
HOUSE RESOLUTION

RECOGNIZING PAUL MASUOKA OF MASU'S PLATE LUNCH FOR HIS
CONTRIBUTIONS TO HAWAII.

WHEREAS, while the natural beauty of Hawaii is recognized throughout the world, the real beauty of our island state lies in its people, who through their personal relationships with their families, friends, and neighbors, and through their dedicated efforts to serve the needs of the people in Hawaii, have created prosperity and the reputation of aloha which our state enjoys; and

WHEREAS, PAUL TERUKUNI MASUOKA, born the youngest of three children in Honolulu to Rikuo and Yoshiko, and brother to Edwin Masuoka and Maicie Okimoto, attended Kaimuki High School and first entered the food business at the age of 18 as a chef with Spencecliff Corporation; and

WHEREAS, in 1974, Paul and his mother Yoshiko began a catering business in Kaakako to supplement the slow days their business endured; and

WHEREAS, the mother-son team opened a small lunch counter, but with the plate-lunch counter proving more successful than the catering business, Masu's Massive Plate Lunch was born; and

WHEREAS, seven years after focusing strictly on plate-lunches, the Masuokas moved their business to Kamaile Street, and after an 11 year run at the Kamaile Street location, Paul and Yoshiko moved their restaurant and patrons to Liliha, which served as Masu's Massive Plate Lunch's longest and last home; and

WHEREAS, ironically, within the short few miles of Hawaii's major financial center, this business enterprise metamorphosed into the heart of a major urban area, going beyond neighborhood



boundaries to become a symbol of all that's great in "old Hawaii"; and

WHEREAS, the success of Masu's Massive Plate Lunch did not rest solely on the popular teri chicken or beef curry, rather, PAUL TERUKUNI MASUOKA's special ingredients came in the form of a mixed plate of local Hawaiian music, hard-working values and most importantly, kind and sincere big-hearted generosity, exemplified by generous portions as Masu's Massive Plate Lunch served up an atmosphere of old-time Hawaii and humility; and

WHEREAS, Yoshiko Masuoka was the epitome of the hard working depression-era generation and the driving force behind the restaurant, and the mother-son team never argued and held the utmost respect for each other, served each customer graciousness and a smile, established an institution fondly appreciated and loved by residents throughout all of Hawaii; and

WHEREAS, PAUL TERUKUNI MASUOKA was a devoted son who, during Yoshiko's time spend at Maluhia Long Term Care Healthcare Center, became a great supporter of the residents of Maluhia Long Term Care Healthcare Center, lending his help, utilizing his friendship with the Hawaii entertainment industry to raise funds for the Center's concert, donating generous amounts of food and treats for Friends of Maluhia events, and, in the words of Maluhia's volunteer coordinator, Linda Fong, is "one of the most caring individuals I have ever met in my entire career"; now, therefore,

BE IT RESOLVED by the House of Representatives of the Twenty-fourth Legislature of the State of Hawaii, Regular Session of 2007, that this body hereby expresses its heartfelt appreciation to PAUL TERUKUNI MASUOKA for his humble efforts in his service to the community and exemplifying generosity synonymous with the aloha spirit of the State of Hawaii.

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H.R. NO. 280

OFFERED BY: Charles W. Cherry

Colleen Meyer

K. R.



