to the volunteers, and participants at the 11th Annual Korean Festival sponsored by the Hawai‘i Korean Chamber of Commerce.

I would like to extend my warmest 감사합니다 (kamsahamnida) to the more than 500 volunteers who have made this festival a reality. I commend all of the organizations that are sponsoring the festival, especially the Hawai‘i Korean Chamber of Commerce, for their dedication to fostering unity, creating networking opportunities for leaders within the Korean community, and for promoting the advancement of Korean culture and values.

As your Governor, I pledge my continued support of initiatives that further the advancement and recognize the contributions of Hawai‘i’s Korean community.

I extend my warmest aloha, share my deepest appreciation for the Hawai‘i Korean Chamber of Commerce, and wish all those participating in the 11th Annual Korean Festival the very best.

With warmest regards,

Neil Abercrombie

NEIL ABERCROMBIE
Governor, State of Hawai‘i

Congratulations to the 11th Annual Korean Festival and Continued Success
Greetings to my fellow Koreans, Aloha!

I send my heartfelt congratulations to the successful hosting of the 11th Korean Festival. Let me first acknowledge the dedication and efforts of President Christine Kim of the Hawaii Korean Chamber of Commerce and all members of the Korean Community, who put together this wonderful event. My special thanks also go to the officials of the City and County of Honolulu for their continued interest and support.

The Korean Festival is a meaningful event to promote Korea’s tradition and culture in Hawaii, a multi-cultural and multi-ethnic island, as well as a great opportunity to enhance the understanding of the Korean community, a significant part of the Hawaiian society. The event is also a great pride of ethnic Koreans living in Hawaii.

I hope that you will See, Listen, and Taste Korea through various programs prepared for this special occasion, and fully enjoy and experience Korea. I also wish that this year’s Korean Festival will build a cornerstone for celebrating next year’s 110th anniversary of the beginning of Korean immigration to Hawaii.

I once again convey my deepest gratitude to the organizing committee and all participants, and wish all of you to have a great, joyful, and meaningful time. Mahalo.

Congratulatory Message from Consul General Young-Kil, SUH

On behalf of the Hawaii Korean Chamber of Commerce, we thank you for joining us at our event. It is a proud and humbling moment to witness this spectacular celebration of Korean ethnic pride and culture to over 30,000 multiple diverse generations of people.

It’s been said it takes a village to raise a child. I say it takes a city to build a festival, and with that we must recognize the contributions of so many. Altogether, the Festival is the culmination of the hard work, cooperation, and generosity of almost a hundred different companies, small and large, and over 600 volunteers who share their money, skills, and more critically, their time, away from family and friends.

The highest recognition goes out to our devoted and tireless volunteers, talented entertainers, and our committed sponsors and supporters. Special mention must be made for our Founder Sponsors, AMKOR, the City and County of Honolulu, and KBFD, without whom this would not have been possible.

Finally, my heartfelt appreciation goes out to the Officers and Directors of the Chamber, who have furiously labored and pulled all their resources, time, and effort, and to NaKeAkua Consulting and New Hope Metro for their support and contribution for providing the meals for volunteers, and to all who gather today to embrace our Non-Profit mission to promote commerce, community, Korean culture, the entrepreneurial spirit, our national heartbeat, and the beauty and jewels of Korean heritage.

Indeed, noteworthy jewels are the Madonna of Korea, Kim Wan Sun, who will grace us with her dynamic concert performance, not just at the Festival, but at the Mahalo Concert, and the internationally famous actor, Seo Ji Suk. Besides our local talent, the official dance troop of Goyang City of South Korea has traveled all the way here to feature traditional dance and music of the homeland to inspire our spirit and warm our hearts. Indeed, others to inspire us are the three Scholarship and the Entrepreneur of the Year recipients. Congratulations MyungKeun Tony Cho, Dong Kuk Huh, Janal Kim and Tom Park!

However, it is shortsighted if we do not look ahead to the future. Our endeavors must start early as next year’s 12th Annual Festival coincides with the 110th anniversary of Korean Immigration and promises to be even more grand and meaningful. In order to help continue this Festival tradition for next year, sales of soda, Handmade Aprons donated by the Keeamoku Senior Citizen School and the Hibiscus T-shirt will go directly to the Chamber.

Please note the special Hibiscus design on the T-shirts. The Hibiscus, the national flower of Korea as well as the official flower of the state of Hawaii, is recreated with a classic Korean design called SaekDongot, commonly used in traditional hanboks but first used for young children’s wear to represent the rainbow and ward off evil dreams.

How very interesting that Hawaii is also the land of rainbows!

I once again convey my deepest gratitude to the organizing committee and all participants, and wish all of you to have a great, joyful, and meaningful time. Mahalo.
2012 marks the 11th Anniversary of the Korean Festival in Hawaii. It is a time for kama'aina and visitors alike to come together to celebrate and share the culture and heritage of Korea. It is also a time to remember the bravery of those who came before and commemorate their significant contribution to the history of our great state. As the son of one of the first Korean immigrants to Hawaii, I am honored to again take part in, be amazed by the brilliance of colors, aroma and taste of traditional fare and be delighted in the sounds of Korea.

Though more than a decade has passed since the inaugural festival, the significance and purpose have remained constant: to bring people and cultures together. Though Hawaii is well known as the melting pot within a nation built by a menagerie of cultures, the role of the Korean immigrant has been historically overlooked. Through the efforts of so many, the Annual Korean Festival is one way of filling the void of the past, so that future generations of Korean-Americans can more fully understand their history, appreciate the sacrifices made and battles won by their ancestors, and move forward with the confidence of knowing that they too, as part of an honorable, hard-working and proud culture, can contribute something of substance.

My sincerest gratitude goes to the many volunteers, sponsors, vendors and attendees – without their contributions, the 11th Annual Korean Festival would not be possible. To the Hawaii Korean Chamber of Commerce, kamsahamnida and mahalo for your tireless planning and hard work.

Donald C. W. Kim

Letter from Donald W. Kim, Founder

Since 1940, the Hawaii Korean Chamber of Commerce has worked to fulfill the goals and purposes of supporting the Korean-Americans in Hawaii and its business community. We do this through promoting business development, trade, and tourism between Hawaii and Korea through innovative programs, business seminars, and trade missions to Korea. Recently the Chamber has been involved in furthering the Korean community interest through events such as the 9-11 Economic Seminar, Entrepreneur of the Year Award, Scholarship Awards, and the Korean Festival.

Board of Directors
Mike Chang
Danny Kim
Gina Nakamura Kim
Rex K.C. Kim, Esq.
Taeyong Kim
Jenny Li
Daniel J. Y. Pyun, Esq.

Oceanic Time Warner Cable is proud to be a part of the Korean Festival.
### Entertainment Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>9:40 am</td>
<td>Korean Farmers Music and Dance</td>
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<tr>
<td>10:00 am</td>
<td>Welcome Remark and Introductions</td>
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<tr>
<td>10:15 am</td>
<td>K-Pop in Paradise Flash Mob</td>
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<tr>
<td>10:20 am</td>
<td>Halla Huhm Dance Studio</td>
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<td></td>
<td>Chum-Sa-Rang Traditional Dance Institute</td>
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<td>Thunder Hawaii</td>
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<td></td>
<td>Myung-Woo-Dan</td>
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<td></td>
<td>Mu-Ryang-Sa Bo-Hyun Dance Group</td>
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<tr>
<td>11:00 am</td>
<td>Mu-Ryang-Sa’s 808 Breakers</td>
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<tr>
<td>11:15 am</td>
<td>Royal Hawaiian Band</td>
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<tr>
<td>12:00 pm</td>
<td>OPENING CEREMONY</td>
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<tr>
<td>12:05 pm</td>
<td>Governor Neil Abercrombie Opening Remarks</td>
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<td>12:10 pm</td>
<td>Consul General Suh Young Gil Opening Remarks</td>
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<tr>
<td>12:15 pm</td>
<td>Incheon Metropolitan City Korea Representative Lee Jaeho</td>
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<tr>
<td>12:20 pm</td>
<td>Scholarship/ Entrepreneur of the Year Award</td>
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<tr>
<td>12:45 pm</td>
<td>Taekwondo Honolulu Center</td>
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<tr>
<td>1:00 pm</td>
<td>Polynesian Cultural Center</td>
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<tr>
<td>1:25 pm</td>
<td>Choco Eating Pie Contest (Palama Supermarket)</td>
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<tr>
<td>1:50 pm</td>
<td>K-Pop in Paradise Flash Mob</td>
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<tr>
<td>2:20 pm</td>
<td>Myung-Woo-Dan</td>
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<td></td>
<td>Mu-Ryang-Sa Bo-Hyun Dance Group</td>
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<tr>
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<td>Chum-Sa-Rang Traditional Dance Institute</td>
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<td></td>
<td>Halla Huhm Dance Studio</td>
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<tr>
<td>2:50 pm</td>
<td>Kim Chee Eating Contest (Keeaumoku Supermarket)</td>
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<tr>
<td>3:20 pm</td>
<td>Chum-Sa-Rang Traditional Dance Institute</td>
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<td>Halla Huhm Dance Studio</td>
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<td>Myung-Woo-Dan</td>
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<td>Mu-Ryang-Sa Bo-Hyun Dance Group</td>
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<td></td>
<td>Thunder Hawaii</td>
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<tr>
<td>4:00 pm</td>
<td>Mayor Peter Carlisle Congratulatory Remarks</td>
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<tr>
<td>4:05 pm</td>
<td>K-Pop in Paradise Flash Mob</td>
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<tr>
<td>4:15 pm</td>
<td>Goyang City Samul Nori Team Talented Clowns</td>
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<tr>
<td>4:35 pm</td>
<td>Taekwondo Honolulu Center</td>
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<tr>
<td>5:20 pm</td>
<td>Talent Contest</td>
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<tr>
<td>7:00 pm</td>
<td>KIM WanSun Concert</td>
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### Korean Festival Highlights

- **Cooking Show in the Expo Tent**  
  11 AM – 2 PM  
  (Sponsored by Keeaumoku Supermarket)

- **K-Pop in Paradise Flash Mob**  
  10:15 AM, 1:50 PM, 4:05 PM

- **Seo Jisuk Tour and Autograph Signing**  
  1 – 2 PM, 2–3 PM  
  (Sponsored by Scoria)

- **Choco Pie Eating Contest**  
  1:25 PM  
  (Sponsored by Palama Supermarket)

- **Kimchee Eating Contest**  
  2:50 PM  
  (Sponsored by Keeaumoku Supermarket)

- **FROM KOREA!**
  - **Goyang City Samul Nori Team Talented Clowns**  
    4:15 PM  
    (Sponsored by Korean Air- Grand Prize KA RT Ticket)
  - **Talent Contest**  
    5:20 PM  
    (Sponsored by Korean Air- Grand Prize KA RT Ticket)
  - **Kim Wan Sun Concert**  
    7 PM  
    (Sponsored by Asiana Air Grand Prize AA RT Ticket)
**BLACK BEAN RICECAKE (KONG DDUCK)**

**Ingredients**
- 2 lb. pkg. frozen rice flour
- sugar
- salt
- water
- black bean

**Cooking utensils:**
Steamer, sifter, 8-inch ringer ring or springform

**Instructions**
1. Thaw out frozen rice flour package and put it into a large bowl.
2. Sift the rice flour.
3. Add 2 cups of black beans into the flour and mix it.
4. Add 10 cups of water in the bottom of a steamer and place a wet cloth over the rack.
5. Place the 8-inch cake ring in the center of the rack.

**Garnish**
1. On the top of the cake place 5 dried berries or almonds to make a flower shape.
2. Put a few black beans or pine nuts in the center of the flower.

**Finally, steam it.**
1. Close the lid of the steamer and bring to a boil for 30–40 minutes over high heat.
2. Turn down the heat and simmer another 5 minutes.
3. Take out the rice cake and let it cool down and then cut to serve.

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**SEAFOOD VEGETABLE PANCAKE**

**Ingredients**
- 1 pkg. Mixed Seafood (Keeaumoku Supermarket)
- 1 bunch green onion
- 1 small pumpkin
- 1 carrot
- 1/2 bunch of chives
- 1 pkg. pancake mix (Keeaumoku Supermarket)
- olive oil, little salt, water

**Instructions**
1. Wash green onion and chives, drain in colander, cut into 1 1/2 inch length
2. Wash carrot, pumpkin, and other desired vegetables, cut into 1 1/2 inch length
3. Pour pancake mix and water and mix until there are no lumps. Add cut vegetables and add little salt and mix.
4. Pour well-mixed pancake mix to an oiled frying pan using a large ladle. Fry in low to medium heat. Add vegetables and seafood on top for a decorative look.

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**RECIPES**

**SESAME SEED SNACK**

**Recipe provided by Matthew Kim, Keeaumoku Super Market**

**Ingredients**
- 4/5 C sesame seeds
- 1/5 C black sesame seeds
- Pine nuts or roasted peanuts
- 3 T sticky syrup (mul-yeot – you can buy from Keeaumoku Supermarket)

**Instructions**
1. Wash sesame seeds and black sesame seeds, drain water in a colander and fry them in a frying pan. *(If the sesame seeds start popping, change to low heat.)*
2. Mix the fried sesame seeds and peanuts and fry them together for a few minutes. Add sweet sticky syrup (mul-yeot) and mix until it turns to one big ball.
3. Put in lightly oiled plastic wrap with roll until flat, press with knife, for easy cutting later, and cool in the refrigerator.
4. Cut with knife when it hardens.
Kim Wan-sun is a Korean female singer born on May 16, 1969. Since her sensational debut at the age of 17 in 1986, she's been considered to be Korea's Madonna / female Michael Jackson or the dancing queen of Korean popular music renaissance era, as she is known for her beauty, clear voice, charismatic stage presence and catchy hits from the mid 1980s through the early 1990s. Her fifth studio album, released in 1990, produced three consecutive #1 songs and sold more than 1 million copies. In the mid 1990s, she achieved success in Taiwan, releasing three albums in Mandarin under the name of 金元萱 (Jin Yuan-xuan). From the late 2006, she lived in Hawaii for about 3 years and studied digital arts at the University of Hawaii. She returned to the music scene in April 2011, releasing the Super Love EP.

In October 25 2011, she released a new album called Be Quiet with the support of B2ST's Junhyung. Her addictive dance track, Be Quiet was co-produced by Shinsadong Tiger and Junhyung himself. Kim Wan Sun's collaboration with Junhyung brought in a new wave of fans for her, thanks to their flawless blend of talents and her fierce charisma. It's almost hard to believe that she's 20 years older than Junhyung!

Please visit her official homepage at www.kimwansun.com for more information.

Don't miss her concert here at the 11th Annual Korean Festival! Begins at 7 PM.
Samul nori is a genre of traditional percussion music originating in Korea. The word samul means four objects and nori means play; samul nori is performed with four traditional Korean musical instruments:

Kkwaenggwari (a small gong), Jing (a larger gong), Janggu (an hourglass-shaped drum) and Buk (a barrel drum similar to the bass drum).

Specifically, samul nori music derives from utdari pungmul (the gut, or shaman ceremony rhythm of the Gyeonggi-do and Chungcheong provinces of South Korea), as well as the genres of Yeongnam folk music and Honam udo gut, combined with more contemporary improvisations, elaborations, and compositions.

Each of the four instruments represents a different weather condition: the janggu represents rain, the kkwaenggwari thunder, the jing the sounds of the wind, and the buk clouds. The idea of yin and yang is also reflected in these instruments: the buk and janggu (leather) represent the sounds of the earth, while the jing and kkwaenggwari (metal) represent sounds of the heavens. Although generally performed indoors, as a staged genre, samul nori depicts the traditional Korean culture, an agricultural society rooted in the natural environment. Samul nori is characterized by strong, accented rhythms, vibrant body movements, and an energetic spirit.

**Talented Clowns from Goyang City**

Talented Clowns is a performance group from Goyang City Korea. The Talented Clowns were established in 1992, in efforts to spread traditional Korean culture and dance with people. The Talented Clowns are dedicated to sharing and preserving the traditional Korean music.

Myong Woo Dahn was established on December 15, 1997 with 7 officers for the purpose of learning and practicing Korean Music and Dance. The studio is located at 1507 South King Street Suite 407 Honolulu Hi 96826.

Classes are held 4 times a week Monday, Wednesday, Friday and Saturday from 11am to 4pm. Classes for traditional Korean drums and Korean dance are available. There are even singing classes that are offered. Myong Woo Dahn has performed at many events from the Korean Festival to performing for elderly at nursing homes. Myong Woo Dahn believes that experiencing a culture through music and dance is one of the best ways to understand that culture. Our doors are open to everyone.

For more information please call the number below.

Studio 808 942 1589
The Hawaii Korean Chamber of Commerce is proud to support three outstanding high school scholars of Korean ancestry. These exceptional young students are enrolling in four-year college, undergraduate programs for 2012–2013. Funds raised at the annual Korean Festival assist them in reaching their personal and professional goals. Each recipient will receive a $2,000 scholarship award.

Myungkeun (Tony) Cho

High School: McKinley High School
Career Goal: Oral Surgeon
College Attending: UC Berkeley

Perseverance and enthusiasm are the driving forces behind Tony Cho, as he pursues his dream of becoming an Oral Surgeon. Cho is very active in community service and it has made an impact for his future. He says, After volunteering with my best ability, I thought myself worthy to help others and I truly felt an excitement I have never before experienced. Grateful as a recipient of this scholarship, he is looking forward to giving back to the community by assisting college students through scholarships, being active in the Korean community, and helping the elderly.

Who inspires you and why?

Ban Ki Moon, the United Nations secretary, is my role model who inspires me. Although he was raised in a poor family, he never let it discourage him and he became a star pupil, especially for his excellence in English. I am proud that an audacious and intelligent man like him shines for Korea. Like him, I want to be successful so that I can shine and contribute to my home country, Korea.

What is your favorite Korean food and why?

My favorite Korean food is bibimbap because I can taste a variety of ingredients in just one spoonful. By just looking at colorful bibimbap, I drool. Although the ingredients by themselves are tasteless, all ingredients put together, and the spicy gochujang create a sweet, hot, and unique taste of Korean traditional food.

How has your Korean heritage shaped you to who you are today?

I am proud to say that Korean heritage shaped a large part of me. Among many beneficial qualities of a Korean, I value enthusiasm and perseverance the most. As a Korean, I was taught to do my best and never give up. Although I faced adversities when I moved to Hawaii, such as adapting to a new culture and to a new language, I never gave up and worked hard to overcome the struggles. As a result, I am satisfied with who I am today.
Thomas Park credits his success to hard work, his staff, and being passionate about business.

Thomas Park credits his Korean ethics of hard work and passion as the pillars of his success in business. Born in Seoul, Korea, he and his family moved to Hawaii when he was 1½ years old. Following his families’ entrepreneur streak (his parents have owned a flower shop for the past 25 years), he started Leather Soul in 2004 at the young age of 26. Focused and with a customer-centric attitude to go above and beyond the norm, his business quickly grew to two locations, with a third one opening later this year. Park was named SBA Young Entrepreneur of the Year, Hawaii in 2008 and is currently serving on Board of Directors for Junior Achievement. He tells his young son to Try your best, have fun, and never give up.

Congratulations to Thomas Park, 2012 HKCC Entrepreneur of the Year!

Who inspires you and why?

My grandfather, Ki Soon Park, owned a natural resources company in Seoul, Korea. He sold his company in the 1950’s and moved his family to the East Coast. He is an inspiration to me not only because of his business success, but also for his commitment to giving his family a better life in America by giving up his business in Seoul. Now as a business owner myself, I understand how hard it must have been to walk away from a successful business that you’ve poured your heart and soul into. Like him, I will always put my family first.

Describe your business. Any major plans for your business in the future?

Leather Soul is a retailer of exclusive men’s shoes and accessories. We specialize in high-end brands of shoes that the general public may not know about, but are widely considered the best brands by shoe and fashion connoisseurs. Our flagship location is here in Waikiki and we also have a location on Rodeo Drive in Beverly Hills which I opened in 2010. I am in the process of opening a third store in Downtown Honolulu where I plan to expand my products to some business clothing such as dress shirts and aloha shirts. More expansion on the mainland and Asia is a possibility in the future. I would love to open Leather Soul in Seoul one day.

There are no plans for expansion to Hawaii although we do have a loyal customer base of Kiwi Ki, who is a big fan of Leather Soul. We have been averaging 60%+ growth a year for the past 7 years and continue to grow. I credit my success to my staff. We are like family. We work together for the same goal and the teamwork we have is great. I feel the obligation to give them the best opportunities to succeed, therefore, I try my best to constantly evolve and improve my business. My staff make me want to go to work every day and try my best to succeed.

What would you say was the biggest obstacle in opening your own business and how did you overcome it?

One of the biggest obstacles was my age. I started Leather Soul back in 2004 when I was 26 years old. I remember attending my first shoe show in Vegas and getting ignored and not taken seriously. Even locally, it was hard sometimes because vendors didn’t take me seriously. I really do think a lot has changed in the entrepreneurship realm due to so many successful young entrepreneurs these days. I’m extremely proud of this young generation of entrepreneurs.

If you could give one piece of advice to the aspiring entrepreneurs out there, what would it be and why?

Be passionate about your business. Build a business that you are passionate about and success will follow.
The ideals of Nan, Inc. have always centered on the customer, whose satisfaction with the company’s services are applauded in numerous commendations received from its clients. Furthermore, it is the company’s belief that the foundation of a successful project relies on the dedication, timeliness and quality of work, flexibility, and emphasis on safety by all employees. Overall, these principles have raised Nan, Inc. to be at the heart of...
Special kam sa ham nida to Mayor Peter Carlisle, City & County of Honolulu, and staff for their continued support of the Korean Festival.