

GM 655

Report Title:

Hawai'i Aerospace Advisory Committee

Measure Title:

Submitting for consideration and confirmation to the Hawai'i Aerospace Advisory Committee, Gubernatorial Nominee, ELLIOT PULHAM, for a term to expire 6-30-2015.



February 25, 2013

Senator Will Espero, Chairman
Committee on Public Safety, Intergovernmental, and Military Affairs
Hawaii State Capitol
415 S. Beretania Street
Honolulu, Hawai'i 96813

Dear Senator Espero,

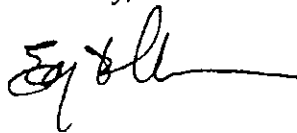
In response to your Feb. 20 letter, requesting a brief statement on my nomination for another term as Chairman of the Hawaii Aerospace Advisory Committee, I am pleased to respond to your questions as follows:

- (1) I wish to continue to serve as a member of the HAAC because of my strong ancestral connections to Hawaii, and in particular because of the strong desire of my benefactor, Princess Bernice Pauahi Bishop, that I, as a graduate of Kamehameha Schools, should always aspire to be a "good and industrious" person. Further, as a keiki o ka aina who, like so many, felt compelled to leave Hawaii in order to establish a good livelihood and strong professional career, I have long believed that Hawaii needs to diversify its economy and develop well-paying alternatives to the tourism industry, in order to stop the flight of our young people out of the islands, and create a robust economy to which expatriates can return. I know that aerospace is the strongest possible avenue for creating industries that innovate, inspire, and provide the highest paying jobs for our people.
- (2) As both a part-Hawaiian and chief executive officer of the Space Foundation, I believe that I am probably the most uniquely qualified person in the world to serve on the HAAC. Not only do my ancestral roots extend back in time beyond the age of Kalaniopuu and Kamehameha, but also in my professional capacity I am recognized around the world as one of the leading authorities on the space industry.
- (3) I believe it is critically important in this next term of service to (A) continue to provide the legislature with support and expertise that will buttress and affirm the confidence that the legislature has placed in aerospace as a growth industry, (B) to work to develop the awareness and support of existing industry leadership within island communities, and (C) to continue to work to persuade OAD and DBEDT staff that current efforts, which are focused almost exclusively on NASA, need to be broadened to develop the much larger opportunities represented in the commercial sector.

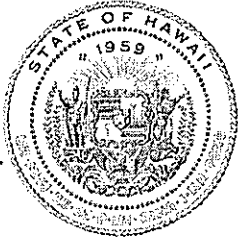
- (4) As CEO of the Space Foundation, I must always be mindful of the broad national and international remit of my organization. Our organization works to advance the interests of ALL space states, and I must always be mindful of supporting Hawaii in ways that do not detract from the interests of other states. I have managed this approach successfully in past work for other states, and I do not envision any problems in doing so for Hawaii. The other potential conflict of interest would arise in the event that Hawaii should decide to do business with the Space Foundation. Other space states are, indeed, corporate members of the Space Foundation, however I firewall myself from potential COI's by remaining outside those decision and negotiation processes and assigning them to another executive to act on behalf of our organization. The same holds true for participation of states in the annual National Space Symposium.

I look forward to seeing you soon, and to continuing our work on behalf of Hawaii through the Hawaii Aerospace Advisory Committee.

Sincerely,

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

Elliot Holokauahi Pulham
Chairman



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

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GOVERNOR

RICHARD C. LIM
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Statement of
RICHARD C. LIM
Director
Department of Business, Economic Development & Tourism
before the
**SENATE COMMITTEE ON
PUBLIC SAFETY, INTERGOVERNMENTAL, AND MILITARY AFFAIRS**

Thursday, February 28, 2013
2:45 p.m.
State Capitol, Conference Room 224
in consideration of

GM 655

**SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE HAWAII
AEROSPACE ADVISORY COMMITTEE, GUBERNATORIAL NOMINEE, ELLIOT
PULHAM, FOR A TERM TO EXPIRE 6-30-2015.**

Chair Espero, Vice Chair Baker, and Members of the Committee.

The Department of Business, Economic Development and Tourism **supports** the nomination of Mr. Elliot Pulham to the Hawaii Aerospace Advisory Committee (HAAC).

As Chief Executive Officer of the United States Space Foundation, Mr. Pulham leads a hybrid organization that is part educational institution, part trade association, part think tank, and part international non-governmental policy organization. Under his leadership, the Space Foundation has become a permanent member of the U.S. Delegation to the United Nations Committee on the Peaceful Uses of Outer Space, as well as a leading U.S. member of the Global Space Development Summit organization. Mr. Pulham has also served as public relations lead for the Boeing Corporation, and participated on the merger team that designed the architecture for combining the space and defense operations of Boeing, Rockwell and McDonnell Douglas.

As such, we believe Mr. Pulham has the professional skills and experience required to serve on the HAAC and recommend his confirmation to this position.

Thank you for the opportunity to testify on this nomination.