

# NEWSLETTER

MAY 2025

SPECIAL ISSUE

“ YOUR  
THERAPEUTIC  
FAMILY ”

## MAHALO FOR MAKING CORE SPORTS HAWAII YOUR THERAPEUTIC FAMILY

CORE Sports Hawai'i is celebrating 10 years in Kapolei and 5 years in Honolulu. What began as a single clinic with 13 employees has grown into two thriving locations with a team of 32. The journey hasn't been easy for Dana and Shaun, but through determination, grit, and the support of a hardworking, resilient staff, CORE has become what they envisioned—a therapeutic space where the O'ahu community feels like family.



## FINDING THE RIGHT TEAM

Dana and Shaun grew up immersed in healthcare and educational administrative environments, gaining valuable experience through various jobs and internships. As employees themselves, they've worked under a range of management styles and have seen firsthand both the pitfalls and strengths of different leadership approaches. These experiences shaped a core belief that guides CORE's culture today: building a successful team starts with hiring people with heart. Team members must have a genuine desire to help others, a commitment to continuous learning, and a strong spirit of collaboration. Above all, they must truly care—about their patients, their coworkers, and the greater mission CORE serves in the community.



4 YEARS IN A ROW

PHYSICAL THERAPY  
MASSAGE THERAPY

*Striving for 5 years in 2025!*

## NOTHING COMES EASY

In 2015, just one month into operations, a disastrous sewage flood destroyed the entire clinic. Dana and Shaun thought their dream had ended before it truly began. But with the support of their loyal staff, local businesses like PuroClean, and their good friend Weylin Sasaki leading the reconstruction, they managed to flush out the setback and rebuild with a renewed sense of purpose. Some called it a cleansing sign. For Dana and Shaun, it was just another bump in the road—one they were determined to drive over. They believed CORE Sports was worth fighting for. They never gave up. They understood that nothing worth having comes easy. Every setback became a setup for a comeback—a belief that mirrors the rehab journey for their patients. Rehab isn't easy. It takes grit, hard work, and persistence. But if you want better outcomes, you have to earn them. CORE has weathered many challenges over the years, but none greater than 2020. Like many small businesses, it was a test of resilience and unity. Dana and Shaun were proud of their team for standing strong—trusting in the protocols, the plans, and most importantly, in the shared dream of sustaining a therapeutic space that feels like family.

# CORE MEMORIES

*From the staff*

I DID BURPEES IN FRONT OF THE CLINIC BECAUSE I KEPT MISPLACING PENS ALL OVER THE CLINIC. FOR EVERY PEN I OWED 2-5 BURPEES. BY THE END OF THE YEAR, I HAD TO DO ABOUT 55. I AGREED TO DO 10 OUTSIDE IF THE BURPEES WERE REDUCED. I DID THEM IN FRONT OF PASSERBYS. I ALSO REMEMBER TAKING A PICTURE OUTSIDE IN FRONT OF THE HONOLULU CLINIC, NOT KNOWING A HOMELESS PERSON HAD TAKEN A POOP ON THAT SPOT PRIOR.

◀ *James-Physical Therapy Assistant*



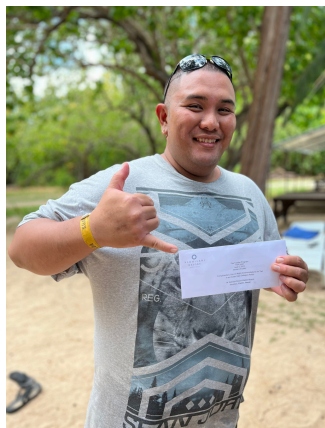
▼ *Sommer-Massage Therapist*

MY FONDEST MEMORIES WERE PAINTING AT CORE AND PAINTING THE WALLS DURING COVID. I ALSO HAVE A VERY FOND MEMORY OF THE SCAVENGER HUNT IN WAIKIKI.

THE ALOHA LEGENDS TOURNAMENT WAS A GREAT CORE MEMORY. COMING TO WORK WITH MY NEW CO-WORKERS [AND NICKNAMING ONE OF THEM CLAMS] AND NOW WE ARE BESTIES!

*Kevin-Physical Therapist* ▶

*Daniel-Massage Therapist*



MY FIRST CHRISTMAS PARTY AT CORE WAS FUN! ONE TIME I WON A \$250 JOHNNY WALKER BOTTLE FOR A PRIZE. MY FIRST TEAM BONDING AT SECRET BEACH WAS MEMORABLE. MY FIRST BIRTHDAY SURPRISE AT CORE WAS ALSO AWESOME!



## CORE MEMORIES

## From the staff

I LOVE HOW THE CLINIC IS DECORATED DURING THE HOLIDAYS, ESPECIALLY CHRISTMAS. IT'S MY FAVORITE HOLIDAY AND THE AMOUNT OF EFFORT AND CARE THAT IS PUT INTO DECORATING AND THE GAMES ARE REALLY THOUGHTFUL. INCLUDING THE LITTLE EVENTS WE HAVE LIKE MARCH MADNESS. IT KEEPS EVERYONE ENGAGED INCLUDING THE PATIENTS. A LOT OF THOUGHT GOES INTO KEEPING UP MORALE OF THE STAFF.



Thant-Physical Therapist



Tara-Physical Therapist

WHEN PEOPLE ENTER A WORK PLACE, MOST PEOPLE DO NOT EXPECT TO FIND LIFE LONG-FRIENDS. AT CORE SPORTS, I DID NOT ONLY FIND AMAZING CO-WORKERS, BUT PEOPLE THAT ARE MEANT TO STAY IN MY LIFE FOREVER. FINDING PEOPLE WHO TAKE YOU OUT TO GEN/NORDSTROM DATES, INVITE YOU TO THEIR BIGGEST LIFE ACCOMPLISHMENTS, OR TEXT YOU AT 7PM SAYING THEY ARE ABOUT TO HAVE A BABY ARE HARD TO COME BY.

JoAnnie-Assistant Manager and Massage Therapist

MY FAVORITE CORE MEMORIES ARE OUR FIRST CORE EVENT WHEN WE VOLUNTEERED FOR THE HAPALUA RACE, DOING THE GREAT ALOHA RUN IN 2016, AND ALL THE HALLOWEENS AT CORE.



THE SCAVENGER HUNT AT KOOLINA!!! IT WAS AN INTENSIVE WORKOUT FOR ME RUNNING ALL OVER THE BEACH. HUFFING AND PUFFING ...RUNNING AS FAST AS I COULD LOL!

Beverly-Patient Care Coordinator

IT WAS NICE COMING BACK TO WORK AT CORE SPORTS AND SEEING EVERYONE AGAIN! HIKING MANOA FALLS WITH MY TEAM FOR STEP CHALLENGE WAS FUN AND HAVING DINNER ALL TOGETHER AT HOT POT.



Jamie-Physical Therapist

## CORE MEMORIES

*From the staff*

*Shawnee-Medical Receptionist*

WHEN I EXPERIENCED MY FIRST ADMIN APPRECIATION MONTH AT CORE, I WAS IN SHOCK-NEVER EXPERIENCED SO MUCH APPRECIATION AS AN ADMIN. AT MY 1ST CORE ANNIVERSARY CELEBRATION, CORE'S 8TH YEAR ANNIVERSARY, KO OLINA SCAVENGER HUNT IT WAS SUCH A FUN EXPERIENCE.



MY FAVORITE CORE MEMORIES ARE SPIRIT WEEK FOR CHRISTMAS-LOVE DRESSING UP! PLAYING VOLLEYBALL-TEAM BUILDING! MARY EMBRACING MY HELLOS AND GOOD MORNINGS WHEN SHE COMES IN; BEING SPIDEY WITH MY BESTIE (KEVIN) DURING HALLOWEEN; EVERYONE BEING SO KIND AND WELCOMING ON MY FIRST WEEK ON THE JOB- MAKING THE TRANSITION BACK TO WORK AFTER TAKING TIME OFF TO TAKE CARE OF LINDSEY FOR THE FIRST YEAR!



*Tammie-Physical Therapist*



*Marisol-Chief Office Manager*

MY MOST MEMORABLE MOMENTS WERE THE DAY DR. MCCAFFREY ANNOUNCED DANA AND SHAUN WERE TAKING OVER; MY SURPRISE 30TH BIRTHDAY; MY FIRST EVER ALOHA RUN! #RUNFORBEER; CORE SURPRISING JASON AND I WITH A BOWLING PARTY FOR OUR 10TH ANNIVERSARY AND ALL THE HIKES WE DID!



BEING THE BUNNY THE FIRST YEAR! 2023 DECEMBER CHRISTMAS MEETING AT KAPOLEI WHERE WE PLAYED THE SARAN WRAP CHRISTMAS BALL GAME  
2024 CORE SPORTS ANNIVERSARY AT SPORTS BOX

*Carl John-Physical Therapist*



EVERYTHING! OH C'MON!

*Donald-Physical Therapy Assistant*

## CORE MEMORIES

*From the staff*

*Kapolei-Physical Therapy Assistant* ➡

MY FAVORITE MEMORIES ARE THE WAIKĪKĪ SCAVENGER HUNT IN 2016, 1ST KO'OLINA TRIATHLON/STAY AT THE FOUR SEASONS, AND ALL OF THE KARAOKE OUTINGS WITH THE CORE FAM



▼ *Pearl/Honolulu Office Manager*

I ENJOYED CHRISTMAS PARTIES AND I GET TO CATCH UP WITH THE KAPOLEI TEAM. I LOVE THE FITNESS CHALLENGES, BOWLING HANGOUTS WITH COWORKERS, TOWNIES OUTING AT KAN SUSHI, AND ALL THE BOARD GAMES AND FUN ACTIVITIES AGAINST OTHER TEAM MEMBERS.



▼ *Sean/Honolulu Clinical Director and Physical Therapist*

MY MOST MEMORABLE ARE THE 1ST CHRISTMAS PARTY AT AIEA BOWL, PAINT NIGHT IN THE CLINIC, TREVOR'S BABY SHOWER, WAIKIKI SCAVENGER HUNT, & COMPANY CHRISTMAS AFTER PARTY AT RUMORS AND RUMFIRE.



▼ *Skylar/Medical Receptionist*

WHEN MARI BOUGHT MINI BRANDS FOR ADMIN AND WE TOOK TURNS OPENING OURS AND JUST BEING EXCITED ABOUT OPENING LITTLE THINGS. ALSO UNWRAPPING THE GIFT BALL DURING CHRISTMAS WEEK WAS FUN!



## CORE MEMORIES

## From the staff

ALL DRESS UP DAYS HIT, BUT MY FAVORITE WAS HARRY POTTER. EVERYONE REALLY GOT INTO CHARACTER AND THE DECORATIONS WERE AWESOME. I LOVE DOING COMMUNITY EVENTS-A GOOD WAY TO REPRESENT. BUT MY FAVORITE WAS THE INAUGURAL BBALL TOURNAMENT-NICE TO LIVE OUT DANA'S DREAM. MY FAVORITE VIDEO WAS MY BAD POSTURE ONE. THOUGHT IT WAS WELL ACTED (HAHA JK) BUT IT WAS WELL PUT TOGETHER AND RELEVANT.



◀ Evan-Physical Therapist



▼ Aldridge-Massage Therapist



OPENING AND DECORATING THE NEW TOWN CLINIC-BIG ACCOMPLISHMENT ESPECIALLY AT THE HEIGHT OF THE PANDEMIC. THE TEAM CAME TOGETHER TO HELP PAINT AND ASSEMBLE. DAY TIME WAIKIKI SCAVENGER HUNT-NEVER SAW SO MANY HUNGOVER CO-WORKERS TRYING TO MAKE AN EFFORT TO PARTICIPATE, WITH NO MEMORY. EASTER GATHERING AT THE KAPOLEI CLINIC-SHOWING THAT WE CARE ABOUT EACH OTHER'S FAMILIES. IT'S ALL FOR THE CORE KIDS! TREVOR CRIED IN COMPLETE JOY MEETING THE EASTER BUNNY. KAPOLEI CHRISTMAS PARADE. CORE SPORTS WAS TREATED LIKE ROCK STARS!! IT'S NICE TO SEE THAT THE KAPOLEI COMMUNITY KNOW WHO WE ARE AND HOW MUCH WE ARE RESPECTED.

DeMario-Physical Therapy Assistant ▶

ALOHA LEGENDS TOURNAMENT WAS SPECIAL FOR MANY REASONS. BEING ABLE TO SEE A VISION COME TO FRUITION AND EVERYONE COMING TOGETHER TO HELP MAKE IT ONE OF MY FAVORITE MEMORIES. THE 2ND ALOHA LEGENDS TOURNAMENT WAS EVEN BETTER TO SEE THE BIG STEPS THE TOURNAMENT WAS ABLE TO MAKE IN A YEAR. TO SEE THE COMMUNITY COME TOGETHER AND PLAY BALL WILL ALWAYS BE SPECIAL TO ME. CORE CHRISTMAS PARTIES WILL ALWAYS BE A PART OF MY FAVORITE MEMORIES. BEING ABLE TO COME TOGETHER LIKE ONE BIG FAMILY IS SOMETHING I CHERISH, AS IT MAKES IT A LITTLE EASIER TO BE AWAY FROM MY FAMILY BACK IN OREGON DURING THE HOLIDAYS.



## CORE MEMORIES

*From the staff*

SOME OF MY FAVORITE MEMORIES ARE THE CHRISTMAS PARTIES, HALLOWEEN DRESS UP, AND ALL THE COMMUNITY EVENTS. (RACE KO'OLINA, BUFFALO BIG BOARD SURF CONTEST, GOLF TOURNAMENTS, TOY AND CANNED FOOD DRIVES). BEING THE EASTER BUNNY AND SANTA CLAUS IS DEFINITELY ONE OF MY FAVORITE MEMORIES. JUST SEEING THE KIDS FACES AND WATCHING THEM GROW EACH YEAR REALLY MAKES IT COOL TO SEE. WHEN THE CLINIC RAISED DONATIONS DURING THE LAHAINA FIRES, IT WAS GREAT TO SEE THE COMMUNITY COME TOGETHER AT THE DONATION DROP OFF SIT.

OUR FIRST TIME IN THE KAPOLEI CHRISTMAS PARADE WAS GREAT TO SEE FRIENDS AND FAMILY COME TOGETHER TO REPRESENT CORE. LASTLY, GOING TO MY ALMA MATER, WAIPAHU HIGH SCHOOL WITH KATELYN FOR CAREER DAY. IT WAS A GREAT EXPERIENCE TO EDUCATE THE STUDENTS ON WHAT PHYSICAL THERAPY IS ABOUT.

◀ *Leslie-Physical Therapy Assistant and Social Media Director*



*Katelyn-Kapolei Clinical Director and Physical Therapist* ▼

AMONGST THE MANY FAVORITE CORE MEMORIES...I LOVE SPENDING TIME WITH MY COWORKERS. NO MATTER WHAT WE DO, WE ALWAYS HAVE A GREAT TIME. YOU KNOW YOU HAVE THE BEST COWORKERS WHEN YOU ENJOY HANGING OUT WITH THEM EVEN ON THE WEEKENDS. WE ARE MORE THAN JUST COWORKERS; WE ARE FRIENDS AND FAMILY. :)

RENOVATING KAPOLEI AND OPENING HONOLULU CLINIC DURING COVID WAS SYMBOLIC OF NEW BEGINNINGS, PERSEVERANCE, AND TOGETHERNESS DURING TOUGH TIMES. SPENDING TIME WITH EACH OTHER AND LAUGHING WHILE RENOVATING MADE THE NEGATIVITY AND UNKNOWN OF COVID LESS DAUNTING. IT'S ALWAYS A HAPPY AND PROUD MOMENT TO WITNESS THIS COMPANY SUCCEED.

WE'VE HAD AT LEAST ONE PREGNANCY EVERY YEAR SINCE WE OPENED, AND ARE SO BLESSED TO HAVE SO MANY CORE AUNTIES AND UNCLES THAT LOVE THE CORE CHILDREN LIKE THEIR OWN. WE ARE ONE BIG, HAPPY, FAMILY THAT KEEPS GROWING! WITH EVERY BIRTH, HARDSHIP, PASSING OF A FAMILY MEMBER, HEALTH SCARE, ETC, WE ARE ALWAYS THERE FOR EACH OTHER THROUGH THE THICK AND THIN. LASTLY, ANYTIME A PATIENT SAYS THEY LOVE CORE SPORTS AND IS ABLE TO RETURN TO WORK AND/OR THE ACTIVITIES THEY LOVE IS THE BEST FEELING OF ALL. IT'S WHY WE LOVE THIS CAREER...TO NOT ONLY HELP PEOPLE REGAIN QUALITY OF LIFE, BUT ALSO BRING HAPPINESS IN THEIR LIVES. IT'S ALSO REASSURING THAT WE ARE PROVIDING THE BEST CARE POSSIBLE TO OUR PATIENTS.



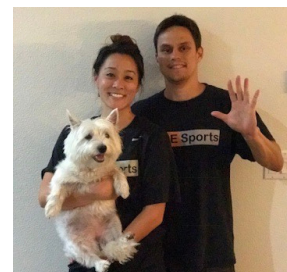
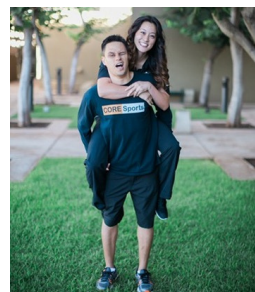
## CORE MEMORIES

*From the owners*

CORE SPORTS has always embraced themed celebrations, from Friday spirit days to dressing up as elves for Christmas to transforming the clinic into Hogwarts for Halloween. Today, we celebrate 10 years in Kapolei and 5 years in Honolulu as a rehab clinic with a commemorative phrase: “NOTHING COMES EASY.” This isn’t just a reflection on the challenges of running a business—it’s a tribute to the people behind it. Nothing comes easy for our team, who have weathered the ebbs and flows, poured in the blood, sweat, and tears through protocol changes, repairs, and renovations, and stood strong through the full spectrum of life’s moments—from joyful celebrations like engagements and baby showers to the grief of loved one’s passing and family emergencies. CORE is what it is today because, through it all, we have leaned on each other to create strength and this type of empathy transpires to our care. We are more than just a clinic—we are each other’s second family. What defines our care is the love, dedication, passion, and talent our staff brings to every patient’s recovery. Our unique culture creates an environment where patients feel supported during their own difficult journeys, because we know rehab can be successful, but the path to recover may not be so easy.

CORE has grown into something truly special for the O’ahu community. Reaching 10 years is more than a personal milestone—it’s a celebration of our staff, families, friends, and the community that has supported us from day one. It’s incredibly rewarding to know that so many people rely on us to help them reach their own milestones—whether it’s winning a golf tournament, walking 20,000 steps in Japan, or returning to work to support their families. We’ve watched patients grow from kids into young adults; we have helped so many from crutches to running. It’s a rewarding moment for all knowing that patients have trusted our process. At the same time, our patients have witnessed us through our own life journeys—marriages, starting families, the heartache of seeing our fathers suffer debilitating strokes, and the launch of our nonprofit, Aloha Legends Hawai’i. Our growth from 13 to 32 employees stands as a powerful testament to the unwavering commitment, resilience, and heart of our team. We’re incredibly grateful for their trust and hard work—even during times when decisions didn’t immediately make sense or definitely could have been better executed. We’ve learned together, grown together, and continue to thrive—because at CORE, nothing comes easy, but everything is earned through purpose, passion, and unity.

*Dana & Shawn-Owners of CORE Sports Hawaii*



### MOST MEMORABLE MOMENTS

THE LAUGH OUT LOUD MOMENTS IN THE CLINIC THAT I HAVE WITH OUR PATIENTS AND STAFF. INJURIES ARE SERIOUS AND BESIDES OUR CARE, LAUGHTER IS ONE OF THE BEST MEDICINES.

*A special thanks to our powerhouse managers and directors for helping to steer this ship. Thank you to the OGs who have kept the essence of CORE as it continues to grow. And a big mahalo to our parents and close friends who have helped us on this journey, especially Mama Nadine for having the biggest shoulders to lean on when I need her the most. She’s seen my all-nighters, helped with all of my passion projects, and came through with all my last minute requests for her legendary cookies that fuels our staff.*