

# HISTORIC HAWAII FOUNDATION

**TO:** Senator Donna Mercado Kim, Chair  
Senator Michelle N. Kidani, Vice Chair  
Committee on Higher Education (HRE)

**FROM:** Kiersten Faulkner, Executive Director  
Historic Hawaii Foundation

**Committee:** Thursday, March 31, 2022  
3:00 p.m.  
Conference Room 229 & Videoconference

**RE:** **GM 742 and GM 743 Appointing Frank Haas  
to the Hawai'i Commission for National and Community Service**

On behalf of Historic Hawai'i Foundation, I am writing in **support for GM 742 and GM 743, appointing Frank Haas to the Hawai'i Commission for National and Community Service** for a term to expire June 30, 2022 and a continuing term to expire June 30, 2025.

The Hawai'i Commission for National and Community Service works to foster volunteerism and community service throughout the state of Hawai'i in a manner consistent with Hawaiian values. It is responsible for overseeing the work of the AmeriCorps national service program in Hawai'i.

Mr. Haas as a distinguished history of both community service and program development. He is imminently qualified for this position.

Historic Hawai'i Foundation (HHF) is a statewide nonprofit organization established in 1974 to encourage the preservation of sites, buildings, structures, objects and districts that are significant to the history of Hawai'i. It is governed by a Board of Trustees elected by the general membership.

Mr. Haas served as a trustee for Historic Hawai'i Foundation for 12 years (2001-2007 and 2008-2014), holding numerous board offices, including President (2012-2013). During his tenure on the Historic Hawai'i Foundation Board of Trustees, he served on the Executive, Strategic Planning, Communications and Nominating Committees. He has continued to volunteer on various committees and special projects even after completing his board terms. He exemplifies the values of community service.

Mr. Haas brought both subject matter expertise and a collegial spirit to the board. He is collaborative in deliberations and applies standards fairly to all participants. He has a professional demeanor and is a thoughtful and courteous participant in discussions and determinations.

**Therefore, Historic Hawai'i Foundation is pleased to support the confirmation of Frank Haas to the Hawai'i Commission for National and Community Service.**



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To: Hawaii State Senate Committee on Higher Education

Re: GM742 – Appointment of Frank Haas to Hawai'i Commission for National and Community Service

### **TESTIMONY IN SUPPORT**

Dear Members of the Senate Committee on Higher Education,

I am submitting this testimony IN SUPPORT of the appointment of Frank Haas to the Hawaii Commission for National and Community Service (HCNCS).

I have personally and professionally known Frank for more than 20 years. He is a true professional who has always demonstrated a great deal of caring and commitment to our community and will be a strong addition to the HCNCS.

He has a strong history of volunteerism in Hawaii, including leadership positions on numerous non-profit boards including terms on the board of Hawaii Public Radio and the Hawaii Historic Foundation.

He has also demonstrated a commitment to Hawaii's young people and has taken a direct interest in their higher education goals while serving on the faculty of Kapiolani Community College.

His knowledge, experience and commitment to volunteerism will give him valuable insights into the needs of the HCNCS, and I am confident that he will play a critical role in the success of the Commission now and in the years to come.

Thank you for the opportunity to submit this testimony.

Neal Yokota  
President & CEO  
Stryker Weiner & Yokota Public Relations, Inc.

**Senate Committee on Higher Education  
Hearing, Thursday, March 31, 3:00 p.m.  
Conference Room 229**

March 30, 2022

Senator Donna Mercado Kim, Chair  
Senator Michelle N. Kidani, Vice-Chair  
Members: Senators Gilbert S.C. Agaran, Kurt Fevella, Glenn Wakai

**Measure: GM742- Testimony in Support of Nomination of Frank Haas to serve on the  
Commission for National and Community Service**

Dear Chair Senator Kim, Vice-Chair Michelle Kidani, and Committee Members:

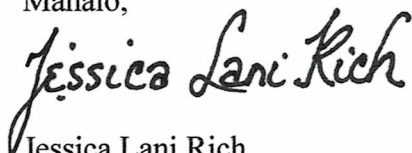
It my honor to support the nomination of Frank Haas to serve on the Hawaii Commission for National and Community Service. My name is Jessica Lani Rich and I am here as a private citizen. I am the President & CEO of the Visitor Aloha Society of Hawaii (VASH), a non-profit agency that helps visitors in crisis. I am also a TV producer of a show called "Inspire You and Me" on K-5 TV.

I have known Frank Haas for over 30 years. We first met when we were part of a professional team invited to travel around the islands to encourage and support local artists in their creative endeavors. Frank has a long list of professional accomplishments, including his important work when he was the Vice-President of Tourism Marketing with the Hawaii Tourism Authority (HTA). He is currently the President and CEO of Marketing Management, Inc.

Frank has extensive community service experience, including serving on the Board of Directors for many non-profit agencies including, to name a few, Hawaii Public Radio, Pearl Harbor Aviation Museum, Historic Hawaii, and the Visitor Aloha Society of Hawaii.

Frank is a hard-working, reliable, diplomatic, generous professional who goes above and beyond to be a strong proponent of community service. From someone who has known Frank for a long time, I kindly ask the Senate Committee to please support the nomination of Frank Haas to serve on the Hawaii Commission for National and Community Service.

Mahalo,



Jessica Lani Rich  
350 Ward Ave. #106-542  
Honolulu, Hawaii 96814  
Cell: 808-218-0562  
Email: Jessicalanirich@ gmail.com

March 26, 2022

Senator Donna Mercado-Kim  
Chair – Higher Education Committee  
Hawai‘i State Senate  
415 S. Beretania Street  
Honolulu, Hawaii 96813

Dear Senator Mercado-Kim,

It is with great pleasure that I recommend Mr. Frank Haas to the Hawai‘i Commission for National and Community Service.

I have known Mr. Haas for over 20 years and during that time; I have come to respect his skills and abilities as an excellent advisory board member as well as an inspiring leader. I have asked Frank numerous times over the years to be a guest lecturer in my classes and to judge student competitions and he consistently agrees. This is typical of his commitment to public service. Frank knows Hawaii and I believe that he will not only be a successful member of Hawai‘i Commission for National and Community Service but will also be one of the leaders on the commission.

I have always known Mr. Haas to be respectful to all those around him. He is morally understanding, compassionate, even-handed and objective and a strong proponent of community service. Mr. Haas has always carried himself in a composed manner, even during very stressful situations. I believe he has the expertise and intelligence to be an excellent Advisory Board Member and that he will be an asset to the Hawai‘i Commission for National and Community Service.

I believe if you decide to assign Mr. Frank Haas as a member of Hawaii Commission for National and Community Service you will be very happy with your decision. I give Mr. Frank Haas my highest recommendation.

Yours truly

Jerry Agrusa, Ph.D., CHE, FMP  
Professor  
School of Travel Industry Management  
Shidler College of Business  
Office Phone: 808.393-8776  
Email: [jagrusa@hawaii.edu](mailto:jagrusa@hawaii.edu)

**GM-742**

Submitted on: 3/27/2022 2:37:45 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maeona Mendelson	Individual	Support	Written Testimony Only

Comments:

Frank Haas would be an exemplary member of the Hawaii Commission for National and Community Service. I have worked closely with him on a number of volunteer leadership initiatives including Family Literacy, the World Youth Congress series of conferences for global youth engagement, and the creation of a sister city and sister region relationship with the city of Rabat and the nation of Morocco. These projects benefited from his marketing and public relations skills. However, it was Mr. Haas's ability to engage with a diversity of people, by age, ethnicity and culture, through his kind regard and empathy, that made him an invaluable volunteer and leader.

Maeona Mendelson, MSW, PhD

**GM-742**

Submitted on: 3/27/2022 3:33:45 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Helene "Sam" Shenkus	Individual	Support	Written Testimony Only

Comments:

Aloha,

My name is Helene "Sam" Shenkus and I have worked with Frank over the years on several committees for marketing projects and community outreach. His extensive level of experience ranges from senior marketing positions in tourism to Chairing The Hawai'i Book and Music Festival for seven years. Frank is very committed to public service and Hawai'i is very fortunate to have a person of his expertise and community spirit willing and eager to serve on the Hawai'i Commission for National and Community Service.

Mahalo

Helene "Sam" Shenkus VP, Director of Marketing Royal Hawaiian Center

**GM-742**

Submitted on: 3/27/2022 8:13:52 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Bob Hampton	Individual	Support	Written Testimony Only

Comments:

Aloha Legislators:

I'm very honored to provide testimony supporting Frank Haas's appointment to the Commission for National and Community Service. I have known Frank Haas for over 30 years and I have always been impressed with his commitment to the betterment of our Tourism Industry and to the community it serves.

Frank's broad experience in government and in education will definitely add depth to this Commission. Governor Ige made a very wise choice when he offered Frank Haas the appointment. After reading Frank Haas's resume I'm sure you will concur that Frank Haas deserves to be confirmed.

Aloha,

Bob Hampton

**GM-742**

Submitted on: 3/27/2022 9:12:42 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
paul casey	Individual	Support	Written Testimony Only

Comments:

As the former President of HVCB and President and CEO of Hawaiian airlines I have had professional and personal dealings with Frank Haas over a 30 year period."

Frank is a very mature experienced and caring person and an appointment to the Hawaii Commission for National and Community Service is well deserved.

He will serve the commission with distinction .

Aloha.

Paul Casey



**GM-742**

Submitted on: 3/28/2022 12:23:24 AM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Iqbal Ashraf	Individual	Support	Written Testimony Only

Comments:

I have known Frank Haas for a decade. First, as one of the foremost experts in tourism marketing in the nation. Over the last few years I have known him as a colleague with a strong interest in responsible tourism, evidence-based decision making and a sustainable future for Hawai'i.

Frank is deeply committed to working for a better future for Hawai'i. His recent projects in strategic planning in tourism, higher-education and workforce development have given him a comprehensive understanding of Hawai'i's greatest challenges and opportunities, and the key stakeholders in Hawaii's various communities.

I am very happy to support his candidature for Hawai'i Commission for National and Community Service.

*Peter S. Adler PhD*

*GUILD Consulting and The Accord3.0 Network*

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March 27, 2022

Honorable Donna Mercado Kim  
Committee on Higher Education  
The Senate  
415 S Beretania St.  
Honolulu, HI 96813

Dear Senator Kim,

I write in full and unqualified support of the appointment of Frank Haas to the Hawai'i Commission for National and Community Service. Frank has an extraordinary background in organizational research, marketing, and strategic planning and has done extensive volunteer work in our community. He is a man of intelligence and integrity believes, as do I, in the power of voluntary service.

I would be most happy to provide you any additional information you and your committee might want.

With warm regards,

*Peter S. Adler*

PETER S. ADLER, PhD

**GM-742**

Submitted on: 3/28/2022 11:08:53 AM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Paul Dyson	Individual	Support	Written Testimony Only

Comments:

I've known Frank Haas for close to 15 years and have always known him to be an honest and straightforward person. When I first met Frank, I was the president of the American Marketing Association, Hawaii Chapter, a non-profit organization. I was looking for someone to follow me as the next president. I knew that Frank had formerly been the national president of American Marketing Association and I knew his reputation in the Hawaii marketing circles. When I talked to Frank, it was obvious that he was a busy person, and this would add to his already full schedule. Even with that, he agreed to take the position.

Since that initial meeting I've come to respect Frank for his commitment to public service. I seem to always run into him at local fundraisers, non-profit award ceremonies, etc.

I later served as president of the Honolulu Zoo Society and occasionally called him for help and advice. Frank was patient and helpful and always willing to hear me out and give valuable advice.

I've never known Frank not to be on at least a few non-profit boards. I really don't know how he manages to do it.

I can't think of anyone that I would recommend more than Frank to serve on a commission for National and Community Service.

**GM-742**

Submitted on: 3/28/2022 11:36:34 AM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
John Fink	Testifying for Aloha United Way	Support	Written Testimony Only

Comments:

I have known Frank Haas for over 35 years, mostly through his time in the local advertising industry with Ogilvy & Mather and Pizza Hut (TheoDavies Food Group). I have always found Frank to be a cerebral, caring individual who is able to look at the broad picture and also the nuanced details of any project or problem. Whatever Frank is involved in or speaking about, he displays innate knowledge of the subject and has a great passion to see things done, and done right.

Working on the Hawai`i Commission for National and Community Service to oversee the work of Americorps in Hawai`i would fit right in with Frank's interests to help make a difference in serving our community. Frank is a pro-active idea man, and he would serve well on a committee that deals with the service needs of the state... now more than ever. I support his appointment.

TESTIMONY IN SUPPORT OF GM742 FOR  
FRANK HAAS FOR THE HAWAII COMMISSION FOR NATIONAL AND COMMUNITY SERVICE

SUBMITTED BY  
BRENDA LEI FOSTER  
Director and Past Chair Hawaii Pacific Export Council (HPEC)  
March 28, 2022

I am writing in support of Mr. Frank Haas's appointment to the Hawaii Commission for National and Community Service.

I have known Mr. Haas for over 20 years and most recently had the pleasure of working together with him as a volunteer Board member on the Hawaii Pacific Export Council (HPEC) where we both served as Federally appointed directors and Chair. HPEC works together with the U.S. Department of Commerce and the Hawaii State Department of Business Economic Development and Tourism (DBEDT) to help Hawaii businesses export their products to foreign markets, as well as well assist current exporters to expand their market share either in an existing market or in entering a new market. This is done through training and education programs on exporting and personally counseling individual businesses on their marketing strategies and business plans.

Throughout his career, Mr. Haas has been a strong advocate for community service and dedicated himself to giving back to the community. This was particularly evident in the countless hours he volunteered at HPEC to assist Hawaii businesses in exporting.

I can think of no one more qualified to serve on the Hawaii Commission for National and Community Service than Mr. Frank Haas. Therefore, I urge you to confirm his appointment.

**GM-742**

Submitted on: 3/28/2022 2:23:47 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
John Brizdle	Individual	Support	Written Testimony Only

Comments:

**Aloha Chair Mercado Kim, Vice Chair Kidani and members of the Higher Education Committee.**

**My name is John Brizdle and I am testifying as an individual in support of the confirmation of Frank Haas as a commissioner for the Hawai'i Commission for National and Community Service.**

**I worked with Frank when I managed E Noa Tours and his advertising agency handled our account. I always found him to be open and professional and provided sound and creative support for our business. After leaving E Noa Tours I have continued to stay connected to Frank as we discuss issues facing the state. Through these conversations I continue to see his concern for and commitment to finding solutions for many of the issues facing Hawai'i especially related to higher education, tourism, and workforce development.**

**Thank you for the opportunity to present this testimony in support of his appointment.**

**John Brizdle**

**Retired**

**Formally Part Owner of E Noa Tours**



## Office of the CTE Dean

4303 Diamond Head Rd., 'Ilima 206  
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Phone: (808) 734-9518  
E-mail: john.richards@hawaii.edu

03/28/2022

To whom it may concern.

I am writing this reference letter on behalf of Frank Haas in support of the Hawaii Commission for National and Community Service Gubernatorial Nominee (GM742) for a term to expire 06-30-2022. I understand that the term may/will be extended into another term after 6/30/2022.

It is with great pleasure that I am giving Frank Haas a reference in the highest regard. I have worked with Frank for the past 8 years in many different capacities as an educator with working groups, advisory groups, as well as a travel industry mentor advising me as the CTE Dean for Kapi'olani Community College in workforce innovation, tourism industry trends, and COVID 19 recovery initiatives for the Hospitality industry. Most recently Frank invited me to participate in the UH Third Decade Report and the Hawaii Tourism Re-start discussions.

It has been one of the honors of my professional career to have shared time with Frank while working on a shared vision for Hawaii's future. I will forever be enhanced by his presence, wisdom, and shared experiences.

Frank Haas has my full endorsement and support for this Gubernatorial Appointment Nominee role. I know the importance of AmeriCorps to our communities, workforce development, and collaborative opportunities between educational and governmental workforce agencies for future training and innovation. Any organization or partnership will be lucky to work with Frank.

If I can be of further service to you in this regard... please do not hesitate to communicate with me.

Best... and Aloha!

A handwritten signature in blue ink, appearing to read 'John L. Richards'.

John L Richards CEC, CCA, CWPC, MBA  
Dean of Career and Technical Education  
Culinary, Hospitality, Business, Legal & Technology

UH – Kapi'olani Community College  
Culinary Institute of the Pacific Diamond Head

**GM-742**

Submitted on: 3/28/2022 8:10:18 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Walter Jamieson	Individual	Support	Written Testimony Only

Comments:



**LATE**

**GM-742**

Submitted on: 3/29/2022 9:40:29 AM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Charles Sasaki	Individual	Support	Written Testimony Only

Comments:

It is a pleasure to offer testimony in support of Frank Haas' appointment to the Hawaii Commission for National and Community Service. My decade of professional association with Frank dates back to our time as academic deans at Kapiolani Community College. In that role - and beyond, I have always understood Frank to be an effective advocate, supporter, and leader of education and community service. He is knowledgeable about ways to contribute to the betterment of our diverse communities and models these values in his everyday life. I offer my strongest endorsement to the appointment of Mr. Haas to the NCNCS.



March 29, 2022

Dear Members of the Hawaii State Senate, Higher Education Committee,

I am writing in support of Governor David Ige's appointment of Frank Haas to the Hawai'i Commission for National and Community Service.

Community Service + Strategic Thinking

Frank is a strong proponent of community service, and is respected for his work across industries, including tourism, education, the arts, media and non-profits. Frank brings best practices and experience in diverse categories to every challenge. Layered with a strategic approach, when Frank is part of the conversation, solutions and outcomes are smart, evidence-based, well thought out and sustainable.

A High-Quality Human Being

In addition to his intelligence and experience, Frank is a high-quality human being who has integrity, empathy, and civility. He listens and tries to understand what people are saying, rather than judging. He respects everyone he works with, for and on behalf of. In this way, he serves the community on multiple levels, and can be trusted to act with fairness and compassion.

Helps Others Succeed

Upon Frank's departure as CEO of Ogilvy & Mather Hawaii in 2000, he appointed me as his successor. As it was not an expected, traditional or safe decision, I thought it took insight, courage and trust to choose a younger, Asian American woman to step into his big shoes. That Frank gave me an opportunity and challenged me to succeed is a priceless gift. This is how Frank works with others. He is supportive. He collaborates. His approach is win-win.

I believe that Frank Haas will be an outstanding addition to the Hawai'i Commission for National and Community Service. Mahalo for considering my testimony.

Respectfully submitted,  
CORE GROUP ONE, INC.

Emi O. Anamizu  
Chief Executive Officer

**GM-742**

Submitted on: 3/29/2022 10:26:36 AM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
David Evans	Individual	Support	Written Testimony Only

Comments:

It is my sincere honor to submit my support for Frank Haas for this appointment. I have known Mr. Haas for many years, both professionally and personally, Mr. Haas will bring many valuable qualities to this role. Mr. Haas has spend an extensive amount of time within the Hawaii community involved in numerous activities such as his work with the Hawaii Tourism Authority where he specifically initiated the importance of understanding resident sentiments towards tourism. His current work has been focused on leading the effort to define ways to better manage tourism in Hawaii for the benefit of both residents and visitors. He has also been involved in education both at the University of Hawaii at Manoa and at Kapiolani Community College. Mr. Haas is extremely well connected and respected. Lastly, Mr. Haas brings considerable knowledge about legislative processes, he is logical and reasonable, and is well regarded for his collegial approach in working towards solutions. I can think of no better individual to serve this appointment.

**GM-742**

Submitted on: 3/29/2022 10:33:30 AM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tim Kwock	Individual	Support	Written Testimony Only

Comments:

I support Frank Haas and have known him for many years as a client when he was at TheoDavis and we both established a program for education for Pizza Hut offering free pizza for elementary students that achieved high grades.

I did work with him at the HTA assisting in negotiating the Golf program and his concern was to establish a position for Hawaii as the beneficiary for tournament sponsors all of which were not profit with express concern for the community

I then reconnected with him at Kapiolani Community College as a lecturer in the Business School and his main concern was to educate our local students with a combination of soft skills as well as traditional academic knowledge. So he focused on the success of the Community College students who were first in the generation to attend college.

His focus on the community was always present and will always be a priority and thus I highly recommend Frank for the appointment

Hersh singer

455 Ka Awakea Rd

Kailua, HI, 96734

Subject: Testimony in Bill Measure Enter GM742

Aloha,

I am honored to provide my full support for the appointment of Mr. Frank Haas to serve on the Hawai'i Commission for National and Community Service. I have known Mr. Haas for more than 35 years, and during that time he always surprised me by the amount of time and energy he has put into community service and the State of Hawaii. He provided the highest quality of service in all his endeavors.

His in-depth successful experience of working in the private, public and not-for-profits sectors provide him with a solid base of experience to provide invaluable support to the Commission.

Please accept this recommendation to help the future of Hawai'i.

Sincerely,

Hersh Singer

808-351-6332

[Hershinger1@gmail.com](mailto:Hershinger1@gmail.com)

Testimony in support of Frank Haas to serve on the Hawai'i Commission for National and Community Service

Aloha,

I am testifying as an individual in support of Frank Haas. I have been Executive Director of the Hawaii Book & Music festival since 2006, and Frank Haas was my Board Chair for a number of years, so I had occasion to work closely with him, and to see him in action with our Board and our Sponsors. I cannot recommend him too highly. Frank Haas was an exemplary Board Chair in every respect: positive, available and focused regardless of his numerous other obligations, a resourceful, skilled and pragmatic problem-solver. He was particularly effective as a meeting chair.

Respectfully,  
Roger Jellinek

**GM-742**

Submitted on: 3/29/2022 12:34:51 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
David DeLuca	Individual	Support	Written Testimony Only

Comments:

March 29, 2022

Aloha Senators and Senate Members Representing the Higher Education Committee (HRE):

I am submitting a written testimony in support of Mr. Frank Haas and his nomination for the Hawai'i Commission for National and Community Service. I have known and worked with Mr. Haas for over 8 years within the field of community service with the annual Hawai'i Book and Music Festival. During this time period I bore witness to Mr. Haas' enduring commitment to the community of Hawai'i. While Mr. Haas was Dean of Hospitality, Business, and Legal Education at University of Hawai'i, Kapiolani Community College, I witnessed the passion and investment he has in providing experiences and resources to the students attending community college. What impressed me most was Mr. Haas' focus on making sure the students were aware of how they could best serve Hawai'i, beyond receiving just a degree of higher education.

Mr. Haas has long been a dedicated community member having also served as Vice President of Tourism Marketing with Hawai'i Tourism Authority. Much of what he learned in that role during those 4+ years is how significant and important it is that locals play a part in determining the physical and cultural experience visitors receive when traveling to Hawai'i. He has demonstrated how important it is to get public and private partnerships, to invest together in community, through service and volunteer driven projects. To this day Mr. Haas still assists and provides conscious consultancy to local hospitality organizations looking to have a more community invested level of participation within the state.

Mr. Haas also long served on the Board of Directors for Hawai'i Public Radio and helped see that non-profit's growth into one of the leading community funded public service programs within the state.

There is no hesitation in recommending Mr. Haas for inclusion on this community. His professional experience is an invaluable asset toward negotiating the many causes and needs for community service. His personal dedication to be a "man for others" is evident with the relationships he has built through the years and his ability to collaborate with others is inspiring.

Sincerely,

**GM-742**

Submitted on: 3/29/2022 12:48:15 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
David Preece	Individual	Support	Written Testimony Only

Comments:

Aloha, and mahalo for the opportunity to support the nomination of Frank Haas to the Hawaii Commission for National and Community Service. I am presently a faculty member at BYU-Hawaii overseeing the Hospitality & Tourism Management program. I was previously a vice president of the Hawaii Visitors & Convention Bureau, and before that a vice president of the Polynesian Cultural Center. I have known Frank for many years--since 1995--through our many associations in Hawaii's tourism industry. Frank is a well-regarded man of integrity and intelligence, always with a focus on what is best for the broader community he has served in private and public roles. Frank knows Hawaii, her people, her culture, and has a strong sense of kuleana. He understands the workings of business and government and enjoys the respect of many in both sectors. I have complete confidence that Frank will effectively apply his extensive network, knowledge, experience and wisdom in fulfilling this new assignment on the Hawaii Commission for National and Community Service. I highly recommend Frank's candidacy and greatly appreciate your consideration of this opportunity to bring such a qualified person into the Commission. Mahalo nui loa,

David Preece



Thursday, March 31, 2022

The Honorable Donna Mercado Kim, Chair  
Senator Michelle N. Kidani, Vice Chair  
Members of the Senate Committee on Higher Education  
31<sup>st</sup> Hawaii State Legislature, Regular Session 2022  
State of Hawaii

GM742 and GM743 - SUBMITTING TESTIMONY FOR CONSIDERATION AND CONFIRMATION TO THE HAWAII COMMISSION FOR NATIONAL AND COMMUNITY SERVICE GUBERNATORIAL NOMINEE, FRANK HAAS

Chair Donna Mercado Kim, Vice Chair Michelle Kidani and Members of the Senate Committee on Higher Education:

I am pleased to submit the following testimony in strong support of GM742 & GM743 for consideration and confirmation to the Hawaii Commission for National and Community Service Gubernatorial Nominee FRANK HAAS.

My name is Muriel Anderson and my professional career spanned over 47 years in Hawaii's visitor industry until my retirement from the Hawaii Tourism Authority in 2011. Although I knew Frank professionally prior to his stint at the HTA, it wasn't until he joined us in 2002 that I worked closely with him when his responsibilities, which were focused on tourism marketing, intersected with my responsibilities for HTA's product development initiatives, precursor to their present Destination Management Plans. Since my retirement, we continue to work together on special interest projects.

There is no doubt that Frank will bring his extensive and wide-ranging background to the Commission. A background encompassing not only Hawaii's visitor industry and his contributions to the tourism education of our youth, but also to our communities as a whole – witness his long-time associations with organizations such as the Hawaii Book and Music Festival and the Miss Hawaii Scholarship Program. Importantly, what he will also contribute will be his ability to work collaboratively and with a clear sense of purpose to the “Serve with Aloha” mission of the Commission. His leadership skills are impeccable; you can rely on Frank to be well-informed and that his contributions will be substantive and his assertions well-founded. Bottom line, however, and even more significant, Frank has a keen sense of social responsibility and will always be truly invested in the positive growth and success of our communities and of our State.

Mahalo nui for the opportunity to provide this testimony. I strongly urge your passage of GM742 and GM743.

March 28, 2022

Committee on Higher Education

Re: GM742

Aloha Senators-

I fully support the confirmation of Frank Haas to serve on the Hawai'i Commission for National and Community Service. Frank has devoted hours of community service as an active member and consultant to the Hawai'i Drowning and Aquatic Injury Prevention Advisory Committee which was established in under the Hawai'i Health Department in 2014.

Frank has provided humble, professional, and expert input to issues affecting drowning in Hawai'i, including visitor outreach, research, and strategic planning. He has reviewed and drafted documents, facilitated connections with the higher education, visitor, marketing, and other industries, and brought an invaluable perspective that has moved the Advisory forward its mission. He has done all of this as a volunteer, asking for nothing in return except for the state's steady focus on preventing drowning in Hawai'i. Hawai'i is fortunate to have Frank Haas as a visionary and team player, and his contribution to Governor Ige's Commission will be immense.

I facilitate the Hawai'i Drowning and Aquatic Injury Prevention Advisory Committee but am submitting this testimony as a private citizen and not as a spokesperson for the above mentioned organization or its affiliates.

Mahalo,

Bridget Kaumeheiwa-Velasco

**GM-742**

Submitted on: 3/30/2022 1:35:46 PM

Testimony for HRE on 3/31/2022 3:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
PATRICIA CLAIRE FREEDMAN	Individual	Support	Written Testimony Only

Comments:

To Whom It Concerns:

I have known Frank Haas for several decades. Not only is he knowledgeable in many areas of marketing and advertising, he is a dedicated citizen and passionate about his community. I fully endorse his nomination to this Commission.

I am honored to have worked side by side with Frank on a few special projects. I applaud your nomination and hope he continues beyond the stated term of June 30, 2022.

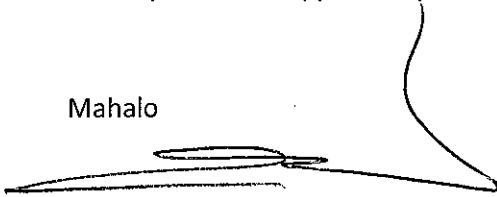
Aloha Chair Kim, Vice Chair Kidani and members of the committee,

I am Dr. Joseph Ha, a professor at Hawai'i Pacific University, and I am testifying as an individual in support of the confirmation of Mr. Frank Haas for the Hawai'i Commission for National and Community Service.

For many years, Frank served as an adjunct instructor of marketing in HPU's graduate management program. That he was able to commit that level of time and effort to teaching while simultaneously being fully employed in a demanding job speaks to his dedication to the professional development of young people. He brought his real world experience into the classroom for the benefit of the students.

Thank you for the opportunity to submit testimony in support of his confirmation.

Mahalo

A handwritten signature in black ink, appearing to read 'Joseph Chunghi Ha', with a long horizontal stroke extending to the left.

Joseph Chunghi Ha, Ph.D., MBA

Professor of Marketing

Chair, Faculty Assembly College of Business

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