

Committee on Economic Development, Tourism and Technology
Wednesday, April 12, 2017
1:16 p.m.
Conference Room 414

Re: GM 782- Submitting for consideration and confirmation to the Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, SHERRY MENOR-MCNAMARA, for a term to expire 06-30-2021

Chair Wakai, Vice Chair Taniguchi and members of the Committee:

Tourism is the number one industry in Hawaii and as such, all stakeholders need to be a part of the efforts to support and seek effective strategies to grow the industry due to the ever changing and competitive global market.

We must also be pro-active in addressing issues that could have a negative impact on it. We must make smart decisions when it comes to our strategic approach to marketing our beautiful islands and not turn a blind eye to those factors that can undercut our efforts, such as homelessness, crime, traffic, poor road conditions, etc. Each of these can impact our tourism numbers.

Also, any impact on tourism, has a direct and trickle down indirect impact on businesses through the supply chain. So, a decline could significantly hurt our economy and the livelihood of the people of Hawaii.

Therefore, as a member of the HTA board, I hope to bring the perspective of the commerce voice.

As President and CEO of the Chamber of Commerce Hawaii, I represent more than 2,000 Chamber members who speak to me constantly about the difficulties of doing business in Hawaii. Likewise, I'm in regular contact with members of the state legislature, so that the "Voice of Business" is heard when potentially harmful or beneficial bills are introduced and making their way through the various committees. I know the delicate economic situation that our state is constantly facing and, thus, realize the importance of a vibrant tourism industry and the important role it plays in maintaining this balance.

On the personal front, I grew up in the travel industry. My mother owns a travel agency and for more than 35 years, I've witnessed the challenges as well as opportunities that our state faces with our number one economic driver.

I want to encourage greater collaboration amongst the members of the board and its external stakeholders. The world is constantly changing, so status quo is not an effective business model. We need to continually be reviewing our policies, procedures and strategies to ensure that they are achieving the maximum benefit based on the funds we are expending. I grew up here but lived in and traveled to several cities around the world and I truly believe that, despite its problems, the Hawaiian Islands are the greatest destination on the planet. I want to be a strong, vocal and passionate advocate for my beautiful home.

I am a collaborator, active listener and steadfast believer in the beauty, culture, traditions and aloha spirit of these amazing islands. The values I learned on the Big Island have served me well on the mainland, internationally, and now on Oahu, where they are a part of each decision I make and relationship I build.

As a proud local of this great State, I am honored to be considered for a confirmation to the HTA Board of Directors. Thank you for the opportunity to testify.

DAVID Y. IGE
GOVERNOR OF
HAWAII



SUZANNE D. CASE
CHAIRPERSON
BOARD OF LAND AND NATURAL RESOURCES
COMMISSION ON WATER RESOURCE MANAGEMENT

KEKO A KALUHIWA
FIRST DEPUTY

JEFFREY T. PEARSON, P.E.
DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES
BOATING AND OCEAN RECREATION
BUREAU OF CONVEYANCES
COMMISSION ON WATER RESOURCE MANAGEMENT
CONSERVATION AND COASTAL LANDS
CONSERVATION AND RESOURCES ENFORCEMENT
ENGINEERING
FORESTRY AND WILDLIFE
HISTORIC PRESERVATION
KAHOOLAWE ISLAND RESERVE COMMISSION
LAND
STATE PARKS

**STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES**

POST OFFICE BOX 621
HONOLULU, HAWAII 96809

**Testimony of
SUZANNE D. CASE
Chairperson**

**Before the Senate Committee on
ECONOMIC DEVELOPMENT, TOURISM, AND TECHNOLOGY**

**Wednesday, April 12, 2017
1:15 PM**

State Capitol, Conference Room 414

**In consideration of
GOVERNOR'S MESSAGE 782
SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE
BOARD OF DIRECTORS OF THE HAWAII TOURISM AUTHORITY
GUBERNATORIAL NOMINEE SHERRY MENOR-MCNAMARA
FOR A TERM TO EXPIRE 06-30-2021**

The Department of Land and Natural Resources (Department) supports Governor's Message 782 nominating Sherry Menor-McNamara to serve on the Board of Directors of the Hawaii Tourism Authority for a term to expire on June 30, 2021.

Ms. Sherry Menor-McNamara received her Bachelor of Arts from UCLA and JD/MBA from the University of Hawaii.

Ms. Menor-McNamara is the President and CEO of the Chamber of Commerce Hawaii. She is currently a fellow of the Omidyar Fellow Leadership Program.

Ms. Menor-McNamara will bring a wide community service background as she serves on numerous boards including Queen's Health System, JAIDS Foundation, Girl Scouts of Hawaii, FILCom Center, and the East-West Center Foundation. She has also worked for such companies and government offices as the Sony Corporation, Sony Pictures Entertainment, Estee Lauder Company, the Hawaii State Legislature and the Office of United States Senator Daniel K. Akaka.

Thank you for your consideration of the Department's support of Ms. Sherry Menor-McNamara's nomination to the Board of Directors of the Hawaii Tourism Authority.



Chamber of Commerce HAWAII

The Voice of Business

**Testimony to the Senate Committee on
Economic Development, Tourism, and Technology
Wednesday, April 12, 2017 at 1:15 P.M.
Conference Room 414, State Capitol**

**RE: GOVERNOR'S MESSAGES 782 SUBMITTING FOR
CONSIDERATION AND CONFIRMATION TO THE BOARD OF DIRECTORS
OF THE HAWAII TOURISM AUTHORITY,
GUBERNATORIAL NOMINEE, SHERRY MENOR-MCNAMARA**

Chair Wakai, Vice Chair Taniguchi, and Members of the Committee:

The Chamber of Commerce Hawaii ("The Chamber") **supports** the confirmation of Ms. Sherry Menor-McNamara to the Board of Directors of the Hawaii Tourism Authority.

The Chamber is Hawaii's leading statewide business advocacy organization, representing about 2,000+ businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

Sherry is currently the President and CEO of the Chamber of Commerce Hawaii, becoming the youngest and first female leader and the first Japanese-Filipino of the organization's 165-year history.

She previously worked for the Hawaii State Legislature, ESPN's Sheraton Hawaii Bowl, Sony Corporation, Sony Pictures Entertainment, Estee Lauder Company, Elton John Production, U.S. Senator Daniel Akaka and the Executive Office of the United States President. It is this wide range of experience in both the private and public sector that gives her a unique perspective that can add to the HTA Board.

She also has been active in other community efforts. She serves on numerous boards including the Queen's Health Systems, JAIDS Foundation, Girl Scouts of Hawaii, FILCom Center, East-West Center Foundation, Center for Tomorrow's Leaders, and Move Oahu Forward, as well as on a number of task forces.

From her vantage point at the Chamber, Sherry maintains constant contact with a myriad of key individuals throughout Hawaii's business community, many of whom drive the economic engine that is the state's tourism industry, and has been an active and enthusiastic supporter of ongoing efforts to keep Hawaii a top-of-mind destination for visitors from around the world. Her work experiences have involved reaching out to audiences on a global scale and included living



Chamber of Commerce HAWAII

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overseas in major cities like Tokyo and London as well as New York, Los Angeles and Washington D.C

Her global mindset was further nurtured by the opportunity to participate in the prestigious Japan Ministry of Foreign Affairs leadership program, which afforded her the opportunity to meet with various senior executives from Japanese companies and government officials to promote the relationship between Japan and Hawaii.

We have no doubt that Sherry would offer a fresh, globally-minded, local perspective to any initiative being undertaken by the HTA Board.

We appreciate the opportunity to provide our support for this nomination.

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, April 11, 2017 12:52 PM
To: ETT Testimony
Cc: brian@hfbf.org
Subject: *Submitted testimony for GM782 on Apr 12, 2017 13:15PM*

GM782

Submitted on: 4/11/2017

Testimony for ETT on Apr 12, 2017 13:15PM in Conference Room 414

| Submitted By | Organization | Testifier Position | Present at Hearing |
|---------------------|---------------------|---------------------------|---------------------------|
| Randy Cabral | Hawaii Farm Bureau | Support | No |

Comments:

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
Sent: Tuesday, April 11, 2017 12:52 PM
To: ETT Testimony
Cc: brian@hfbf.org
Subject: *Submitted testimony for GM782 on Apr 12, 2017 13:15PM*

GM782

Submitted on: 4/11/2017

Testimony for ETT on Apr 12, 2017 13:15PM in Conference Room 414

| Submitted By | Organization | Testifier Position | Present at Hearing |
|---------------------|---------------------|---------------------------|---------------------------|
| Brian Miyamoto | Individual | Support | No |

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Monday, April 10, 2017 7:43 AM
To: ETT Testimony
Cc: salmonson808@yahoo.com
Subject: *Submitted testimony for GM782 on Apr 12, 2017 13:15PM*

GM782

Submitted on: 4/10/2017

Testimony for ETT on Apr 12, 2017 13:15PM in Conference Room 414

| Submitted By | Organization | Testifier Position | Present at Hearing |
|---------------------|---------------------|---------------------------|---------------------------|
| Genevieve Salmonson | Individual | Support | No |

Comments:

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