



DEBI & MARK ROLFING
 FORTY-TWO YEAR RESIDENTS AT THE
 IRONWOODS AND MONTAGE KAPALUA BAY

In 1977, the Rolfings discovered the Kapalua Bay Course on their first trip to Maui, before the resort residences were even built. Television broadcaster Mark was then a struggling young golf professional who started to work at Kapalua in the cart barn, and Debi continued her career in hospitality at the Sheraton Maui. “We felt the spirituality and aloha of this remote end of the road on West Maui. We were kids and knew Maui would have opportunities for us.”

Debi and Mark used their talents and love of the land to develop and market Kapalua as owners of The Kapalua Bay Hotel and developers of The Plantation at Kapalua.

Their sports marketing company, Rolfing Sports, Inc., started the Kapalua Open professional golf tournament at The Bay Course, which grew into today’s PGA TOUR Sentry Tournament of Champions and put Kapalua Resort on the map with network television. All of their projects are much more about creating community than about enterprise.

In 1990, the Rolfings created their charitable foundation primarily to support the underserved and at risk children of Maui. In 1997, they became licensed Resource Family Caregivers for medically and sometimes critically fragile newborn babies. In September of 2018, Debi and Mark cared for a Maui boy, Makana, their 29th Angel Baby.

The Rolfings’ greatest joy is in co-parenting BJ, their hanai son, since his birth seven years ago. BJ currently attends second grade at Sacred Heart school in Lahaina. Uncle Mark taught BJ to fish off the rocks by the fifth green on the Kapalua Bay Course.

“Kapalua is like Camelot,” says Debi. It’s magical, spiritual and where love of ‘ohana abounds. Mark and I are blessed with living a beautiful life that continues to present wonderful opportunities.”

- TIPS FROM THE ROLFINGS:**
- Kapalua is away from the crowds
 - Practice “catch and release” fishing to avoid ciguatera and to preserve the reef.
 - Kapalua’s beach trail goes south from the Bay Villas to Kapalua Bay

