



Tribute to Buck Laird
July 2022

This past week my wife Michela shared the sad news that Buck Laird has passed away. Buck and I had a friendship that was special and unique. We knew everything about each other. Because of his great humor and knowledge, we always had fun and shared deep conversations. When Buck and his wife Doni told us of his Alzheimer's diagnosis I was crushed. Buck's mind was boundless with creative ideas and stories.

A little history... I met Buck and Doni in 1971 at the Twin Bridges Marriott, where he was Director of Sales and I was a junior trainee. Their daughter Sarah arrived soon after we met. Buck and Doni returned to Hawaii where they originally met when Buck was stationed on a destroyer as a Gunnery Officer (we both served in Vietnam at the same time, Buck on water, me on land). Hawaii was Doni's home and she wanted to return to her family.

Buck was the Vice President of Marketing for Surf Resorts and tried to recruit me from Marriott. This was the only time I said no to him. While in Hawaii, his son Thaddeus was born, and I was honored to be named his godfather. Buck left Surf Resorts and started his own Advertising Agency with just he and another person. Under his leadership the agency grew to the largest Advertising Agency in Hawaii. He was my hero.

We went on many adventures together, Tanzania Safari, Southeast Asia excursions and countless exciting trips throughout the Hawaiian Islands. With him I made an incredible number of friends. Buck made things happen. While sitting at a Starbucks, he and Ed Hubennette created the Spirit of Aloha Tour, a three-year campaign with incredible results promoting the Islands and Marriott Resorts. The campaign included Japan as well as most of the U.S. mainland. Upon retirement Buck and Doni moved to Canada to a quiet secluded place called Quadra Island. Michela and I had the pleasure of visiting this beautiful location that they called home. Doni and Michela have stayed close.

There are so many stories, memories, and the key was TRUST and love for the Lairds. We invested in Hawaii and the mainland together. We founded Laguna Strategic Advisors.

Many of you did not know Buck, but many of you did. I share this tribute because he was a special friend, my business partner, a veteran pal, and so much more. I hope that all of you have a special friend as I had in Buck. He enriched my life in many ways and Michela and I will miss him greatly.

Ed

LAGUNA STRATEGIC ADVISORS

A handwritten signature in blue ink that reads "Ed Fuller". The signature is written in a cursive, flowing style.

Edwin D. Fuller
President