



McNEIL WILSON
COMMUNICATIONS, INC.

March 18, 2009

The Honorable Clarence Nishihara
State Senator, District 18
Hawaii State Capitol
415 South Beretania Street
Honolulu, HI 96813

Dear Senator Nishihara,

I am writing to you and the other members of the Senate Committee on Tourism in support of Ronald Williams and his nomination for appointment to the Board of Directors of the Hawaii Tourism Authority.

I have known Ron for the past decade in his role as President and CEO of Atlantis Adventures - Hawaii's largest tour operator - and also during his tenure as President of the Activities and Attractions Association of Hawaii (A3H). It is a measure of his selfless character that he volunteered to lead A3H for several years beyond the usual one year term. As President of the Association he gave voice to the key role played by Hawaii's attractions and activities operators, helped develop universal standards of quality control and aligned the industry more closely with other tourism entities.

Ron is of Hawaiian ancestry, born and raised on the Big Island, and today a full-time resident of Maui. Through hard work, decisive leadership and good business acumen he has become CEO of one of Hawaii's major attractions and emerged as a respected tourism leader. His island roots give him a special insight into local culture and how it interfaces with tourism. While based on Oahu for business, Ron raised his family on Maui where he still finds time to paddle most days.

I have found Ron to be modest about his accomplishments and low-key in the way he runs his company. He is a thoughtful individual who balances the pursuit of business with consideration for his employees and the community at large. He supports many good causes from the protection of our reefs and whales to the Lokahi Giving Project.

There is no question that Ron Williams really cares about Hawaii and that he subscribes to the belief that tourism should prosper not at the expense of our people, but for the benefit of our people.

I'm heartened that someone of Ron's character and ability is willing to step up and take on the responsibility of joining the Board of the Hawaii Tourism Authority. I encourage you to approve his nomination.

Sincerely,

David McNeil
Partner
McNeil Wilson Communications



POLYNESIAN CULTURAL CENTER

March 19, 2009

55-370 Kamehameha Highway Laie, Hawaii 96762
Phone: 808-293-3350 Fax: 808-293-3099 orgillv@polynesia.com

Von D. Orgill
President & CEO

To Whom It May Concern:

This letter is written to express my strong recommendation in support of Ron Williams becoming a Board Member of the Hawaii Tourism Authority. Anyone who is familiar with the tourism industry in Hawaii must be aware of the enormous contributions Ron has made over a sustained period of time, as President of Atlantis, as President of the Attractions and Activities Association of Hawaii (A3H) and as a Board member of the HVCB. There are few people who have Ron's depth of experience, knowledge, and understanding about the issues impacting this industry. In my view, a seasoned professional, like Ron, representing the attractions and activities of Hawaii, would be an immensely valuable addition to the effectiveness of HTA.

Ron is creative and passionate in approaching opportunities and in attacking problems. He is forthright, straightforward, and courageous in his style and approach to business. He is respected by those who know and have worked with and for him. He is a man of integrity who can be trusted and relied upon.

In summary, Ron would make a meaningful and impactful contribution to HTA, to the industry, and to the state as a member of the HTA Board. He has my whole-hearted support.

With respect and aloha,

Von D. Orgill
CEO & President
Polynesian Cultural Center
Laie, Hawaii 96762
(808)293-3350

A non profit organization
dedicated to preserving the
cultural heritage of Polynesia
while providing educational
opportunities for students at
adjacent Brigham Young
University Hawaii

Founded in 1963 by the
Church of Jesus Christ
of Latter day Saints



March 19, 2009

To Hawaii Tourism Authority,

As the President and Founder of Leadership Works, I have had the opportunity to work with Hawaii's most progressive and successful organizations for over 27 years. Many of my clients are among the finest in the hospitality industry, including the Halekulani, The Kahala, Marriott Hotels, Four Season Hualalai and Atlantis Adventures.

Over these three decades, I have taught and coached thousands of island leaders. Ron Williams, a candidate for the Hawaii Tourism Board, ranks among the very best. In fact, I'd rank him in the top five of all leaders I've worked with here in Hawaii.

Ron possesses a unique ability to get consistent results. The building blocks of Ron's leadership include the following. First, Ron believes in and continually optimizes *systems*. As a student of Dr. W. Edwards Deming, Ron focuses on building better organized and more consistent methods for achieving results. Second, Ron invests in his *people*. From individual coaching to extensive leadership development, Ron "puts his money where is mouth is" when it comes to nurturing his people. Supportive as he is, Ron never avoids confronting tough issues or addressing performance problems. Finally, Ron continues to enhance his *leadership* knowledge and skills. He is a voracious reader, regularly attends leadership workshops and continues to improve through self-examination and correction of his weaknesses and the leveraging of his strengths. For close to thirty years, I've observed Ron evolve and grow. I am extremely proud of the leader he has become and the difference he's made in the community.

Ron's leadership and decades of experience in the hospitality industry offers the Hawaii Tourism Authority Board someone who can make a significant contribution. I highly recommend that you consider his appointment.

Sincerely,

Glenn Furuya
President, Leadership Works, LLC



March 19, 2009

Chair Nishihara and Members of the Senate Committee on Tourism:

This letter is written in strong support of Ronald Williams serving as a Board Member of the Hawaii Tourism Authority.

Ron has served our company for the last decade as the Chief Operating Officer, and President and Chief Executive Officer. He has displayed very keen management and insight in the governance of Atlantis Submarines Hawaii. And the company has become a large tour operator.

Ron also has a great understanding of the workings of the neighbor islands as well as its people. This has proven well for our company

He is a product of the University of Hawaii at Hilo and Manoa. His overall knowledge of the principles of management and marketing could be of much service to the Hawaii Tourism Authority.

I would be happy to answer any questions you and the committee may have.

Many Thanks,

A handwritten signature in black ink, appearing to read "John Farias, Jr.", is written over the typed name.

John Farias, Jr.
Vice Chairman

Atlantis Submarines Hawaii, LLC

Activities & Attractions Association of Hawaii

"Progressively Promoting & Protecting Hawaii's Optional Tour Industry"

Testimony in Support of GM477

Ronald Williams Nomination to the HTA Board

Presented at the Committee on Tourism

At the hearing 2:45 pm, Tuesday, March 24, 2009

Conference Room 229, State Capitol

Submitted by: Toni Marie Davis/Executive Director A3H

Aloha Chair Nishihara and Members of the Committee;

Thank you for the opportunity to submit testimony in support of Ronald Williams. It has been my honor & pleasure to work with Ronald Williams for nearly a decade. My name is Toni Marie Davis. For the last 12 years I have served as the executive director of the statewide Activities & Attractions Association of Hawaii, (A3H). Today we are 208 members strong, statewide, representing over 1500 different tours and attractions. These businesses collectively provide jobs for over eight thousand residents and recycle nearly ½ a billion dollars a year back into our state's economy annually. They're a mix of large, medium, small and owner operated businesses.

I first met Ronald Williams, when he served on the A3H expanded board in 1999. Later in 2002, when our association expanded to Statewide, he was a natural fit as president and ever since has been an integral part of our executive board.

He is a great leader, a paddler, Hilo born & raised, a coach, appreciative, respectful and protective of Hawaii's natural resources....he is just an exceptional well rounded akamai human being. I cannot think of a better candid for the HTA board.

Thank you again for an opportunity to submit support for a perfect candidate,

Sincerely,



Toni Marie Davis

355 Hukilike Street #202 & 203 • Kahului, Hawaii 96732

www.HawaiiFun.org • www.A3H.org • www.Kamaaina.org

Phone: (808) 871-7947 • Toll Free Phone: 800-398-9698 • Fax: (808) 877-3104 • Toll Free Fax: 800-365-6284

Activities & Attractions Guidebook • Visitor & Local ECommerce Ticketing System • Gold Discount Card Program
Travel Agent Referral Program • Answering Service • Collective Island & Statewide Marketing Opportunities
Consumers Complaints Hotline • Economic Indicator Reports

nishihara2 - Bert

From: mailinglist@capitol.hawaii.gov
Sent: Friday, March 20, 2009 7:26 PM
To: TSM Testimony
Cc: kayak@southpacifickayaks.com
Subject: Testimony for GM477 on 3/24/2009 2:45:00 PM

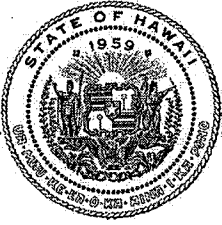
Testimony for TSM 3/24/2009 2:45:00 PM GM477

Conference room: 229
Testifier position: support
Testifier will be present: No
Submitted by: roger simonot
Organization: Individual
Address: PO Box 1965 Kihei, HI
Phone: 808-875-4848
E-mail: kayak@southpacifickayaks.com
Submitted on: 3/20/2009

Comments:

Aloha,

I believe Ron would be a great addition to the HTA. His years of experience and local know how make him an excellent candidate.



LINDA LINGLE
GOVERNOR
MARSHA WIENERT
TOURISM LIAISON

TOURISM LIAISON

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
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Statement of
MARSHA WIENERT
Tourism Liaison

Department of Business, Economic Development & Tourism
before the

SENATE COMMITTEE ON TOURISM

Tuesday, March 24, 2009

2:45 p.m.

State Capitol, Conference Room 229

in consideration of
GM 477

**SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE BOARD OF
DIRECTORS OF THE HAWAI'I TOURISM AUTHORITY, GUBERNATORIAL
NOMINEE, RONALD K. WILLIAMS, FOR A TERM TO EXPIRE 6-30-2010.**

Chair Nishihara, Vice Chair Galuteria and Members of the Senate Committee on Tourism.

The Department of Business, Economic Development and Tourism strongly supports the Governor's nomination of Ronald K. Williams to the Hawai'i Tourism Authority (HTA) Board of Directors. He would bring years of industry experience to the HTA, including a strong background in the activities/attractions sector. He is an active participant in many visitor industry organizations and is regarded by his colleagues as being a leader in Hawai'i's tourism industry.

Mr. Williams is a strong and dedicated supporter of the hospitality industry. I have had the privilege of working with him through the years and can attest that he would be a valuable member of the HTA Board of Directors.

Therefore, I urge you to support the Governor's nomination of Ronald K. Williams to the HTA Board of Directors.

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

nishihara2 - Bert

From: Peter T. Cahill [ptcvineyard@hawaii.rr.com]
Sent: Monday, March 23, 2009 11:25 AM
To: TSM Testimony
Subject: GM 477 testimony

NOTICE OF HEARING

DATE:

TUESDAY, MARCH 24, 2009

TIME:

2:45 P.M.

PLACE:

Conference Room 229

State Capitol

415 South Beretania Street

Submitting for consideration and confirmation to the Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, RONALD K. WILLIAMS, for a term to expire 6-30-2010.

Dear Honorable Senators:

I submit my firmest support for the nomination of Ronald K. Williams to the Board of Directors of the HTA. Ron Williams and I have served on the Board of Directors of Maui Youth and Family Services for approximately six years. In the last year we have also served on the Boards of Aloha House, Inc. and Malama Family Recovery.

In my judgment Ron's qualities include an astute business acumen, a concern for those for whom he has responsibility, and most important the ability to listen to the opinions and thoughts of others. I value his judgment as a colleague and as a friend. I ask you to support his nomination.

Respectfully,

Peter T. Cahill



Ocean Tourism Coalition

The Voice for Hawaii's Ocean Tourism Industry
820 Mililani Street, #810
(808) 537-4308 Phone (808) 533-2739 Fax
office@oceantourism.org

March 23, 2009

Testimony To: Senate Committee on Tourism
Senator Clarence K. Nishihara, Chair

Presented By: Tim Lyons, CAE
Executive Director

Subject: G.M. 477 – Submitting for consideration and confirmation to the Board of Directors of the Hawaii Tourism Authority, Gubernatorial Nominee, RONALD K. WILLIAMS, for a term to expire 6-30-2010.

Chair Nishihara and Members of the Committee

I am Tim Lyons, Executive Director of the Ocean Tourism Coalition and we are in strong support of Mr. Williams for confirmation as a member of the Hawaii Tourism Authority.

As the President and CEO of Atlantis Adventures LLC, Mr. Williams has become intimately familiar with all the various aspects and needs of operating several different tourist attractions or destinations. It is exactly that kind of talent that we need on the HTA Board in order to better focus our efforts on a statewide basis to increase tourism for the State of Hawaii.

As a member of OTC we know that he is a dedicated member of the industry and also has the concerns and welfare of the overall ocean tourism industry in his heart.

Based on the above, we highly recommend Mr. Williams for the confirmation to the HTA Board.

Thank you.

Leilehua High School

1515 California Avenue, Wahiawa, HI 96786
Telephone: (808) 622-6593
Fax: (808) 622-6554
email: janet_hyrne@notes.k12.hi.us

March 23, 2009

Senator Clarence Nishihara, Chair
Senator Brickwood Galuteria, Vice Chair
and Members of the Tourism Committee
Hawaii State Capitol
Honolulu, HI 96813

RE: GM477, March 24, 2009, 2:45 pm, Confirmation of Ronald Williams to HTA Board

Dear Chairman Nishihara, Vice Chair Galuteria and members of the Tourism Committee:

I am writing in support of Ronald Williams' confirmation to the Hawaii Tourism Authority Board of Directors. I met Mr. Williams over 20 years ago, when we were both employed at National Car Rental, and consider him to be a person who has consistently exhibited excellent professional judgment and good moral character.

Mr. Williams has been actively involved in the tour and travel industry for most of his adult life. He is an experienced executive who has guided his companies successfully through this volatile industry's economic highs and lows. He loves Hawaii and is a creative, passionate ambassador for our State. He has a keen understanding of the various market segments, and, because he resides on the Island of Maui and works on Oahu, has a unique understanding about the needs of our neighbor island communities.

I have had the pleasure of working with Mr. Williams throughout the years, when I served as an executive in the car rental and hotel industries, as executive director at Aloha Festivals, and now as a special-needs counselor at a local high school. He has always been generous with his time, his resources, and his expertise. I hold him in the highest regard and am proud to consider him a friend.

The Hawaii Tourism Authority would benefit greatly by having a person of Mr. Williams' caliber on its Board of Directors. I wholeheartedly support his confirmation and ask for your support as well.

Aloha,

Janet Hyrne Covington, MS
Behavioral Health Specialist



March 23, 2009

The Honorable Clarence Nishihara
Chair, Senate Committee on Tourism
Hawaii State Legislature
State Capitol, Room 213
Honolulu, HI., 96813

Dear Senator Nishihara:

I represent MCA, Inc., Hawaii's largest travel destination and event management company. We employ 175 associates and operate on all Islands.

I am writing in support of Ronald K. Williams, President/CEO of Atlantis Submarines, who has been nominated to serve on the Board of the Hawaii Tourism Authority.

Ron is a very qualified candidate as he understands and supports all segments of the visitor market in Hawaii. He is highly regarded in the visitor community as an expert, influential leader and successful businessman.

As someone with longstanding tenure in Hawaii, Ron has a deep understanding of the Hawaiian culture, as well as the issues important to local residents.

I know Ron will serve our community very well on the Board of the Hawaii Tourism Authority.

Aloha,

A handwritten signature in cursive script that reads 'Chris Resich'.

Chris Resich
President & CEO