



HAWAI'I LODGING & TOURISM
A S S O C I A T I O N

Testimony of
Mufi Hannemann
President & CEO
Hawai'i Lodging & Tourism Association

Senate Committee on Energy, Economic Development, & Tourism
Governor's Message 833
April 11, 2022

Chair Wakai, and members of the Committee, mahalo for the opportunity to provide testimony on behalf of the Hawai'i Lodging & Tourism Association, the state's oldest and largest private sector visitor industry organization.

The Hawai'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers—strongly supports Mr. Michael White's nomination to serve on the Hawai'i Tourism Authority's Board of Directors. Mr. White's professional history makes him uniquely qualified for this role, and we feel strongly that he would bring both experience and insight to HTA's Board of Directors—traits that we valued during his time as an HLTA board member.

Mr. White's experience in the local hospitality industry dates back more than 50 years with positions at all levels of hotel operations for properties including Halekulani, Mauna Kea Beach Hotel, and the Kā'anapali Beach Hotel and Plantation Inn—properties on Maui where he now serves as general manager. Over the course of his career, he has shown an intense commitment to perpetuating the Hawaiian culture; he is a founding member of the Native Hawaiian Hospitality Association and also established the Kā'anapali Beach Hotel's Po'okela Program in 1986. For more than 30 years, the program has demonstrated how cultural values and practices can be successfully integrated into a hospitality business' day-to-day operations. In recognition of the program's success, Mr. White received HLTA's inaugural Pūlamahia Award which is given to individuals and businesses that cherish and care for the Hawaiian culture.

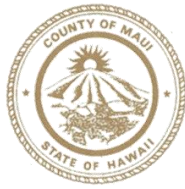
In addition to his work in the local tourism industry, Mr. White has also represented his community, being elected to both the State House of Representatives and the Maui County Council where he served as Council Chair. Coupled with his tourism industry experience, Mr. White's public service will give him special insight that would be especially beneficial to HTA's Board of Directors as the State tourism agency continues its efforts to strategically market and responsibly manage Hawa'i as a premier tourism destination.

For these reasons, HLTA supports Governor's Message 833.

Mahalo for the opportunity to offer this testimony.

Michael P. Victorino
Mayor

Sananda K. Baz
Managing Director



OFFICE OF THE MAYOR

COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.mauicounty.gov

April 10, 2022

THE SENATE

COMMITTEE ON ENERGY, ECONOMIC, DEVELOPMENT AND TOURISM

Senator Glenn Wakai, Chair
Senator Bennette E. Misalucha, Vice Chair

NOTICE OF HEARING

Date: Monday, April 11, 2022
3:00 p.m.
Conference Room 224 & Videoconference

GM 833

Dear Senator Glenn Wakai:

Subject: GM 833 - Consideration and Confirmation of Michael White to the Board of Directors of the Hawaii Tourism Authority

As Mayor of Maui County, I am writing to express my strong support for the confirmation of Mr. Michael White to the Board of Directors of the Hawaii Tourism Authority.

I served on the Maui County Council with Mike White and his understanding of the role of government and the private sector continues to leave me a strong collaborative partnership with Mike White in my efforts to serve Maui County and appreciating Maui's economic engine, the Visitor's Industry.

Mr. White understands that economic development can take many forms. As General Manager of Ka'anapali Beach Hotel and The Plantation Inn for the past thirty-seven years, Mr. White manages his family of employees to respect, preserve and to perpetuate the true culture of Hawaii among themselves and ultimately to the visitors.

Mr. White's professional and work experiences, education, community involvement and political offices, have amply prepared him to serve successfully as a Board of Director of the Hawaii Tourism Authority.

April 10, 2022
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Thank you for this opportunity to submit my support and I ask your committee's consideration of Michael White's confirmation to the Board of Directors of Hawaii Tourism Authority.

Submitted By:

Michael P. Victorino, Mayor, Maui County (808-270-7855)

THE SENATE
COMMITTEE ON ENERGY, ECONOMIC, DEVELOPMENT AND TOURISM

Senator Glenn Wakai, Chair
Senator Bennette E. Misalucha, Vice Chair

NOTICE OF HEARING

Date: Monday, April 11, 2022

3:00 p.m.

Conference Room 224 & Videoconference

GM 833

Dear Senator Glenn Wakai and Committee:

**Subject: GM 833 - Consideration and Confirmation of Michael White to the
Board of Directors of the Hawaii Tourism Authority**

My name is Stacy Helm Crivello. I am writing as an individual to request you and your committee to support the confirmation of Mr. Michael White to the Board of Directors of the Hawaii Tourism Authority.

As a former Maui County council member, I served with Mr. Mike White for six years. Throughout the years, our friendship remains, and I respect Mr. White's lengthy private sector in the visitor industry experiences as well as his strong leadership skills.

I have observed Mr. White to be an intellectual leader and that Mike adheres to a strong sense of values and is of sound moral character. I join others who know Mike White to be diligent and tireless in his undertakings, receptive and open-minded to new and differing ideas and opinions, and very competent and calculated in developing sound strategies and plans of actions as a Board of Director of the Hawaii Tourism Authority.

At this juncture of the visitor's industry, Mr. White's broad background and experience in the visitor's industry combined with his business and financial acumen, make him very well valued as a board of director for HTA.

It is for these reasons as well as others, that I strongly urge Michael White's confirmation as a Board of Director of the Hawaii Tourism Authority.

Thank you for your support.

Sincerely,

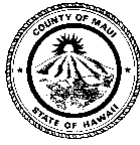
Stacy Helm Crivello (808-658-0346)
P O Box 1097, Kaunakakai, HI 96748

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Alice L. Lee

Vice-Chair
Keani N.W. Rawlins-Fernandez

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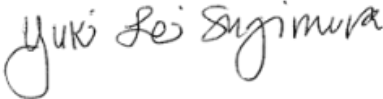


Director of Council Services
Traci N. T. Fujita, Esq.

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

April 8, 2022

TO: Honorable Glenn Wakai, Chair
Senate Committee on Energy, Economic
Development, and Tourism

FROM: Yuki Lei Sugimura
Councilmember 

DATE: April 8, 2022

SUBJECT: **SUPPORT FOR GM833, NOMINATING MICHAEL WHITE TO THE
BOARD OF DIRECTORS OF THE HAWAII TOURISM AUTHORITY**

Thank you for the opportunity to testify in SUPPORT of Governor Ige's nomination of Michael White to serve on the Board of Directors of the Hawaii Tourism Authority.

I SUPPORT this nomination to the board because of Mr. White's long standing professional qualifications, his integrity and his passion and love for Maui and its people. Mr. White's years of experience as a State legislator, as a Maui County Councilmember, and as the longtime general manager of Kaanapali Beach Hotel make him uniquely qualified for this position. His time working in both the public and private sectors give him a tremendous amount of knowledge that will prove a valuable addition to the HTA Board.

During my early time on the County Council, I had the privilege of serving with Mike White and learning under his guidance as Council Chairman. I witnessed firsthand Mr. White's collaborative leadership and willingness to find creative solutions. I always came impressed with Mr. White's composure when facing difficult decisions.

Another strong quality of Mr. White is his extensive finance experience. This not only comes from his many years running one of the most successful hotels on Maui, but also from his time as chair of the Council's budget committee.

Mr. White will be a quality addition to the Hawaii Tourism Authority Board. He is a man of integrity that has always been willing to serve the people of Hawaii.

For the foregoing reasons, I SUPPORT this nomination.

LEGISLATIVE TESTIMONY

Senate Committee on Energy, Economic Development, and Tourism

GM833 – Submitting for consideration and confirmation to the Board of Directors of the Hawaii Tourism Authority, Gubernatorial Nominee, MICHAEL WHITE, for a term to expire 06-30-2026.

Monday, April 11, 2022, 3:00 pm, Rm 224 & Videoconference

The Council for Native Hawaiian Advancement (CNHA) offers testimony in **SUPPORT** of GM832, which nominates Michael White to the Board of Directors of the Hawai'i Tourism Authority (HTA) for a four-year term.

With more than 50 years of experience working for major hotels throughout the state, Michael White is extraordinarily qualified to serve on the HTA Board. Moreover, his specific work in developing the Kā'anapali Beach Hotel's Po'okela program with George Kanahele aligns with HTA's vision of providing an authentic representation of our culture to enhance the visitor experience. With his appreciation of and connection to our culture and local communities, Mr. White's voice on the HTA Board will help the agency shift its focus to managing the impacts of tourism on our natural and cultural resources, our local lifestyles, and unique Hawaiian sense of place.

Accordingly, the Council for Native Hawaiian Advancement urges the Committee to recommend that the Senate advise and consent to the nomination of Michael White to the HTA Board. Mahalo nui loa for the opportunity to provide testimony on this measure.

Respectfully,

J. Kūhiō Lewis, CEO
Council for Native Hawaiian Advancement



Maui Hotel & Lodging
ASSOCIATION



Testimony of
Lisa H. Paulson
Executive Director
Maui Hotel & Lodging Association

Committee on Energy, Economic Development and Tourism
Governor Message 833: Submitting for consideration and confirmation to the Board of Directors of the Hawaii Tourism Authority, Gubernatorial Nominee, MICHAEL WHITE, for a term to expire 06-30-2026.

April 11, 2022, 3:00 pm
Conference Room 224

The Maui Hotel & Lodging Association (MHLA) is the legislative arm of the visitor industry for Maui County. We represent over 170 property and allied business members and over 19,000 rooms. **We strongly support GM 833**, Gubernatorial Nominee Mike White, to the Board of Directors of the Hawaii Tourism Authority.

Mr. White is a well-known and respected leader in the tourism industry. He is deeply committed to the community and the future of our industry. He has a long and distinctive service on the board of directors of the Maui Hotel & Lodging Association, helping shape the organization and guiding the strategic direction to include advocacy and community involvement, environmental stewardship, and workforce development for the County of Maui.

Mr. White's combined service experience in State and County government positions, as general manager of a hotel, and community leader makes him an excellent candidate for the Board of Directors of the Hawaii Tourism Authority.

I urge you to confirm Mr. White as a board member of the Hawaii Tourism Authority, where he can bring both his extensive expertise and leadership experience and his commitment to a thriving Hawai'i.

Thank you for the opportunity to provide this testimony.



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e-mail info@hfbf.org; www.hfbf.org

LATE

April 11, 2022

HEARING BEFORE THE
SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

TESTIMONY ON GM 833

Submitting for consideration and confirmation to the Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, MICHAEL WHITE, for a term to expire 06-30-2026.

Conference Room 224 & Videoconference
3:00 PM

Aloha Chair Wakai, Vice-Chair Misalucha, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawai'i Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,800 farm family members statewide and serves as Hawai'i's voice of agriculture to protect, advocate and advance the social, economic, and educational interests of our diverse agricultural community.

The Hawai'i Farm Bureau strongly supports GM 833, seeking the confirmation of Mr. Michael White to the Board of Directors of the Hawai'i Tourism Association.

Mr. White has served the Maui County for decades seeking the welfare of the community as a priority. He sought to balance the many needs of the County and has made hard decisions as needed. While advocating for economic development his respect for the native culture comes not just from family roots but is practiced in his daily life. When visiting Kaanapali Beach Hotel which he manages, the celebration and sharing of cultural values is seen not just in displays but in the conduct of their employees where living Aloha is taken seriously and not just as words. He has served on the Cultural Advisory Committee for HTA in the past but a position on the Board is very timely at this time.

Such values are important to the Board of the Hawaii Tourism Authority that must balance all of the needs of the State while promoting tourism. As agriculture, Mr. White has appreciated and supported the needs of the industry. Tourism is an important part of agriculture as it is an important revenue source for us. Having a person understand the synchrony between the industries will benefit all.

HFB respectfully requests your strong support of Mr. White's confirmation to the Board of Directors of the Hawai'i Tourism Authority.

Senate Committee of Energy, Economic Development, and Tourism

NOTICE OF HEARING

Monday April 11, 2022

3:00 pm

LATE

DATE: April 10, 2022

FROM: Peter Apo
peterapocompany@gmail.com, (808) 256-6191

TO: Senator Glen Wakai, Chair
Vice-Chair Bernette E. Misalucha
Senate Committee of Energy, Economic Development, and Tourism

SUBJECT: Testimony supporting gubernatorial appointee Michael White for Hawai'i Tourism Authority Board of Directors

Supporting Statement

Aloha Chair Wakai. I lend my unequivocal support for gubernatorial appointee Michael White to the Hawai'i Tourism Authority Board of Directors;

Mike White brings every angle of experience relevant to the kuleana of HTA as one of Hawai'i's most outstanding leaders in both public and private sectors. His tourism work experience included serving as an administrator at the Mauna Kea Beach Hotel, the Mauna Lani Hotel, and then went on to serve as general manager of the Kaanapali Beach Hotel for over 35 years. His highlights of public service include his several terms as a Maui County Councilman culminating in his rise to chairman of the Council.

As GM of the Ka'anapali Beach Hotel, he built an operating model of tourism administration that has been immensely successful in striking that elusive balance between commerce and culture that makes everyone a winner; tourists, locals, businesses, and the government.

I will spare the committee the endless accolades except to cite his deep connection to Hawai'i and its history as a direct descendant of the Scottish-born Sinclair family, who purchased the island of Ni'ihau from King Kamehameha III in 1864.

Please support Mike White for HTA. Mahalo.

LATE

GM-833

Submitted on: 4/11/2022 3:19:32 PM

Testimony for EET on 4/11/2022 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Angela Vento	Individual	Support	Written Testimony Only

Comments:

Mike White has been involved in supporting our community through active engagement in the State Legislature and Maui County Council. He is a thoughtful leader that balances the good of the community with economic sustainability. He understands the history of tourism in our state and is always committed to thoughtful solutions that benefit multiple stakeholders. I fully support his nomination as an outstanding citizen.