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Matson Newsletter

AN EMPLOYEE CONTRIBUTED NEWSLETTER

DECEMBER 2019

▲ Kaimana Hills is seen here arriving in Long Beach, Calif., September 8, 2019. In late August, KMRT arrived in Long Beach from Shanghai with 1,712 containers onboard – the largest China Long Beach Express (C.L.B.) load (most containers) ever carried on a Matson-owned ship. Top inset: Young artists create a masterpiece for Matson.
The Matson’s environmental community program Ka Ipu ‘Aina, a Hawaiian expression which translates to “container for the land,” has been encouraging and advocating for the beautification of the islands since 2001. Keahi Birch, manager, environmental affairs, Hawaii, has overseen the program for the past 18 years, with cleanups having taken place in various locations across the islands of Oahu, Maui, Kauai, and Hawaii. The program’s benefits have been twofold, not only have thousands of pounds of trash been collected in coastal and inland areas throughout the state, but more than a thousand local non-profits have earned over $1 million for their organizations.

Matson donates the use of container equipment for the cleanup projects, arranges and pays for the trucking costs to deliver and pick up the container, as well as the cost of proper refuse disposal. Each non-profit that successfully completes a cleanup initiative earns a $1,000 cash contribution courtesy of Matson.

In honor of its longstanding commitment to the environment, Matson recently launched a project to refresh the look of its two 20-foot Ka Ipu ‘Aina containers. In addition to some basic repairs and upkeep, the containers had been regular victims of spray-painted “tagging.” So a solution was sought that would discourage defacing.

Linda Howe, manager, community relations, identified Farrington High School as the closest public high school to Matson’s Oahu operations. Howe approached Vice Principal Lisa Joy Andres, who also oversees the school’s Creative Arts and Technology program, and proposed that students enrolled in the drawing and painting classes be given the opportunity to design and paint a mural on the container. Andres accepted.

KA IPU ‘AINA continued on pg 11
Farrington High School's Project Leaders

Isabella Asuncion
Jana Badua
Honey Anne Landiza
Leilani Miguel
Ericson Diego

Karla Castillo
Mark Alejo
Raven Jose
Ku'u McConnell
Alessandra Quirol

Alezena Bacaltos
Raelyn Bersabal
Glen Miguel-Matsumoto
Eli Ranesis
Nunu Taafua
"The goal was to have something that people would take pride in and see what Matson is all about," said Andres. "We pushed the students to collaborate, which they're not always comfortable doing. It forced them to talk out their ideas, address problems, and see revisions and drafts as part of the process, not a sign of failure.

"This is why I love my job, to know that if we teach the students well and make an investment in their education, then everyone comes out learning and growing skills for the 'real world!'"

"Our job was to create something that reflected (Ka Ipu 'Aina)," added Venessa Attardo, an artist and teacher at Farrington High School. "Several (students) commented that they had 'Never done so much work for art!'

Under Matson's guidance, and encouragement to incorporate such elements as the kukui leaf and the yellow hibiscus, Hawaii's state flower, Attardo led a core group of 15 students to paint a mural that tells the story of the Ka Ipu 'Aina program's work and results. More than 200 students participated. All are hoping that a creatively designed container will discourage vandals.

The first container debuted at a community clean-up event at Ala Moana Beach Park on November 2, 2019.

"We are so excited that the students of Farrington took the time to create a beautiful mural for our Ka Ipu 'Aina program," said Birch. "Their mural not only represents the communities we serve but also our commitment to the environment."

Mahalo to all the students at Farrington High School who had a hand in this project!