

# **THE ALOHA MOON ROCKZ: Why Lunar Exploration Is Grounded How To Restart It**

There are no known technological barriers to lunar exploration and settlement. But then why have so many decades passed without further lunar development?

As Americans would say, “It’s a mind trip”. No, it’s not a lack of intelligence, financial ability or engineering expertise. The problem is more of a spiritual mental barrier that humans have always had and has been covertly and overtly expressed as fear, conflict and war.

Hawaii has an essential element necessary in order for humankind to return to the Moon. That element is the Aloha Spirit. This paper will explore what that element is; and, why Aloha is the missing ingredient absolutely necessary in order for the evolution of mankind to mature enough in order to be able to establish settlements on the Earth’s Moon and beyond. Without Aloha, Mankind will never, never peacefully leave the Earth and develop the Moon.

## **Surf Apollo**

Hawaiians in ancient Hawai’i were riding logs down mountain slopes, surfing on ocean waves or riding canoes across the Pacific and were of a similar mindset to astronauts or scientists flying rockets across the sky and firmament. This important similarity between the ancient and the modern is reflected in advertising and brand name recognition in the surf ware fashion industry. It is curious

how big growth in surf sport and business occurred when America planned for and went to the Moon.

## **No Fear**

Recently, a particularly relevant surf advertising phrase is being seen and heard, “No Fear”. How appropriate, a common cultural trait between ancient Hawai’i and modern space travelers. A synonym for No Fear flares up in Hollywood with “The Right Stuff”. Is No Fear and the Right Stuff enough stuff for man to go to the Moon? Maybe it was for awhile but it wasn’t enough to get the bankers to shed their real risk fears and their imagined ruin by world financial collapse.

What do financiers fear? What would happen to the value of diamonds, gold, currencies if suddenly there were a new extremely valuable commodity discovered on the Moon and brought to the Earth? Would Cecil Rhodes the diamond merchant of DeBeers flip in his grave? Plain moon rocks would out value diamonds as a rare gem that could be worth \$1-5 million a gram or more! Today his disciples, the Rhodes Scholars, many of whom manage world affairs, would shudder.

The banker’s fear of disruption to Earth financial markets has stopped mankind from returning to the Moon. That’s why NASA hordes and doesn’t trade the Moon rocks. But wait, bankers where is your Right Stuff, the no Fear? Go get richer! Such value could finance many lunar trips and boost a depressed world economy. Let’s hope that this realization leads to prosperity as the bankers suddenly have no fears when they decide it will be like the New World gold rejuvenating and saving Old World Europe’s economy or like the California `1849 Gold Rush.

So, with no technical barriers, the right stuff, no fear, no financial barriers, is that enough stuff to settle the Moon? Not quite.

## **Aloha Stuff**

Ancient Hawaiian culture was two faceted and personified by the Hawaiian gods Ku and Lono. Half of the calendar year was rule by Ku, god of war and the other half by Lono, god of peace. Ku traits are similar to modern right stuff, no fear attitudes, Lono in more modern times can be exemplified by Christianity adopted by Hawaiian leaders like Queen Liliuokalani.

Lono was the counterpoint to Ku and balanced the Hawaiian cultural equation. When American Christian missionaries influenced the fall of the ancient Hawaiian kapu system, the Lono aspects were magnified by Christianity. The ancient Ku warring aspects have diminished, and a morphed version remains in the no fear right stuff Hawaiian surfer attitude.

Although an ancient primitive society, Hawaiians were able to achieved something modern man has not. Their culture developed and practiced a system that outlawed warfare for half the year. What remains of this characteristic has been magnified by American culture with its own Christian origins and we end up with the modern Aloha Spirit.

## **For Profit**

An ingredient which will bind all the Hawaiian space activity into a meaningful Aloha-positive international collaboration is profit and this is unavoidable. There must be

Aloha for there to be a fairly shared profit; and, for a fast track and serious continuing Earth-Moon project it is essential that the profit potential be available, immediate and mega-huge for all collaborators. Taking big risk demands big profits. To have fairly shared profit demands Aloha.

## **Apollo Surprise**

The most important aspect of Apollo was not Man walking on the Moon, or pictures or the technology feat. The great historical significance is Man collecting and returning Moon rocks to Earth. The Moon rocks held by NASA are considered a national treasure.

These rocks are the reason we have not returned to the Moon; but, they will become the driving force for our return.

The moon rocks returned by the Apollo missions are the property of the USA and are not for sale. You can get samples for research, but it is illegal to sell or market them. Because the rocks have not been traded on the open market they have had no market value for three decades. This is similar to the valuation of a protected priceless 3,000 year old Giant Sequoia Redwood tree in a timberland appraisal. It is against the law to cut down the Giant tree therefore the tree has no monetary value in the timberland appraisal.

But there have been several events involving Moon rocks that have given them a tremendous value. This shift from no value to huge value is very significant. It is the long awaited catalyst to begin a reaction that will give us a very good for profit reason to return to the Moon.

In 1973 President Nixon gave the Republic of Honduras a 1 gram Moon rock. The rock eventually made it to the

black market and was finally retrieved by the FBI in a sting when they bought it for \$5 million/gram. There is a report that a similar gift to Nicaragua sold for \$10 million.

In 2002 some workers at NASA, aware of the value of the rocks, stole 101.5 grams of Moon rocks and a Martian meteorite sample from the Johnson Space Center. They were caught and the material was retrieved. A federal court set the value of the stolen lunar and Martian material at between \$2.5 and \$7 million and finally settled on \$5 million. The court also said that it cost \$50,800 per gram (1962-73 dollars) (\$206,000/gram today) to collect all the Apollo lunar material; and, it gave a value of \$1.8 million for the Martian meteorite.

In 1993 Sotheby's auctioned less than a gram of Soviet robotically scooped pebbles for \$442,500.

It's clear to see that lunar material is VERY valuable if it were to be traded on the black or open market. It is this rare treasure from the Moon that now beckons our return.

So, what can be done with such treasure? It's much more valuable than any traded commodity. Will it take the glitter out of gold and the sparkle out of diamonds? Should we fear a collapse in currencies and financial disruption? No, if we have the right stuff, there is no fear. And, with Aloha we can find a way to collaborate and share the treasure. But, without the right stuff or Aloha, instead of corporation there could be great conflict arising from one interest hoarding or of war over the extremely valuable Moon rock treasure.

## **A New Commodity**

Mankind can establish new international commodities based on lunar material. For convenience now let's call a trading unit of Moon rock a "Luna". This can be handled as actual samples on the open market, as option contracts, as collateral, as an international currency or other types of financial asset creation. Joint international collaboration on mining and return of lunar material and establishing value and trading mediums is essential.

The Luna would not be universal money that replaces other types. It'd be just another new financial asset, like a stock market Spider index, or bonds or another currency or commodity or other type of traded asset. It would just be another traded commodity, like diamonds or gold. Since the lunar rock commodity has such great value, it should be stockpiled in a vault and could be held as collateral for currency like national gold assets.

International collaborating for collection and return missions could then divide the material and hold it in separate vaults in their own nation or another agreed upon storage. The value could be difficult to establish. Fixing a price by open market trading until settled or international collaborators could agree to fix the price.

One interesting aspect of a Moon rock based Luna commodity is that if the value of an aerospace stock falls due to a launch failure, the value of the Luna would rise. Threats of war that normally hurt the stock market and which could disrupt Moon rock material transfer to Earth would make the value of Luna rise. The Luna could become a hedge for some of Earth's financial problems.

If a new international currency or coins were made it could be beneficial to print the front and back sides of the Moon on the currency with no letters or numbers so it stays international with no one language alphabet or numerals on it. A coin/currency with no specific name like Luna, Moon, etc nothing printed on the currency, just let every user call it whatever they call the Moon in their language, so the coin doesn't have the mark of a particular culture so it is more universal.

The effect of the new valuable commodity should be like gold coming from the New World to Old World Europe. Only this time it will be rare moon elements from the New Moon to the Old Earth.

The Aloha Spirit creates the goodwill for financiers to put it all together in friendly collaboration and keep it going as long as there is Aloha. International agreement can create a Hawaii corporation bank/treasury holding company to draft plans, transport lunar material, run the business, etc. Putting headquarters in Hawaii would help maintain Aloha collaboration for the high risk and huge reward for the historically significant venture of immense proportions.

Material could be returned to Hawaii then distribute to partners. Hawaii could then get a share of material because of the Aloha element in Hawaii that is essential for international cooperation for such a high value treasure. Partners share could be based on % of sample return cost share by how much money, hardware, systems, equipment, engineering, man hours, Aloha, etc. each contribute to the mission.

## Conclusion and Plan of Action

It is quite a surprise how valuable Moon rock is. The great value which has been hidden by government and not recognized by entrepreneurs or private enterprise because of it's possible disruption to world financial markets is why we have not returned to the Moon for three decades. Now that we are beginning to know how much these rocks are worth, it gives good cause to return to the Moon and bring back more of the valuable treasure.

The Moon rock can add value to weak and stagnant world finance markets and be a key to future financial welfare and development for a wide range of Earth or Moon projects. How ironic it is that fear of Moon rocks are the reason we quit trips to the Moon; but, they will be the reason we return, not just to explore but to make a huge profit that will benefit the entire world economy.

For three decades the value of the rocks has hidden from view like a dark Moon. Now only in Hawaii all the elements are coming together to give us an Aloha Moon welcome to all who seek it's rare treasure. Only the magic of Aloha can create the conditions needed to turn rock into an extremely valuable treasure.

In order to return to the Moon for the maximum benefit of all Earths species it is critically important to do so with Aloha to maintain a peaceful and cooperative nature to achieve positive results.

To maximize Aloha in all lunar exploration and development an **Aloha Moon Foundation** could be founded on the Island of Hawai'i with the goal of promoting and



infusing The Spirit of Aloha into all Earth's activities regarding the Moon.

The **Aloha Moon Foundation** could also emulate and combine the two very successful examples of the X Prize Corporation of Missouri and the Alaska Permanent Fund Corporation to promote this goal. "The X PRIZE is a \$10,000,000 prize to jumpstart the space tourism industry through competition between the most talented entrepreneurs and rocket experts in the world. The \$10 Million cash prize will be awarded to the first team that:

- Privately finances, builds & launches a spaceship, able to carry three people to 100 kilometers (62.5 miles)
- Returns safely to Earth
- Repeats the launch with the same ship within 2 weeks

The X PRIZE competition follows in the footsteps of more than 100 aviation incentive prizes offered between 1905 and 1935 which created today's multibillion dollar air transport industry." <http://www.xprize.org/press/what.html>

The Alaska Permanent Fund Corporation was established to set aside at least 25% of certain mineral revenues paid to the State of Alaska for deposit into a public savings account to be invested for the benefit of the current and all future generations of Alaskans. Each year that program distributes a share of Fund earnings from its investments in stocks, bonds and real estate to every qualified Alaska resident. The dividend for 2003 is \$1,107.56 and was as high as \$1,963.86 in 2000. A family of four was paid \$4,430.24 in 2003 and \$7,855.44 in 2000.

<http://www.apfc.org>

The **Aloha Moon Foundation** could along with other activities, establish, promote and manage a **Z Prize** and an **Aloha Moon Permanent Fund**.

The **Z Prize** could be a combination of cash, **Aloha Moon Permanent Fund** shares, and **Aloha Moon Foundation** Board of Directors position prizes awarded to the first team to:

Privately finance a mission to bring at least 10 pounds of Moon rocks from the Moon to the Island of Hawaii.

Donate at least 10 pounds of Moon rocks to the **Aloha Moon Foundation** for storage in Hawaii, and open market sales of a portion of the Moon rock to establish value and capitalize the **Aloha Moon Permanent Fund**.

The amount of the cash and share prize award could dependent on the amount of Moon rock donated to the **Aloha Moon Foundation** and the Moon rock valuation.

The **Aloha Moon Permanent Fund** could be managed like the **Alaska Permanent Fund** except the resource base for the **Aloha Moon Permanent Fund** would be ownership of Moon rock; and, it could provide long term income to all Hawaiians and the **Z Prize** winner.

The **Aloha Moon Permanent Foundation**, the **Z Prize**, and the **Aloha Moon Permanent Fund** could help assure that the unique Hawaiian cultural heritage of the Aloha Spirit is a permanent part of lunar enterprise. These could be methods to encourage private enterprise, ownership, and open market trading of lunar commodities and capitalize the

value of lunar material owned by the **Aloha Moon Foundation**.

Prudent long-term investment and protection of principle by the **Aloha Moon Permanent Fund** would produce income to benefit all future generations of Hawaiians from whom the Aloha Spirit flows: and. Help to maintain and promote that spirit for the benefit of all future inhabitants of the Earth-Moon planetary system.