

# TRIOLOGY



Trilogy's commitments to the environment go far beyond sustainable tourism. In addition to the innate reduction of dependence on fossil fuels sailing provides, Trilogy became the first company to retrofit its boats to pump out waste in onshore facilities rather than dumping at sea. It established and supported a day use mooring system that ended daily anchor damage to reefs. In 2010, Trilogy employees started the Blue'Aina reef cleanup program which continues to host monthly community reef cleanups encompassing the islands of Maui and Lāna'i. Most recently, Trilogy converted one of its boats to run entirely on biodiesel, which removes grease waste from landfills and further eliminates the need for burning fossil fuels. Trilogy upholds its philosophies by undergoing an extensive certification process every two years earning recognition as an Eco-tour operator by the Hawaiian Eco tourism Association. It is a recognized as a business that follows Dolphin SMART's stringent guidelines which support dolphin conservation.

## SUSTAINABILITY TIMELINE

1973- 1975- Pioneer clean up effort of Hulopo'e Bay- Jim receives Hawai'i Senatorial recognition for this

Late 1970's- Jim advocated for the creation of Marine Life Conservation Districts- these are now established at Hulopo'e Bay, Molokini and Honolulu Bay

Mid 1980's- Jim helped develop the Ocean Resources Management Plan and served on task force

1983-4- Jim served as chair of Governor Arioshi's Whale Sanctuary Task Force

1984 Co- founder and current president of the Ocean Tourism Coalition

Late 1980's- Jim served as president of The Ocean Resources Council of Hawaii (TORCH), Maui Chapter, which helped pioneer Hawaii's day-use moorings program

Early 1990's- Jim represents Hawai'i at the National Sanctuaries Chairs Conference. Over the years, Jim was the official Sanctuary Advisory Council representative to annual meetings in Washington DC as well as other locations on the Mainland

1990's- Trilogy helps establish Lana'i Canoe Club by providing state of the art Hawaiian Racing Canoe and providing transportation to races for Lana'i team

1990's- Trilogy is the only boating company allowed to bring volunteers to Kaho'olawe and continues to work closely with KIRK

1990s to 2000's- Jim serves as Chairman of the Sanctuary Advisory Council for the Hawaiian Islands Humpback Whale National Marine Sanctuary for 10 years



# TIMELINE CONTINUED



1989-92 -Officer of The Ocean Recreation Council of Hawai'i

1984-Present- President of Maui County Boaters and Ocean Affiliated Transport

1994- Ocean Resources Management Plan adopted by Hawaii Legislature

1999- Recipient of Environmental Hero Award (NOAA) from Vice President Al Gore

1999- Trilogy receives Po'okela award for excellence in all aspects of customer service and environmental protection

2000- NOAA Star of the Sea Award

2001- Charter member of Marine and Coastal Zone Advocacy Council (MACZAC) also called Ke Kahu O Na Kumu Wai

2002- Jim presents his paper "Sustainable Ocean Tourism: Threats, Opportunities, and Needs" to U.S. Commission on Ocean Policy Hawaii and Pacific Islands Regional Meeting

2000's- Trilogy partners with REEF to do fish counts at several locations on Lana'i and Maui

2000's- current- Trilogy is a part of NOAA's Marine Mammal Entanglement Response Network

2004- Jim is a Speaker in Federal Marine Protected Areas Conference

2004- Personally hosted President George H.W. Bush on a whale-watch

2005- Trilogy retrofits all boats to pump waste into onshore facilities instead of dumping at sea, and works with County, State, and Federal partners to help fund a shore side disposal system serving the vessels of South Maui

2005- Trilogy is instrumental in getting a vessel waste pump-out system included in the Manele Harbor improvements on Lana'i

2006, 2008- Trilogy Nominated for State of Hawaii's Living Reef Award for Ocean Recreation Business Category

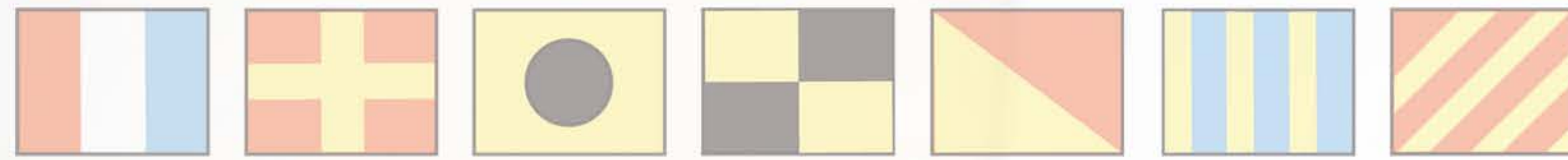
2007 - Trilogy receives State of Hawaii's Living Reef Award for Ocean Recreation Business Category

2010- Trilogy's Blue'Aina Reef Cleanup Campaign is launched, cleaning 15 reefs a year with volunteers, where all proceeds benefit local nonprofits

2010 - Trilogy banned the use of spray sunscreen on all boats.



# TIMELINE CONTINUED



2011- Trilogy was given the Malama Kai Award from Surfrider Foundation

2011-Trilogy bans single use plastics on all tours/excursions.

2012- Recipient of Maui No Ka Oi Magazine's Environmental Heroes Award

2013- Trilogy is the first Ocean Recreation business on Maui to be approved as Dolphin SMART by NOAA, following best practices in observing wild dolphins without changing behavior

2014- Trilogy is the first business on Maui to be certified by the Hawai'i Eco Tourism Association one of only three companies state wide to receive the highest "Gold" certification

2014- Trilogy hosts a floating workshop with West Maui Ridge to Reef Initiative, Division of Aquatic Resources, and CORAL for Maui leaders, decision makers and legislators, providing an experiential education platform to explore and compare Maui's reefs.

2014- Jim and Rand Coon are awarded the lifetime achievement award from Mayor's Small Business Awards

2015- Converted Trilogy V to run on biodiesel

2015- Trilogy became a Conservation Partner with Monterey Bay Aquarium's Seafood Watch program, serving only sustainable seafood

2016- Trilogy hosts guests from the IUCN Conference for a snorkel sail around Maui's "Mother Reef". The IUCN is the first international environmental organization and the 2016 Conference was the first held in the United States.

2016- Trilogy hosts an excursion for the International Coral Reef Symposium, held by the International Society for Reef Studies

2017 - Trilogy outfits boats with reef safe sunscreen Hawaiian Sol

2017 - In October, Trilogy won the Pacific Business News Pineapple Award for Leaders in Attractions and Activities

2017 - Trilogy Wins Hawaii Ecotourism Association's Tour Operator of the Year Award

2017 - Trilogy's Conservation and Education Director Magen Schifiliti wins Hawaii Ecotourism Association's Tour Guide of the Year Award

2018 - Blue'Aina Conservation Program has conducted 130 reef cleanups since its inception

