

**Board of Directors of the Hawaii  
Tourism Authority**

**GOV.MSG.NO.694**

**Robert Herkes**



## HOUSE OF REPRESENTATIVES

STATE OF HAWAII  
STATE CAPITOL  
HONOLULU, HAWAII 96813

April 4, 2014

Senator Gilbert Kahele, Chair  
Committee on Tourism  
Hawaii State Capitol Room 213  
415 S. Beretania St.  
Honolulu, HI 96813

Re: GM694 Submitting for consideration and confirmation to the Board of Directors of the Hawaii Tourism Authority, Gubernatorial Nominee, ROBERT HERKES, for a term to expire 6-30-2018

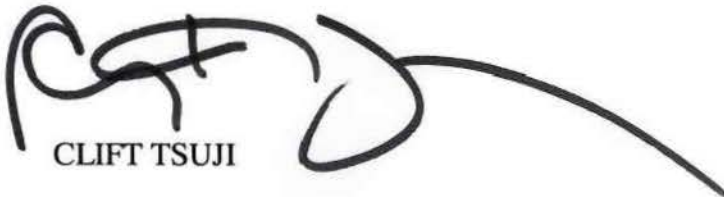
Dear Chair and Committee Members:

I strongly support the appointment of nominee Robert Herkes to the Board of Directors of the Hawaii Tourism Authority.

Mr. Herkes has accumulated a considerable amount of leadership experience and has facilitated beneficial changes for the people of Hawaii. Some examples include serving on the Hawaii County Police Commission, Hawaii County Council, State Senate and the State House of Representatives for over 10 years, chairing various committees. He also has in-depth knowledge of the tourism industry as a retired hotel executive, and is currently appointed as Chairperson to the Hawaii Hospitality Hall of Fame Board of Trustees.

With his wide breadth of experiences, Robert Herkes possesses the desired, comprehensive abilities of an ideal candidate for the Board of Directors of the Hawaii Tourism Authority.

Sincerely,



CLIFT TSUJI

**Representative Clift Tsuji**

District 2: Keaukaha; parts of Hilo, Panaewa & Waiakea  
State Capitol 415 S. Beretania St. Honolulu, HI 96813  
Phone: 586-8480 Toll-free from Hawaii Island 974-4000 ext. 68480  
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Email: reptsuji@capitol.hawaii.gov

**From:** [Richard Kelley](#)  
**To:** [g.kahele@capitol.hawaii.gov](mailto:g.kahele@capitol.hawaii.gov)  
**Cc:** [Micah Alameda](#)  
**Subject:** Confirmation of Rep. Robert Herkes to HTA Advisory Board  
**Date:** Saturday, April 05, 2014 2:40:18 PM

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Senator Gilbert Kahele  
Chair  
Senate Tourism Committee

Dear Senator Kahele:

I am writing this letter to let you and the members of the Senate Tourism Committee know that I heartily support the nomination of Representative Robert Herkes to be a member of the Advisory Board for the Hawaii Tourism Authority.

Rep. Herkes has a unique and vast amount of knowledge and experience in Hawaii's Travel & Tourism industry. As a young man in the 1950s, he worked at the just-opened Edgewater Hotel for my father, Roy C. Kelley, the legendary hotel developer, owner and operator. Later, he worked for W. D. Child, Jr., CEO of InterIsland Resorts and rose through the ranks to become one of the company's top executives.

Rep. Herkes has seen Hawaii's Travel & Tourism industry go through good times as well as challenging periods brought on by natural disasters, economic recessions, armed conflict, etc. He understands the close link between the Travel & Tourism industry and the economy of the State of Hawaii. He is aware of the many ties between the visitor industry and excellent job opportunities of all types for the citizens of our state.

Rep. Herkes is a dedicated, knowledgeable, experienced individual who, as a member of the Advisory Board of Hawaii Tourism Authority, will serve our Hawaii and its citizens well by providing the direction and support that will be needed in the challenging times ahead.

Aloha,

*Richard R. Kelley*

**Chairman Emeritus  
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Dr. Richard Kelley's Blog: <http://tinyurl.com/RRKblog>**

cc: [m.alameda@capitol.hawaii.gov](mailto:m.alameda@capitol.hawaii.gov)

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April 4, 2014

Senator Gilbert Kahele, Chair  
Senate Tourism Committee  
[senkahele@capitol.hawaii.gov](mailto:senkahele@capitol.hawaii.gov)

Aloha Senator Kahele,

Thank you for the opportunity to offer supporting testimony in support of Robert Herkes for the Hawaii Tourism Authority Board of Directors.

I have been in Hawaii's hospitality industry for many years dating back to the early 70's working my way up to Director of Sales and Marketing for hotels on both Oahu and the Neighbor Islands including Halekulani and the Hyatt Hotels Hawaii and Westin Maui and Kauai. In 1995, as the Vice President of Sales, MC&I for Hawaii Visitors and Convention Bureau I booked the first two major conventions five years prior to the Hawaii Convention Center's opening; American Dental Association and Lions Clubs International.

For the past sixteen years, I have had my own "business tourism" consultancy and own produced fifteen annual PRIME (Pacific Rim Incentives & Meetings Exchange), Hawaii's premier meetings industry trade event.

I was most fortunate to have worked with Bob Herkes when he was the Vice President for Inter Island Resorts, Hawaii's pioneer hotel company for the Neighbor Islands. Bob has been one of the strongest proponents for local folks to be the leaders in Hawaii's tourism industry. He has worked diligently to insure that tourism contributes to the betterment of our local residents and for the perpetuation of our unique cultural history.

Bob truly brings a lot of insights to HTA's Board of Directors to insure a sustainable hospitality industry for Hawaii.

Mahalo nui loa for your consideration,

Priscilla Texeira  
President

**From:** [mailinglist@capitol.hawaii.gov](mailto:mailinglist@capitol.hawaii.gov)  
**To:** [TSMTestimony](#)  
**Cc:** [thirr33@gmail.com](mailto:thirr33@gmail.com)  
**Subject:** Submitted testimony for GM694 on Apr 7, 2014 14:00PM  
**Date:** Thursday, April 03, 2014 8:04:15 PM  
**Attachments:** [GM694 Robert Herkes.gif](#)

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**GM694**

Submitted on: 4/3/2014

Testimony for TSM on Apr 7, 2014 14:00PM in Conference Room 229

| <b>Submitted By</b>    | <b>Organization</b>         | <b>Testifier Position</b> | <b>Present at Hearing</b> |
|------------------------|-----------------------------|---------------------------|---------------------------|
| Arvid Tadao Youngquist | 1,978 "Conventional People" | Support                   | No                        |

Comments: Chair, Sen. Gilbert Kahele, Senate TSM Committee V. Chair, Sen. Gilbert S. C. Keith-Agaran Right Honorable Members of the Senate TSM Committee We support the confirmation of the former State Rep. Bob Herkes to the Hawaii Tourism Authority. He is a gentleman and a loyal husband who inspires compassion, and friendship. I have known him at work at the Legislature since 1998. He will make a great addition to the Authority. Mahalo for this opportunity to provide testimony in support. Arvid Tadao Youngquist Founder, Administrator, & Spokesman

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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**From:** [mailinglist@capitol.hawaii.gov](mailto:mailinglist@capitol.hawaii.gov)  
**To:** [TSMTestimony](#)  
**Cc:** [beckypgardner@gmail.com](mailto:beckypgardner@gmail.com)  
**Subject:** Submitted testimony for GM694 on Apr 7, 2014 14:00PM  
**Date:** Monday, April 07, 2014 9:39:23 AM

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**GM694**

Submitted on: 4/7/2014

Testimony for TSM on Apr 7, 2014 14:00PM in Conference Room 229

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier Position</b> | <b>Present at Hearing</b> |
|---------------------|---------------------|---------------------------|---------------------------|
| Becky Gardner       | Individual          | Support                   | No                        |

Comments: Chair Kahele, Vice Chair Keith-Agaran, and members of the Committee on Tourism, I want to lend my strong support for the nomination of Robert Herkes to the Hawaii Tourism Authority. As a former business owner and expert in hotel management and hospitality, Robert Herkes has a deep understanding of the industry and of the external factors that affect it. He also served as a state representative and chaired the House Committee on Consumer Protection and Commerce, where he played a role in shaping the hospitality business climate. Robert Herkes has an in-depth knowledge of issues that directly affect the tourism industry such as the transient accommodation tax, time-share regulations, and hotel-to-condominium conversions, making him an excellent choice to help guide the policy decisions of the authority. Thank you for the opportunity to submit testimony in support of this nomination. Sincerely, Rebecca Gardner

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**From:** [Cory Chun](#)  
**To:** [TSMTestimony](#)  
**Subject:** GM 694 - Support  
**Date:** Monday, April 07, 2014 9:08:21 AM

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April 7, 2014

2:00 pm hearing, Room 229

GM 694 - Submitting for consideration and confirmation to the Board of Directors of the Hawaii Tourism Authority, Gubernatorial Nominee, ROBERT HERKES, for a term to expire 6-30-2018

Chair Kahele, Vice Chair Keith-Agaran, and members of the Committee on Tourism,

I want to lend my support for the nomination of Robert Herkes to the Hawaii Tourism Authority. As a former business owner in hospitality industry, Robert Herkes has a deep understanding of the industry and of the external factors that affect it. He also served as a state representative and chaired the House Committee on Consumer Protection and Commerce, where he played a role in shaping the hospitality business climate. Robert Herkes has an in-depth knowledge of issues that directly affect the tourism industry such as the transient accommodation tax, time-share regulations, and hotel-to-condominium conversions, making him an excellent choice to help guide the policy decisions of the authority. Thank you for the opportunity to submit testimony in support of this nomination.

Sincerely,

Cory Chun



**From:** [Debbie Baker](#)  
**To:** [Sen. Gilbert Kahele](#)  
**Cc:** [Micah Alameda](#)  
**Subject:** Nominee Robert Herkes to Board of Directors Hawaii Tourism Authority  
**Date:** Thursday, April 03, 2014 8:53:40 AM

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Aloha,

I support the nomination of Robert Herkes to the Board of Directors of the Hawaii Tourism Authority.

I have known Bob for over 40 years both as a former employee and personal friend. His creative approach, intelligence and enthusiasm have always inspired those around him to probe a little deeper to come up with innovative and collaborative initiatives. Bob's deep, personal love for the islands will serve Hawaii's residents well as HTA charts the future course for our number one industry. Having worked within the hospitality industry statewide, he understands the complexities of Hawaii's visitor industry and its importance to the state.

Please vote to confirm Robert Herkes to the position.

Mahalo,

/Debbie Baker

**Current Events**  
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p: 808-326-7820  
w: [current-events.com](http://current-events.com)

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**To:** [TSMTestimony](#)  
**Cc:** [lho@hawaiipublicpolicy.com](mailto:lho@hawaiipublicpolicy.com)  
**Subject:** \*Submitted testimony for GM694 on Apr 7, 2014 14:00PM\*  
**Date:** Monday, April 07, 2014 8:56:40 AM

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**GM694**

Submitted on: 4/7/2014

Testimony for TSM on Apr 7, 2014 14:00PM in Conference Room 229

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier Position</b> | <b>Present at Hearing</b> |
|---------------------|---------------------|---------------------------|---------------------------|
| MELISSA PAVLICEK    | Individual          | Support                   | No                        |

Comments:

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**From:** [Ross Wilson](#)  
**To:** [Sen. Gilbert Kahele](#)  
**Cc:** [Micah Alameda](#)  
**Subject:** Support for Bob Herkes HTA Board of Directors  
**Date:** Friday, April 04, 2014 11:15:28 AM

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Aloha Senator Kahele!

I am writing in support of Bob Herkes nomination to the Hawaii Tourism Authority's Board of Directors.

I'm am a lifelong resident of Hawaii's Big Island having grown up in Hilo and have lived in Kona for the past 35 years.

I am a graduate of the University of Hawaii's Travel Industry Management School and began my travel and tourism career with Bob Herkes in Hilo in the 1970s. I worked for Mr. Herkes again in the 1980s when he was General Manager of the Kona Surf Resort.

Bob Herkes's entire background and training prior to his political career is rooted in the hospitality business in Hawaii.

A graduate of the Cornell Hotel School and San Francisco City College, Bob began his career with Interisland Resorts. You may recall that Interisland Resorts (Kauai Surf, Maui Surf, Kona Surf and the Naniloa Surf) was one of the leading hotel companies in the state and they focused on travel to the neighbor islands.

Bob Herkes rose to the number two position in Interisland Resorts as Executive Vice President before leaving to start two restaurants in Hilo and Kona. He returned to Interisland Resorts later to manage the Kona Surf Resort before it was sold and he entered the political realm.

Bob Herkes is a true visionary.

In late 1980, Bob Herkes, Ted Hardie and I met with Valerie Silk. Valerie and her then husband at the time had put a little race together on Oahu and it had outgrown its venue.

The race was called the Ironman Triathlon and the event had grown from 12 participants in 1978 to about a hundred in 1979.

The event on Oahu consisted of combining the Waikiki Rough Water Swim (1.2 miles), the Around Oahu Bike Race (112 miles) and the Honolulu Marathon (26.2 miles) races into one event.

I listened to Valerie Silk explain the Ironman event and I personally didn't think that the event had a future. I did not think that there were a lot of people who would do such a grueling event. Boy, was I wrong!

Bob Herkes saw the future potential of the Ironman event in Kona and was all in.

He pledged his support and the support of the hotel. He provided counsel, access, hotel rooms, meeting rooms and even food and beverage. This early

support from Bob Herkes gave Ironman a foothold in Kona and the rest is history.

Bob Herkes grew up in Hawaii and spent his entire career here. He will provide a great hands on visitor industry perspective that the Hawaii Tourism Authority can certainly benefit from.

I ask for your kokua and support for Bob Herkes nomination.

Mahalo!

Ross Wilson Jr.  
75-5751 Kuakini Highway, Suite 202  
Kailua-Kona HI 96740

808-937-3678

**From:** [mailinglist@capitol.hawaii.gov](mailto:mailinglist@capitol.hawaii.gov)  
**To:** [TSMTestimony](#)  
**Cc:** [lho@hawaiipublicpolicy.com](mailto:lho@hawaiipublicpolicy.com)  
**Subject:** \*Submitted testimony for GM694 on Apr 7, 2014 14:00PM\*  
**Date:** Monday, April 07, 2014 8:58:23 AM

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**GM694**

Submitted on: 4/7/2014

Testimony for TSM on Apr 7, 2014 14:00PM in Conference Room 229

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier Position</b> | <b>Present at Hearing</b> |
|---------------------|---------------------|---------------------------|---------------------------|
| Steve Teves         | Individual          | Support                   | No                        |

Comments:

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