
HOUSE CONCURRENT RESOLUTION

REQUESTING THE HAWAII TOURISM AUTHORITY TO OFFER THE MISS HAWAII ORGANIZATION, AS AGENT FOR MISS HAWAII, A CONTRACT FOR MISS HAWAII'S SERVICE AS THE OFFICIAL HONORARY HOSTESS OF THE STATE OF HAWAII IN PROMOTING HAWAII'S VISITOR INDUSTRY.

1 WHEREAS, the Miss America Scholarship Program is one of the
2 oldest, most prestigious competitions for young women in
3 America, and unlike other contests, is a non-profit endeavor;
4 and

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6 WHEREAS, the Miss Hawaii Pageant held its first contest in
7 1948 and has done so each year as the official preliminary for
8 the Miss America Pageant; and

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10 WHEREAS, Miss Hawaii Pageant participants, who are
11 interested foremost in their education, are judged on the basis
12 of the whole person, including talent, intelligence, poise,
13 beauty, aloha spirit, as well as their platform; and

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15 WHEREAS, recognizing the attributes and accomplishments of
16 these young women, the Legislature adopted Senate Concurrent
17 Resolution No. 28 in 2004 that made Miss Hawaii the official
18 honorary hostess of the State of Hawaii during her term; and

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20 WHEREAS, as Hawaii's official honorary hostess, Miss Hawaii
21 works closely with the Hawaii Tourism Authority (HTA), Hawaii
22 Visitors and Convention Bureau, and other HTA marketing
23 contractors both here and abroad to promote Hawaii's visitor
24 industry throughout the world; and

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26 WHEREAS, during her reign, Miss Hawaii takes a year
27 sabbatical from school, gainful employment, or both, to help
28 promote Hawaii, which proves to be a financial burden,
29 especially for those who live on the Neighbor Islands; and



1 WHEREAS, one way to help alleviate the financial burden
2 placed on Miss Hawaii is to compensate her for promoting Hawaii
3 to the rest of the world; now, therefore,
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5 BE IT RESOLVED by the House of Representatives of the
6 Twenty-third Legislature of the State of Hawaii, Regular Session
7 of 2006, the Senate concurring, that HTA is requested to offer
8 the Miss Hawaii organization a contract, as agent for Miss
9 Hawaii, for Miss Hawaii's service as the official honorary
10 hostess of the State of Hawaii in promoting Hawaii's visitor
11 industry throughout the world; and
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13 BE IT FURTHER RESOLVED that her duties should include but
14 not be limited to:
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- 16 (1) Promoting Hawaii through marketing efforts and other
17 pertinent duties to be established by HTA;
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19 (2) Promoting the goodwill of Hawaii through attending and
20 participating in ceremonial functions, such as maile
21 lei openings and greeting visitors or dignitaries; and
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23 (3) Coordinating a program with the state Department of
24 Education to counsel and educate youth regarding
25 healthy choices;
26

27 and
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29 BE IT FURTHER RESOLVED that certified copies of this
30 Concurrent Resolution be transmitted to the Executive Director
31 of HTA and Executive Director of the Miss Hawaii Scholarship
32 Program.

