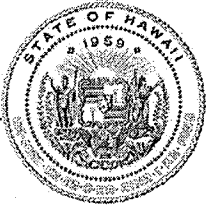


**GM 229**



## TOURISM LIAISON

Hawai'i State Capitol, Office of the Governor, 4<sup>th</sup> Floor  
Honolulu, Hawai'i 96813

LINDA LINGLE  
GOVERNOR  
MARSHA WIENERT  
TOURISM LIAISON

Telephone: (808) 586-2362  
Fax: (808) 586-0019

Statement of  
**MARSHA WIENERT**  
Tourism Liaison  
Office of the Governor  
before the  
**SENATE COMMITTEE ON TOURISM**  
Thursday, March 25, 2010  
2:45 p.m.  
State Capitol, Conference Room 229

in consideration of  
**GM 229**  
**SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE BOARD OF  
DIRECTORS OF THE HAWAI'I TOURISM AUTHORITY, GUBERNATORIAL  
NOMINEE, KELVIN M. BLOOM, FOR A TERM TO EXPIRE 6-30-2014.**

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

We strongly support the Governor's nomination of Kelvin M. Bloom to the Hawai'i Tourism Authority (HTA) Board of Directors.

Mr. Bloom has made his career in the visitor industry and has been an active professional in the hotel and condominium resort industry. His background includes all aspects of the lodging industry from sales and marketing to management at the executive level. He understands the industry and its complexities.

His knowledge about the visitor industry and years of experience have been an asset to the HTA. His leadership as Chairman of the Board, especially during these difficult times, has been invaluable.

He is a committed member of the HTA board and respected by his peers in the visitor industry and business communities.

Therefore, I urge you to support the Governor's nomination of Kelvin M. Bloom to the HTA Board of Directors.

Thank you for the opportunity to support the nomination of Mr. Bloom.

OFFICE OF THE MAYOR  
**CITY AND COUNTY OF HONOLULU**  
530 SOUTH KING STREET, ROOM 300 • HONOLULU, HAWAII 96813  
PHONE: (808) 768-4141 • FAX: (808) 768-4242 • E-MAIL: mayor@honolulu.gov

MUFI HANNEMANN  
MAYOR



Testimony of

**Mufi Hannemann, Mayor of the City and County of Honolulu**

Before a Hearing of the  
**COMMITTEE ON TOURISM**

Thursday, March 25, 2010  
2:45 p.m.  
State Capitol, Conference Room 229

In consideration of  
**GM 229, SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE  
BOARD OF DIRECTORS OF THE HAWAII TOURISM AUTHORITY,  
GUBERNATORIAL NOMINEE, KELVIN M. BLOOM,  
FOR A TERM TO EXPIRE 6-30-2014**

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

I would like to express my support for the nomination of Gubernatorial Nominee, Kelvin M. Bloom, to the Board of Directors of the Hawaii Tourism Authority.

Kelvin M. Bloom has been on the Hawaii Tourism Authority Board of Directors since 2006 and has recently been serving as Chairman of the board. He also serves as chair of the Administrative Standing Committee which makes policy recommendations related to the executive director and the administration of the Hawaii Tourism Authority. His experiences as President of Aston Hotels and Resorts for the past ten years, and thirty years in the visitor industry, provide a keen understanding of the industry. As a board member, he will also help provide continuity in the HTA, which is needed in these economically troubled times.

Thank you for the opportunity to submit testimony on GM 229.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Mufi Hannemann".

Mufi Hannemann  
Mayor



**The Chamber of  
Commerce of Hawaii**  
Since 1850

March 24, 2010

Senator Clarence K. Nishihara  
Chair, Committee on Tourism  
State Capitol  
415 South Beretania Street  
Honolulu, Hawaii 96813

Re: **GM 229 Consideration and Confirmation to the Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, Kelvin M. Bloom, for a term to expire June 30, 2014**

Dear Senator Nishihara and Committee Members:

As president and CEO of The Chamber of Commerce of Hawaii, I am writing in support of Kelvin Bloom's reappointment to the Hawai'i Tourism Authority board; where Kelvin has served admirably for the past four years, the last two as Chair.

Kelvin Bloom is the President of Aston Hotels & Resorts and is a leader in our industry. His 25 years of experience and understanding of the lodging industry makes him an invaluable member of the HTA.

I believe that Kelvin's continuing presence on the HTA's board will be of great value to our vitally important tourism industry and I highly recommend him.

If I can be of any further assistance, please don't hesitate to call me.

Sincerely,

James C. Tollefson  
President & CEO

**KAUAI**Chamber  
of  
Commerce

March 24, 2010

FAX: Senate Sergeant-At-Arms Office: 1-800-586-6659

Testimony to the Senate Committee on Tourism ---- Thursday, March 25, 2010

Honorable Senators Clarence K. Nishihara, Chair, Brickwood Galuteria,  
Vice Chair, and Committee members Senators Michelle N. Kidani,  
Sam Slom and Shan S. Tsutsui

Dear Senators:

**RE: Letter of Support on behalf of Mr. Kelvin Bloom and Ms. Cha Thompson**

My name is Randall Francisco and I am President/CEO of the Kauai Chamber of Commerce. The Chamber comprises of 410 members, 650+ representatives and 6000+ employees from across 119 industry sectors. 87% of the members are small businesses. The Chamber appreciates the efforts being made by members of the Legislature in addressing the budget shortfall during this tough economy.

**On behalf of the Chamber, I am writing to express support for Mr. Kelvin Bloom, President of Aston Hotels & Resorts and Ms. Cha Thompson of Tihati Productions.**

They are both outstanding, successful, smart and proven business and community leaders who willingly contribute of their time. They will provide the necessary knowledge, experiences, perspectives and leadership needed at this critical time in Hawaii's number one industry. Mr. Bloom will indeed make the tough and right decisions as he has continued to demonstrate during his current term on the board. It is this experience that will help take the HTA through this continuing transition of our tourism-based economy.

Ms. Thompson whose business is a small business is a successful businesswoman and entrepreneur who will provide the knowledge, experience and common sense approach in helping to formulate key policy matters for the Hawaii Tourism Authority.

Thank you for the opportunity to submit testimony. If you have any questions, please contact me at Kauai Chamber of Commerce, 245-7363. Mahalo Nui Loa and Aloha.

Randall Francisco  
Kauai Chamber of Commerce



*March 24, 2010*

*Fax: Senate Sergeant-At-Arms Office – 1800-586-6659*

*Testimony to the Senate Committee on Tourism.... Thursday, March 25, 2010*

*Honorable Senators Clarence K. Nishihara, Chair, Brickwood Galuteria, Vice Chair, and Committee members, Senators Michelle Kidani, Sam Slom and ShanTsutsui*

*Aloha Senators,*

*The reason for this letter today is in support of Mr. Kelvin Bloom and Mrs. Cha Thompson for their appointments to the Board of the Hawaii Tourism Authority.*

*First, Mr. Kelvin Bloom – one might think that I am writing this letter on behalf of Mr. Bloom because he is our President at Aston Hotels. And they are absolutely correct. Who better would know what a great leader and man of vision he is than the people that work along side of him on a daily basis. Kelvin helps create a better way of life for our employees, owners and guests, and even with his busy schedule, he makes the time to visit each property throughout the islands to keep in contact with our employees who he treasures as the core of our business. As one of his General Managers, I consider it an honor to be on his team. Simply...proud of him!*

*Kelvin carried the Hawaii Tourism Board through a difficult transition and brought a person of great character and respect, not only by his former colleagues in the Legislature, but from all of us who have had the privilege of working with Mike McCartney. This demonstrates Kelvin's commitment to always search for the "best candidate" to do the job, and stand at their side along the way to help them achieve their goals and objectives.*

*I ask for your support of Mr. Bloom's appointment, and thank you in advance for allowing me to applaud his efforts.*

*And, there are no words that can describe Cha Thompson appropriately enough than to simply say, she is the most ideal person to be seated on a board that has the task of creating the path of growth for our tourism in Hawaii. Cha is Aloha, and she shares her incredible gift with visitors, tourism professionals, and everyone she works along side of to create a better way of life in our islands.*

*I have the pleasure of knowing "Cha" personally, as well as through the many business dealings we have shared over the years by booking her Tihati shows for our guests at our hotels in Maui, as well as on Oahu. There was never a request too small or challenging that she didn't find a way to accommodate and treat them with respect, and care. Her leadership, skills, and practical day to day management are assets she brings to every board or committee she is privileged to serve.*

*Thank you for the opportunity to submit my written testimony on behalf of Mr. Bloom and Mrs. Thompson. I ask for your support with their appointment to the Hawaii Tourism Authority.*

*Respectfully submitted,*



*Stephanie Iona  
General Manager  
Waimea Plantation Cottages  
Waimea, Kauai, Hawaii*



March 23, 2010

**TO:** Senator Clarence K. Nishihara, Chair  
Senator Brickwood Galuteria, Vice Chair

Committee on Tourism

**FROM:** Rob Welch

**DATE:** Thursday, March 25, 2010  
Conference Room 229  
2:45 p.m.

**RE:** **GM 229 and GM 231,**

Senator Nishihara and Senator Galuteria and members of the committee.

My name is Rob Welch and I am the General Manager of Marriott's Maui Ocean Club Resort. We strongly support **GM 229 Kelvin M. Bloom** and **GM231 Charlene "Cha" Mae Ku`upuaala Thompson** for their reappointment to serve on the Hawai'i Tourism Authority for another four year term.

Both individuals are well respected within the communities they live in but more importantly to the tourism industry as both individuals have extensive experience and understanding in our industry and culture.

Thank you for allowing me to offer my testimony.





Marc C. Tilker  
President  
Chief Executive Officer

March 23, 2010

Senator Clarence K. Nishihara and Committee Members  
Committee on Tourism  
Hawaii State Senate  
State Capitol  
415 S. Beretania Street  
Honolulu, HI 96813

**Re: GM 229 Consideration and Confirmation to the Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, Kelvin M. Bloom, for a term to expire 06-30-2014.**

Dear Senator Nishihara and Committee Members:

Please allow me to introduce myself. My name is Marc Tilker and I'm the President and Chief Executive Officer of the Marathon Group LLC (BEI Hawaii and HT&T) former C. Brewer Companies. We have operations on the Islands of Oahu, Kauai, Maui, and the Big Island. Hawaii has been home to my family since the mid 1970s. I currently serve as Vice Chairman of the Honolulu Police Commission and serve on several boards of directors including the Hawaii Chamber of Commerce, Hawaii Business Roundtable, The American Red Cross, The Gift Foundation and participate in Capital Campaigns for Goodwill Industries and numerous others.

You could have no better nomination to the board of the Hawaii Tourism Authority for selection than Kelvin Bloom. He has been with the Hawaii Tourism Authority Board for the last four years and has served as the Chair for the last two years. His career and background in the visitor industry spans over 30 years. His accomplishments in the hotel and condominium resort industry are well documented. Additionally, there is no one who would be more committed to applying himself to the task at hand and doing what is necessary by the Authority to complete your mission. You can be assured that if Kelvin is involved, neither the State of Hawaii nor the industry that he has dedicated his life to will be compromised. Kelvin Bloom can always be counted on to carefully analyze all perspectives before weighing in with his conclusions.

I served with Kelvin on a board for 10 years. I watched him manage some difficult situations and personalities with quiet strength and integrity. Kelvin has a superior work ethic, which has propelled him in his career. He is a natural leader who has risen in a short period of time after joining the Aston Hotel chain (now ResortQuest Hawaii) to the top position in Hawaii, the presidency. He did the same when he ended up taking the leadership and becoming President of the board we served on together.

In addition to his business accomplishments, his outstanding community service activities include many trustee and directorships such as the Hawaii Hotel and Lodging Association, Waikiki Improvement Association, Hotel Operators Roundtable, Aloha United Way, Manoa Valley Theatre and PacificRim Bank. Additionally, he is an officer of several home owner associations.

Hawaii Tourism Authority  
Kelvin Bloom  
March 23, 2010  
PageTWO

On a personal level, I have known Kevin Bloom for 15 years. He is a devoted friend. He is always willing to give advice and counsel if asked.

I have the highest personal level of respect and regard for Kelvin Bloom. I have yet to meet anyone with more dedication to excellence and I trust him without hesitation. Should these attributes be of importance in your consideration of Mr. Bloom, I give my strongest recommendation. The Hawaii Tourism Authority and the State of Hawaii will benefit greatly from his vast experience, business acumen, and expertise.

If I can be of any further assistance, please don't hesitate to call me.

Very truly yours,

**MARATHON GROUP LLC**

A handwritten signature in black ink, appearing to read "Marc C. Tilker". The signature is fluid and cursive, with a large loop at the end.

Marc C. Tilker  
President  
Chief Executive Officer



**HAWAII HOTEL & LODGING  
ASSOCIATION**

2250 Kalakaua Ave., Suite 404-4  
Honolulu, HI 96815  
Phone: (808) 923-0407  
Fax: (808) 924-3843  
E-Mail: [hhla@hawaiihotels.org](mailto:hhla@hawaiihotels.org)  
Website: [www.hawaiihotels.org](http://www.hawaiihotels.org)



32<sup>nd</sup> Anniversary  
Are You Walking???  
May 15, 2010  
(Always the 3<sup>rd</sup> Saturday in May)  
[www.charitywalkhawaii.org](http://www.charitywalkhawaii.org)

**TESTIMONY OF MURRAY TOWILL  
PRESIDENT  
HAWAII HOTEL & LODGING ASSOCIATION**

**March 25, 2010**

**RE: GM 229 Submitting for consideration & confirmation to the Board of Directors  
of the Hawai'i Tourism Authority, Gubernatorial Nominee,  
KELVIN BLOOM, for a term to expire 6-30-2014**

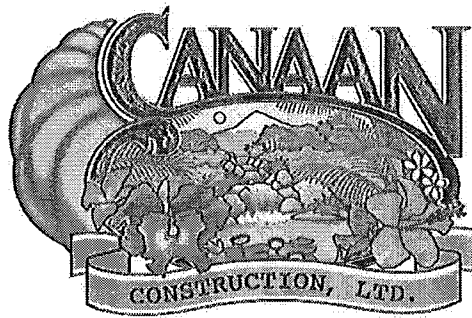
Good afternoon Chairman Nishihara and members of the Senate Committee on Tourism. I am Murray Towill, President of the Hawai'i Hotel & Lodging Association and I apologize for not being able to testify in person. I have a series of meetings on Maui today.

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 150 hotels representing over 48,000 rooms. Our hotel members range from the 2,680 rooms of the Hilton Hawaiian Village to the 4 rooms of the Bougainvillea Bed & Breakfast on the Big Island.

The Hawai'i Hotel & Lodging Association strongly supports the reappointment of Kelvin Bloom to the Hawaii Tourism Authority ("HTA") Board. We have worked with Kelvin for a number of years and found him to be both knowledgeable about the visitor industry and very concerned about Hawaii. As a Board member of the Hawai'i Hotel & Lodging Association ("HHLA"), Kelvin has helped to guide our association on a course that recognizes the importance of balancing visitor industry and community needs.

As President of Aston Hotels & Resorts, Kelvin has an excellent understanding of Hawaii's visitor industry as well as what is happening in competitive destinations. Kelvin's knowledge and experience have also been valuable in helping to steer the HTA through the turmoil caused by the global economic crisis that has negatively impacted Hawaii and its visitor industry. We believe Kelvin's skills are needed at the HTA as we continue to cope with the economic crisis facing Hawaii.

We urge your support for Kelvin's reappointment. Again, thank you for this opportunity to provide testimony.



*"Superb Custom Building, Remodeling, and Decorating"*

Senator Clarence K. Nishihara, Chair  
Committee on Tourism  
Hawaii State Senate  
State Capitol  
415 South Beretania Street  
Honolulu, HI 96813

March 24, 2010

RE: Submitting for consideration and confirmation to the Board of Directors of the Hawai'i Tourism Authority. Gubernatorial Nominee, KELVIN M. BLOOM, for a term to expire June 30, 2014.

Dear Senator Nishihara and Committee Members:

I am writing to support the nomination of Kelvin M. Bloom to the Board of Directors of the Hawaii Tourism Authority.

I have known Kelvin going on 10 years. I have watched him grow in his career at ResortQuest Hawaii now Aston Hotels and Resorts. A good business man should find it easy to manage a tourism based company when times are good and room rates are high as well as occupancy. The sign of a true business leader and CEO is how to manage those times in the tough years. I have watched Kelvin do what is necessary to manage his tourism based company with grace and dignity in these last few lean years.

I was surprised when he decided to accept the nomination four years ago to the Board or Directors of the Hawaii Tourism Authority followed by its chair for the last two years. He was already so busy with running his company and managing his own commitments. I have watched him embrace this position with diligence, hard work, and selfless commitment to the tasks of the Hawaii Tourism Authority.

Kelvin is a consummate professional without hidden agenda. His integrity is unmatched. His business experience and his love of our State give him without condition my recommendation for this nomination.

Please feel free to contact me with any further inquiry.

Sincerely,

Max Suiter  
President  
Canaan Construction LTD  
Phone: (808) 479-6680

P.O. Box 79  
Honolulu, Hawaii 96810

Phone: (808) 533-6565