



10/30/08

Since I began playing the 'ukulele 35 years ago, I've been fortunate enough to play many different 'ukuleles. My Father gave me my first Kamaka 'ukulele when I was three years-old. Since then, I've played countless of other 'ukuleles from countless number of manufacturer's across the world.

KoAloha have been my sponsors for the past 5 years. Being an 'ukulele instructor and entertainer, having the best quality and sounding instrument is very important to me, and I am very pleased with the 'ukuleles that the Okami Family have produced for me in the past, and I'm looking forward to the future as well.. Their quality, sound, and design are second to none. But more importantly, they have become an extension of my family.

In the early part of 2006, KoAloha met with KIWAYA Co.,Ltd., a 'ukulele manufacturer, music school, and retail store company. I have done several 'ukulele workshops with them. I have developed not only a strong business relationship with them, but also a strong friendship as well. What transpired from that meeting was to find a way to collaborate on building an 'ukulele together. The decision was that the KoAloha company would provide building the 'ukulele in Hawai'i, but specific to Kiwaya's use, direction, format, and concepts. What was conceived from this collaboration? The answer: "HAPA". The 'ukulele is a semi-custom, Concert size 'ukulele. With curly koa sides and back, curly maple binding, a spruce soundboard, custom mini precision gear tuners, and KoAloha's own flourocarbon strings. I've had the honor to try one of the 'ukuleles at the KoAloha factory and was very pleased. The tone quality was surprisingly warm with easy finger movement across the fingerboard.

Being in the music business for almost thirty years, business relationships are very vital. I am very fortunate to have KoAloha as a sponsor and I will always endorse their instruments as long as live. I never endorse another company's instrument while being sponsored from another, but with the "Hapa" 'ukulele, I can happily say that this instrument lives up to my expectation of an instrument that I would play and perform with. With this unique collaboration of two great companies, they've developed a instrument of great quality, sound, and design. Being associated with these companies have helped me musically and mentally. I have great relationships with both, and I can assure all 'ukulele players in the world, that "Hapa" will become one of the most sought after 'ukulele.

ALOHA,

A handwritten signature in black ink, appearing to read "Herb Ohta, Jr." with a stylized flourish at the end.

HERB OHTA, JR.  
'UKULELE VIRTUOSO