

GM 287

EDT

FEB 23 2010



COLLEEN HANABUSA
PRESIDENT

RUSSELL KOKUBUN
VICE PRESIDENT

GARY L. HOOSER
MAJORITY LEADER

FRED HEMMINGS
MINORITY LEADER

The Senate

STATE CAPITOL
HONOLULU, HAWAII 96813

February 22, 2010

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TWENTY-FIFTH DISTRICT
FRED HEMMINGS

CHIEF CLERK
CAROL TANIGUCHI

Peter Larry Rosegg
2101 Nuuanu Avenue, #1305
Honolulu, HI 96817

Dear Mr. Rosegg,

Re: Nomination to the State Foundation on Culture and the Arts Commission

Congratulations on being nominated by Governor Linda Lingle to serve on the State Foundation on Culture and the Arts Commission. To assist the Senate with its confirmation process, I would like to request that you submit the following information to my office by Friday, February 26, 2010.

- (1) A current resume with a list of references; and
- (2) A written statement that addresses the following:
 - (a) Why you wish to continue serving as a member of the State Foundation on Culture and the Arts Commission;
 - (b) Your perception of the role and responsibilities of a member of the State Foundation on Culture and the Arts Commission;
 - (c) Given your understanding of the role and responsibilities of a member of the State Foundation on Culture and the Arts Commission, provide an explanation of your qualifications for the position. Please include a brief statement of your skills, expertise, or knowledge that would specifically aid you in decision-making as a member of the State Foundation on Culture and the Arts Commission.
 - (d) Describe your accomplishments during your term of service thus far, and what you hope to accomplish during this new term?
 - (e) Name three qualities that best describe you and you believe set you apart from other potential candidates. How would the State Foundation on Culture and the Arts Commission benefit from having a member with those qualities?

- (f) Describe your previous experience that you believe would make you an asset to the State Foundation on Culture and the Arts Commission.
- (g) Can you foresee any possible conflicts of interests that could arise during your service on the State Foundation on Culture and the Arts Commission? How would you overcome any possible conflicts of interest?

Your prompt response in providing the requested information will ensure that the Senate confirmation process can proceed in a timely manner.

Mahalo for your cooperation.

Sincerely,



Senator Carol Fukunaga, Chair
Senate Committee on Economic Development and Technology

MAR 02 2010

Peter Rosegg

2101 Nu'uuanu Avenue #1305

Honolulu, Hawaii 96817-1767

Mobile: 808-371-7474

peter-rosegg@hawaii.rr.com

Response to Senator Carol Fukunaga re: GM 287

I wish to continue to serve as a commissioner for the Hawaii State Foundation on Culture & the Arts because I believe I have made and will continue to make a contribution. I am neither an artist nor arts professional, so I bring a layperson's views to deliberations of the board and the work of the agency.

The role of a commissioner in my estimation is to consider and set policy for the HSFCFA, assist but not interfere with the staff of carrying out that policy, and represent the interests of the public to the HSFCFA and the HSFCFA to the public, both the general public and the arts community.

While I believe the essential role of a commissioner is to set policy and NOT engage in day-to-day management or operation of the agency, in the real world there are situations which arise that need discussion and mediation but that do not fall neatly into one category or another. And, with the recent RIFs there are ever more jobs to be done by fewer people to do them so there is a role for commissioners to help. I believe my experience in journalism, government service and private industry – combined with a 35-year year residency in and love of Hawaii – enable me to do that.

For example, I have used my experience in communications to enhance the public awareness of many HSFCFA activities. The HSFCFA is "one of the good things about Hawaii." It is involved in beautifying the built environment, enhancing the lives of citizens -- especially children – and supporting the arts community. It is a personal pleasure to be involved with the school kids, the museum visitors, the folks who attend events the monthly brown bag lunch with artists, First Friday, the grants program for arts in the community and the like.

My biggest accomplishment is helping (along with the other members of the commission, staff and interested public) get the HSFCFA through bad time. HSFCFA has lost a third of its staff, the grants to arts organizations have been further reduced and still we move along in the anticipation of better times we all know or at least believe are coming.

I have for most of past four years chaired the Arts in Public Places/Hawaii State
More...

Art Museum committee of the board and I have contributed to solving problems and advancing the goals of the commission. For example, we have worked hard to reconstitute the Friends of Hawaii State Art Museum as an independent support and fund-raising body. Working with others we have a café at HiSAM that draws many visitors and a gift shop that shows great promise.

The third leg of the visitor center stool remains some kind of information kiosk or desk that would provide information on what is happening in culture and the arts within the museum, within the downtown civic arts area, on Oahu and ultimately across the state. Our attempts to get that going have so far been unsuccessful.

A second goal is to enhance the technology capabilities of the APP/HiSAM operation. I would like to see an audio guide system – in English, Japanese, Korean, Chinese and ultimately Canadian – which would enable visitors to HiSAM to understand the wonderful stories behind the museum's works either through their own MP3 players (iPod devices) or through devices they borrow at the museum. I would like to see a virtual HiSAM on-line that could be visited by anyone anywhere in the world, but particularly by school children before and after they visit the museum, or if they can not visit the museum for a particular exhibition. The on-line museum would be interactive and inviting.

I personally wrote a grant application for funds to pay for the creation of the on-line museum and audio tour. We did not receive the grant (The Contemporary Museum did win a grant). I congratulate their victory but I am determined to keep looking for opportunities to make this dream come true.

My potential conflict of interest lies in the fact that my wife is the executive director of Diamond Head Theatre. DHT has been a grant recipient at a very low dollar level but I make it a point to decline from voting and explain why on any matter which might be perceived as a conflict of interest. Of course, I know many artists and staff and members of arts organizations, but that will be true of almost anyone likely to serve as a commissioner. I work hard to keep personal judgments out of any decisions I make as a commissioner.

By way of recommendations I would direct you to:

Robbie Alm, executive vice president, Hawaiian Electric Company
Gerry Keir, former editor in chief of The Honolulu Advertiser
David MacClain, former president of the University of Hawaii
Sharon Weiner, vice president Corporate Communications and Government Relations at DFS (Duty Free Shoppers) Group
Marilyn Cristofori, executive director, Hawaii Arts Alliance

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PETER ROSEGG

**2101 Nu‘uanu Avenue #1305
Honolulu, Hawai‘i 96817-1767
Phone: 808-531-1305; Mobile: 808-371-7474
peter-rosegg@hawaii.rr.com**

EXPERIENCE

Hawaiian Electric Company

March 2003 to present – Senior Corporate Relations Specialist, reporting directly to the Vice President for Corporate Relations, with responsibility for public relations, marketing and issues management on a number of long- and short-term projects, including new electrical transmission and distribution projects, new renewable energy projects, a new biofueled power plant and a consumer conservation awareness project. Previous position was “senior communications consultant,” reporting to the director of corporate relations.

PR.PR Peter Rosegg Public Relations

August 2001 to March 2003 – Independent, free-lance public relations consultant and practitioner. Working in virtual partnership with several advertising, graphic design and PR firms. Specializing in tourism, technology, arts and culture, and the branding, positioning and promotion of non-profit organizations. Clients include:

- **Castle Resorts & Hotels**
- **Castle Medical Center**
- **Catholic Charities Hawaii**
- **Charter Funding of Hawaii**
- **Department of Business, Economic Development & Tourism**
- **Department of Land and Natural Resources Coral Reef Project**
- **Global Art Expos**
- **Globalization Research Center, University of Hawaii at Manoa**
- **Hale ‘Aina ‘Ohana**
- **Hawaii HealthCare Professionals/VacationCare International**
- **Hawaii International Jazz Festival**
- **Hawaii Psychological Association**
- **Hawaii Uninsured Project**
- **Labman, Inc./Waikiki World Cup Triathlon**
- **Lanakila Rehabilitation Center, Inc.**
- **Raytheon Technical Services Company**
- **Solutions, Inc.**
- **Starr Seigle Communications**
- **State Foundation on Culture and the Arts – Hawaii State Art Museum opening**
- **Waikiki Parc Hotel**

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- Pro Bono/Voluntary Work
 - Hawaii Advertising Federation
 - Hale Kipa, Inc.
 - Hawaii International Film Festival
 - Honolulu Community-Media Council

Starr Seigle Communications

October 1999 to July 2001 – Vice President, **StarrPR Public Relations**, a division of Starr Seigle Communications, Hawaii's leading and largest marketing communications company including advertising, research and polling, interactive new media and public relations. Media relations for Starr Seigle and work for clients including:

- Raytheon Technical Services Company (media and community relations for their naval base privatization program on Guam)
- Deloitte & Touche (general counsel and awareness programs)
- Hawaii.com (launch, on-going promotion and publicity)
- Shiseido (new product launch)
- Marc Resorts (media relations)
- State Department of Business, Economic Development and Tourism (business and international meeting promotion)
- ITU Big Island World Cup Triathlon (increased awareness and attention and general awareness promotion)
- American Hawaii Cruises (media relations, crisis communications)

The Schiller Group, Ltd.

August 1997 to September 1999 – Vice President, Public Relations with The Schiller Group, Ltd., an advertising, marketing and public relations agency in Honolulu. Clients including:

- American Hawaii Cruises (for local and travel media relations, crisis preparedness, events, and strategic counsel)
- Hawaii Visitors & Convention Bureau (*Keep It Hawai'i*)
- Dole Plantation and the World's Largest Maze (launch and continuing local and travel media relations, events and counsel)
- Polynesian Cultural Center (IMAX movie *Everest* launch)
- New American T-shirt Company (quarterly newsletter)
- Aloha Section, PGA (quarterly magazine column)
- Castle & Cooke Homes Hawaii (media relations, promotion, events and strategic counsel)
- Kraft Foods (Oscar Mayer Weinermobile and Talent Search)
- The Shops at Dole Cannery (media relations, promotion and events)
- Waikoloa Land Company
- Official All-Star Café (grand opening)

Office of the Governor

January 1995 to August 1997 -- Communications Assistant, Office of the Governor, State of Hawaii, with responsibilities for internal and external communications including writing press releases, newsletters, policy papers, speeches, radio spots, statements, messages, letters, and other materials for Gov. Benjamin Cayetano.

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Organized and staged public events, including the weeklong 150th anniversary celebration of Washington Place, the executive mansion
 Produced and hosted weekly call-in radio program for the Governor
 Various media activities, including emergency duty with Department of Health communications office and others in Executive Branch.

Part of a Governor's team on restructuring state government, including conducting focus groups and interviews in private and public sectors

The Honolulu Advertiser

January 1975 to December 1994 – General assignment reporter, then university beat, then editorial page writer, finally Capitol Bureau Chief.

1993 to 1994 -- Capitol Bureau Chief, managing a staff of four reporters covering politics and government, plus polling, general assignment stories and features.

1979 to 1993 – Editorial writer, writing two to three editorials per day on local, national and international subjects, plus occasional analyses and commentaries. Managed editorial and op-edit pages in editor's absence.

Teaching Experience

2007 – Adjunct, Hawaii Pacific University, teaching *ADV 3400 Media Strategies*.

2006 – Adjunct, Hawaii Pacific University, teaching *PR 3720 Public Relations Cases* and *Adv 3700 Integrated Marketing Communications* (part of the semester for an instructor on maternity leave)

2003 – Instructor, University of Hawaii College of Business Administration, Department of Marketing, teaching *Business 209*, *Marketing 331* and *Business Communication 660* in the fall semester.

2002 – Instructor, University of Hawaii College of Business Administration, Department of Marketing, teaching *Bus 209*, *Business English*, two sections.

2001 – 2002 Adjunct, Hawaii Pacific University, teaching *Public Relations Cases* and *Introduction to Public Relations*

2001 – Adjunct, University of Hawaii School of Communications, teaching *International Communications*, *Com 341*

2000 to 2001 – Instructor, Spark M. Matsunaga Institute for Peace, University of Hawaii at Manoa, teaching *Personal Peace*

1998 to 1999 – Adjunct, Hawaii Pacific University, teaching *Introduction to Public Relations* and *Public Relations Case Studies*

1988 to 1992 – Adjunct Instructor, Journalism Department, University of

Hawaii at Manoa, teaching *Interpretive Journalism*

EDUCATION

- Master in Business Administration, College of Business Administration, University of Hawaii at Manoa. (Executive MBA)
- Master of Arts, Asian Studies, University of Hawaii at Manoa
- East-West Center, Communications Institute
- Bachelor of Arts, Columbia University in New York City
- Military Service: U.S. Army, three years; graduate, Defense Language Institute, Presidio of Monterey

ETCETERA

- State Foundation on Culture and the Arts – Nominated to the Commission by the Governor and confirmed by the State Senate, May 2006
- Domestic Violence Clearinghouse and Legal Hotline – Board of Directors

Past affiliations:

- Hawaii International Film Festival – Board of Directors
- Hawaii Advertising Federation -- Board of Directors
- Sales and Marketing Executives – Hawaii Chapter
- Public Relations Society of America, Hawaii Chapter
Board of Directors
- Rotary Club of Honolulu
- Honolulu Community-Media Council
- Society of Professional Journalists – Hawaii Chapter
- Native Hawaiian Hospitality Association
- HVCB & Oahu Visitors Bureau Public Relations Colleagues
- Society of American Travel Writers
- Catholic Charities Hawaii Elderly Services – Board of Directors
- Hale Kipa, Inc. – Board of Directors
- YWCA of Oahu \$10-million Capital Campaign

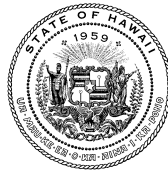
Author:

Experiencing the Real Hawaii, Island Heritage Publishing Co., 2002
Natural Childbirth the Bradley Way, E.P. Dutton, Inc., 1986

References are available upon request.

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LINDA LINGLE
GOVERNOR



RUSS K. SAITO
Comptroller

SANDRA L. YAHIRO
Deputy Comptroller

**STATE OF HAWAII
DEPARTMENT OF ACCOUNTING
AND GENERAL SERVICES**

P.O. BOX 119
HONOLULU, HAWAII 96810-0119

TESTIMONY
OF
RUSS K. SAITO, COMPTROLLER
DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES
TO THE
SENATE COMMITTEE
ON
ECONOMIC DEVELOPMENT AND TECHNOLOGY
ON
March 5, 2010

G.M. 287

RELATING TO CONFIRMATION TO THE STATE FOUNDATION ON CULTURE
AND THE ARTS COMMISSION, GUBERNATORIAL NOMINEE, PETER L.
ROSEGG

Chair Fukunaga and members of the Committee, thank you for the opportunity to testify on G.M. 287.

As Director of the Department of Accounting and General Services I strongly support the confirmation of Mr. Peter Larry Rosegg to the State Foundation on Culture and the Arts Commission.

Mr. Rosegg has been a member of the Commission since 2006 and is a contributing member.

Thank you for the opportunity to testify on this matter.

LINDA LINGLE
GOVERNOR



RUSS K. SAITO
Comptroller

SANDRA L. YAHIRO
Deputy Comptroller

STATE OF HAWAII
DEPARTMENT OF ACCOUNTING
AND GENERAL SERVICES
P.O. BOX 119
HONOLULU, HAWAII 96810-0119

TESTIMONY
OF
SANDI YAHIRO, DEPUTY COMPTROLLER
DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES
TO THE
SENATE COMMITTEE
ON
ECONOMIC DEVELOPMENT AND TECHNOLOGY
ON
March 5, 2010

G.M. 287

RELATING TO CONFIRMATION TO THE STATE FOUNDATION ON CULTURE
AND THE ARTS COMMISSION, GUBERNATORIAL NOMINEE, **PETER L.
ROSEGG**

Chair Fukunaga and members of the Committee, thank you for the opportunity to testify on G.M. 287.

As Deputy Director of the Department of Accounting and General Services, I **strongly support** the confirmation of Mr. Peter Larry Rosegg to the State Foundation on Culture and the Arts Commission.

Mr. Rosegg has been a member of the Commission since 2006. During Commission meetings I observe him to be supportive of the mission of the Foundation on Culture and the Arts and actively participates in Commission meetings.

Thank you for the opportunity to testify on this matter.

Hawai'i
Arts
Alliance



A member of
the Kennedy Center
Alliance
for Arts Education
Network

March 2, 2010

EDTTestimony@Capitol.Hawaii.gov

Hearing Friday, March 5 at 1:15 p.m. Conf. Room 016

Committee on Economic Development and Technology
Senator Carol Fukunaga, Chair
Senator Rosalyn Baker, Vice Chair

Dear Senator Fukunaga and Senator Baker:

It give me great pleasure to recommend Peter Rosegg for confirmation to serve as a Commissioner for the Hawai'i State Foundation on Culture and the Arts (HSFCA). This recommendation pertains to GM 287 with regard to a term to expire on June 20, 2014.

Over the past several years, I have known Mr. Rosegg as he has served the community in many capacities in his profession and as a volunteer. His expertise and skills are of the highest caliber, but above all, his deep commitment to serving the arts and culture for our state is rare and very much needed by the arts community and all those who benefit.

It is with enthusiasm that I highly recommend Peter Rosegg for confirmation as a HSFCA Commissioner for the next four years. Century Should you wish any additional comments, please fee free to contact me at 533-2787.

Sincerely,

Marilyn Cristofori
Chief Executive Officer

Visit our
Community
Project:
The ARTS at
Marks Garage
www.artsatmarks.com

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