



NATURAL ENERGY LABORATORY OF HAWAII AUTHORITY

An Authority of the State of Hawaii attached to the Department of Business, Economic Development & Tourism

Statement of
Gregory P. Barbour
Executive Director

Natural Energy Laboratory of Hawaii Authority
before the
COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

March 14, 2014

9:00am

State Capitol, Conference Room 312

in consideration of

HR 33 and HCR 51

**REQUESTING THAT THE NATURAL ENERGY AUTHORITY OF HAWAII AUTHORITY GATEWAY
CENTER BE RENAMED IN HONOR OF GUY HIDEO TOYAMA**

The Natural Energy Laboratory of Hawaii Authority (NELHA) is pleased to comment on H.R. 33 and H.C.R. 51 requesting that the Hawaii Gateway Energy Center be renamed in honor of Guy Toyama. As these resolutions are on the NELHA Board of Directors (BOD) agenda for Tuesday March 18, 2014, the NELHA BOD has not taken a formal position at this time.

It is important to note that, at its November 20, 2012 meeting the NELHA BOD unanimously passed a motion recognizing Guy's contribution to NELHA over the past ten years. There was considerable discussion acknowledging the invaluable contributions Guy made to many of the clients at NELHA towards their successful growth and development; his unselfish contribution to the overall development of Hawaii Ocean Science and Technology Park via his leadership role as Executive Director of the Friends of NELHA; and generally his impact as a renewable energy evangelist in

assisting the State of Hawaii achieve its clean energy goals. Clearly, Guy was a man that was well respected, trusted and admired by the NELHA community.

It is important that his dreams for the future of NELHA, that he worked so hard to build, will live on and become reality. Clearly, his efforts are deserving of some form of remembrance or memorial for his work. We believe the issue is really finding the “right way to do it”.

It is my understanding that considerable time and effort went into the naming of the Hawaii Gateway Energy Center when it was completed approximately 10 years ago. And there have been other proposals to rename the Hawaii Gateway Energy Center over the years. For example, the most recent effort was to rename to the Hawaii Gateway Energy Center after the late U.S. Senator Spark Matsunaga. He was instrumental in NELHA receiving approximately \$30 million in federal funding during the early stages of its development. Accordingly, it is important that the community have adequate time to evaluate the renaming of the Hawaii Gateway Energy Center.

Thank you for the opportunity to offer these comments.

ward2-Robin

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, March 12, 2014 4:50 PM
To: edbtestimony
Cc: mjlathrop@sbcglobal.net
Subject: Submitted testimony for HR33 on Mar 14, 2014 09:00AM

HR33

Submitted on: 3/12/2014

Testimony for EDB on Mar 14, 2014 09:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Martha	Individual	Comments Only	No

Comments: Guy Toyama should be honored for his work.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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HOUSE OF REPRESENTATIVES
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2014

COMMITTEE ON ECONOMIC DEVELOPMENT & BUSINESS

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NOTICE OF HEARING

DATE: Friday, March 14, 2014
TIME: 9:00 am
PLACE: Conference Room 312
State Capitol
415 South Beretania Street

Re: HR 33 - REQUESTING THAT THE NATURAL ENERGY LABORATORY OF HAWAII
AUTHORITY GATEWAY CENTER BE RENAMED IN HONOR OF GUY HIDEO TOYAMA.

Aloha,

This is to testify that Mr. Guy Hideo Toyama who was the chairman of the Hawaii County Mayor's Energy Advisory Commission and executive director of the Friends of the Natural Energy Laboratory of Hawaii Authority (NELHA), and Project Director of the Pacific International Ocean Station of the Blue Revolution Hawaii, worked very hard to advocate for NELHA success as a leading research and entrepreneur incubation center for future improvement of human and environmental sustainability.

Thus, I support the request that the NELHA Gateway Center be renamed in honor of Guy Hideo Toyama.

Dr. Tetsuzan Benny Ron
2957 Kalakaua Ave. #501
Honolulu, HI 96815

March 13, 2014

TESTIMONY SUBMISSION FOR THE HEARING OF THE HOUSE OF REPRESENTATIVES
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2014

Tei A. Gordon
President & CEO
gEco Holdings, LLC
Kailua-Kona, Hawaii | Tokyo, Japan | Corvallis, Oregon

Testimony in support of:

HR 33 - REQUESTING THAT THE NATURAL ENERGY LABORATORY OF HAWAII AUTHORITY GATEWAY CENTER BE RENAMED IN HONOR OF GUY HIDEO TOYAMA.
Companion(s): HCR51, SR17, SCR42

House of Representatives,

My name is Tei Gordon. I am the President and CEO of gEco Holdings, LLC, a cross-border venture capital and market-entry consulting company.

I am one of the fortunate few to have known Guy in both professional and personal capacities. We were instant friends since our Freshman year of college at the University of Oregon and remained friends through our overlapping years working in Tokyo and up until his untimely passing. You might say, I certainly have personal bias when speaking on Guy's character.

The bias also extends professionally. I held tremendous respect for Guy's business values and ambition to achieve them, as we partnered on various projects between Hawaii, Korea, China and Japan up until his passing. His passion for promoting both Hawaii and clean-technologies overseas was unrivaled and he earned the respect of everyone that had the opportunity to meet him.

Details not mentioned in HR33

To further exemplify Guy's contributions, there are several items about Guy that were not mentioned in the current draft of HR33 and, since they took place overseas, perhaps I am one of the few in a position to add:

- Guy always found a way to bring NELHA into the mix, no matter the business at hand. Between 2007 and 2010, Guy and I worked to successfully expand our client Kona Brewing Company's market reach in Japan.

I recall one instance at a Japan's largest Hawaii tradeshow at Yokohama in the summer of 2008, where we were promoting Kona beer. After setting up our booth, Guy proceeded to pull out a box full of Abalone from a NELHA tenant and demonstrated how great barbecued Abalone goes with Kona beer. Then, he had the idea to promote the occasion by calling in to the Big Islands's KAPA FM radio, which we

were streaming at our booth, and doing a live interview in Japanese and English to promote Kona beer, NELHA Abalone and tourism to Hawaii, all in one shot. It was brilliant, and in Guy's nature to help as many as he could, but NELHA was always a component.

- Guy organized a delegation (which I joined) to Hiroshima in 2009 to establish a sister-chamber relationship with Hatsukaichi in Hiroshima-prefecture, Japan, which opened many doors to ongoing investment in Hawaii from Japan. The event drew business and political leaders from all over western Japan was highlighted on the evening news in Japan. Members of the chamber in Japan have made numerous trips to NELHA over the years and initiated business with NELHA tenants.
- Through the sister city relationship Guy spearheaded with Kumejima Island in Okinawa, Japan, Guy was instrumental in helping Kumejima set up an Ocean Technology research facility (based upon the NELHA model) and it was featured in a three-part series over three nights on Japan's national television station NHK.
- Just weeks prior to his passing in 2012, Guy gave a presentation on traffic congestion in Honolulu at the TED-Honolulu Conference. TED conferences are globally recognized and only the best of the best are invited to present. Back in 2008, I took Guy to our first TED conference in Tokyo, where leaders from a variety of industries, and arts gave presentations. It was at that time, that Guy said, "Tei, someday, that will be us up there presenting." In 2012, he followed through.

Business trips to Japan

There is one further unique perspective I offer with regards to Guy's role at NELHA. Since moving back to Hawaii from Japan, Guy continued to visit Japan up to four or five times a year and each time, I hosted him at my home, where he worked from. I am not sure that representatives of NELHA even knew or not, but Guy worked tirelessly during these trips to recruit Japanese executives to visit NELHA and did so at his own expense.

Guy often asked me to introduce key executives that he could bring to Hawaii or would be interested to invest in Hawaii. It was through these introductions that he organized numerous delegations to visit NELHA and he gave personal tours in Japanese. He would then set up one-on-one meetings with tenants at NELHA to facilitate business. It was one of these trips that he met the Governor of Okinawa and it ultimately resulted in the above sister city relationship with Kumejima. Guy was perhaps as well known in Japan as he was in Hawaii.

Renaming the Gateway visitor center

Surely, there are many that are deserving to have the Gateway named after them and it has been suggested that there are those who wish the honor bestowed to other local heroes, such as Sen. Daniel Inouye or Gov. Ariyoshi, who were instrumental in bringing NELHA to Hawaii.

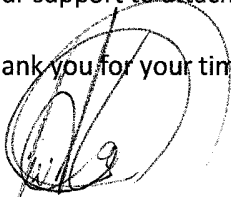
I agree that they are certainly deserving; albeit, I would also argue that such heroes are deserving of having something more substantial named after them and that is more commensurate to their stature, such as renaming highways, an airport or perhaps even the NELHA complex itself, leaving the smaller things, such as the Gateway visitor center, where Guy spent most of his waking hours, to a visionary such as Guy Toyama, who represents an entire younger generation of aspiring entrepreneurs.

Closing

I realize it is difficult to rename the Gateway in the honor of someone you may have never met. Instead, you must rely on witnesses to his character and accomplishments, from his friends and peers. It is not just about honoring my departed friend Guy Toyama. Attaching Guy's name to the Gateway is really about highlighting his values, ambitions and ideals, i.e. Hawaii, clean-tech, entrepreneurship and bringing international businesses to Hawaii through NELHA.

We have the opportunity to turn Guy's passion and passing into a good thing by renaming the Gateway visitor center at NELHA and making his message even louder than ever. I sincerely hope we can earn your support to attach Guy Toyama's name to the Gateway visitor center.

Thank you for your time and consideration.

A handwritten signature in black ink, appearing to read 'Tei A. Gordon', enclosed within a circular scribble.

Tei A. Gordon
President & CEO
gEco Holdings, LLC
tagordon@gecoh.com
Kailua-Kona, Hawaii | Tokyo, Japan | Corvallis, Oregon

ward2-Robin

LATE

From: mailinglist@capitol.hawaii.gov
Sent: Friday, March 14, 2014 7:27 AM
To: edbtestimony
Cc: rsaito@sunpowercorp.com
Subject: Submitted testimony for HR33 on Mar 14, 2014 09:00AM

HR33

Submitted on: 3/14/2014

Testimony for EDB on Mar 14, 2014 09:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Riley Saito	Individual	Oppose	No

Comments: I oppose renaming the NELHA Gateway Energy Center in honor of Guy Toyama because it is inappropriate. The name of the Gateway Energy Center should be maintained.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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