



# NAUPAKA NEWS

RELAX, SHOP & PLAY AT WAIKOLOA BEACH RESORT



## Letters to a Goddess

THE ENDURING POWER OF MYTH

AS HUMANS, WE SEEM TO LOVE STORIES OF POWERS GREATER THAN US. Unseen hands shaping our lives, supernatural forces portending doom, horoscopes charting our future via the stars.

This is true in every culture throughout the world, from origin stories to beliefs that shape our everyday lives.

In Hawai`i, a complex origin story involves the Fire Goddess Pele, and how through her power she created the volcanoes that formed the islands.



Even today, Pele's power is respected and feared, as evidenced by the more than 2,000 pounds of lava rocks that are returned to Hawai'i Volcanoes National Park each year by visitors who, against all advice and park rules, took them home as souvenirs. The rocks are often accompanied by woeful letters outlining the havoc that "Pele's Curse" caused when the misguided traveler removed them from their rightful place in the sacred lava fields.

In their book "Letters to a Goddess," authors Linda Ching and Robin Stephens collected a sampling:

*"Dear Sirs, I am returning 2 samples of lava rock from the Volcanoes National Park. I took them to demonstrate to my classes. Since doing so I have been in an auto accident, taken 2 severe falls, had my basement flooded and spent numerous hours in doctors' offices for treatment. Currently my hand is numb and has been so for weeks. I am no longer dubious about Pele's powers."*

The author sends "deepest apologies" for removing the rocks.

Another writes: "I took this rock when I visited Hawaii in October 1974. A few months later I met the man who I eventually married. For the past 16



*years this man has made my life miserable. I am truly sorry for taking the lava rock and I would like for it to be returned to its place of origin."*

There are literally hundreds of similar letters.

### THE POWER OF BELIEF

How did the curse get started? Is it based in some deep Hawaiian myth?

Turns out, according to research that Ching and Stephens did for their book, that the Pele's Curse story was started by a park ranger in 1946, who was tired of visitors taking rocks as souvenirs and was trying to discourage the practice.

It is, as Ching and Stephens remind us, both illegal to remove such objects from any national park, and a form of environmental desecration.

And while that may answer the question of how the myth started, it poses another, more speculative question: If it is manufactured as a simple means of behavior control, how does it hold so much mystical power?

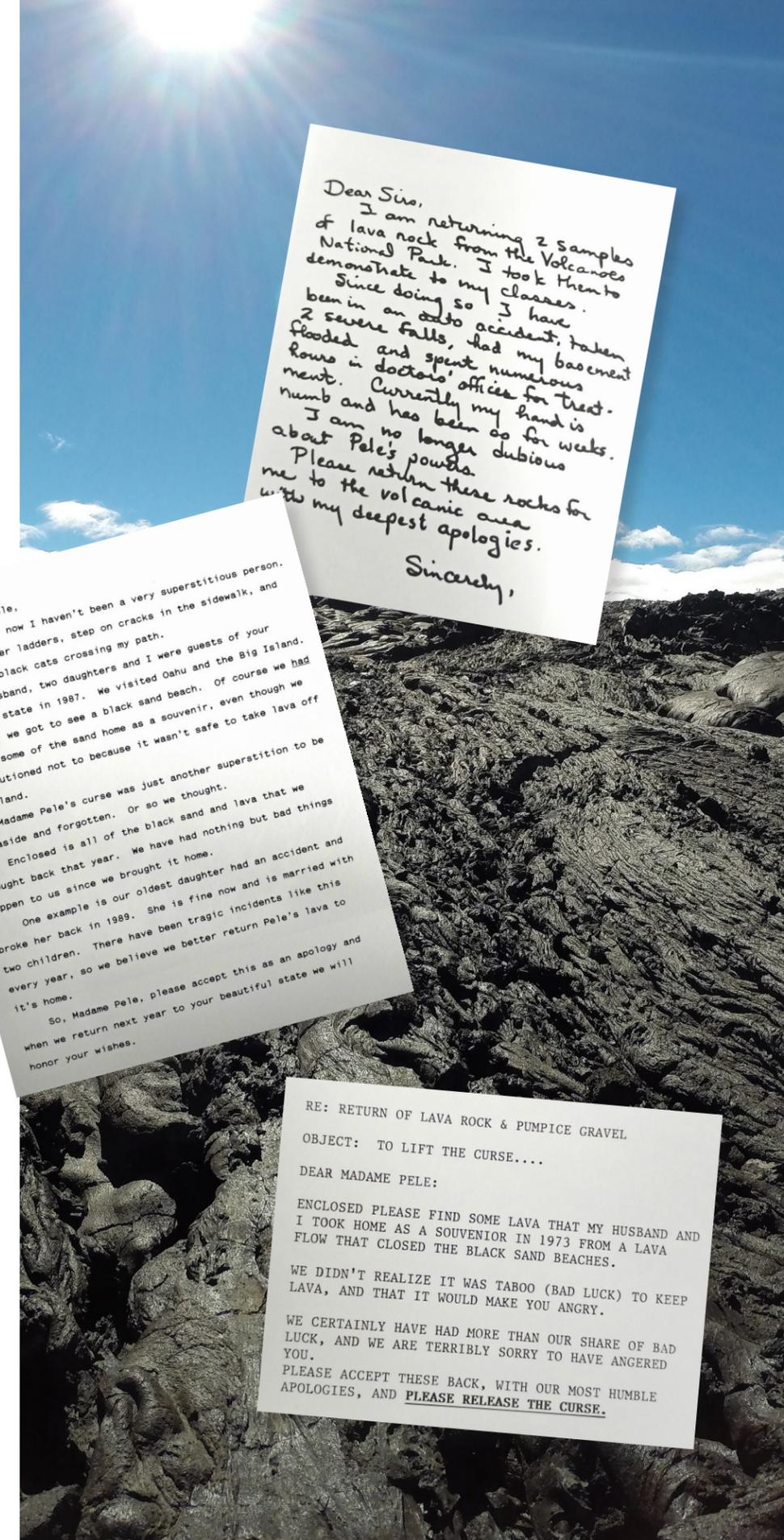
Authors Ching and Stephens concluded that their book was really about the power of beliefs, and that many cultures understand the power of elemental objects. They point out that the Hawaiian culture has long exhibited a reverence for *pōhaku*, stones. The early Hawaiian temples, *heiau*, were stone platforms. And stones formed the very basics of sustaining life itself, including poi pounders, adzes, weapons, and building blocks.

Around the world, many people sense power in crystals. Diamonds, emeralds, rubys ... stones are held to be potent in many ways. In that context, to imbue lava rocks with power should not seem so unusual. Rocks of all types remind us of people, times, places, deeds.

The act of contrition in mailing the stones back is as powerful as the belief that the rocks have *mana* to begin with. "The curse is not the power, it is the belief we hold that affects us so strongly," wrote Spencer Johnson, co-author of "One Minute Manager" and longtime Hawai'i resident. "The real message of the letters, I believe, is that it's always better to honor a place with aloha."

"The letters sent to the Park from believers of Pele's Curse resonate with guilt," wrote Dr. Mitsuo Aoki, doctor of divinity and past chairman of the department of religion at the University of Hawai'i. "The deeper the guilt, the more awesome the consequences."

In other words, whether you believe in their power or not, don't take lava rocks from Hawai'i Volcanoes National Park. ■



Dear Sirs,  
I am returning 2 samples of lava rock from the Volcanoes National Park. I took them to demonstrate to my classes. Since doing so I have been in an auto accident, taken 2 severe falls, had my basement flooded and spent numerous hours in doctors' offices for treatment. Currently my hand is numb and has been so for weeks. I am no longer dubious about Pele's powers. Please return these rocks for me to the volcanic area with my deepest apologies.  
Sincerely,

Dear Madame Pele,  
Up until now I haven't been a very superstitious person. I'd walk under ladders, step on cracks in the sidewalk, and laughed at black cats crossing my path. My husband, two daughters and I were guests of your wonderful state in 1987. We visited Oahu and the Big Island. On Hawaii we got to see a black sand beach. Of course we had to take some of the sand home as a souvenir, even though we were cautioned not to because it wasn't safe to take lava off the island. Madame Pele's curse was just another superstition to be set aside and forgotten. Or so we thought. Enclosed is all of the black sand and lava that we brought back that year. We have had nothing but bad things happen to us since we brought it home. One example is our oldest daughter had an accident and broke her back in 1989. She is fine now and is married with two children. There have been tragic incidents like this every year, so we believe we better return Pele's lava to it's home. So, Madame Pele, please accept this as an apology and when we return next year to your beautiful state we will honor your wishes.

RE: RETURN OF LAVA ROCK & PUMPKICE GRAVEL  
OBJECT: TO LIFT THE CURSE....  
DEAR MADAME PELE:  
ENCLOSED PLEASE FIND SOME LAVA THAT MY HUSBAND AND I TOOK HOME AS A SOUVENIOR IN 1973 FROM A LAVA FLOW THAT CLOSED THE BLACK SAND BEACHES.  
WE DIDN'T REALIZE IT WAS TABOO (BAD LUCK) TO KEEP LAVA, AND THAT IT WOULD MAKE YOU ANGRY.  
WE CERTAINLY HAVE HAD MORE THAN OUR SHARE OF BAD LUCK, AND WE ARE TERRIBLY SORRY TO HAVE ANGERED YOU.  
PLEASE ACCEPT THESE BACK, WITH OUR MOST HUMBLE APOLOGIES, AND PLEASE RELEASE THE CURSE.

# KOR Salon now open at Queens' MarketPlace

This newly opened salon (located next to Yoga Barre in Queens' MarketPlace) offers friendly service, a relaxing environment, and high-quality ocean-friendly Kevin Murphy products. Services include hair, nails, massage, and facials. The CBD jelly mask facial is a must! Salon owner Kristi Millar comes with a 15-year background in expert hair coloring, extensions, and styling. Clients leave feeling beautiful on the inside and out. Hair stylists service men and children too!

**KOR**  
**SALON** (808) 886-8090



Here's a list of all shops and restaurants currently open at Waikoloa Beach Resort. Hours vary, and the list is always changing, so please call ahead to be sure.

## KINGS' SHOPS

### RETAIL & SERVICES

**Aesthetic by Genesis Gallery**  
(808) 731-6280

**Big Island Motorcycle**  
(808) 886-2011

**Crazy Shirts**  
(808) 886-9303

**Hawaii Vacation Condos by Outrigger**  
(808) 886-0036

**Hulakai**  
(808) 731-7945

**Kohala Coast Fine Art**  
(808) 886-4240

**Martin & MacArthur**  
(808) 886-0696

**Mary Jane's**  
(808) 886-2707

**Michael Kors**  
(808) 886-2653

**Na Hoku**  
(808) 886-7599

**Noa Noa**  
(808) 886-5449

**Rip Curl**  
(808) 886-1952

**Tommy Bahama**  
(808) 886-8865

**Shell Gas Station**  
(808) 886-9512

**Sunglass Hut**  
(808) 886-0593

**The Walking Company**  
(808) 886-8228

**Tiffany & Co**  
(808) 886-1931

**Tommy Bahama**  
(808) 886-8865

**Tori Richard**  
(808) 886-8308

**Whaler's General Store**  
(808) 886-7057

### RESTAURANTS

**A-Bay's Island Grill**  
(808) 209-8494

**Foster's Kitchen**  
(808) 657-4500

**Roy's Waikoloa Bar & Grill**  
(808) 886-4321

## QUEENS' MARKETPLACE

### RETAIL & SERVICES

**Bike Works Beach & Sport**  
(808) 886-5000

**Blue Ginger**  
(808) 886-0022

**Cariloha**  
(808) 886-2608

**Claire's**  
(808) 886-8905

**Craig Fostvedt DDS**  
(808) 886-0891

**Crocs Shoe Store**  
(808) 886-0213

**Fidelity National Title**  
(808) 451-2360

**Genesis Galleries**  
(808) 886-1770

**Hawaiian Dream Properties**  
(808) 883-9550

**Hawaii Life Real Estate**  
(808) 667-5028

**Hawaiian Ukulele and Guitar**  
(808) 315-2919

**Island Pearls**  
(808) 886-4817

**Kona Surf N' Sandals**  
(808) 886-0898

**KOR Salon**  
(808) 886-8090

**Lava Light Galleries**  
(808) 756-0778

**Lids**  
(808) 886-1649

**Mahina**  
(808) 886-4000

**Olivia Clare Boutique**  
(808) 657-4307

**Pacific Nature**  
(808) 886-8919

**PacSun**  
(808) 886-0415

**Quiksilver**  
(808) 886-0900

**Reyn Spooner**  
(808) 886-1162

**Rider Levett Bucknall**  
(808) 883-3379

**SoHa Living**  
(808) 464-4268

**Sunglass Hut**  
(808) 886-0274

**Volcom**  
(808) 886-6888

**Waikoloa Luxury Cinemas**  
(808) 464-3009

**Windermere C&H Properties**  
(808) 883-3321

**Yoga Barre**  
(808) 333-5378

## AL FRESCO DINING!

Enjoy outdoor dining at The Bistro at the Cinema, Kuleana Rum Shack, Romano's Macaroni Grill or on our outdoor shaded seating area just outside of the food court.

### RESTAURANTS

**Charly's Thai Cuisine**  
(808) 886-0591

**Dairy Queen**  
(808) 886-1029

**Ippy's Hawaiian BBQ**  
(808) 886-8600

**Island Gourmet Markets**  
(808) 886-3577

**Kuleana Rum Shack**  
(808) 238-0786

**Marble Slab Creamery**  
(808) 886-2483

**Romano's Macaroni Grill**  
(808) 443-5515

**Starbucks Coffee**  
(808) 886-1888

**Sushi Shiono**  
*Inside of Island Gourmet Markets*  
(808) 886-3588

**The Bistro at the Cinemas**  
(808) 796-0083

## RESORT

**Lava Lava Beach Club**  
(808) 769-LAVA (5282)

**Mai Grille**  
**(at Kings' Clubhouse)**  
(808) 886-7600

**Tropics Ale House**  
(808) 886-4287