



April 10, 2011

Senator Jill N. Tokuda
Chair of the Senate Education Committee
Hawaii State Capitol, Room 218 South Beretania Street, Honolulu, HI 96813
Phone: 587-7215 * Fax: 587-7220415

Dear Senator Tokuda:

RE: Nomination to the University of Hawaii Board of Regents

Thank you for your letter dated March 31st, 2011. I respectfully submit my written statement as requested by your letter:

(1) Why did you decide to apply to serve on the BOR?

COMMITMENT & UNDERSTANDING

Though I have worked all of my professional life in the private sector, I am committed to ensuring a continued improvement for the overall growth of our University System. As a product of public education myself, with both my parents retired public school educators, I support and am fully vested in improving the quality of our states' higher education system. I truly believe that education is the great equalizer. Education is the basis for building stronger communities.

My grandparent's core value was higher education. Neither attended college, but they worked hard to save money so that their children and grandchildren could do what they never had the opportunity to experience. At a very young age, I understood and appreciated how necessary college was in order to build a better life and increase opportunities. Because higher education has allowed me to prosper in my profession, I feel that it is my responsibility and obligation to help insure the same type of opportunities to others within my community.

CONTRIBUTION TO THE BOARD

As a small business owner, my day to day responsibilities and decisions are at every level. They range from business manager, writer, salesperson, project coordinator, researcher, computer operator, accountant, financier to human resources department, mediator, designer and the public face of the company. I am accountable for every decision I make and feel the direct repercussions whether it's financial, quality control related or emotional. Thoughtful and well-informed decision-making will avoid wasting of time and money. I am a results oriented leader and hope that my basic business values will add to the diversity and balance of the Board.

Being in the field of design and communications, my role is to gather information, understand its purpose, strategize and develop creative and effective solutions. This thinking process was applied in developing my retail business and also represents how I work with my non-profit organizations. I hope these design and problem solving skills will add another dimension to the Board composition.



2) What do you perceive are the roles and responsibilities of individual members and the overall role of the BOR in regards to University decision-making?

Keeping in the mind the official description of duties which are very detailed and range from strategic planning to fiduciary oversight, I also believe that in the process it is necessary to have the following:

GREATER UNDERSTANDING - In formulating policies and procedures for the University System it is our responsibility to have a solid understanding of the System as a whole and all of its complexities in order to make valid and balanced decisions on specific issues. It is also necessary to consider how this entity and our decisions affects students, educators, government, the future work-force and our community. All sides of an issue need to be reviewed as well as an overall assessment of the bigger picture.

ALIGNMENT & CONSISTENCY - Our guide and reference is the UH Mission, Vision and Strategic plan. A constant referral back to this architectural base, is necessary in maintaining consistency and staying focused during the decision making process.

COLLABORATION, COMMUNICATION & TRANSPARENCY - It is imperative for us to work collaboratively, not only with fellow board members and staff but also with the University leadership, the private sector, our government and key stakeholders to build consensus and support.

PRIDE & PR - It is our responsibility to represent the University with honor and pride. As stewards of the states' higher-education system we need to connect with our individual communities, build support, listen to concerns and inform. We cannot rely on the traditional forms of media to effectively communicate the University's messaging. These one-way flows of information, have often kept the university isolated from the community it serves and has created a misperception of elitism. We must explore all platforms of communication, from essential grass roots approaches which are reflective of our community values to optimizing the new media including social media. We must expand and nurture local audiences, while at the same time attracting global audiences. A fresh, inclusive and coordinated multi-media strategy will improve both internal and external communications.



(3) Please identify one short- and one long-term goal you would have as a BOR member and how you would accomplish these during your term of service.

SHORT-TERM GOAL:

"President Obama is encouraging employers and labor unions to work in partnerships with community colleges to ensure that students are learning skills that will ensure America has the most competitive workforce in the 21st century...But we can't do it alone. Private-sector companies also need to play a pivotal role in the partnership. Today we're highlighting institutions like the Gates Foundation, The Aspen Institute, The Joyce Foundation and Lumina, all of which have recently committed new resources and innovative ideas to help prepare our students for a 21st century workforce. I hope others will be inspired to do the same." – Jill Biden, wife of Vice President Joseph Biden and teacher at Northern Virginia Community College in Alexandria.

Increased public and private partnerships - With budget shortfalls and a weak economy, we need to be resourceful in maintaining and building upon a quality education experience. The private sector is struggling and constantly looking at ways to connect with a captured audience. By aligning ourselves with appropriate companies, we can help alleviate financial strain and develop powerful and real life work experiences. Whether it's through trade in services and advertising or corporate sponsored projects, this collaboration and balance of commerce and community is a winning solution for all parties.

LONG-TERM GOAL:

To shift the State from our reliance on plantation-style agriculture and the visitor industry, to innovative niches. Our Tourist and Industry Management School is a fine example of providing the tools for a key economic industry in Hawaii. As in tourism, I believe setting a goal to become "The" University for studies in sustainability is very achievable. We are an island state surrounded by water, sun and diverse terrains on every island. Private research and development companies like Sopogy, HNU Energy and First Wind have already invested and demonstrated the potential for harnessing Hawaii's natural resources for an energy independent future. Educating our Kama'aina as well as students abroad on the technologies of renewable energies and sustainability will help build an emerging industry and help our environment. The University of Hawaii could potentially become the school for the most progressive studies and development in this field with top academics, private partnerships and a hands-on studies program in the most diverse and resource-rich environment for multiple platforms (solar, wind, biofuel, etc.) in renewable energy.



(4) Can you foresee any possible conflicts of interests that could arise during your service on the BOR? How would you overcome any possible conflicts of interest?

The only conflicts I see would be the request of my design services by the University. Maui Community College has been a client for several years and my firm was retained for the University System's Branding project several years ago. If confirmed I would simply recuse myself and my businesses from any work having to do with the University System and all campus.

(5) In looking at the University's strategic plan and the goals laid out by President Greenwood for the University system, what particular areas are of interest to you and how will your particular skill set and experience contribute to the progress of the University system?

Building a stronger economy through higher-education, in the areas of R&D and technology are of particular interest. As a life long resident now raising my own children at home in Hawaii, the economic and cultural stability of our community is of foremost interest. It's unfortunate when our research and technology companies are faced with recruiting employees outside of Hawai'i due to a lack of experience and education within our homegrown talent pool. The technology industry will continue to grow and jobs will increase in Hawaii so it is vital to provide our students with the right tools and training. As an employer, I am faced with higher turnovers with individuals who have not grown up in the islands. Though incredibly talented, the majority of inquiries from the mainland are considering their time in Hawai'i as temporary and often a working vacation. Every person I hire is an investment in improving the service and quality of my business and I believe the odds of retaining longer term hires improve significantly with our Kama'aina.

With 14 years of business experience I have learned that many of my work and management strategies are based on my design discipline. When good design and smart business collaborate, innovative solutions are formed. My retail business, Maui Thing was built on design disciplines of marketing strategy, product and service innovation and efficiencies in planning and organization. With non-conventional strategies we were able to build a quality brand on a very small budget.

I see this "Design Thinking" discipline as a creative way of looking at options and opportunities that are not necessarily the norm, such as working collaboratively with the DOE and Economic Development boards to confirm alignments and eliminate redundancies in service. In the end always considering the needs of our diverse communities to insure that the needs of our work-force are met.



(6) We are currently faced with an unprecedented budget crisis. What ideas do you have for generating revenue or cutting costs for the University and how should the University go about making any cuts within the budget?

PUBLIC & PRIVATE PARTNERSHIPS

Without full insight of the budget and complete understanding of how the System operates, it would be presumptuous to suggest specific cuts. I do however support the development of a system or guideline for schools to engage in private industry partnerships to offset costs and build student real life experiences. While attending the Art Center College of Design, senior level projects were sponsored by private industries. For example “Ford” would sponsor intense semester long automotive design projects. Each student was given a budget to develop concepts based on the “client’s” directive. The student as a result engaged in a real life design project and did not have any material expenses. The client was able to tap into the minds of upcoming designers and build a relationship with the community forging future respect and support. The school saved on cost of materials to run program and created a real life-learning environment. Whether it’s sponsored projects or local industries acting as sponsors to help subsidize university costs, it is a win-win situation. UH saves money, the private company connects on a higher and more substantial level to the community.

Another example is my retail business’ key marketing strategy and mission to balance commerce and community. We connect and engage with the community by holding fundraisers for non-profits and specific causes, provide free art activities, volunteer at community events and design co-branded shirts with like minded organizations and musicians. As a result, we the private entity, help build a stronger community, the community believes and trusts us, they in return spread the word and hopefully in the end buy our product.

EFFICIENCIES

Fiduciary oversight is a key responsibility of the Board. As a small business owner, efficiencies in productivity and elimination in duplication of services is crucial in streamlining operating costs. Each employee should be accountable for their actions within the private sector, just as each state worker must take ownership and be accountable for efficiencies within their domain. We must debunk the stereotypes and perceptions that government systems cannot be as efficient as the private sector. Streamlining department functions and services within each campus would be ideal. A concerted effort to understand operations in order to create more economies of scale and leveraging of resources could be most valuable. Possible consolidation in management could save further costs. Feedback and support from every staff level is critical in developing an overhaul plan. This effort should be inclusive and be led by schools individually. This effort would not only help in cost savings but also create a smarter work environment including the buy in and pride of ownership by those tasked with its effective implementation.

FINANCIAL INDEPENDENCE & ALTERNATIVE INCOME

Consider more real estate ownership and leasing and facility rental opportunities. Recently, I helped see through the purchase of space by the MMMC Foundation to help support Maui Memorial’s need for more space. The foundation now has residual income that goes back to supporting the hospital adding stability with another income generator.



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

Because the University is a service provided by the state and the public's tax dollars, it is important that responsibility and oversight is orchestrated. The Board and each campus should continue to organize and strategize so not to create unnecessary duplication and competition in services and programs. On the same note, individual design solutions for each county is unique in environment, demographics and work-force. Each school should be allowed to create programs that fit within their communities needs. We need to have oversight of the system and at the same time allow our individual schools to operate and manage as they see fit. I hope to have an inclusive relationship with school leaders to better understand their needs, concerns and frustrations.

Also, having a one system organization is a huge benefit in providing ease of student mobility. I myself took advantage of the system by attending the Manoa campus then returning back to Maui Community College due to my brother's illness. A year later I did an exchange at Cal State Northridge in order to familiarize myself with the area and prepare my application for entrance to a private design institution. This was an incredible opportunity while paying in-state tuition.

Equity of resources should be based on individual performance and individual challenges. We need to assess the needs, efficiencies and accomplishments of each individual school. Community composition, economic environment, demographics, needs and challenges, goals/strategic plan and performance in regards to enrollment, number of graduates, grants awarded and overall successes would be necessary in order to determine fair distribution of funds.

(8) While the University enjoys a fair amount of autonomy, the Legislature still plays a significant role in regards to funding, policies, and procedures. How do you view the relationship between the University and the Legislature and what factors are critical to ensure an effective and collaborative relationship?

I am not familiar with the current relationship between the Legislature and University. I do however trust that both parties have the best interests of our students and community in mind. All parties need to collaboratively consider the big picture with strict oversight of the budget. I hope to work with the Legislature and Governor's office by always being available for questions, providing necessary information and basically having an open line of communication in order to collectively improve our higher-education system.

GM662

Testimony

THE SENATE
THE TWENTY-SIXTH LEGISLATURE
REGULAR SESSION OF 2011

SENATE COMMITTEE ON EDUCATION
Senator Jill N. Tokuda, Chair
Senator Michelle Kidani, Vice-Chair

DATE: Wednesday, April 13, 2011

TIME: 1:15PM

PLACE: Conference Room 225

State Capitol

415 South Beretania Street

TESTIMONY IN STRONG SUPPORT OF GM 662

(Submitting for consideration and confirmation to the University of Hawai'i Board of Regents, Gubernatorial Nominee, SAEDENE K. OTA, for a term to expire 6-30-2015)

From GILBERT S.C. KEITH-AGARAN

CHAIR TOKUDA, VICE-CHAIR KIDANI:

Thank you for the opportunity to write in strong support of SAEDENE K. OTA to serve on the Board of Regents.

I have known Ms. Ota, her husband Ken and her family for about fifteen years. We have served on the same nonprofit boards (Maui Memorial Medical Center Foundation and A Keiki's Dream) and have volunteered together on school projects, community organizations and civic affairs. Throughout this time, Sae has impressed me with her intelligence, common sense, optimism, passion for life, and strong Maui island values (even if she had the misfortune to graduate from Baldwin High School instead of Maui High School).

Sae's personal experience as a young Maui entrepreneur and professional recommends her for the Board of Regents. Her own life illustrates a capacity to envision a Hawaii (and a Maui) which can provide opportunities for other strong, educated professionals. She attended the University of Hawai'i before obtaining a degree from a mainland school. With training and work in graphic arts and advertising on the continent, she returned to Maui to start her own business. She came home in part to share the skills she developed on the mainland with clients in her home state. Significantly, she believed that a Maui-based firm could provide quality services to clients located on Oahu.

As someone filling a niche in the knowledge industry (as a graphics and advertising professional), Sae understands the possibilities promised by new communications and graphics technology. Those tools have allowed her to live and work on a neighbor island while provide quality service to clients Statewide. Moreover, if STEM is a strategy to

developing Hawaii's knowledge industry labor force, Sae can speak and advocate for the opportunities provided by the aesthetic and creative side of our future workforce.

While she may not well-known on Oahu, Sae has become one of the hidden young stars from Maui Nui. Ms. Ota is an accomplished graphics professional and retail entrepreneur. She has built Sae Design, her Wailuku-based firm, into an award winning creative team known for its distinct brandings, logos, advertising layouts and packaging designs for its clients (including, for example, Hawaiian Springs, Ali'i Kula Lavender, Maui Tropical Plantation, and Maui Coastal Land Trust). Her distinct creative voice is evident in her use of vivid tropical colors, images and graphics that capture the essence of the client or its product. She has succeeded based on her talent and hard work but also by taking advantage of the tools provided by technology and communication advances.

She has also expanded her design aesthetics and philosophy into her Maui Thing line of clothing. In response to certain more sardonic and scornful lines of clothing, Maui Thing provides Valley Islanders, especially our teenagers, a distinct line of surf and lifestyle clothing with an upbeat message and attitude—acknowledging the connections between families, our communities, and our shared environment, traditions and history. In fact, her optimism about Maui (and Hawaii) and its people are at the core of her character. Sae is also well-known locally as a committed community volunteer, serving as a leader on the Maui Memorial Medical Center Foundation, the Maui Economic Development Board, and A Keiki's Dream, and providing professional services to many of our isle's non-profits and community causes. Quite a number of Maui community events each year are assisted by a Sae Design produced poster, flyer, program or advertisement, and Maui Thing is an important fixture for the monthly street fair on First Friday in Wailuku Town.

I have no doubt that Sae will contribute to making sure that the University of Hawai'i system remains one of the best bargains for a quality higher education in our country. As the university system continues to grow in its role as a more autonomous economic driver as well as the premier source of higher education for our community, it needs leaders who can balance the sensibilities of the ivory tower with the requirements and aspirations of the local community. Please vote to recommend her confirmation to the Board of Regents.



EXECUTIVE CHAMBERS
HONOLULU

NEIL ABERCROMBIE
GOVERNOR

Wednesday, April 6, 2011, 1:15 PM
State Capitol Room 225

Testimony of
Honorable Neil Abercrombie
Governor, State of Hawaii

To the Senate Education Committee
Senator Jill Tokuda, Chair
Senator Michelle Kidani, Vice Chair

GM662 Confirmation of **Saedene K. Ota** to the
University of Hawai'i Board of Regents

Chair Tokuda, Vice Chair Kidani, and members of the Committee:

I am pleased to appoint Saedene Ota to the University of Hawai'i Board of Regents. Ota will represent Maui County. Her term will end June 30, 2015.

Ota was born and raised in Hawai'i and attended the University of Hawai'i prior to pursuing graphic design and packaging at California State University Northridge and the Art Center College of Design (Pasadena, California). Ota worked on the mainland before returning to open a small business on Maui. Ota is the Owner and Creative Director of Sae Design which focuses on branding, packaging, web design and strategic marketing. Sae Design employs six people and has garnered a host of local and national awards for excellence. In 2005, the U.S. Small Business Administration named Ota as Small Business Advocate of the Year Women in Business Champion. Ota also owns Maui Thing, a lifestyle apparel retail store located on Maui.

Ota's community involvement is extensive. Her board experience includes the Maui Board of Economic Development, American Institute of Graphic Arts and Maui Memorial Medical Center Foundation. Ota contributes pro bono design services to organizations including the Department of Education, Lanakila Meals on Wheels, Maui Coastal Land Trust and Maui College.

Thank you for your consideration. I respectfully request that you confirm Saedene Ota to the University of Hawai'i Board of Regents.

April 5, 2011

Senator Jill N. Tokuda
Chairperson
Senate Education Committee
415 S, Beretania Street, Room 218
Honolulu, HI 96813

RE: Saedene K. Ota; GM 662
Wednesday, April 13, 2011, 1:15 p.m.

Dear Senator Tokuda:

I am writing for the purpose of conveying my enthusiastic support of Saedene K. Ota for a position on the University of Hawai'i Board of Regents. I have known Ms. Ota for many years and am frankly excited about the energy and vision that she will bring to the Board of Regents and to the University.

Ms. Ota is a successful businesswoman of incredible talent who has worked hard, met with great success, and has always made it a point to give back generously to her community. Ms. Ota is the owner and creative director of Sae Design, an award winning graphic design and visual marketing agency based in Wailuku, Maui. I have observed firsthand the way Ms. Ota has worked with her many clients to improve their presence in the community, hone in on their core messaging, and ultimately achieve their missions with a greater sense of alignment and cohesiveness. She is not only a gifted graphic designer but, perhaps even more importantly, she is a really good listener who can help others to arrive at an understanding of their goals and strategies for achieving those goals.

I have been on two non-profit boards with Ms. Ota, the Maui Economic Development Board and A Keiki's Dream. In both organizations, Ms. Ota has selflessly provided pro bono services and has truly been the catalyst for initiatives that have elevated their stature and success in our community.

On top of all that she does, Ms. Ota is intelligent, genuine, thoughtful, and unselfish. I truly believe that her unique skills and personality traits will be a significant contribution to the University's Board of Regents and would urge your honorable committee's favorable consideration of her nomination.

Should you have any questions, please feel free to contact me.

Sincerely your,



GRANT Y. M. CHUN
Vice President

hawaiian

YOUNG NATURAL ARTESIAN WATER

springs



April 4, 2011

Senator Jill Tokuda
Chair of the Senate Education Committee
Hawaii State Capital, Room 218
Honolulu, HI 96813

Reference:

GM 662

Submitting for consideration and confirmation to the University of Hawai'i Board of Regents, Gubernatorial Nominee, SAEDENE K. OTA, for a term to expire 6-30-2015.

DATE: Wednesday, April 13, 2011
TIME: 1:15PM
PLACE: Conference Room 225
State Capitol
415 South Beretania Street

Dear Senator Tokuda,

My name is Rick Hadley and I am the owner of Hawaiian Springs, LLC which produces Hawaii's local and natural bottled water brand, Hawaiian Springs. After purchasing the company, it was crucial to it's future success, that we significantly upgrade both the bottle and label as well as all accompanying packaging.

After interviewing various design firms on the mainland, Sae Design was recommended to us by one of our Oahu hotel accounts. We immediately found the company's principal, Saedene Ota, to be not only talented and in touch with the Hawaiian culture, but a pleasure to work with and extremely accommodating.

After several sessions with our team, Sae led us in a direction that ultimately concluded with a package design of both bottle and label, that won a Silver Award for Packaging by Packaging Beverage World Magazine. This was a significant honor due to the fact that we were one of only four Silver Award winners in this global competition, and the only bottle in PET. Hawaiian

hawaiian

YOUNG NATURAL ARTESIAN WATER

springs



Springs has since incorporated this distinction into its marketing efforts in both Hawaii, the U.S. mainland and Asia with growing success.

Because of our successful relationship with the package re-design, we continue to work with Saedene in other smaller projects associated with sales and marketing.

She was extremely patient at times when necessary, and was diligent in completing certain tasks along the way that were time sensitive. I would recommend Saedene Ota and her firm to anyone.

If I may answer any questions at all regarding my personal experiences working with Saedene and her company, please do not hesitate to call me at (808)483-0520.

Most Sincerely,

Rick Hadley
Chairman and CEO
Hawaiian Springs, LLC



April 11, 2011

Senator Jill Tokuda
Chair of the Senate Education Committee
Hawaii State Capitol, Room 218
Honolulu, HI 96813

GM 662

Submitting for consideration and confirmation to the University of Hawai'i Board of Regents, Gubernatorial Nominee, SAEDENE K. OTA, for a term to expire 6-30-2015.

When I think of Saedene Ota, two words that come to my mind are, creative and successful. I've had the pleasure of knowing Saedene since 1997. I work for Edward Enterprises (EE) a printing company in Honolulu and we provide printing services to her graphic design business Sae Design. At that time, Sae Design was a new, small business. Saedene had just returned to Maui, after having studied and worked on the mainland for a few years. What struck me right away was Saedene's unique creative vision and design style, which blended her Hawaii sensibility with a sophisticated edge that was uncommon for Hawaii.

Within a short period of time, her talent was widely recognized by the graphic design and advertising community as she would receive many awards and accolades, including several "Best of Show" awards and being honored as "Advertising Woman of the Year" in 2004. I have worked at EE for nearly thirty years, and in that time I have had hundreds of different customers, but Saedene stands out not only for her talent, but also for her integrity and professionalism.

Saedene is more than an award-winning graphic designer; she is also a dedicated community volunteer. She has served on the Board of Directors for numerous non-profit organizations and has faithfully committed herself to community service. In those positions, Saedene has shown herself to be a strategic thinker. Whether serving her creative clients or a non-profit board, Saedene always has their best interest at heart with every project she undertakes.

In 2004, Saedene founded Maui Thing a retail apparel company with a store in Wailuku and an on-line website. In a few short years, Maui Thing has established itself as part of the renaissance of the Wailuku shopping district, with the start of a First Friday event on Market Street.

Each of these accomplishments would be outstanding on their own, but when you also consider that Saedene is a wife and mother of two young children, these undertakings become much more appreciated.

I am proud to offer my support for Saedene K. Ota to be confirmed to the Board of Regents of the University of Hawaii. I feel her unique insights as a student of the UH system, her leadership role with community service and her experience as a multiple, small business owner will serve the University and the state of Hawaii well.

Respectfully submitted,

Randall M. S. Aina
Senior Vice President

April 5, 2011

**To: Senator Jill Tokuda, Chair
Senator Michelle Kidani, Vice Chair**

**The Senate Committee on Education
Wednesday, April 13, 2011
1:15 p.m., Conference Room 225**

**RE: GM 662
Submitting for consideration and confirmation to the University of Hawai'i
Board of Regents, Gubernatorial Nominee, Saedene K. Ota for a term to
expire 6/30/15**

Dear Chair Tokuda, Vice Chair Kidani and Members of the Committee:

Thank you for the opportunity to testify in support of the confirmation of Saedene K. Ota to the University of Hawai'i Board of Regents.

I have had the pleasure of working with Ms. Ota on a variety of non-profit events and Boards for the past twelve years through our involvement with the Maui Memorial Medical Center's Foundation, A Keiki's Dream, the Willie K Charity Golf Tournament and a number of smaller fund raising efforts. In every instance, Saedene has proven to be a fair, efficient and qualified leader. She has provided wise counsel to the above mentioned and many other entities, with regard to their overall direction, branding and communication plans. Personally, I have benefitted from her wisdom and objective perspective and I feel she would make an excellent member of the Board of Regents.

Saedene's deep respect for others and her careful, well-spoken approach makes her a valuable addition to any team that is attempting to tackle complex issues. Her decorated experience as both a Graphic Designer and Small Business owner make her particularly valuable in how an entity is portrayed to the public and its own internal community.

Thank you for again for the opportunity to testify in support of the confirmation of Saedene Ota's appointment to the University of Hawaii Board of Regents.

Aloha,
Karey Anne K. Kapoi
Kkapoi@hhsc.org
(808) 442-5663



maui economic development board, inc.

April 11, 2011

The Honorable Jill N. Tokuda, Chair
The Honorable Michelle Kidani, Vice Chair
Committee on Education
Hawaii State Senate

GM 662

Submitting for consideration and confirmation to the University of Hawai'i Board of Regents, Gubernatorial Nominee, SAEDENE K. OTA, for a term to expire 6-30-2015.

Dear Chair Tokuda, Vice Chair Kidani, and members of the Education Committee:

It is with great pleasure that I comment on the confirmation of Saedene Ota to the University of Hawaii's Board of Regents. Saedene brings an ideal combination of core values, skills and experiences to the position.

I first got acquainted with Sae Ota over 15 years ago in her capacity as an entrepreneur in a successful graphic design business. Working with her on a number of projects, it was clear that her success came from the care she gives to her relationship with clients. Creativity is fundamental to her graphic design and now retail business but it also manifests itself in her generally solution-oriented, innovative approach to addressing challenges that come her way.

In spite of the demands of running two businesses, attending to the needs of two active elementary school children, Sae remarkably makes time to give to her community. Sae grew up in Maui, graduated from Baldwin High School and is ever grateful for the nurturing foundation that upbringing gave her. Schools, nonprofits, and other causes are now all beneficiaries of her appreciation and generosity. Her dedication to her community, her entrepreneurial spirit and innate artistic ability in fact merged to start a retail clothing business that promotes being "stuck on good," promoting the positive values around and in us.

MEDB is fortunate to have Sae as a member of its board of directors. MEDB's mission is to diversify Maui County's economy by assisting knowledge-based businesses and preparing our residents for the careers they offer. MEDB has benefitted from her insights as an entrepreneur, as a product of our K-12 system and then as a graduate—and loyal alum—of the University of Hawaii. Finally, MEDB believes that engaging our community in the process of economic development is essential for lasting change. Because of her regular involvement with our community and her extensive professional expertise in communicating effectively with audiences, Sae's guidance in designing outreach is invaluable.

Saedene will similarly enrich decision making on strengthening the higher ed future of our residents as a member of the University of Hawaii Board of Regents.



Jeanne Unemori Skog
President & CEO

1305 N. Holopono Street, Suite 1
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April 5, 2011

Senator Jill N. Tokuda, Chairman
Senate Committee on Education
State Capitol
Room 218
Honolulu, Hawaii 96813

Re: GM 662 Relating to Saedene K. Ota for Consideration and
Confirmation to the University of Hawaii Board of Regents

Wednesday, April 13, 2011, 1:15 p.m., Conference Room 225

Dear Senator Tokuda, and Members of Senate Committee on Education:

I write to you in support of Saedene K. Ota's appointment to the Board of Regents of the University of Hawaii.

I have known Ms. Saedene K. Ota for over ten years, and have worked with her in her capacity as a graphic artist and as a board member with the Maui Memorial Medical Center Foundation, A Keiki's Dream, and the Maui Economic Development Board. During this time, I have had the opportunity to discuss and review Ms. Ota's perspectives on matters relating to healthcare, support of the Maui community, and witness her handling of her business affairs and operations.

Ms. Ota is an accomplished and successful graphic artist, providing marketing and advertising advice to her clients. She is the recipient of several awards for the design and services she has created and provided, and I believe that her experience and creativity will provide her with the necessary skills to be an effective and productive member of the Board of Regents. In addition, the business acumen and background she has acquired working on various nonprofit boards, and

the operation of her businesses have been valuable assets in the discussion of budgets, marketing, and management of diverse operations.

In addition to her skills as a business woman and artist, Sae has made the time to contribute to the community, and to be a loving and supportive wife and mother to her husband, Ken and their two children. Despite the demands of her job, she makes the time for softball, baseball, and other activities with her children.

Lastly, I believe that Saedene has the requisite dedication necessary to serve on the Board of Regents for the University of Hawaii. She is a tireless worker, planner and supporter of various community activities through her businesses here on Maui, and I believe her commitment will be unwavering and beneficial to Board of Regents, and will assist the Board of Regents on its deliberations to find new ways to use the resources of the University to provide the tools and resources necessary to enhance the quality and diversity of education provided by the University of Hawaii.

I have the utmost respect for Saedene as a friend and colleague and strongly support her appointment to the Board of Regents of the University of Hawaii.

I thank you in advance for your anticipated support of Saedene K. Ota, and would ask that his nomination as a member of the Board of Regents of the University of Hawaii be approved by the Committee on Education and submitted to the Senate body for confirmation.

Very truly yours,

A handwritten signature in black ink, appearing to read "R. Clay Sutherland", with a long horizontal flourish extending to the right.

R. Clay Sutherland

April 5, 2011

Senator Jill N. Tokuda
415 South Beretania Street, Room 218
Honolulu, Hawaii 96813

Senator Tokuda,

It is my great pleasure to submit this letter of recommendation regarding Governor Abercrombie's nomination of Ms. Saedene K. Ota to the University of Hawaii Board of Regents. Reference Measure, Date:

GM 662

Submitting for consideration and confirmation to the University of Hawaii Board of Regents, Gubernatorial Nominee, SAEDENE K. OTA, for a term to expire 6-30-2015.

Date: Wednesday, April 13, 2011

Time: 1:15 pm

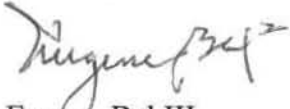
I have known Ms. Ota for the past decade, principally through our collective work in the non-profit sector; she and I have both served as members of the Board of Directors of the Maui Memorial Medical Center Foundation and the Maui Economic Development Board.

As a small businesswoman and owner of two small business enterprises, Ms. Ota is firmly grounded in the Maui business community. Her graphic design talents have been showcased and gained recognition in her 44 Pele recognitions and 18 Pele awards for creative work in advertising and design. Yet these talents and awards don't begin to tell the story of Ms. Ota's contributions to our community. The list of non-profit organizations which have benefited from her pro bono work is extensive; and her community service through non-profit leadership is extraordinary.

I'd like to share a first-hand experience regarding Ms. Ota which I believe is most truly representative of the of her leadership abilities. I had the privilege of working closely with Ms. Ota on the Board of Directors of the Maui Memorial Medical Center Foundation – as a member of the Nominating Committee which she chaired, and we were both members of the Board's Executive Committee. In my 30 year military career and now in my tenure as the Executive Director of the Maui High Performance Computing Center, I was taught, experienced, and believed in the credo that it's all about leadership. Seldom have I experienced a more remarkable demonstration of leadership than when our former Board President precipitately resigned last year. In the wake of that unexpected resignation, Ms. Ota understood and appreciated the abrupt and critical nature of that juncture and immediately and graciously filled the vacancy. This remarkable example of leadership typifies her dedication and commitment.

Ms. Ota's background and experience in the Maui business community, her leadership roles with non-profit organizations, her connection to the University of Hawaii as a student, and her desire to contribute to the University of Hawaii make her ideally suited to be a Regent. I reserve personal recommendations for those select few individuals who have the appropriate capabilities, who have proven their performance, and who have the potential to increase their responsibilities and service. It is my honor to recommend your confirmation of Ms. Saedene K. Ota as a member of the Board of Regents of the University of Hawaii – she has my ***strongest endorsement***.

Sincerely,

A handwritten signature in cursive script, appearing to read "Eugene Bal III".

Eugene Bal III
Executive Director
Maui High Performance Computing Center

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April 8, 2011

**VIA E-MAIL [SENTOKUDA@CAPITOL.HAWAII.GOV AND
EDUTESTIMONY@CAPITOL.HAWAII.GOV] AND MAIL**

Senator Jill N. Tokuda
Chairman, Education Committee
Hawaii State Legislature
Hawaii State Capitol, Room 218
415 South Beretania Street
Honolulu, HI 96813

Re: GM 662 - Submitting for consideration and confirmation to the University of
Hawai'i Board of Regents, Gubernatorial Nominee Saedene K. Ota

Dear Senator Tokuda and Committee Members:

I write in whole-hearted support of Saedene K. Ota's nomination to the University of Hawai'i Board of Regents.

Saedene owns two small businesses here in Wailuku, a graphic design firm and a retail apparel company. She is extremely industrious, hard-working, intelligent and creative, as attested to by the success of these enterprises. Saedene always has a positive outlook, a great sense of humor and is very easy to get along with. She was born and raised on Maui and her educational experience includes public high school, the University of Hawaii and higher education institutions on the mainland. She is well grounded in our community and she and her husband, Ken, and two children reside in Wailuku. Saedene has shown a unique understanding and appreciation of our community and is known for her work and contributions to charities and other non-profit organizations.

In short, Saedene has all the attributes that would make her a very effective member of the Board of Regents.

Senator Jill N. Tokuda

April 8, 2011

Page 2

I support Saedene without hesitation and would be pleased to answer any questions you may have. Thank you for your time and consideration.

Very truly yours,



Craig G. Nakamura

CGN/jrc

cc: Michelle Kidani (via e-mail and mail) senkidani@capitol.hawaii.gov
Suzanne Chun Oakland (via e-mail and mail) senchunoakland@Capitol.hawaii.gov
Clarence K. Nishihara (via e-mail and mail) sennishihara@Capitol.hawaii.gov
Brian T. Taniguchi (via e-mail and mail) sentaniguchi@Capitol.hawaii.gov
Sam Slom (via e-mail and mail) senslom@Capitol.hawaii.gov

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BRADFORD R. ING

LAW OFFICES OF
ING & JORGENSEN
a Limited Liability Law Partnership

April 8, 2011

**VIA E-MAIL (sentokuda@Capitol.hawaii.gov)
FACSIMILE (587-7220) AND REGULAR MAIL**

Senator Jill Tokuda, Chair
Senate Education Committee
State Capitol, Room 218
Honolulu, HI 96813

Re: Nomination of Saedene K. Ota - UH Board of Regents

Dear Senator Tokuda:

This letter is being sent in support of the nomination of Saedene K. Ota for as seat on the University of Hawai'i Board of Regents.

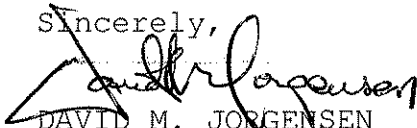
I've known "Sae" since right around the time she returned to Maui from the mainland in the late 1990's and I've gotten to know her very well since that time. She is a very conscientious, thoughtful and responsible person who has only the best interests of Maui and Hawai'i at heart. She spends an enormous amount of her personal and professional time working with non-profit organizations, both as a Board Member and officer, and as a volunteer. I pride myself on my community service but I am truly humbled when I look at all of the organizations and causes Sae is and has been involved with.

On the several occasions that I've worked with Sae on issues in the community, she has always impressed me with her ability to listen to all sides and help the group arrive at a reasonable solution to whatever issue is before them. Even when she has not been in the leadership position in a group, she has not shied away from taking on the leadership role when necessary. I know as the mother of two young children, education in Hawaii at all levels is very important to Sae and I know that she will do a great job on the Board of Regents if she is given the opportunity.

I have the utmost respect and Aloha for Sae, I believe her to have the highest level of integrity, and I have no hesitation in wholeheartedly requesting your favorable consideration and support of her nomination for a seat on the Board of Regents.

Please let me know if you would like any additional information.

Sincerely,



DAVID M. JORGENSEN

Erin Conner

From: Luly Unemori [luly@ponocomm.net]
Sent: Friday, April 08, 2011 2:15 PM
To: EDU Testimony
Subject: GM 662 - Testimony in support

Dear Senator Tokuda and Honorable Committee Members,

I am writing in support of Saedene K. Ota's nomination for the University of Hawai'i's Board of Regents.

I've personally known Saedene for over 30 years, and have had the pleasure of interacting with her in a professional capacity for well over a decade. I have the highest admiration for her business acumen, strong management skills, creative talent, high level of energy, solid values and commitment to the community. She is well known and well regarded on Maui, and sets high standards of excellence for all that she does.

Her experiences with numerous organizations and businesses, and strong ties in the community, have contributed to her diverse and multi-faceted outlook. She is astute, thoughtful, dedicated and humorous, able to look at the bigger picture and provide solid suggestions for action. I'm always pleased to be able to work with her and her firm, because I can count on them to produce quality work, time after time. The longevity of her staff is a testament to her management capabilities.

Saedene possesses tremendous qualities that would well serve the University of Hawai'i. Please support her for the Board of Regents.

Mahalo!

Luly Unemori, APR
Pono Communications
Wailuku, Maui, Hawaii
808.986.0404
luly@ponocomm.net

Erin Conner

From: Patrick Ing [ing.cpa@hawaiiantel.net]
Sent: Monday, April 11, 2011 9:23 AM
To: EDU Testimony
Subject: Attn Senator Jill Tokuda Chair for Education Committee

Dear Senator Tokuda and Members of the Education Committee:

I highly recommend Saedene K. Ota for the University of Hawaii Board of Regents. I have known Saedene for over 27 years. She is a successful designer, business owner and community leader.

Saedene owns two successful businesses. Her graphic design company, Sae Design LLC, has won numerous awards for its product designs and company logos. Her second company, Maui Thing, is a successful clothing design company which centers its designs around positive concepts.

Saedene is also active in the community volunteering her time for community organizations. Over the past several years, she has served as President and in various leadership positions of charitable organizations.

Through her education, business and community experiences, Saedene has developed excellent communication, leadership and analytical skills which provide her the necessary qualities to serve as a University of Hawaii Board of Regent. I highly recommend Saedene for the University of Hawaii Board of Regents. If you have any questions, please feel free to call me at (808) 244-0667 or email me at ing.cpa@hawaiiantel.net.

Sincerely,

Patrick L. Ing, President
Patrick L. Ing, CPA, Inc.