

# Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
Website: [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org)

LINDA LINGLE  
Governor

REX D. JOHNSON  
President and Chief Executive Officer

Telephone: (808) 973-2255  
Fax: (808) 973-2253

Testimony of  
**Rex Johnson**  
President and Chief Executive Officer  
Hawai'i Tourism Authority

on  
**G.M. 423**

“Douglas Kahikina Chang” Gubernatorial Nominee to the  
Board of Directors, Hawai'i Tourism Authority,  
for a term to expire 06-30-2012

Senate Committee on Tourism and Government Operations  
Thursday, March 6, 2008  
1:15 p.m.  
Conference Room 229

Chair Nishihara, Vice Chair Kim and Members of the Senate Tourism and Government Operations Committee.

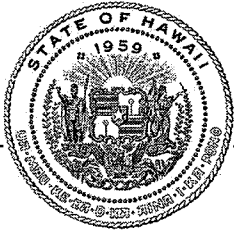
As President and Chief Executive Officer of the Hawai'i Tourism Authority (HTA), I strongly support the Governor's nomination of Douglas Kahikina Chang to the HTA Board of Directors. Mr. Chang has over 20 years of experience in the hospitality industry, having served as a hotel general manager on the islands of Kaua'i and Maui. He is also an active member of the community, belonging to the Hana Business Council as well as the Maui and Hawai'i Hotel Associations.

Mr. Chang has been a member of this board since 2004. During that time, he was elected by his peers to serve as the Board's Vice Chair since July 2005 and following that, as the Board Chair since 2006. I have had many opportunities to work closely with Mr. Chang during his term at HTA and can assure this Committee that he brings tremendous experience, knowledge, but most importantly, commitment to the HTA. His efforts, as an individual, as well as a team player with other board members have significantly contributed to HTA's oversight and management of Hawaii's visitor industry. During Chang's term, the HTA, in collaboration with the community, industry and other government agencies, developed the *Hawai'i Tourism Strategic Plan: 2005-2015(TSP)*. This 10-year state plan is used by the HTA to guide its efforts.

Since the plan's draft and under Chang's leadership, the HTA has stepped up to the plate and broadened its mission to encompass more than just marketing. In particular, over the past three years, the HTA has increasingly been allocating more of its resources and efforts into non-

marketing initiatives such as Hawaiian Culture, Natural Resources, Tourism Product Development and Workforce Development.

To date, Mr. Chang has already proven to be a great asset to the agency and to the State of Hawai'i. I strongly believe that an additional term for Mr. Chang on HTA's board will only continue to be a great contribution for the agency and to the State of Hawai'i. Thank you for the opportunity to provide these comments.



LINDA LINGLE  
GOVERNOR  
MARSHA WIENERT  
TOURISM LIAISON

## TOURISM LIAISON

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813  
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804

Telephone: (808) 586-2362  
Fax: (808) 586-2370

Statement of  
**MARSHA WIENERT**  
**Tourism Liaison**  
Department of Business, Economic Development & Tourism  
before the  
**SENATE COMMITTEE ON TOURISM & GOVERNMENT OPERATIONS**  
Thursday, March 6, 2008  
1:15 p.m.  
State Capitol, Conference Room 229

in consideration of  
**GM 423**  
**SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE BOARD OF  
DIRECTORS OF THE HAWAII TOURISM AUTHORITY, GUBERNATORIAL  
NOMINEE, DOUGLAS KAHIKINA CHANG, FOR A TERM TO EXPIRE 6-30-2012.**

Chair Nishihara and Members of the Senate Committee on Tourism & Government Operations.

The Department of Business, Economic Development and Tourism is pleased and honored to support the Governor's nomination of Douglas Kahikina Chang to the Hawaii Tourism Authority (HTA) Board of Directors.

Mr. Chang has served on the HTA board for the past four years and has proven himself to be dedicated in fulfilling the mission and goals of the organization and the State Strategic Tourism Plan. Mr. Chang has been an active participant on the board, has served on various committees, assumed leadership roles, and currently serves as the board's chairperson.

With his extensive experience in the visitor industry, he is a valuable asset to the board and I urge you to support his nomination.

Thank you for the opportunity to provide my support of Douglas Kahikina Chang.



March 1, 2008

Senator Clarence K. Nishihara  
Chair, Senate Committee on Tourism and Government Operations  
State Capitol  
Honolulu, Hi 96813

RE: Reappointment of Doug Chang to Hawaii Tourism Authority

Aloha Senator Nishihara and Committee Members,

My name is Terryl Vencl executive director of the Maui Visitors Bureau. We respectfully ask that you approve the reappointment of Doug Chang to the Hawaii Tourism Authority.

On a personal level, I have known Doug for many years. I have been in the visitor industry for 18 years and Doug has been an inspiration to me and this industry in all the years I have been involved.

He has served as that same inspiration to the Hawaii Tourism Authority for the past few years. He is a highly intelligent person with a calm demeanor, who looks for and finds balance in whatever the issue. He walks and talks the culture of our islands and is a wonderful resource and role model for those of us in the industry. He understands the economics of the visitor industry for the State of Hawaii and yet always seems to be able to weigh that need against the need to preserve the culture and resources of our state.

We humbly ask for your support of the reappointment of Doug Chang to the Hawaii Tourism Authority.

Aloha,

Terryl Vencl  
Executive Director  
Maui Visitors Bureau



**PACIFIC MARKETING CORPORATION**

P.O. Box 88105 · Honolulu, Hawaii 96830-8105 · Phone/Fax: (808) 597-1179 · email: prime-aloha@hawaii.rr.com

March 3, 2008

Senator Clarence K. Nishihara  
Chair, Senate Committee on Tourism and Government Operations  
State Capitol  
Honolulu, HI 96813

Aloha Senator Nishihara,

Please accept this letter in support of Doug Chang's confirmation for appointment to a 2<sup>nd</sup> term as a Director for the Hawaii Tourism Authority.

I am a local resident that enjoys a wonderful lifestyle in Hawaii because of my being a professional in the tourism industry for over forty years.

I feel blessed that I have had the opportunity to work with Doug at Native Hawaiian Hospitality Association.

In his capacity as Chair of HTA's Board of Directors, Doug has done a stellar job in bridging a better understanding and relationship between Hawaii's tourism industry and the host Native Hawaiian Culture. Doug truly represents the next generation needed to lead us in the future of tourism.

It is important that Doug be appointed to a 2<sup>nd</sup> term as his voice and leadership on the HTA Board is critical to Hawaii's ability in achieving sustainable tourism for the benefit of all residents as well as the perpetuation and preservation of our Native Hawaiian host culture and natural resources.

I am proud to submit this testimony in hopes that you will confirm Doug Chang's appointment for a 2<sup>nd</sup> term on the HTA's Board.

Sincerely and mahalo,

*Priscilla A. Teixeira*

Priscilla A. Teixeira  
President



KAUAI LAGOONS

March 4, 2008

Senator Clarence K. Nishihara  
Chair, Senate Committee on Tourism and Government Operations  
State Capitol  
Honolulu, HI 96813

Dear Senator Nishihara:

This letter comes in support of Doug Chang for a second term as Director for the Hawaii Tourism Authority.

I have personally known Doug since 1995 and can attest to his credibility, integrity, and concerns for the hospitality industry. Doug's many years of experience in the visitor industry with the State of Hawaii, his commitment to the Hawaiian culture, and the respect of many business leaders within Hawaii make him an ideal candidate to represent the State of Hawaii on the Hawaii Tourism Authority.

Please support Doug for this very important appointment.

With regards,

Brad Snyder  
General Manager  
Kauai Lagoons Resort

cc: Valorey Ng



**HAWAII HOTEL & LODGING  
ASSOCIATION**

2270 Kalakaua Ave., Suite 1506  
Honolulu, HI 96815  
Phone: (808) 923-0407  
Fax: (808) 924-3843  
E-Mail: [hhta@hawaiihotels.org](mailto:hhta@hawaiihotels.org)  
Website: [www.hawaiihotels.org](http://www.hawaiihotels.org)



30<sup>th</sup> Anniversary  
Are You Walking???  
May 17, 2008  
(Always the 3<sup>rd</sup> Saturday in May)  
[www.charitywalkhawaii.org](http://www.charitywalkhawaii.org)

**TESTIMONY OF MURRAY TOWILL  
PRESIDENT  
HAWAII HOTEL & LODGING ASSOCIATION**

**March 6, 2008**

**RE: GM 423 Submitting for consideration & confirmation  
to the Board of Directors of the Hawaii Tourism Authority,  
Gubernatorial Nominee, DOUGLAS KAHIKINA CHANG,  
for a term to expire 6/30/2012**

Good afternoon Chairman Nishihara and members of the Senate Committee on Tourism & Governmental Operations. I am Murray Towill, President of the Hawaii Hotel & Lodging Association.

The Hawaii Hotel & Lodging Association is a statewide association of hotels, condominiums, timeshare companies, management firms, suppliers, and other related firms and individuals. Our membership includes over 170 hotels representing over 47,300 rooms. Our hotel members range from the 2,523 rooms of the Hilton Hawaiian Village to the 4 rooms of the Bougainvillea Bed & Breakfast on the Big Island.

The Hawaii Hotel & Lodging Association strongly supports the nomination of Douglas Kahikina Chang to the Hawaii Tourism Authority ("HTA"). Doug has been an articulate and effective leader in our industry for many years.

He has also served on the HTA since 2005 and been Chairman since 2007. We believe Doug brings the industry experience and community sensitivity to the HTA that will allow them to prosper.

Again, we thank you for this opportunity to testify today.



NATIVE  
HAWAIIAN  
HOSPITALITY  
ASSOCIATION

March 3, 2008

Senator Clarence K. Nishihara  
Chair, Senate Committee on Tourism & Government Operations  
Hawaii State Capitol  
451 South Beretania St.  
Honolulu, Hawaii 96813

Re: Confirmation the appointment of **Douglas Kahikina Chang** to a second term on the Board of Directors of the Hawaii Tourism Authority

On behalf of the Native Hawaiian Hospitality Association (NaHHA), I wish to express our wholehearted support for the appointment of Doug Chang to serve on the Board of Directors of the Hawaii Tourism Authority for a second term.

He has brought significant leadership skills to the HTA Board at a time of great importance during the release and subsequent implementation of the Hawai'i State Tourism Strategic Plan (TSP). NaHHA is especially appreciative of his commitment and contribution to the success of the Hawaiian Culture Initiative of the TSP.

Mr. Chang has the ability to listen to a diverse range of opinions and then build consensus to work together for a successful outcome. He has keen judgment and knows when to make important decisions, especially when other stakeholders may waver or lack the knowledge.

Doug brings over twenty-five years experience in both the visitor industry and the Hawaiian community. He is well positioned to represent industry and community interests statewide, having lived and worked on 'Oahu, Kaua'i and Maui, most recently as the General Manager of the Hotel Hana-Maui, and currently as General Manager of the Residences at the Ritz-Carlton, Kapalua.

Thank you for the opportunity to express our support for this outstanding representative of the tourist industry.

`O wau no, me ka `oia `i` o  
Sincerely yours,



T. Lulani Arquette  
Executive Director



**Priscilla Kubota**

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**From:** Hana Coast Realty [hanaland@maui.net]  
**Sent:** Wednesday, March 05, 2008 4:22 PM  
**To:** Sen. Clarence Nishihara  
**Subject:** Hawaii Tourism Authority

**LATE**  
8:21am

Aloha Senator Nishihara:

I am writing to offer my strong endorsement for the appointment of Doug Chang for a second term as a director of the Hawaii Tourism Authority. In addition to his exceptional leadership qualities, Doug brings much in the way of invaluable experience to this position, combining the perspectives of his native Hawaiian ancestry with those of having managed internationally recognized resort hotels in rural areas of the islands. His outstanding accomplishments have included not only successful management of these properties, but also his willingness to work for the betterment of the communities in which he has been involved, while also putting particular emphasis on strengthening the Hawaiian culture while integrating it into the work ethic of his employees.

I know of no person better qualified for service on the Board of the Hawaii Tourism Authority, and will gladly answer any questions or provide any further testimony that may be needed. If you would like to discuss this matter further, please feel free to call me at my office in Hana, (808) 248-7002.

Sincerely  
Carl A. Lindquist  
Owner/Broker  
Hana Coast Realty