



March 18, 2008

The Honorable Senator Clarence Nishihara  
Chairman, Tourism & Government Operations  
Honolulu State Capitol  
Honolulu, Hi

RE: Kyoko Kimura's re-appointment to Hawaii Tourism Authority

Aloha Chairman Nishihara, Vice Chairwoman Kim and Committee Members:

My name is Terryl Vencl executive director of the Maui Visitors Bureau. We support the confirmation of Kyoko Kimura to the Hawaii Tourism Authority.

I have known Kyoko both personally and as a tourism partner for over 18 years. I first knew of Kyoko when I was the director of the Maui Hotel Association where she served as Chairman more than one term. Additionally, Kyoko and the Maui Visitors Bureau still work together to share information regarding the industry as a whole and Maui specifically. She has always been a great partner for the visitor industry and has a good grasp of how the industry works in the global market and here at home.

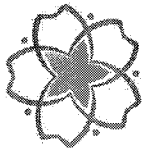
She is involved in many committees and associations in our community. She is well regarded by all our industry partners. She is quiet but influential lady in our industry.

We humbly ask for a favorable nod to her re-appointment to the Hawaii Tourism Authority at the hearing scheduled for March 25, 2008 at 1:00pm in Room 229.

Aloha,

A handwritten signature in black ink that reads "Terryl Vencl".

Terryl Vencl  
Executive Director



PACIFIC  
CANCER  
FOUNDATION

March 19, 2008

**TESTIMONY TO THE SENATE COMMITTEE ON TOURISM  
CONFERENCE ROOM 229, STATE CAPITOL  
THURSDAY, MARCH 25, 2008, 1:00 P.M.**

227 Mahalani Street  
Suite 99  
Wailuku HI 96793

Tel: 808-243-2999  
Fax: 808-242-2626

PacificCancerFoundation.org

**RE: GM 484 APPOINTMENT OF MS. KYOKO KIMURA**

Chair Nishihara and Members of the Committee:

My name is Amy Kastens and I am the Executive Director of the Pacific Cancer Foundation, a non-profit 501(c)(3) located in Wailuku, Maui, HI. I am writing in support of the appointment of Ms. Kyoko Kimura to the Board of Directors of the Hawaii Tourism Authority.

Ms. Kimura currently serves on the Board of Directors of the Pacific Cancer Foundation. She is an active Board member who sits on the Development/Marketing Committee. She is a valued Board member committed to helping cancer patients on Maui. Ms. Kimura conducts herself professionally and ethically at all times. She will no doubt be a valuable addition to the Board of Directors of the Hawaii Tourism Authority.

Ms. Kimura has served in various leadership positions in other organizations and continues to contribute her time and effort toward improving the quality of life in the Maui non-profit world, tourist and business communities.

Ms. Kimura's years of experience in managing Diamond Resorts on Maui, coupled with her association with the retail and tourist markets have provided her with a keen understanding of the marketing and resources required to maintain Hawaii as a viable, competitive tourist venue.

Ms. Kimura is well qualified and will provide the Hawaii Tourism Authority with a fresh, community-minded business perspective to its activities.

The Pacific Cancer Foundation highly recommends the appointment of Ms. Kyoko Kimura to the Board of Directors of the Hawaii Tourism Authority.

Thank you for the opportunity to testify.

Sincerely,

Amy Kastens  
Executive Director

BOARD OF DIRECTORS

William Adler, MD

Bobby C. Baker, MD

Julie Baker

James Bendon, MD

Chuck Bergson

Joan Selix Berman

Wayde Burt

Avery B. Chumbley

Everett Dowling

Norman M. Estin, MD

Heather Haynes, MD

Kyoko Kimura-Yamasaki

Beverly Kurokawa

Frank Lavey

Rosalyn Loomis

Kristina Lyons

Rob Madaw

Alec McBarnet

Anne Marie Rizzo

Susan Steinhauer

MEMBER EMERITUS IN MEMORIAM

Masaru "Pundy" Yokouchi

EXECUTIVE DIRECTOR

Amy Kastens

TESTIMONY TO THE SENATE COMMITTEE ON TOURISM  
CONFERENCE ROOM 229, STATE CAPITOL  
THURSDAY, MARCH 25, 2008, 1:00 P.M.

**RE: GM 484 APPOINTMENT OF MS. KYOKO KIMURA**

Chair Nishihara and Members of the Committee:

My name is Timothy Ho, President and CEO of the Hawaii Employers Council. It is my privilege to submit testimony supporting the appointment of Ms. Kyoko Kimura to the Board of Directors of the Hawaii Tourism Authority.

The Hawaii Employers Council is a business membership organization serving more than 850 employers statewide with an employment base of over 110,000 employees. The Council's membership represents a diverse cross-section of the state's private sector employer community. Ms. Kimura currently serves on the Hawaii Employers Council Board of Governors representing Maui County. She is a member the Board's Executive Committee and chairs the Board's Human Resources and Labor Relations Committee. She has been an active, involved and contributing member during her eleven years of service on the Board and has given many hours of her time and leadership expertise in service to the Hawaii Employers Council and its members.

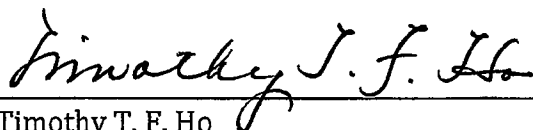
Born in Osaka, Japan, Ms. Kimura was educated at Kobe College and continued her education in hotel management at Cornell University. She subsequently joined the Diamond Resort Corporation and moved to Maui in 1989. She is currently the President and General Manager of the Diamond Hawaii Resort and Spa. Ms. Kimura is highly respected in the business community and is active in numerous business and community programs.

Ms. Kimura has the demonstrated integrity, business acumen, and visitor industry experience necessary to be a real asset to the Hawaii Tourism Authority.

On behalf of the Hawaii Employers Council, I urge the Senate Committee on Tourism to confirm Ms. Kimura's appointment to the Board of Directors of the Hawaii Tourism Authority.

Thank you for the opportunity to testify.

Sincerely,



Timothy T. F. Ho  
President & CEO  
Hawaii Employers Council



maui economic development board, inc.

March 20, 2008

The Honorable Senator Clarence K. Nishihara – Chair, COMMITTEE ON TOURISM AND GOVERNMENT OPERATIONS

Hawaii State Legislature  
State Capitol  
Honolulu, Hawaii 96813

Re: Support of Kyoko Y. Kimura for Hawaii Tourism Authority Board of Directors

Public hearing Tuesday, March 25, 2008 1:00 PM, State Capitol, Conference Room 229

Honorable Committee Chair Nishihara and Members of the Committee:

Thank you for this opportunity to provide testimony in support of GM 484 regarding consideration and confirmation to the Board of Directors of the Hawaii Tourism Authority, Gubernatorial Nominee, KYOKO Y. KIMURA, for a term to expire 6-30-2012.

Maui Economic Development Board (MEDB) is a 501(c)(3), not-for-profit corporation established in 1982 to provide leadership and vision in our community for the responsible design and development of a strong, diversified and sustainable economy. MEDB has long recognized the value of our world-class visitor industry to help us reach businesses prospects for our community. We have also benefited from the leaders in the hotel sector who regularly give back to the community. Kyoko Kimura is a sterling example of that generosity and engagement, providing an important bridge between visitor and resident.

In 2003, MEDB worked with a diverse team of 24 community leaders to launch Focus Maui Nui designed to achieve a shared vision of our county's future. This comprehensive civic engagement process reached over 1,700 Maui County residents who articulated a vision, values and priorities for Maui County's future. Kyoko was and continues to be a supportive member of the Focus Maui Nui Advisory Team, helping to build sustainability for the initiative.

Ms. Kimura brings a multitude of perspectives to the challenges and opportunities encountered by the Hawaii Tourism Authority. These include a hotelier, successful business person, community-minded individual, and, not the least of all, devoted mother who would like to be part of shaping the future that her children will inherit.

Thank you for the opportunity to share our perspective.

Sincerely,

Jeanne Unemori Skog  
President & CEO

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1305 N. Holopono Street, Suite 1  
Kihei, Maui, Hawaii 96753

telephone: 1.808.875.2300  
facsimile: 1.808.879.0011  
www.medb.org



**HAWAI'I HOTEL & LODGING  
ASSOCIATION**

2270 Kalakaua Ave., Suite 1506  
Honolulu, HI 96815  
Phone: (808) 923-0407  
Fax: (808) 924-3843  
E-Mail: [hhla@hawaii-hotels.org](mailto:hhla@hawaii-hotels.org)  
Website: [www.hawaii-hotels.org](http://www.hawaii-hotels.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  
HAWAI'I HOTEL & LODGING ASSOCIATION**

**March 25, 2008**

**RE: GM 484 Submitting for consideration and confirmation to the Board of Directors  
of the Hawai'i Tourism Authority, Gubernatorial Nominee  
KYOKO Y. KIMURA, for a term to expire 06-30-2012**

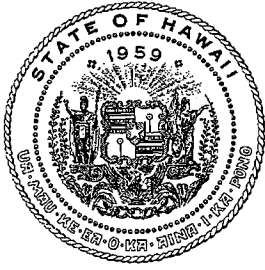
Good afternoon Chairman Nishihara and members of the Senate Committee on Tourism & Governmental Operations. I am Murray Towill, President of the Hawai'i Hotel & Lodging Association.

The Hawai'i 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.

We strongly support Kyoko Kimura's reappointment to the Board of the Hawaii Tourism Authority ("HTA"). Kyoko's background and experience in the visitor industry has been an asset to the HTA. Her knowledge of Japan and the Japanese market will bring a valuable perspective of this important market to the HTA. Her active involvement in community and industry issues on Maui makes her a good choice as the Maui representative to the HTA.

On a more personal note, Kyoko has served on the Board of Directors of the Hawaii Hotel & Lodging Association and has always been very thoughtful and fair. Kyoko has never hesitated to express her opinions and insights to our deliberations. I believe Kyoko brings energy and knowledge to the HTA.

We strongly urge you to support her reappointment. Thank you again for this opportunity to provide testimony.



# Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
Website: [www.hawaii-tourism-authority.org](http://www.hawaii-tourism-authority.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. 484**

“Kyoko Y. Kimura” 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  
Tuesday, March 25, 2008  
1:00 p.m.  
Conference Room 229

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

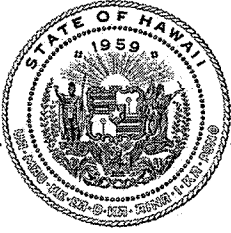
As President and Chief Executive Officer of the Hawai'i Tourism Authority (HTA), I strongly support the Governor's nomination of Kyoko Kimura to the HTA Board of Directors. Since her appointment to the board in 2003, I have had many opportunities to work very closely with Ms. Kimura and can attest that she brings a wealth of knowledge, experience and commitment to the HTA.

As an example, Ms. Kimura was very instrumental in her capacity as one of three board members who served on HTA's Marketing Committee in 2003. As you may remember, this committee's review of the HTA's then-marketing program resulted in the Authority's creative, new marketing approach. Beginning in 2004, the HTA contracted with five top agencies throughout the world to develop and execute marketing programs to promote Hawai'i in their respective markets.

More recently, Ms. Kimura who has much expertise and knowledge about the Asia markets, has provided policy guidance and directions with HTA's marketing efforts in Japan, China and Korea. Specifically, she is serving as the current chair of the HTA's Marketing Committee and she is also a member of the Japan-Hawai'i Tourism Council (JHTC), which replaces the Japan Hawai'i Economic Council. The purpose of JHTC is to address issues and opportunities relating to the development of our travel business between Japan and Hawai'i.

In addition, Ms. Kimura has over 20 years of experience in the hospitality industry, having served as the President and General Manager of Diamond Resort Corporation which owns and operates resort facilities on Maui and in Japan. Moreover, she is an active member of the community, having served on many boards including the Japanese Cultural Center of Hawai'i, Maui Arts and Cultural Center, Maui United Way and the Maui Hotel Association, thus making her an ideal choice to represent the County of Maui.

In summary, I believe that Ms. Kimura 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 Ms. Kimura on HTA's Board will only continue to provide benefits to the agency and to the state. 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

Written statement of  
**MARSHA WIENERT**  
**Tourism Liaison**  
Department of Business, Economic Development & Tourism  
before the  
**SENATE COMMITTEE ON TOURISM & GOVERNMENT OPERATIONS**  
Tuesday, March 25, 2008  
1:00 p.m.  
State Capitol, Conference Room 229

in consideration of  
**GM 484**  
**SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE BOARD OF  
DIRECTORS OF THE HAWAII TOURISM AUTHORITY, GUBERNATORIAL  
NOMINEE, KYOKO Y. KIMURA, 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 strongly supports the Governor's nomination of Kyoko Y. Kimura to the Hawaii Tourism Authority (HTA) Board of Directors. She brings years of hospitality experience to the HTA, and she has proven herself to be an active participant on the board and committed to the organization.

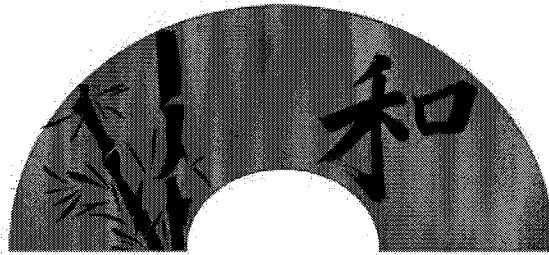
Ms. Kimura is a strong and dedicated supporter of the HTA's mission and the State Strategic Tourism Plan. She has served tirelessly on many HTA committees and is currently the chair of the marketing committee.

Her experience, along with the commitment she has already shown, demonstrates that she will continue to be an active participant of the board.

Therefore, I urge you to support the Governor's nomination of Kyoko Y. Kimura to the HTA Board of Directors.



Thank you for the opportunity to provide our support of her nomination.



JAPANESE CULTURAL SOCIETY OF MAUI

*Preserving & perpetuating the Japanese culture on Maui since 1969*

Post Office Bin 5090, Kahului, HI 96733

T: (808) 357-6009 F: (808) 242-5501

W: [www.jcsmaui.com](http://www.jcsmaui.com) E: [info@jcsmaui.com](mailto:info@jcsmaui.com)

TESTIMONY TO THE SENATE COMMITTEE ON TOURISM  
CONFERENCE ROOM 229, STATE CAPITOL  
THURSDAY, MARCH 25, 2008, 1:00 P.M.

March 23, 2008

**RE: GM 484 APPOINTMENT OF MS. KYOKO KIMURA**

Chair Nishihara and Members of the Committee:

My name is Kay Fukumoto, Board Member and Immediate Past President of the Japanese Cultural Society of Maui. I am honored to provide written testimony supporting the appointment of Ms. Kyoko Kimura to the Board of Directors of the Hawaii Tourism Authority.

The Japanese Cultural Society of Maui's mission is to promote and perpetuate the Japanese culture through its many activities. Ms. Kimura was past president of the society and continues to be involved in the society's activities. Most recently, she presented a public Japanese protocol workshop which was attended by many. Her background of growing up and working in Japan, her many years of living and working in Hawaii, her experiences in the Hawaii visitor industry, and her knowledge of our local etiquette offered a tremendous breadth of knowledge to workshop participants. The workshop came at an opportune time with recent efforts by the County of Maui to revive its Sister Cities programs with Hachijo-jima and Miyako-jima, and to establish a new program this May with Fukuyama City. She has a very professional demeanor, is well respected in the Maui community, and is looked to for guidance with respect to improving relationships with organizations from Japan.

I am also the President of Maui Taiko and work closely on joint projects with the Japanese Cultural Society of Maui. Ms. Kimura has assisted Maui Taiko with translation work with the Fukuyama Chamber of Commerce and the Governor of Fukushima Prefecture. Through this project, numerous other projects were established and continue to benefit the Japan/Maui/Hawaii connection. Her degree in English Japanese translation and her work with translation for former President George Bush shows the credibility in her skills and her ability to advance the Japanese relationship.

The Japanese Cultural Society of Maui and Maui Taiko recommend favorable consideration of Ms. Kyoko Kimura's appointment to the Board of Directors of the Hawaii Tourism Authority.

Thank you for the opportunity to testify.

Sincerely,

Kay Fukumoto  
Board Member and Immediate Past President

*Keith Regan*, President | *Kay Fukumoto*, Immediate Past President | *Tiffany Iida*, 1st Vice-President

*Irvin Yamada*, 2nd Vice-President | *Sharon Watanabe*, Corresponding Secretary | *Kathy Ohta*, Recording Secretary

*Rev. Jeffrey Soga*, Japanese Corresponding Secretary | *Annette Matsuda*, Treasurer | *Priscilla Yamamura*, Asst. Treasurer

*Directors: Karlynn Kawahara | Sarajejan Tokunaga | Rodney Ryugo | Yuki Lei Sugimura | Leonard Oka | Suzie Nakata | Richard Tadaki*

TESTIMONY TO THE SENATE COMMITTEE ON TOURISM

*Senata*  
**RE: GM 484 APPOINTMENT OF KYOKO KIMURA TO HTA**

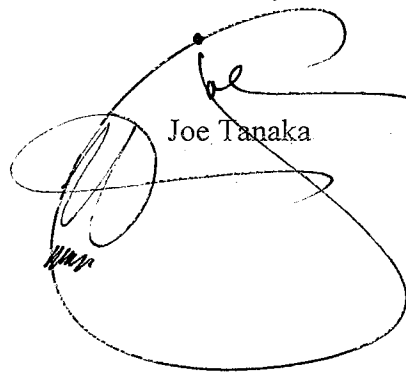
Chair Nishiahra and Members of the Committee:

My name is Joe Tanaka, former State Senator. I am honored to provide written testimony supporting the reappointment of Ms. Kyoko Kimura to the Board of Directors, Hawaii Tourism Authority.

I have personally known Kyoko for 20 years. She is born and raised in Japan but I feel we are fortunate that she became local now. I had the privilege of working closely with her when she served as the President of the Maui Japanese Chamber of Commerce. She demonstrated professionalism in her work; high business ethics; and good sense of humor. She also played a major role in promoting international goodwill and relations between Maui/Hawaii and Japan.

Kyoko has served on the Board of HTA and contributed tremendously not only to Hawaii's tourism but to the community. With much confidence, I recommend your favorable consideration of Kyoko's reappointment to the Board of Directors of the Hawaii Tourism Authority.

Sincerely,



Joe Tanaka



*Maui Hotel & Lodging*  
ASSOCIATION

TESTIMONY TO THE SENATE COMMITTEE ON TOURISM  
CONFERENCE ROOM 229, STATE CAPITOL  
THURSDAY, MARCH 25, 2008, 1:00 P.M.

**RE: GM 484 APPOINTMENT OF MS. KYOKO KIMURA**

Chair Nishihara and Members of the Committee:

My name is Carol Reimann, Executive Director of the Maui Hotel & Lodging Association and it is my pleasure and honor to provide written testimony in support of the appointment of Ms. Kyoko Kimura to the Board of Directors, Hawaii Tourism Authority.

The Maui Hotel & Lodging Association is an organization that represents and advocates for the visitor industry. Our membership is in two classifications: properties and allied businesses. Ms. Kimura has always taken an active role in our organization and is a past board of director. She has been a highly respected member of our organization for many, many years and has consistently maintained the highest level of professionalism and business ethics in all that she does.

Ms Kimura also takes her civic responsibility and concern for Maui's citizens seriously. This is evident in her work with organizations and non-profit entities that enhance the Maui community such as the Maui Arts and Cultural Center, United Way, Japanese Cultural Center of Hawaii, and the Pacific Cancer Foundation. There is no doubt that she is widely respected for her community involvement.

Ms. Kimura's years of experience in the visitor industry as managing Diamond Resorts on Maui, as well as her association with the retail and tourist markets have provided her with a keen understanding of the marketing and resources required to maintain Hawaii as a viable, competitive tourist venue.

Ms. Kimura is highly qualified and will provide the Hawaii Tourism Authority with an astute business mind and keen community perspective to its activities.

The Maui Hotel & Lodging Association recommends favorable consideration of Ms. Kyoko Kimura's appointment to the Board of Directors of the Hawaii Tourism Authority.

Thank you for the opportunity to testify.

Sincerely,

Carol Reimann  
Executive Director

**Ululani S. Correa**  
**Wailuku, HI 96793**

March 24, 2008

Senator Clarence K. Nishihara, Chair  
Senator Donna Mercado Kim, Vice Chair  
Committee on Tourism & Government Operations  
Conference Room 229  
State Capitol 415 South Beretania Street  
Honolulu, HI

Re: GM 484 – Kyoko Y. Kimura, Nominee  
Board of Directors of the Hawaii Tourism Authority

Aloha Chair Nishihara, Vice Chair Kim and Members of the Tourism & Government Operations Committee:

Please accept my letter of testimony in support of Kyoko Kimura.

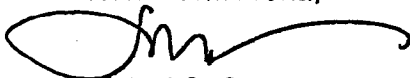
As the past Executive Director of the Maui Hotel & Lodging Association (MHLA), past Co-Chair of the Academy of Hospitality & Tourism (AOHT) and a former hospitality industry employee for more than 20 years, I have had the privilege and opportunity of working with Ms. Kimura while serving in these capacities.

During my two and half year tenure as the executive director for MHLA, Ms. Kimura served as the board president (two years prior to my appointment). Volunteering her time to serve on this board, she recognized MHLA's role in our community and amongst its constituents as being very important and serving as an advocate for the visitor industry in political, educational and community issues.

While I served as the Co-Chair of the AOHT program, Ms. Kimura recognized the value of education with our high school students and the AOHT program. Preparing the AOHT students with possible employment opportunities or those wanting to pursue a higher education was magnified through additional funding support from HTA of this program on a State wide level. Thanks to Ms. Kimura's support of the AOHT program, many of these students that graduated are now pursuing employment within our visitor industry while others have continued to further their education with the prospect of returning to Hawaii and pursue their career here.

Ms. Kimura's passion to our culture, our community and State is highly regarded and very much respected. I humbly ask for your support with her appointment to the Hawaii Tourism Authority.

With Warm Aloha,



Ululani S. Correa  
(808) 242-2632