

Hana Hou!

THE MAGAZINE OF HAWAIIAN AIRLINES



volume 18 number 3
June / July 2015

All the King's Cattle

*The last roundup
on Mauna Kea*

Chronicles of a Surfer

*John Severson's
epic ride*

HI Fidelity

*Laying it down in
O'ahu's recording
studios*



At the Newsstand: \$3.99





The Bionic Man

Earl Bakken
invented the
battery-powered
pacemaker in 1957.
Today his invention
keeps his own
benevolent heart
beating

STORY BY TIFFANY EDWARDS-HUNT
PHOTOS BY SARAH ANDERSON

Earl Bakken was 85 years old in 2009 when a surgeon at North Hawaii Community Hospital in Waimea slipped a silver-dollar-size pacemaker beneath the skin covering his rib cage and threaded a tiny electrode through a vein to his heart. Under general anesthesia and wide awake during the procedure, Bakken was accustomed to being on the receiving end of implantable medical devices. He'd already had stents inserted into his coronary arteries as well as a portable insulin pump connected to his abdomen. And this wasn't his first pacemaker; he'd had that one put in eight years earlier, and he had outlived its battery. Now he was back for a replacement.

Bakken is intimately familiar with implantable medical technology not only because his body contains so much of it. As the inventor of the transistorized, battery-powered pacemaker in the 1950s, Bakken is the man who ushered in the era of miniaturized electronic implants in medicine. Along the way he saw the two-man medical electronics company he started with his brother-in-law in a Minnesota garage grow into a multinational giant with eighty-seven thousand employees

and \$17 billion in revenue last year. That company, Medtronic, makes devices that have eased the pain and extended the lives of millions of people around the world, Bakken included. He is 91 now, and his second pacemaker is still ticking away. "Medtronic is keeping me alive," he says.

There is something faintly Frankensteinian about the inventor whose company grew to monstrous proportions by using little zaps of electricity to keep human beings out of the grave. Bakken happily points this out, even referring to himself on occasion as Dr. Bakkenstein. But if the Frankenstein story is about the misguided application of biomedical technology, Dr. Bakkenstein's story is about using such technology for the betterment of mankind.

And lately his story has become about encouraging people who are given "extra life" to do good things with the time. This was on Bakken's mind as he lay in the OR in 2009 having his pacemaker replaced. He thought about the bonus years that he and all the other medical device recipients around the world had gained. And he had an epiphany: People should not be sitting around watching TV. They should be using their extra life to do good.

He left the operating room that day with both a new pacemaker and an idea for a program to honor medical device recipients who dedicate themselves to good works. The result is Medtronic's "Live On, Give On" program, which picks ten honorees a year, gives \$20,000 to the nonprofit group of their choice and brings them to the Mauna Lani Resort for an awards dinner with Bakken.

Tricia Caughey-Doyle is the mother of one of the 2014 recipients, Clint Doyle, who uses a Medtronic defibrillator. Clint, who is 27 and has a developmental disability, teaches painting classes to children who also have developmental disabilities. The classes are held through a nonprofit his mom founded. Caughey-Doyle recalls meeting Bakken at the awards dinner. "He hugged me and said, 'Do not stop doing this good work,'" she says. "When I have bad days, that echoes in my head."

When I visit Bakken at his home, he rolls up to greet me in an electric wheelchair, accompanied by a nurse and Susan Pueschel, his cheery personal assistant of the past twenty-seven years. Bakken retired as CEO of Medtronic in 1976 and



Earl Bakken helped found Medtronic — now one of the world's largest medical technology firms — in his brother-in-law's suburban Minneapolis garage in 1949. The company struggled at first, but its fortunes changed after Bakken invented the first battery-powered, wearable cardiac pacemaker in 1957. Bakken is now 91 and living on Hawai'i Island, where he has become a major philanthropist. Above, Bakken and his personal assistant Susan Pueschel review the day's schedule.

“PRECIOUS
AS DIAMONDS”



JK7®

LUXURIOUS NATURAL SKIN CARE

BY
DR. JURGEN KLEIN

JK7® NATURALLY
THE BEST FOR YOUR
SKIN AND YOUTHFUL
LONGEVITY.

Haven't you always wished there was a safe and sound, yet scientifically advanced way to achieve healthy and beautifully looking skin? No chemicals, no animal testing, no side effects?

Welcome to the world of JK7® Luxurious Natural Skin Care. The first completely natural based, high performance skin care line.

JK7® is revolutionizing the way women around the world think of their skin.

Why? Because it works. The antioxidant, anti-ageing and longevity boosting extracts found exclusively in JK7® Luxurious Natural Skin Care products, help your skin retain moisture, maintain elasticity and keep a fresh and healthy look. They repair and protect your skin from environmental stress while minimizing wrinkles and age spots.

Profound knowledge and century-old wisdom are the foundation from which Dr. Jurgen Klein, founder and former owner of Jurlique, works his magic. His lifelong studies of natural health and successful research and formulas continue to challenge industry standards and take responsible skin care to the next level.

“THE OTHERNESS”
of JK7® Luxurious Natural
Skin Care is truly holistic –
let your skin tell you the truth!

Proudly Hawaiian