



HEREWINI

SPIRIT, HEART & MIND



Naku noa tenei mihi ki a koutou
Nga maunga nui me nga maunga iti
E tu ana i waenganui i nga piki me
nga heke o tenei ao hurihuri
He mahara whakatarapi ki oku matua
tipuna ki te whenua toi tupu hoki
e hora mai nei
Ka tuku mahaki atu nga whakawhetai ki
te Atua Ora Tonu mo enei ahuatanga

Kind greetings to you
The great and the small mountains
Standing in the challenging landscape
of this turning world.
Tender are my thoughts of my ancestors
who have vanished into the night
and the many lands which have borne
their footprints.
Humble praises I give to the
kind hand of providence in my life.



HEREWINI JONES

"As Prime Minister, I value the highly skilled work you do. We do not have enough people with your ability, expertise and capacity to communicate with youth at risk.

"Mike Moore - former New Zealand Prime Minister and former Director General World Trade Organization, 1999-02"

The joys and struggles of raising a family are Herewini's top priorities. He shares this task with his wife of almost 33 years. They have five children and six grandchildren.

Awarded a New Zealand 1990 Commemoration Medal.

Herewini received this award for services to New Zealand, including his captaining of the giant Ngati Kahungunu tribal waka (canoe), Tamatea Arikiniui o Te Waka Takitimu, which was part of New Zealand's sesquicentennial celebrations in 1990. Herewini was tutored by Jake Puke from Tainui and then he and his canoe leaders prepared a crew of nearly 200 men to man the giant waka which was the largest of flotilla to welcome Queen Elizabeth II onto New Zealand's shores. The occasion was to celebrate the signing of the Treaty of Waitangi, a founding document between the Maori people and the Crown, in 1840.





Recognised for his knowledge of Maori whakapapa (genealogy) and whakareretanga (ancient teachings)

Today Herewini is referred to as a 'tohunga' which is a name used for people who are acknowledged experts in their indigenous fields of learning. His in-depth knowledge and understanding of nga tikanga (principles and values) and his ability to share these truths in a manner that touches hearts,

I know of no other person, even within Ngapuhi, who has the knowledge level and delivery capacity to retain, protect and disseminate this esoteric knowledge entrusted to your care.

Sonny Tau, currently Chairman of Te Runanga A Iwi O Ngapuhi



opens minds, brings the spirit and changes lives for the better," places him amongst a select few in Aotearoa (New Zealand) with these capabilities. Among his fields of expertise are reading of tamoko (facial tattoo), whakairo (carving), kowhaiwhai, taniko and tukutuku patterns, and explaining in detail the 14 plus levels of the whare tipuna (ancestral house) and ancient ancestral genealogies spanning the Polynesian islands into South, Central and North America reaching back to the Creator.

Perhaps the biggest thing to impact on Herewini's life was his search for his identity as a Maori. This awakening within him led to him to discover that his mother was a direct descendant of Wiremu Tamehana Tarapipi Te Waharoa, the famed 'Maori Kingmaker' who is acknowledged as one of New Zealand's most important nation shapers.

This searching journey changed his life, led him to learn and speak the Maori language, to be taught the principles and values of the Maori world by some of the great knowledge holders of their day - aged men and women from all tribes who had seen and been raised with the teachings of the ancient Maori world.



“Herewini's in-depth knowledge and understanding of the sacred teachings of our ancestors answered many unanswerable questions. He took us beyond what we knew and opened an entire new world to us”

Desmond Tata, chairman of Te Runanga o Ngai Tamarawaho Inc



Keynote speaker for New Zealand

Herewini's power as a speaker was felt in a 45-minute address without notes as New Zealand's keynote speaker at the world indigenous conference 'Healing Our Spirits Worldwide' attended by over 3000 delegates in New Mexico in September 2002. He also presented a 90-minute workshop on 'the journey of the spirit'.

As his reputation grew so did the demand for his services at home and abroad and he travelled into Rarotonga, Tonga and Hawaii. In one situation, when visiting the island of Tonga in August 2004, he spoke to a High School rugby team before they went into a semi-final game. They were not expected to win. He only had five minutes to speak to them. After his words of encouragement they won the game by one point a minute into overtime.

He was invited to give a two hour address on cultural principles and business to Ngati Ruanui people in New Zealand after their \$42 million dollar land settlement in 2004. He has already helped thousands in New Zealand and was a breath of fresh air in the United States where in 2004 he was invited to speak at a major business conference in Phoenix, Arizona, an arena totally foreign to his field of expertise. An hour later after focusing his presentation on indigenous values and principles, relating it to business, as an important foundation where success, stability, confidence and happiness can grow from, he received a standing ovation.



Mrs Whetu Tirikatene-Sullivan, MP for Southern Maori, presenting the 1990 Commemoration Medal.



Lobo Football Team New Mexico 2002

“Mr. Jones promotes remarkable changes at the core of everyone who hears him speak. The level of commitment our players have reached, as a result of hearing Mr. Jones' address, is amazing. They are uplifted by the content, inspiration and methodology”

Bronco Mendenhall - Head Coach BYU Cougars

He has since presented in more than 20 such conferences across the US from Honolulu, to San Diego, San Francisco, Las Vegas, Orlando, New York with the most recent being in Las Vegas '08.

- MIT Financial
- REIS - Real Estate Investors & Asset Protection Seminars.

Herewini was invited to use his unique skills as a motivational and inspirational speaker for the New Mexico Lobo football team in 2002 and later the BYU Cougars football team in 2004. He has been a guest speaker to the Cougars each year until March 2008.



'Stop Family Violence' programme in Northland, New Zealand.



Business conference Orlando Florida

Several presentation topics:

- 10 August 2004 – Invited to speak to investors in Auckland, NZ on **'The Way of the Samurai – Ancient Values to improve our Business'**
- 14 November 2004 – Invited to speak to investors in San Diego, California on **'The Taiaha, our form of Asset Protection 200 years ago'**
- 18 December 2004 – Invited to speak to investors in Mesa, Arizona on the **'Real Estate of the Heart'**
- April 2005 M5 Investment Conference Orlando Florida; **'The Path Of My Life'**
- 23rd July 2005 M5 Investment Conference Orlando Florida; **'Security'**
- 4th, 5th, 6th August Womens Investment Conferences in Albany, Pougkeepsy & White Plains New York; **'Mana Wahine'**

“It was like he was talking directly to me – to my head and my heart at the same time. It cut right through me and I knew he was right”

Norm Hewitt, New Zealand rugby All-Black



Defeated the New Zealand super heavyweight kickboxing champion.

A satisfying moment in his extensive sporting career was during an intense kickboxing bout in which he defeated the New Zealand super heavyweight kickboxing champion, Vern Winitana, with a second round knockout. He was giving away about 40 kilograms in weight and about several inches in height.

As a young man his determination to succeed saw him playing rugby and going to the New Zealand under-19 rugby trials as a promising winger. But it was boxing which captured his interest and later he turned all his attention to martial arts obtaining a third dan in Kyokushinkai kan karate and a fifth dan in Shidokan – he went on to fight internationally. At the end of his fighting career he trained several New Zealand champions, three of them going on to fight for world titles, one of these students became the trainer for Mark Hunt who won the K1 Grand Prix in Tokyo 2001.

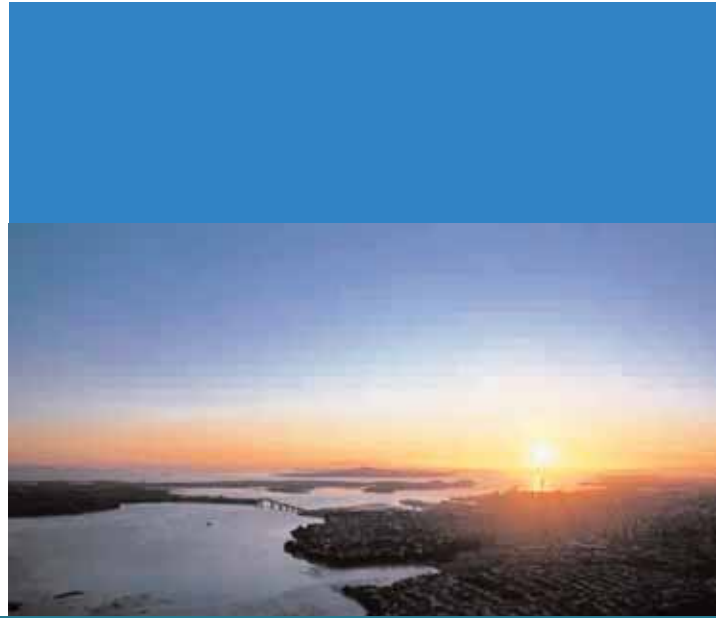
His ability to inspire, move and motivate others was quickly identified by Norm Hewitt, a former All Black rugby strong man, who sought Herewini’s spiritual guidance and mentoring which saw him come through some major obstacles in his life.



Authored a world-first programme for prison inmates 1996-09

Herewini developed a unique program approach after recognizing that the Maori traditional teaching was to wananga (a sacred environment set up where teaching, discussions and learning could take place) over several days without interruption.

The programme requires mentors to lock-in with prison inmates, together in a designated area, with prison officers taking a low profile, over four days and three nights. Inmates are taught the values and principles of their identity, their heritage, they are enlightened and empowered to make necessary changes in their lives.



“He has shown himself to be a man of considerable courage, vision, knowledge and with a very special gift in being able to share his information with other people of all races and of different opinions”

Peter Grant - Executive General Manager Australasian Correctional Management Ltd

Initial doubters felt the programme was twenty years ahead of its time; that nobody had ever attempted or wanted to do something like that before. Mustering determination, he ignored the remarks and pressed forward with the support of Sir Norman Perry. Mr Peter Grant the Manager of Mangaroa Prison in Hawke's Bay accepted the program and the first was run there in 1996 with Charlie Mohi (kaumatua from Ngati Kahungunu) supporting the entry of the program into the prison. It became a world- first to focus intensively on indigenous principles and values and the power in these truths to cause inner life changes to occur in culturally disconnected indigenous people. The programs are still running with 150 plus being done to date.

Establishment of First Maori Inmate 60 Bed Focus Unit in prison

Herewini played a key role in laying the foundation for the development of the Maori Focus Units with the first being established in 1997. He worked with Sir Norman Perry and Peter Grant, then Manager of The Hawke's Bay Regional Prison at Mangaroa where the first unit was started.

The Maori Focus Unit is a 60-bed unit, set apart from the main prison, where Maori intervention strategies and approaches, along with tuakiritanga (identity) knowledge are used holistically to address rehabilitation of Maori criminal offenders and reduce recidivism. The Associate Minister for Corrections Dr Peter Sharples said in his review of these units in June 2009 that they had not yet reached their full potential.



Speaking during a 75 minute presentation at the fifth world indigenous conference 'Healing Our Spirits Worldwide' in Edmonton Canada in 2006.

He worked with other organisations such as SPINZ (Suicide Preventions Interventions New Zealand) helping those in the 'cold face' understand the significance of Maori ancestral knowledge concerning suicide and it's practical application in addressing suicide amongst Maori.

From his work amongst the Ngapuhi people of Northland emerged the 'Kahui Ao' (The Fold Of Light) module which deals with healing strategies for Maori Hauora (health) in the Northland Region. The trust which delivers this program now is still going strong.

“Thank you for the presentations to our various departments. You have already had a great impact on our youth and individuals who attended the presentations”

Dr. LaNada War Jack - Shoshoni Bannock Tribes Forthall Idaho



Work with Native American Indians 2004-09

Herewini has formed a strong voluntary working relationship with the Tohono Odtum (Pima) in Arizona working with inmates in the Salt River Correctional facility and with large family groups in the community. He worked in the same manner with the Shoshoni and Banaqua in Fort Hall Idaho and has started to visit the Cheyenne in Oklahoma and the Navajo and Apache in New Mexico.

In 2008 Na Maka Walu Trust, a native Hawaiian organization dedicated to providing opportunities and resources to improve the status of the native people of Hawaii, enlisted



the expertise of Herewini Jones and Carmen Hetaraka to join their team in developing indigenous rehabilitation programs for Kanaka Maoli (native Hawaiians) in prison and for their families in the community as well as presentations in schools.

They have held three day intensive wananga (learning environments) with several hundred inmates to date and have presented to hundreds of people in various Hawaiian communities on Oahu, Maui and the Big Island Hawaii.

This approach is new and is being closely evaluated with the findings due to be presented at the HOSW World Indigenous Conference in September 2010 in Honolulu.



“He has that special gift that can transcend cultural barriers where all can understand the message regardless of race, belief or background”



Herewini’s personal beliefs, family values and in depth knowledge of his Maori heritage have been his inspiration in developing programs, initiatives and interventions which move people into action mode – encourage them to look inward, make personal adjustments, then look out at the world in a different, more positive way.

He has an ability to simplify this message and carry it into all areas of life, from the boardroom to the sports field, to the family, the individual and even into the loneliness of a prison cell.

He has that special gift that can transcend cultural barriers where all can understand the message regardless of race, belief or background.

HEREWINI JONES

A. W. Jones.

