

MAR 13 2006

SENATE CONCURRENT RESOLUTION

REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND
TOURISM TO OFFER MISS HAWAII A CONTRACT FOR SERVING AS THE
OFFICIAL HONORARY HOSTESS OF THE STATE OF HAWAII IN
PROMOTING HAWAII'S PRODUCTS TO THE WORLD.

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 state Department of Business, Economic
22 Development, and Tourism (DBEDT) and the Hawaii Visitors and
23 Convention Bureau to promote Hawaii's products to the world as a
24 visitor, business, and event destination; 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 Senate of the Twenty-third
6 Legislature of the State of Hawaii, Regular Session of 2006, the
7 House of Representatives concurring, that DBEDT is requested to
8 offer Miss Hawaii a contract for serving as the official
9 honorary hostess of the State of Hawaii in promoting Hawaii's
10 products to the world; and
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12 BE IT FURTHER RESOLVED that her duties should include but
13 not be limited to:
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- 15 (1) Promoting Hawaii through marketing efforts and other
16 pertinent duties to be established by the DBEDT;
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- 18 (2) Promoting the goodwill of Hawaii through attending and
19 participating in ceremonial functions, such as ribbon
20 cutting and greeting visitors or dignitaries; and
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- 22 (3) Coordinating a program with the Department of
23 Education to counsel and educate youth regarding
24 healthy choices;
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26 and
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28 BE IT FURTHER RESOLVED that certified copies of this
29 Concurrent Resolution be transmitted to the Director of
30 Business, Economic Development, and Tourism and Executive
31 Director of the Miss Hawaii Scholarship Program.
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OFFERED BY: Carol Fukunaga

