

FEB 28 2013

SENATE RESOLUTION

REQUESTING THE COUNCIL OF THE CITY AND COUNTY OF HONOLULU TO
RENAME A PORTION OF CORAL STREET TO "LEX BRODIE STREET".

1 WHEREAS, "Thank you...very much!" is the legendary slogan of
2 revered kama'aina businessman Lex Brodie, whose years of
3 rendering and overseeing high quality automotive services made
4 him a symbol of trust among Hawaii families; and

5
6 WHEREAS, Alexander "Lex" Brodie is a keiki o ka aina, born
7 on Kauai in 1914, part of Roosevelt High School's first
8 graduating class, and a University of Hawaii track star; and

9
10 WHEREAS, as one of the first Waikiki Beach Boys, in
11 partnership with Duke Kahanamoku's brother Sam, Lex gave canoe
12 rides and surf lessons to the well-to-do travelers and movie
13 stars of his time, including famed crooner Bing Crosby; and

14
15 WHEREAS, as a manager at the Dole Pineapple Company in the
16 late 1950s, his stand on principle won him the respect and
17 support of his workers; and

18
19 WHEREAS, Kaneohe was the site of Lex Brodie's first
20 ventures as an entrepreneur, where he opened a Chevron franchise
21 in 1958 then started his Lex Brodie's Tire Company in 1961; and

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23 WHEREAS, the company moved to its current location at 701
24 Queen Street in 1964, and opened in Waipahu in 1972; and

25
26 WHEREAS, in 1976 he founded Small Business Association of
27 Hawaii, now known as Smart Business Hawaii, to advocate for and
28 actively promote small businesses; and

29
30 WHEREAS, in 1979, Hawaii Business magazine named Lex Brodie
31 its "Man of the Year";

32
33 WHEREAS, Lex was a pioneer in business, being the first
34 employer in Hawaii to offer his employees a profit sharing plan,
35 with matching employer contributions, the 15-second television



1 commercial in days when the norm was 30 seconds, and was one of
2 the first business owners to appear in his own commercials; and
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4 WHEREAS, Lex Brodie's Tire Company was so known for
5 reliable auto care, that when he finally retired in 1991, he was
6 easily and overwhelmingly elected to the Board of Education,
7 which he served on for eleven years; and
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9 WHEREAS, the Lex Brodie's Tire Company is repeatedly voted
10 Hawaii's best for tires and auto repair, received the 2010
11 Hawaii Better Business Bureau Award for Ethics and Trust, was
12 the first company to win the International Better Business
13 Bureau Award for Excellence in Customer Care, and in 2011,
14 received the National Tire Business Humanitarian Award; and
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16 WHEREAS, ever the outdoorsman, Lex continued surfing until
17 he was ninety years old; and
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19 WHEREAS, Lex Brodie bid aloha 'oe to our islands on January
20 11, 2013; now, therefore,
21

22 BE IT RESOLVED by the Senate of the Twenty-seventh
23 Legislature of the State of Hawaii, Regular Session of 2013,
24 respectfully requests the Council for the City and County of
25 Honolulu to rename that portion of Cooke Street in Kakaako,
26 between Queen Street and Halekauwila Street, on which Lex
27 Brodie's Tire Company is situated, "Lex Brodie Street" in honor
28 of this revered businessman and figure in our history; and
29

30 BE IT FURTHER RESOLVED that certified copies of this
31 Resolution be transmitted to the council members of the City and
32 County of Honolulu.
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34 Michelle Kidani
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OFFERED BY:

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