

ALAN S. HAYASHI
207-4 Kawaihae Street
Honolulu, Hawaii

March 18, 2022

TO: COMMITTEE ON LABOR, CULTURE AND THE ARTS
Senator Brian T. Taniguchi, Chair
Senator Les Ihara, Jr., Vice Chair
Committee Members: Senators Stanley Chang, Jarrett Keohokalole, Kurt Favella

FROM: Alan S. Hayashi, Chairman
Hawaii Workforce Development Council

SUBJECT: GM 692 Submitting for consideration and confirmation to the Hawaii Workforce Development Council, Gubernatorial Nominee KEITH DE MELLO, for a term to expire June 30, 2025.

Honorable Senator Taniguchi, Chairman of the Committee on Labor, Culture and the Arts, and Honorable Senator Les Ihara, Jr., and Committee Members Senators Stanley Chang, Jarret Keohokalole and Kurt Favella:

My name is Alan Hayashi, Chairman of the Hawaii Workforce Development Council (WDC). We strongly support GM 692, the nomination of Keith De Mello to the WDC.

Mr. De Mello is currently Director of Communications and Community with the Ulupono Initiative. He has vast experience and expertise in marketing, public relations, public affairs, and technology.

The WDC believes that Mr. De Mello's skills will enhance the communications efforts of what the public workforce system can do to help people find employment, obtain subsidized training and education, and other services, especially for those with barriers to employment.

Thank you for the opportunity to testify.

DAVID Y. IGE
GOVERNOR

JOSH GREEN
LIEUTENANT GOVERNOR



STATE OF HAWAII
DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS
www.labor.hawaii.gov

ANNE PERREIRA-EUSTAQUIO
DIRECTOR

JOANN A. VIDINHAR
DEPUTY DIRECTOR

March 18, 2022

To: The Honorable Brian T. Taniguchi, Chair,
The Honorable Les Ihara Jr., Vice Chair, and
Members of the Senate Committee on Labor, Culture and the Arts

Date: Friday, March 18, 2022
Time: 3:00 p.m.
Place: Conference Room 225, State Capitol

From: Anne E. Perreira-Eustaquio, Director
Department of Labor and Industrial Relations (DLIR)

**G.M. 692 Keith DeMello to Serve as a Member of the Hawaii
Workforce Development Council**

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

My name is Anne Perreira-Eustaquio, and I am the Director of Labor and Industrial Relations. The Department strongly supports the appointment of Mr. Keith DeMello to the Hawaii Workforce Development Council.

Mr. DeMello brings nearly 30 years of communication and public relations experience with major communications companies, state government, and non-profit organizations. He is the Director of Communications and Community with Ulupono Initiative where he leads outreach projects for a more sustainable and resilient Hawaii, primarily in key sectors such as locally produced food, renewable energy, clean transportation, and better management of freshwater and waste, to strategically plan for the State's future. Mr. DeMello also has a Bachelor of Arts in Journalism, with a focus on public relations.

The Department believes Mr. DeMello's accomplished career in public relations, achievements and experience across public, private, and non-profit sectors will greatly contribute in meaningful ways necessary to the success of workforce development planning and strategies in support of economic development throughout Hawaii.

Thank you for the opportunity to testify in strong support of Mr. DeMello as member of the Hawaii Workforce Development Council.

Marketing Management, Inc.



March 16, 2022

Sen. Brian Taniguchi, Chair
Sen. Les Ihara, Vice Chair
Committee on Labor, Culture and the Arts
Hawai'i State Senate

Aloha Chair Taniguchi and Vice Chair Ihara:

It is my distinct pleasure to provide testimony in strong support of Keith DeMello's appointment to the Hawai'i Workforce Development Council.

I have known Keith for many years and in many roles: as an executive in public relations; a dedicated public servant; and a professional within the groundbreaking Ulupono Initiative, exploring new dimensions for Hawai'i's sustainable future. I worked with him most closely when he was the president of the Hawai'i Chapter of the American Marketing Association. In that role, I saw firsthand Keith's commitment to the business community and his enthusiasm for public service. Beyond his professional credentials, Keith has a working style that is open and engaging.

In some of my recent work for Marketing Management, I have interacted with the Workforce Development Council and understand its key role in Hawai'i's workforce development. Based on this, I'm certain that Keith's background and skills would be a tremendous asset to the Council.

Please let me know if I can provide any further information in support of Keith's confirmation.

Aloha,

Frank Haas
President



Email: communications@ulupono.com

SENATE COMMITTEE ON LABOR, CULTURE, & THE ARTS
Friday, March 18, 2022 — 3:00 p.m.

Ulupono Initiative strongly supports GM 692, submitting for consideration and confirmation to the Hawai'i Workforce Development Council, Gubernatorial Nominee, Keith DeMello, for a term to expire 06-30-2025.

Dear Chair Taniguchi and Members of the Committee:

My name is Micah Munekata, and I am the Director of Government Affairs at Ulupono Initiative. We are a Hawai'i-focused impact investment firm that strives to improve the quality of life throughout the islands by helping our communities become more resilient and self-sufficient through locally produced food, renewable energy, clean transportation, and better management of freshwater and waste.

Ulupono strongly supports GM 692. Keith DeMello has a well-rounded professional history that spans both the public and private sectors. His career has led him to develop a wealth of knowledge and expertise in public relations, working on various local issues and directly engaging with local communities. He currently serves as a valued member on the Ulupono Initiative team as the company's Vice President of Communications and Community. Keith consistently excels in critical thinking, strategic development, and effective communications. Each of these skills are essential to workforce development within the State of Hawai'i. He will no doubt be a valued voice for the State on the Hawai'i Workforce Development Council.

Thank you for this opportunity to testify.

Respectfully,

Micah Munekata
Director of Government Affairs

Investing in a Sustainable Hawai'i

GM-692

Submitted on: 3/17/2022 9:33:11 AM

Testimony for LCA on 3/18/2022 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Patrick J Sousa	Individual	Support	Written Testimony Only

Comments:

To Whom It May Concern:

I provide this personal testimony in support of Keith DeMello's nomination by governor Ige to the Hawaii Workforce Development Council. I have personally known Keith since 1983, and know him to be an intelligent, thoughtful, and wise individual with a keen sense/ability to be able to discern the heart/key elements of complicated issues. Not only is he a dedicated, hard-working individual, but also an inherent leader and possesses the key traits of good leadership and uses them appropriately. Keith's previous involvement in local government (working in the Governor's office, and later Office of Enterprise Technology Services), along with current employment in the Ulupono Initiative, and previous private sector employment at Anthology Marketing Group, McNeil-Wilson Communications, and Becker Communications makes him more than an ideal candidate for this position, to which he will bring strong background and valuable experience. While able to work very independently, he is able to effectively work well with others and within groups, and is able to effectively work collaboratively with others across disciplines.

Again, I wholeheartedly, and without reservation, offer this testimony in support of the governor's nomination of Keith DeMello to the Hawaii Workforce Development Council. Feel free to contact me should you have any questions.

Sincerely,

Patrick J. Sousa, MD

sousap001@hawaii.rr.com



**Testimony in support of GM 692: Keith DeMello
Nomination to the Hawai'i Workforce Development Council**

Submitted by Amy Agbayani, co-chair
Hawai'i Friends of Civil Rights (HFCR)

Chair Taniguchi, Vice Chair Ihara and members of the committee

I am an Emeritus Assistant Vice Chancellor for student diversity at UH Manoa, member of The Legal Clinic for immigrant justice and co-chair of the Hawai'i Friends of Civil Rights (HFCR).

HFCR advocates for civil rights, diversity and inclusion. Our strong support for Keith deMello's nomination is informed by my years of professional and community service in the area of higher education, immigration and civil rights. Over the years, I have worked with Mr. deMello on equal access policies and various community projects. He is a person on integrity with decades of experience in government service and deep knowledge of our multiethnic communities. He is a proven communication expert who knows how to reach out to communities, values stakeholder's perspectives. He is hard working and respectful and will be a strong, competent member of the Workforce Development Council.

I have observed Mr. deMello's professional career and community work for about two decades when he was a Governor's communication manager, a professional in a private public relations firm and as a community volunteer. I will describe only one of many community projects we worked on: the Filipino World War II Veterans congressional award ceremony. He shared his time and expertise and provided important direct help to individual veterans, Filipino community leaders and public officials. His assistance with Hawai'i Filipino community is consistent with his values of fairness, inclusion and understanding of Hawaii's history and multicultural community. Clearly, Hawai'i Workforce Development Council's work requires an understanding and inclusion of our ethnic communities statewide.

I am impressed with his integrity, knowledge, professionalism and ability to work with public and private entities. I am taking this opportunity to publicly thank him for his leadership, public service and community volunteer work. I strongly support Mr. deMello's nomination. Mahalo. Amy

GM-692

Submitted on: 3/17/2022 10:22:00 AM

Testimony for LCA on 3/18/2022 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
ROBERT K.U. KIHUNE	Individual	Support	Written Testimony Only

Comments:

STRONGLY RECOMMEND THAT KEITH DEMELLO BE APPROVED TO BE A MEMBER OF THE HAWAII WORKFORCE DEVELOPMENT COUNCIL. AS THE KEY PERSON FROM THE FORMER MCNEIL WILSON FIRM, HE COORDINATED ALL PUBLICITY RELATED TO THE ARRIVAL OF THE BATTLESHIP MISSOURI IN 1998 AND CONTRIBUTED SIGNIFICANTLY TO MAKING THE BATTLESHIP ONE OF THE MOST SUCCESSFUL VISITOR ATTRACTIONS BY SUBMITTING PRESS RELEASES, COORDINATING TV BROADCASTS, DEVELOPING EVENT INVITATIONS, COORDINATING COMMUNITY RELATIONS, HELPING WITH VIP (INCLUDING pRESIDENTIAL) VISITS, AND MUCH MORE. INTELLIGENT, HARD WORKING AND A DEEP THINKER, HE WILL MAKE A GREAT COUNCIL MEMBER.

GM-692

Submitted on: 3/17/2022 11:37:04 AM

Testimony for LCA on 3/18/2022 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Aimee Lum	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Taniguchi, Vice Chair Ihara, and members of the Committee on Labor, Culture and the Arts. I am Aimee Lum, testifying in strong support of nominee Keith DeMello's confirmation to the Hawaii Workforce Development Council (WDC) for a term to expire on June 30, 2025.

I have had the privilege of serving on the Honolulu Zoological Society Board with Mr. DeMello for the past seven years. During his tenure, Mr. DeMello has offered countless contributions and demonstrated commendable leadership and organizational skills. His insight regarding strategic planning, marketing, and communications has been especially invaluable during these challenging COVID times. In addition to his unquestionable professional qualifications, Mr. DeMello is always collegial and humble, and eager to assist and support his colleagues.

I respectfully urge you to confirm Mr. DeMello as a member of the Workforce Development Council where he would be a valuable asset to the Council.

Thank you for the opportunity to provide testimony on this matter.

March 17, 2022

To: Senator Brian T. Taniguchi, Chair
Senator Les Ihara, Jr., Vice Chair, and
Members of the Senate Committee on Labor, Culture and the Arts

From: Keith DeMello

RE: GM 692 Submitting for consideration and confirmation to the Hawai'i Workforce Development Council, Gubernatorial Nominee, KEITH DEMELLO, for a term to expire 06-30-2025.

Hearing: Friday, March 18, 2022, 3:00 p.m., State Capitol, Conference Room 225

Aloha Chair Taniguchi, Vice Chair Ihara, and Committee Members:

I am Keith DeMello, Gubernatorial Nominee for the Hawai'i Workforce Development Council (WDC) for a term to expire June 30, 2025. I am writing to express my commitment to the people of Hawai'i and ask for Committee Members' support in approving my appointment to the WDC.

Born and raised on O'ahu and a current resident of Makiki, I am proud to be a product of the University of Hawai'i System with more than two decades of experience implementing and leading strategic communications and public information programs in the public and private sectors.

Beginning in 2011, I had the privilege of working within Hawai'i State government, first in the Governor's Office and then within the Office of Enterprise Technology Services (ETS), where we prioritized information technology workforce development across the executive branch. It was at ETS where I had the opportunity to familiarize myself with various Boards & Commissions, serving as the State Chief Information Officer's designee on the Information Privacy and Security Council and the Access Hawai'i Committee for a time, as well as facilitating the IT Steering Committee.

I am truly grateful to now work at Ulupono Initiative, a mission-driven impact investing firm committed to helping Hawai'i become more sustainable and resilient through increased local food production, renewable energy, clean transportation, and better management of freshwater and waste. In addition, I remain an active member of the community, serving on the boards of the Honolulu Zoological Society, the Portuguese Chamber of Commerce, and the Hawai'i chapters of the Public Relations Society of American and the American Advertising Federation.

However, since leaving public service five years ago, I have sought another opportunity to contribute to our unique island community directly. I believe a critical part of achieving sustainability is ensuring the local workforce is ready to meet the challenges of a diversified, 21st Century economy. This will take building on progress toward digital literacy and greater

Senate Committee on Labor, Culture and the Arts

March 17, 2022

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capability and readiness in areas including but not limited to information technology, modern agriculture, innovative energy generation and storage, and cleaner, multimodal transportation infrastructure. I am confident my experience will allow me to contribute in meaningful ways by giving voice to diverse perspectives, as part of workforce development planning in support of economic development throughout Hawai'i.

For these reasons, I humbly ask for your vote of confidence and confirmation to the Hawai'i Workforce Development Council.

Thank you for the Committee's consideration and this opportunity to provide testimony.



March 17, 2022

Senator Brian T. Taniguchi, Chair
Senator Les Ihara, Jr., Vice Chair
SENATE COMMITTEE ON ON LABOR, CULTURE AND THE ARTS

RE: SUPPORT FOR GM 692, NOMINATION FOR KEITH DEMELLO, HAWAI'I
WORKFORCE DEVELOPMENT COUNCIL

Aloha Chair Taniguchi, Vice Chair Ihara, and committee members:

My name is Christine Sakuda and I serve as the executive director of Transform Hawai'i Government (THG), a coalition of organizations and individuals who advocate for an accessible, accountable, and responsive state government that leverages technology to help citizens, communities, and businesses throughout Hawai'i to thrive.

I am testifying in strong support for GM 692, Submitting for consideration and confirmation to the Hawaii Workforce Development Council, Gubernatorial Nominee, KEITH DEMELLO, for a term to expire 06-30-2025.

I have had the opportunity to collaborate with Keith while he worked for the Office of Enterprise Technology Services to support the State's efforts to modernize aging IT systems and improve efficiencies in the State's business practices. Much of ETS' success centered around supporting the state workforce as they journeyed through the twists and turns of IT modernization.

Keith's experience with the migration of State employees to Microsoft Office 365, rolling out the State's "eSign" electronic signature solution, adopting Salesforce as a preferred platform, and launching the inaugural Hawaii Annual Code Challenge to further facilitate digital innovation all help to make him an ideal candidate for the Workforce Development Council during a time when more digital and IT skills are needed throughout our communities to build a resilient Hawai'i.

I strongly support KEITH DEMELLO's nomination to the Workforce Development Council.

Respectfully submitted,

Christine Sakuda
Executive Director
Transform Hawai'i Government
email: csakuda@TransformHawaiiGov.org | phone: (808) 321-2811
web: www.TransformHawaiiGov.org



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Derek Kurisu, KTA Superstores, *Advisor*
Toby Taniguchi, KTA Superstores, *Advisor*
Joe Carter, Coca-Cola Bottling of Hawaii, *Immediate Past Chair*

TO: Committee on Labor, Culture, and the Arts
Senator Brian T. Taniguchi, Chair
Senator Les Ihara, Jr., Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: March 18, 2022
TIME: 3pm
PLACE: Via Videoconference

RE: GM692 Submitting for consideration and confirmation to the Hawaii Workforce Development Council, Gubernatorial Nominee, KEITH DEMELLO, for a term to expire 06-30-2025.

Position: Support

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

HFIA is in support of this measure. Keith DeMello has been a champion for local food and the local economy for many years. As a part of the Hawaii Workforce Development Council he will bring a wealth of knowledge and experience that will help further the mission and goals of the Council.