

**TIME IS
EVERYTHING**





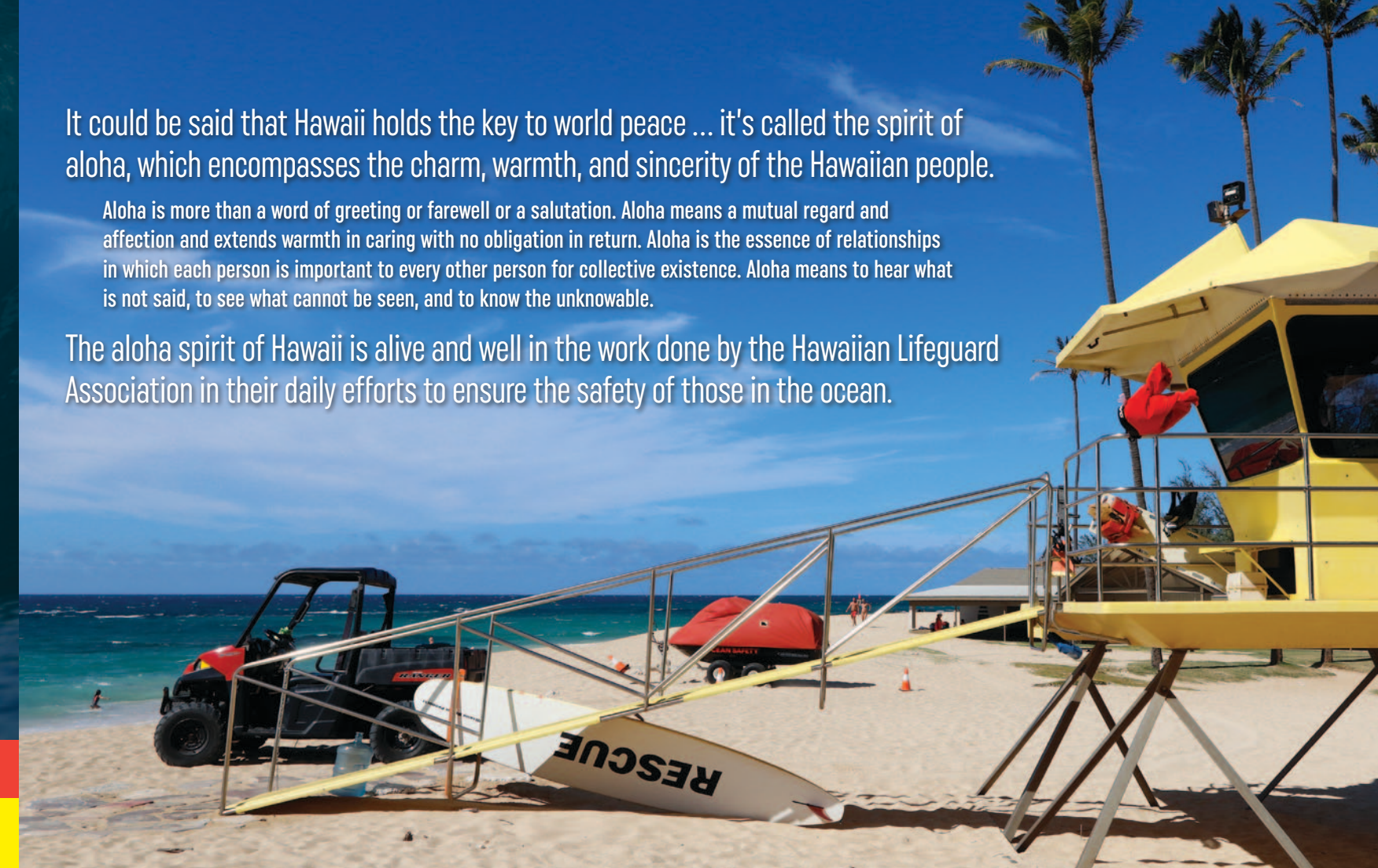
**OFFICIAL WATCH OF THE
HAWAIIAN LIFEGUARD ASSOCIATION**

Official HLA
5508

It could be said that Hawaii holds the key to world peace ... it's called the spirit of aloha, which encompasses the charm, warmth, and sincerity of the Hawaiian people.

Aloha is more than a word of greeting or farewell or a salutation. Aloha means a mutual regard and affection and extends warmth in caring with no obligation in return. Aloha is the essence of relationships in which each person is important to every other person for collective existence. Aloha means to hear what is not said, to see what cannot be seen, and to know the unknowable.

The aloha spirit of Hawaii is alive and well in the work done by the Hawaiian Lifeguard Association in their daily efforts to ensure the safety of those in the ocean.



The Hawaiian Lifeguard Association watch collection was created to serve the needs of these lifeguards on the job, and launches just as the organization is celebrating its 100th Anniversary.

The watches are made to stand up to the enormous power of the ocean, but are also excellent knock-around watches, suitable for most any water environment, whether in Hawaii's big waves or less challenging situations. Plus, they're just cool looking casual lifestyle timepieces, perfect for everyday wear.

The HLA watches are made with 316L stainless steel cases and bezels, 120 click unidirectional ratcheting bezels for diving, screw in case backs and crown to ensure 200 meters water resistance. In addition, the watches have extremely reliable Japanese quartz movements, highly scratch resistant K1 glass crystals, and comfortable genuine NBR rubber straps with patterned back for ventilation.



HAWAII'S OCEAN

The behavior of the ocean in Hawaii is unique, complex, and unpredictable. On Oahu, lifeguards perform about 1100 rescues a year. On average, 50 people drown in the ocean annually (all islands), and approximately half are visitors.

Taking into account that 7.5 million people visit the state each year, the overall risk associated with swimming in the ocean is low. Of concern is the distribution and circumstances surrounding many drownings – the majority happen at unguarded locations and often result from a lack of knowledge or poor judgement. Many beaches and tide pools are deceptively dangerous. The rate of drowning in Waikiki may be relatively low, whereas at a secluded location, the rate goes up quickly. The same standard caution signs are found at nearly every beach, so the signs lose credibility.

Of greatest importance is acknowledging that the ocean is a dangerous environment and that those dangers are very difficult to judge. It's a mistake to assume that one can fully understand and analyze ocean conditions – they change rapidly and are greatly influenced by season, location, tides, weather, etc. It takes years of local ocean experience to gain an insight.

To properly gauge safety, seek advice from local experts,

read the current surf report, and keep in mind that each swimming location has a completely unique character. Lifeguards understand the ocean better than anyone and are the preferred source of information. Residents are eager to offer advice but always err on the side of caution if you feel wary of a risk. Remember, locals drown as well. A group of teenagers swimming in a tide pool is not an endorsement of its safety. Because it takes so much experience to understand the ins and outs of each swimming location, guide books and websites can't be counted on for thorough safety advice.

**For your own safety,
try to always swim
in front of lifeguards.**

Neck, back, shoulder and ankle injuries from boogie boarding and body surfing are very common. These injuries happen most frequently when the wave, however small, breaks abruptly on the sand. Several beaches have a reputation for having a consistent beach break, but all can exhibit the behavior depending on the ocean and tides.



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For the launch of this watch collection, we highlight two former lifeguards that have been integrally involved with the Hawaiian Lifeguard Association – **Archie Kalepa** and **Brian Keaulana**, both of whom remain very active with the organization.



ARCHIE KALEPA

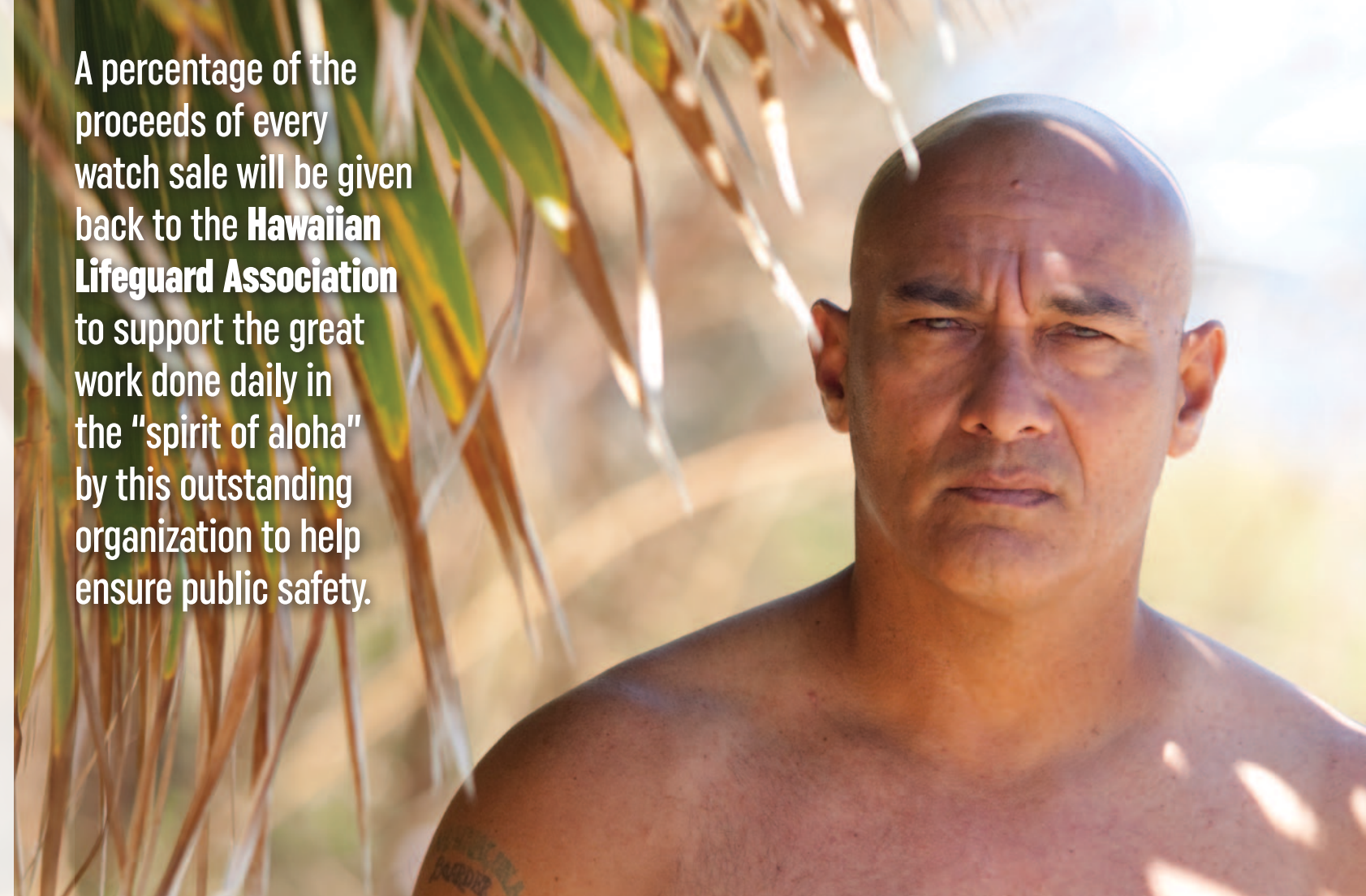
Archie Kalepa currently serves as Cultural Advisor for the Hawaiian Lifeguard Association, and is among a very limited group of people that have won the **Quicksilver Eddie Aikau Waterman of the Year Award**, and an even smaller group that has been honored by being inducted into the **Duke Kahanamoku Waterman Hall of Fame**.

Always a man of the sea (as many Hawaiians are), Archie does it all – surfing, big wave surfing, windsurfing, and excelled in the Tandem Surfing World Championships. He has regularly surfed the enormous waves of "Jaws" at Peahi on Maui, a world famous surfing locale, and many other big wave spots in Hawaii, and elsewhere. Archie joined the HLA at age 20, served the group for 31 years, and remains very much involved to this day. As a HLA Cultural Advisor, he works to ensure the lifeguards stay true to the beliefs of the Hawaiian Lifeguard Culture, and helps to guide the organization into the future.

Archie also works with the Polynesian Voyaging Society, a program that began in 1976 with

the first voyage of the Hokule'a from Hawaii to Tahiti, throughout the Polynesian Triangle and back to Hawaii. The voyage proved that ancient cultures were capable of using celestial navigation for ocean travel and migration, and could then trace migration patterns from Polynesia to Hawaii. The sailors must be keenly aware of their surroundings and learn to read the waves, swells and distance between waves as they navigate this unique vessel while becoming more and more aquainted with Malama Honua (Mother Nature). This is no ordinary ship; it was built with no screws or nails, and in fact is built with timber lashed together with ropes, as it would have been built long ago. A greater mission was conceived and begun in May, 2014 – to prove such a vessel could circumnavigate the globe. The trip was divided into segments, and the round the world venture came to an end when the boat sailed back to Hawaii in June, 2017. Archie had the honor of captaining this vessel from Galapagos to Rapanui (Easter Island). Add this to his long list of accomplishments.

A percentage of the proceeds of every watch sale will be given back to the Hawaiian Lifeguard Association to support the great work done daily in the "spirit of aloha" by this outstanding organization to help ensure public safety.





BRIAN KEAULANA



Official HLA
5509

Some refer to Brian as one of the greatest watermen on the planet.

He grew up on the beach at Makaha where he learned about surfing, diving and water safety from his father, legendary waterman and big-wave rider Buffalo Keaulana, who was the Lifeguard Captain there – this beach was their backyard and the ocean their playground. Brian became known for surfing the biggest waves in Hawaii, was a regular competitor in Big Wave surf contests, and went on to become Lifeguard Captain for the West Side of Oahu. He is credited with developing new approaches to water safety in big surf and invented the equipment to support it, was the first to use the jet ski in water rescue operations, and invented the rescue sled that the ski tows. This alone would be a remarkable legacy. Brian collected more than 500 trophies by the time he was 20 and more than 1000 trophies over the years. He's been invited to and participated in more than 30 Eddie Aikau Big Wave surf contests on Oahu's North Shore, famous for its huge waves. He has surfed in the ISL, ASP and WSL. He won the ISA tandem surfing world championship in 2006.

Like Archie, Brian is among the very small group of people that has won both the **Quicksilver Eddie Aikau Waterman of the Year Award** AND the **Duke Kahanamoku Waterman Hall of Fame**. Brian spends his life in the ocean and participates in every imaginable type of water activity including big wave riding, tandem surfing, jet ski, hydro foiling, tandem surfing, wind surfing, kite surfing, bodysurfing, canoe surfing, paddling, Polynesian canoe sailing, diving, scuba diving, kayaking, power boating, fishing, and ocean survival training (underwater survival and self defense training) and any other water activity you can think of.

While stand-up paddle boarding has existed for many years, he and his business partner are credited with commercializing this sport, making it available for the public when they launched their C4 Waterman brand of paddleboards. Brian is very much an entrepreneur, involved in many businesses, among them C4 Waterman (stand-up paddleboards where he designed and created a line of new ocean recreation products), Iwaterman (government and military consulting, training military units and lifeguards around the world) and Honokea (design,

build and operate surf resorts around the world to bring the joy of surfing to a wider audience). But, his primary vocation today is in the film and TV industry, ever since he was hired as a consultant for the film Waterworld in 1995. After this, the film industry embraced him and seeks him out as their go-to expert on all things water related. He has worked in various capacities (acting, assistant director, producer, crew, and is the go-to stunt man for Hollywood's most dangerous water stunts) on more than 50 films and television shows, and currently works on Hawaii Five-0 regularly.

Among Brian's accomplishments, he received the Medal of Valor Award, 1990 HLSA Sportsman of the Year, and was honored as a selected participant in the 1996 Olympics running of the torch, but perhaps his single greatest achievement is that he has been recognized as THE person to bring personal watercraft into the lifeguard world as a means of saving people much faster, especially in very difficult conditions and big surf. With this, the Hawaiian Lifeguard organization became the model for how all other lifeguard organizations around the world function today.



For lifeguards, time is a critical component. Saving lives is the primary mission of the Hawaiian Lifeguard Association. If a life hangs in the balance, minutes and seconds count when responding to emergency (and very often dangerous) situations. The elite lifeguards of the HLA are a courageous group of people that risk their lives routinely when they jump into action to rescue someone in danger in the unforgiving waters of the Hawaiian Islands.



**TIME IS
CRUCIAL**

Official HLA
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Official HLA
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Official HLA
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Growing up in Hawaii is different from any other place in America, as it is the only state completely surrounded by water. Hawaiian children are taught early about living as one with the ocean and are well aware of the relentless nature of the mana (power) of the ocean. They develop a deep respect for the ocean and learn to be cautious in the interest of safety.

Hawaii has inhabitants on 7 islands, although Niihau is mostly inaccessible (privately owned), Molokai is very remote and has very few visitors, and Lanai only recently developed hotels to the level that will draw more visitors. The other 4 islands of Oahu, Maui, Hawaii (The Big Island), and Kauai rely heavily on tourists visiting, and this means lots of people enjoying Hawaii's legendary and gorgeous beaches. Most visitors were not brought up with the same understanding and knowledge of the powers of the ocean. As a result, they can (and do) get into trouble in the surf, requiring the help of the Hawaiian Lifeguards.

Hawaiians often talk about the importance of ohana (family), and The Hawaiian Lifeguard Association (HLA) is like a big family of people that take seriously the responsibility of guarding the beaches for the safety of those enjoying them. The Hawaiian Lifeguard theme colors of yellow and red (the same colors of Hawaiian royalty) symbolize the line between caution and danger, and can be seen as accents on the watches.

**TIME
SAVES
LIVES**



Official HLA
5503



With huge waves sometimes in excess of 50 feet (or more!), Hawaii is well known as one of a few places on the planet that hosts Big Wave surf events on some of the most famous beaches in the world. These enormous and imposing waves (and dangerous riptides) require a team of lifeguards specially trained for such extreme conditions. Much like those who pioneered the use of personal watercraft to tow big wave surfers into enormous waves previously impossible to catch, the daring men and women of the HLA were the first to use JetSkis to be able to get into huge surf to rescue people from danger, revolutionizing the capabilities of the lifeguards and making the waters of Hawaii safer in the process. They have become so well known for their skill using JetSkis to gain access to previously inaccessible conditions that they are now sought out to train others in the use of JetSkis for this purpose.

In the Hawaiian Lifeguard Association, the JetSki rescue teams understand well the importance of time when it comes to saving lives

Time is truly of the essence when trying to rescue someone from dangerous surf. JetSkis not only allow access to people in conditions once not accessible, but they also expedite the rescue.

If you see the Lifeguards on their JetSkis, you may notice they wear their watches on their right arm (needed to operate the controls of the craft), leaving their left arm bare to be able to pull someone out of danger without a watch in the way.



Official HLA
5505



Official HLA
5506



Official HAWAIIAN LIFEGUARD ASSOCIATION Watch Collection

44mm 316L Stainless Steel Case, Unplated or
IP Plated in Black or Gun Metal

Unidirectional 120 Click Rotating Timing Bezel

Screw Down Locking Crown

Screw Case Back

Thick Swiss Superluminova Lume on Hands
and Dial Indices

Japan Quartz 3 Hand + Date Movement

K1 Hardened Mineral Crystal

24mm Genuine NBR Rubber Strap with
Signature Buckle

200 Meters Water Resistant



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