

GM504

BETH TOKIOKA

Measure Title: Submitting for consideration and confirmation to the Cable Advisory Committee, Gubernatorial Nominee, BETH TOKIOKA , for a term to expire 6-30-2016.

Report Title: Cable Advisory Committee

Description:

Companion:

Package:

Current Referral: CPN

Introducer(s):

| <u>Sort by</u> <u>Date</u> | | Status Text |
|---|---|---|
| 1/13/2012 | S | Received. |
| 1/18/2012 | S | Referred to CPN. |
| 3/7/2012 | S | The committee(s) on CPN has scheduled a public hearing on 03-15-12 9:30AM in conference room 229. |



The Senate

STATE CAPITOL
HONOLULU, HAWAII 96813

February 1, 2012

The Honorable Rosalyn H. Baker
Chair, Senate Committee on Commerce and Consumer Protection
Hawaii State Capitol
451 South Beretania Street, Rm. 230
Honolulu, Hawaii 96813

Re: Gubernatorial Nominee: Beth Tokioka
Cable Advisory Board

Dear Senator ^{R02} Baker:

I am informed that Beth Tokioka has been nominated by Governor Neil Abercrombie for a position on the Cable Advisory Board. I am in strong support of Ms. Tokioka's nomination and am sure she will do an exemplary job as a member of the board if approved by your committee.

I have known Ms. Tokioka for many years both socially and professionally and have found her to be a person with the rare combination of integrity, honesty, and loyalty.

It is my firm belief that if confirmed, Ms. Tokioka will become a valuable asset to the Cable Advisory Board.

Thank you for your time and consideration and if there are any questions with regard to the foregoing, please do not hesitate to communicate with

Sincerely,

RONALD D. KOUCHI
Senator – 7th Senatorial District

cc: Beth Tokioka

Senator Ronald D. Kouchi
7th Senatorial District – Kauai and Niihau
415 South Beretania Street, Room 206, Honolulu, Hawaii 96813
Tel: (808) 586-6030 - Fax: (808) 586-6031
E-mail: senkouchi@capitol.hawaii.gov



NEIL ABERCROMBIE
GOVERNOR

BRIAN SCHATZ
LT. GOVERNOR

STATE OF HAWAII
OFFICE OF THE DIRECTOR
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
335 MERCHANT STREET, ROOM 310
P.O. Box 541
HONOLULU, HAWAII 96809
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KEALI'I S. LOPEZ
DIRECTOR

TO THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION

TWENTY-SIXTH LEGISLATURE
Regular Session of 2012

Date: Thursday, March 15, 2012
Time: 9:30 a.m.

**TESTIMONY ON GM 504 – CABLE ADVISORY COMMITTEE, GUBERNATORIAL
NOMINEE, BETH TOKIOKA, FOR A TERM TO EXPIRE 6-30-2016.**

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

My name is Donn Yabusaki, Administrator for the Cable Television Division of the Department of Commerce and Consumer Affairs ("DCCA"). The Cable Television Division appreciates the opportunity to provide testimony regarding the appointment of Beth Tokioka to the Cable Advisory Committee ("CAC"). We support Beth Tokioka's appointment and respectfully request the Committee to recommend that the Senate advise and consent to her appointment to the CAC.

A long time resident of Kauai, Ms. Tokioka is currently the Director of Communications for the County of Kauai, a post that she has held since 2008. Prior to that, Ms. Tokioka served as the Director of the Office of Economic Development for the County of Kauai. Ms. Tokioka is active in community activities and has been a Board member of the Kauai United Way since 2004 and currently serves on numerous other boards on Kauai.

On a recent trip to Kauai, I personally had the opportunity to meet with Ms. Tokioka in her capacity as Director of Communications for the County of Kauai, to discuss cable related issues. I found that Ms. Tokioka was able to quickly develop an understanding of the issues facing cable television and its regulation, and at the last CAC meeting, provided thoughtful insight and actively contributed to discussions during that meeting.

The Cable Television Division supports Ms. Tokioka's appointment and respectfully requests that the Committee recommend that the Senate advise and consent to her appointment to the CAC.

Thank you for the opportunity to provide testimony on this nomination.

Dear Committee Chair Baker and Committee Members:

I have known Beth Tokioka since 2003 when I moved to Kauai from Maui. During that time I have been consistently impressed with her dedication to public service, concern for the needs of the community, and her professionalism. Her educational background and the several leadership positions she has held have prepared her well for service as a member of the Cable Advisory Committee.

In my role as the executive of a nonprofit, I have had occasion to work with her on several projects and have always found her to be well-prepared, with great follow-through and, perhaps most importantly, an excellent communicator who helps bring reason to difficult situations.

I strongly endorse her nomination and urge your approval. I know she will do an exceptional job.

Sincerely,
Diane Zachary
President & CEO

Kaua'i Planning & Action Alliance
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Lihu'e, HI 96766
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Bringing people together to create a better future for Kaua'i



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The Honorable Rosalyn H. Baker, Chair
Senate Committee on Commerce and Consumer Protection
Hawai'i State Capitol, Room 230
415 South Beretania Street
Honolulu, HI 96183

March 12, 2012

RE: GM 504, Nomination to serve on the Cable Advisory Committee

Dear Senator Baker and Committee Members:

I strongly support the nomination of Beth Tokioka to the Cable Advisory Committee. I have known Ms. Tokioka for more than 10 years and have worked with her on a variety of community efforts.

With more than 25 years as a communications professional, Ms. Tokioka is a sound choice for the Cable Advisory Committee. She currently serves as the County of Kaua'i Director of Communications. Prior to this, she has held various high level roles, including the Director of the Office of Economic Development, in the County of Kaua'i throughout the past 16 years; worked in radio and television news; and studied telecommunications at Michigan State University. In her personal life, Ms. Tokioka is a Kaua'i resident, mom, parent to a deaf child, community volunteer and more. Ms. Tokioka is knowledgeable about the dynamics of the government's roles and responsibilities in regards to media and public information dissemination, and knows the aspects involved in being the end user. Ms. Tokioka's professional and personal experiences prove her to be an excellent communications advocate for the people of Hawai'i. Furthermore, I have consistently found Ms. Tokioka to operate with the utmost integrity and genuine, positive intentions for the betterment of our community.

Ms. Tokioka thoroughly understands the critical role that media plays in the lives of Hawai'i residents and would be a valuable asset to the Cable Advisory Committee. I urge you to confirm her nomination. Mahalo for your time and consideration.

Sincerely,

Joy Miura Koerte, Partner
Fujita & Miura Public Relations, Inc.

Your public is waiting.



Aloha Senator Baker,

This letter is in support of the nomination of Beth Tokioka to the Cable Advisory Committee, which is before your Committee on Commerce and Consumer Protection.

As a former news writer with The Honolulu Advertiser, now an elected board member on the Kaua'i Island Utility Cooperative, a communications professional and a member of the county Charter Review Commission, I have had the opportunity to work with Beth in a number of different venues. I find her to be competent, professional, thorough and fair-minded. I can hardly think of a better candidate for this important post.

Please don't hesitate to call on me if you have any questions.

--Jan

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Jan TenBruggencate
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KAUAI ECONOMIC DEVELOPMENT BOARD, INC

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TO THE SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

TWENTY-SIXTH LEGISLATURE
Regular Session of 2012
Hearing
Thursday, March 15, 2012
9:30 AM, Conference Room 229
State Capitol

TO THE HONORABLE Rosalyn H. Baker, CHAIR,
Brian T. Taniguchi, VICE CHAIR
And Members of the Committee:

GM No. 504 – Submitting for consideration and confirmation to the Cable Advisory Committee, Gubernatorial Nominee, **BETH TOKIOKA**, for a term to expire 6/30/2016.

On behalf of the Kaua'i Economic Development Board, Inc., I am pleased to offer testimony in strong support of the nomination of **BETH TOKIOKA** to serve on the Cable Advisory Committee.

I have the privilege and pleasure of working closely with Ms. Tokioka for over sixteen years; initially while she served as an assistant and Public Information Officer to former Mayor Maryanne Kusaka; next as the Director of the Office of Economic Development under the late Mayor Bryan Baptiste; and presently as the Communications Director for Mayor Bernard Carvalho.

Ms. Tokioka is an excellent example of one who truly understands the importance of media and communications in our daily lives. Furthermore, her vast experience and close interaction with the business community as well as the general public gives her a unique perspective, especially on impacts affecting neighbor island communities; and can offer her special views on issues surrounding cable regulations. She is a proven leader and I am very confident that she will be strong contributor as a member of the Cable Advisory Committee.

Thank you for this opportunity to submit written testimony.

Sincerely yours,

Mattie Yoshioka
President & CEO

Testimony for CPN 3/15/2012 9:30:00 AM GM504

Conference room: 229

Testifier position: Support

Testifier will be present: No

Submitted by: Louis Abrams

Organization: Individual

E-mail: labrams@kauairentals.com

Submitted on: 3/8/2012

Comments:

Senators,

I am writitng this testimony in Support of Beth Tokioka's confirmation to the Cable Advisory Committee.

I have known Beth for years and believe she is an excellent person to serve in this advisory position.

Please also support her confirmation by voting to confirm her.

Thank you for your consideration

Louis Abrams

Koloa, Kauai

Testimony for CPN 3/15/2012 9:30:00 AM GM504

Conference room: 229

Testifier position: Support

Testifier will be present: No

Submitted by: Elizabeth Kent

Organization: Individual

E-mail: vested_interest_hi@yahoo.com

Submitted on: 3/9/2012

Comments:

It is my pleasure to submit testimony in support of Beth Tokioka's nomination. I am sure her expertise, experience, and dedication will be an asset to this Committee.

Bernard P. Carvalho, Jr.
Mayor



Gary K. Heu
Managing Director

OFFICE OF THE MAYOR
County of Kaua'i, State of Hawai'i
4444 Rice Street, Suite 235, Lihu'e, Hawai'i 96766
TEL (808) 241-4900 FAX (808) 241-6877

February 9, 2012

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

Re: Nomination to serve on the Cable Advisory Committee

Dear Senator Baker:

Aloha! It is with great humility that I present myself as a nominee to serve on the State's Cable Advisory Committee. With more than 25 years of professional experience in media, communications and related fields, I look forward to contributing to the mission of this important body, and especially to offering a neighbor island perspective to the various issues before the Committee.

My early experience in radio and television news, coupled with my more recent experience in managing media and communications for the County of Kauai for nearly a decade, has provided me with a well-rounded perspective on the impact and potential benefits afforded by various means of telecommunications in our daily lives. The impact of cable television and related services has expanded so tremendously in recent years, that effective oversight at the State level is absolutely essential.

Studying telecommunications at Michigan State University three decades ago instilled in me a lifelong passion for appreciating the impact of media – and the responsibility of the media to wield that influence responsibly. Media accountability is important to me and is an expectation that I would bring to this task.

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Cable Advisory Committee
February 9, 2012
Page 2 of 2

Working in the private sector and serving as the Director of the Office of Economic Development for the County of Kauai has given me a strong sense of advocacy for our business community. I believe that government regulation should be appropriate and not onerous, and that government has a responsibility to enable as well as regulate in order to insure that our economy is healthy and continues to grow. This type of perspective is important relative to the work of the Department of Commerce and Consumer Affairs (DCCA), and I intend to provide a voice of balance in this advisory role.

On a personal level, having raised a son who is Deaf almost to adulthood (he will be 17 in April), has given me another important perspective on how we communicate. Advocating for access for him at school and in the community has been a constant challenge, and I am fully committed to insuring that all in our community have equal access to information and services provided by both the private and public sectors.

Over the past sixteen years I have worked in a variety of positions within County government. One of the most important lessons I have learned along the way is that there must be an effective exchange of information and ideas between government and the people we serve. Advisory committees have served us well on the County level, and it would be a privilege for me to provide feedback in this way to the leadership of DCCA, so that they can make informed and balanced decisions in this arena.

In conclusion, please accept my deep appreciation for your consideration of my nomination. I will be happy to meet with you in person or by phone to discuss any questions you may have.

Mahalo nui loa,



Beth Tokioka
Director of Communications



HOUSE OF REPRESENTATIVES

STATE OF HAWAII
STATE CAPITOL
415 SOUTH BERETANIA STREET
HONOLULU, HAWAII 96813

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Rosalyn H. Baker, Chair
Senator Brain T. Taniguchi, Vice Chair

March 15, 2012

9:30 AM

Testimony in SUPPORT of Confirmation to the Cable Advisory Committee

BETH TOKIOKA

Chair Baker, Vice-chair Taniguchi and members of the Committee on Commerce and Consumer Protection, thank you for this opportunity to provide testimony in support for the confirmation of Beth Tokioka to the Cable Advisory Committee.

As a former member of the Kauai County Council, I have had the privilege of working side by side with Beth Tokioka as she served in different executive and administrative capacities as a cabinet member in the Office of the Mayor, County of Kauai. Beth has an incredible work ethic that has contributed to the many successes of three different Kauai Mayors in the past 16 years.

Beth's professionalism and years of experience in public service will be a true asset as a member of the Cable Advisory Committee. She brings to the table the ability to seek consensus and reasonableness that will benefit the general public and support for the mission of the Department of Commerce and Consumer Affairs as it relates to the subject area of cable television. Beth's strengths are numerous, however, in this specific role, I believe she will provide the necessary input and feedback as she will be able to articulate what is in the best interest of the end user.

Again, I reiterate that I would like to pledge my full support for the confirmation of Beth Tokioka as a member of the Cable Advisory Committee.

Thank you for this opportunity to provide testimony and please free to contact my office if you have any further questions.

A handwritten signature in black ink, appearing to read "Derek S.K. Kawakami".

Representative Derek S.K. Kawakami, 14th District
East and North Kauai