



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 ECONOMIC DEVELOPMENT AND TAXATION**  
and the  
**SENATE COMMITTEE ON EDUCATION**  
Thursday, March 27, 2008  
3:30 p.m.  
State Capitol, Conference Room 016

in consideration of  
**SCR 70**  
**REQUESTING A STUDY ON THE FEASIBILITY OF ESTABLISHING A DEGREE  
PROGRAM FOR SPORTS AND ENTERTAINMENT MANAGEMENT AT THE  
UNIVERSITY OF HAWAII.**

Chair Fukunaga, Chair Sakamoto and Members of the Senate Committees.

The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of SCR 70, which requests the Legislative Reference Bureau to prepare a report on the advisability and feasibility of establishing a degree program within the University of Hawaii for the study of sports and entertainment management.

We agree that the sports and entertainment industries in Hawaii have the potential to contribute greatly to our economy and that the development of a qualified workforce within these fields is essential towards this endeavor. With the State Tourism Strategic Plan's support of sporting events as a way to generate media exposure, increase visitor spending and enhance our residents' quality of life, a degree program within our university system could assist with Hawaii's capacity to become the "Sports Capital of the Pacific."

Thank you for giving me the opportunity to testify on SCR 70.



# **UNIVERSITY OF HAWAI'I SYSTEM**

## **Legislative Testimony**

---

Testimony Presented Before the  
Senate Committee on Economic Development and Taxation  
and  
Senate Committee on Education  
March 27, 2008 at 3:30 pm  
By  
Linda Johnsrud, Vice President for Academic Planning and Policy,

**SCR 70 – REQUESTING A STUDY ON THE FEASIBILITY OF ESTABLISHING A DEGREE PROGRAM FOR SPORTS AND ENTERTAINMENT MANAGEMENT AT THE UNIVERSITY OF HAWAII'.**

Chairs Fukunaga and Sakamoto, Vice Chairs Espero and Tokuda, and Members of the Committees on Economic Development and Taxation and Education:

I am Linda Johnsrud, Vice President for Academic Planning and Policy of the University of Hawai'i System. On behalf of the University System, I am testifying on Senate Concurrent Resolution 70, which requests the Legislative Reference Bureau to prepare a report on Sports and Entertainment Management degree and continuing education programs, their economic and non-economic benefits, and information about such programs in other states.

The Legislative Reference Bureau is being asked to provide a broad spectrum of industry data and analysis, and the University will cooperate fully with requests for information. Although the University also must consider state needs and the use of scarce resources as it plans for its academic programs, the kind of data provided by a report by the Legislative Reference Bureau would be helpful in considering the industry's workforce needs.

Thank you for the opportunity to testify.

THE SENATE  
THE TWENTY-FOURTH LEGISLATURE  
REGULAR SESSION OF 2008

COMMITTEE ON ECONOMIC DEVELOPMENT AND TAXATION

Senator Carol Fukunaga, Chair  
Senator Will Espero, Vice Chair

COMMITTEE ON EDUCATION

Senator Norman Sakamoto, Chair  
Senator Jill N. Tokuda, Vice Chair

NOTICE OF HEARING

DATE: Thursday, March 27, 2008  
TIME: 3:30 p.m.  
PLACE: Conference Room 016  
State Capitol  
415 South Beretania Street

A G E N D A

<u>SCR 70</u>	REQUESTING A STUDY ON THE FEASIBILITY OF	EDT/EDU, WAM
<u>Testimony</u>	ESTABLISHING A DEGREE PROGRAM FOR SPORTS	
<u>Status</u>	AND ENTERTAINMENT MANAGEMENT AT THE	
	UNIVERSITY OF HAWAII.	

I have just completed my fifth year of teaching in the Shidler College of Business at the University of Hawai'i-Manoa, and have been fortunate enough to be allowed to create my own classes in Sports and Entertainment Management, Legal Issues in Sports and Entertainment, and Sports and Entertainment Marketing. The interest in these classes has been overwhelming by the students, validating my belief that Hawai'i can, and should be the epicenter for the growth and economic development of this exciting industry, "The Sports and Entertainment Industry". **It is because of my belief that there should be a degree granting program in Sports and Entertainment Management at the University of Hawai'i, that I am testifying in favor of SCR 70.**

Sports and Entertainment is a multi-billion dollar business, and the need for students having skills that would allow them to manage or to administrate is in high demand. The State of Hawai'i would be well served by promoting a curriculum in Sports and Entertainment Management, located at the University of Hawai'i, to recruit students from around the world, as well as our own local students, to become future leaders in the arena of sports and entertainment. I have found my students to be eager learners, and they have expressed interest in pursuing a career in sports and entertainment, but the dilemma is that they want to stay on the island, and don't feel that there are any opportunities here for them.

The major objectives of establishing a degree program for Sports and Entertainment Management would be:

- To recruit, and educate students about the business of sports and entertainment,
- To develop a curriculum that integrates international dimensions,
- To offer international internship programs for students and faculty,
- To provide a national resource to other educational institutions for teaching international business techniques and methodologies dealing with the sports and entertainment industry,
- To sponsor research projects aimed at increasing the international competitiveness of American businesses engaged in global competition or research focused on those firms interested in gaining entry into international markets,
- To provide practical answers to management challenges associated with international competition,
- To offer conferences on current international, political, and economic events, business skills development, and expertise that is vital to successful involvement in international markets,
- To advocate for additional sports facilities, and to maximize the use of athletic and event venues for government, professional, amateur, and collegiate sports organizations,
- To attract major sports and special events to Hawai'i that will provide internship programs, better paying jobs, positive media exposure, and enhance the economic vitality of our region,
- To support collegiate and high school athletic teams, event promoters, and amateur athletic associations in their development,
- To prepare university students with global awareness and the sensitivity to cultural and international business skills expected by firms engaged in the global marketplace.

In order to make this vision a reality there will need to be people willing to champion the cause. The concept is apolitical, and it is win-win for everyone. We need to keep our students in Hawai'i, to prepare them for a future in the fastest growing and most dynamic industry in the world, and we need to become the global leader in the advancement of this industry, which will in turn add to the economic development of our wonderful State. Can we make this a reality? My students hope so!

Howard Wittenberg, JD  
Shidler College of Business  
Department of Management  
2404 Maile Way, D313  
Honolulu, HI 96822  
(808) 956-9617  
[wittenbe@hawaii.edu](mailto:wittenbe@hawaii.edu)

Ken H. Takayama  
Acting Director

Research (808) 587-0666  
Revisor (808) 587-0670  
Fax (808) 587-0681



LEGISLATIVE REFERENCE BUREAU  
State of Hawaii  
State Capitol  
Honolulu, Hawaii 96813

**COMMENTS ON SCR70**  
**REQUESTING A STUDY ON THE FEASIBILITY OF ESTABLISHING A DEGREE**  
**PROGRAM FOR SPORTS AND ENTERTAINMENT MANAGEMENT AT THE**  
**UNIVERSITY OF HAWAII**

Testimony by the Legislative Reference Bureau  
Ken H. Takayama, Acting Director  
or Charlotte A. Carter-Yamauchi, Assistant Director for Research

Presented to the Senate Committee on Economic Development and Taxation  
and the Committee on Education

Thursday, March 27, 2008, 3:30 p.m.  
Conference Room 016

Chairs Fukunaga and Sakamoto and Members of the Committees:

Thank you for this opportunity to testify on S.C.R. No. 70. The Bureau takes no position for or against this measure but offers the following comments.

The resolution directs the Bureau to study the feasibility of establishing a degree program for sports and entertainment management at the University of Hawaii.

As always, if the Legislature wants us to do this study, we will do it to the best of our abilities.

We believe that this study may be more difficult than it appears. As presently drafted, however, the scope of the study requested in this measure appears to be manageable.

Accordingly, if this measure is to pass in its current form, we request that it not be modified in any way, as attempts to "clarify" a measure may have the unintended effect of broadening the scope of a requested study in a way that makes it unmanageable.

We note, however, that the University of Hawaii may be the better agency to produce this study, as much of the information contained in the study will undoubtedly have to come from the University.

Thank you very much for this opportunity to testify.

**testimony**

---

**From:** haughj@aol.com  
**Sent:** Wednesday, March 26, 2008 5:14 PM  
**To:** testimony  
**Cc:** Rock Riggs; mike@mikegabbard.com  
**Subject:** Testimony in support SCR 70

The Senate Twenty-Fourth Legislature  
Regular Session of 2008

Committee on Economic Development & Taxation  
Senator's Carol Fukamoto, Chair and Will Espero, Vice Chair

Committee on Education  
Senator's Norman Sakamoto, Chair and Jill Tokuda, Vice Chair

Notice  
Thursday, March 27, 2008 3:30pm State Capital Room 16

in consideration of SCR 70 requesting a study on the feasibility of establishing a degree program for sports and entertainment management at the University of Hawaii.

Chair's Fukunaga and Sakamoto and members of the Senate Committee.

The Aloha Section of Professional Golfers Association of America (ASPGA) enthusiastically endorses and supports SCR 70 to establish a certificate, undergraduate and MBA sports and entertainment management program at the University of Hawaii.

The ASPGA with it's 260 members is one of 41 PGA Sections and 28,000 members in the country. The PGA of America was founded in 1916 with the mission to promote interest, participation, enjoyment and involvement in the game of golf, establish and maintain standards of practice and enhance the well being of the golf professional.

Today, there are over 20 universities and colleges through out the US that have established a PGA/Professional Golf Management program.

This does not take into account over 85 schools that offer sport and/or sports and entertainment management programs.

Many local students, golfers or PGA members currently wishing to enroll in a PGA/PMG program must seek educational opportunities elsewhere, thus depleting our talent pool of a skilled workforce to grow and develop Hawaii's \$1.3 billion dollar golf industry.

Hawaii's golf industry and the sports/entertainment community could greatly benefit by establishing a educational program that retains and attracts the next generation of sports professionals.

Pass this legislation and bring Hawaii into the 21st century!

Thank you for the opportunity to offer support for SCR 70. .

Jim Haugh  
Executive Director  
Aloha Section PGA  
770 Kapiolani Blvd., Ste 706  
Honolulu, HI 96813  
Telephone:(808)593-2230  
Email:jhaugh@pgahq.com  
Website:www.alohapga.com

---

Planning your summer road trip? Check out [AOL Travel Guides](#).