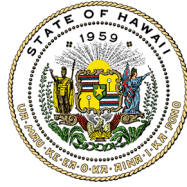


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KENNETH S. HARA  
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**DEPARTMENT OF DEFENSE**  
**OFFICE OF THE ADJUTANT GENERAL**  
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NGHI-HRO

4 September 2019

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Aloha Dress Attire During Aloha Festivals 2019

1. Purpose: This memorandum prescribes the expectations for the wear of appropriate aloha attire while on duty during 2019 "Aloha Festivals" for Hawaii National Guard Full-Time employees.
2. In 1946, Aloha Festivals began as "Aloha Week", a cultural celebration of Hawaii's music, dance, and history intended to perpetuate the Islands' unique traditions. A group of former Jaycees – known as the Jaycees Old-timers of Hawaii had the vision to create a public celebration to honor Hawaii's heritage. In 1991, "Aloha Week" became Aloha Festivals, a statewide celebration of Hawaiian culture throughout the month.
3. The Hawaii National Guard recognizes and encourages participation in the statewide tradition of Aloha Week and related celebrations through the state. The wearing of aloha attire is authorized in recognition of Aloha Festivals from 23 -27 September 2019 and shall be in accordance with NGHI-TAG memorandum dated 1 August 2013, Wearing of Aloha Attire.
4. As a general rule, appropriate military uniform will be worn when representing the National Guard at meetings and when visiting any military installation or agency (other than HING units).
5. Point of contact is John K.C. Yim, 808-672-1555 or email at [john.k.yim4.civ@mail.mil](mailto:john.k.yim4.civ@mail.mil).

KENNETH S. HARA  
Brigadier General, HING  
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SUBJECT: Aloha Dress Attire During Aloha Festivals 2019

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