

GM 505

Ōlelo

January 25, 2011

The Honorable Rosalyn Baker
Chair
Committee on Commerce and Consumer Protection (CPN)
Hawaii State Senate
415 S. Beretania Street, Room 231
Honolulu, HI 96813

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Roy K. Amemiya, Jr.
Interim President and CEO

Dear Chair Baker and Members of the CPN Committee;

Subject: Letter in Strong Support of Keali'i López as DCCA Director

I am writing to strongly support the appointment of Ms. Keali'i S. López (Keali'i) for the position of Director of the Department of Commerce and Consumer Affairs. In my opinion, she would be an outstanding selection.

My association with Keali'i has been as a previous member and Chair of the board of directors of 'Ōlelo Community Media ('Ōlelo), and more recently, as 'Ōlelo's Chief Operating Officer. Through this association I have come to admire Keali'i as a strong and visionary leader with an enormous passion for making Hawaii a better place especially for the underserved members of our community. She follows a "team" approach" which emphasizes "we" rather than "me". Because of this, 'Ōlelo has become the model of success in the community access television industry.

In Keali'i, the DCCA would gain a unique individual with strong leadership skills, long term vision, professional experience in building and running an excellent organization, and passion for making Hawaii a better place to live. Among her strengths are an incredible work ethic, a voracious reader and appetite for knowledge, the ability to both grasp the essence of complex issues while paying attention to details, and an understanding of how technology can be leveraged to improve business processes.

But in addition to her business skills, Keali'i is a person of utmost integrity, humility, caring and grace who would never put herself ahead of the organization or the people of Hawaii. She would make an excellent director and member of the Governor's cabinet.

For all these reasons, I urge you to confirm Keali'i's appointment.

Aloha,



Roy K. Amemiya, Jr.
Interim President and CEO

1122 Māpunapuna Street, Honolulu, Hawaii 96819 Tel: (808) 834-0007 Fax: (808) 836-2546 www.olelo.org

WHEN OUR VOICE THRIVES, SO DOES OUR COMMUNITY.

Testimony before the
Senate Committee on Commerce and Consumer Protection

Tuesday, February 1, 2011
9:30 a.m., Conference Room 229

Statement on Governor's Message No. 505

by Robert A. Alm
Executive Vice President
Hawaiian Electric Company, Inc.

TO THE HONORABLE ROSALYN H. BAKER, CHAIR, BRIAN T. TANIGUCHI, VICE CHAIR,
AND MEMBERS OF THE COMMITTEE:

It is my pleasure to support the nomination of Kealiilalanikulani ("Keali'i") S. Lopez to be Director of Department of Commerce and Consumer Affairs (DCCA).

I have known Keali'i since the 1980s when she was working at Oceanic Cable on community access programming. I have followed her career as she moved to Kamehameha Schools in Distance Learning and then as she came back to 'Olelo ultimately to become its leader. She was also one of the three nominees for the latest Kamehameha Schools Trustee vacancy by a selection committee of which I am a member.

Keali'i's career has been about allowing people to use modern communications specifically television for learning, for sharing stories, and for expressing views. In the case of 'Olelo, in particular, that expression and sharing often involves controversial views from voices that have no other outlet, and are often controversial themselves. It is a task that is not for everyone as it requires very high degrees of patience and understanding, advocating even for those who may be attacking you, and maintaining a constant allegiance to the principles of community access television.

Keali'i has a core strength of purpose that comes across to anyone who meets her. She has led in a very difficult environment and fought very hard to preserve 'Olelo as an important community resource. She also never pretends to be anyone but herself; what you see is what you get. There is a straightforwardness, a humility with strength that allows her to persevere.

The Director of DCCA is fortunate in that they have division chiefs who are appointed and bring individual skills to their specific positions. Jeff Ono in Division of Consumer Advocacy, Iris Catalani in Division of Financial Institutions, and Gordon Ito in Insurance Division are examples. It is the DCCA Director's job to be a chief of chiefs, to

Statement on Governor's Message No. 505
February 1, 2011
Page 2

provide overall leadership and policy direction, to ensure that the team functions as a team, and to be willing to have the buck stop on her desk when those particularly tough decisions that consumer protection requires need to be made. I have no doubt that Keali'i can perform at that level and, therefore, would strongly recommend your approval of her nomination.

Hawaiian Telcom ●

**THE HONORABLE ROSALYN BAKER
SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION**

Twenty-Sixth State Legislature
Regular Session of 2011
State of Hawaii

February 1, 2011

TESTIMONY ON GOVERNOR'S MESSAGE NO. 505

**John Komeiji, Senior Vice President and General Counsel
Hawaiian Telcom**

WRITTEN ONLY

TO THE HONORABLE ROSALYN BAKER, CHAIR, AND MEMBERS OF THE COMMITTEE:

My name is John Komeiji, Senior Vice President and General Counsel for Hawaiian Telcom. I appreciate the opportunity to present testimony in support of Governor's message No. 505, regarding the appointment of Keali'i S. Lopez as Director of the Department of Commerce and Consumer Affairs. Hawaiian Telcom supports her appointment and respectfully requests that the committee recommend that the Senate advise and consent to her appointment to the Department.

I have personally worked with Keali'i on many occasions during her tenure as President and Chief Executive Officer of 'Olelo Community Television. Based on my previous meetings with her, I am of the opinion that she possesses the unquestionable qualifications, experience, and commitment to serve as Director. In addition, Keali'i is well recognized in the community and is known for her integrity and compassion .

As the President and Chief Executive Officer of 'Olelo Community Television, Keali'i is thoroughly experienced in managing staff and overseeing program budgets even during lean budget years. In addition to her professional responsibilities, Keali'i has demonstrated a strong commitment to the well-being of the community – especially along the Leeward Coast – through her service to the Wai'anae Boys and Girls Club, Nanakuli Neighborhood Housing Services, and the Wai'anae Coast Coalition.

I believe that Keali'i's qualifications are of the highest caliber, and I respectfully request that you support her nomination as Director of the Department of Commerce and Consumer Affairs.

Thank you for the opportunity to testify.



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- GEICO General Insurance Company
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TIMOTHY M. DAYTON, CPCU, GENERAL MANAGER ALASKA & HAWAII
711 Kapiolani Blvd., Suite 300 ■ Honolulu, HI 96813-5238 ■ Email: tdayton@geico.com
Direct: (808) 593-1875 ■ FAX (808) 593-1876 ■ Cell: (808) 341-9252

Senate Committee on Commerce and Consumer Protection

Confirmation Hearing for Director of the Department of Commerce and Consumer Affairs

Nominee, KEALIILALANIKULANI S. LOPEZ

Tuesday, February 1, 2011 9:30 AM

Chair Baker, Vice-Chair Taniguchi and Members of the Committee:

I am Timothy M. Dayton. I am General Manager for GEICO, Hawaii's largest motor vehicle insurer. GEICO strongly **supports the confirmation of Kealiilalanikulani S. Lopez** to be the next Director of the Department of Commerce and Consumer Affairs. Over the past three years, GEICO has participated with Olelo and the Department of Health to sponsor a traffic safety category in the 'Youth Xchange' video competition. As a result of this partnership, I have had opportunities to observe the leadership of Ms. Lopez first hand. I would describe her as an effective leader, innovative and collaborative in style. These are all traits that will serve her well in the challenges that come with this appointment. The Youth Xchange program is a great model of what can be accomplished when government, private business and non profits work together for the good of the community. GEICO believes that Ms. Lopez has the ability to achieve great things in the DCCA and we urge your support and confirmation of her nomination.

Thank you for the opportunity to submit this testimony.

Timothy M. Dayton, CPCU

To: The Honorable Senator Rosalyn H. Baker, Chair of the Senate Committee on Commerce and Consumer Protection
The Honorable Senator Brian T. Taniguchi, Vice Chair of the Senate Committee on Commerce and Consumer Protection

From: Laura Robertson, President/CEO, Goodwill Industries of Hawaii, Inc.

Date: February 1, 2011

Re: **Letter in Support of the Nomination of Kealiilalanikulani S. Lopez, as the Director of the Department of Commerce and Consumer Affairs**

Goodwill Industries of Hawaii, Inc. submits this testimony in full support of Ms. Kealii Lopez as the Director of Department of Commerce and Consumer Affairs.

Ms. Lopez possesses extensive professional, business and communications that will enable her to be a successful Director. Ms. Lopez has a highly distinguished background of service and expertise that clearly demonstrates her commitment to working to benefit Hawaii's citizens. The State of Hawaii is facing difficult economic times, and Ms. Lopez's in-depth understanding of consumer affair issues will be beneficial to developing thoughtful and innovative solutions and programs necessary to help our community thrive.

Goodwill has worked with Ms. Lopez through her tenure as the CEO for 'Olelo Community Media. Ms. Lopez did an outstanding job at giving Hawaii's people a voice on Public Television and encouraging the public to take a stand on various issues of importance to them. We have long been impressed with her commitment to the citizens of our state and it is this dedication that will make her an excellent Director for the DCCA.

Goodwill is among the largest human service non-profit organizations in Hawaii. Our mission is to help people find and succeed in employment. Last year, we served over 13,000 people statewide and placed 1,667 people in our community in jobs. Goodwill has fifty (50) years of experience assisting people who have employment barriers find jobs and gain self-sufficiency.

Goodwill strongly urges you to confirm the appointment of this highly experienced and qualified candidate to fill the Director of Commerce and Consumer Affairs Division.

Thank you for this opportunity to testify in support of Ms. Lopez's nomination.



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Senator Rosalyn Baker
Chair, Senate Commerce and Consumer Protection Committee

RE: Keali'i Lopez

January 31, 2011

Written Testimony Only

Dear Senator Baker:

I write in strong support of Keali'i Lopez to be the next Director of the Department of Commerce and Consumer Affairs (DCCA). I have known Ms. Lopez for approximately ten (10) years. We have worked on different projects together. Based on my personal experience, I believe Keali'i has all the experience, professional qualities, and personal attributes needed to be an exceptional DCCA Director.

As the head of Olelo, Ms. Lopez clearly developed the experience needed to run DCCA. I will not belabor that point. Instead, I want to focus on her work qualities and personal attributes. Keali'i is always professional, but never condescending or demeaning. She is analytical and thoughtful, but equally pragmatic and realistic. She understands accountability, but never loses sight of the need for compassion. She is appropriately assertive and self-confident, but never arrogant. She also fully appreciates the value of diversity and the critical role culture plays in Hawaii. Finally, and perhaps most important, Ms. Lopez is balanced. In that regard, I am confident she will fairly represent both consumers and business.

If I can answer any questions about Ms. Lopez, please feel free to contact me. I am excited that the Governor nominated Ms. Lopez, and urge the Senate to confirm her appointment. She has my unequivocal support.

Sincerely,

Michael F. Broderick
President and CEO
YMCA of Honolulu

Re: Support of the Confirmation of Keali`i Lopez as Director of Commerce and Consumer Affairs

Chair Baker and Members of the Committee:

I am honored to have the opportunity to offer my strongest support for the appointment of Keali`i Lopez as director of commerce and consumer affairs.

I have known Keali`i for nearly twenty-five years, and have watched her grow from a program director to CEO of one of Hawaii's largest and most prominent not-for-profit organizations. She is a woman with strong business skills and also a humble visionary who knows how to bring her vision to fruition. Thus far she has devoted her considerable skills to helping create one of the nation's most respected cable access organizations. Her passion about the role she and 'Olelo play in helping to create a better community helped to give voice to the full diversity of our community, including our keiki.

Importantly, Keali`i's work with 'Olelo Community Television has required a strong sense of purpose, strategic thinking and liaison with a variety of critical stakeholders. She has not only established a direction and vision for 'Olelo, but expanded 'Olelo's reach into the community through new community media centers across O`ahu.

These centers and 'Olelo as a whole provide the opportunity for many voices to contribute to the fabric of our community.

Leading an organization with as complex a mission as 'Olelo has been no easy task. Constitutional issues and matters of justice are quickly reached, and constituents feel strongly about their ownership in the organization and how their rights should be respected in the operation of the institution. Keali`i is outstanding in her ability to understand the issues, think through the implications, honor the constituents and assure that the operation still runs effectively.

If appointed, Keali`i will bring insight and skill to her role as director of commerce and consumer affairs. She has the intelligence and talent to do the job, but more importantly, she has the character and heart. I strongly urge your favorable consideration of her nomination. Should you have any questions, I can be reached at 351-5174 or susan@gilwell.com.

Sincerely yours,

Susan Au Doyle
President, Aloha United Way

Former deputy director of commerce and consumer affairs



**Hawai'i
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January 28, 2011

The Honorable Rosalyn H. Baker, Chair
Senate Committee on Commerce and Consumer Affairs
State Capitol, Room 229
Honolulu, Hawaii 96813

RE: G.M. 505, Submitting for consideration and confirmation to the Director of the Department of Commerce and Consumer Affairs, Gubernatorial Nominee, KEALII LALANIKULANI S. LOPEZ, for a term to expire December 1, 2014.

HEARING: Tuesday, February 1, 2011 at 9:30 a.m.

Aloha Chair Baker, Vice Chair Taniguchi and Members of the Committee.

I am Berton Hamamoto, 2011 President, here to testify on behalf of the Hawai'i Association of REALTORS® ("HAR"), the voice of real estate in Hawai'i, and its 8,500 members. HAR **strongly supports** G.M. 505 which considers and confirms Ms. Keali'i Lopez as Director of the Department of Commerce and Consumer Affairs.

The Department of Commerce and Consumer Affairs ("Department") is a multi-faceted department that is geared to ultimately protect the consumer. As a well-versed, community oriented, and energetic individual, Ms. Lopez will be an asset to the Department.

Ms. Lopez is an individual who can channel constructive leadership with positive result-oriented direction in guiding the Department. Her experience in both the private and non-profit sector of our community, such as President and Chief Elective Officer of 'Olelo Community Media, will provide a solid base for the Department.

Ms. Lopez, through her work at Kamehameha Schools in developing its distance learning program and her participation in the process to develop a statewide Telecommunications Infrastructure with the Hawai'i Public Utilities Commission, has shown an ability to work with and through multiple organizational levels without losing focus.

For the above reasons, HAR requests the Committee's favorable consideration and approval of Ms. Lopez as Director of the Department of Commerce and Consumer Affairs.

Sincerely,

HAWAI'I ASSOCIATION OF REALTORS®

Berton Hamamoto

Berton Hamamoto, ABR, CRB, CRS
2011 HAR President

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Chief Executive Officer

Rochelle Lee Gregson

January 27, 2011

VIA EMAIL TO: CPNTestimony@Capitol.hawaii.gov

To: Senate Committee on Commerce and Consumer Protection
Senator Rosalyn H. Baker, Chair
Senator Brian T. Taniguchi, Vice Chair

From: Rochelle Lee Gregson, CEO
Honolulu Board of REALTORS®
Member, Board of Directors
Olelo Community Media

Subject: GM 505
Consideration and Confirmation of Kealiilalanikulani S. Lopez
as Director of the Department of Commerce and Consumer
Affairs

Hearing: Tuesday, February 1, 2011
9:30 A.M.
Conference Room 229
State Capitol

Thank you very much for the opportunity to support Kealiilalanikulani S. Lopez's confirmation as Director of the Department of Commerce and Consumer Affairs.

I have had extensive opportunity to work with Kealii in a professional capacity since early 2000 as a member of her Board of Directors, serving as its Chair from 2002 to 2005. From then till now, Kealii has consistently proven herself a leader of unquestionable integrity, great determination and resolve. She will bring to the position, a passion and a commitment to building, convening, and strengthening communities in her position as Director.



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Senate Committee on Commerce and Consumer Protection
GM 505 - Kealiilalanikulani S. Lopez
January 27, 2011
Page 2

One of Kealii's many outstanding traits is her ability to translate mission, vision and goals in formulating sound business and financial plans. She is a strategic thinker capable of incorporating multiple considerations, including fiscal and staff resources, into executable plans.

Kealii is a talented communicator capable of working with people on all sides of an issue with courtesy and grace. She has been instrumental in building relationships with key stakeholders within the community, inviting dialogue and encouraging ideas.

She will manage successfully, the balance between the Department's goal of promoting a strong and healthy business environment while protecting consumers from unfair and deceptive business practices.

Kealii is not selfish about successes. She works hard to ensure that all parties share in the decision making and makes sure that all parties are credited for any successful outcomes that those decisions yield.

I appreciate again, the opportunity to provide these reflections for your review and look forward to your confirmation of Kealii Lopez as Director of the State Department of Commerce and Consumer Affairs.

Sincerely,



Rochelle Lee Gregson
Chief Executive Officer
Honolulu Board of REALTORS®



**ISLAND INSURANCE
COMPANIES**

January 31, 2011

The Honorable Rosalyn H. Baker
Chair
Senate Committee on Commerce & Consumer Protection
State Capitol
415 S. Beretania Street, Room 231
Honolulu, Hawaii 96813

Re: Governor's Message 505 - Nomination of Keali'i Lopez as
Director of the Department of Commerce and Consumer Affairs
Hearing Date: February 1, 2011

Dear Chair Baker:

This is to express my support for the nomination of Keali'i Lopez as the Director of the Department of Commerce and Consumer Affairs ("DCCA") of the State of Hawaii.

In the eyes of the general public, the DCCA is not well known. Nonetheless, the duties and functions of the DCCA have major implications for every member of our community. As such, the appointment of Keali'i Lopez to the leadership of the DCCA is an ideal one. She will bring with her a high level of energy and commitment. Her many years of proven management ability will enable her to provide the kind of effective leadership the position requires. As her record shows, her extensive background in communications also ensures that she will have an understanding of the important role government plays in regulating and providing oversight regarding a rapidly evolving communications industry. Keali'i also has an extensive record of civic involvement that will help her lead the agency in a manner that will be responsive and more accessible to the community.

I am also confident that Keali'i will bring an awareness of the importance of balancing the regulatory role of DCCA with the need to facilitate the flow of business activity. There is no doubt in my mind that she will look for ways to make the agency more effective and efficient in carrying out its functions and responsibilities. This will be important to the individuals, organizations, and businesses that deal with DCCA, since its customers all look for ease of doing business and rely upon the agency to perform its functions in a timely manner.

I hope that you will look favorably upon and confirm the nomination of Keali'i Lopez to the position of Director of the Department of Commerce and Consumer Affairs. Our State will benefit from the services of a dedicated and capable leader like her.

Colbert M. Matsumoto

A handwritten signature in black ink, appearing to read 'Colbert M. Matsumoto', written over a horizontal line.

Chairman & CEO

January 31, 2011

TO: Chair Rosalyn Baker
Vice Chair Brian Taniguchi
Members of the Senate Committee on Commerce and Consumer Protection

RE: Strong support for Keali'i S. Lopez to be confirmed as the Director of the Department of Commerce and Consumer Affairs

Aloha Chair Baker, Vice Chair Taniguchi and members of the Committee,

My name is Meredith Nichols and I am currently the Director for Community Development for 'Ōlelo Community Media. I am submitting testimony today in strong support for the confirmation of Keali'i Lopez as the Director of the Department of Commerce and Consumer Affairs. My support for Keali'i has little to do with any specific 'Ōlelo related business, and everything to do with my reflection on a dynamic leader who I have had the privilege to work beside for more than a decade.

Keali'i is dedicated to service and equality. I have witnessed her working, at times literally around the clock, to ensure her decisions are informed by many divergent points of view, thorough background research and face to face dialog to get the truest understanding of all that is at stake in any given matter. Keali'i is not someone who takes responsibility lightly. She is relentless in her pursuit of information and studies hard to be sure she is well equipped to participate fluently in discussions on topics that require her oversight.

There is no doubt in my mind that Keali'i will spend, indeed already has spent, many focused hours educating herself on every industry the Director of the DCCA is responsible for overseeing. Keali'i's twenty-plus years of experience with the Cable Television industry and her leadership role in a private nonprofit business, have prepared her well for her new work in a regulatory environment. Through her time as Chief Operating Officer and as Chief Executive Officer for 'Ōlelo, Keali'i successfully worked with ground lease negotiations, franchise requirements, contractual obligations and deliverables, service and equipment procurement, legislative testimony, legal matters, staff development and management, customer service and so much more.

With the many important industries that fall under the auspices of the DCCA, it is unlikely that the State would be able to identify a single human being with a depth of experience in each individual area. What is more realistic and indeed more important is that the State identifies and hires a dedicated and experienced individual who is capable of leading while learning. Keali'i is skilled in both respects.

Based on a decade of experience working with Keali'i, I firmly believe that she will bring a sense of compassion, diligence and fairness to the Director's position and will inspire the staff at the DCCA, as she had inspired us at 'Ōlelo, to work with purpose and joy. Mahalo for your time.

Sincerely,



Meredith Nichols

CARLSMITH BALL LLP

A LIMITED LIABILITY LAW PARTNERSHIP

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DATE: January 31, 2011

TO:	Name	Fax No.	Phone No.
	Senate Sergeant-At-Arms State Senate State Capitol Building Honolulu, Hawaii	586-6659	

FROM: Gerald A. Sumida, Esq.
 Carlsmith Ball LLP
 Honolulu, Hawaii

NUMBER OF PAGES INCLUDING THIS COVER SHEET: 4

CASE NAME: BD
 CASE NUMBER: 901-30

 ORIGINAL/COPY WILL BE MAILED ORIGINAL/COPY WILL NOT BE MAILED

MESSAGE: PLEASE DELIVER SOONEST. THANK YOU. Dear Sir:

Would you please deliver the attached testimony to the **Senate Committee on Commerce and Consumer Protection**, Conference Room 229, State Capitol, in connection with the Committee's hearing at **Tuesday, February 1, 2011, at 9:30 a.m.**, on the consideration and confirmation of Keali'i S. Lopez as Director of the Department of Commerce and Consumer Affairs, State of Hawaii.

Thank you very much for your assistance in this matter. Sincerely yours, Gerald A. Sumida.
 Enc.

TESTIMONY OF GERALD A. SUMIDA, ESQ.
CARLSMITH BALL LLP
BEFORE THE
COMMITTEE ON COMMERCE AND CONSUMER PROTECTION
THE SENATE
ON
THE CONFIRMATION OF KEALILALANIKULANI S. LOPEZ AS
DIRECTOR OF THE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
FEBRUARY 1, 2011

Madame Chair and Members of the Committee:

I am Gerald A. Sumida, Esq. and am a partner in the Hawaii law firm of Carlsmith Ball LLP. I am also a member of the Board of Directors of Olelo Community Television, a Hawaii nonprofit corporation ("Olelo"). I am very pleased to recommend most highly the confirmation of Kealii Lopez as Director of the Department of Department of Commerce and Consumer Affairs.

I have known Ms. Lopez since 2008, when I became a member of Olelo's Board of Directors. She already had a very impressive background and a very good reputation as a knowledgeable and mission-oriented leader within Olelo. She has previously worked in the communications industry with Oceanic Cablevision, as Director of Community Planning and then with Olelo, as Associate Executive Director. She continued to gain experience both in the communications and educational sectors as the Distance Education Manager for Kamehameha Schools/Bishop Estate, before assuming the position of Chief Operating Officer of Olelo in 2000. When I joined Olelo's Board, she had been serving as President and Chief Executive Officer, and it was in that capacity that I worked with her and her staff in the ensuing years.

Ms. Lopez has without question provided strong, capable and visionary leadership to Olelo, enabling it to perform its valuable, if not essential, role in Hawaii's community broadcasting and educational dimensions. During her tenure as Olelo's President and Chief Executive Officer, she has developed a strong and capable team that has worked to improve and expand Olelo's broadcasting, outreach and communications training within communities on Oahu. Under her leadership, new community outreach and training centers were established and have become successful and important parts of those communities and of Oahu and beyond that Olelo seeks to serve. She and her staff have also strengthened and deepened the relationships between Olelo as an organization and its users and others who have benefited from having access to Olelo's programs. This includes the many groups, organizations and individuals who have been trained by Olelo and who themselves have produced community programming that can be broadcast on Olelo television channels. Without Olelo, these resources would simply not have been developed, and we would all have been deprived of the wealth of information and quality productions that have been the continuing result of Olelo's efforts.

Through her leadership of Olelo, Ms. Lopez has clearly manifested the kind of strong, visionary and, equally important, caring and passionate leadership that sets certain leaders apart from others. The quality and loyalty of her Olelo staff and its many community participants

shows that. Equally, she has worked very closely and very well with Olelo's Board, and effectively helped the Board and its leadership provide the oversight, governance and support that a well-run board needs to provide the organization for which it is responsible. From my tenure as a Olelo Board member, I have been impressed with the professional and yet close and productive relationship that Ms. Lopez helped to maintain with Olelo's Board. This to me is evidence of a good and effective leader.

As the Director of the Department of Commerce and Consumer Affairs ("DCCA"), Ms. Lopez will be responsible for managing and leading an important State executive department, whose business registration, regulatory and oversight responsibilities are vitally important to how business is conducted and regulated within our State. The DCCA is in many respects the first State department that businesses -- whether sole proprietors or companies and firms -- will deal with in terms of forming business and, for certain industries, being subject to regulation. The DCCA in recent years has had an excellent staff, and developed a very strong and very helpful "customer service" orientation to the services that it provides. The DCCA in recent years has also strongly enhanced its capabilities to provide these services in an expeditious and "user friendly" manner. It has also worked well with businesses and the business community, professional organizations and the Legislature to keep the environment in which businesses and business operate one that is supportive.

I have no doubt that Ms. Lopez will, based on her own background, experience, knowledge and vision, work to maintain and enhance the DCCA and the fulfillment by the DCCA of its statutory mission. The leadership -- and the results of her leadership -- that she has demonstrated with Olelo and the other organizations in which she has worked will serve the DCCA, the public and the State very well. Moreover, I believe that her past experience has given her a good appreciation of how the DCCA can support business as well as effectively regulate the businesses over which it has jurisdiction.

Complementing her experience and skills is how she approaches her work and would do so as the Director of the DCCA. She has always impressed me with having not only a keen analytical mind, but also a deep sense of fairness and an open mind to consider fully the issues with which she has had to deal. This, of course, should be a basic hallmark of any good leader. Coupled with a strong work ethic and a deep commitment and dedication to professionalism, this combination clearly indicates, in my estimation, that she would approach her responsibilities and duties as the Director of the DCCA in the same way. Underlying this professionalism are her own high standards of personal and professional integrity.

For all of these reasons, I am very pleased strongly to support the confirmation of Ms. Keali'i Lopez as Director of the DCCA and hope that you and your Committee will act favorably on her confirmation. She is, in my estimation, a very capable and very strong leader who not only has a proven background as an effective leader and manager but also the desire and motivation to continue to contribute to Hawaii and its people.

Thank you very much for the opportunity to present this testimony to you on this very important matter.

Gerald A. Sumida, Esq.
Partner
Carlsmith Ball LLP
ASB Tower, Suite 2200
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Honolulu, Hawaii 96813
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Email: gsumida@carlsmith.com

January 31, 2011

Senator Rosalyn Baker, Chair
Commerce & Consumer Protection Committee
Hawaii State Senate
(Via Email)

RE: GM 505
IN SUPPORT OF CONFIRMING MS. KEALI'I LOPEZ TO HEAD DCCA
HEARING: Tuesday, February 1st at 9:30 a.m.

Dear Chair Baker and Members of the Senate CPN Committee:

This is to express my strong support for confirming the appointment of Ms. Keali'i Lopez as Director of the Hawaii State Department of Commerce and Consumer Affairs.

As a member of the 'Ōlelo Community Media board for the last several years, I have seen Keali'i dedicate herself toward the mission and vision of our organization in providing a catalyst for change in the community.

She possesses a remarkably strong work ethic, takes a positive approach to even the most challenging of issues, and runs the organization in a highly professional manner. Throughout recent years, our organization has found itself concurrently in a number of legal battles on a set of issues ranging from our lease to our contract with the state. She navigates the complex legal issues with dexterity and aplomb.

Keali'i exhibits financial acumen, vision and leadership with a management style that is transparent and refreshing; she is dedicated to her work and highly organized. In fact, in my professional career, I have only met a handful of leaders that have her unique combination of strong organizational skills, management ability, strong people skills, grace under pressure, and a sense of humor.

What Keali'i is able to offer is the ability to learn quickly and use her knowledge of what it takes to effectively run a business to create a positive business climate in the state. She is well aware of the challenges that must be addressed to be successful in business. Her ability to balance diverse needs and to be fair and open to hearing all sides has also been well demonstrated and you can count on her to then make the right decision based on priorities established.

Once confirmed I believe Keali'i will be a tremendous asset to the state serving in this new capacity. Thank you for your consideration of this letter of testimony and I urge you to move forward in confirming Keali'i Lopez as the next DCCA Director without delay.

Mahalo a nui loa,



Diane Peters-Nguyen
Vice President of Institutional Advancement
Chaminade University

GM 505

Date: February 1, 2011

Time: 9:30AM

**Testimony in support of Keali'i Lopez for Director of
DCCA**

**Submitted By: Juergen Denecke
Na Leo O Hawaii, Hilo, HI 96720**

Aloha Committee Members:

I am very honored and pleased to add my strong and unqualified support for the nomination of Ms. Lopez as Director of the Department of Commerce and Consumer Affairs.

I have known Keali'i since I returned to Hawaii in 1994 from managing broadcast and cable companies in the United Kingdom, Peru and the Caribbean. At the time she was the Associate Executive Director of 'Olelo and attended meetings in furtherance of statewide cooperation among the four PEG centers. During those meetings she was the voice of reason and calmness. Upon her promotion to Chief Operating Officer of 'Olelo, I really came to appreciate her leadership abilities, diplomacy and vision. She was instrumental in the compromise which established HENC, healing the rift between 'Olelo and the University of Hawaii and DOE. During her tenure at Olelo, she was the voice of reason at numerous hearings at the Legislature and the DCCA, advocating for the best interests of 'Olelo and its clients. She listens to both sides of an issue, seeks advice and counsel when necessary and then makes her decision. I have never heard Keali'i speak of "problems", only "challenges". This is not just a matter of semantics but bespeaks a matter of philosophy in overcoming obstacles. She has guided 'Olelo during a turbulent regulatory climate in a reasoned, prudent and fiscally responsible manner and has earned the respect of all who know her. A further indication of that respect was her nomination as a

trustee of Kamehameha Schools just prior to her nomination as Director of DCCA.

I have read her resume and it is far too modest. For example, it does not list what I consider one of her great accomplishments, the establishment and furtherance of the Student Exchange Program. This program teaches and promotes the creation of video programs at the different schools and community outreach centers established by 'Olelo during her tenure, ending with an awards ceremony which State legislators and even Senator Inouye have attended.

Some may object by saying that she is not an attorney or that she has no legal background, but that is just a red herring. During her tenure as CEO of 'Olelo, she encountered many legal questions and challenges and sought legal counsel as required and appropriate. Further, Statutory Provisions pertaining to the Director do not require that the Director be an attorney and the State provides the necessary legal counsel in the form of Deputy Attorney General's if necessary.

In short, Keali'i is a leader and a woman of many accomplishments and I have absolutely no hesitation in recommending her to you as the next Director of DCCA.

SPIEGEL & MCDIARMID LLP

GEORGE SPIEGEL (1919-1997)
ROBERT C. MCDIARMID
ROBERT A. JABLON
JAMES N. HORWOOD
THOMAS C. TRAUGER
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GLORIA TRISTANI
LEE C. WHITE

January 31, 2011

Testimony in Support of the Appointment of Keali'i S. Lopez as the Director of Commerce and Consumer Affairs (Governor's Message 505)

My name is James N. Horwood. I am a partner in the Washington, DC law firm Spiegel & McDiarmid, LLP (www.spiegelmc.com). I am pleased to support the appointment of Keali'i Lopez as the Director of Commerce and Consumer Affairs for the State of Hawai'i.

I know Ms. Lopez through the Alliance for Community Media, where I have served as a member of the Board of Directors since 1990. I first met her at national and regional conferences sponsored by that organization. She attended a number of conferences where she was an active participant and speaker and was an effective voice for community media in her visits to congressional offices when she was in Washington, D.C. for meetings. I was particularly impressed with the way she involved young people in community activities.

I got to know Keali'i particularly when she served as a member of the Board of the Alliance for Community Media. She served as Chair of the Board Development and Personnel Committee and was elected to the position of Vice Chair. In those roles she demonstrated maturity and great skill in listening to other Board members, understanding their concerns and facilitating a collaborative approach to solving problems.

Keali'i listens to a variety of viewpoints, considers them carefully, reaches well-informed and reasoned decisions and is decisive in recommending and implementing action.

January 31, 2011
Page 2

I considered her to be a wonderful and valued colleague and I believe the State of Hawai'i is fortunate in having her talents and wisdom available as Director of Commerce and Consumer Affairs.

Very truly yours,



James N. Horwood

JNH



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January 31, 2011

SUBMITTED ONLINE
Senate Committee on Commerce and Consumer Affairs
Hearing Date and Time: February 1, 2011 at 9:30 a.m.

The Honorable Rosalyn H. Baker, Chair
Senate Committee on Commerce and Consumer Affairs
State Capitol
415 South Beretania Street
Honolulu, HI 96813

RE: Governor's Message 505: Submitting for consideration and confirmation to the Director of the Department of Commerce and Consumer Affairs, Gubernatorial Nominee, KEALILALANIKULANI S. LOPEZ, for a term to expire December 1, 2014.

Dear Senator Baker:

I offer my testimony in support of the nomination of Kealii Lopez to serve as the Director of the Department of Commerce and Consumer Affairs.

I have known Kealii for a number of years through my work in the public sector with the University of Hawaii, and the East-West Center. During that time, I had the privilege of working with Kealii from time to time on telecommunications policy and community access issues. With her recent experience as President and CEO of Olelo Community Television, Kealii brings a wealth of relevant skills and experience to the job, along with a passion for public service, and a personal interest in doing the right thing for the community at large.

I am confident that Kealii will serve our community well as Director of the Department of Commerce and Consumer Affairs, and encourage you to act favorably on her nomination.

Sincerely,

A handwritten signature in black ink, appearing to read 'Garret T. Yoshimi', written over a horizontal line.

Garret T. Yoshimi
Vice President and Chief Information Officer

cc: Kealii Lopez



SERVCO PACIFIC INC.

2299 Pukoloa Street • Suite 200 • Honolulu, Hawaii 96819 • Telephone: (808) 584-1300 • Facsimile: (808) 523-3937 • www.servco.com

January 31, 2011

The Honorable Rosalyn H. Baker, Chair
Senate Committee on Commerce and Consumer Protection (CPN)
Hawaii State Capitol, Room 230
Honolulu, Hawaii 96813

RE: GM 505 Submitting for consideration and confirmation to the Director of the Department of Commerce and Consumer Affairs, gubernatorial Nominee, KEALIILALANIKULANI S. LOPEZ, for a term to expire December 1, 2014

Hearing Date: Tuesday, February 1, 2011 @ 9:30 a.m., Room 229

Dear Chair Baker and Members of the Committee on Commerce and Consumer Protection:

I am writing to support the appointment of Kealiilalanikulani S. Lopez as the Director of the Department of Commerce and Consumer Affairs (DCCA).

Kealii and I first met, as she and I both represented our respective companies (Olelo and Servco) in a Lessee organization. In working with her, I was most impressed with her candor, integrity and compassion for her community. Being the President and CEO of a non-profit organization in tough economic times cannot be easy, but through Kealii's leadership, Olelo is stronger and she has provided a basis for its continued success. I have the upmost respect for her and believe that she will bring to DCCA the same skills, courage, and commitment that is needed to lead such an important State Department.

I applaud Kealii's appointment as Director of DCCA and urge you to support her. She will serve the State well. Thank you for the opportunity to submit testimony.

Respectfully submitted,

SERVCO PACIFIC INC.

A handwritten signature in cursive script that reads "Carol K. Lam".

Carol K. Lam (B)
Senior Vice President



January 29, 2011

Testimony in Support of the Appointment of Keali'i Lopez as the Director of Commerce and Consumer Affairs

My name is Sue Miller Buske and I am the President of The Buske Group. I am pleased to submit this testimony in support of the appointment of Keali'i Lopez to the position as the Director of Commerce and Consumer Affairs for the State of Hawai'i.

Keali'i Lopez has strived for over 20 years to provide a voice to the people of Hawai'i and O'ahu and provide the community with a noncommercial source of information and a means for sharing first-hand stories about O'ahu's rich community life.

Her work as the CEO of 'Olelo Community Television has provided O'ahu's diverse populations with a variety of means to distribute their messages, using cable access channels, the Internet, and other electronic media. Her work at 'Olelo has provided the public with electronic media tools to create community messages and the training to use those tools. She has developed partnerships with educational institutions, business, and community organizations, and has represented her state and community as a member of the national Board of Directors of the Alliance for Community Media. Her leadership skills also placed her in the position as Vice Chair of that Board of Directors.

Her business, organizational and fiscal management skills are outstanding, as demonstrated by the growth and success of 'Olelo, particularly during the past 10 years when she served as Chief Operating Officer and was subsequently promoted to President and Chief Executive Officer. During that time, 'Olelo expanded its reach and service offerings and made those services more readily available by opening neighborhood community media centers (CMC's). These CMC's have been in partnerships with local schools or neighborhood organizations.

At the same time that these neighborhood CMC's were being opened, she was able to develop and implement strategies to reduce operational expenses.

As the CEO of a nonprofit organization with an multi-million dollar annual budget, Keali'i has worked successfully with a varied and diverse Board of Directors. Her in-depth understanding and knowledge in all aspects of strategic planning, policy development, and tactical implementation has well served 'Olelo, its Board of Directors, and the individuals and organizations who use the services of 'Olelo.

One of the more exciting and successful programs initiated by Keali'i is her work in serving native Hawaiian youth through the 'Olelo Summer Media Enrichment Program. This program, initially located at the Wai'anae 'Olelo CMC and later expanded to other locations, blends training in media skills and video production with pride in Hawaiian heritage and culture, and life skills such as working as a team, courtesy, and respect. In the summer of 2009, a group of young people participating in this program went to Washington, DC to teach advanced video editing skills to adults at the International Conference of the Alliance for Community Media. While in Washington, these youth leaders had meetings with Senator Inouye, Representative Abernathy and other elected officials, and created a documentary that reported on their trip.

Other 'Olelo youth focused activities include the highly successful Capital Commentary (which annually brings young people to the State House) and the Youth Xchange Video Competition. Importantly, all of these activities have received support from a wide variety of elected officials. Additionally, Keali'i has been extremely effective as a fundraiser, attracting funding and partnerships with the local business, nonprofit, and educational communities.

I have had the opportunity to work with Keali'i as an advisor to her and to 'Olelo Community Television and as a fellow member of the Alliance for Community Media national Board of Directors. I give Keali'i Lopez, my highest recommendation for the position of Director of Commerce and Consumer Affairs. She is a highly skilled business and community leader, a well respected national leader in the field of community media, and a honorable and ethical person.

Thank you for your consideration.

A handwritten signature in black ink that reads "Sue Miller Buske". The signature is written in a cursive, flowing style.

Sue Miller Buske'
President
The Buske Group



WARD RESEARCH
I N C O R P O R A T E D

CPNTestimony@Capitol.hawaii.gov

January 31, 2011

Senator Rosalyn H. Baker
Chair
Senate Commerce and Consumer Protection Committee
Hawaii State Capitol, Room 230
Honolulu, Hawaii 96813

**RE: HEARING GM505
FEBRUARY 1, 2011; 9:30 a.m.
CONFIRMATION OF KEALI'I LOPEZ AS DIRECTOR, DCCA**

To The Honorable Senator Rosalyn Baker:

I have known and worked with Keali'i Lopez for 15 years, while she has worked at 'Ōlelo Community Television. During this time, and particularly while serving as the CEO, Keali'i has brought a professionalism to the organization previously unseen at 'Ōlelo. She brought a businesslike approach, set high expectations, motivated her employees, and committed herself to the goals she had set. This has led to a more stabilized fiscal environment, high employee morale, increased community involvement in the 'Ōlelo product, and the desire to stretch 'Ōlelo to the next levels.

Having accomplished so much at 'Ōlelo, Keali'i seeks another challenge. Leading the State of Hawaii, Dept of Commerce and Consumer Affairs, will leverage her very capable management skills; skills honed at 'Ōlelo, such as doing more with less, recognizing employees as an organization's most valuable resource, and inspiring new ways of approaching existing problems.

With the very serious challenges facing the State of Hawaii, we are fortunate that people like Keali'i Lopez will step forward and serve. It is for all of these reasons that I strongly urge you to support the confirmation of Keali'i Lopez as Director of the Dept. of Commerce and Consumer Affairs. Thank you for your consideration.

Respectfully,

Rebecca S. Ward
President

ASSOCIATION OF HAWAIIAN CIVIC CLUBS
TESTIMONY OF PRESIDENT SOULEE STROUD
SUPPORTING THE NOMINATION OF

KEALI`ILALANIKULANI S. LOPEZ
GOVERNOR'S MESSAGE 505

Aloha Senator Baker, vice chair Taniguchi and members of the Committee on Commerce and Consumer Protection. It is an honor to be here today to testify in support of Keali`ilalanikulani Lopez as the Director of the Department of Commerce and Consumer Affairs.

By way of introduction, the first civic club was founded in 1918 and we continue to thrive with clubs on all islands of the State of Hawaii, 11 states on the continent and the District of Columbia. We now have more than fifty component clubs participating in those activities that our founders envisioned – historic preservation, education of Native Hawaiian students, protection of traditional culture and advocacy for Hawaiian Home Lands. Despite our age, we are vigorous, active and productive.

On January 22, 2011 our board of directors met in a quarterly meeting and an agenda item included the nomination of **Keali`i Lopez** as the Director of Commerce and Consumer Affairs. We believe that Ms. Lopez' excellent administrative and management experience, balanced with a background of unparalleled community service, fits well with the demands of this department.

In recent years, many Hawaiian civic clubs have availed themselves of `Olelo Community Television, in broadcasting as well as being trained in the technical skills needed to use `Olelo's equipment in the studio as well as the field. Further, we are aware that young people, especially in rural communities, are learning valuable techniques that could prepare them for employment through the auspices of `Olelo satellite media centers.

The Association of Hawaiian Civic Clubs, represented by the unanimous vote of its Board of Directors, supports the confirmation of **Keali`i Lopez** as the new Director of Commerce and Consumer Affairs.

Mahalo for your consideration. We urge your support of Ms. Lopez.

Contact: Jalna Keala at jalna.keala2@hawaiiantel.net

Committee on Commerce and Consumer Protection
Tuesday, Feb. 1, 2011
9:30 am
Conference Room 229
Testimony in support of Kealii Lopez

Aloha Senators Baker and Taniguchi and members of the Committee on Commerce and Consumer Protection. My name is Lynette Cruz. I am the President of Ka Lei Maile Alii Hawaiian Civic Club. I write on behalf of our club members, who are fully in support of Kealii Lopez as Director of the Department of Commerce and Consumer Affairs.

We believe Ms. Lopez has the administrative expertise required to take on the challenges of this important government agency. We have always known her to be a fair, honest, and caring person, and believe that she would bring to the job a broad vision and understanding about how government and community connect, something that her predecessors may not have considered important. Times are changing. There should be, along with government accountability, a developing of trust between the people and those agencies that make policy that impact on us all. We give credit to Gov. Abercrombie for allowing us, the people, an opportunity to see what this "New Day" might look like by his appointments in these different positions. We particularly applaud his willingness to appoint someone with Ms. Lopez' administrative and 'people' skills. We hope you will consider her favorably for this position.

Please feel free to contact me if you have questions or concerns. Thank you on behalf of our members.

Lynette Cruz, President
Ka Lei Maile Alii Hawaiian Civic Club
45-057 Waikalua Loko Lp.
Kaneohe HI 96744
Phone (808) 284-3460
Email: palolo@hawaii.rr.com, lcruz@hpu.edu

CITIZENS FOR FAIR VALUATION

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Honolulu, HI 96813

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CULLY JUDD, DIRECTOR
OSWALD STENDER, DIRECTOR
MICHAEL STEINER, EXEC. DIRECTOR

January 27, 2011

Senator Rosalyn Baker, Chair
Senator David Ige, Vice-Chair
Senate Committee on Commerce & Consumer Protection
State Capitol
Honolulu, Hawaii 96813

Re: **Governor's Message 505 - Testimony in Support of Kealiilalanikulani Lopez**
Hearing Date: Tuesday, February 1st, 2011 at 9:30 a.m. in Room 229

Dear Senators Baker, Ige, Galuteria, Green, Nishihara, Solomon and Slom:

My name is Michael Steiner. I am the Executive Director of Citizens for Fair Valuation ("CFV"), a non-profit coalition of businesses with long-term ground leases in the Mapunapuna, Kalihi Kai and Sand Island areas. I am writing in strong support of Kealiilalanikulani (Keali'i) Lopez's nomination as Director of the Department of Commerce and Consumer Affairs.

For the past several years, I have come to know and work with Keali'i Lopez through her position as President and Chief Executive Officer of 'Olelo Community Television. Ms. Lopez has always exhibited a strong willingness to listen and understand issues before making judgment. She is smart and decisive, yet takes great interest in and has respect for those with whom she interacts. Ms. Lopez is an excellent communicator and extremely capable of leading a diverse department such as the DCCA.

Ms. Lopez will undoubtedly bring an abundance of energy, enthusiasm and direction to those working within the Department of Commerce and Consumer Affairs. I believe she will bring her knowledge, skills and experience to the forefront and provide leadership and direction, guidance and understanding, compassion and advocacy to the public and all those who interact with the Department and its many subsidiary committees.

The people and the State of Hawai'i will be well served with Kealiilalanikulani Lopez as the Director of the Department of Commerce and Consumer Affairs.

Thank you.

Michael Steiner

Michael Steiner
Executive Director
Citizens for Fair Valuation
Telephone: (808) 221-5955
Email: MSteiner@SteinerAssoc.com
Web Site: www.FairValuation.org

Karen H. Iwamoto
3443 Hardesty Street
Honolulu, Hawaii 96816
February 1, 2011
9:30 a.m.
Conference Room 229

RE: GM 505 Confirmation of Kealii Lopez as Director of the Department of
Commerce and Consumer Affairs

Dear Chair Baker, Vice Chair Taniguchi and Members of the Committee on
Commerce and Consumer Affairs:

I am testifying as an individual supporting the nomination of Ms. Kealii Lopez to
the position of Director of the Department of Commerce and Consumer Affairs.
I have had the fortunate experience of meeting Ms. Lopez as the Executive Officer
of Olelo in my capacity as President of the Palolo Community Council. This
encounter was in conjunction with the establishment of the Palolo Media Center
located at Jarrett Middle School,

Ms. Lopez and her staff, specifically Evern Williams. reached out to community
stakeholders to enlist support for the media center. This endeavor has become an
asset to the Palolo-Kaimuki Community. It is exactly this attribute of reaching out
to collaborate with the wider community that forms my humble opinion that Ms.
Lopez will do an excellent job as Director DCCA. I have also witnessed Ms.
Lopez with intermediate and high school students as they conduct their filming of
various events. I observed that she is a great mentor to the students.

The main purpose of the large and multi-faceted DCCA is to protect consumers. I
know that Ms. Lopez will bring all of her skills, passion and experiences to the
job.

I humbly request your favorable decision to confirm Ms. Kealii Lopez as Director
of DCCA.

Thank you for the opportunity to share my views with you.

Karen Iwamoto

January 28, 2011

Senator Rosalyn Baker, Chair

Senate Commerce & Consumer Protection Committee

Re: Confirmation of KEALIILALANIKULANI S. LOPEZ (GM 505), February 1, 2011, 9:30 a.m.

Aloha Madam Chair & Members of the Senate Commerce & Consumer Protection Committee:

I am writing to you in strong support of the confirmation of Ms. KEALIILALANIKULANI S. LOPEZ as Director of the Department of Commerce and Consumer Affairs. I have known Ms. Lopez for over 5 years through my service as an Olelo Community Media board member and as partner in the nonprofit community in projects with the Hawaii Alliance of Nonprofit Organizations (HANO) and Hawaiian Humane Society. I have found Ms. Lopez to possess strong and adept leadership skills, the highest level of integrity and an ability draw out the voices of diverse audiences with disparate agendas to find common solutions in best interests of the community.

In leading the Department of Commerce and Consumer Affairs, Ms. Lopez will be tasked with serving the interests of consumers, businesses and public organizations. In these challenging times of increased demands and minimized resources, we particularly need the leadership of an empathetic and pragmatic manager who appreciates the challenges and opportunities ahead. In Ms. Lopez, the administration has found that leader for the Department of Commerce and Consumer Affairs. As a taxpayer, consumer, businesswoman and passionate community advocate, I have complete faith in Ms. Lopez to fill the duties of this office in an exceptional manner.

If I can answer any questions for you, please do not hesitate to contact me at socialcurrency@hawaiiantel.net. Thank you for this opportunity to provide this letter of support.

Sincerely,

Robin R. Johnson

Principal, Social Currency

Testimony in Support of the confirmation

to the Director of the Department of Commerce and Consumer Affairs,
Gubernatorial Nominee, KEALIILALANIKULANI S. LOPEZ, for a term to expire December 1,
2014.

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

January 30, 2011

Senator Rosalyn H. Baker, Chair

Senator Brian T. Taniguchi, Vice Chair

Date: Tuesday, February 1, 2011

Time: 9:30 AM

Place: Conference Room 229

Dear Chair Baker and Vice Chair Taniguchi,

My name is Gene Zarro and I am in strong support of the confirmation of
KEALIILALANIKULANI S. LOPEZ as director of the Department of Commerce and
Consumer Affairs.

I am the Chairman of the Akaku Board of Directors and have been witness to the capabilities of
Ms. Lopez.

Ms. Lopez is a consumer advocate and the executive of a large and complex organization.

Ms. Lopez has experience in many area of the economy most recently CEO of Olelo.

The future of Hawaii's Business climate like anywhere in the US will be centered on the E
economy and the Internet. In this regard it is vital for Hawaii to have an executive like Ms.
Lopez as the director of the DCCA a person who understands the rights and privileges of this
business arena.

Ms. Lopez is an innovator and a manger with strong interpersonal skills. Her staff at Olelo
admire and respect her and I believe Ms. Lopez will bring these attributes to her work at the
DCCA.

Sincerely

Gene Zarro
808 385 1197
Chair, Akaku

RONALD BOYER

78/942 Moo 7 Soi 4 • Chiangmai-Hangdong Road

T. NongKwai A Hangdong Thailand 50230

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ron@gozoe.org

TO THE SENATE COMMITTEE
ON COMMERCE AND CONSUMER PROTECTION

TWENTY-SIXTH LEGISLATURE
Regular Session of 2011

Tuesday, February 1, 2011
9:30 a.m.

**TESTIMONY ON GOVERNOR'S MESSAGE NO. 505 – SUBMITTING FOR
CONSIDERATION AND CONFIRMATION TO THE DIRECTOR OF THE DEPARTMENT OF
COMMERCE AND CONSUMER AFFAIRS, GUBERNATORIAL NOMINEE,
KEALIILALANIKULANI S. LOPEZ, FOR A TERM TO EXPIRE DECEMBER 1, 2014.**

TO THE HONORABLE ROSALYN H. BAKER, CHAIR, AND MEMBERS OF THE
COMMITTEE:

My name is Ron Boyer and I am the former Director of the Department of Commerce and Consumer Affairs ("Department"). I strongly support Keali'i S. López's nomination for Director of the Department. I am confident that she will be an excellent public servant.

I have been acquainted with Keali'i for a number of years but really came to know her on a personal basis in 2007 when I was appointed Deputy Director of the Department. The DCCA is tasked with, among other responsibilities, carrying out the duties of the Hawaii Cable Communications Systems Law (HRS 440G). A very important aspect of this statute regards the several non-profit entities which provide Public, Education and Governmental (PEG) access services to the people of Hawaii. On Oahu, the PEG access provider is 'Ōlelo Community Media where Keali'i served as President and CEO.

It would not be an exaggeration to say that the perspectives of the Department and that of the PEGs have differed considerably at times, especially during challenging fiscal periods. To her credit, even when we disagreed, Keali'i was always respectful and gracious and I've come to consider her a friend.

The success of any organization to fulfill and even expand its mission during tough times is directly related to having leaders with the ability to look beyond the current obstacles and to find alternative ways to reach their goals. A successful leader must have a keen understanding of human nature and be able to see a situation or problem from others' perspectives. Keali'i López is such a leader.

Under her leadership, 'Ōlelo not only fulfilled its core mission of providing a means for Hawaii's people to express their voices and advance community engagement in the important issues of our day, but 'Ōlelo expanded its outreach. Keali'i made it a personal priority to reach out to Hawaii's young people to get them involved and excited about how they can make a difference in the public forum of ideas and issues. I am particularly impressed that 'Ōlelo established a number of Community Media Centers (CMC) in areas that are traditionally underserved and which are home to a higher proportion of economically disadvantaged youth. Under Keali'i's leadership, 'Ōlelo opened CMCs in the Kahuku/North Shore area at Kahuku High & Intermediate School; the Palolo/Kaimuki area at Jarrett Middle School; in Wahiawā at Leilehua High School; in Waipahu at Waipahu Intermediate School; and in the Windward area at King Intermediate School. Her investment and determination to allocate resources to these areas and these children evinces a vision to raise up a generation of young men and women to lead Hawaii into the future.

Testimony of Ron Boyer
GM505
February 1, 2011
Page 3

Keali'i's impact at 'Ölelo Community Media will be felt in Hawaii for years to come. She must be credited for building on the foundation of her predecessors to transform 'Ölelo into what is today a vibrant institution whose mission to serve the public is indeed a model known and emulated across the nation.

From my vantage point, Keali'i is conscientious, humble, and hard-working. She is intelligent, creative, and a good leader. Over the years, I have observed not only an excellent work ethic, but an intelligent and analytical approach to complex and dynamic issues. She is goal-focused and works well as a team member. Her abilities are complemented by an engaging and animated personality. Keali'i is even-tempered and consistent; an individual of good character and integrity. I know her to be a most trustworthy individual: with Keali'i her word is her bond.

I've always been impressed with Keali'i's intelligence, her character, and the passion she brings to her work. Keali'i has proven herself as an individual possessing the most important qualities of leadership: she listens before she speaks; she is always willing to learn; and she treats everybody with dignity, compassion and fairness.

With Keali'i Lopez at the helm, the Department of Commerce and Consumer Affairs -- and its employees for whom I have great aloha -- will be in very capable hands.

I strongly support her nomination, and encourage you to recommend her name to the full Senate for confirmation.

TESTIMONY FOR GOVERNOR'S MESSAGE 505
Confirmation Hearing for Keali'i S. Lopez
Nominee – Director of Commerce and Consumer Affairs

The Honorable Rosalyn Baker, Chair
The Honorable Brian T. Taniguchi, Vice Chair
and Members of the Committee on Commerce and Consumer Protection:

My name is Celia Suzuki and this testimony is submitted in strong support of Keali'i S. Lopez's nomination as the Director of the Department of Commerce and Consumer Affairs (Department).

In my capacity as the Acting Professional, Vocational, and Licensing division head, I have had the privilege of working directly with Ms. Lopez at the Department since December 2010.

In the short time that I have known her, Ms. Lopez has demonstrated that she is honest and forthright. These are important character attributes that will serve her well as Director. From what I have experienced thus far, she has demonstrated true commitment to an open door policy. She is readily available to meet on short notice and is always accessible by telephone and email. It is without a doubt that Ms. Lopez will continue to do her job with fairness and impartiality. Her diligence, even-temperedness, and thoughtfulness are essential elements of being a successful and effective Director. Ms. Lopez is also an excellent listener and a good problem solver. Working with her has been a true delight as we have already made meaningful accomplishments in the last month.

Thank you for allowing me the opportunity to submit testimony in support of Ms. Lopez.

Celia Suzuki
775 Kinalau Place
Honolulu, HI 96813



PO Box 81515 Haiku, HI 96708
808-269-1031
df@mauiventure.net
<http://mauiventure.net>

To: Senate Committee on Commerce and Consumer Protection
From: David B. Fisher
Re: Confirmation Hearing for Keali'i Lopez
Tuesday, February 1, 2011, 9:30 a.m. – Room 229

Dear Chairman Baker, Vice Chair Taniguchi and Committee Members.

I am writing to support the confirmation of Keali'i Lopez for the Director of the Department of Commerce and Consumer Affairs.

My point of view is that of someone 30 years of business and economic development experience including twenty-one years in Hawaii, 19 years of which I had the honor to spend operating the government-funded Small Business Development Center on Maui. I have also served on the Governor's Advisory Board for Community Based Economic Development, and am currently on the boards of the Hawaii Venture Capital Association and of Akaku Community Television.

Ms. Lopez is thought of very highly by her colleagues in the public access television world. She is seen as someone who is able to bridge both business and community perspectives with intelligence, fairness, and aloha. This ability to bridge both perspectives would seem to be critical for the role of Director of the Department of Commerce AND Consumer Protection.

Her background with Olelo is going to be of great value to the mission of helping Hawaii catch up to the rest of the world in broadband capabilities. While part of what is important about broadband is deploying physical infrastructure, more critical, from an economic development point of view, is an understanding of the importance of helping citizens become producers as well as consumers.

This appreciation of public access or democratization also has application in many areas including securities regulation which I believe is in need of reform with the goal making it easier for Hawaii investors to invest in Hawaii companies. Right now because of national and state laws, it is very difficult to invest locally or for local businesses to raise money locally. Instead, as with energy and food, we are sending most of our earnings and savings out of state, in the case of investments, to Wall Street.

Smart regulatory reform is going to be key to our economic recovery building on what is unique to Hawaii. I believe Keali'i Lopez has the right blend of skills to be the Director of DCCA and so deserves confirmation.

Mahalo

David B. Fisher, Principal
Maui Venture Consulting LLC

Dear Senator Baker and Members of the Senate Commerce and Consumer Protection Committee,

I understand that the confirmation hearing for Kealii Lopez is planned for tomorrow and I wanted to submit a brief note of support for her. In the past I have followed the practice of the BBB and remained neutral in these types of proceedings. However I decided to depart from that practice in this case because I believe she will serve our businesses and consumers well.

I look forward to working with Kealii Lopez should she be confirmed to serve as Director of the Department of Commerce and Consumer Affairs (DCCA). She brings a distinct combination of technical capabilities, sense of community and a strong executive background all of which will help as she works to grasp the issues confronting this large state department and help her to better understand the DCCA's diverse functions.

I first met Keali'i when we both were on the KS staff, some 12 years ago. I was impressed by her then and am not surprised to find her as the Governor's nominee to serve as Director, DCCA. She possesses all the characteristics that make her the right choice.

- At KS and Olelo she earned the trust of her staff, stakeholders, and community at large.
- She's incredibly competent in technical and people skills.
- As a leader she has wonderful communication skills.

A quick study, she will quickly grasp the elements of the Directorship and provide solid leadership. She is an excellent successor to the last two serving Directors, and will be focused on the DCCA's goals of promoting a strong and healthy business environment while protecting the community from unfair and deceptive business practices.

I respectfully recommend that you confirm Kealii Lopez.

Dwight Kealoha/CEO
Hawaii's BBB



PLYWOOD HAWAII

1062 Kikowaena Place
Phone (808) 834-1144

Honolulu, Hawaii 96819
Fax (808) 834-1232

January 31, 2011

Senator Rosalyn Baker, Chair
Senator David Ige, Vice-Chair
Senate Committee on Commerce & Consumer Protection State Capitol Honolulu, Hawaii 96813

Re: Governor's Message 505 - Testimony in Support of Kealiilalanikulani Lopez
Hearing Date: Tuesday, February 1st, 2011 at 9:30 a.m. in Room 229

Dear Senators Baker, Ige, and Committee Members:

I have known Kealii Lopez for approximately three years through board participation and also as a businesswoman in the Mapunapuna area.

Kealii is a remarkable woman and possesses the necessary business training, background and the good judgment to handle the position of DCCA Director. One of Kealii's special talents is the ability to carefully analyze a problem and to bring to the table both clarification and solutions.

In all of my dealings with her, Kealii has been well organized and possesses those talents which would serve her well in the public sector.

I strongly recommend Kealii for the position of Director of the Department of Commerce and Consumer Affairs. She is uniquely qualified and will add creativity and good judgment in her management of the Department.

Sincerely yours,

Connie Smales, President

HAWAII FINANCIAL SERVICES ASSOCIATION

c/o Marvin S.C. Dang, Attorney-at-Law

P.O. Box 4109

Honolulu, Hawaii 96812-4109

Telephone No.: (808) 521-8521

Fax No.: (808) 521-8522

February 1, 2011

Sen. Rosalyn H. Baker, Chair,
and members of the Senate Committee on Commerce and Consumer Protection
Hawaii State Capitol
Honolulu, Hawaii 96813

Re: **Governor's Message 505**
Confirmation of KEALILALANIKULANI S. LOPEZ
as Director of the Hawaii Department of Commerce & Consumer Affairs
Hearing Date/Time: Tuesday, February 1, 9:30 A.M.

I am the attorney for the **Hawaii Financial Services Association** ("HFSA"). The HFSA is the trade association for Hawaii's financial services loan companies.

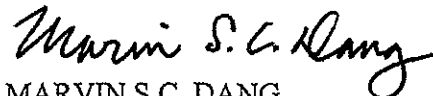
The HFSA **supports** the confirmation of KEALI'I S. LOPEZ as Director of the Hawaii Department of Commerce & Consumer Affairs ("DCCA").

As DCCA Director, she will oversee the activities of the DCCA, which has about 400 employees, and which regulates numerous industries, enforces Hawaii's consumer protection laws, licenses various professions and vocations, and registers businesses. Over the years, the HFSA has worked with many DCCA Directors so we are familiar with what the position of Director entails.

Ms. Lopez is currently the Interim Director of the DCCA. I have talked at length with Ms. Lopez about the position and her vision for the DCCA. I am familiar with her background as the former President and Chief Executive Officer of 'Olelo Media, a non-profit organization. I am impressed with her leadership and administrative abilities. I am also convinced that her willingness to listen, her open-mindedness, her collaborative style, and her enthusiasm make her well-suited for the position of Director.

For the above reasons, we urge your favorable consideration of the nomination.

Thank you for considering our testimony.



MARVIN S.C. DANG

Attorney for Hawaii Financial Services Association

(MSCD/hfsa)

GOODSILL ANDERSON QUINN & STIFEL

A LIMITED LIABILITY LAW PARTNERSHIP LLP

VINCENT A. PIEKARSKI

ALII PLACE, SUITE 1800 • 1099 ALAKEA STREET
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TELEPHONE (808) 547-5600 • FAX (808) 547-5880
info@goodsill.com • www.goodsill.com

January 31, 2011

VIA Email: CPNTestimony@Capitol.hawaii.gov

The Honorable Rosalyn Baker, Chair
Senate Committee on Commerce and Consumer Protection
Hawaii State Capitol
Honolulu, HI 96813

Re: GM 505 Submitting for consideration and confirmation to the Director of the Department of Commerce and Consumer Affairs, Gubernatorial Nominee, KEALIILALANIKULANI S. LÓPEZ, for a term to expire December 1, 2014

Hearing Date: Tuesday, February 1, 2011 @ 9:30 a.m., Room 229


Dear Chair Baker and Members of the Committee on Commerce and Consumer Protection:

The undersigned are writing in their personal capacities to support the appointment of Kealiilalanikulani S. López as Director of the Department of Commerce and Consumer Affairs ("DCCA").

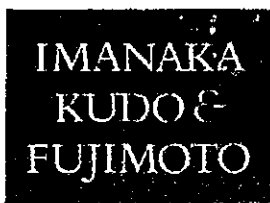
Based on our experience, Ms. López has the leadership skills, grasp of business realities and the sensitivity to the broader community to further DCCA's goals of promoting a strong and healthy business environment while protecting the community from unfair and deceptive trade practices. We served as legal counsel to 'Ōlelo Community Television from 2008 to 2010 in connection with the renegotiation of the ground rent for 'Ōlelo's headquarters building in Mapunapuna. During that period, we worked closely with Ms. López in her then capacity as 'Ōlelo's President and CEO. The negotiations were prolonged and intense, and we observed Ms. López deal successfully with the ground lessor, the mediator, 'Ōlelo's board of directors and various neighboring lessees interested in the outcome. Her grasp of the details of the negotiations was superb, and she repeatedly demonstrated an ability to communicate clearly with all parties in a manner that was both firm in pursuing 'Ōlelo's objectives and yet sensitive to the goals of the other participants. Throughout it all, she maintained an unflinching sense of good humor that motivated the 'Ōlelo team to bring the matter to conclusion. Ms. López will definitely bring to the DCCA the experience and perspective that we personally believe will support its objectives for Hawaii.

For the reasons stated above, the undersigned urge you to support the appointment of Ms López as Director of the DCCA. Thank you for the opportunity to submit testimony

Respectively submitted,


Bruce L. Lamon


Vincent A. Piekarski



A Limited Liability Law Company

To the Senate Committee on
Commerce and Consumer Protection

Mitchell A. Imanaka
Benjamin A. Kudo
Wesley M. Fujimoto
Jon M.H. Pang
Richard T. Asato, Jr.
Naomi U. Kuwaye

Tuesday, February 1, 2011
9:30 am

Testimony on GM505
Re: Letter of Support for the Nomination of
Keali'i S. Lopez

Nikki T. Senter
Ryan E. Sanada
Nina L. Takamori
Owen T. Iida
Yuko Funaki

To the Honorable Rosalyn H. Baker, Chair
and Members of the Committee:

Via E-mail to CPNTestimony@Capitol.hawaii.gov

Of Counsel

R. Brian Tsujimura
Perfecto R. Yasay, Jr. *

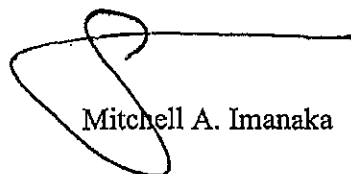
* admitted to practice only in
New York and Philippines,
Former Chairman
Securities and Exchange
Commission, Republic of the
Philippines

Hon. Mario R. Ramil
Former Associate Justice
Hawaii Supreme Court

I am very pleased to submit this letter in **strong support** of the nomination of Keali'i S. Lopez to the position of Director of the Department of Commerce and Consumer Affairs. Although I have only recently met her, I was immediately and indelibly impressed by Keali'i's commitment, dedication and willingness to serve the people of Hawaii. Her extensive experience in community-based operations, strategic initiatives and her strong skills as a leader of people bode well for the future of the Department and for all of us.

I have every confidence that if confirmed, she will lead the Department well and open new doors of possibilities for our State.

With Aloha,



Mitchell A. Imanaka

MAI/ssk

cc: Keali'i S. Lopez

578760.1

TOPA Financial Center
Fort Street Tower
745 Fort Street Mall, 17th Floor
Honolulu, Hawaii 96813
Phone: (808) 521-9500
Facsimile: (808) 541-9050
info@imanakakudo.com

R. Brian Tsujimura
745 Fort Street, 17th Floor
Honolulu, Hawaii 96813
rtsujimura@imanakakudo.com

January 28, 2011

The Honorable Rosalyn H. Baker, Chair
The Honorable Brian T. Taniguchi, Vice Chair
Senate Committee on Commerce and Consumer Protection
State Capitol, Room 229
Honolulu, Hawaii 96813

Re: Testimony in Support of GM 505: Consideration and Confirmation to the Director of the Department of Commerce and Consumer Affairs, Gubernatorial Nominee, KEALILALANIKULANI S. LOPEZ, for a term to expire December 1, 2014

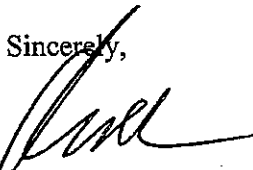
Chair Baker, Vice Chair Taniguchi, and members of the Senate Committee on Commerce and Consumer Protection:

I am writing in SUPPORT of the nomination of Kealii Lopez as Director of the Department of Commerce and Consumer Affairs (DCCA). I have known Kealii for many years as she served as the chief executive officer of Olelo, and I was on the board of PBS Hawaii. During those years I have come to know her and her abilities. I have seen the effort and leadership she has exerted at Olelo and know that she will bring this same management style to the DCCA. There may be some who have concerns over her lack of a law degree. Most nominees, if not all, have been attorneys. As a former deputy attorney general who serviced the department I can understand and acknowledge the concern. However, leadership is not imparted by the earning of a law degree. A good leader is one who listens and acts objectively. Kealii is just such a leader.

As this Committee knows I have many issues before the department on many matters. In my opinion all I ever seek is a person who will listen, and act fairly. I believe that Kealii will do just that.

I heartily and without equivocation support her nomination and ask that you and your committee approve her nomination.

Sincerely,


R. Brian Tsujimura

RBT:ay

Senator Rosalyn H. Baker, Chair
Senator Brian T. Taniguchi, Vice Chair
Committee on Commerce and Consumer Protection

Senate of the State of Hawai'i

Lance D. Collins, Ph.D
Law Office of Lance D Collins

Tuesday, February 1, 2011
Support of Keali'i Lopez, Governor's Message No. 505

My name is Lance D. Collins. I am an attorney in private practice on the island of Maui. I submit testimony in support of Keali'i Lopez for Director of the Department of Commerce and Consumer Affairs.

I had the opportunity of working with Ms. Lopez over the course of a number of years and am familiar with her work as President of the 'Olelo: Corporation for Community Television. She has a demonstrated record as a competent manager and a demonstrated record of furthering the public interest in her role as president of the state's largest PEG access provider. She has the ability to work well with and mediate among disparate groups with discrete and often conflicting interests.

I hope this committee recommends confirmation to the full Senate.

Thank you for allowing me this opportunity to provide testimony on this measure.

//

EDWARD R. BENDET
JAY M. FIDELL
YURIKO J. SUGIMURA
THOMAS R. SYLVESTER*
KEITH S. AGENA
LORI LEI Y. HIJII
DOMINQUE M. TANSLEY
JENNIFER L. STRINGFELLOW

BENDET FIDELL

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*Also licensed in California

January 31, 2011

Via Email - CPNTestimony@Capitol.hawaii.gov

Senator Rosalyn Baker, Chair
Senate Commerce and Consumer Protection (CPN) Committee
Hawaii State Capitol
Honolulu, Hawaii 96813

Re: Appointment of Keali'i Lopez to DCCA;
Governor's Message No. (GM #505)
Hearing date 2/1/11 at 9:30 a.m.

Dear Senator Baker and Members of the Committees:

I support of the confirmation of Keali'i Lopez's as Director of the Department of Commerce and Consumer Affairs.

I have known Keali'i in community nonprofit work and as CEO of Olelo Community Television over the past several years. I've sat with her on boards and worked with her on legislative issues. I can attest to her thoughtful contributions on public access and community television issues.

I have been a regular content contributor to Olelo over the past few years, and I am familiar with the way Keali'i has managed Olelo and dealt with its challenges. I have found her to be an excellent, kind and responsible leader, and with those skills I believe she is an excellent choice for Director of DCCA.

Keali'i has it just right - she understands the relationship of the community with government, and the need for government to respond to the community. Under Keali'i, I am certain DCCA will be responsive to the public and to business. Under her, I believe DCCA will provide the "enabling environment" we need so badly in Hawaii.

Senator Rosalyn Baker, Chair
Senate Commerce and Consumer Protection (CPN) Committee
January 31, 2011
Page 2

There has been a notable disconnect between the public and government in Hawaii. Keali'i is the perfect choice to remedy that disconnect. She will bring things together in the way we might hope. She will shape this agency into an agency everyone feels comfortable to deal with, both locally and from other jurisdictions.

I commend the Administration for this appointment and urge your committee to promptly confirm Keali'i Lopez as director of the Department of Commerce and Consumer Affairs.

Thank you for your consideration of my views.

Respectfully,

A handwritten signature in cursive script that reads "Jay M. Fidell".

Jay M. Fidell
JMF:dt

I have had the pleasure and privilege of working with Keali'i Lopez during were administration of Olelo Community Television.

Her abundant ability was matched by her passion for succeeding at her mission.

Keali'i's personal warmth was an immediate and constant inspiration to everyone who worked with her.

I have no doubt that she will bring that same ability, drive and motivation to her co-workers at the State.

Keali'i Lopez's appointment will be a wise investment in Hawai'i's future.

Aloha,

Bob Wright



BOB WRIGHT
THE WRIGHT INSURANCE AGENCY

PROPERTY | LIFE | LIABILITY | DISABILITY

4970 Kilauea Avenue, Suite 603 ■ Honolulu, Hawaii 96816-5728
phone (808) 732-5238 ■ fax (808) 738-5238 ■ email: bobwright@hawaii.rr.com

Dr. Myron Berney

Natural Cancer Wellness Foundation

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Rosalyn H. Baker, Chair

Senator Brian T. Taniguchi, Vice Chair

DATE: Tuesday, February 1, 2011

TIME: 9:30 a.m.

PLACE: Conference Room 229, State Capitol

GM 505

Submitting for consideration and confirmation to the Director of the Department of Commerce and Consumer Affairs, Gubernatorial Nominee, KEALIILALANIKULANI S. LOPEZ, for a term to expire December 1, 2014.

We totally oppose any nomination as Director of DCCA unless they

1. VOW to follow SR 53,
2. remove Rodney Tam DAG and
3. remove Candice Ito from the State Payroll.

The blatant Criminal Activity in DCCA prevalent for over 30 years must stop today!

You should not use DCCA to violate the Right to Life and Choice in Health Care.

Article IX only allows you to promote public health. Nowhere are you given a power to restrict health care delivery in the Constitution of the State of Hawaii or the US Constitution.

Do not Confirm without a VOW to follow SR 53 of 2010

Dr. Myron Berney, ND LAc

January 31, 2011

Senator Rosalyn Baker, Chair
Commerce and Consumer Protection (CPN) Committee
State Senate
State Capitol

Dear Chair Baker and Committee Members:

RE: Recommendation for Ms. Keali'i Lopez for DCCA Director

It is with great pleasure that I write this letter of support for Ms. Keali'i Lopez, who is before you as an appointee to the position of Director of the Department of Commerce and Consumer Affairs. She has a myriad of operational skills and a business sense based on her extensive work experience that would make her an excellent Director of a department with oversight of numerous and complex industries.

I came to know Keali'i when I served on the board of 'Olelo Community Television from 2005 – 2007, and in particular when I served as Chair of the Board for a year during that tenure. What I saw impressed me immensely. As President of 'Olelo, she had to work with diverse communities with unique needs across Oahu. She had to understand and deal with legal issues connected with community television both on the local and national levels. And she had to strategically plan for and make the necessary changes to policies as well as technological applications to keep 'Olelo abreast with fast-paced changes.

What I saw was a visionary leader, assertive in a tactful way, thoughtful in her actions, with the ability to work with a cross-section of the community with equal success. She will bring this desired temperament to this new position at DCCA, making her an effective leader who can listen to often conflicting viewpoints from both business and consumer groups, recognize the legal ramifications associated with these perspectives, and assess the salient issues. Because she is extremely bright, she can cut to the chase and can make solid decisions based on facts to promote her goal of a fair and equitable business and consumer climate. She is also a very articulate speaker with the ability to express complex strategies and policies in ways that are comprehensible to all parties concerned, including staff who will implement them, a critical part of the equation.

A strategic thinker and problem-solver, Keal'i was well-respected as a national leader in the field of community television. She was always three steps ahead of everyone else in anticipating what was needed, could articulate what the forces of change would mean to the industry in real terms, and knew how to go about restructuring organizations to stay abreast. Here in Hawai'i, her past experience with both State and County legislative and administrative entities will enable her to communicate and promote necessary changes as DCCA continues to restructure itself to streamline its interface with business and consumers, all within a context of a fast-paced technological environment. Her appreciation of the challenges faced by business and industry in this economic climate as well as her aloha for communities of unique users will give her the balance necessary to perform her duties as director of DCCA.

Finally, I would like to affirm that all of her 'Olelo Board members, coming from different businesses and community organizations, worked well with Keali'i and have tremendous

aloha and respect for her as a dynamic leader whose leadership style is inclusive, no matter the difference of opinions. Her integrity is unquestioned. I, therefore, highly recommend Keali'i Lopez for the position of director of DCCA because I believe she is prepared for this new challenge, with solid leadership and management skills that are applicable and transferable to DCCA.

Sincerely,
Sharon S. Narimatsu
Former Provost, Leeward Community College
Former Deputy Director, DBEDT
Past President, Honolulu Japanese Chamber of Commerce

317 W. North College Street
Yellow Springs, Ohio 45387
January 29, 2011

Senator Rosalyn Baker, Chair
Senate Commerce and Consumer Protection Committee
State Capitol
415 South Beretania Street
Honolulu, Hawaii

**RE: Consideration of the appointment of Keali'I Lopez to the position of
Director of the Department of Commerce and Community Affairs**

TO THE HONORABLE ROSALYN H. BAKER, CHAIR
AND MEMBERS OF THE COMMITTEE

I would like to offer testimony regarding the nomination of Keali'i S. Lopez for the position of Director of the Department of Commerce and Consumer Affairs.

I have had the privilege of associating with Ms. Lopez for more than twenty years in her professional field, serving as a consultant for the 'ōlelo Community Media organization that she headed, spending time in residence at 'ōlelo, and collaborating through the national Alliance for Community Media. During that time she has established herself as the consummate professional in her field, a non-profit leader of extraordinary talent, range and depth, and an exemplar in her vision of community and the community-building role of the organization she was leading.

In my role as consultant to 'ōlelo, I've had the opportunity to review and assess administrative and financial practices and processes of the organization. Keali'i's record of financial management, expertise and responsibility has been outstanding throughout the years I've been associated with 'ōlelo. In her role as Chief Operating Officer, she led all financial planning and forecasting, was accomplished in providing her Board with clear choices for both short- and long-term operating and capital budgeting, and her work in this arena was always thorough, rigorous and accurate. In her role as President and Chief Executive Officer, Keali'i continued to build upon 'ōlelo's record of fiduciary responsibility and public trust, managing the extensive fixed assets, facilities, investments, operating and capital resources of the organization, as well as directing Board processes of long range capital planning. Her ability to explain the implications of policy and budget decisions to Board members with clarity and focus was unsurpassed. Her problem-solving ability, her peripheral vision, and her strong business sense have contributed a great deal to 'ōlelo's strength and reputation in this field.

Keali'i has substantial experience in the legal and policy arenas. For many years she has been extremely effective in navigating the shifting landscape of legal and policy parameters in the field of telecommunications. She has worked with state and federal regulation, with the Honolulu City Council, the State Legislature and national regulatory bodies, and with local and national policy making. She also has extensive experience working with legal counsel negotiating and monitoring contracts related to property, asset management, investments, personnel, vendors and service providers and the sorts of litigation that are necessary for a not-for-profit organization. Her extensive experience in this area, in

combination with her attention to detail and thoroughness of preparation have contributed significantly to 'Ōlelo's success.

The area in which Keali'i has most distinguished herself has been the manner in which she has directed the resources and energy of 'Ōlelo toward community-building and support for the culture and communities of Hawaii. The development of local Community Media Centers across O'ahu has been a unique and distinctive feature of the 'Ōlelo strategy. Keali'i's leadership in this endeavor has provided a model for the use of community media for local development that has been praised and emulated throughout the United States. Keali'i has worked tirelessly and effectively in engaging local communities and organizations, building linkages and collaborations among non-profits, schools and communities, and addressing the complex issues of the citizens of O'ahu. Throughout the most challenging circumstances she has been steadfast in her commitment to serving as a catalyst for change and betterment in the community. She has always seen her role as one of public service, and has acted with the highest level of integrity in serving the people and communities of Hawaii.

Within the 'Ōlelo organization, Keali'i has created an environment of mutual respect and trust. Several years ago, as part of an organizational development effort, I conducted confidential in-depth interviews with all of 'Ōlelo's senior staff and managers. The profile that emerged from those interviews was one of principled and collaborative leadership, a clear sense of the mission and values of the organization, and the impeccable character and integrity of Keali'i. That respect extends to her relationships with community organizations, schools, and non-profits in the O'ahu community as well. For as long as I have known her, Keali'i has consistently demonstrated a unique capacity to stay focused on the public interest, to maintain a clear sense of the horizon line and to sustain reason and civility while dealing with whatever complexities are presented. A measure of her ability to set and keep priorities was the consensus that emerged in my interviews with her senior staff.

Keali'i Lopez is a gifted leader with extraordinary organizational skills, a commitment to community development and public service, and the highest qualities of character and vision. I urge you to give careful consideration to the nomination of Ms. Lopez for the position of Director of the Department of Commerce and Consumer Affairs.

Respectfully,

Robert H. Devine
Retired President and College Professor, Antioch College
Former Executive Director of Milwaukee Access Telecommunications Authority,
and Manhattan Neighborhood Network
317 W. North College Street
Yellow Springs, Ohio 45387

February 28, 2011

To: Senator Roslyn Baker, Chair
Senator Brian Taniguchi, Vice Chair
Committee on Commerce and Consumer Protection

Re: In Support of the Confirmation of Keali'i Lopez for Director of the Department of
Commerce and Consumer Affairs

Chair Baker, Vice Chair Taniguchi and Members of the Committee:

Thank you for the opportunity to offer my wholehearted support for the nomination of Keali'i Lopez for DCCA director. I offer my testimony as an individual and do not speak on behalf of 'Ōlelo Community Media.

I have known Keali'i for fifteen years and had the honor of working with her for most of those years at 'Ōlelo. It is through her inspired leadership that 'Ōlelo has flourished even though a variety of financial, legislative and regulatory challenges threatened Community Access. She saw us through all of these challenges with an open heart and a steady hand, always inspiring staff to work together effectively for the betterment of our community.

Over the years, she has proven time and again that her sense of integrity and fairness is an essential part of her character and completely immutable. Add to that a superhuman work ethic, keen intelligence and a compassion for others that is extraordinary and you will find in her a number of qualities that would be ideal for the position of Director of the DCCA.

'Ōlelo is a non-profit organization championing free speech, so I always think of individuals as citizens first and consumers second. For me personally, as a citizen and a consumer, I can rest easy knowing that an outstanding citizen like Keali'i is heading the organization charged with regulating consumer affairs.

Make no mistake, I am saddened beyond words to see her leave 'Ōlelo, but I think the DCCA will be extraordinarily fortunate to have her as their new leader.

Mahalo for your time and consideration.

Sincerely,

Ku'uipo Rossiter

Aloha Chair Baker and Committee Members:

I strongly support Keali'i Lopez's nomination for Director of the Department of Commerce and Consumer Affairs. Before my current position as director of a non-profit organization, I was a partner in the law firm of Alston Hunt Floyd & Ing and worked with Ms. Lopez on legal matters relating to 'Olelo Corporation for several years. Ms. Lopez was extremely professional, business-oriented, hard working, and always mindful of 'Olelo's obligation to its audience, users, and the broader community. She is a great listener, manager, and implementor. She will make an excellent Director and I give her my strongest support.

Mahalo -

Lea Hong
55 South Kukui St., #409
Honolulu, HI 96813

Richard Rapoza

Media + Communications + Strategy

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Testimony in Support of the Confirmation of Keali'i S. Lopez as Director of the Department of Commerce and Consumer Affairs

Governor's Message 505

February 1, 2011

Chair Baker and the members of the Committee on Commerce and Consumer Protection:

It is my pleasure to submit testimony in support of the confirmation of Keali'i S. Lopez as Director of the Department of Commerce and Consumer Affairs.

I have known Ms. Lopez since 1998, and have worked for her twice: First in the Distance Learning Department of Kamehameha Schools where I served as a Producer/Director, and later at 'Olelo, where I was a Communications Specialist. In both instances, I found her to be a highly effective manager, an engaged and supportive supervisor, and a person of the highest integrity.

At Kamehameha Schools, Keali'i acted with a commitment to and abiding concern for an organization with a complex and important mission. At the time, distance learning was a new endeavor for Kamehameha Schools; developing and supporting this new capability called for strong managerial skills, creativity, and the ability to adapt past practices to new goals. Keali'i demonstrated each of these abilities, effectively managing both manpower and budget while developing new practices and approaches that allowed the school to show early success and continuing expansion.

While at 'Olelo, I also had the opportunity to witness Keali'i's approach to and success with managing a large organization in transition. She demonstrated a grasp of the challenges facing the organization, the strategic goals and objectives that would bring success, and a sincere concern for how changes would affect the staff. In particular, she maintained her focus on stabilizing Olelo's strategic vision, allowing the organization to offer greater services to more communities, and more fully realize its overall mission of community access.

In retrospect, I believe that Keali'i's capable management and clear vision allowed 'Olelo to grow into a stronger, more stable company, better able to withstand future challenges.

In particular, maintaining Olelo's success in serving its public, educational, and government access missions calls for a careful balancing of user freedom and community needs; PEG operations across the country face similar challenges. Keali'i took a direct interest in that dynamic, never losing sight of the complexity of the mission and the diverse demands on Olelo's capabilities.

At both Kamehameha Schools and Olelo, Keali'i was able to quickly grasp the complex information that serves as the foundation for meaningful decision-making. She both sought input and integrated it into effective decisions that served established long-term goals.

Finally, I have found Keali'i to observe the highest ethical standards, and to act with a consistent concern and respect for others. Even when confronting the most pressing challenges, I have never known her to respond harshly or act irresponsibly. Instead, she maintains a measured, considered approach to the matters at hand, invariably reaching consensus or, when necessary, coming to a

decision that balances the opinions presented and reflects the concerns expressed.

In light of my experience with Ms. Lopez, I have every confidence that she possesses the skills, integrity, and personal character required to serve as a highly effective and productive director of the Department of Commerce and Consumer Affairs. I respectfully encourage the committee to confirm her nomination.

Thank you for your attention, and for considering Keali'i's nomination.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Rapoza", with a stylized flourish at the end.

Richard Rapoza

January 31, 2011

To Whom It May Concern:

I am writing on behalf of my sister, Kealii Lopez, my older sister. Being six years apart, she took a big and important role of helping to raise my younger sister and I. Besides always being there, loving us, I will always remember her being fair. At many times I didn't like it but I respected it. I also remember her not holding any grudges, which is always nice to be on the receiving end – especially as a difficult teenager. She was interested, available and easy to talk to. It made being a difficult teenager feel as I was normal and still very important to our family. These qualities have not disappeared but have grown into something not only I, but also, my husband and children love and respect about her. Now myself having adult sons, who were difficult teenagers, I can always count on my sister, Kealii. Besides being a great communicator with my sons, she always welcomes them with open arms, despite some of the poor choices they have made. Knowing they have Kealii, makes me feel that they will always have a place to go, someone caring to talk to, and hugs when needed – without any judgement. Her unconditional love is appreciated by our entire family.

Another time that was extremely difficult was when our father was in the hospital. At one point, the hospitalist and other doctors on the staff gathered our family together to advise us to prepare for our dad to die and not receive any more treatment. That was one of the most difficult things a loved one would ever have to hear – to just let your dad die without fighting. As difficult as it was for all our family, Kealii was our rock. She was strong, composed and spoke to the doctors on behalf of our family. Many of us were distraught and unable to compose ourselves during this emotional and difficult time. Knowing that Kealii was there and able to communicate effectively to the doctors was critical to our entire family and our dad's welfare. Our father lived another five months and we were so fortunate to have that time together. Another great quality that I admire deeply about Kealii.

I could tell you story after story, but I will end this letter with my final words to you. We had a poor childhood, we were taught to work hard, appreciate what we had, always help others and to take care of one another. This sums up our family, especially Kealii. I am honored and grateful of having a dedicated, and loving role model, not just for me, but for many others as well. I have no doubt that Kealii will work tirelessly with all of her great ideas and knowing she always making a difference.

Thank you for your time and consideration,

Amy Uemoto

Committee on Commerce and Consumer Protection
Senator Rosalyn H. Baker, Chair
Senator Brian T. Taniguchi, Vice Chair

GM505
02/01/11
9:30 a.m.

Thank you for this opportunity to submit comment and support for nominee Kealii S. Lopez for the position of Director for the Department of Commerce and Consumer Affairs.

I am writing in support of my twin sister. We were raised for most of our lives in Waimānalo. During sixth grade, our parents submitted applications for the both of us to attend Kamehameha Schools beginning seventh grade. Auē for the district of Waimānalo and its Hawaiian Homestead population we were informed that only one boy and one girl would be selected! The girl happened to be me. It was a difficult time for my family and me, one filled with extreme mixed emotions; elation that I got accepted, sadness that Kealii did not. Despite her disappointment, she was genuinely happy for me. Imagine having the grace and character of focusing on the success of others rather than one's own disheartening blow - at the age of twelve! This characteristic has been a constant in her life.

Kealii is a solid source of strength for our family; she has the ability to handle very difficult and emotional situations with great objectivity and sensitivity. She provides haven when needed, then serves as a catalyst in bringing conflicting situations to the table and ensures positive resolution.

Whenever our family heard of and spoke to her regarding 'Ōlelo's achievements, she was quick to credit the passion and commitment of those who work for 'Ōlelo; excluding any role she might have had. Some employees of 'Ōlelo have told me that her grace, compassion, leadership, humility, and her appreciative recognition of their efforts played a great part in their dedication to 'Ōlelo's vision ('Ōlelo is a catalyst for positive change in the community; where every voice matters).

Be it at work, at home, or in the community; to Kealii every voice does matter. I am profoundly confident that Kealii will serve the DCCA with objectivity, hard work, dedication, integrity, and honor.

Me ka ha'aha'a,

Kapua Segool

CPNTestimony@Capitol.hawaii.gov

THE SENATE
THE TWENTY-SIXTH LEGISLATURE
REGULAR SESSION OF 2011

Committee on Commerce and Consumer Protection
Senator Rosalyn H. Baker, Chair
Senator Brian T. Taniguchi, Vice Chair

January 31, 2011

DATE: Tuesday, February 1, 2011
TIME: 9:30 a.m.
PLACE: Conference Room 229
State Capitol
415 South Beretania Street

My name is Marsha Bolson, and I am testifying in strong support of confirmation of Gubernatorial Nominee Kealiilalanikulani S. Lopez as Director of the Department of Commerce and Consumer Affairs.

My professional and personal relationship with Ms. Lopez extends back more than ten years, and in that time I have developed sincere appreciation and respect for Kealii's intelligence, professionalism, integrity and commitment to our community.

Kealii is an outstanding leader, a dedicated team player and an ethical and moral individual who has the vision, the skills and the heart to very ably fulfill the responsibilities of this very important position and to make important contributions to our state.

Mahalo Senators, for the opportunity to provide this testimony.

Marsha Bolson
mhbolson@gmail.com
(808) 754-6814

Testimony for CPN 2/1/2011 9:30:00 AM GM505

Conference room: 229

Testifier position: support

Testifier will be present: No

Submitted by: Ron Boyer

Organization: Individual

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Submitted on: 1/31/2011

Comments:

January 31, 2011

Testimony in Support of the Appointment of Kealili Lopez as the Director of the Department of Commerce and Consumer Affairs (DCCA)

Senate Commerce and Consumer Protection Committee
Hearing on Tuesday, February 1, 2011, 9:30 a.m.
Conference Room 229

Dear Chair Baker, Vice-chair Taniguchi, and Members of the Senate Commerce and Consumer Protection Committee:

I am writing to testify in strong support of Keali'i S. Lopez's appointment as the Director of the Department of Commerce and Consumer Affairs. I firmly believe that she will bring with her a special set of skills that will help to carry out the department's mission in an effective manner and yet with Aloha and a sense of ohana.

I first met Ms. Lopez in 1998 when, as the Executive Director of the Hawaii United Okinawa Association, we ventured into community television to communicate more effectively with the Okinawan community in Hawaii. From my first meeting with Ms. Lopez what impressed me was her administrative skills and her ability to foster teamwork based on the idea of "we are family". She fostered teamwork by bringing out the best in each team member so that everyone contributed to the success of each project and at the same time advanced their self-confidence and self-esteem.

During the time that I served on the board, I attended numerous meetings with Ms. Lopez. Although a number of these became contentious because of the issues involved, I never once witnessed Ms. Lopez raising her voice not even to make a point. She always had a sense of outward calm and serenity even though there was tension concerning the issues at hand. She listened carefully, commented minimally but effectively, diffused the situation, and got people to work towards win-win compromises that left everyone feeling that they had achieved their goals. It was this ability to work with people that reminded me of growing up in Hilo in a multi-ethnic community where everyone had to compromise so we would all be able to live peacefully and in harmony with each other while achieving our life goals. Back then, the Hawaiian neighbors would always say it is all about *hooponopono*. Ms. Lopez knows what it means, uses it effectively in today's fast paced high-tech world and makes it work just as it did back then in Hilo.

Over the six years on the board of 'Olelo I was fortunate to watch Ms. Lopez grow into the shoes of the President and Chief Executive Office of 'Olelo. She has matured and has fine tuned and honed her administrative skills without losing that passion to help people succeed, grow and develop to the fullest. I was able to watch her develop two pillars – Wisdom and Compassion – that have guided her.

She has the wisdom that comes not from books but comes from experience in understanding what makes people tick and how to feed their inner need to grow and develop. She has learned that by listening to their opinions and ideas, true growth of the individual and the organization can occur. The wisdom she possesses allows her to be courageous when a situation requires it and therefore to stand her ground while at the same time having the flexibility of the bamboo being blown by the wind. She also has learned the importance of having the patience to allow growth to occur in both people and thinking as neither happens instantly. And, above all, she has the intelligence to know when to let all this happen.

She has compassion and this balances wisdom. For compassion allows her to be human and to be able to empathize with people. Her compassion comes primarily from bringing together the passion she has to help people to succeed with her willingness to share, comfort, care and sympathize with them. It is

because of compassion that she knows that what is best for others is to allow them to grow and to give them opportunities to grow. In allowing this to happen, she too grows.

It seems to me that these are traits in a leader that can make the DCCA be both compassionate in dealing with the needs of the consumers yet wise in how it develops and applies policies. This is the kind of leader we need at this time in Hawaii so that we can better secure a solid foundation to protect the consumer and yet allow for our commerce to grow and thrive.

Therefore, in closing, it is my sincere conviction that the appointment of Ms. Lopez as the next Director of the Department of Commerce and Consumer Affairs is a wise and just one. With her leading the DCCA, the DCCA will grow and flourish.

Sincerely yours,
Gary T. Honda
2321 Halekoa Drive
Honolulu, Hawaii 96821

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Transmitting Via Email to: CPNTestimony@Capitol.hawaii.gov

January 28, 2010

Honorable Senator Roz Baker
Chair, Senate Committee on Commerce and Consumer Protection
Honorable Brian Taniguchi
Vice-Chair, Senate Committee on Commerce and Consumer Protection
Hawaii State Capitol

TESTIMONY IN SUPPORT OF KEALI'I S. LOPEZ
GUBERNATORIAL NOMINEE
FOR DIRECTOR OF THE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS

Aloha Senate Committee Chair Baker, Vice-Chair Taniguchi and Committee Members:

I am writing in support of Ms. Keali'i Lopez' nomination by Governor Neil Abercrombie to the position of Director of the Department of Commerce and Consumer Affairs.

As a member of the Cable Advisory Committee to the Department of Commerce and Consumer Affairs (DCCA) I have had the opportunity to meet Ms. Lopez in her capacity as Chief Executive Officer of 'Olelo Community Media. I found her to be very knowledgeable and able to grasp the complexities involved in meeting both industry needs as well as community desires. She consistently demonstrated an ability to remain diplomatic as she advocated for the present and future needs of the public and handled matters responsibly and respectfully.

Ms. Lopez is a strong administrator of a large organization and is an accomplished community leader. I believe that the DCCA's efforts to promote a sustainable and healthy business environment while protecting Oahu and neighbor island communities from business practices that take unfair advantage of Hawaii's consumers will benefit from Ms. Lopez' leadership.

As our state provides support and incentives for Hawaii's businesses during these challenging economic conditions to help them survive and succeed – we also have an opportunity to ensure that in our eagerness to stimulate economic recovery and growth our consumers are protected. I ask that you confirm Ms. Lopez so that her unique experience can be used to help both the private business sector and our community's households thrive.

Thank you for your consideration.

Respectfully submitted,

Mahina Martin

Committee on Commerce and Consumer Protection
Tuesday, Feb. 1, 2011, 9:30 am
Conference Room 229

Testimony in support of Kealii Lopez

Aloha Senators Baker and Taniguchi and members of the Committee on Commerce and Consumer Protection. I support the appointment of Kealii Lopez as Director of the Department of Commerce and Consumer Affairs. I have interfaced with a wide variety of interests ranging from education, social, political, environmental, health, Hawaiian culture and family issues.

I have known Kealii for the last 10 years. My relationship with her has been as a community activist and a work associate. Kealii has demonstrated vision, fairness and integrity in her dealings with a wide variety of interests. Her administrative and people skills make her ideally suited to being a truly responsive and responsible DCCA administrator. She is committed to developing accountability in government and developing rapport with the community. We can trust her to be fully informed and fair when making decisions between corporate and community interests.

Please support Governor Abercrombie's appointment to this important position. This reinforces his commitment to providing the much needed change, fairness and responsiveness that we need in our government.

Mahalo in behalf of our community,

Evern E Williams
3220 Esther Street
Honolulu, Hawaii 96815
808-392-1486
Email: evernw@aol.com

TESTIMONY OF
KEAL'I S. LÓPEZ

TO THE SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION
THE TWENTY-SIXTH LEGISLATURE
REGULAR SESSION

Tuesday, February 1, 2011
9:30 a.m.
Conference Room 229

TESTIMONY ON GM 505 RELATING TO KEALILALANIKULANI S. LOPEZ FOR THE
POSITION OF DIRECTOR, DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS

Chair Rosalyn H. Baker, Vice Chair Brian T. Taniguchi and members of the Senate Committee on Commerce and Consumer Protection, thank you for the opportunity to appear before you this morning.

I am very honored and humbled at being considered to serve the State of Hawai'i as the Director of the Department of Commerce and Consumer Affairs. I thank the Governor's transition team for its efforts and forwarding my name for consideration by the Governor. I appreciate Governor Abercrombie for his confidence in me and appointing me to the position. I am also appreciative of this Committee's time as you consider confirming my appointment.

I know I wouldn't be here today, if not for the strong support I have received from many people throughout my life. My husband David, our two sons Javier and La'akea, my parents George and Lālani Segool, and my sisters Kapua, Amy and Annie who have never wavered in their support and commitment to me. I thank each of them for their continued encouragement.

I also appreciate many of the people whom I have worked alongside over the years. My work over the years has allowed me to partner with Federal, State, City and Local government entities; with public, private and charter schools; public and private colleges and universities; and

with a diverse range of individuals, non-profit and community organizations, and private businesses. Each encounter has been an opportunity to collaborate toward shared outcomes and a desire to make Hawai'i a better place for all. I thank them for their shared commitment and enthusiasm for our efforts.

I am a proud product of our island State, and have lived in Hawai'i for close to 50 years. My parents worked hard to provide for my three sisters and me. We came from a middle class family where we worked hard to provide for the needs and limited comforts for the family. This taught me early on that I had to work very hard and apply myself in order to achieve my goals. I also learned the importance of team work in helping my parents, along with my twin in raising our two younger sisters.

This experience and coming from a very large extended family where everyone pitched in to help each other, taught me a life of service and a desire to help others. Over the past twenty-five years I have had a special opportunity to serve the community, educational institutions and government agencies in several capacities and most recently as President and Chief Executive Officer of 'Ōlelo Community Media. My years at 'Ōlelo were very rewarding, demanding and life changing. My work required me to balance the needs of very diverse constituencies with an emphasis on equity to ensure that the organization was fair in its delivery of services to all. The unique focus of enabling others to exercise their right to free speech brings with it a formidable responsibility to both protect this right as well as hold members of the public to a standard of responsible speech that is constitutionally protected. Any decision that would impact this individual right was taken very seriously, and required prudent and judicious consideration when deciding to take action that would impact an organization or person's access to services or to the Public, Educational and Governmental (PEG) access channels.

In all my efforts whether it be work related or serving on Boards for non-profit organizations, my focus has been on building strategic alliances, developing shared long-term goals and objectives, and being thoughtful and purposeful in my efforts. Together with hard working and dedicated staff, and similarly committed and dedicated community partners, 'Ōlelo was able to increase its services and reach to all PEG access sectors. This included expanding two Community Media Centers in partnership with public schools to six centers on public school campuses; expanding 'Ōlelo's state-wide Youth Xchange Video Competition for students K-12 in public, private, charter and home schools to include partnerships with business and government agencies; providing video-on-demand via the internet for public and government access programming; partnership with the Senate to provide archived streaming of hearings that aired on 'Ōlelo; working in partnership with the State Administration, and the House and Senate to provide a studio in the capitol to enhance communication and information for the public.

My experience has enhanced my understanding of the importance of developing strong working relationships that are built on trust, mutual respect and shared objectives. My strength in these relationships is my ability to understand the needs and objectives of these business partners. Successful collaboration begins with transparency about objectives and expectations of all parties. It is important that any shared objectives benefit the needs and interests of the partners as well as the public and businesses we seek to serve. To achieve this greater good, it is easy to put aside any personal interests to achieve what is best for others and our overall shared outcome.

Additionally, my work at 'Ōlelo has provided me with a wide range of experiences, many of them complex and interconnected. These have included expanding services while reducing costs; negotiating long term ground lease agreements; effectively addressing delicate legal

personnel matters; navigating legislative efforts; facilitating emotionally charged situations; serving very diverse communities with significantly different needs and building a thriving community resource. All of this together with my life experience here in Hawai'i has helped prepare me for public service and has helped me be ready and capable of serving as the Director of the Department of Commerce and Consumer Affairs.

There are unique and critical skills I believe are necessary to be successful in serving the public, consumers and businesses. I have the ability to be open and listen, truly listen to what people have to say, to understand unique perspectives; remain open to all sides and not be predisposed one way or another; and demonstrate respect for each individual regardless of his or her background, position title or industry. I am also experienced at balancing multiple issues and expectations. This experience will lend itself to the regulatory necessities of the DCCA to protect consumers while facilitating the needs of the businesses and industries the department regulates and serves. Most importantly, integrity and transparency are necessary characteristics I will be able to share with the department and those we serve.

My goal is to increase the public's confidence in Government, approach the work we do in the department as a partnership with all those we serve and regulate, and increase the awareness of the department and its role in educating consumers and businesses alike with regard to the areas wherein the department has authority and responsibility. Many small businesses are busy trying to make ends meet, and I believe there is more we can do help streamline their experience with department so they will see the department as an advocate for their success. Similarly, in regulating large industries such as utilities, finance, insurance and others, we have a shared interest in ensuring consumers rights are protected while also ensuring these businesses are able to thrive in Hawai'i. The public, our legislators and others want to know the department

will be held accountable and is achieving its regulatory mandates. This too is where transparency in the actions of the department will be critical.

I look forward to being able to accomplish this and more with the hard working and dedicated staff at the DCCA. My ability to motivate people around a common goal, to have staff feel good about the work they do and take pride in the fact that they have an opportunity to serve the public every day in an excellent manner are part of what I intend to bring to the department. I have had a chance to meet with many of the staff at the department and I can truly say so many of them are eager and awaiting the chance to improve and make a continued effort in serving our constituencies.

Finally, I would like to express my warm regard and appreciation to everyone who took the time to submit testimony or who came here to testify in person on my behalf today. A heartfelt Mahalo to each and every one of them. And thank you to Chair Baker, Vice Chair Taniguchi and Committee members for giving me the opportunity to appear before you and for your thoughtful consideration of my appointment. I look forward to answering your questions. Aloha.