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David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

Statement of
George D. Szigeti
Chief Executive Officer
Hawai'i Tourism Authority
on
GM 534 & GM 535
Board of Directors of the Hawai'i Tourism Authority
Senate Committee on Tourism and International Affairs
Monday, February 29, 2016
2:45pm
Conference Room 225

The Hawai'i Tourism Authority (HTA) offers the following **testimony in support of** GM 534 and GM 535, which together submit for consideration and confirmation to HTA's Board of Directors (the Board), Gubernatorial Nominee Ku'uipo Kumukahi as the Board's designated Hawaiian cultural practices member for terms to expire on June 30, 2016 and June 30, 2020, respectively.

Ms. Kumukahi has extensive experience in promoting Hawai'i's native heritage to residents and visitors alike. In addition to being an entertainer and award-winning musician, Ms. Kumukahi is a mentor, social worker and administrator. Her vision and passion for Hawai'i are evident in the myriad of organizations and events in which she has been involved, including the annual Hawaiian Music Hall of Fame "Lei of Stars" event, the "Mo'omeheu Hawai'i" Cultural Program at the Royal Hawaiian Center and the annual Nā Hōkū Hanohano Awards Show. Since 1987, Ms. Kumukahi has also worked for The Arc in Hawai'i, a non-profit organization serving individuals with intellectual and related developmental disabilities.

Ms. Kumukahi has been a joy to work with during her time on the Board. She brings insight, intelligence, diplomacy, positivity and an energetic commitment to the organization. Ms. Kumukahi understands the "pulse of Hawai'i" and the importance of infusing the aloha spirit into our responsibilities of promoting Hawai'i as a premier visitor destination and integrating the interests of visitors, the community and the tourism industry. Her talents as an educator, cultural practitioner and advisor are of tremendous value to our mission.

At HTA, we look forward to continued collaboration with Ms. Kumukahi to enhance and highlight Hawai'i's people, place and culture with the goal of delivering an incomparable visitor experience.

Mahalo for the opportunity to offer this testimony.



Association of Hawaiian Civic Clubs

P. O. Box 1135
Honolulu, Hawai`i 96807

SENATE COMMITTEE ON TOURISM AND INTERNATIONAL AFFAIRS

GM 534 and GM 535, RELATING TO THE HAWAII TOURISM AUTHORITY BOARD OF DIRECTORS GUBERNATORIAL NOMINEE KUIIPO KUMUKAHI

Monday, 2/29/16; 2:45 pm; Room 225

Aloha Chairman English and members of the Senate Committee on Tourism and International Affairs meeting to consider Governor's Messages 534 and 535 nominating Kuuipo Kumukahi to the Hawaii Tourism Authority Board of Directors. I am Annelle Amaral, president of the Association of Hawaiian Civil Clubs (AHCC), very pleased to support this nomination.

Ms. Kumukahi's reputation as a superb entertainer, cultural practitioner and community and organizational leader is known and acknowledged wherever Hawaiians gather. As a civic club member she had just recently accepted to be the chair of the AHCC Nohona Hawaii Committee dealing with issues of culture, language, historic sites and more. Unfortunately, she has resigned that post.

Having said that, we reluctantly give her up as she takes on a greater public role to provide a compelling Hawaiian cultural influence at the Board of Directors level of the HTA. We have hopes that on a Board extremely focused on the financial aspects of marketing and selling Hawaii and Hawaiian culture, Ms. Kumukahi's presence will be able to bring the values of cultural appreciation.

We wish Ms. Kumukahi well as she embarks on this endeavor and welcome her continued participation in the AHCC whenever and wherever possible. Thank you for the opportunity to support the appointment of nominee **Kuuipo Kumukahi** to the Hawaii Tourism Authority Board of Directors.

Contact: Jalna.keala2@hawaiiantel.net

From: mailinglist@capitol.hawaii.gov
To: [TSI Testimony](#)
Cc: jaynella@hotmail.com
Subject: Submitted testimony for GM534 on Feb 29, 2016 14:45PM
Date: Thursday, February 25, 2016 4:21:33 PM
Attachments: [Kuuipo Kumukahi Support Letter 2.25.16 HTA Dir .rtfd.zip](#)

GM534

Submitted on: 2/25/2016

Testimony for TSI on Feb 29, 2016 14:45PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
Leanella Kauwenaole	On behalf of Micah A. Kane, Advisory for Pacific Links International Hawaii Region	Support	No

Comments: Sent on behalf of Micah A. Kane, Advisor to Pacific Links International-Hawaii Region.

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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P.O. Box 1494, Honolulu, Hawai'i 96806-1494
Telephone:(808) 941-8751
www.tropicalmusichawaii.com

February 25, 2016

28th Legislature Regular Session 2016
Committee on Tourism and International Affairs
Senator J. Kalani English, Vice Chair
Monday, February 29, 2016, 2:45 p.m.

Re: GM 534 and GM 535

Submitting for consideration and confirmation to the Board of Directors of the Hawai'i Tourism Authority, gubernatorial nominee Ku'uipo Kumukahi for a term to expire 6/30/16, and for a term to expire 6/30/20

Aloha Vice Chairman English and members of the Tourism & International Affairs Committee:

My name is Lea Uehara, president of Tropical Music, Inc. a Hawaiian music recording company. I write in support of Ku'uipo Kumukahi's confirmation as a director on the Board of the Hawai'i Tourism Authority.

I have known Ms. Kumukahi for 20 years as a colleague in the music business and for 11 years serving with her on the board of the Hawai'i Academy of Recording Arts (HARA). She is an accomplished musician and recording artist having released 10 albums and won numerous Nā Hōkū Hanohano Awards including Female Vocalist and the Album of the Year. Because of her background in the music, language, and culture she is sought out as a speaker, instructor, consultant, judge in numerous conferences, events, and competitions over the years.

An exceptional leader Ms. Kumukahi served as president of HARA for four years, and is the past president of the Hawaiian Music Hall of Fame. She is a co-founder and past president of the Na Lani 'Ehā Hawaiian Civic Club. Her excellent organizational, management and supervisory skills have served her well and resulted in her various promotions over the years.

Having spent many years in the human services sector, she was recently hired for the new position of Hawaiian Cultural Advisor at the Hyatt Regency Hotel. She is passionate about Hawaiian music and has long been an advocate of bringing it back to Waikīkī, keenly aware that Hawaiian music and culture distinguishes our visitor destination from others.

Ms. Ku'uipo has performed in Waikīkī for over 25 years, giving her a unique perspective on the evolution of our visitor industry. And because of her passion, and belief in Hawaiian culture as integral to Hawai'i as a premier visitor destination I believe she has much to contribute to the Hawai'i Tourism Authority Board. She has my highest recommendation. I am happy to provide further comment or answer other questions.

Mahalo,

Lea Uehara, President
Tropical Music, Inc.



From: mailinglist@capitol.hawaii.gov
To: [TSI Testimony](#)
Cc: alicekamaka@gmail.com
Subject: Submitted testimony for GM535 on Feb 29, 2016 14:45PM
Date: Wednesday, February 24, 2016 3:17:53 PM

GM535

Submitted on: 2/24/2016

Testimony for TSI on Feb 29, 2016 14:45PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
Alice Kamaka	Individual	Support	Yes

Comments: I first met Ms. Kumukahi in October 1989, she was my teacher at The Arc in Hawaii. Even though I stopped going to The Arc, Ms. Kumukahi never forgot about me. Every time she sees me she would great me, always making me feel welcome and like her family. I strongly support her nomination to the Board of Directors of the Hawai'i Tourism Authority. Thank you for your consideration and time.

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From: mailinglist@capitol.hawaii.gov
To: [TSI Testimony](#)
Cc: aloha@manoaheritagecenter.org
Subject: Submitted testimony for GM535 on Feb 29, 2016 14:45PM
Date: Friday, February 26, 2016 9:55:51 AM

GM535

Submitted on: 2/26/2016

Testimony for TSI on Feb 29, 2016 14:45PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
Aloha McGuffie	Individual	Support	No

Comments: Kuuipo Kumukahi is a phenomenal Hawaiian cultural resource who willingly shares her vast knowledge, important practices and warmest aloha with all of us who seek what is pono in life from history and values of our kupuna to music of our alii and preservation of our language. I wholeheartedly support her appointment to the HTA Board as a Hawaiian Practitioner!

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From: mailinglist@capitol.hawaii.gov
To: [TSI Testimony](#)
Cc: cwaki1@gmail.com
Subject: *Submitted testimony for GM535 on Feb 29, 2016 14:45PM*
Date: Wednesday, February 24, 2016 3:31:02 PM

GM535

Submitted on: 2/24/2016

Testimony for TSI on Feb 29, 2016 14:45PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
Claretta Wakita	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [TSI Testimony](#)
Cc: dwong@99imperial.net
Subject: Submitted testimony for GM535 on Feb 29, 2016 14:45PM
Date: Friday, February 26, 2016 3:24:28 PM

GM535

Submitted on: 2/26/2016

Testimony for TSI on Feb 29, 2016 14:45PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
Darryl Wong	Individual	Support	No

Comments: Ku'uipo Kumukahi is an individual who I feel can help our State bring more energy and expertise to HTA as she continues to promote those culturally directed efforts aimed at informing our visitors of what they can experience during their stay in the islands.

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From: mailinglist@capitol.hawaii.gov
To: [TSI Testimony](#)
Cc: hawaiiifishingfanatic@gmail.com
Subject: Submitted testimony for GM535 on Feb 29, 2016 14:45PM
Date: Sunday, February 28, 2016 7:27:17 PM

GM535

Submitted on: 2/28/2016

Testimony for TSI on Feb 29, 2016 14:45PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
Don Aweau	Individual	Support	Yes

Comments: As previously stated in GM534 and for term expiring: 6/30/2020, in full support of Ku'uipo Kumukahi to the Board of Directors of the Hawai'i Tourism Authority. I have no doubt that she will continue to serve the Native Hawaiian community and Hawai'i tourism industry well. Mahalo piha.

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
To: [TSI Testimony](#)
Cc: jwong@99imperial.net
Subject: Submitted testimony for GM535 on Feb 29, 2016 14:45PM
Date: Friday, February 26, 2016 5:10:44 PM

GM535

Submitted on: 2/26/2016

Testimony for TSI on Feb 29, 2016 14:45PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
James Wong	Individual	Support	No

Comments: Ku'uipo Kumukahi is an individual who we feel can help our State bring more energy and expertise to HTA as she continues to promote those culturally directed efforts aimed at informing our visitors of what they can experience during their stay in the islands. She has many positive qualities and will be an asset as a member of the HTA Board.

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
To: [TSI Testimony](#)
Cc: mkhan@hawaiiantel.net
Subject: Submitted testimony for GM535 on Feb 29, 2016 14:45PM
Date: Monday, February 22, 2016 2:28:57 PM

GM535

Submitted on: 2/22/2016

Testimony for TSI on Feb 29, 2016 14:45PM in Conference Room 225

Submitted By	Organization	Testifier Position	Present at Hearing
Leimomi Khan	Individual	Support	No

Comments: Absolutely support Kuuipo Kumukahi to the Hawaii Tourism Authority. She brings a wealth of experience in the entertainment business of tourism, is well travelled, and certainly can contribute to discussions about the Native Hawaiian culture and its application to the Tourism Industry, as well as how the Tourism Industry can contribute to Hawaii and its people, especially Native Hawaiians, its indigenous people. Please support her confirmation to the Hawaii Tourism Authority.

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February 24, 2016

THE TWENTY-EIGHTH LEGISLATURE REGULAR SESSION 2016
COMMITTEE ON TOURISM AND INTERNATIONAL AFFAIRS
SENATOR J. KALANI ENGLISH, VICE CHAIR
MONDAY, FEBRUARY 29, 2016, 2:45 P.M.
STATE CAPITOL, CONFERENCE ROOM 225

RE: GM 534 AND GM 535
SUBMITTING FOR CONSIDERATION AND CONFIRMATION
TO THE BOARD OF DIRECTORS OF THE HAWAI'I TOURISM AUTHORITY,
GUBERNATORIAL NOMINEE, KU'UIPO KUMUKAHI,
FOR A TERM TO EXPIRE 6-30-16 AND FOR A TERM TO EXPIRE 6-30-2020

Aloha, Vice Chairman English and Members of the Tourism & International Affairs Committee,

My name is Mona Wood-Sword, owner of Public Relations company IKAIKA Communications, testifying in support of the confirmation of Ku'uipo Kumukahi to the Board of Directors of the Hawai'i Tourism Authority.

Miss Kumukahi will be filling a seat that requires the Board member to be a Hawaiian practitioner. She is a lifetime student and practitioner of Hawaiian culture, history, language and the arts, most notably music and hula. A former president of the Hawai'i Academy of Recording Arts (HARA), winner of multiple Na Hoku Hanohano Awards, a director of the Hawaiian Music Hall of Fame Serenaders, co-founder of the Maiki Aiu Foundation, and a kumu at Halau Hawai'i, Miss Kumukahi is obviously a fine choice for this particular Board seat.

Above and beyond that, as someone who has worked with Miss Kumukahi on various projects in the private and non profit sectors, I can testify to her uncompromising work ethic and strength as both a team leader and member. Currently, as Hawaiian Cultural Advisor for Hyatt Regency, she also exemplifies the Hawaiian practitioner at work within the tourism industry, sharing our host culture with visitors from around the world.

I could go on and on about Miss Kumukahi's positive qualities that will make her an exceptional member of the HTA Board, and am available should you wish me to elaborate further.

Mahalo for the opportunity to testify on Miss Kumukahi's behalf.

A handwritten signature in black ink, appearing to read 'Mona K. Wood-Sword', written in a cursive style.

Mona K. Wood-Sword, President
IKAIKA Communications



February 28, 2016

THE TWENTY-EIGHTH LEGISLATURE REGULAR SESSION 2016
COMMITTEE ON TOURISM AND INTERNATIONAL AFFAIRS
SENATOR J. KALANI ENGLISH, VICE CHAIR
MONDAY, FEBRUARY 29, 2016, 2:45 P.M.
STATE CAPITOL, CONFERENCE ROOM 225

RE: GM 534 AND GM 535

SUBMITTING FOR CONSIDERATION AND CONFIRMATION
TO THE BOARD OF DIRECTORS OF THE HAWAII TOURISM AUTHORITY,
GOVERNATORIAL NOMINEE, KU'UPO KUMUKAHI,
FOR A TERM TO EXPIRE 6-30-16 AND FOR A TERM TO EXPIRE 6-30-2020

I, Vice Chairman English and to the Members of the Tourism & International Affairs Committee,
Paulina Nogelmeier, Director and Co-founder of Awaiaulu Hawaiian Literate Project, a nonprofit of
training and resource development entity based in Honolulu, and I am testifying in strong support of
nomination of Ku'upo Kumukahi to the Board of Directors of the Hawaii Tourism Authority.

Kumukahi is a lifetime student of Hawaiian culture, history, language and the arts, most notably music and
her father, Kamuela Kumukahi, was a native speaker of Hawaiian who was considered a model for
speakers of his time, and her mother, Uhiama, was the matriarch of a noted Hawaiian family, so
was raised in a home steeped in Hawaiian language, tradition and practices. She has implemented those
values throughout her life, as a performer, teacher, advisor and leader. A former president of the Hawaii
Society of Recording Arts (HARSA), winner of multiple Ni Huki Hanohano Awards, a director of the
Hawaii Music Hall of Fame Sirenamakers, co-founder of the Mahealani Foundation, kumu of Hālanu Hawaii's
Song Singer and performer, Ms. Kumukahi is a fine choice for this particular Board seat.

worked with Ku'upo in community endeavors, then being adopted into her family (ho'okama'ia), I
the opportunity to see her at work, at play and at rest, and throughout our years of interaction, I
to admire her work ethic and strength as both a team leader and member. In her current position as the
a Cultural Advisor for Hyatt Regency Hotel, she also exemplifies the ability to implement Hawaiian
language and practice within the tourism industry, sharing our local culture with visitors from around the
have nothing but praise to offer on behalf of Ms. Kumukahi, and I strongly support her confirmation as
of the HTA Board of Directors. Mahalo for the opportunity to offer my support of Ku'upo
this nomination, and I am available should you wish me to elaborate further.

I,oha,

Nogelmeier

Board of Directors: Oswald Stander (President), Gaylord Wilson (Vice President), John Marrack (Treasurer), Matt Steele
31, John Clark, Dr. Marlene Busham, Jimmy Hayes, Wayne Pritch. Executive Director: Dr. Paulina Nogelmeier.



February 25, 2016

THE TWENTY-EIGHTH LEGISLATURE REGULAR SESSION 2016
COMMITTEE ON TOURISM AND INTERNATIONAL AFFAIRS
SENATOR J. KALANI ENGLISH, VICE CHAIR
MONDAY, FEBRUARY 29, 2016, 2:45 P.M.
STATE CAPITOL, CONFERENCE ROOM 225

RE: GM 534 AND GM 535
SUBMITTING FOR CONSIDERATION AND CONFIRMATION
TO THE BOARD OF DIRECTORS OF THE HAWAI‘I TOURISM AUTHORITY,
GUBERNATORIAL NOMINEE, KU‘UIPO KUMUKAHI,
FOR A TERM TO EXPIRE 6-30-16 AND FOR A TERM TO EXPIRE 6-30-2020

Aloha, Vice Chairman English and Members of the Tourism & International Affairs
Committee:

My name is Rudylance K. Ramos, testifying in support of the confirmation of Ku‘uipo
Kumukahi to the Board of Directors of the Hawai‘i Tourism Authority.

I understand that Miss Kumukahi will be filling a seat that requires the Board member to be a
Hawaiian practitioner. Well, Kuuipo Kumukahi is a lifetime student and practitioner of
Hawaiian culture, history, language and the arts, most notably music and hula.

Immediate past president of the Hawai‘i Academy of Recording Arts (HARA), multiple Nā
Hōkū Hanohano Award winner, director of the Hawaiian Music Hall of Fame Serenaders, co-
founder of the Maiki Aiu Foundation and Nā Lani ‘Eha Hawaiian Civic Club, and kumu mele
for Halau Hawai‘i, I believe Miss Kumukahi is obviously a fine choice for this particular

RUDYLANCE K. RAMOS

825 University Aveue #A, Honolulu, HI 96826
Phone: 808.953.9177E-Mail: kelaniz808@gmail.com

Board seat.

Knowing her for the past 17 years, as someone who has worked with Kuuipo Kumukahi on various projects in the private and non profit sectors, as well as being a student of Halau Hawai‘I, and having her as one of my best friends I can testify to her unbending work ethic and forte as both a team leader and member.

She is currently employed at the Hyatt Regency Waikiki as Hawaiian Cultural Advisor, she demonstrates the Hawaiian practitioner at work within the tourism industry, sharing our host culture with visitors from around the world.

I could keep listing all the positive qualities that will make Miss Kumukahi an exceptional member and asset to the HTA Board, and am available should you wish me to do so.

Mahalo for the opportunity to testify on behalf of Miss Kumukahi.

Rudylance K. Ramos

Rudylance K. Ramos

Su Jun Lim-Higbie, Ph.D.
2425 Campus Rd. Sinclair 10,
Honolulu, HI 96822.
808-440-5217
sujun@hawaii.edu

February 27, 2016

THE TWENTY-EIGHTH LEGISLATURE REGULAR SESSION 2016
COMMITTEE ON TOURISM AND INTERNATIONAL AFFAIRS
SENATOR J. KALANI ENGLISH, VICE CHAIR
MONDAY, FEBRUARY 29, 2016, 2:45 P.M.
STATE CAPITOL, CONFERENCE ROOM 225

RE: GM 534 AND GM 535

SUBMITTING FOR CONSIDERATION AND CONFIRMATION
TO THE BOARD OF DIRECTORS OF THE HAWAI'I TOURISM AUTHORITY,
GUBERNATORIAL NOMINEE, KU'UIPO KUMUKAHI,
FOR A TERM TO EXPIRE 6-30-16 AND FOR A TERM TO EXPIRE 6-30-2020

Aloha, Vice Chairman English and Members of the Tourism & International Affairs
Committee,

I am testifying in support of the confirmation of Ku'uipo Kumukahi to the Board of
Directors of the Hawai'i Tourism Authority.

Ms. Kumukahi possesses excellent leadership skills. More importantly, Ms.
Kumukahi has deep knowledge of Hawaiian culture, history and the arts. Thus, I am
confident that Miss Kumukahi is an excellent choice for the Board seat of the Hawai'i
Tourism Authority.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sujun', written in a cursive style.

Su Jun Lim-Higbie, Ph.D.