



DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: www.hawaii.gov/dbedt

Telephone: (808) 586-2355
Fax: (808) 586-2377

Statement of
MIKE MCCARTNEY
Director

Department of Business, Economic Development, and Tourism
before the

Senate Committee on Energy, Economic Development, and Tourism

Friday, March 29, 2019

2:50 p.m.

State Capitol, Conference Room 414

In consideration of

GM560

**Submitting for consideration and confirmation to the Hawaii Technology
Development Corporation, Gubernatorial Nominee,
ISABELLA HUGHES, for a term to expire 06-30-2022.**

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

We are pleased to have this opportunity to support the confirmation of Ms. Isabella Hughes to the Hawaii Technology Development Corporation (HTDC) Board of Directors. Ms. Hughes has been serving as an interim member on the HTDC Board since July 2018.

As president and co-founder of Shaka Tea, Ms. Hughes has achieved great success earning recognition and various awards including acknowledgement in the 2017 State of the State address; member of the 2018 Pacific Business News' '40 Under 40' class; 'Trailblazer' for FoodVision USA 2016; finalist at New Beverage Showdown 12 presented by Bevnet and Coca-Cola's Venturing & Emerging Brands (VEB) 2016; finalist for the Hawai'i Venture Capital Association Awards in 2017 and 2018; member of Blackbox Powered by Google for Entrepreneurs Cohort 20 in 2017; and participant in the 2018 Burt's Bees Natural Launchpad Cohort 3, which focuses on women-led, natural consumer packaged goods businesses; and winner of a \$10,000 grant from the Clorox Company.

Ms. Hughes would be a great addition to the HTDC Board.

Thank you for the opportunity to submit comments.



Written Statement of
Len Higashi
Acting Executive Director
Hawaii Technology Development Corporation
before the
Senate Committee on Energy, Economic Development, and Tourism
Friday, March 29, 2019
2:50 p.m.
State Capitol, Conference Room 414

In consideration of
GM560
SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE HAWAII TECHNOLOGY DEVELOPMENT CORPORATION, GUBERNATORIAL NOMINEE, ISABELLA HUGHES, FOR A TERM TO EXPIRE 06-30-2022.

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

I am pleased to have this opportunity to support the confirmation of Ms. Isabella Hughes to the HTDC Board of Directors. Bella has been serving as an interim member on the HTDC Board since July 2018 and would be a great addition as a confirmed member. As President and co-founder of Shaka Tea, Bella has intimate knowledge of what it takes to build an award winning company in Hawaii. Her experience in arts and culture, entrepreneurship, sustainable agriculture, and scaling a business from the neighbor islands bring valuable expertise and perspective to the HTDC board. Furthermore, Bella is creative, positive, and has already demonstrated a willingness to contribute. Thank you for the opportunity to submit comments and I encourage your favorable vote on her behalf.

Testimony of the
OAHU ECONOMIC DEVELOPMENT BOARD (OEDB)
In Support of GM 560
Relating to the Appointment of
Isabella Hughes
Hawai'i Technology Development Corporation

COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Senator Glenn Wakai, Chair
Senator Brian T. Taniguchi, Vice Chair

Friday, March 29, 2019
2:50 P.M.
Conference Room 414
State Capitol
415 South Beretania Street

Aloha Chair Wakai,

Please accept this letter of support for Isabella Hughes appointment to the HTDC Board of Directors.

There is an abundance of programs, initiatives, policies, reports, and plans in Hawaii aspiring to contribute to the economic wellbeing of our home. Complex as it may seem there is only one simple way to transform the economics of any geographic region in the global economy. We must reverse what we've become strong and dependent on and that is to quit exporting money and importing expertise. We export money for expertise in energy, food, education, ideas, plans, healthcare, experts, hardware, software, etc.

A key initial priority must be the discovery or recovery of our own expertise. It is with this knowledge and working philosophy that I support Isabella's appointment. It is often quoted that we have a brain drain in Hawaii which must be stopped and I would offer that our children who go away often times go because they want to not because they have to. And the ones who don't go are not less capable, intelligent, or talented as those who leave. I've also noticed that there are those who decide in life that it's time to come home and when they do they bring their experiences and desires to contribute to Hawaii and our people.

This speaks to Isabella. She is a disruptor of the greatest kind by her example. Bridging the world of art and business is often pursued as an appreciation and reflection of wealth. Isabella's success and tenacity reveals the significance of art in the web of humanity. That which connects our imagination, hopes, healing, truth, desire to communicate and translate for ourselves and others is woven to the business acumen and drive of "Bella" (Isabella). Bella didn't schematically pursue her education and work experiences in Art so that she would return home to explore native plants and develop a beverage product to export as a reflection of the best of Hawaii. Like all others she struggled and learned, but Bella thru the empathetic eyes of a present observer learned the power, passion, and innovative creativity of the artist. She's beyond her years in her discipline to organize, design, engage, source, and build opportunities and is the true spirit of the highest hopes I have for our youthful generations.

Her success in organizing the Hawaii Biennial and launching Shaka Tea are significant examples of recovering and discovering our expertise so that the expertise can be exported. As a tuning fork is used to harmonize musical instruments maybe a greater impact that Bella can have in Hawaii is to harmonize with the aspirations and talents of so many others in our community. Something which I believe will be significant to HTDC as they search for their areas of relevance with the responsibilities of pioneering and/or partnering.

I welcome any inquiries about Isabella.

Mahalo,



Pono Shim
President & CEO



GM-560

Submitted on: 3/28/2019 10:11:25 AM

Testimony for EET on 3/29/2019 2:50:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Heather Shimizu	Individual	Support	No

Comments:

I have known Isabella Hughes for more than three years now from our work together at Honolulu Biennial Foundation. She is a co-founder, Director Emeritus and current board member of HBF. Her passion for the arts and our community is incomparable. She leads with sincerity and integrity and, most of all, a passion that can make the unimaginable happen! During this same time, I have seen her grow Shaka Teas with phenomenal success. Her dedication to the community coupled with her strong entrepreneurial spirit have grounded the success of this beautiful brand. Knowing first-hand her deep commitment to our islands and witnessing her remarkable expertise in ag and manufacturing, I wholeheartedly believe Isabella Hughes will be an invaluable asset to the board of HTDC and its mission to diversify Hawaii's economy.

GM-560

Submitted on: 3/28/2019 11:30:17 AM

Testimony for EET on 3/29/2019 2:50:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Herb Conley	Individual	Support	No

Comments:

I have known Isabella Hughes personally and in business for a number of years. She is one of Hawaii's shining young entrepreneurial and philanthropic stars. Upon returning to Hawaii, she co-founded the Honolulu Biennial art exposition. It was a fabulous success in its first undertaking, bring talent from around the Pacific to showcase their art in Honolulu. Why is this amazing? Because a number of people in Hawaii's artistic community had talked about this happening for years. And yet no one had ever made it happen. Always too many reasons why it wouldn't work. Isabella did make it work. She then started an entrepreneurial company in Hawaii using indigenous raw materials. This product is not only being sold nationally now, but Isabella is assisting in developing the resource industry to support Hawaii farmers add to there crops and diversify their incomes. Isabella is one of those rare human beings who always finds a way to accomplish her objectives. And we need as many more of those individuals helping move our amazing community forward. Thank you so much.

Herb Conley

Co-Founder of Coldwell Banker Pacific Properties

GM-560

Submitted on: 3/28/2019 1:54:29 PM

Testimony for EET on 3/29/2019 2:50:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Alapaki Nahale-a	Individual	Support	No

Comments:

Aloha Chair Wakai and members of the Committee on Energy, Economic Development and Tourism:

I'm writing in strong support of Bella Hughes to serve on the Hawaii Technology Development Corporation. She's smart, hard working, and cares deeply for Hawaii and it's citizens. Her experience and background provide her with the tools to be an effective member of HTDC, and her passion will be of tremendous value.

I would be happy to provide any details or answer any questions the committee might have about her appointment.

Thank you for your consideration.

Alapaki Nahale-a