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CORE VALUES

**Pono
Lokahi
Alaka'i
Ho'okele
Kakou
Imi'ike**

Email Article Submissions to:
kribilla@atlasinsurance.com

Happy Retirement, Sharon!



Happy Retirement Sharon!



After 20 years of dedicated service and invaluable contributions to our team, Sharon Hodson had decided to embark retirement and on the next chapter of her life journey, as full-time wife, mother, travel agent and part-time Atlas Agency Relations Consultant! She has been a constant source of laughter, guidance and industry wisdom. Sharon has been an integral part of our organization, bringing her wealth of experience, wisdom, and caring culture to the forefront. Sharon has not only shaped our department but has also left a lasting impact on each of us personally and professionally. As she transitions into a new chapter, we express our deepest gratitude she had done for our organization.

We were able to celebrate and thank Sharon for her 20+ years at Atlas Insurance for her dedication and hard work! Her retirement party was complete with a karaoke performance by her department, touching tributes, and a mislabeled retirement cake! Thank you, Sharon, for everything. Here's to new beginnings and continuing to uphold the incredible legacy you've created. While her daily presence will be deeply missed, we will be fortunate to still see her around and let's celebrate Sharon's many accomplishments and wish her all the best!

Happy Retirement, Sharon!, Cont.



Atlas' Safety Summit!

We hosted our first community outreach event, "Safety Summit: Navigating OSHA Standards in 2024," at the Japanese Cultural Center. This event launches our initiative to support Hawaii's business community with expert discussions on OSHA compliance. The two-hour seminar covered:

- OSHA importance for small businesses in Hawaii
- Hawaii's most cited standards and injury reporting
- Compliance spotlight on the inspection process and OSHA & HIOSH citations.



Presenters included Joey Barroso, Tracie Akai, and Nathan Nakasone from Atlas Insurance Agency.

Welcome, Michael!

Please welcome Michael Ho as an Independent Agent! Before joining our team, Michael was a Lead Sales Representative with Liberty Mutual for 16 years. He will be writing personal lines of insurance and holds property, casualty, and health and life insurance licenses. He is a graduate of the University of Hawaii at Manoa and holds a BS from the School of Travel Industry Management. Michael isn't the first person in his family to join our team - his wife, Cynthia, is an Account Manager in our Personal Lines division too! Welcome, Michael!



Welcome, Rory!

Please welcome Rory Lee to the Atlas Ohana as an independent agent! Rory brings nearly 14 years of experience as the principal agent and owner of Allstate Agency where he provided risk management mitigation for his clients. He brings over 32 years of proven sales success and product knowledge, garnering multiple accolades for his sales accomplishments. Most recently, Rory worked at Hilton Grand Vacations as a sales agent and Hawaii News Now as an account executive, providing sales consulting for small and large businesses. Welcome, Rory!

Client First Program

Customer Satisfaction



Atlas recently began working with Market Trends Pacific to survey clients on our performance. We started to gather our positive comments and would like to begin sharing it with the company. Here is what our clients are saying about us!

“Colissa was very prompt in her replies to my emails, very courteous when I spoke with her on the phone. Great customer service, very sincere and caring.” *Lila D.*

“Romela Antonio is very responsive and knowledgeable and hard working. She was patient with me in making my decisions. Please give Romela a bonus for excellent work performed.” *Kevin & Julie R.*

“They’re very professional. The agent that I have here, Darnell Aquino does a great job! I’ve been with them for over ten years and I love what they did. They are on it and no problems! Very efficient, very commendable, and very outstanding.” *Richard M.*

“Lavern was very helpful in walking me through my insurance policies and helping me make needed adjustments.” *Timothy B.*

“Irene goes above and beyond to help. The only reason I am staying with Atlas is because of my/your agent.” *Brian K.*

“Renee is an awesome agent, I’ve known her for years and she always goes out of way to help. Highly recommend her to anyone.” *Arnel & Erika R.*

“Products, rates and customer service are great. Ross Hoota has been our insurance agent for many years and always does an excellent job!” *Irene C.*

“Bryce Nishiyama was able to work on my insurance in time for my move-in date.” *Carrolyn I.*

“Our agent, Carl Tanaka has given us excellent care with our insurance needs. We so appreciate his knowledge and willingness to search for better insurance rates with the same coverage for us. Please extend this compliment to him and our gratitude for always being there for our family. Another big Mahalo to our agent, Carl Tanaka.” *Wayne & Gail K.*

Atlas Rise & Grind Treat—Crookies!

The day got a little sweeter with Atlas' monthly cafe event. This time employees enjoyed some CROOKIES from Aloha Mamacita. (cookies baked in a croissant) These unique and delicious pastries are keeping our team energized and motivated!



Thank You, FICOH!

A huge thank you to First Insurance Company of Hawaii for treating Atlas employees to a delicious and plentiful lunch! We are especially grateful for them and their partnership. Thank you for brightening our day and fueling us up for success!



PL Referrals!

Our Personal Lines Referral Program is still active! Please continue to refer your friends and family (all islands) for a personalized **Insurance Analysis**. Staff receives **\$25** per referral and then **\$25** for every referral bound.

If you would like to participate in this program, please contact Irene Zilisch, at (808) 533-8704 or izilisch@atlasinsurance.com. Here are the staff that helped with the program for the month of April 2024!



Top L to R: Della Nakamoto, 3 referrals, 2 bound; Grant Murakami, 4 Referrals, 4 bound; Jessica Pippin, 5 referrals 2 bound; Bottom L to R: Jordan Viernes, 1 referral, Karen Hong, 1 referral, 1 bound; Tracie Akai, 2 referrals, 1 bound.

Hello, Atlas Olelo Hui Members & Friends!

By: Ken Fujiwara

Our corporate Toastmasters club recently gathered for a lunch meeting on April 23rd, where Debra Chong introduced an engaging theme: "April Showers." This set the tone for an enjoyable session, as everyone shared their favorite rainy day activities. The theme brought out some interesting ideas, from curling up with a good book to dancing in the rain. A highlight of the meeting was Cale Guillermo's first speech, titled "What Would You Do if I Gave You \$1,000 a Month?" In this thought-provoking presentation, Cale gave a well-reasoned treatise on the potential benefits of Universal Basic Income (UBI).

Thank you to everyone who participated in the meeting, and special kudos to Cale for a captivating first speech. If you're interested in improving your communication skills and meeting new people, we invite you to join us at our upcoming meeting at noon on May 21st at the Atlas Board Room. We look forward to seeing you at the next meeting!



Here's to celebrating 16 amazing years as one of Hawaii Business Magazine's Best Places to Work. Thank you to our incredible team for their hard work and dedication. Here's to many more years of success together!



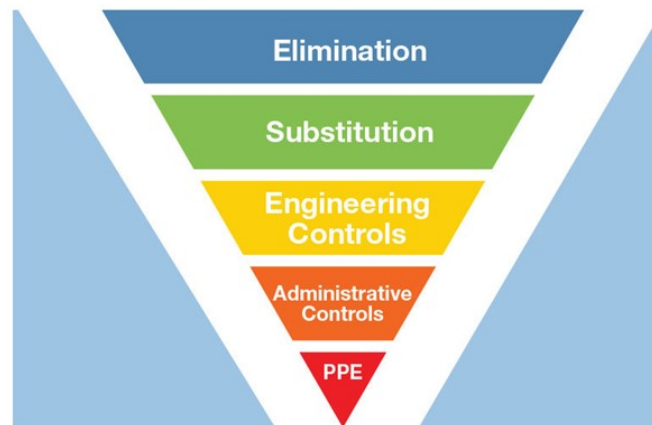
Risky Business Corner



What Should One Do?

By: David Ching

Employers are required to protect their employees from exposure to workplace hazards. There is a hierarchy of controls for protecting employees at the workplace. It starts with the controls perceived to be most effective. Then it moves down to those considered least effective. It's the framework for controlling workplace hazards and protecting employees. Imagine an inverted pyramid.



Elimination – Physically removes the hazard.

Substitution – Replaces the hazard with a safer alternative.

Engineering controls – Isolates the people from the hazard.

Administrative controls – Changes the way people work.

Personal protective equipment – Protects the worker with PPE.

Elimination removes the hazard at the source. It is the preferred solution to protect workers because no exposure can occur. An example is to change the work process to stop using a toxic chemical. Although elimination and substitution are the most effective at reducing hazards, they're often the most difficult measures to implement for an existing process. If the process is still at the design or development stage, elimination and substitution of hazards may be inexpensive and simple to implement. For the existing process, major changes in equipment and procedures may be required.

Substitution replaces the hazard with a safer alternative. Jonathan Bach, director of NIOSH's Prevention through Design identified two alternatives that can be applied in the chemical industry.

- Minimalization – using smaller quantities of a hazardous chemical, a lower voltage of energy and reduce temperatures or pressures.

Risky Business Corner



What Should One Do, Cont.

By: David Ching

- Simplification - is the process of reducing unnecessary complexity; confusion caused by instructions, labels, or signs; or the number of steps to complete a task.

Engineering Controls is a method of isolating people from the hazard. Examples of engineering controls are: The use of guardrails, Machine guards, Enclosing the source of the noise, and Using a ventilation system

Administrative Controls changes the way people work. Examples of administrative controls are: Scheduling work at cooler times of the day during summer, Rotating workers to limit their time of exposure to a hazard and Restricting access to a dangerous hazard in the workplace. Administrative controls and PPE are used frequently because these controls are inexpensive but can be costly to maintain. Because they need extensive oversight, continuous employee training and supervision.

PPE protects the worker with personal protective equipment. In the safety world PPE is the last resort. One must explore the other control measures first. Using PPE is the easiest route to take when other options can be more reliable and effective in the long run. It is recognized that there are situations where PPE is the only option and it's one of the important options for ensuring people remain safe. Some examples of PPE are: N95 masks during Covid, Respiratory protection, Hearing protection, Eye protection

Toward the top of the hierarchy, the objective is to control the source of the hazard. Toward the bottom, the goal is to protect the worker from potential harm. Controls are either passive or active. Passive controls - A worker won't need to play a role to help control the hazard when the controls used are towards the top of the hierarchy. The farther down in the hierarchy, a worker will need to be an active participant. Active controls – requires a trust factor in both employees and employers. Employees will have to trust the employer will provide the proper PPE and the employer has to trust the employee will wear the PPE correctly every time.

Be that as it may, the employer is required to protect employees from exposure to hazards in the workplace. The hierarchy of controls provides employers a “top down” means of controlling hazards and employee exposures in the workplace. It is the framework for controlling hazards.

Atlas Gives Back!



F O U N D A T I O N

The Atlas Insurance Agency Foundation continuously gives back throughout the year with corporate sponsorships or straight donations to organizations/ non-profits. Please don't forget that Tradewind Group will match your personal donation to a 501C3 \$1.00 for \$1.00, up to \$500 per employee. Contact Dana Tokioka at dtokioka@atlasinsurance.com for more details.

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