

GOV. MSG. NO. 310

EXECUTIVE CHAMBERS  
HONOLULU

LINDA LINGLE  
GOVERNOR

January 29, 2009

The Honorable Colleen Hanabusa, President  
and Members of the Senate  
Twenty-Fifth State Legislature  
State Capitol, Room 409  
Honolulu, Hawai'i 96813

Dear Sirs and Mesdames:

In accordance with the provisions of Article V, Section 6, of the Hawai'i State Constitution, I have the honor to submit herewith for your consideration and confirmation, the following nomination to the **Board of Regents of the University of Hawaii:**

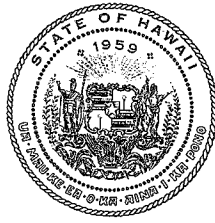
Eric K. Martinson

Term to Expire: 6/30/2009

Sincerely,



LINDA LINGLE



GOV. MSG. NO. 468

EXECUTIVE CHAMBERS  
HONOLULU

LINDA LINGLE  
GOVERNOR

March 12, 2009

The Honorable Colleen Hanabusa, President  
and Members of the Senate  
Twenty-Fifth State Legislature  
State Capitol, Room 409  
Honolulu, Hawai'i 96813

Dear Sirs and Mesdames:

In accordance with the provisions of Article V, Section 6, of the Hawai'i State Constitution, I have the honor to submit herewith for your consideration and confirmation, the following nomination to the **Board of Regents of the University of Hawaii:**

Eric K. Martinson

Term to Expire: 6/30/2014

Sincerely,



LINDA LINGLE

**Eric K. Martinson**  
**Responses to Senate Committee on Higher Education**  
**Questions for UH Board of Regents**

I respectfully submit the following responses to the questions raised by the Senate Committee on Higher Education in regards to consideration of my nomination to the Board of Regents. To preface, the University of Hawaii System is complex, to be sure, and while the following reflects my sentiments and ideas at the outset, I look forward to continuing to refine and shape my thoughts and contributions to the Board of Regents and university system with the benefit of new knowledge gained over time.

**1. What motivated you to apply to be a member of the Board of Regents and what skill sets and experiences do you bring to the table that will help move the University forward?**

Born and raised and having spent my entire business career in Hawaii, I am inspired by opportunities for the University of Hawaii as a key component of Hawaii's socio-economic infrastructure as well as its role as a leading international higher education institution. As a graduate and product of UH-Manoa and being active in Hawaii's business and not-for-profit community, I am excited for the opportunity to support and contribute to the continued growth and development of my alma mater to ensure it continues to offer and deliver quality higher education for current and future generations.

My career includes over 24 years of institutional investment and asset management experience:

- **Managing Director, Tradewind Capital Group, Inc.:** Tradewind focuses on private investment opportunities in Hawaii. As an investment philosophy, opportunities are evaluated not only on the basis of the financial and economic returns, but also the community and social benefits to Hawaii. Tradewind seeks to preserve what is unique about Hawaii in each of its investments.
- **Co-founder and Managing Director, MN Capital Partners, LLC:** The company was founded with a mission of providing institutional level investment and asset management services to Hawaii's investment community and to be an active participant in capital formation and investment toward diversification and strengthening of Hawaii's economy.
- **Director, Financial Asset Division, Kamehameha Schools/ Bishop Estate:** My role at Kamehameha Schools gave me an opportunity to participate in impacting the financial viability and growth of the institution's assets, providing for increased resources to expand Kamehameha's educational offering in fulfillment of its mission to educate children of Hawaii with preference to native Hawaiians.

I continue to participate on various Hawaii early-stage, growth company boards of directors also maintain active leadership involvement with various community and non-profit organizations. The collective governance and leadership knowledge and skills gained through my career experiences – board fiduciary responsibility, policy setting, strategic and operational planning, senior executive oversight and evaluation, executive leadership and

managerial responsibility, and organizational effectiveness and performance evaluation -- provide a sound foundation for service on the Board of Regents. My investment and asset management experience, particularly at the institutional level, has afforded me a strong background in fiscal prudence and capital efficiency, which will allow me to offer a complementary perspective and competency to the diversely talented board membership.

Throughout my career, I've remained active in organizations focused on education and have been involved with community-based educational projects - academic, cultural, business, and otherwise.

My career has exposed me to a variety of organizational structures each with its own unique challenges, complexities and opportunities. As an investment professional specializing in private transactions, objectivity and impartiality are critical in evaluating investment opportunities and managing those opportunities. In addition, my experience serving in various corporate and community leadership capacities requires me to maintain objectivity and impartiality and has strengthened my abilities to work collaboratively with other business and community leaders toward achieving common missions, goals and objectives. Cooperative participation and leadership is particularly important with non-profit community organizations where volunteerism is the primary resource and foundation.

## **2. What specific short and long-term goals do you have for improving the University?**

### Short-term

- The university system is in period of transition with the pending hire of a new President and turnover on the Board of Regents, including the presiding Chair. It is imperative to smoothly transition these key leadership positions for continuity and stability and continued momentum.
- Improve visibility and continue to build active recruitment efforts to attract and retain Hawaii's talented youth, increase going rates to University of Hawaii Campuses, with continued emphasis on Hawaii P-20 Council initiatives, and increasing resident enrollment and degree achievement rates.
- Continue to expand distance-learning programs to leverage the academic capital of the university system and provide increased access to education to underserved regions and populations.
- Given the current environment, develop workforce development partnerships with the private and public sector employers at the university and community college levels to retrain and retool Hawaii's "working" population.
- Maintain and enhance transparency and open communication policies and practices.

### Long-term

- Develop a long-term financial plan to gradually increase private and alternative non-public revenue sources.

- Maintaining and upgrading the aging campus infrastructure to ensure quality facilities and a positive learning environment.
- Develop asset utilization and optimization policies and programs to systematically identify opportunities to improve productivity and gain efficiencies.
- Be the “choice” institution of higher learning for Hawaii’s best and brightest. Progress toward this achievement can serve as an effective metric to measure the overall effectiveness of the University of Hawaii’s educational offering.
- Leverage degree programs for which the University of Hawaii has or can develop and maintain a competitive advantage on a national and global scale (natural sciences, sustainable resources, agricultural biotech, indigenous studies, etc...).
- Strengthen and streamline the activities of the Office of Technology Transfer and Economic Development to facilitate the technology licensing process and build the technology transfer pipeline and portfolio.
- Fulfill the University’s role as a catalyst for innovation, contributing to the effort toward diversifying Hawaii’s economy and building a sustainable community
- Better align educational programming and focus with workforce and industry diversification initiatives of the public and private sector
- Strengthen career placement and private sector internship programs to more actively engage and align the interests of employers with the University.

**3. As a Regent, what will be your top three priorities for the University?**

1. Ensuring the highest level of competence at the executive leadership levels of the University of Hawaii System. Foremost, identifying, selecting, and managing the new President to facilitate a smooth and efficient transition at the Executive Administration level.
2. Evaluating the financial position and capacity of the University in the new reality resulting from the current economic downturn and ensure that adequate contingency plans are in place to adjust to an uncertain economic future in the short- to intermediate-term future and implementing efficiency and productivity measures to ensure long-term effectiveness. Maintain an equitable allocation of resources across the 10 campuses and educational units of the University of Hawaii System.
3. Ensuring policies and initiatives are consistent with the strategic goals and objectives of the institution and aligned with resource availability and, importantly, striving to uphold the University’s commitment to provide and increase access to higher education for Hawaii’s citizens as a whole and Native Hawaiian students in particular.

**4. In the coming months, the Board of Regents will be called upon to select a new President. What will be qualifications that you consider most important? What do you**

**feel are the most important duties of the President, and what kind of relationship should exist between the Board and the President?**

The President must have demonstrated experience as a successful leader within the context of a large organization, preferably of the size, scale and complexity of the University of Hawaii System, and have the ability to manage, work and communicate with multiple constituencies including the Board of Regents, university administration and faculty, student council and students, State Legislature and Governor, funding sources, alumni, community leaders, and general public. The individual must be able to understand, appreciate and embrace the nuances of Hawaii's unique culture and the values of the University. The President must demonstrate fiscal responsibility and be able to continue fundraising ability. Above all, the President must be passionate about making the University a center of excellence and the higher education institution of choice for Hawaii residents.

The President should maintain an open and active dialogue with Board of Regents as the governing body. The President provides academic and administrative leadership to the University and is accountable for developing and executing on plans and achieving goals and objectives within the framework of the policies and strategic plan approved by the Board of Regents.

**5. We are currently faced with an unprecedented budget crisis. What ideas do you have for generating revenue for the University and how we approach any cuts that have to be made within the budget?**

In a crisis, there is opportunity. The current environment requires the University System to be creative and reach beyond existing paradigms to collectively achieve goals in new and innovative ways. Based on targeted adjustment amount and to ensure an planned and manageable fiscal transition, recommended measures should be developed by the Executive leadership in consultation with the Chancellors and senior administration of major operating units, relevant University wide planning committees, and academic council and reviewed by the Board of Regents. Some thoughts for consideration:

- Immediately, take advantage of federal economic stimulus bill and access to research funding to maximum extent possible.
- Access the tax-exempt bond market now to take advantage of the relatively low cost of debt environment.
- Evaluate opportunities for revenue enhancement:
  - Are tuition and fees in line with peer institutions on an absolute and affordability-indexed basis (resident vs. non-resident)?
  - Are there opportunities to scale tuition relative to areas of excellence?
  - Appropriate levels of investment in financial aid?
  - Is facility and asset utilization optimized?

- Refocus, retrench, and be more productive and efficient: Identify opportunities to contract – renewable energy initiatives, resource management programs, use of technology to gain efficiencies in information processing, tighten procurement procedures to control administrative expenses, private research and workforce development funds, manage position vacancies, salaries and benefits review (while honoring collective bargaining agreements and existing contracts) – but must continue to nurture the Universities valuable workforce, a key resource/asset of the institution, to ensure long term success.
- Long-term, as mentioned in 2, above, strengthen and streamline the activities of the Office of Technology Transfer and Economic Development to facilitate the technology licensing process and build the technology transfer pipeline and portfolio.
- Also long-term, continue efforts to build the endowment and private funding sources, including pursuing further public-private partnerships to address CIP needs (e.g., naming rights).

**6. How do you view the role of the system as it relates to the 10 campuses? Do you feel that the relationship as it exists now should be changed? How will you ensure equity of resources across all campuses?**

The main office is the “corporate headquarters” of the University of Hawaii System that consolidates administrative resources while providing services across the 10-campus system. The System ensures all campuses are consistently working toward the University’s broader vision and strategy and operating under the institutional values articulated in the mission.

While my knowledge of the detailed relationship between the System office and campuses is fairly limited at this point, my understanding is that but for the broad guidance noted above, each campus operates with reasonable flexibility and autonomy. At this point, without the benefit of a more intimate knowledge of the relationship, I generally support the structure. From a budgetary/resource allocation standpoint, that issue is more complex and I would defer to the administration to propose and implement appropriate methodologies accounting for the differences in communities served and relative costs of living, economies of scale, programmatic offerings, infrastructure and facilities operating costs, etc... to determine allocation ratios. Importantly, it is the Board of Regents’ responsibility to require an open, inclusive and participative process is utilized to derive the allocation model and methodology.

**7. What kind of relationship do you feel should exist between the University and the Legislature? More specifically, how would you view the relationship between the Board of Regents and the Legislature?**

The relationship between University and the Board of Regents and the Legislature should be transparent and communicative. The Board of Regents has fiduciary responsibility and accountability for the overall governance of the University System. In as much as the

Legislature provides a substantial part of the University funding, accountability is required. Moreover, the University needs to be consistent with broader public policy to ensure its programs are aligned with Hawaii's needs. Still, it is the Board of Regents' responsibility to ensure the University's priorities are consistently pursued and not compromised.

**8. Do you have any real or perceived conflicts of interest to disclose?**

The attached disclosure statement was submitted to the Secretary of the Board of Regents in January, shortly after my appointment.



## ATTACHMENT

### Eric K. Martinson – UH Board of Regent Nominee Statement of Potential Conflicts of Interest

- I am currently volunteering as a “Virtual Professional-in-Residence” for the Pacific Asian Center for Entrepreneurship and E-Business (PACE) at the Shidler College of Business (<http://www.shidler.hawaii.edu/Default.aspx?tabid=1034>). Tradewind Capital Group is also sponsoring the first place prize for the 2009 UH Business Plan Competition.
- I serve on the board of one of Tradewind Capital Group’s subsidiaries, DiscoveryBox, Inc., which in January 2009, along with the attorneys and staff from the UH Office of General Counsel, coordinated the use of the company’s software on one or two legal matters on a hosted basis, using DiscoveryBox’s technical infrastructure. UH is using the software on a free trial basis only and UH has not entered into any contract with DiscoveryBox for the short or long-term use of the software.
- Another of Tradewind Capital’s subsidiaries, CampusDocs, Inc., has ongoing business relationships with UH:

#### **East West Center**

CampusDocs has been working the awards group at East West Center since 2005.

CampusDocs works with the awards department to scan and archive their program award documents. The company provides document management services to both the Manoa and Washington DC Award offices. CampusDocs is working on follow on proposal to help expand its services out to the various program administrators to increase use and adoption. The contract is with the East West Center and is renewed annually.

#### **RCUH**

CampusDocs has been working with the grants management group at RCUH Hilo since 2002. RCUH Hilo uses CampusDocs to scan and archive their grant proposals and documents. The contract is with RCUH and is renewed annually.

#### **JABSOM**

CampusDocs has been working JABSOM since 2005. CampusDocs scanned and archived JABSOM’s personnel records and other HR related documents prior to their move to the new Kakaako campus. The contract with JABSOM is structured as an amendment to the RCUH contract. JABSOM’s contract is renewed annually as part of the RCUH contract.

- Tradewind Capital has a management services agreement with the Hawaii Strategic Development Corporation, an agency of DBEDT. As part of our relationship, we oversee the management of a micro fund dedicated to providing seed capital to support commercialization of technologies developed at UH and vetted through OTTED (i.e., must have an executed license with OTTED). The capital for the micro fund is provided by RCUH and HSDC. The management services agreement has been in place since October 2005 and ends in April 2009.

**Testimony GM 310/468**

**Martinson, Eric**



OFFICE OF HAWAIIAN AFFAIRS

March 13, 2009

The Honorable Jill N. Tokuda, Chair  
Committee Members  
Senate Committee on Higher Education  
Hawaii State Capitol, Room 218  
Honolulu, Hawaii 96813

Dear Senator Tokuda and Senate Committee Members:

I strongly support the appointment of Eric Martinson to the University of Hawaii Board of Regents.

I have known Eric for nearly 20 years I have seen him grow to become the successful Hawaiian businessman that he is. I was introduced to Eric when I was a trustee of the Bernice Pauahi Bishop Estate when he was the Director of the Financial Assets Division. I was very impressed with Eric's performance. Eric left the Bishop Estate in early 1997 to start his own business partnership, MN Capital Partners, specializing in financial services. In 2006, the company was purchased by Tradewind Capital Group Inc. which is a subsidiary of Island Holdings Inc., parent of Island Insurance Companies, Ltd.

Eric is a member of the Class of 1980 at the Kamehameha Schools, a member of the Class of 1984 at the University of Hawaii Manoa, and he received his Masters in Business Administration from Duke University's Fuqua School of Business in 1989.

Eric enjoys his free time with his wife and their two sons.

As an alumna of the Kamehameha Schools, the University of Hawaii, and a Hawaiian businessman, myself, I am proud and privileged to recommend Eric Martinson as a regent of the University of Hawaii.

Mahalo for your favorable consideration.

Aloha,

Oswald K. Stender  
Trustee At-large

OKS:lad



**GENUINE. CLASSIC. ORIGINAL.®**  
**SINCE 1927.**

March 9, 2009

Senator Jill Tokuda, Chair  
Senate Committee on Higher Education  
State Capitol, Room 216  
Honolulu, HI 96813

Re: Appointment of Eric Martinson to the UH Board of Regents, GM 310

Dear Senator Tokuda:

Thank you for this opportunity to support the appointment of Eric Martinson to the University Of Hawaii Board Of Regents. My name is Dennis Y. Teranishi, Vice Chairman and Chief Executive Officer of Hawaiian Host, Inc.

I developed a close relationship with Eric Martinson when we served as advisors to the Chair and the Trustees of Kamehameha Schools. In this capacity, we faced with many challenging issues as a new Chair and new Trustees found ways to stabilize the situation with the IRS as well as with the Kamehameha Ohana. As a graduate, as well as a former staff member at Kamehameha Schools, Eric provided important insights and suggestions to our advisor group and to the Chair and Trustees. He also used his extensive network to get critical information to assist us in the analytical and decision making processes.

Eric started a financial/real estate services company after he left what was then called Kamehameha Schools/Bishop Estate. Hawaiian Host used the services of his company for a number of different assignments. His ability to gather pertinent facts and work with people from opposing views was exceptional.

Eric also serves as the Chair of the Japanese Cultural Center of Hawaii. We have seen the Center grow and prosper under his leadership, and feel that this experience should also be helpful in his role as a Regent.

Sincerely yours,

Dennis Y. Teranishi  
Chief Executive Officer



**CENTRAL PACIFIC BANK**

P.O. Box 3590  
Honolulu, HI 96811-3590  
Telephone (808) 544-0500

February 19, 2009

The Honorable Jill Tokuda, Chair, and Committee Members  
Committee on Higher Education  
State Senate – State of Hawaii  
415 S. Beretania Street, #218  
Honolulu, HI 96813

**Re: GM 310 Confirmation of Erik K. Martinson to the University of Hawaii Board of Regents (In Strong Support).**

Dear Senator Tokuda and Committee Members:

On behalf of Central Pacific Bank, I am writing to urge your support for the confirmation of Eric Martinson to the University of Hawaii Board of Regents.

Mr. Martinson, the Managing Director of Tradewind Capital Group, Inc., is among a new generation of bright leaders. All of us will benefit from his abilities in helping guide the University of Hawaii during this period of difficult economic conditions.

He is committed to our community as evidence of his services on a number of non-profit boards including the position of Chairman of the Board on the Japanese Cultural Center of Hawaii.

Thank you for the opportunity to support Mr. Eric Martinson.

Warm Regards,

A handwritten signature in black ink, appearing to read 'Blenn K. Fujimoto'.

Blenn K. Fujimoto  
Vice Chairman



**ISLAND INSURANCE  
COMPANIES**

March 16, 2009

The Honorable Jill N. Tokuda  
Chair, Senate Committee on Higher Education  
State Capitol  
415 South Beretania Street, Room 218  
Honolulu, Hawaii 96813

Re: GM 310 and GM 468 - Nomination of Eric K. Martinson  
Hearing Date: March 17, 2009, 1:15 p.m.

Dear Senator Tokuda:

I wish to offer my testimony in support of the nomination of Eric K. Martinson to serve as a member of the Board of Regents of the University of Hawaii.

I have known Eric for over 12 years during which time I have had interactions with him in several different capacities. In every instance he has impressed me with his competence, his broad perspective, his leadership skills, and his dedication to Hawaii and its people. For Eric to join the Board of Regents of his college alma mater will be a boon to the University of Hawaii, particularly during these challenging times. He will bring with him proven leadership ability, the capacity to deal with complex issues, and the skills to bring together people with divergent viewpoints.

Eric's background with Kamehameha Schools and his active role in the business community gives him the kind of insights into the key role the University of Hawaii plays in our community. He understands why higher education is a critical pillar in our state's infrastructure and the contribution it must make to revitalize our state's economy. Eric's financial and investment background and analytical skills are also important abilities that he will bring to the table in the Regent's board room.

There is no doubt in my mind that the Board of Regents will be strengthened and the University of Hawaii will be served well by Eric's appointment and public service. I therefore encourage you to act favorably upon his nomination.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Colbert M. Matsumoto".

Colbert M. Matsumoto  
Chairman & CEO



March 3, 2009

Senator Jill Tokuda, Chair  
Senate Committee on Higher Education  
State Capitol Room 216  
416 S. Beretania Street  
Honolulu, HI 96813

Re: Eric Martinson Appointment to the University of Hawaii Board of Regents  
GM 310, 3/17/09, 1:15PM

Dear Senator Tokuda:

I am Darren T. Kimura, Founder, Chairman of the Board of Directors, President and Chief Executive Officer of Hawaii Solar Energy Company, Sopogy, Inc., writing in strong support for the appointment of Eric Martinson to the University of Hawaii Board of Regents.

Mr. Martinson has served on the Sopogy Board of Directors since 2006 and through this direct contact I have developed a high degree of respect for him. I have found him to be dedicated, pragmatic and committed to the success of any activity he participates in. He has been a creative problem solver and exhibited patience and confidence in our company's growth. I believe his practice of these attributes in real time situations lend themselves well has helped grow our company and will lend themselves to Mr. Martinson's service as a University of Hawaii Regent.

I respectfully request your support of Eric Martinson's confirmation to the University of Hawaii Board of Regents.

Best regards,

A handwritten signature in black ink, appearing to read "Darren Kimura".

Darren T. Kimura  
Chairman, Sopogy, Inc.

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**From:** Griffith, Doreen [Doreen.Griffith@gt.com]  
**Sent:** Saturday, March 14, 2009 12:15 PM  
**To:** HRE Testimony  
**Subject:** Submission for Eric Martinson - Measure GM 310, 3/17/09, 1:15 pm

Support for Eric Martinson for Appointment to the University of Hawaii Board of Regents  
Measure **(GM 310)**, date **(3/17/09)** and time **(1:15 p.m.)**

Dear Senator Tokuda, Chair, and Members of the Higher Education Committee,

I would like to lend my strong support to Eric Martinson for his nomination to the University of Hawaii Board of Regents. I have worked with Eric for several years in his capacity as Managing Director of Tradewind Capital Group and MN Capital. At all times, I have found Eric to be thoughtful in his approach, fair in his decisions, and a pleasure to work with. I believe that he would be a welcomed addition to this board, and his skills in the business world would be helpful to the University as they chart their course to further success in the future.

Again, I strongly support Eric's nomination to the University of Hawaii Board of Regents. If you have any questions about my nomination, please call me at the phone number below.

Sincerely,

**Doreen Griffith, Managing Partner**

Grant Thornton LLP

1132 Bishop Street, Suite 2500

Honolulu, Hawaii 96813

T 808-441-2860

F 808-523-8590

E [doreen.griffith@gt.com](mailto:doreen.griffith@gt.com)

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**From:** Chew, Lawrence [Lawrence.Chew@gt.com]  
**Sent:** Monday, March 16, 2009 10:01 AM  
**To:** HRE Testimony  
**Subject:** Submission for Eric Martinson - Measure GM 310, 3/17/09, 1:15 pm

Senator Jill Tokuda, Chair  
Higher Education Committee

Recommendation for Eric Martinson  
Nominee for Board of Regents of the University of Hawaii

Dear Senator Tokuda and Members of the Higher Education Committee:

I would like express my support for Eric Martinson's appointment to the Board of Regents of the University of Hawaii. I have worked with Eric over the years while he was Director of the Financial Asset Division of Kamehameha Schools, Managing Director of MN Capital Partners and currently Managing Director of Tradewind Capital Group. I have found Eric to be at all times professional, highly competent, fair and trustworthy. Eric has a thorough knowledge of board governance issues and fully understands the role and responsibilities of being a board member.

Once again, I strongly support Eric's nomination to the Board of Regents of the University of Hawaii.

Sincerely,  
**Lawrence Chew**  
Senior Manager  
Grant Thornton LLP

1132 Bishop Street Suite 2500  
Honolulu, HI 96813  
T 808.441.2812  
E [Lawrence.Chew@gt.com](mailto:Lawrence.Chew@gt.com)

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## JAPANESE CULTURAL CENTER OF HAWAI'I

*Honoring our heritage. Embracing our diversity. Sharing our future.*

March 13, 2009

2008-2009  
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**SECRETARY/ VICE CHAIR**  
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NEIL TAKEKAWA  
TYLER TOKIOKA  
CHRISTINE YANO

**PRESIDENT/EXECUTIVE DIRECTOR**  
LENNY Y. ANDREW

The Japanese Cultural Center of Hawai'i (JCCH), a 501(c)(3) non-profit organization, strives to strengthen our diverse community by educating present and future generations in the evolving Japanese American experience in Hawai'i. The Center features a Community and Historical Gallery, Resource Center, Kenshikan martial arts dōjō, Seikōan Japanese teahouse, Gift Shop and Grand Ballroom.

**TO:** Senator Jill N. Tokuda, Chair  
Senator Norman Sakamoto, Vice Chair  
And Members of the Senate Committee on Higher Education

**FROM:** Lenny Yajima Andrew, President & Executive Director  
Japanese Cultural Center of Hawai'i

**RE:** GM 310 Gubernatorial Nominee, Eric K. Martinson  
UH Board of Regents, Term to expire June 30, 2009  
GM 468 Re-nomination of Eric K. Martinson  
UH Board of Regents, Term to expire June 30, 2014  
(Tuesday, March 17, 2009 at 1:15pm, Room 225)

**POSITION:** STRONG SUPPORT

Good afternoon Chair Tokuda, Vice Chair Sakamoto, and members of the Senate Committee on Higher Education. I am Lenny Yajima Andrew, and on behalf of the Japanese Cultural Center of Hawai'i, I am testifying in strong support of Eric K. Martinson's confirmation to the University of Hawai'i's Board of Regents with his term to expire on June 30, 2009 and for his re-nomination for another term to expire June 30, 2014.

Eric Martinson has served on the Board of Directors of the Japanese Cultural Center of Hawai'i for the past six years. He is currently the Chairman of the Board and is serving his second year as Chairman. I've had an opportunity to work closely with Eric over the past two years having met with him on a weekly basis. He has provided me with support and guidance in numerous administrative projects, such as a re-organization plan to meet the economic challenges facing the Cultural Center and most businesses in Hawai'i. He is an excellent teacher and I consider Eric to be one of my mentors.

As Chair of the Facilities & Operations Committee, Eric spearheaded the Cultural Center's repainting from drab concrete grey to the inviting hues of pearly yellows, browns and a bright red Torii gate, has updated the appeal of our landmark facility in the heart of Moili'iili. Under his leadership, the Cultural Center is now housed with energy efficient lighting and recent installation of a new air condition system.

He has also served as a valuable member of the Executive and Budget & Finance committees providing thoughtful direction and seeking strategic short and long term solutions that are best for the Cultural Center.



## **JAPANESE CULTURAL CENTER OF HAWAI'I**

*Honoring our heritage. Embracing our diversity. Sharing our future.*

Page 2 (GM310)

Understanding his Hawaiian/Japanese heritage and giving back to our community are important values that Eric demonstrates on a daily basis. He puts actions to his words having graduated from Kamehameha Schools and then starting his career at Kamehameha Schools/Bishop Estate and later serving on the Kamehameha Schools Board of Advisors, Na Pua a Ke Ali'i Pauhai Board, Office of Hawaiian Affairs Investment Advisory Committee, and the Polynesian Voyaging Society Board of Directors. Certainly, the Japanese Cultural Center of Hawai'i has been an appreciative beneficiary of Eric's keen sense of community and business acumen. Eric also serves on the Board of the Hawai'i Imin Shiryo Hozon Kai, an organization that preserves significant Japanese-related artifacts.

Through his personal dedication, commitment and leadership, Eric has helped to ensure that the JCCH will continue to preserve and to give life to the history, culture and values of Japanese and Japanese American traditions and culture in Hawai'i.

The Japanese Cultural Center of Hawai'i is a non-profit organization which strives to strengthen our diverse community by educating present and future generations in the evolving Japanese American experience in Hawai'i.

I urge your Committee to pass GM 310 and GM 468. Thank you for this opportunity to present my testimony in strong support of Eric Martinson to the University of Hawai'i Board of Regents.

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**From:** Ramona [pvstramona@hawaiiintel.net]  
**Sent:** Friday, March 13, 2009 3:56 PM  
**To:** HRE Testimony  
**Subject:** FW: GM 310, 3/17/09, 1:15 p.m. - Senate Higher Education Committee hearing

Senator Jill Tokuda  
Chair  
Senate Higher Education Committee  
Hawaii State Legislature

Aloha Senator Tokuda and Members of the Senate Higher Education  
Committee:

This message is in support of the appointment of Eric Martinson to the University of Hawai`i Board of Regents. I have known Eric for twenty years. I have worked with Eric on community initiatives and have relied on his counsel and judgment on many issues. Eric has been a good friend and has proven himself time and again to be a committed, trusted and capable leader who cares deeply for the people of Hawai`i.

I believe the University of Hawai`i is vital to the future of our state in its education of those who will meet the challenges of creatively solving current and future world problems.

I strongly support the appointment of Eric Martinson to the University of Hawai`i Board of Regents as Eric has the vision and leadership needed to navigate the role of the University to protect and strengthen the future of Hawai`i as a home.

Aloha pau `ole,  
Nainoa Thompson  
President  
Polynesian Voyaging Society  
10 Sand Island Access Parkway  
Honolulu, Hawai`i 96819

\* \* \* D I S C L A I M E R \* \* \*

The views described herein are the views of the author, and do not represent the views or opinions of Kamehameha Schools, nor is there any approval or authorization of this material, express or implied, by the Kamehameha Schools.

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\*A Law Corporation

March 16, 2009

Via email: [HRETestimony@Capitol.hawaii.gov](mailto:HRETestimony@Capitol.hawaii.gov)

Senator Jill N. Tokuda  
Chair of the Higher Education Committee  
Hawaii State Capitol, Room 218  
415 South Beretania Street  
Honolulu, Hawaii 96813

Re: Eric Martinson – GM 310 and GM 468

Dear Senator Tokuda:

I am writing this letter to you in support for the appointment of Eric Martinson to the University of Hawaii Board of Regents. I have had the opportunity to observe Eric in his role as Managing Director of Tradewind Capital Group, Inc. and I have found his integrity and reputation beyond reproach. In our dealings, he has always been candid and showed that he understood how to get things done. He has the intellect and understanding of complex finance and business issues that would be invaluable to the Board.

With the assistance of Senator Daniel Inouye, Eric and I have worked together on leadership issues affecting Japanese Americans and the critical role we can play internationally on improving U.S. and Japan relations. Eric and I were also selected out of a national search to be two of 13 delegates to represent the U.S. as part of the Japanese American Leadership Delegation in 2006. In my dealings with Eric in this capacity, I have found him to exhibit leadership qualities and values that are important to establishing and facilitating the vision for the University of Hawaii.


Finally, Eric possesses the values and commitment necessary to make difficult decisions to benefit the future generations. His love for his two wonderful sons and future generations is shown through his active role in various non-profit organizations including the Hokule'a and Japanese Chamber of Commerce. His values will allow him to ask the tough questions to get to the right decision.

Senator Jill N. Tokuda  
Chair of the Higher Education Committee  
March 16, 2009  
Page 2

Based on the foregoing, I believe he will be an exceptional member of the Board of Regents and that the University of Hawaii and the State of Hawaii will greatly benefit from his expertise and leadership.

Thank you for allowing me to share my thoughts about Eric with you and I hope that you will support his nomination.

Very truly yours,

A handwritten signature in black ink, appearing to read 'ROBERT K. ICHIKAWA', is written over a solid horizontal line. The signature is stylized and cursive.

ROBERT K. ICHIKAWA

Personal Testimony Presented before the  
Senate Committee on Higher Education  
March 17, 2009 at 1:15 p.m.

Governor's Message No. 310  
Submitting for Consideration and Confirmation to the  
Board of Regents of the University of Hawaii  
Gubernatorial Nominee ERIC K. MARTINSON  
Term to Expire: 06/30/2009

by  
Andrew G. Hashimoto

Chair Tokuda, Vice Chair Sakamoto, and Members of the Committee:

My name is Andrew Hashimoto, and I am the Dean and Director of the College of Tropical Agriculture and Human Resources (CTAHR), at the University of Hawaii at Manoa. I am pleased to contribute personal testimony to the decision-making process on GM 310, the consideration and confirmation of Mr. Eric K. Martinson as a member of the Board of Regents of the University of Hawaii. This testimony does not represent the position of the University of Hawaii or CTAHR.

I am in strong support for Eric Martinson's appointment to the Board of Regents.

I served with Eric on the Kamehameha Schools/Bishop Estate Board of Advisors. I was privileged to observe Eric's active participation in Board matters, and was impressed with his exemplary attributes as a strong supporter of scientific innovations, his command and knowledge of sound financial management, and his commitment and unwavering service as a professional and community-minded individual seeking solutions to complex problems that had far-reaching effects.

Mr. Martinson is currently a Managing Director of Tradewind Capital Group, Inc., a private equity and real estate investment and asset management company in Honolulu, and formerly held a similar position at MN Capital Partners, LLC.

He has held leadership positions in many community and professional organizations. He was elected the chairman of the Board of Directors of the Japanese Cultural Center of Hawaii (JCCH) for the fiscal year 2007-2008, and notably, participated earlier on the JCCH's Committee to Save the Center, which quickly and successfully raised \$9 million to clear JCCH's large building debt. He has been a member of the boards of the Sierra Club, Sopogy, Inc., Royal Hawaiian Showroom LLC, BPA Technologies, Entrepreneurs Foundation of Hawaii, Hawaii Imin Shiryo Hozon Kai, to name a few.

Governor's Message No. 310  
Eric K. Martinson, UH Board of Regents Nominee  
Page 2

Additionally, Mr. Martinson is an alumnus of UH and graduated with a Bachelor of Business Administration degree in Finance. He earned an MBA from the Fuqua School of Business at Duke University.

Thank you for this opportunity to testify in behalf of Mr. Eric K. Martinson's confirmation.



March 4, 2009

The Honorable Jill Tokuda, Chair,  
and Committee Members  
Committee on Higher Education  
State Senate - State of Hawaii  
415 S. Beretania St., #218  
Honolulu, Hawaii 96813

Dear Senator Tokuda and Committee Members:

Subject: GM 310 Eric Martinson nomination for Board of Regents, 3/17/2009 @ 1:15 p.m.

I am pleased to recommend to you the appointment of Eric Martinson to the Board of Regents of the University of Hawaii. I do so based on the personal knowledge I gained from working closely with Eric on a couple of projects important to the State and people of Hawaii.

I first met Eric when the Japanese Cultural Center of Hawaii (JCCH) was facing a life-or-death crisis several years ago. The Center had accumulated a huge debt amounting to approximately \$9 million, and was on the verge of losing its property including the buildings that thousands of individual and corporate donors had raised money to build. It would have been a major disaster, not only for the Japanese American community, but for the entire State of Hawaii, if the Center were to be lost. The Board of JCCH had reluctantly come to the conclusion that the only way out was to sell all the assets of JCCH to satisfy the creditors. The story of its rescue has been documented and publicized widely, so I will not repeat it here.

What may not be known, however, is that among the hundreds of volunteers who worked tirelessly to "Save the Center" were a small group of young leaders of the community who played key roles in the campaign. Eric was one of them, and he served on the small informal steering committee that met regularly to help plan and direct the effort. Eric stood out as a competent professional, one of mature judgment and personal integrity. There were a number of "makule" members of course, and I was privileged to be one of them. From the beginning, it was clear that the Center's future success would depend on new leadership from the third/fourth/fifth generations of the Japanese immigrants, and that many, if not most of them would be of mixed ethnicity. If they they were unwilling or disinterested, the future success of the Center would be highly unlikely, and Saving the Center would be pointless.

Well, the rest is history. The Center was saved, the Board was reconstituted, and today is made up of young men and women leaders of Hawaii. As expected, the Center has been revitalized programatically and financially, and is an active

"going concern" today. Eric was one of the "new breed" of JCCH directors, and serves as the current chairman of the Board. He is a respected member of the new generation of leaders in Hawaii.

More recently I had a chance to work with Eric again, this time on the visit of the Hokule'a to Japan. I was asked by the JCCH to assist the Polynesian Voyaging Society in planning the Japan visit portion of the voyage, regarding ports of call and events and protocols while in Japan. Eric is a member of both PVS and the JCCH, and the heritage and culture of both organizations run in his blood. The project was an exciting one, but fraught with difficulties technically, financially, and culturally. Eric chaired the advisory committee that worked on the educational and cultural exchange aspects of the voyage, and handled the multi-faceted issues with patience and skill. The voyage was a huge success.

In addition to being an expert in financial and capital matters, Eric has proven to have a very broad base of understanding of Hawaii and its people. He would make an excellent Regent of the University of Hawaii, and I predict he will quickly emerge as a leader among the regents.

I recommend him without reservations.

Aloha,

Fujio Matsuda  
President Emeritus, University of Hawaii &  
Former Chairman, Japanese Cultural Center of Hawaii

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**From:** Richard Kosaki [kosaki@lava.net]  
**Sent:** Thursday, March 12, 2009 1:48 PM  
**To:** HRE Testimony  
**Subject:** Testimony - GM 310

In re: GM 310 (Senate Higher Education Committee)  
Date: Tuesday, March 17 at 1:15 p.m.

Honolulu, Hawaii 98622  
March 11, 2009

Senator Jill Tokuda, Chair  
Senate Higher Education Committee  
State Capitol  
Honolulu, Hawaii 96813

Dear Senator Tokuda:

I am pleased to submit this letter of support for Eric K. Martinson who has been nominated to be a member of the University of Hawaii Board of Regents.

I have known Eric for a number of years, most recently with his stellar work with the Japanese Cultural Center of Hawaii where he now serves as Chairman of its Board of Directors. My working experience with Eric began as we both served on the Committee to Save the Center in 2002 - 2003. Soon thereafter, I served as the Interim President and Chief Executive Office of the Center. Eric then began his service on the Board of Directors and I worked closely with him on several critical projects, the chief of which was to plan for the most effective use of the Center's rooms and of how to attract tenants who could help to increase the Center's much needed income. Eric exhibited excellent leadership in mapping a successful strategy for the effective use of space in the JCCH Building

My other working relationship with Eric was in the several months planning of the Hokule'a's long journey through Micronesia and to Japan in 2007. We were both members of Nainoa Thompson's planning committee. I then learned the details of the Martinson family's long and close relationship with the Hokule'a. Eric was a crew member on the early voyages of the canoe in the early 90's and also served on the Polynesian Voyaging Society's Board of Directors. His wife too served as a crew member on the canoe's voyages, including the voyage to Alaska. She also served as the Polynesian Voyaging Society's Administrator for six years.

Eric's participation in these activities gave me ample evidence of his commitment, intelligence and leadership abilities. These activities also are testimony to Eric and his family's love for and active involvement in activities rooted in Hawaii which further emphasize and promote the well-being of our community. Eric will carry this sense of dedication and sensitivity to Hawaiian and human values in his role as a University regent.

Having spent my entire professional career as a professor and administrator at the University of Hawaii, I am well aware of the duties and responsibilities of a University regent. In these challenging times, the University's Board will have a crucial role. I have every confidence that Eric Martinson will significantly fulfill that role. I look forward to having Eric serving our alma mater as a member of its Board of Regents.

Respectfully submitted,

Richard H. Kosaki  
Chancellor Emeritus  
University of Hawaii at Manoa