
SENATE RESOLUTION

REQUESTING THE COUNCIL OF THE CITY AND COUNTY OF HONOLULU TO
RENAME A PORTION OF CORAL STREET TO "LEX BRODIE STREET".

1 WHEREAS, "Thank you ... very much!" is the legendary slogan
2 of revered kama'aina businessman Lex Brodie, whose years of
3 rendering and overseeing high quality automotive services made
4 him a symbol of trust among Hawaii families; and
5

6 WHEREAS, Alexander "Lex" Brodie is a keiki o ka 'aina, born
7 on Kauai in 1914, part of Roosevelt High School's first
8 graduating class, and a University of Hawaii track star; and
9

10 WHEREAS, as one of the first Waikiki Beach Boys, in
11 partnership with Duke Kahanamoku's brother Sam, Lex gave canoe
12 rides and surf lessons to the well-to-do travelers and movie
13 stars of his time, including famed crooner Bing Crosby; and
14

15 WHEREAS, as a manager at the Dole Pineapple Company in the
16 late 1950s, his stand on principle won him the respect and
17 support of his workers; and
18

19 WHEREAS, Kaneohe was the site of Lex Brodie's first
20 ventures as an entrepreneur, where he opened a Chevron franchise
21 in 1958 then started Lex Brodie's Tire Company in 1961; and
22

23 WHEREAS, the company moved to its current location at 701
24 Queen Street in 1964 and opened in Waipahu in 1972; and
25

26 WHEREAS, in 1976 he founded the Small Business Association
27 of Hawaii, now known as Smart Business Hawaii, to advocate for
28 and actively promote small businesses; and
29

30 WHEREAS, in 1979, Hawaii Business magazine named Lex Brodie
31 its "Man of the Year"; and
32

33 WHEREAS, Lex was a pioneer in business, being the first
34 employer in Hawaii to offer his employees a profit sharing plan,
35 with matching employer contributions, and advertise with the
36 15-second television commercial in days when the norm was 30



1 seconds, and he was one of the first business owners to appear
2 in his own commercials; and
3

4 WHEREAS, Lex Brodie's Tire Company was so known for
5 reliability that when he finally retired in 1991, he was easily
6 and overwhelmingly elected to the Board of Education, which he
7 served on for eleven years; and
8

9 WHEREAS, the Lex Brodie's Tire Company is repeatedly voted
10 Hawaii's best for tires and auto repair, received the 2010
11 Hawaii Better Business Bureau Award for Ethics and Trust, was
12 the first company to win the International Better Business
13 Bureau Award for Excellence in Customer Care, and in 2011,
14 received the National Tire Business Humanitarian Award; and
15

16 WHEREAS, ever the outdoorsman, Lex continued surfing until
17 he was ninety years old; and
18

19 WHEREAS, Lex Brodie bid aloha 'oe to our islands on
20 January 11, 2013; now, therefore,
21

22 BE IT RESOLVED by the Senate of the Twenty-seventh
23 Legislature of the State of Hawaii, Regular Session of 2013,
24 that this body respectfully requests the Council of the City and
25 County of Honolulu to rename that portion of Coral Street in
26 Kakaako, between Queen Street and Halekauwila Street, on which
27 Lex Brodie's Tire Company is situated, "Lex Brodie Street" in
28 honor of this revered businessman and figure in our history; and
29

30 BE IT FURTHER RESOLVED that certified copies of this
31 Resolution be transmitted to the council members of the City and
32 County of Honolulu.
33

