

**TESTIMONY**  
**GM 435**

## Nomination Questionnaire – Paula J. Hegele, ADC Board

- (a) Over the last few months I have had the opportunity to learn about the role of the ADC and its work to transition and facilitate the changing face of agriculture in Hawaii. As a member of the diversified agriculture community of Maui for 18 years, I would be proud to participate in collaborating with others in the supporting the goals of the ADC in the transition of Hawaii's agriculture future.
- (b) I see the role and responsibilities as an important undertaking. I expect a great deal of time would be required to familiarize myself with the current projects; and how they partner with, and fulfill the mission of the ADC. As a Board member I would be expected to be prepared, open minded and available to listen to the issues at hand.
- (c) I believe that although there is a great deal to learn, my experience with Tedeschi Vineyards is relevant and has provided me with a wealth of opportunity and a comprehensive understanding of running a small agriculture business. As the general manager of Tedeschi Vineyards, I not only represent diversified agriculture, but also diversity in managing all aspects of a 26 employee operation. The winery operations include a 23 acre vineyard, the manufacture of value added wine products; marketing and promotions; export wholesale and local retail sales; and the running of a popular destination visitor center in Ulupalakua.
- (d) I would hope to be involved in the successful formation of new agriculture businesses, which would lead to innovative crops and especially the creation of value added goods that can be viable and represent quality goods from Hawaii.
- (e) My experience – both business and lifestyle: This experience gives me personal familiarity with the many issues that it takes to successfully run a small business. As well as the responsibility of living and working in a small, rural community and the need to find the balance between business, tourism and protecting the rural lifestyle.  
Fair and cooperative: I believe in teamwork and working with others to accomplish a common goal.  
Passionate: I am truly passionate about my work and the role of agriculture and small business. I understand the commitment it takes to being successful and hard work required to be viable in constantly changing times. Agriculture is a lifestyle choice.
- (f) As a founder and organizer of the Maui Agricultural Trade Show aka The Ulupalakua Thing for 13 years. This event, which started as a home-grown tradeshow to introduce Maui buyers to the farmers, growers and manufacturers of local agriculture, grew into a premier event for Hawaii until it ended in 2005. The Ulupalakua Thing provided marketing awareness and showcased hundreds of Hawaii agriculture products, the people behind the goods and the opportunities agriculture brought to our communities. This event was a collaborative effort by the agriculture community which successfully introduced products to visitors and residents in the non-traditional tradeshow setting of Ulupalakua.
- (g) I foresee no conflicts.



STATE OF HAWAII  
**AGRIBUSINESS DEVELOPMENT CORPORATION**  
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**TESTIMONY OF ALFREDO LEE  
EXECUTIVE DIRECTOR  
AGRIBUSINESS DEVELOPMENT CORPORATION**

**BEFORE THE SENATE COMMITTEE ON  
WATER, LAND, AGRICULTURE AND HAWAIIAN AFFAIRS**

February 25, 2009  
2:45 p.m.  
Room 229

**GOVERNOR'S MESSAGE NO. 435  
SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE BOARD  
OF DIRECTORS OF THE AGRIBUSINESS DEVELOPMENT CORPORATION,  
GUBERNATORIAL NOMINEE, PAULA J. HEGELE,  
FOR A TERM TO EXPIRE 06-30-2013**

Chairperson Hee and Members of the Committee:

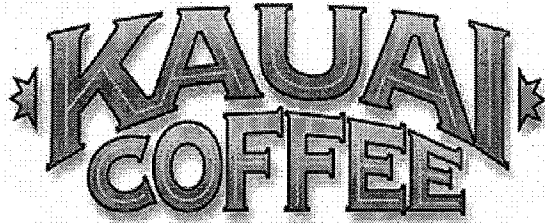
The Agribusiness Development Corporation (ADC) is in strong support of the confirmation of Ms. Paula J. Hegele to the ADC Board of Directors.

Ms. Hegele has expressed her enthusiasm and excitement at the chance to be able to serve on the ADC Board. She has a genuine passion for agriculture and desire to help our industry. She would be joining the board with nearly two decades of experience in running a diversified agribusiness, Tedeschi Vineyards. As President and General Manager of this winery, she oversees all aspects of the operation, from farming to marketing. Under her leadership, Tedeschi

Vineyards was recognized by the U.S. Small Business Administration as the 2000 Small Business Exporter of the Year.

In addition to her experience running Maui's only commercial winery, Ms. Hegele has served in other leadership roles in support of local agriculture, including holding the position of President of the Made in Maui Trade Council and Hawaii Food Manufacturer's Association, and Board Member of the Maui Chamber of Commerce. Ms. Hegele is currently a Board Director of the Maui Agricultural Foundation, of which she is a Founding Member.

The ADC would be very fortunate to have someone of Ms. Hegele's enthusiasm, leadership skills, and diverse agribusiness background to join our board.



TESTIMONY OF WAYNE K KATAYAMA  
PRESIDENT  
KAUAI COFFEE COMPANY, INC.  
CHAIRPERSON  
AGRIBUSINESS DEVELOPMENT CORPORATION

BEFORE THE SENATE  
COMMITTEE ON WATER, LAND,  
AGRICULTURE AND HAWAIIAN AFFAIRS

Wednesday, February 25, 2009  
2:45 p.m.

GOVONORS MESSAGE 435  
SUBMISSION FOR CONSIDERATION AND CONFIRMATION TO THE BOARD  
OF DIRECTORS OF THE AGRIBUSINESS DEVELOPMENT CORPORATION  
PAULA J. HEGELE

Chairperson Hee, Vice Chair Tokuda, and Members of the Committee:

I am in strong support of the confirmation of Ms. Paula J. Hegele to the ADC Board of Directors.

Ms. Hegele has nearly two decades of experience in diversified agribusiness at Tedeschi Vineyards on Maui. As President and General Manager of this winery, she has responsibility for all aspects of the operation, from farming to marketing. Her success in building the Tedeschi Vineyard brand is a key resource needed to further the value added development of Hawaii's agricultural products. Under her leadership, Tedeschi Vineyards was recognized

by the U.S. Small Business Administration as the 2000 Small Business Exporter of the Year.

Ms. Hegele has served in other leadership roles in support of Maui agriculture, including holding the position of President of the Made in Maui Trade Council and Hawaii Food Manufacturer's Association, and Board Member of the Maui Chamber of Commerce. Ms. Hegele is currently a Board Director of the Maui Agricultural Foundation, of which she is a Founding Member.

ADC is in need with someone of Ms. Hegele's leadership, brand development skills, and diverse agribusiness background to join our board.

Wayne Katayama

Testimony of Teena M. Rasmussen

To: Senate Committee On Water, Land, Agriculture and Hawaiian Affairs

Hearing Date: Feb. 25, 2009

2:45 PM

Re: Governor's Message No. 435

SUBMITTING SUPPORT FOR CONSIDERATION AND CONFIRMATION  
as Board Member of the Agribusiness Development Corporation PAULA  
HEGELE

To: Chairman Hee and Vice-Chair Tokuda and Committee Members

As a former Chair of the ADC, I would like to voice my whole-hearted support for the confirmation of Paula Hegele to the board of the ADC. I have known Ms. Hegele for many years, and know her to be a very valuable member of our agriculture community in Hawaii. She is very competent, highly motivated, and has a grasp of all the issues facing agriculture today. She is pleasant and works well with fellow board and committee members.

Ms. Hegele was instrumental in designing and executing one of the most successful Agriculture Trade events in Hawaii known as the Ulupalakua Thing. Her marketing expertise will make her a very valuable asset to the ADC.

I urge you to vote yes to her confirmation.

Sincerely,



Teena M. Rasmussen

Vice-President, Paradise Flower Farms, Inc.

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**From:** Brian Miyamoto [brian@hfbf.org]  
**Sent:** Tuesday, February 24, 2009 11:34 AM  
**To:** WTLTestimony  
**Cc:** agres@maui.net; 'Ed Thompson'  
**Subject:** Testimony on GM 435 for Senate WTL 2.25.09  
**Attachments:** GM 435 Hegele.doc; MCFB HEGELE.DOC

To WLT Committee:

Please find the attached testimonies on GM 435 "Submitting for consideration and confirmation to the Board of Directors of the Agribusiness Development Corporation, Gubernatorial Nominee, PAULA J. HEGELE" which is scheduled for a hearing before the Senate WTL Committee on Wednesday, Feb. 25, 2009, at 2:45 pm.

Thank you for your assistance!

Brian Miyamoto  
Interim Executive Director  
Hawaii Farm Bureau Federation  
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**Hawaii Farm Bureau**  
F E D E R A T I O N

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**TESTIMONY**

**Committee on Water, Land, Agriculture and Hawaiian Affairs**

**RE: GM 435 Confirmation of PAULA J. HEGELE to the Agribusiness  
Development Corporation**

**Chair Hee and Members of the Committee:**

**Hawaii Farm Bureau Federation on behalf of our member farmers, ranchers  
and farm organizations supports the nomination of Paula J. Hegele to the  
Board of the Agribusiness Development Corporation.**

**Ms. Hegele long experience as a agricultural business entrepreneur will serve  
the agricultural community well in her service as an ADC Board member.**

**We appreciate your consideration of Ms. Hegele and strongly urge her  
confirmation to the position. Thank you.**

# **Maui County Farm Bureau**

*An Affiliate of the American Farm Bureau Federation and Hawaii Farm Bureau Federation  
Serving Maui's Farmers and Ranchers*

## **TESTIMONY**

### **Committee on Water, Land, Agriculture and Hawaiian Affairs**

#### **RE: GM 435 Confirmation of PAULA J. HEGELE to the Agribusiness Development Corporation**

##### **Chair Hee and Members of the Committee:**

Maui County Farm Bureau, Maui's general agricultural advocacy organization is in strong support of the nomination of Paula J. Hegele to the Board of the Agribusiness Development Corporation.

Ms. Hegele has a long background as an agricultural entrepreneur. She has been instrumental in expanding and growing Tedeschi Winery to its current status recognized for award winning wines. She was also was a key player in the expansion of the "Ulupalakua Thing" which became a major agritourism event.

Her background is especially suited to help guide the ADC as it ventures to help new and growing agricultural enterprises become successful in Hawaii.

MCFB respectfully requests the approval of Ms. Hegele to the Board of the Agribusiness Development Corporation. Thank you.

**TESTIMONY**  
**GM 435**  
**(END)**