



Testimonials from RCCA members – October 2021

“Right Cost Company Advertising could be another interpretation for the RCCA acronym. We’ve been standing members of this august organization for some years, and because of their excellent marketing effort and in spite of recent challenges, we’re still standing. I’m confident that this pattern of excellence, competency and effectiveness will prevail and consider RCCA to be an intrinsic partner of our business plans now and into the future.” Micco Godinez, co-owner, Kayak Kauai

I manage a small condo resort in Wailua. We are not able to reach, through advertising, all the venues we would like due to a small marketing budget. Royal Coconut Association helps us and other small businesses on Kauai’s eastside reach upcoming visitors. I strongly believe in “regional marketing” because it helps smaller businesses reach more people for less money. Shared marketing really works for us.” Bob Keane, General Manager Kaha Lani Resort

"Kudos to the RCCA for the strong backlinks on your website. Our SEO improved after we joined the RCCA." Jeni Kaolehaulii, Owner, Work It Out Kauai.

“My participation in our RCCA has benefited my company tremendously. They have helped me with contacts, with support, and with promoting my business. They even were able to set me up with a feature in a major national magazine - AAA magazine that will be distributed to all the Hawaiian islands. The benefits to joining this organization keep astounding me! The small investment that it took to become a member has paid off tenfold. I’m very grateful to this organization and will continue to support it.” Jeanne Russell, Owner, Dolphin Touch Wellness Center:

“The Royal Coconut Coast Association is a great resource for visitors and locals, bringing attention to a historic and bustling side of our island. The sunny south side and lush north shore get most of the attention, so it’s nice to highlight all that’s happening on the east side of Kaua’i.” Chandra Bertsch, General Manager, Holo Holo Charters,

“We support the RCCA’s organization of local businesses in our community and the effort to make the east side of Kauai a destination.” Stefan Mandel, Managing Partner, Oasis On the Beach

“The RCCA has been a big help during this pandemic, getting first-hand information on what to do for our owners and guests traveling to Kauai with all the restrictions in place, was a big, big help for our resort. Thank you.” Marilyn Solatre, General Manager, Pono Kai Resort

“The RCCA has been helpful in keeping our local business community connected, alive and kicking with regards to an international Social Media presence. Especially with the shutdown in travel and the current resurge, navigating our survival is essential. Spotlighting the east side of Kauai while keeping an understanding of transition and adjustments necessary for our evolution and sustainability is key. Mahalo Nui Loa for your open communication thru all this. We’ve got this!” Made with Aloha Chef Judy Capertina, owner, Haole Girl Island Sweets

“Our membership is great for building awareness and connecting with other businesses in the area.” Ana Love, Owner, Kauai Yoga On The Beach

