

****Will not be attending**

GM668

Measure Title: Submitting for consideration and confirmation to the Cable Advisory Committee, Gubernatorial Nominee, GERALD J. SILVA, for a term to expire 6-30-2015. (Term amended to 6-30-2014 by GM780)

Report Title: Cable Advisory Committee

Description:

Companion:

Package:

Current Referral: CPN



NEIL ABERCROMBIE
GOVERNOR

BRIAN SCHATZ
LT. GOVERNOR

STATE OF HAWAII
OFFICE OF THE DIRECTOR
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS

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KEALI'I S. LOPEZ
DIRECTOR

EVERETT KANESHIGE
DEPUTY DIRECTOR

TO THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION

TWENTY-SIXTH LEGISLATURE
Regular Session of 2011

Wednesday, April 13, 2011
9:15 a.m.

TESTIMONY ON GOVERNOR'S MESSAGE NO. 668

WRITTEN ONLY

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

My name is Keali'i S. Lopez, and I am the Director of Commerce and Consumer Affairs ("DCCA" or the "Department"). The Department appreciates the opportunity to provide testimony on Governor's Message No. 668, regarding the appointment of Gerald J. Silva to the Cable Advisory Committee ("CAC"). The Department supports Mr. Silva's appointment and respectfully requests the Committee to recommend that the Senate advise and consent to his appointment to the Cable Advisory Committee.

I have spoken with Mr. Silva regarding his candidacy for appointment to the CAC, and based on our discussions, I believe that he possesses the qualifications, background, and experiences to serve on the Cable Advisory Committee, and to contribute in a positive and constructive manner on matters that will come before them.

Mr. Silva is no stranger to the Cable Advisory Committee, having served as a member back in 2004. He resigned his seat in 2005 to take the position of Chief Operating Officer with 'Olelo Community Media, the largest community access station in the country, where he developed and managed the organization's multi-million-dollar operating and capital budgets, developed and implemented strategic goals and organizational policies, and managed the organization's daily operation through its 70-member staff.

Mr. Silva's extensive professional involvement in communications in the public sector began in 1997 when he was named as the Special Assistant to the Managing Director of Honolulu. He continued to work for the City and County of Honolulu as the City Information Officer where he was responsible for a full range of information activities for the City including writing speeches, making presentations, and handling special projects and events. After a brief interlude, Mr. Silva returned to work for the City and County of Honolulu as the Deputy Director of the Customer Services Department where he managed a department of nearly 300 employees with an annual budget of \$15.4 million which included the Motor Vehicle Licensing and Permits, Satellite City Halls, and Public Communications divisions. Furthermore, Mr. Silva served as the Director of Communications and Special Projects for the Hawaii Tourism Authority where he led the efforts of the organizing committee to plan, coordinate, and direct the 2001 Annual Meeting of the Asian Development Bank.

Mr. Silva attended the Army War College and received a Bachelor's degree in Secondary Education from the University of Hawaii. He is the former Executive Director of the Honolulu-Pacific Federal Executive Board where he coordinated federal programs

that dealt with over 60 federal agencies, and the former Chief of Staff of the Hawaii Army National Guard, the largest division in the State's Department of Defense.

In addition to his professional activities, Mr. Silva finds the time to devote to community service. He serves as a member of AARP Hawaii's Executive Council, Vice President of the Hawaii Army Museum Society, and a member of the building committee of St. Ann's Church and School in Kaneohe.

Considering his demonstrated leadership and extensive experience as a communications professional, I am confident that if given the opportunity, Mr. Silva will prove to be an asset to the State through his service on the Cable Advisory Committee. I respectfully request that the Senate Committee on Commerce and Consumer Protection recommend that the full Senate advise and consent to Mr. Silva's appointment.

Thank you for this opportunity to testify.

April 12, 2011

The Honorable Rosalyn H. Baker
Chair
Committee on Commerce and Consumer Protection (CPN)
Hawaii State Senate
415 S. Beretania Street, Room 229
Honolulu, HI 96813

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Roy K. Amemiya, Jr.
Interim President/CEO

Dear Chair Baker, Vice Chair Taniguchi and Members of the CPN Committee;

Subject: In Strong Support of GM 668, nominating Gerald J. Silva to the Cable Advisory Committee

I am Roy Amemiya, Interim President and CEO of 'Ōlelo Community Media, the PEG Access operator for Oahu during the past 21 years. 'Ōlelo strongly supports his nomination. As 'Ōlelo 's past Chief Operating Officer and current volunteer, as well as the former member of the Cable Advisory Committee, he has both the background experience, as well as knowledge and a deep interest to ably serve the community on this committee.

Gerry is personally known to me from 1997 – he was a mayoral appointee at that time and due to his vast experience and wisdom, was often called upon to handle very sensitive situations. In addition, he had incredible energy and passion to serve the public then and possesses that same energy and passion today.

As his successor in the COO position at 'Ōlelo, I have again had the opportunity to see his good work. Above all, Gerry is a very good person. He will approach all decisions with fairness to all parties involved.

'Ōlelo asks that you take favorable action on Gerry Silva's appointment to the Cable Advisory Committee.

Warm regards,



Roy K. Amemiya, Jr.
Interim President/CEO
'Ōlelo Community Media



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

Date: April 6, 2011, State Capitol Auditorium, 9:30 a.m.

Re: **GM 668: Cable Advisory Committee, Gubernatorial nominee Gerald J. Silva for term to expire 6-30-2015.**

Chair Baker, Vice Chair Taniguchi and Committee Members:

My name is Barbara Kim Stanton, State Director of AARP Hawaii. AARP is a membership organization of people 50 and older with nearly 150,000 members in Hawaii. We are committed to championing access to affordable, quality health care for all generations, providing the tools needed to save for retirement, and serving as a reliable information source on issues critical to Americans age 50+.

I offer my unequivocal support for Gerald (Gerry) Silva's confirmation to the Cable Advisory Committee (CAC). Simply put, he is a perfect fit by experience, talent, character and knowledge of our community.

Gerry is an authority on the cable regulation law (Section 400G, HRS) having served for four years as the COO of Olelo, the largest community access television station in the country. He previously served on the CAC in 2004, where he was appointed from his position as Deputy Director, Department of Customer Services, City and County of Honolulu. Upon leaving his City position to join Olelo, he submitted a courtesy resignation to the CAC.

But it is not just deep technical knowledge that Gerry has that makes him an outstanding pick, it is his ability to analyze, problem solve, and develop solid policy in a collaborative manner on a variety of issues. I consider myself very fortunate to have worked with him closely for over ten years at the City and County where he handled hot issues such the Natatorium restoration and now at AARP where he has been an outstanding member of our policy-setting Executive Council and deeply involved in complex issues such as healthcare reform, long term care, and strengthening Social Security. In fact, it is because of his leadership on Social Security that he is unable to be at his own confirmation as he is attending a national meeting on Social Security on the mainland.

Everything he does, he does well-- with thought, with humor, with enthusiasm. I have no doubt that he will be an outstanding contributor to the CAC.

George M. Waialeale

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Honolulu, Hawaii 96816

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April 13, 2011

Committee on Commerce and Consumer Protection

Governor's Message 668

Submitting for consideration and confirmation to the Cable Advisory Committee.

Gubernatorial Nominee, Gerald J. Silva

Chairperson Baker and fellow members of the Senate Committee on Commerce and Consumer Protection. I come before you to strongly support the nomination of Gerald Silva as a member of the Cable Advisory Committee.

In the past 10 years I have worked with Gerald Silva on many projects. He has always showed great leadership and the willingness to get involved.

I believe that in the next decade cable use will increase and will be one of our biggest concerns. With Gerald Silva on the Cable Advisory Committee we will be in good hands.

I ask for your support and confirmation of Gerald Silva as a member of the Hawaii State Cable Advisory Committee.

Aloha and Mahalo,

George M. Waialeale

TO THE CHAIR AND MEMBERS OF THE SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION:

Dear Chair and Members of the Committee:

I support the nomination of Gerry Silva to the Cable Advisory Committee.

I know Gerry through his excellent volunteer work as a member of the Executive Council of AARP Hawaii, which he joined soon after his retirement as chief operating officer of Olelo Community Television. Much of the work of AARP Hawaii is through communications, whether it is keeping our 156,000 Hawaii members informed or in messaging Hawaii's diverse population. I can say without reservation that we have benefited immensely from Gerry's advice, experience, and practical skill in the media arts and sciences, and I am confident he would serve the public and the Department of Commerce and Consumer Protection with equal skill and good judgment—and with the humble good humor that makes him fun to be around.

Gerry is an outstanding citizen, and I am pleased and proud he has been nominated.

Sincerely,

Stuart T.K. Ho

April 6, 2011

The Honorable Rosalyn H. Baker, Chair
Committee on Commerce and Consumer Protection
Hawaii State Capitol, Room 320
Honolulu, Hawaii 96813

Aloha Senator Baker and Committee Members:

I ask that you support my confirmation as a member of Hawaii's Cable Advisory Committee (CAC). The CAC is established pursuant to HRS 440G-13. Its role is to advise the director of the Department of Commerce and Consumer Affairs (DCCA) and any cable operator on matters defined in chapter 440G. This is a function that I understand because I served as a CAC member in 2004 when Mark Rectenwald headed the DCCA. Later, between 2005 and 2009, I served as the chief operating officer for Olelo Community Television. In this capacity, I became very familiar with cable operations in Hawaii, to include the franchise process.

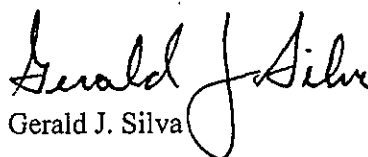
The potential of broadband communications has not yet been realized, especially in Hawaii. It has changed the way in which we educate our children and the way in which the world communicates. We recently saw the power of broadband in the Middle East as a conduit for social media that changed the face of governments.

In 2007, the Legislature established the Hawaii broadband task force. Section 11 of 440G requires that the director of the DCCA "Promote, advocate, and facilitate the implementation of the findings and recommendations" of the task force. The task force's report clearly outlines the potential of broadband as an economic multiplier for Hawaii. It also discusses how broadband applications such as tele-medicine can mitigate the lack of medical expertise on our neighbor islands. I have always been interested in use of the cable system to benefit underserved areas of our state.

Major changes are in progress at the national and state levels. In our nation's capitol, the 1996 Telecommunications Act is being revised to reflect the advances of broadband communications. Here in Hawaii, Hawaiian Telecom is pursuing a cable franchise on Oahu. Properly negotiated, the State has much to gain under this agreement. Neighbor island cable franchises will also be renegotiated and there are more opportunities for the State to benefit, especially with respect to statewide broadband connectivity.

This is an exciting time in Hawaii's communications history, and I want to be a part of it. Please allow me to do that as a member of the Cable Advisory Committee.

Mahalo,


Gerald J. Silva