

MĀLAMA LIO



THE HAWAII
HORSE JOURNAL

**Affordable Horse Care in Hawaii -
A Reality with The Lio Dollar**

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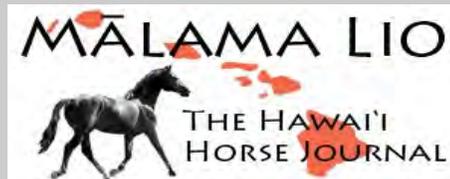


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PUBLISHER'S DESK

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We've been gone for a while....thinking, pondering on the range, "What else can we write about that will impact our community?" How can we prepare our horse community for the next generation of horse owners? Now, there's a thought. How can we make horse ownership more affordable? What's needed? Who can help? Better yet, how much of Hawaii's horse community's dollars are in circulation? Or maybe the better question is, How much of our dollars stay in circulation in our community? We think we found the answers to these questions and a solution with the invent of the Lio Dollar.

The Lio Dollar is a currency system with one mission in mind - keeping our horse dollars and cents in our community....for as long as possible. Let us know what you think.

LIKE "MALAMA LIO" ON FACEBOOK

December, 2015 Post:

(Buy Locally and Support Hawaii's Feed and Tack Stores)

"Tack stores, we take them for granted - hoping they have what we need regardless of season or dire emergency. On an island, our needs and wants are increased tenfold, understandably. But in today's economy, especially with the convenience of social media, it's becoming harder and harder for brick & mortar stores to compete with on-line retailers of everything and anything equine related."

Producing More Locally with the Lio Dollar?

Publisher's Comment: Hawaii needs a feed mill and many other locally produced products. Our horse community is a village of knowledgeable and resourceful members who are vested in our most prized possession...our horses. Let's invest in them. Literally.

On July 4, 2014, West Hawaii Today followed up on our series of stories on the topic of bringing horse racing back to the island state with an article entitled, "Debate exists over horse racing in Hawaii". Our motivation for bringing horse racing back to Hawaii was simple, to benefit Hawaii's horse community; namely our horses. Far too many of our dollars are leaving the community and not enough is coming in to keep us growing. Horse racing would help solve this problem, obviously.

The article exposed not just our interest in the sport but some real, valid concerns from our opponents. Will horse racing return? It's making it's way through the powers that be, but when? How long will we have to wait? We came up with an alternative that even our opponents could endorse.

Buying local is not a new concept. We've been doing it for years. Local spending of the past has kept our community/industry alive, but it has also hindered our growth. Specifically, it has limited innovation in the industry and has allowed gaps in our local market to exist. Don't confuse this with the social aspect of our community. We have plenty of social media groups promoting and marketing our shared interests and likes, but how much of it fosters innovation? Are we better or worse off economically because of these groups?

How much of Hawaii's horse community's dollars are in circulation? Or maybe the better question is, How much of our dollars stay in circulation in our community?

As an island state there are simply some things we can't do locally...at least, today. For example, we don't have a feed mill thus feed supplements must be imported. Does

significant manufacturing of products specific to the horse industry exist in Hawaii? Take a look at the shelves in your local tack store...are they produced locally? Is there a segment in our industry that makes horse care affordable for every owner, regardless of economic conditions – thus eliminating the statistics of abused and neglected horses on the island?

It's time we shift the balance.

It's time we invest in a feed mill.

It's time we invest to increase job opportunities within our industry.

It's time we invest in a Veterinary College on the island.

It's time we invest in establishing a stable, consistent stream of funding for horse rescue organizations and other non-profit clubs and associations on the islands.

It's time we invest in the next generation of horse owners by taking control of every segment of our community – and we can do it with the **Lio Dollar AKA "The Lio"**.

The Lio is a simple concept – a local currency that makes sure that our money stays in our horse community...without much effort or any additional, dramatic changes by our members. Here's a tentative breakdown of how the "Lio" dollar would work:

Initial Investment in Our Horse Community:

\$500,000.00 issued in denominations of \$5, \$10, \$20, and \$50.

(Continue on Page 2)

(Lio Dollar cont.)

Any member of the horse community can exchange U.S. Currency for Lio Dollars at their local bank or ATM (assuming such agreed to participate in the program). Thus, 100 U.S. Dollars gets you 100 Lio Dollars. However, 5% of your purchase goes into "The Equine Fund" ..in this case \$5. The Equine Fund is established to support non-profits such as Equinie808, etc. do what they do best i.e. Taking care of our horses when we can't. Further, there is a 2% redemption fee, meaning if one decide to redeem the Lio Dollar for cash, \$2.00 will be, again, deposited into The Equine Fund.

In Summary, 7% of every Lio Dollar is automatically earmarked for our horse community. And yes, it's legal.....and is not considered gambling. Best yet, how The Equine Fund is spent is entirely up to you.

Where can Lio Dollars be used?

Feed and Tack Stores;

Veterinarian Clinics

The Hawaii Horse Expo

Farrier services

Polo Matches....anywhere, you decide.

You can even give Lio Dollars as a gift. Say "Billy" volunteers to clean your stable while you're visiting the mainland. You could pay Billy in Lio Dollars or U.S. currency. He'll use those funds to buy some new riding gear at Horses R Us for \$50.00. He'll use, \$25.00 in cash and \$25.00 Lio Dollars. Horses R Us, and Billy, are happy to take the Lio Dollars because they both save on taxes. Horses R Us can use the Lio Dollars to replenish its stock, marketing for ad space with Malama Lio, etc. from other member's accepting Lio Dollars.

What does it cost to join?

The annual membership cost is nominal – \$15.00 per individual, \$20.00 for businesses. Non-profits are granted free membership.

Examples of Local Currency Working:

Local currency has helped communities, locally and abroad, promote local commerce and, most importantly, self-reliance. Visit <http://www.ithacahours.com> and <http://community-currency.info/en/currencies/chiemgauer> for details of how local currencies are impacting New York and Germany's local economy.

The longer the Lio Dollar stays in our community, the more enriched we become.

Over the next couple of issues of Malama Lio - The Hawaii Horse Journal, we will discuss the details and how you can sign up for the Lio Dollar. The time has arrived; it's time to invest our local dollars.

A Brief Hawaii's History of Hawaii's Local Currency

Hawaii issued its own currency prior to its territorial status with the United States. All of Hawaii's paper money i.e. Silver Certificates, Gold Certificates and Certificates of Deposits, are extremely rare. The same is true for its coins

that were first issued in 1847. Hawaiian coins were demonetized by an act of Congress in 1903 – only about 630k remains in existence...somewhere.

For More information about the history Hawaii's currency contact your local Historical Society.



Own Responsibly