



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT,
AND TOURISM

Thursday, April 11, 2024 1:30 p.m.

In consideration of

GOVERNOR'S MESSAGE NO. 702
NOMINATION OF MUFI HANNEMANN
BOARD OF DIRECTORS, HAWAII TOURISM AUTHORITY

Aloha Chair DeCoite, Vice Chair Wakai, and Members of the Committee,

Mahalo for the opportunity to testify in support of Mufi Hannemann's nomination to serve as a member of the Hawai'i Tourism Authority Board of Directors.

Mr. Hannemann's experience as City Councilmember, City Council Chair, Mayor of the City & County of Honolulu, and his executive experience in the private sector built the knowledge and network that he brings to our boardroom. Since his nomination in July 2023, he has been a very active member of our board. In recognition of his many contributions, Mr. Hannemann was elected by his peers to serve as Chair of the board in December 2023.

Mr. Hannemann has worked hard to expand our lines of communication and collaborative relationships between HTA, the visitor industry, the Legislature, and other elements of county and state government. He has been a tireless advocate for the people of Maui following the August 2023 wildfires, focused on ensuring that those who are ready to work have the opportunity to do so.

HTA is a stronger organization thanks to Mr. Hannemann's leadership, experience, and commitment. We wholeheartedly support this next step in Mr. Hannemann's distinguished career of public service, and appreciate this opportunity to express that support before this committee.

Mahalo.



STATE OF HAWAII
DEPARTMENT OF EDUCATION
KA 'OIHANA HO'ONA'AUAO
P.O. BOX 2360
HONOLULU, HAWAII 96804

Date: 04/11/2024

Time: 01:30 PM

Location: CR 229 & Videoconference

Committee: Senate Energy, Economic
Development, and Tourism

Department: Education

Person Testifying: Keith T. Hayashi, Superintendent of Education

Bill Title: GM 0702 Submitting for consideration and confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, MUFU HANNEMANN, for a term to expire 06-30-2027.

Purpose of Bill:

Department's Position:

As Superintendent of the Hawaii State Department of Education, I am in strong support of GM 702, appointing Mufu Hanneman as the Chairperson for the Board of Directors of the Hawaii Tourism Authority.

Mufu Hanneman brings a wealth of experience and knowledge to the Hawaii Tourism Authority, which spans governmental experience at the state and county level as well as experience in the private sector. Throughout his various positions, there is a theme of support for education and mentorship to raise the level of talent and capacity within our state.

In particular, as President and CEO of the Hawaii Lodging and Tourism Association, Mr. Hanneman increased scholarships for high school and college students through such programs as the Citizen-Scholars Awards. Through this program, one senior from every public high school throughout the state who best exemplifies citizenship in school and community is honored with a \$1000 scholarship towards continuing education. Additionally, Mr. Hanneman co-chaired the creation of the Ho'oilina Scholarship, which awards two and four-year scholarships to Hawaii public school graduates who are looking to enter the field of travel industry management or hospitality. His vision in pursuing these opportunities exhibits an awareness of the importance of education and mentorship in building and supporting our tourism industry.

Mr. Hanneman has long proven to be a willing partner to drive innovation and to support business and education in the state of Hawaii. I am excited for the opportunity for continued partnerships with him should he be given the opportunity to Chair the Board of Directors of the Hawaii Tourism Authority.

Thank you for the opportunity to provide testimony in strong support of GM 702.

JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LIEUTENANT GOVERNOR



JADE T. BUTAY
DIRECTOR

WILLIAM G. KUNSTMAN
DEPUTY DIRECTOR

STATE OF HAWAII
KA MOKU'ĀINA O HAWAII
DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS
KA 'OIHANA PONO LIMAHANA

April 10, 2024

To: The Honorable Lynn DeCoite, Chair
The Honorable Glenn Wakai, Vice Chair, and
Members of the Senate Committee on Energy, Economic Development,
and Tourism

Date: Thursday, April 11, 2024

Time: 1:30 p.m.

Place: Conference Room 229 & Videoconference, State Capitol

From: Jade T. Butay, Director
Department of Labor and Industrial Relations (DLIR)

Re: GM 702; Submitting for consideration and confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, MUFI HANNEMANN, for a term to expire 06-30-2027.

The Department of Labor and Industrial Relations **strongly supports** the confirmation of Mufi Hannemann as Chairperson to the Hawaii Tourism Authority (HTA).

Mr. Hannemann's was recently recognized by the Shidler College of Business Travel Industry Management School with the 2024 Legacy in Tourism Award which highlights his many accomplishments promoting Hawai'i tourism, regional cuisine, fashion, music and made in Hawai'i products. His impressive resume speaks to the leadership needed to sustain the HTA in promoting an experience that is unique and enriching, while valuing and perpetuating Hawai'i's natural and cultural resources by honoring its people and heritage in reinforcing economic development, innovation, and sustainable tourism in Hawai'i.

We have worked extensively with Mr. Hannemann as the President and CEO of the Hawaii Lodging and Tourism Association where we were able to not only gain firsthand familiarity of his passion for tourism, but were also exposed to his inventive approach to problem solving and his ability to get his point across and the job done. He is not afraid to say what he thinks, so one never has to guess where he stands on a particular issue. He is committed to making sure that Hawaii remains the top destination for travelers while the State sustainably manages the interests of various stakeholders. His extensive and varied experience and relationships in government and the private sector will benefit the Hawaii Tourism Authority.

Thank you for the opportunity to provide testimony in support of Governor's Message 702.



WAIKĪKĪ IMPROVEMENT ASSOCIATION

**Testimony of Rick Egged
Waikīkī Improvement Association**

Before the

SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Thursday, April 11, 2024. 1:30pm

**In consideration of the Nomination of Mufi Hannemann as the
Chairperson of the Board of Directors of the Hawaii Tourism Authority.
Governor's Message No. 702**

Aloha Chair DeCoite. Vice Chair Wakai and members of the Committee,

My name is Rick Egged, President of the Waikīkī Improvement Association (WIA). The WIA is a membership organization consisting of landowners and commercial business such as hotels, retailers and restaurants in Waikīkī, the businesses that serve them and those interested in the future of this important part of our community and economy.

WIA strongly supports the nomination of Mufi Hannemann as Chair of the Hawaii Tourism Authority (HTA). Mufi Hannemann has one of the most accomplished business, tourism and political backgrounds in modern Hawai'i history, highlighted by his successful tenure as the former director of DBEDT, Honolulu mayor from 2005 to 2010, and the strong relationships he has established with leaders in the key sectors of Hawai'i's business community. Hannemann currently serves as president and chief executive officer of the Hawai'i Lodging and Tourism Association, a position he has held for a decade. He also currently serves as a member of the U.S. Travel and Tourism Advisory Board (TTAB).

Mufi Hannemann brings to HTA an intimate and detailed understanding of Hawaii tourism, government and community engagement. He provides the leadership HTA needs in transitioning from a heavy marketing emphasis to a balanced destination management agency.

The transition allows tourism in Hawaii to have an even more positive impact on our communities. Other organizations can also support tourism marketing, but only HTA can provide the critical link tourism needs to our resident population fostering the concept of regenerative tourism.

No one is better equipped to lead this effort than Mufi Hannemann, I offer my strongest recommendation. Please support his nomination.

Mahalo for the opportunity to testify.

Rick Egged
President of Waikīkī Improvement Association

GM-702

Submitted on: 4/8/2024 8:55:16 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Robin R Kennedy	Individual	Support	In Person

Comments:

I believe after participating in hearings like this previously, if I submit my testimony in full I will not be able to read it while there in person.

Since that is my assumption, I will be keeping this brief and reading my testimony in person.

Submitting for consideration and confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, MUFU HANNEMANN, for a term to expire 06-30-2027.

I am in full support of the above appointment.

Respectfully,

Robin Kennedy-Oshio



P.O. Box 253, Kunia, Hawai'i 96759
Phone: (808) 848-2074; Fax: (808) 848-1921
e-mail info@hfbf.org; www.hfbf.org

April 11, 2024

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

TESTIMONY ON GM 702

Submitting for consideration and confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, MUFU HANNEMANN, for a term to expire 06-30-2027

Conference Room 229 & Videoconference
1:30 PM

Aloha Chair DeCoite, Vice Chair Wakai, 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 Mufu Hannemann's nomination as Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

HFB has had the opportunity to work with Mr. Hannemann, dating back to his time as the Director of the Department of Business, Economic Development, and Tourism. Since then, we have also had the pleasure of working with Mr. Hannemann during his tenure as a Councilmember of the Honolulu City Council, as Mayor of the City & County of Honolulu, and as the President & CEO of the Hawai'i Lodging & Tourism Association (HLTA). Mr. Hannemann's experience in both the public and private sectors has equipped him with a unique perspective to achieve HTA's mission to strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

As an organization deeply rooted in agriculture, we recognize Mr. Hannemann's unparalleled qualifications and his commitment to fostering an environment where both tourism and agriculture thrive in mutual support. Mr. Hannemann's extensive experience in public service, particularly his tenures as the Mayor of Honolulu and President & CEO of HLTA, has equipped him with a unique perspective on the nexus between agriculture and tourism. His efforts to promote local agricultural products and integrate them into Hawai'i's tourism industry are commendable. By encouraging agritourism and the use of

local products in our hospitality sector, Mr. Hannemann has not only helped to improve the viability of local farming but also enhanced the authentic experience offered to tourists.

We trust that Mr. Hannemann's experience, leadership, and proven track record makes him an ideal candidate for the HTA Board chairperson. His appointment would ensure that the interests of Hawai'i's agricultural stakeholders are effectively represented. We believe his perspective will be invaluable in making decisions that balance tourism with sustainability, benefiting all Hawai'i.

Please accept our strong support for Mr. Mufi Hannemann as Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

GM-702

Submitted on: 4/10/2024 12:16:03 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Jessica Lani Rich	Testifying for Visitor Aloha Society of Hawaii	Support	In Person

Comments:

Aloha Chair DeCoite, Vice Chair Wakai, and Members of the Senate Committee on Energy, Economic Development, and Tourism:

My name is Jessica Lani Rich and I am the President & CEO of the Visitor Aloha Society of Hawaii (VASH), a non-profit agency that helps visitors in crisis. I am here to show my support for Mufi Hannemann as Chairperson for the Board of Directors of the Hawaii Tourism Authority (HTA).

I have known Mufi for over 25 years. Mufi has outstanding leadership skills, integrity, and a proven track record of accomplishments. I have worked closely with Mufi in his role as President & CEO of the Hawaii Lodging & Tourism Association. In the short time he has served on the Board of Directors of HTA, he has earned the trust and admiration of his peers. He will undoubtedly fulfill the role of Chairperson for the Board of Directors of HTA and for managing tourism in a sustainable manner. Mufi has demonstrated that his actions are consistent with the economic goals and cultural values of Hawaii.

I am always amazed at how one man can accomplish so many goals in such a short amount of time. Mufi has expanded the Visitor Industry Charity Walk with a significant number of participants from the public and private sectors. On a personal note, when there was crime in Waikiki, Mufi stepped in to form the Visitor Industry Public Safety Coalition, where I am a member, resulting in a decrease in crime. He also looks to the future in supporting our youth. I admire the fact that when Mufi sees a problem, he steps in time and time again to solve the issue.

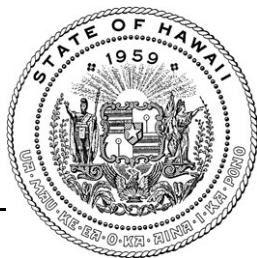
I have attended numerous community and tourism meetings where Mufi has gained the support and confidence, not only of our tourism partners, but also our residents. He is a dedicated and hardworking tourism leader, therefore, I strongly support Mufi Hannemann as Chairperson for the Board of Directors of the Hawaii Tourism Authority.

Sincerely,

Jessica Lani Rich

President & CEO

Visitor Aloha Society of Hawaii



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI
A HO'OMĀKA'IKAI

JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LT. GOVERNOR

JAMES KUNANE TOKIOKA
DIRECTOR

DANE K. WICKER
DEPUTY DIRECTOR

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: dbedt.hawaii.gov

Telephone: (808) 586-2355
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Testimony of
JAMES KUNANE TOKIOKA
Director
Department of Business, Economic Development, and Tourism
before the
SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Thursday, April 11, 2024
1:30 PM
State Capitol, Conference Room 229

In consideration of
GM 702
**Submitting for consideration and confirmation as the Chairperson,
Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee,
MUFU HANNEMANN, for a term to expire 06-30-2027.**

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

I support the appointment of Mufu Hannemann to serve on the Board of Directors of the Hawai'i Tourism Authority.

Mr. Hannemann has extensive experience in the private sector and the public sector at both the state and county levels. He has served as DBEDT Director, Honolulu City Councilmember, and U.S. Conference of Mayors Member and Trustee, and currently serves as the Hawai'i Lodging and Tourism Association President and Chief Executive Officer.

Thank you for the opportunity to testify on GM 702.

Richard T. Bissen
530 Peleke Street
Hahuli Hawaii 96732

Committee on Energy, Economic Development, and Tourism (EET)
Hawai'i State Senate, Thursday, April 11, 2024

April 8, 2024

Aloha Chair Lynn DeCoite and Committee members –

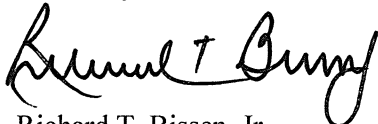
I am writing today to express my full support for Mufi Hannemann, President & CEO of the Hawai'i Lodging & Tourism Association (HLTA), to be confirmed as a member of the Hawai'i Tourism Authority (HTA) Board of Directors.

Mr. Hannemann's appointment couldn't have come at a more significant time for Maui's recovery. With his extensive background in tourism and his experience as a former mayor of the City & County of Honolulu, he understands the intricate dynamics and importance of revitalizing Maui's tourism industry. His established dialogue and rapport with my administration and both the government and the private sectors, ensure seamless collaboration for effective progress.

Mufi understands the delicate balance needed between marketing strategies and destination management, while respecting Lahaina. Under his leadership, Maui can trust that HTA will not only promote the state's best interests in tourism but also prioritize for the needs of the counties, ensuring a comprehensive and inclusive approach to sustainable tourism development.

I urge for your committee to confirm Mufi Hannemann for the HTA board.

Sincerely,



Richard T. Bissen, Jr.



Mitchell D. Roth
Mayor

Deanna S. Sako
Managing Director

Robert H. Command
Deputy Managing Director

County of Hawai'i
Office of the Mayor

25 Aupuni Street, Suite 2603 • Hilo, Hawai'i 96720 • (808) 961-8211 • Fax (808) 961-6553
KONA: 74-5044 Ane Keohokalole Hwy., Bldg C • Kailua-Kona, Hawai'i 96740
(808) 323-4444 • Fax (808) 323-4440

April 4, 2024

Committee on Energy, Economic Development, and Tourism
Senator Lynn De Coite, Chair
Senator Glenn Wakai, Vice Chair

Hawai'i State Legislature
415 S. Beretania Street
Honolulu, Hawai'i 96813

Subject: GOVERNOR'S MESSAGE NO. 702 – Gubernatorial nomination of Mufi Hannemann as Chairperson, Board of Directors of the Hawai'i Tourism Authority
Term Ending: 6-30-2027

Aloha Senator De Coite Chair, Senator Wakai, Vice Chair, and Members of the Committee on Energy, Economic Development, and Tourism,

It is a pleasure and an honor to submit testimony in full support for Mufi Hannemann's nomination as Chairperson, Board of Directors of the Hawai'i Tourism Authority.

Having known Mufi for over a decade, I can confidently attest to his remarkable leadership qualities. With his distinguished background in business, tourism, and politics, highlighted by his tenure as the former director of DBEDT, and as Mayor of Honolulu from 2005-2010, Mufi brings a wealth of experience and expertise to the table. He has the ability to build relationships with leaders across various sectors of Hawaii's business community and collaborate effectively with community members and industry stakeholders to Mālama Hawai'i – care for our beloved home.

Currently serving as President and CEO of the Hawai'i Lodging and Tourism Association, and as a member of the U.S. Travel and Tourism Advisory Board, Mufi is dedicated to representing the Hawaiian Islands globally. He is deeply committed to managing tourism in a sustainable manner that respects community interests, advances economic objectives, preserves cultural values, and safeguards our natural resources, while also addressing the visitor industry.

I wholeheartedly endorse Mufi Hannemann as an outstanding candidate for this important position. Should you wish to discuss my recommendation further, please do not hesitate to call.

Mitchell D. Roth
Mayor / County of Hawai'i

GM-702

Submitted on: 4/7/2024 12:20:28 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
John aeto	Testifying for The Kalaimoku Group	Support	Written Testimony Only

Comments:

I have know Mufi for over 30 years. He is perfect for this role on HTA. I support Mufi has a board member of HTA

John Aeto

MAYOR DEREK S.K. KAWAKAMI

COUNTY OF KAUA'I



Testimony of
Derek S.K. Kawakami
Mayor, County of Kaua'i

Before the
Senate Committee on Energy, Economic Development, and Tourism
April 11, 2024 at 1:30 PM
Conference Room 229 & Videoconference

In consideration of
GM 702 Mufi Hannemann
Gubernatorial Nominee for
Chairperson, Board of Directors of the Hawai'i Tourism Authority

Honorable Chair DeCoite, Vice Chair Wakai, and Members of the Committee:

Mahalo for the opportunity to testify in **STRONG SUPPORT** of Mr. Mufi Hannemann's nomination as Chairperson of the Board of Directors of the Hawai'i Tourism Authority. As a nominee, he is well qualified to fulfill this responsibility given his professional and life experiences, his leadership, and desire to serve.

With his lifelong involvement in the tourism industry, Mr. Hannemann brings a wealth of expertise and a clear understanding of how to direct the department charged with managing tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs. His experience in understanding how Hawai'i works makes his unique skill set in understanding government operations, economics, and the tourism industry an asset to this critical department that is forward looking.

Mr. Hannemann's track record for service is well established through his numerous appointments to serve at the national or local level on boards and committees that are tourism or labor related. His development of the Pacific Century Fellows program demonstrates his leadership skill with the mentoring of young leaders who are or will be the decision makers of tomorrow.

I am confident in Mr. Hannemann's ability to lead the Hawai'i Tourism Authority and I respectfully urge you to **Advise and Consent** to his nomination and forward to the full Senate for their consideration.

Mahalo for the opportunity to present this testimony.



700 Bishop Street, Suite 300
Honolulu, HI 96813.4100
uhahealth.com

April 5, 2024

Senator Lynn DeCoite
Chair, Committee on Energy, Economic Development, and Tourism
415 South Beretania Street
Honolulu, HI 96813

Re: Testimony In Support of GM702

Dear Chair DeCoite, Vice Chair Wakai, and Members of the Committee,

On behalf of UHA Health Insurance (UHA), I respectfully submit this letter in support of GM702, which is Governor Green's nomination of Mufi Hannemann for Chairperson of the Board of Directors of the Hawai'i Tourism Authority (with an expiration date of June 30, 2027).

As Hawai'i rebuilds its tourist industry following the world-wide covid epidemic, our state needs tourism's leader with experience. Mufi Hannemann's extensive resume and experience speak for itself. He has been instrumental in a leadership role when Hawai'i tourism was flourishing. UHA agrees with Governor Green, that Mufi Hannemann has the experience to lead our hospitality industry back to its former prosperity with the proper consideration to our unique culture and environment.

UHA Health Insurance was founded by a group of physician teachers at the University of Hawai'i John A. Burns School of Medicine. UHA has adopted their mission, which was to bring a simpler, more caring approach to employee health insurance.

Thank you for your consideration. If you have any questions regarding our position, please contact me at hlee@uhahealth.com or (808) 532-2526.

Sincerely,

A handwritten signature in black ink, appearing to read "Howard Lee", written in a cursive style.

Howard Lee
President, Chief Executive Officer



April 6, 2024

Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair
Members of the Committee on Energy, Economic
Development and Tourism

RE: Governor's Message No. 702
Hearing Date: April 11, 2024 at 1:30 PM

Aloha Chair DeCoite, Vice Chair Wakai and members of the committee,

Mahalo for allowing me to submit testimony in **STRONG SUPPORT** of GM 702 for confirmation of Mufi Hannemann to the Board of Directors of the Hawaii Tourism Authority (“HTA”). Mufi has had decades of experience in the tourism industry. From his time as a DBEDT director, to serving as Honolulu’s mayor to his current role as CEO of the Hawaii Lodging and Tourism Authority, he has worked tirelessly to ensure a viable industry while at the same time protecting the rights and interests of local people, including Native Hawaiian culture.

Since joining the board of HTA, Mufi has continued his efforts to further the mission of the authority and to strategically manage tourism in Hawaii in a sustainable manner that benefits our community. His in-depth knowledge as a leader in Hawaii as well as his strong relationships with tourism executives throughout the world is invaluable to ensuring Hawaii’s tourism industry is handled in a sustainable manner.

On a personal level, I have known Mufi for many years as both a mentor and a friend. He is a person of integrity and selfless service and has dedicated his career to making Hawaii a better place for locals. Mufi is always willing to lend his time and expertise to others, without seeking any recognition. It is without reservation that I support Mufi’s nomination and hope you can confirm him in this important role.

Mahalo for your consideration,

Michael Iosua



Senate Committee on Energy, Economic Development & Tourism

1:30 pm, April 11

Re: Support for GM 702, Nomination of Mufi Hannemann for Chairperson,
Board of Directors of the Hawai'i Tourism Authority

Aloha Chair DeCoite, Vice Chair Wakai and Members of the Committee!

We are writing to support GM 702, the nomination of Mufi Hannemann for Chairperson, Board of Directors of the Hawai'i Tourism Authority.

Mr. Hannemann's leadership has been evidenced throughout his storied career in public service, elective office, and the non-profit sector. As the current leader of the oldest and largest private sector tourism trade organization in Hawai'i, he serves as a trusted advocate for the state's visitor industry with a heavy emphasis on the benefits to all of the people of the state.

We have worked closely in alignment with his tireless efforts to reopen the state safely during the pandemic and appreciate all of the work he has done leading the visitor industry's workforce development initiative in partnership with the state government, the University of Hawai'i and Community Colleges, and the state Department of Education. While his numerous awards and high-profile leadership positions are well known, what we also see is a willingness to work collaboratively across many sectors of our community and to bring people together.

Mr. Hannemann has a deep love for our Hawai'i community and the business acumen, human relations expertise, and vision to contribute greatly to the Hawai'i Tourism Authority as its chairperson.

Please confirm his nomination.



HAWAII GOVERNMENT EMPLOYEES ASSOCIATION
AFSCME Local 152, AFL-CIO

RANDY PERREIRA, Executive Director • Tel: 808.543.0011 • Fax: 808.528.0922

The Thirty-Second Legislature, State of Hawaii
The Senate
Committee on Energy, Economic Development, and Tourism

Testimony by
Hawaii Government Employees Association

April 11, 2024

GM 702 SUBMITTING FOR CONSIDERATION AND CONFIRMATION AS THE
CHAIRPERSON, BOARD OF DIRECTORS OF THE HAWAII TOURISM AUTHORITY,
GUBERNATORIAL NOMINEE, MUFI HANNEMANN, FOR A TERM TO EXPIRE
6-30-2027.

The Hawaii Government Employees Association, AFSCME Local 152, AFL-CIO supports the nomination of Mufi Hannemann, Chairperson of the Board of Directors of the Hawaii Tourism Authority

Mr. Hannemann possesses extensive knowledge and expertise in our states hospitality industry, having served as President and Chief Executive Officer of the Hawaii Lodging & Tourism Association for a decade. Combined with Mr. Hannemann's experience in the public sector, where he served as the Director of the Department of Business and Economic Development and Tourism, and as Mayor for the City and County of Honolulu, we believe that he is well suited to serve as the Chairman of the Board of Directors of the Hawaii Tourism Authority. His extensive experience in the public sector coupled with his expertise in our hospitality industry will prove to be an asset to our state as we look to develop an effective and balanced blueprint to support and promote our state's main economy.

We offer our support and endorsement of Mufi Hannemann's nomination as the Chairperson of the Board of Directors of the Hawaii Tourism Authority and kindly ask the favorable consideration of your committee for his candidacy.

Respectfully submitted,


Randy Perreira
Executive Director

GM-702

Submitted on: 4/9/2024 3:37:08 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Reed	Testifying for T S Restaurants	Support	Written Testimony Only

Comments:

Testimony in support of GM702

Dear Chair, Vice Chair and Members of the Committee on Energy, Economic Development, and Tourism,

My name is Jackie Reed and I am the CEO of T S Restaurants with 13 restaurants in Hawaii and California, including our flagship Kimo's which was destroyed in the Maui wildfires. T S Restaurants began in Hawaii in 1977 and is proud to be rooted in the state and in our Lahaina, Lihue, Poipu and Waikiki communities. My personal roots are also in Hawaii, my birthplace and the home for most of my Samoan family.

I humbly submit this testimony in support of Mufi Hannemann as Chairperson of the Hawaii Tourism Authority (HTA).

Since 2018, I have proudly served as an Executive Board Member of the Hawaii Lodging and Tourism Association (HLTA) of which Mufi Hannemann is the CEO. I have had ample time to witness Mufi's capabilities, competence, intelligence and work ethic. With Mufi's educational pedigree and vast professional and service experience, he is capable of understanding complex issues and building a team to create executable action plans. He is results driven with a mindful eye on the impact on people and community.

Mufi fosters a culture of communication, collaboration, teamwork and focus that allows our HLTA team to achieve our goals with confidence and purpose. He is also skillful at running productive, timely and effective meetings in order to move important initiatives forward.

I have no doubt Mufi will successfully manage the balance of providing for the needs of Hawaii's people while fostering a sustainable and thriving economy.

I am honored to support Mufi Hannemann to be the next Chairperson of the HTA.

Respectfully submitted,

Jacqueline Reed

CEO, T S Restaurants

GM-702

Submitted on: 4/5/2024 4:19:18 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Scott Ingwers	Testifying for Ka La'i Waikiki Beach	Support	Written Testimony Only

Comments:

To whom it may concern:

Muliufi "Mufi" F. Hannemann's legacy in Hawai'i spans decades across public, private, and non-profit sectors. A Harvard graduate and former Mayor of Honolulu, Hannemann's leadership is unparalleled. He has served as President and CEO of the Hawai'i Lodging & Tourism Association, where his initiatives have transformed the industry, including vital responses to the COVID-19 pandemic. Hannemann's influence extends to prestigious boards like the U.S. Travel and Tourism Advisory Board and the Hawai'i Tourism Authority, where he currently chairs. His upcoming "Legacy in Tourism" award from the University of Hawai'i underscores his profound impact on the travel industry. Noteworthy is his founding of the Pacific Century Fellows, shaping future leaders. Hannemann's commitment to gender equality and community welfare is evident through initiatives like the Women in Lodging and Tourism committee. His dedication to education is demonstrated through annual scholarships for high school students. With a remarkable record of achievements and honors, Hannemann remains a beacon of inspiration in Hawai'i and beyond.

Thank you for your consideration,

Scott Ingwers



HAWAII FIRE FIGHTERS ASSOCIATION

INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS LOCAL 1463, AFL-CIO
1018 PALM DRIVE, HONOLULU, HAWAII 96814-1929
TELEPHONE (808) 949-1566 FAX: (808) 952-6003
WEBSITE: www.hawaiifirefighters.org

The Senate
The Thirty-Second Legislature
Regular Session of 2024

COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair

April 11, 2024

Gov. Message No. 702 Nomination of Muliufi “Mufi” Hanneman EET
for consideration and confirmation to serve
as Chairperson of the Hawaii Tourism Authority
Board of Directors

The Hawaii Fire Fighters Association (HFFA), Local 1463, IAFF, AFL-CIO represents more than 2,100 active-duty and 1,000 retired professional fire fighters throughout the State of Hawaii. The HFFA strongly supports Governor’s Message No. 704, nominating Muliufi “Mufi” Hannemann for consideration and confirmation to serve as Chairperson of the Hawaii Tourism Authority’s Board of Directors.

Mr. Hanneman’s knowledge of and experience with the hospitality and travel industry spans decades. He served as Director of the State Department of Business, Economic Development and Tourism (DBEDT), Governor’s Office on International Relations, and currently serves as President & CEO of the Hawai’i Lodging & Tourism Association. Mr. Hannemann also serves on U.S. Department of Commerce’s Travel and Tourism Advisory Board advising the Secretary of Commerce on how government policies and programs affect the travel and tourism industry and offer counsel on current and emerging issues.

Mr. Hannemann willingness to serve in this critical position will be beneficial for all the stakeholders as they navigate through the challenges of the hospitality and visitor industry. Thank you for the opportunity to testify and respectfully urge the Committee’s confirmation.

GM-702

Submitted on: 4/7/2024 3:34:53 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
stephanie iona	Testifying for Kekaha Agriculture Association	Support	Written Testimony Only

Comments:

Support of Mufi Hannemann for Hawaii Tourism Authority Board.

Kekaha Agriculture and its members are in full support of Mr Hannemann's appointment. For years Mufi has been supportive of our Kauai agriculture festivals, Chamber events, and giving our organization a voice in discussions regarding food sustainability, locally own messaging, and partnerships that involve agriculture growth in Hawai'i.

He is an outstanding leader with a spirit of bringing people together for a successful path for tourism development and economic growth in Hawaii.

Thank you for your kind consideration of his appointment.

Stephanie Iona, Civil Engagement Manager

Testimony of
Robert's Hawaii, Inc.

on

GM 702

Submitting for consideration and confirmation as Chairperson, Board of Directors
of Hawai'i Tourism Authority, Gubernatorial Nominee, Mufi Hannemann, for a term
to expire 06-30-27

Senate Committee on Energy, Economic Development, and Tourism
Thursday, April 11, 2024, 1:30pm

phone 808.523.7750

fax 808.522.7866

Roberts Hawaii, Inc.

444 Niu Street, Suite 300

Honolulu, HI 96815

Aloha, Chair DeCoite, Vice Chair Wakai, and Members of the Senate Committee on
Energy, Economic Development, and Tourism:

www.robertshawaii.com

My name is Roy Pfund, President, CEO of Robert's Hawaii, Inc., and I am testifying in
strong support for Mufi Hannemann as Chairperson, Board of Directors of the Hawai'i
Tourism Authority.

The responsibility and challenge for the chairperson of the HTA is immense. You must
be able to provide the leadership and direction to preserve the direct revenues that
tourism provides to support our many local businesses and employment opportunities
for our residents. In addition, the industry provides billions of dollars of TAT and GET tax
revenues to the State that help fund our many public services. At the same time, you are
striving to provide our visitors with great experiences while addressing our community
concerns over the impact of too many visitors across the state.

It is for these reasons that Hawai'i needs a seasoned, knowledgeable, and respected
leader to provide the HTA with the guidance and direction for our primary industry.

Industry Knowledge

Mufi Hannemann, as President and CEO of the Hawai'i Lodging and Hotel Association
(HLTA) has developed a wealth of industry knowledge through his expansion of HLTA
membership to encompass all segments of our visitor industry including hotels, airlines,
ground transportation, food and beverage, retail, agriculture, activities and attractions
and many other supporting business services. Understanding the size and scope of the
industry is critical to properly represent it.

Leadership

Mufi has been in leadership positions throughout his career, from C. Brewer on Hawai'i
island to Mayor of Honolulu, to now President/CEO of HLTA. Mufi will take pivotal
action when necessary. He was the impetus behind two successful campaigns to
welcome visitors back to Hawai'i. Reaching out to build a collaborative team, Mufi
spearheaded both the COVID Mākaukau program and now following up with a similar
Maui Mākaukau program to support Maui's reopening after the wildfires. Mufi is a great
communicator. He will spend the time and effort to reach out to everyone by
providing information and seeking input and providing solutions. When unanimous
consent cannot be reached, he will strive for the best compromise solutions.

Community Support

Actions which best represent Mufi's support for our communities start with his embrace of the HTA's destination stewardship program and his support to legislate the responsibilities of the HTA with respect to this program. Additionally, Mufi through HLTA, has developed a robust program providing many scholarships to Hawaii public high school students going to college each year. He is a tireless supporter of workforce development, seeking to improve the skills of our Hawaii youth while providing paid job opportunities. The annual HLTA Visitor Industry Charity Walk throughout the state has raised millions of dollars each year that go to support Hawaii based charitable organizations.

Mufi wants what is best for Hawai'i. I respectfully request your support for his nomination as chairperson of the board of directors of HTA. Mahalo.

Respectfully submitted,



Roy Pfund
President and CEO

THE WESTIN MAUI RESORT & SPA
2365 Kaanapali Pkwy, Lahaina, Hawaii 96761 United States
T 808.667.2525
westin.com/

Dear Honorable Members of the Hawaii State Senate's Committee on Energy, Economic Development, and Tourism,

I am writing to enthusiastically endorse the appoint of Mufi Hannemann, CEO of the Hawaii Lodging and Tourism Association (HLTA), to the role of board member with the Hawaii Tourism Authority (HTA). Mufi possesses an exceptional combination of executive leadership experience, integrity, collaboration, and a remarkable track record of contributions to Hawaii's community and tourism industry, making him an ideal candidate to contribute to HTA's mission and objectives.

As CEO of HLTA, Mufi has exhibited exemplary leadership qualities that have earned him widespread respect and admiration within the industry. He has effectively guided the organization through various challenges and opportunities, fostering a culture of excellence, collaboration, and continuous improvement. Mufi's ability to inspire and motivate stakeholders, navigate complex issues, and drive consensus has been instrumental in advancing the collective interests of Hawaii's tourism community.

Effective collaboration is essential for achieving meaningful outcomes in the tourism sector, and Mufi has a proven track record of building strong partnerships and alliances with diverse stakeholders, including government agencies, industry associations, businesses, and local communities. By fostering open dialogue, mutual respect, and shared objectives, Mufi has been instrumental in driving positive change and advancing common goals that benefit Hawaii's tourism industry as a whole.

In conclusion, Mufi possesses the requisite skills, experience, and leadership qualities to excel as a board member of the Hawaii Tourism Authority. His appointment would undoubtedly enrich HTA's board with valuable insights, expertise, and a collaborative spirit, ultimately contributing to the continued growth and sustainability of Hawaii's tourism industry.

Thank you for considering Mufi for this important role. I am confident that his appointment would be a tremendous asset to HTA and the broader tourism community.

Sincerely,



Josh Hargrove
General Manager – Westin Maui Resort & Spa
Chairman – Hawaii Lodging & Tourism Association



International Brotherhood of Electrical Workers

LOCAL UNION NO. 1186 • Affiliated with AFL-CIO

1935 HAU STREET, 5th Floor • HONOLULU, HI 96819-5003
TELEPHONE (808) 847-5341 • FAX (808) 847-2224

TO: SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND
TOURISM - Hearing on Thursday, April 11, 2024, 1:30PM, Room 229

RE: TESTIMONY IN **SUPPORT** OF NOMINEE Mufi Hannemann, **GM 702**

Honorable Chair Lynn DeCoite, Vice Chair Glenn Wakai, and Members of the Committee on Energy, Economic Development, and Tourism:

The International Brotherhood of Electrical Workers Local Union 1186 (IBEW 1186), is comprised of over 3,000 men and women working in electrical construction, telecommunications, civil service employees, and educator and faculty associations.

IBEW 1186 **SUPPORTS** the nomination of Mufi Hannemann as the Chairperson of the Board of Directors of the Hawaii Tourism Authority.

Mufi has given decades of service to the State and Counties of Hawaii. He is a proven leader who has already accomplished many things to support the State's economic development through various programs in the tourism industry and sports initiatives. There may not be another person in the State more qualified to Chair the Tourism Authority. We look forward to the great things he will accomplish in this position.

Thank you for the opportunity to submit this **SUPPORT** of **GM 702**.

Sincerely,

Damien T.K. Kim
Business Manager/
Financial Secretary

Aloha,

We are writing to support the approval of Governor Green's nomination of Mufi Hannemann to the board of the Hawai'i Tourism Authority. In his tenure as a board member, since August 2023 and as chair of the HTA board since December 2023, we have seen great focus and movement toward managing the impacts of tourism on our residents lives, creating economic momentum from the tourism industry to support our community, and an increasingly more positive relationship with our elected officials as they look to identify the best way to support the many needs of our community.

It is inarguably clear that tourism is providing the economic wherewithal to support our community's needs, and in a very short time Mufi Hannemann has coalesced support from a broad variety of our community and tourism industry members.

We need a leader who can continue this movement, so our elected officials can be confident in providing HTA with an appropriate level of dedicated funding. We see this as a critical need for the state, particularly since our forward-looking data suggests that tourism to Hawai'i is softening significantly.

As such, please consider our approval of Mufi Hannemann as the leading member of the HTA board of directors.

Mahalo,

Jay Talwar
Senior Vice President & Chief Marketing Officer
Hawai'i Visitors & Convention Bureau

GM-702

Submitted on: 4/7/2024 11:58:00 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Neil Abercrombie	Individual	Support	Written Testimony Only

Comments:

There scarcely exists, if at all, anyone with a more extensive background, deeper knowledge or more professional leadership experience than Mufi Hanneman. This has been demonstrated again and again in both his public life and private sector responsibilities.

His nomination to the HTA, represents a culmination of recognition by Governor Green of his service to the people of Hawaii. No one is better qualified to deal with the political realities of HTA, institutionally. No one is more capable of establishing credibility with the public as HTA meets its present and future challenges.

It is an honor for me to have the opportunity to publicly express my strong support for him. Hawaii, and its people will be the direct beneficiaries of his confirmation.

Many thanks for your consideration. The committee will never make a better choice.

Aloha Neil Abercrombie

Governor 2010–2014

TESTIMONY OF DANE K. WICKER
IN SUPPORT OF
GM702
SUBMITTING FOR CONSIDERATION AND CONFIRMATION AS THE CHAIRPERSON, BOARD OF
DIRECTORS OF THE HAWAII TOURISM AUTHORITY, GUBERNATORIAL NOMINEE, MUFI
HANNEMANN, FOR A TERM TO EXPIRE 06-30-2027.

Dear Chair DeCoite, Vice Chair Wakai, and members of the committee,

I am writing to offer my support for Mufi Hannemann's candidacy for the position of Chairperson of the Board of Directors of the Hawai'i Tourism Authority. With his extensive experience and exceptional track record in the tourism and visitor industry, Mr. Hannemann is an exemplary candidate to lead the board and contribute to the continued success of Hawai'i's tourism sector.

Throughout his illustrious career, Mr. Hannemann has demonstrated his deep commitment to advancing Hawai'i's tourism industry. His roles as the Director of the Department of Business, Economic Development & Tourism and President & Chief Executive Officer of the Hawai'i Lodging & Tourism Association (HLTA) have provided him with invaluable insights and expertise in navigating the complexities of the tourism landscape in our state.

Under Mr. Hannemann's leadership at HLTA, the organization has achieved remarkable milestones and made significant contributions to the hospitality sector. As the leader of the oldest and largest private sector tourism trade organization in Hawai'i, Mr. Hannemann has served as a steadfast voice and advocate for the state's hospitality industry, tirelessly championing its interests through government affairs, communication and outreach, and philanthropy.

During the challenging times presented by the COVID-19 pandemic, Mr. Hannemann emerged as a principal advocate for the industry's efforts to safely reopen the state, while also spearheading vital workforce development initiatives in collaboration with government agencies and educational institutions. His visionary leadership has fostered stronger working relationships with HLTA's Neighbor Island chapters and garnered widespread support from mayors and county council members.

Moreover, Mr. Hannemann's dedication to community engagement and philanthropy is truly commendable. Under his guidance, HLTA has raised record amounts of donations through initiatives like the annual Charity Walk, benefiting local charities and generating nearly \$45 million since its inception. He has also implemented innovative programs such as networking associations for various industry professionals and expanded scholarship opportunities for high school and college students.

Mr. Hannemann's advocacy for public safety, education, and youth empowerment further underscores his commitment to the well-being and prosperity of Hawai'i's residents and visitors alike. His initiatives, including the establishment of the Visitor Industry Public Safety Conference and the development of community-based youth clinics, have made lasting positive impacts on our communities.

Testimony of Dane K. Wicker

GM 702

April 11, 2024

Page 2 of 2

In addition to his remarkable achievements, Mr. Hannemann's vision for the future, including his proposal to establish a premier leadership program modeled after the White House Fellows, demonstrates his foresight and dedication to investing in the next generation of leaders in Hawai'i and the Pacific.

In conclusion, I wholeheartedly endorse Mufi Hannemann for the position of Chairperson of the Board of Directors of the Hawai'i Tourism Authority. His exemplary leadership, proven track record, and unwavering commitment to advancing the interests of Hawai'i's tourism industry make him the ideal candidate to lead the board and contribute to the continued success and sustainability of our state's vital tourism sector.

Thank you for considering Mr. Hannemann's candidacy. I am confident that under his leadership, the Hawai'i Tourism Authority will thrive and continue to be a beacon of excellence in promoting the beauty and hospitality of our beloved islands.

Sincerely,

Dane K. Wicker

TESTIMONY OF
KEITH A. REGAN
HONOLULU, HAWAII

TO THE
SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT AND TOURISM

THURSDAY, APRIL 11, 2024, 1:30 P.M.
CONFERENCE ROOM 229

GM702

Honorable Chair DeCoite, Vice Chair Wakai, and members of the Committee on Energy, Economic Development, and Tourism, I am providing testimony in support of GM702, the confirmation of Mufi Hannemann as the Chairperson, Board of Directors of the Hawaii Tourism Authority (HTA).

I have had the honor of knowing Mr. Hannemann professionally and personally for more than 20 years. Mr. Hannemann embodies all of the essential qualities and experience necessary to faithfully and effectively serve as the Chairperson of the HTA. Throughout his career, he has selflessly dedicated himself to public service, whether at the national, State, or local level. His commitment to improving the lives of the people of our community has been unwavering, and he has utilized his platform to advance causes, such as public transportation and affordable housing, which continue to have a positive impact to this day.

Mr. Hannemann also recognized the need to develop future leaders in Hawaii by creating a program to deepen awareness and understanding of critical social and economic issues. Through his leadership, in 1996, he launched the Pacific Century Fellows (PCF) program modeled after the White House Fellows program in which Mr. Hannemann participated. Over the years, this invaluable program has directly and positively changed the lives of more than 600 individuals, many of whom are now committed to public service.

Whether it be his time serving on the Honolulu City Council or as the Mayor of the City and County of Honolulu, Mayor Hannemann has always followed his heart in service to others. As he transitioned away from the public sector, he recognized tourism's important role in our community's economic health and well-being. As such, he put his vast experience and knowledge to work as the Chief Executive Officer and President of the Hawaii Lodging and Tourism Association (HLTA). Since his tenure at the HLTA, he has successfully supported the organization's mission while ensuring a balanced approach to tourism that considers its impacts on the environment, culture, and community.

During my tenure with the Hawaii Tourism Authority, I witnessed firsthand Mr. Hannemann's ability to balance his role at the HLTA with the needs of our community. At the pandemic's start, Mr. Hannemann immediately engaged the HTA team to develop sensible solutions that helped the State navigate the closure and eventual restart of the visitor industry. In addition, Mr. Hannemann assisted the HTA in its communication efforts between the State and the industry to ensure messaging was aligned. His assistance was highly beneficial in that it helped prevent misunderstandings and increase awareness.

Mayor Hannemann's experience, knowledge, dedication, and proven track record make him an excellent candidate for the Chairperson of the HTA's Board of Directors. For these reasons, I humbly ask you to please support the confirmation of Mufi Hannemann as the Chairperson for the Board of Directors of the Hawaii Tourism Authority.

GM-702

Submitted on: 4/3/2024 7:24:38 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Paul Yonamine	Individual	Support	Written Testimony Only

Comments:

I am Paul Yonamine. I have been the CEO of Central Pacific Bank, IBM Japan, Hitachi Consulting and KPMG Consulting Asia Pacific. I have a proven track record of leading organizations across Asia. One of my most distinguished career opportunities was to work for Mufi Hannemann when he was the Mayor of Honolulu. I can state unequivocally that he was one of the best leaders I worked for in my career. He is not afraid of making the right decisions even if it's unpopular. He has the integrity and fortitude to stay on the right path. He is often misunderstood because he's tall, dark, smart and articulate...traits that don't go well with some people at times. Yet, I have always found him to be spot-on on his vision and strategies and best of all, excellent in his ability to execute. As a leader, he knows how to sell his ideas and vision and that's exactly what the HTA needs today. I have been a bystander to the HTA but have personally been very involved in driving the state's tourism effort in Japan and with the many Japanese travel wholesalers here. I led efforts such as the Aloha Market for Hawaiian products at Haneda Airport last November, convinced McDonalds Japan to launch a Hawaii Fair, had Lawson of Japan carry Hawaii products in their stores and convinced the Japan Hawaii Travel Association to be more pronounced with their ideas to the Governor and Mayor Blangiardi. I like to think that I know what it takes to promote Hawaii and drive tourists from Japan to our Islands. And, Mufi understands this extremely well and can lead people like me and members of the board and management of the HTA to be successful at this. I strongly encourage our Legislature to approve Mufi Hannemann's candidacy as Chairman of the HTA. I can not think of anyone better for this position....leadership, decisiveness, intelligence and most importantly, a genuine love for our state. Thank you for your attention.

GM-702

Submitted on: 4/3/2024 9:31:22 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Micheal SC Rompel	Individual	Support	Written Testimony Only

Comments:

Aloha Senate Committee,

Mahalo for your consideration of the Governor's recommendation to install former Honolulu City and County Mayor Mufi Hannemann for the board of HTA. As you know Mr. Hannemann is completely qualified to be on the Hawai'i Tourism Authority's board, due to his extensive background in tourism. My support for Mr. Hannemann stems not only from his extensive accomplishments throughout the private and public sectors, but also from his ability to comprehend the issues at hand, then build the team that can formulate a plan, and then execute the plan for a mutually beneficial result. Mr. Hannemann has proven his ability to reach out to all sides of an issue and come to meaningful resolutions where nobody feels like they have lost. We in the public have seen what Mufi has been able to do in a short time on the board of HTA, already. In Hawai'i there are plenty of problem "identifiers." Mr. Hannemann is a problem solver and that is what we need at this time when HTA has been lost and has much opposition from the legislature and public opinion.

I look forward to your positive votes for Mr. Hannemann. Our state is in desperate need of tax revenue to solve it's problems. Our current, greatest opportunity to collect those taxes is in responsible and regenerative tourism. We can then use that revenue to establish other industries on the islands, but for now, we must utilize what we have to solve today's issues.

Mahalo for accepting my testimony and for supporting and serving our state!

Mike Rompel



2312 Kanealii Avenue Honolulu, HI 96813 E-mail: lisakim4195@gmail.com

April 4, 2024

HAWAII STATE SENATE

State Capitol

415 South Beretania Street

Committee on Energy, Economic Development, and Tourism

DATE: April 11, 2024

TIME: 1:30 p.m., Conference Room 229

TESTIMONY ON CONFIRMATION OF MR. MUFI HANNEMANN AS THE CHAIRPERSON AND BOARD OF DIRECTOR OF THE HAWAII TOURISM AUTHORITY

To Senator Lynn DeCoite, Chair, Senator Glenn Wakai, Vice Chair and members of the State Senate Committee:

I am in strong support of the confirmation of Mufi Hannemann as Chairperson and Board of Director of the Hawaii Tourism Authority.

I had the privilege of working with Mr. Hannemann during his tenure as the Director of the Department of Business, Economic Development & Tourism. His visionary approach led to the creation of the innovative promotional program called 'Aloha on Tour.' This program showcased Hawaii's diverse attributes, including business development, cuisine, fashion, locally made products, arts, music, and government relations with countries worldwide and across the mainland U.S. It was a remarkably creative marketing tool for Hawaii, ahead of its time. As the program coordinator, I worked closely with Mr. Hannemann, witnessing his breathtaking and highly creative vision.

Recently, I served as the event coordinator for the Hawaii Hotel & Restaurant Show - a collaborative effort involving the Hawaii Lodging & Tourism Association, Hawaii Restaurant Association, and the Honolulu Star-Advertiser. Held at the Blaisdell Exhibition Hall on March 20 and 21, 2024, this fourth annual trade show achieved record attendance.

The event focused on business-to-business interactions which allowed vendors to showcase their products and services to professionals in the hospitality and food service industry. Mr. Hannemann's tireless efforts and strategic vision contributed to an impressive attendance of over 6,000 attendees in just two days. Notably, he facilitated the participation of the largest hotel procurement company for furniture, fixtures, equipment and hospitality supplies. Additionally, Pop Up Makeke by CNHA was a valuable addition to the show.

Mr. Hannemann's confirmation is not only essential but also a significant asset to the state of Hawaii.

Respectfully,

**Lisa A. Kim
808-271-4195**

SUPPORTING TESTIMONY FOR GM702

TO:THE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

April 4,2024

Dean J. Okimoto

98-351 Koauka Loop, #806

Aiea, Hawaii 96701

To Chair DeCoite, Vice-Chair Wakai, and honorable members of the committee,

I am submitting testimony in support of GM702, and the nomination of Mufi Hannemann as the Chair of the Board of Directors for the Hawaii Tourism Authority. Mufi always tried to be inclusive of all different industries in Hawaii which makes Hawaii have a diverse economy across many different industries. Agriculture is no different, as Mufi has long been a supporter of buying local agricultural products, even encouraging and supporting the hotels and restaurants to buy from our local farmers, thereby helping the industry to thrive and grow.

As Mayor, I went to Mufi as President of the Hawaii Farm Bureau Federation to ask for support for farmers to develop soil and water conservation plans. Mufi had the city give the Hawaii Soil and Water Conservation west district \$40,000 per year for the duration of his tenure as Mayor. This money was to help farmers to develop plans for soil and water conservation which helped in expanding the farming communities ability to protect the environment and expand their farms.

Mufi also then came to me in 2006, and asked me if the Farm bureau would be interested in starting a farmer's market on city property at the Blaisdell Center. He thought it would be good for the community to have a market in the middle of Honolulu and would also attract visitors out of Waikiki. We started that market and it survives till today, serving the community on Wednesdays from 4:00-7:00.

As the head of the Hawaii Hotel and Lodging Association, he has included agriculture in many activities that they have done to promote tourism and let them know the many unique and great products that the agricultural community produces.

Mufi's strong desire to promote different aspects of our diverse economy to our visitors, will serve him well as the Chair of the Board for the Hawaii Tourism Authority. Tourism is the driver to support all the different aspects of our economy, and the more we can engage the different elements of our islands to visitors, makes for a better and more vibrant Hawaii.

I strongly support Mufi Hannemann's nomination to this position.

Sincerely,

Dean J. Okimoto

Nalo Farms, LLC

GM-702

Submitted on: 4/4/2024 11:29:12 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Christopher M. Lovvorn	Individual	Support	Written Testimony Only

Comments:

I support Mufi Hannemann for consideration and confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority.

Mufi's career is indicative of his dedication to improving conditions and strengthening our social bonds in Hawaii.

As an alumni of the Pacific Century Fellows, the organization that Mufi founded, I have had the opportunity to spend time in group settings with Mufi in recent years. His broad perspective and vision, effective reminders to include the considerations of those not "at the table", and clear dedication to service for the benefit of the people of Hawaii make him an ideal candidate for the position.

I support Mufi in this role.

Thank you for your consideration.

Christopher M. Lovvorn, CPA CMA

April 4, 2024

TESTIMONY IN STRONG SUPPORT GM 702

Senate Committee on Energy, Economic Development, and Tourism, Chair Senator Lynn DeCoite and Vice Chair Senator Glenn Wakai and committee members, I am providing testimony in Strong Support of GM 702 for the confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee Mufi Hannemann.

I have known Mufi Hannemann while he served as the Mayor for the City and County of Honolulu and when he was the President and CEO of the Hawaii Lodging and Tourism Association.

We've worked together on a number of bills and community issues relating to homelessness, public safety, business, tourism and safe communities.

In fact, in 2023, Mufi Hannemann helped to pass the Return to Home bill, to send homeless back to their families on the mainland. Through his efforts, along with IHS and the tourism industry, Mufi helped to send over 700 homeless back to their family, their support system on the mainland with less than 2% returning to Hawaii. This policy saved our state millions of dollars targeted for our local homeless.

I currently serve as the Director for the Statewide Office on Homelessness and Housing Solutions. While in this role I continue to work with Mufi in educating the public, businesses, as well as his Pacific Century Fellows, Class of 2024, on homelessness and the ability to change the previous policies dealing with homelessness to new policies, such as kauhale to significantly reduce homelessness, reduce crime, reduce recidivism, and reduce taxpayers' cost.

Mufi is an analytical thinker and has a phenomenal work ethic. He is a highly motivated and goal-oriented individual, but most importantly he is a public servant first. Mufi will work with all three branches of government along with the private and non-profit sector, faith-based organizations, and communities throughout our state for the betterment of our people.

John M. Mizuno
Director, Statewide Office on Homelessness and Housing Solutions

John M. Mizuno

[Office of the Governor | Ke Ke'ena O Ke Kia'āina](#)

Director, Statewide Office on Homelessness and Housing Solutions (SOHHS)

State of Hawai'i

Office: (808) 586-0193

Email: john.m.mizuno@hawaii.gov

Website: <https://homelessness.hawaii.gov>



John M. Mizuno
Director, Statewide Office on Homelessness and Housing Solutions
State Capitol, Room 415 – Honolulu, Hawaii 96813
Phone: 586-0193
E-Mail: john.m.mizuno@hawaii.gov

April 4, 2024

Aloha Chair Decoite, Vice Chair Wakai, and committee members,

I am writing in **support** of confirmation for the Chairperson for the Board of Directors of the Hawaii Tourism Authority Mufi Hannemann, for the term ending 06/30/27.

My name is Dylan Ching and I have worked closely with Mufi as a mentee through the Pacific Century fellows' program, collaboratively with the Hawaii Tourism and Logging Association, and as a peer on the Hawaii Tourism Authority board of directors.

Throughout my time working with Mufi I can attest to his ability, experience, and diligence to be the perfect person for the board and the Chair role. Not only does he have the right skills for the job, but the timing for his confirmation could not have been better. We need someone who can navigate both the industry and stakeholders in the community as well as our elected officials.

The tourism industry is making substantial progress in addressing the issues raised by the community while balancing the vital income that it provides for the entire state whether you work directly with tourism or not. He has shown in a brief time as chair that we need to be responsible for our Kuleana as well as keep advocating for sensible growth for our most vital economy. We need to protect our home and its finite resources and at the same time utilize the industry that can help us do that.

I want to say again that I am in full support of the confirmation of current board chair of the Hawaii Tourism Authority Mufi Hannemann to the term ending 6/30/27.

Chair, Vice Chair, and committee members thank you for your time and service to the state of Hawaii and all its people.

Mahalo Nui,

Dylan Ching

VP of Operations T S Restaurants Hawaii

dylan@tsrestaurants.com

GM-702

Submitted on: 4/4/2024 1:48:38 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Lynn Araki-Regan	Individual	Support	Written Testimony Only

Comments:

**The Honorable Lynn DeCoite, Chair
The Honorable Glenn Wakai, Vice-Chair
Senate Committee on Energy, Economic Development and Tourism**

RE: GM702- Consideration and Confirmation of Gubernatorial Nominee Mufi Hannemann as Chairperson, Hawaii Tourism Authority

Dear Chair DeCoite, Vice Chair Wakai, and Members of the Committee:

My name is Lynn Araki-Regan. I am respectfully writing in strong support of GM702 to confirm Mufi Hannemann as the Chairperson of the Hawaii Tourism Authority.

I have known Mayor Hannemann for well over two decades. I first met him when I served as the County of Maui's Economic Development Coordinator from 2003. During this time, I have witnessed that Mayor Hannemann is tireless and committed leader of our community.

He has a most accomplished and impressive business, tourism and political background in modern Hawai'i history, highlighted by his successful tenure as the former director of DBEDT, Honolulu mayor from 2005 to 2010, and the strong relationships he has established with leaders in the key sectors of Hawai'i's business community. As president and chief executive officer of the Hawai'i Lodging and Tourism Association, he worked tirelessly during the COVID-19 pandemic and Maui wildfire incidents to assist with various emergency response efforts.

He also is the founder of the Pacific Century Fellows, modeled after the White House Fellows program in which he participated before serving on the staff of then-Vice President George H.W. Bush in 1983-1984.

In 2023, he was appointed by U.S. Secretary of Commerce Gina Raimondo to the U.S. Travel and Tourism Advisory Board, whose members advise the Secretary of Commerce on how government policies and programs affect the travel and tourism industry and offer counsel on current and emerging issues.

I am confident that Mayor Hannemann will help Hawaii to be a better place to live and work through his leadership role at HTA.

He has demonstrated that he possesses all the skills and personal attributes necessary to fulfill the position that he was appointed to serve. My family and I respectfully request that your Committee confirm Mayor Hannemann as the Chair of the Hawaii Tourism Authority.

Thank you for allowing me to submit testimony on this bill.

**Lynn Araki-Regan
Honolulu, HI**

GM-702

Submitted on: 4/4/2024 3:38:58 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Gregg Nelson	Individual	Support	Written Testimony Only

Comments:

Dear Chair and Committee Members on Energy, Economic Development, and Tourism,

As I live on Maui and am unable to give in person testimony please accept this written testimony in support of Mufi Hannemann's appointment to the Hawaii Tourism Authority Board of Directors. I have known of Mufi for many decades and had the opportunity to work with him for close to 20 years now.in the hospitality industry.

I have always found Mufi to be someone who is keenly aware of the issues and always prepared to problem solve towards workable solutions for all. His extensive background in Hawaii government, non profits and the hospitality industry make him an ideal candidate for this position on the HTA board of directors.

I truly believe that Mufi possesses skills that will enhance the board, helping it advance to a higher level and operate much more efficiently than it has in recent memory. I sincerely hope you will consider voting in favour of Mr. Hannemann for this position which he is so very well suited.

Mahalo

Gregg Nelson, General Manager, Napili Kai Beach Resort, Maui

April 4, 2024

The Honorable Senator Lynn DeCoite
The Honorable Senator Glenn Wakai
Committee on Energy, Economic Development and Tourism

Re: GM702; nomination of MUFU HANNEMANN for the Board of Hawaii Tourism Authority

Dear Chair DeCoite, Vice Chair Wakai, and Committee Members:

I am a former president of Hawaii Women in Lodging and Tourism Association which is committed to the professional development of women in the hospitality industry, promoting long-term careers in hospitality and enhancing professionalism and success for women. Mufu has been a great supporter of the organization from its foundation.

Also as a HLTA board member and former HTA Board member, I know it is not an easy task to lead this organization. But Mufu's track record shows that he is capable of taking the Hawaii's tourism to the right direction for not only for the industry but for all the people of Hawaii.

With warmest Aloha,

Kyoko Kimura

April 4, 2024

Committee on Energy, Economic Development, and Tourism
c/o Senator Lynn DeCoite, Chair c/o Senator Glenn Wakai, Vice Chair

Dear Senator DeCoite and Senator Wakai,

I am writing to express my support for the confirmation of Mufi Hannemann as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

As a dedicated advocate for the economic development and sustainability of our state, Mufi's leadership has already demonstrated remarkable insight and effectiveness in steering the tourism industry towards a more prosperous and responsible future. In his interim capacity as board chair, Mufi has wasted no time in implementing positive changes that are crucial for the long-term success of Hawai'i's tourism sector.

His strategic vision and proactive approach have already shown tangible benefits, laying the groundwork for a more resilient and inclusive tourism economy. Mufi's extensive experience and deep commitment to the well-being of Hawai'i and our residents make him an exceptional candidate for this important role. His track record of leadership in our industry, coupled with his understanding of the unique challenges and opportunities facing our state, make him well-suited to guide the Hawai'i Tourism Authority in fulfilling its vital mission.

I am confident that Mufi Hannemann will continue to be an invaluable asset to Hawai'i's tourism industry, and I wholeheartedly endorse his nomination as Chairperson of the Board of Directors. I urge the committee to consider his qualifications and to confirm his appointment.

Thank you for your attention to this matter. Please feel free to contact me if you require any further information.

My sincere Aloha,



Teri Orton
General Manager
Hawai'i Convention Center

Testimony submitted to the
Senate Committee on Energy, Economic Development, and Tourism (EET)
Hearing Date/Time: April 11, 2024 at 1:30 p.m.

GM702 – Submitting for consideration and confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, MUFU HANNEMANN, for a term to expire 06-30-2027.

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

My name is Vance Roley. I am a Dean at the University of Hawai'i at Mānoa Shidler College of Business. My testimony is submitted as an individual and not as a representative of the University of Hawai'i. My testimony is in support of Mufu Hannemann's appointment to the Hawai'i Tourism Authority's board of directors.

Mr. Hannemann's professional background is extensive and diverse, spanning the public, private, and non-profit sectors. He has held significant leadership positions in organizations such as the Hawai'i Lodging & Tourism Association, where he serves as President and CEO, and the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT). His tenure in these roles demonstrates his capability to effectively manage and lead organizations.

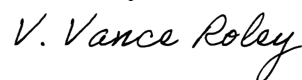
Throughout his career, Mr. Hannemann has exhibited strong leadership skills. He has served as Mayor of Honolulu, Chair of the Honolulu City Council, and held various executive positions in both corporate and non-profit entities. His ability to lead is further evidenced by his appointment as chair of the Hawai'i Tourism Authority (HTA) board and his role as chair of the workforce development subcommittee on the U.S. Travel and Tourism Advisory Board (TTAB).

Mr. Hannemann's track record suggests a commitment to integrity in all his endeavors. His numerous accomplishments and honors attest to his dedication to serving his community with honesty and integrity. Notably, he has a proven track record of fostering collaborations between public and private sector stakeholders. His leadership in initiatives such as the Generational Mentoring Program and the Visitor Industry High School internship program demonstrates his ability to bring diverse groups together for common goals.

Mr. Hannemann's track record is exemplary, with achievements ranging from his leadership in the hospitality industry to his contributions to education and community service. He has been recognized with awards such as the "Legacy in Tourism" award from the University of Hawai'i at Manoa School of Travel Industry Management and the Salesperson of the Year award from the Sales & Marketing Executives in Honolulu.

Overall, Mufu Hannemann's professional ability, leadership skills, integrity, collaboration, and track record make him an outstanding candidate for the role of board member. His extensive experience and dedication to serving his community make him a valuable asset to any organization fortunate enough to have him on its board.

Sincerely,



V. Vance Roley

GM-702

Submitted on: 4/6/2024 2:25:41 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Dean Nakasone	Individual	Support	Written Testimony Only

Comments:

Aloha, Senators - this testimony is submitted in support of GM 702, for confirmation of Muliufi "Mufi" F. Hannemann as HTA BOD Chairperson. As you are aware, Mufi has served the community of Hawai'i for decades in the public, private, and non-profit sectors. Mufi's is best qualified to serve as HTA Chair for many reasons including former Director of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT), past Director of the Governor's Office of International Relations (OIR), and previously a corporate executive with C. Brewer & Co., a premier Hawai'i agri-business company.

Over the last decade plus, Mufi has served as the President and CEO of the Hawai'i Lodging & Tourism Association, the state's largest and oldest private sector tourism organization, and has led the organization in advocacy, education, and philanthropic endeavors. Through good times and the many challenges, Mufi has fulfilled a crucial role and this was especially evident during the COVID-19 pandemic, and including help spearhead the industry's recovery efforts.

In April 2024, Mr. Hannemann will be receiving the "Legacy in Tourism" award from the University of Hawai'i at Manoa School of Travel Industry Management (TIM). In addition to his strong support of the TIM School, he is being honored for his significant and long-term contributions to the travel industry in Hawai'i.

Mufi Hannemann has been acknowledged and recognized throughout his career and has received many awards along the way. ***What makes him most qualified to lead HTA as Chairperson is the incredible dedication to his work. He strives for excellence and his leadership and professionalism reflects his tireless commitment and work ethic. I'm a 40+ year veteran of the hospitality industry and can personally vouch for Mufi's hard-working qualifications.***

Please support Mufi Hannemann as Chairperson of the HTA BOD - he's the best person to fulfill this role during this critical period of Covid and wildfire recovery for the state's important tourism industry.

Dean Nakasone

LAW OFFICES OF ALFREDO EVANGELISTA

A LIMITED LIABILITY LAW COMPANY

24 CENTRAL AVENUE ♦ WAILUKU, MAUI, HAWAII 96793

TELEPHONE 808.242.8100 ♦ MOBILE 808.294-5510 ♦ FACSIMILE 888.411.0834 AlfredoGEvangelista@gmail.com

April 7, 2024

Senate Committee on Energy, Economic Development and Tourism
Senator Lynn DeCoite, Chairperson
Senator Glenn Wakai, Vice Chairperson
State Capitol
Honolulu, Hawaii 96813

Re: GM 702-Gubernatorial Nominee Mufi Hannemann, Chairperson, Board
of Directors of Hawaii Tourism Authority

Aloha Senators DeCoite, Wakai and members of the Senate Committee on Energy,
Economic Development and Tourism:


I am writing in support of GM 7023, the nomination and confirmation of Mufi
Hannemann as Chairperson of the Board of Directors of Hawaii Tourism Authority.

I have known Mufi since 1992 when he was the Director of the Office of International
Relations. At that time, I was the Vice President of the Filipino Chamber of
Commerce of Hawaii and served as Chairperson of the International Affairs
Committee.

Mufi has always had a close affinity for expanding tourism and business
opportunities in and with the Philippines and we traveled to the Philippines for three
trade missions. Throughout these trade missions, Mufi focused on promoting Hawaii
as more than sun, surf and sand but as an ideal place to do business. The
expansion of the Sister City relationships to go beyond cultural exchange and engage
in mutually beneficial economic relationships was also of high importance.

Without a doubt, Mufi has the experience, leadership skills and heart to serve as
Chairperson of the Hawaii Tourism Authority, especially with dealing with the
aftermath of the Lahaina fire. He is always looking for ways to help the Lahaina fire
survivors and his compassion is deeply appreciated.

Mahalo,



Alfredo G. Evangelista

COUNTY COUNCIL

Mel Rapozo, Chair
KipuKai Kualii, Vice Chair
Addison Bulosan
Bernard P. Carvalho, Jr.
Felicia Cowden
Bill DeCosta
Ross Kagawa



OFFICE OF THE COUNTY CLERK

Jade K. Fountain-Tanigawa, County Clerk
Lyndon M. Yoshioka, Deputy County Clerk

Telephone: (808) 241-4188
Facsimile: (808) 241-6349
Email: cokcouncil@kauai.gov

Council Services Division
4396 Rice Street, Suite 209
Lihue, Kauai, Hawaii 96766

April 8, 2024

**TESTIMONY OF MEL RAPOZO
COUNCIL CHAIR, KAUAI COUNTY COUNCIL
ON**

**GM 702, Gubernatorial Nomination of Mufi Hanneman as the
Chairperson, Board of Directors of the Hawai'i Tourism Authority
Senate Committee on Energy, Economic Development, and Tourism
Thursday, April 11, 2024
1:30 p.m.
Conference Room 229
Via Videoconference**

Dear Chair DeCoite and Members of the Committee:

Thank you for this opportunity to provide testimony in strong SUPPORT of GM 702, Gubernatorial Nomination of Mufi Hanneman as the Chairperson, Board of Directors of the Hawai'i Tourism Authority. My testimony is submitted in my individual capacity as Council Chair of the Kauai County Council.

Mr. Hannemann is a distinguished leader who has made significant contributions to the community of Hawai'i across various sectors and has consistently demonstrated academic excellence and leadership qualities. His exemplary career trajectory is marked by decades of dedicated service in the public, private, and nonprofit sectors. Mr. Hannemann's illustrious career includes serving as Mayor of Honolulu from 2004 to 2010, during which he garnered an impressive 80% job approval rating. Prior to this, he was elected twice to the Honolulu City Council, where he also served as Chair. Additionally, he has held significant positions such as Director of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT), and Director of the Governor's Office of International Relations (OIR).

Mr. Hannemann's invaluable contributions extend to the hospitality industry, where he has served as President and CEO of the Hawai'i Lodging & Tourism Association (HLTA) for over a decade. Under his leadership, HLTA has achieved remarkable milestones, including the implementation of workforce development initiatives, and fostering collaborations between public and private sector stakeholders. Additionally, his leadership during the COVID-19 pandemic and spearheading of recovery efforts in the hospitality industry have been commendable. Furthermore, his appointment to prestigious boards such as the Hawai'i Tourism Authority (HTA) and the U.S. Travel and Tourism Advisory Board (TTAB) reflects his expertise and influence in the travel industry.

Chair DeCoite and Members of the Committee

Re: GM 702, Gubernatorial Nomination of Mufi Hanneman as the Chairperson,
Board of Directors of the Hawai'i Tourism Authority

April 8, 2024

Page 2

Further, Mr. Hannemann's dedication to education is evident through his support for institutions such as the University of Hawai'i at Manoa School of Travel Industry Management and the University of Hawai'i's Shidler College of Business School of Travel Industry Management. Moreover, his establishment of the Pacific Century Fellows program underscores his commitment to nurturing future leaders. Most importantly, I believe Mr. Hanneman's unwavering dedication, exemplary leadership, and profound impact on the community make him deserving to serve as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

Thank you again for this opportunity to provide testimony in strong support of Mufi Hanneman's nomination as the Chairperson, Board of Directors of the Hawai'i Tourism Authority. Should you have any questions, please feel free to contact me or Council Services Staff at (808) 241-4188 or via email to cokcouncil@kauai.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mel Rapozo', with a long horizontal flourish extending to the right.

MEL RAPOZO
Council Chair, Kaua'i County Council

AAO:ss

GM-702

Submitted on: 4/8/2024 10:42:58 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Sandi Kato-Klutke	Individual	Support	Written Testimony Only

Comments:

Sending my support of Mufi Hanneman as chair of HTA. Mufi has excellent experience as head of both HTA & HLTA. He is motivated & will surely take HTA to the next level in tourism for the State of Hawaii

GM-702

Submitted on: 4/8/2024 11:26:55 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Kapiolani Street	Individual	Support	Written Testimony Only

Comments:

I support Mufi Hannemann for consideration and confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority. Mr. Hannemann's extensive experience in public service, coupled with his deep understanding of the unique challenges and opportunities facing Hawai'i's tourism industry, make him an exceptionally qualified candidate for this role.

COUNTY COUNCIL

Mel Rapozo, Chair
KipuKai Kualii, Vice Chair
Addison Bulosan
Bernard P. Carvalho, Jr.
Felicia Cowden
Bill DeCosta
Ross Kagawa



OFFICE OF THE COUNTY CLERK

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Facsimile: (808) 241-6349
Email: cokcouncil@kauai.gov

Council Services Division
4396 Rice Street, Suite 209
Lihu'e, Kaua'i, Hawai'i 96766

April 8, 2024

**TESTIMONY OF ROSS KAGAWA
COUNCILMEMBER, KAUA'I COUNTY COUNCIL
ON**

**GM 702, Gubernatorial Nomination of Mufi Hanneman as the
Chairperson, Board of Directors of the Hawai'i Tourism Authority
Senate Committee on Energy, Economic Development, and Tourism
Thursday, April 11, 2024
1:30 p.m.
Conference Room 229
Via Videoconference**

Dear Chair DeCoite and Members of the Committee:

Thank you for this opportunity to provide testimony in strong SUPPORT of GM 702, Gubernatorial Nomination of Mufi Hanneman as the Chairperson, Board of Director of the Hawai'i Tourism Authority. My testimony is submitted in my individual capacity as a Councilmember of the Kaua'i County Council.

Mr. Hannemann is a distinguished leader who has made significant contributions to the community of Hawai'i across various sectors and has consistently demonstrated academic excellence and leadership qualities. His exemplary career trajectory is marked by decades of dedicated service in the public, private, and nonprofit sectors. Mr. Hannemann's illustrious career includes serving as Mayor of Honolulu from 2004 to 2010, during which time he garnered an impressive 80% job approval rating. Prior to this, he was elected twice to the Honolulu City Council, where he also served as Chair. Additionally, he has held significant positions such as Director of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT), and Director of the Governor's Office of International Relations (OIR).

Mr. Hannemann's invaluable contributions extend to the hospitality industry, where he has served as President and CEO of the Hawai'i Lodging & Tourism Association (HLTA) for over a decade. Under his leadership, HLTA has achieved remarkable milestones, including the implementation of workforce development initiatives, and fostering collaborations between public and private sector stakeholders. Additionally, his leadership during the COVID-19 pandemic and spearheading of recovery efforts in the hospitality industry have been commendable. Furthermore, his appointment to prestigious boards such as the Hawai'i Tourism Authority (HTA) and the U.S. Travel and Tourism Advisory Board (TTAB) reflects his expertise and influence in the travel industry.

Chair DeCoite and Members of the Committee
Re: GM 702, Gubernatorial Nomination of Mufi Hanneman as the Chairperson,
Board of Directors of the Hawai'i Tourism Authority

April 8, 2024

Page 2

Further, Mr. Hannemann's dedication to education is evident through his support for institutions such as the University of Hawai'i at Manoa School of Travel Industry Management (TIM) and the University of Hawai'i's Shidler College of Business School of Travel Industry Management (TIM). Moreover, his establishment of the Pacific Century Fellows (PCF) program underscores his commitment to nurturing future leaders. Most importantly, I believe Mr. Hanneman's unwavering dedication, exemplary leadership, and profound impact on the community make him deserving to serve as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

Thank you again for this opportunity to provide testimony in strong support of Mufi Hanneman's nomination as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority. Should you have any questions, please feel free to contact me or Council Services Staff at (808) 241-4188 or via email to cokcouncil@kauai.gov.

Sincerely,

A handwritten signature in cursive script that reads "Ross Kagawa".

ROSS KAGAWA
Councilmember, Kaua'i County Council

AAO:mn

GM-702

Submitted on: 4/8/2024 11:56:01 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Alvin K Pelayo	Individual	Support	Written Testimony Only

Comments:

Aloha, Thank you for considering my testimony in support of Mufi Hannemann being confirmed as Chair of the Hawaii Tourism Authority Board. I have known Mr. Hannemann for 30 plus years and have tremendous respect for his love of community and deep knowledge of the Visitor Industry. I believe he has the talent and skill to have a positive impact from within the HTA and bringing balance to the industry.

Please support his appointment.

Malama Pono, Kai Pelayo

**Robert S. Harrison
999 Bishop Street
Honolulu, HI 96813**

TESTIMONY OF
Robert S. Harrison
TO THE
COMMITTEE ON ENERGY ECONOMIC DEVELOPMENT AND TOURISM (EET)
ON
April 10, 2024

GM 702

SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE BOARD OF DIRECTORS OF THE HAWAII TOURISM AUTHORITY AS ITS CHAIR, GUBERNATORIAL NOMINEE, **MUFI HANNEMANN**, FOR A TERM TO EXPIRE ON 6-30-2027.

Chair DeCoite, Vice Chair Wakai and members of the Committee.

I am testifying as an individual in support of the confirmation of Mufi Hannemann as the Chairperson of the Hawaii Tourism Authority. I have had the privilege to know and interact with Mufi for the last 20 years in many capacities. Through that time, he has exhibited strong leadership qualities as Mayor of the City and County of Honolulu, Chair of the Honolulu City Council and most recently in his current capacity as President and CEO of the Hawaii Lodging and Tourism Association. In addition to his political and business accomplishments, Mufi has contributed to developing Hawaii's next generation of leaders through the creation of the Pacific Century Fellows leadership program and his strong support of girls athletics. Mufi's commitment to Hawaii and support of the visitor industry have undoubtedly prepared him to take on the role of Chairperson of HTA. I have the utmost confidence in Mufi and believe he will make a fine Chair.

Thank you for the opportunity to submit testimony.

COUNTY COUNCIL

Mel Rapozo, Chair
KipuKai Kualii, Vice Chair
Addison Bulosan
Bernard P. Carvalho, Jr.
Felicia Cowden
Bill DeCosta
Ross Kagawa



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Lihue, Kauai, Hawaii 96766

April 8, 2024

TESTIMONY OF BERNARD P. CARVALHO, JR.
COUNCILMEMBER, KAUAI COUNTY COUNCIL
ON

**GM 702, Gubernatorial Nomination of Mufi Hanneman as the
Chairperson, Board of Directors of the Hawai'i Tourism Authority
Senate Committee on Energy, Economic Development, and Tourism
Thursday, April 11, 2024
1:30 p.m.
Conference Room 229
Via Videoconference**

Dear Chair DeCoite and Members of the Committee:

Thank you for this opportunity to provide testimony in strong SUPPORT of GM 702, Gubernatorial Nomination of Mufi Hanneman as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority. My testimony is submitted in my individual capacity as a Councilmember of the Kauai County Council.

Mr. Hannemann is a distinguished leader who has made significant contributions to the community of Hawai'i across various sectors and has consistently demonstrated academic excellence and leadership qualities. His exemplary career trajectory is marked by decades of dedicated service in the public, private, and nonprofit sectors. Mr. Hannemann's illustrious career includes serving as Mayor of Honolulu from 2004 to 2010, during which he garnered an impressive eighty percent (80%) job approval rating. Prior to this, he was elected twice to the Honolulu City Council, where he also served as Chair. Additionally, he has held significant positions such as Director of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT), and Director of the Governor's Office of International Relations (OIR).

Mr. Hannemann's invaluable contributions extend to the hospitality industry, where he has served as President and CEO of the Hawai'i Lodging & Tourism Association (HLTA) for over a decade. Under his leadership, HLTA has achieved remarkable milestones, including the implementation of workforce development initiatives, and fostering collaborations between public and private sector stakeholders. Additionally, his leadership during the COVID-19 pandemic and spearheading of recovery efforts in the hospitality industry have been commendable. Furthermore, his appointment to prestigious boards such as the Hawai'i Tourism Authority (HTA) and the U.S. Travel and Tourism Advisory Board (TTAB) reflects his expertise and influence in the travel industry.

Chair DeCoite and Members of the Committee

Re: GM 702, Gubernatorial Nomination of Mufi Hanneman as the Chairperson,
Board of Directors of the Hawai'i Tourism Authority

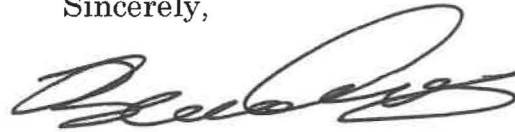
April 5, 2024

Page 2

Further, Mr. Hannemann's dedication to education is evident through his support for institutions such as the University of Hawai'i at Manoa School of Travel Industry Management (TIM) and the University of Hawai'i's Shidler College of Business School of Travel Industry Management (TIM). Moreover, his establishment of the Pacific Century Fellows (PCF) program underscores his commitment to nurturing future leaders. Most importantly, I believe Mr. Hanneman's unwavering dedication, exemplary leadership, and profound impact on the community make him deserving to serve as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

Thank you again for this opportunity to provide testimony in strong support of Mufi Hanneman's nomination as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority. Should you have any questions, please feel free to contact me or Council Services Staff at (808) 241-4188 or via email to cokcouncil@kauai.gov.

Sincerely,



BERNARD P. CARVALHO, JR.
Councilmember, Kaua'i County Council

AAO:slr

GM-702

Submitted on: 4/8/2024 1:11:30 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Diane Paloma	Individual	Support	Written Testimony Only

Comments:

I support Mufi Hannemann for confirmation within this HTA role. Mufi has the expertise and energy for this work and he is constantly working for a better Hawai'i. I have known him both personally and professionally and know how tenacious he can be when it comes to protecting, preserving, and growing Hawai'i.

DATE: April 8, 2024

TO: Senator Lynn DeCoite, Chair, Committee on Energy, Economic Development, and Tourism
Senator Glenn Wakai, Vice Chair, Committee on Energy, Economic Development, and Tourism

FROM: Dana Takahara-Dias

RE: In Strong Support of GM 702 – Confirmation of Mufi Hannemann as the Chairperson, Board of Directors of the Hawai'i Tourism Authority

Aloha Chair Lynn DeCoite, Vice Chair Glenn Wakai, and members of the Senate, Committee on Energy, Economic Development, and Tourism:

I am honored to submit this testimony in support of Gubernatorial Nominee, MUFU HANNEMANN for a term to expire 06-30-2027, as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

From 2005-2009, I had the privilege of serving in Mayor Mufi Hannemann's Cabinet as the Deputy Director of the Parks and Recreation Department, Deputy Director of Enterprise Services, and as the Director of Customer Services. I occupied a front row seat observing Mayor Hannemann tackle challenging situations with grace, poise and the respect for all. His approach when addressing challenging situations was masterful, and his ability to bring people together to resolve complex issues brought coherence to city government.

As the Director of Customer Services, I recall Mayor Hannemann leading the charge in formally organizing the Hawai'i Council of Mayors. This united group of county mayors worked collaboratively in addressing statewide issues, while simultaneously serving their county constituents. Mayor Hannemann's vision did not go unrecognized, as he was named the Chair of the Tourism, Arts, Parks, Entertainment, and Sports Committee on the United States Conference of Mayors. As the chair, the USCM developed a 10-point plan to guide the President and Congress in addressing issues that affect Americans which included support for tourism and arts.

Mr. Mufi Hannemann's steadfast advocacy for all people, his understanding of the role and importance of tourism, and his love for Hawai'i make him uniquely qualified. Mahalo for your consideration to reappoint Mr. Hannemann as Chair of the Board of Directors of the Hawai'i Tourism Authority.

Warmest aloha,



Dana Takahara-Dias

CARRIE K. S. OKINAGA, ESQ.
April 8, 2024

The Honorable Lynn DeCoite,
Chairperson
Senate Committee on Energy, Economic Development, and Tourism

Re: GM-702 - Testimony in Support of Confirmation of Mufi Hannemann

Dear Chair DeCoite and Committee Members,

Please accept this testimony in unqualified support for the appointment of the Honorable Mufi Hannemann as Chairperson, Board of Directors of the Hawaii Tourism Authority (HTA). The past few years have been turbulent for HTA, and Governor Green could not have picked a Chairperson better suited to lead HTA and the tourism sector of our economy into calmer and more auspicious waters. Mufi will listen to and talk with people, determine the crux of the problems, and then work with a wide cross-section of stakeholders to find creative solutions. He is fearless, knows our State so well, and will use all of his considerable talents and friendships worldwide to take our tourism sector to the next level.

When Mufi was Mayor of the City & County of Honolulu, I worked closely with him for over five years as his appointed Corporation Counsel. Throughout the highs of successful program implementation and re-election, to the lows of responding to raw sewage flowing into the Ala Wai, I was proud to be a member of the Hannemann Administration, and to serve under his dedicated leadership. Mufi is humbly brilliant, and his energy and work ethic are boundless, but perhaps what I admire about him most is his lifelong dedication to our community and public service. As he always reminded us in words and by example, to whom much is given much is expected, and I know this appointment as HTA Chairperson is bringing him back home to a place of service that he never really left.

Even before serving in his Cabinet, I was fortunate to get to know Mufi as one of the Pacific Century Fellows he inspired and continues to inspire to step out from comfortable private sector roles to serve our community; whatever my public service role (Honolulu Authority for Rapid Transportation and Honolulu Police Commission member, and VP for Legal Affairs for the University of Hawaii), I know they were enabled by his support and example.

Thank you for the opportunity to submit this letter of support for the appointment of the Honorable Mufi Hannemann as HTA Chairperson. If you have any questions regarding the above, please feel free to contact me.

Very truly yours,

Carrie K. S. Okinaga

GM-702

Submitted on: 4/8/2024 10:20:05 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Avelino J. Halagao	Individual	Support	Written Testimony Only

Comments:

Dear Honorable Senators:

I write in **strong support** of **Mufi Hannemann**, to serve as board chairperson for the Hawaii Tourism Authority.

His leadership background and professional experience makes Mufi Hannemann the ideal candidate to lead the HTA board. Among his many roles, he has served the people of Oahu as Honolulu Council Chair, then later as Honolulu Mayor. He served the people of Hawaii as the Director of the Hawai'i Department of Business, Economic Development & Tourism (DBEDT) and Director of the Governor's Office of International Relations (OIR). And he has served in the administrations of four U.S. Presidents: President Jimmy Carter, President George Bush, President Bill Clinton and President George W. Bush.

For more than a decade, Mufi Hannemann has served as the President and CEO of the Hawai'i Lodging & Tourism Association, the state's largest and oldest private sector tourism organization. Later this month, he will be receiving the "Legacy in Tourism" award from the University of Hawai'i at Manoa School of Travel Industry Management (TIM).

The most admiral trait about Mufi Hannemann is his love for the people of Hawaii, and how he always puts the interests of Hawaii first, above all else.

Thank you for considering Mufi Hannemann.

With gratitude and respect,

AJ Halagao

President,
Hawaii Leadership Forum

April 8th 2024

Hawaii State Senate

Committee on Energy, Economic Development and Tourism

Testimonial for Muliufi "Mufi" Hannemann

Dear Committee,

My name is David Betham, I am the General Manager of the Courtyard by Marriott Oahu North Shore located in the town of Laie. I have served in multiple capacities in the hospitality industry including Hotels, Transportation Companies and Tour companies. Except for two years in the oil industry, I have been involved in the hospitality industry since finishing college in 1985. I currently serve as a board member on the Hawaii Lodging and Tourism Association under the direction of Mufi Hanneman. Being also of Samoan descent, I have always regarded Mufi, as a role model. I have found in working with him in person that he not only lives up to my expectations but far exceeds them in his leadership.

I am thrilled to provide a testimonial for Muliufi "Mufi" Hannemann and his appointment to the Hawai'i Tourism Authority's board of directors. Throughout his career, Mufi has demonstrated outstanding professional ability, strong leadership skills, unwavering integrity, and a track record of collaboration and success. From his time as Mayor of Honolulu to his current role as President & CEO of the Hawai'i Lodging & Tourism Association, Mufi has proven time and time again his dedication to serving the community of Hawai'i and advancing the tourism industry.

Mufi's commitment to workforce development initiatives, advocacy, education, and philanthropic endeavors within the hospitality industry is truly commendable. He played a critical role in leading the industry's response to the COVID-19 pandemic and spearheading recovery efforts. His work has not only benefited the tourism sector but has also had a positive impact on the entire state of Hawai'i.

Furthermore, Mufi's extensive experience in business, government, education, sports, culture, and community service makes him highly qualified for the role of board member at the Hawai'i Tourism Authority. His appointment to the U.S. Travel and Tourism Advisory Board and upcoming receipt of the "Legacy in Tourism" award from the University of Hawai'i at Manoa School of Travel Industry Management further attest to his exceptional leadership and contributions to the travel industry.

I have no doubt that Mufi Hannemann will excel in his new role on the HTA board and continue to make a positive impact on Hawai'i's tourism industry. I wholeheartedly support his nomination and urge others to do the same. Mahalo for the opportunity to provide this testimonial and contribute to such an important decision-making process.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Betham', with a long horizontal line extending to the right.

David Betham – GM Courtyard by Marriott Oahu North Shore

GM-702

Submitted on: 4/9/2024 8:58:37 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Alika Mau	Individual	Support	Written Testimony Only

Comments:

Aloha,

I fully support Mufi Hannemann's suitability as an HTA board member. I have know Mufi for over 20 years, both personally and in business. He has always had outstanding leadership skills and is a problem solver in every situation. His proven track record undeniably speaks for itself on being the best person for this postion.

Thank you,

Alika Mau

Member Manager of the Waikiki Business Plaza & Waikiki Shopping Plaza

GM-702

Submitted on: 4/9/2024 9:33:31 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Raymond Ono	Individual	Support	Written Testimony Only

Comments:

Aloha Senators DeCoite and Wakai and the Committee on Energy, Economic Development, and Tourism,

Thank you for inviting testimony on Mr. Muliufi Hannemann. My name is Ray Ono and I am a retired Vice Chairman of First Hawaiian Bank. I have known Mufi from the 7th grade at Iolani School. We were classmates and Mufi and I and our families have maintained a lasting friendship since then. I am in strong support of Mufi's appointment as Chair of the Board of Directors of the Hawai'i Tourism Authority. As a past Mayor of the City & County of Honolulu and long time President & CEO of the Hawai'i Lodging & Tourism Association, Mufi brings unique visitor industry and broad community experiences and leadership roles to the HTA.

I have known Mufi for over 50 years and I would like to comment on him as a person. Mufi is a leader and an excellent communicator. He is smart, hard working, and a collaborator. Mufi knows how important it is to bring people together and build a team. At Iolani School, our culture is built around a philosophy we call "One Team". The whole is greater than the individual. Mufi is thoughtful and caring and believes in Hawai'i and our community.

I cannot think of anyone who is more qualified than Mufi Hannemann to help lead the HTA and our most important industry. I humbly request your approval.

Respectfully submitted, Ray Ono.

GM-702

Submitted on: 4/9/2024 10:08:52 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Lisa Kracher	Individual	Support	Written Testimony Only

Comments:

Honorable Chair DeCoite, Vice Chair Wakai, and Esteemed Members of the Committee,

I am writing with great enthusiasm to express my wholehearted endorsement of Mufi Hannemann's appointment to the Hawaii Tourism Authority (HTA) Board. As a devoted resident deeply invested in the prosperity of our beloved state, I am convinced that Mufi Hannemann's wealth of experience and unwavering dedication render him an outstanding candidate for this pivotal role.

Throughout his illustrious career, Mufi Hannemann has exhibited exemplary leadership and foresight, notably in his capacities as Mayor of Honolulu and as the esteemed President and CEO of the Hawaii Lodging & Tourism Association. His profound grasp of Hawaii's distinct culture, economy, and tourism landscape is unmatched, promising invaluable contributions to the HTA Board.

Furthermore, Mufi Hannemann's proven aptitude for fostering workforce development initiatives, exemplified by pioneering programs like the Generational Mentoring Program and the Visitor Industry High School internship initiative, underscores his ability to navigate the multifaceted interests and challenges inherent to Hawaii's tourism sector. His collaborative approach and adept consensus-building skills position him adeptly to advance the HTA's mandate of promoting sustainable tourism while safeguarding our islands' natural splendor and cultural heritage.

In summation, I implore you to lend your support to Mufi Hannemann's appointment to the Hawaii Tourism Authority Board. His expertise, fervor, and unwavering commitment to community service render him an exemplary candidate poised to make indelible contributions to the evolution of Hawaii's tourism industry. As the Chair of the Sector Strategies and Career Pathways Committee of the Oahu Workforce Development Board, I am deeply convinced that collaborating with Mufi Hannemann will unlock unparalleled workforce development opportunities in the hospitality and tourism sectors, not only within our great state Hawaii but also beyond our shores.

Thank you for considering my perspective. Should you require further information or have any inquiries, please do not hesitate to email me at Lisa@Arraycorp.com.

Warm regards,

Lisa Truong Kracher

GM-702

Submitted on: 4/9/2024 10:39:31 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
William J Brennan	Individual	Support	Written Testimony Only

Comments:

TO: The Chair and Members of the EET Committee of the Hawaii State Senate

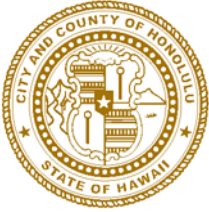
FR: William Brennan

i submit testimony in strong support of Mufi Hannemann as Chairperson of the Board of Directors of the Hawaii Tourism Authority.

As a member of Mr. Hannemann's senior staff during his tenure as Mayor of the City and County of Honolulu, I was able to see first hand his outstanding leadership. He has the ability to bring together diverse interests and parties to come up with solutions needed to address challenges. As mayor he led the charge for both the arts and tourism to take their rightful places in the priorities of the US Conference of Mayors. He will tell you that tourism is Hawaii's core competency, while at the same time recognizing that tweaks and revisions may be necessary for successful marketing campaigns to bring the quality of tourism and visitors the state wants and needs.

Tourism in Hawaii can never be an industry that's taken for granted. It needs work ever day. With his experience and expertise in the field from a number of important perspectives, there is no one more capable, no one better suited to head up The Hawaii Tourism Authority at this crucial time than Mufi Hannemann.

Mahalo.



CITY COUNCIL
CITY AND COUNTY OF HONOLULU
530 SOUTH KING STREET, ROOM 202
HONOLULU, HAWAII 96813-3065
TELEPHONE: (808) 768-5010 • FAX: (808) 768-5011

AUGIE TULBA


Councilmember District 9

Waipahū, Iroquois Point, West Loch, 'Ewa Villages and portions of 'Ewa Beach

Telephone: (808) 768-5009

Email: atulba@honolulu.gov

TO: Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair
Senate Committee on Energy, Economic Development, and Tourism

FROM: Augie Tulba 
Honolulu City Councilmember, District 9

DATE: April 9, 2024

SUBJECT: SUPPORT GM 702, Confirmation of MUFI HANNEMAN as the Chairperson, Board of Directors of the Hawai'i Tourism Authority.

Aloha! I am writing to express my support of GM 702, confirming MUFI HANNEMAN as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority. I have known Mr. Hanneman for many years and believe that he will be a great asset in this capacity.

In his most recent tenure as the President of the Hawai'i Lodging & Tourism Association (HLTA), Mr. Hanneman has seen the organization through many milestones, including the launch of workforce development initiatives and spearheading recovery efforts to keep the industry moving during the COVID-19 pandemic. Mr. Hanneman also continues to serve the community through his leadership program, Pacific Century Fellows; a cohort that seeks to unite Hawai'i's emerging leaders in an effort to solve our state's biggest problems.

Mr. Hanneman has spent a good portion of his life serving in the public, private, and non-profit sectors throughout our state. He is a person who seeks to do what is best for Hawai'i. I know that he will do a great job as the Chairperson of the HTA Board of Directors and I urge you to confirm this appointment.

Thank you for the opportunity to testify!



April 9, 2024

Senator Lynn DeCoite
Chair, Committee on Energy, Economic Development & Tourism

RE: Testimony supporting confirmation of Muliufi Hannemann to HTA Board of Directors

Dear Senator DeCoite,

It is my privilege to recommend and support the confirmation of Mufi Hannemann to the Hawaii Tourism Authority Board of Directors. Mufi not only possesses a wealth of knowledge in navigating the currents and deep waters of achieving collaboration in the governmental sphere, but his leadership has also been marked by giving voice to under-represented constituencies and finding common ground for the good of Hawaii. His efforts have given us entrée into many island communities where relationships have been forged to build up youth and their families, as well as the service industries they rely upon. His leadership in the Generational Mentoring Program and Visitor Industry High School internship program demonstrated his commitment to build today for tomorrow, giving students hope, and the skills to be productive here in Hawaii.

Our fund-raising efforts for the non-profit sector via Friends of Hawaii Charities have been enhanced by his leadership in the hotel and visitor industry, his support in the public sector, and his “bridge-building skills. Mufi’s voice will be a valuable complement and asset to the Hawaii Tourism Board of Directors, drawing upon his deep reservoir of valuable experience and relationships.

Mufi is a strong advocate for all that makes Hawaii strong -- its aloha culture, the heart of its people, and its extraordinary resources -- and he will bring that value to the HTA Board of Directors.

Thank you for your thoughtful consideration of my support for his confirmation to the Board.

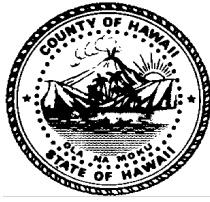
Sincerely,

A handwritten signature in black ink that reads 'Ray Stosik'.

Ray Stosik
President

Ashley L. Kierkiewicz
County Council District IV

*Policy Committee on Planning,
Land Use and Development – Chair*



(808) 961-8265
ashley.kierkiewicz@hawaiiicounty.gov

*Policy Committee on Infrastructure
and Assets – Vice-Chair*

HAWAI‘I COUNTY COUNCIL

25 Aupuni Street • Hilo, Hawai‘i 96720

April 9, 2024

Senate Committee on Energy, Economic Development, and Tourism

Sen. Lynne DeCoite, Chair

Sen. Glenn Wakai, Vice-Chair

RE: Support for GM702, Nomination of Mufi Hannemann to the Hawai‘i Tourism Authority

Aloha, Chair DeCoite, Vice-Chair Wakai, and Members of the Senate Committee on EET:

I am writing to offer my wholehearted support for the nomination of Mufi Hannemann to the Hawai‘i Tourism Authority Board of Directors. I have had the privilege of knowing Mufi for several years and have consistently admired his dedication to our community and his contributions to economic and workforce development.

Mufi’s extensive public service record speaks volumes about his commitment to Hawai‘i’s people, communities, and economy. From his tenure as a City & County of Honolulu Council Member to his leadership roles as Director of the Department of Business, Economic Development, and Tourism (DBEDT) and President of the Hawai‘i Lodging & Tourism Association (HLTA), Mufi has demonstrated unparalleled expertise and a deep understanding of the challenges and opportunities facing our state’s tourism industry and economy.

What sets Mufi apart is his lifelong dedication to integrity, collaboration, and effective leadership. Throughout his career, he has shown a remarkable ability to bring people together and deliver tangible results. Mufi’s willingness to invest in people is evident in his ongoing support and mentorship of rising leaders through the Pacific Century Fellows program, and he has generously made himself available to provide counsel and guidance whenever needed.

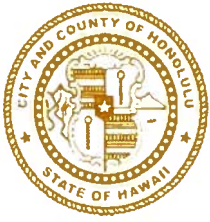
I am confident that Mufi Hannemann’s appointment to the Hawai‘i Tourism Authority will greatly benefit our state’s tourism sector, contributing to critical destination management, ensuring preservation of our island lifestyle, and the protection of our natural and cultural resources that make our Hawai‘i so special.

Mahalo for your kind consideration of his nomination. Feel free to contact me with any questions.

Cheers,

A handwritten signature in black ink, appearing to read "Ashley".

Ashley Lehualani Kierkiewicz
COUNCIL MEMBER, DISTRICT IV



HONOLULU CITY COUNCIL
KE KANIHELA O KE KALANA O HONOLULU
530 S. KING ST. STE. 202, HONOLULU, HI 96813

VAL AQUINO OKIMOTO
COUNCILMEMBER
DISTRICT VIII
(808) 768-5008
valokimoto@honolulu.gov

April 11, 2024

Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair
Senate Committee on Energy, Economic Development, and Tourism

Testimony of Councilmember Val Aquino Okimoto

Support for GM 702 – Submitting for consideration and confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, MUF1 HANNEMANN, for a term to expire 06-30-2027.

WRITTEN TESTIMONY ONLY

Aloha Chair Decoite, Vice Chair Wakai, and Members of the Committee:

Thank you for the opportunity to submit testimony in **support** for GM 702. This GM nominates Mufi Hannemann to serve as Chairperson of the Board of Directors of the Hawai'i Tourism Authority (HTA).

With decades of experience in the public, private, and non-profit sectors, with a commitment to community service, Mayor Hannemann is prepared to serve as Chair of the HTA.

This is evidenced by his prior service as Mayor of the City and County of Honolulu, Member and Chair of the Honolulu City and Council, and as President and Chief Executive Officer of the Hawai'i Tourism and Lodging Association.

Mahalo for the opportunity to provide written testimony in support of Mayor Hannemann's nomination to serve as Chair of the HTA.

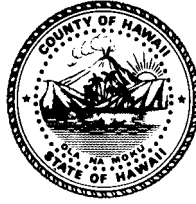
Sincerely,

A handwritten signature in blue ink that reads "Val A. Okimoto" with a long, sweeping horizontal line extending to the right.

Val Aquino Okimoto
Councilmember

VAO:js

Susan L.K. Lee Loy
Council Member
District 3



Office: (808) 961-8396
Fax: (808) 961-8912
Email: sue.leeloy@hawaiiicounty.gov

HAWAI‘I COUNTY COUNCIL

25 Aupuni Street, Hilo, Hawai‘i 96720

April 9, 2024

The Honorable Senator Lynn DeCoite, Chair
The Honorable Senator Glenn Wakai, Vice Chair
Members of the Senate Committee on Energy, Economic Development, and Tourism

Hawai‘i State Capitol
415 South Beretania Street
Honolulu, HI 96813

Re: GM 702: Nomination of Mufi Hannemann as the Chairperson, Board of Directors of the Hawai‘i Tourism Authority

Aloha Chair DeCoite and Vice Chair Wakai, and Members of the Committee on Energy, Economic Development, and Tourism:

Mahalo for the opportunity to express support for Mr. Mufi Hannemann as the Chairperson for the Board of Directors of the Hawai‘i Tourism Authority.

Mr. Hannemann brings to the Board of Directors a wealth of experience and institutional knowledge having served on numerous related organizations in several different capacities. Most recently, he has been the leader of the oldest and largest private sector tourism trade organization in Hawai‘i and serves as the voice and advocate for the state’s hospitality industry. In addition, he was the principal advocate of the hospitality industry’s efforts to reopen the state safely during the pandemic.

I have every reason to believe Mr. Hannemann will continue to provide effective contributions to our communities by serving as the Chairperson for the Board of Directors of the Hawai‘i Tourism Authority. Our State and our County will benefit from his experience and leadership.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan L.K. Lee Loy".

Susan “Sue” L.K. Lee Loy
Council Member, County of Hawai‘i

Hawai‘i County Is an Equal Opportunity Provider And Employer

COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Senator Lynn DeCoite, Chair

Senator Glenn Wakai, Vice Chair

TESTIMONY IN STRONG SUPPORT

9 APRIL 2024

Governor's Message 703

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

I am pleased to provide the Committee on Energy, Economic development and Tourism with a strong testimonial in favor of Governor's message 703, of Mufi Hannemann's consideration and approval to the Board.

We have been friends for more than 35 years. He and I have collaborated on numerous projects, and I view him as an integral part of the tourism and economic development landscape. He has dedicated his life to improving Hawaii, our culture, and our people. Mufi is quite intuitive when it comes to guiding tourism's economic growth. He would be The Board of Directors' greatest asset.

Mahalo for your time and consideration of Mufi Hannemann for the Hawai'i Tourism Authority Board of Directors

Mahalo

Amy Hānaiali'i Gilliom

6 Time Grammy Nominee, 18 Nā Hōkū Awards, Ambassador of Hawaiian Music.
Mother, Producer, Recording Artist, Actor

April 9, 2024

Senators Lynn DeCoite, Chair & Glenn Wakai, Vice Chair
Committee on Energy, Economic Development, and Tourism

RE: Letter of Support – Mufi Hannemann
Chairperson, Board of Directors of the Hawai'i Tourism Authority
Measure GM 702

Aloha Senators and Committee Members:

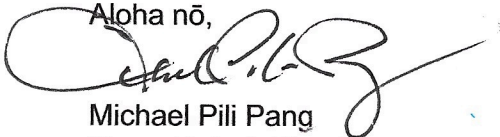
It is with great pleasure I submit this letter of support for Mufi Hannemann as the Chairperson, Board of Directors of the Hawai'i Tourism Authority. I believe Mufi is the best person to lead the Hawai'i Tourism Authority through this post-pandemic and challenging times. As our Islands continues to rely on tourism as the predominate source of revenue, we need a person who understands the context in which Hawai'i's Tourism was built on as well as a person who can navigate through the many sectors that make up our Hospitality Industry.

I first met Mufi through a phone call right after he was elected Mayor in 2004. He called out of the blue to inquire if I would consider joining his cabinet as a Senior Staff member and lead the Mayor's Office of Culture and the Arts as its Executive Director. I was a little taken back as I had never met him prior to this phone call nor was I interested in the position. With nothing to lose, I asked why he was "bothering" me at 10pm; his reply was he heard I would be "the best person for the job at this time". Mufi is the "best" person as Chairperson, Board of Directors of the Hawai'i Tourism Authority job and this is the right time.

As my former boss, Mufi led by example, always concern about a positive outcome of a projects or specific situation with a focus on what would best benefit the community. He sets high standards and requires high results while at the same time understands the process of achieving any goal is equally important. He has always emphasized a "team" philosophy where we all work towards the same goal, celebrate the positive outcomes together, and learn from situations that have missed its mark.

No matter what job or office he has held Mufi is all about creating lasting relationships to further a better working environment and creating capacity for economic and social opportunities. He genuinely cares about the people and the place we call home and I know Mufi will continue to *mālama* his *ke one hānau*. I ask this Committee to pass Measure GM702, the nomination of Mufi Hannemann as Chairperson, Board of Directors of the Hawai'i Tourism Authority.

Aloha nō,



Michael Pili Pang
Kumu Hula & Director
Hālau Hula Ka No'eau
908 Punahou Street
Honolulu, HI 96826

GM-702

Submitted on: 4/9/2024 1:33:34 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Rich Miano	Individual	Support	Written Testimony Only

Comments:

Aloha,

Throughout my 45 years in Hawaii, I've found myself involved in various sports related ventures.

This includes playing football in high school, college and 11 years in the NFL.

I was blessed to be able to coach at my alma mater, Kaiser High School as well as the University of Hawaii. My wife and I have started multiple for/profit and non-profit businesses here in Hawai'i encompassing many different avenues. During these times, I have witnessed Mufi Hanneman's passion, intellect, and ability to get things done in Sports Tourism and tourism in general. His unwavering love for Hawaii and Sports have benefited not only sports participants and workers but all of Hawaii. Mufi will be an excellent choice to navigate the turbulence of Hawaii tourism in these challenging times.

Mahalo,

Rich Miano

Testimony of Helene “Sam” Shenkus , VP, Director of Marketing, Royal Hawaiian Center

Committee on Energy, Economic Development and Tourism

GM 702 Testimony in Support of Gubernatorial Nominee Mufi Hannemann confirmation as the Chairperson, Board of Directors of the Hawaii Tourism Authority

Chair DeCoite, Vice Chair Wakai and members of the Committee, mahalo for the opportunity to submit testimony on behalf of the Royal Hawaiian Center, the largest shopping center in Waikiki.

Mufi Hannemann has provided steadfast support and leadership to the stakeholders of Waikiki retail, restaurant, lodging and hospitality providers for many years. As the lingering impacts of the August 8 Maui wildfires and currency valuations continue to challenge our tourism arrivals and expenditures, Mufi’s collaborative approach to listening first and then taking strategic action, is based on his decades of experience.

As a Board member of the Hawaii Lodging & Tourism Association, I have supported his efforts to generate future hospitality leaders through workforce development initiatives and revitalize the philanthropic outreach of the statewide Annual Visitor Industry Charity Walk. During the challenges of Covid, Royal Hawaiian Center provided strong support for House Bill 1286 relating to Statewide Safe Travels Program Exemption; Covid-19; Quarantine based on Mufi’s research and guidance.

As the VP, Director of Marketing at Royal Hawaiian Center, I have enjoyed many conversations with Mufi as he walked the center to discover new restaurants and retail shops, even during Covid when he would stop by for a take out from one of our restaurants offering “essential food service”, a critical source of revenue to our restaurants and eateries when Waikiki was virtually empty.

Mufi’s decades of experience have prepared him to lead the Board of Directors of the Hawaii Tourism Authority through these very challenging times. As such, Royal Hawaiian Center strongly supports GM 702 for consideration and confirmation as the Chairperson, Board of Directors of the Hawaii Tourism Authority, Gubernatorial Nominee, MUFU HANNEMANN, for a term to expire 06-30-2027.

GM-702

Submitted on: 4/9/2024 9:16:55 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Faylene Mahina Duarte	Testifying for Hawai'i Tourism Authority	Support	Written Testimony Only

Comments:

Aloha Chair DeCoite, Vice-chair Wakai and Members of the Senate Committee on Energy, Economic Development and Tourism:

Mahalo for the opportunity to express my full confidence in Mr. Mufi Hanneman to be confirmed as a board member of the Hawai'i Tourism Authority. I have the privilege of serving with Mr. Hanneman as his Vice-chair. In his short time as Chairman of the board, I have seen and experienced considerable progress from the Authority including developing and implementing high-level priorities to refocus HTA; streamlining board committees and staff functions, supporting state and county Maui recovery efforts, and strategically advocating for pono tourism to both public and private sectors.

Chair Hanneman leads with experience, expertise and aloha and I am committed to working closely and collaboratively with Mr. Hanneman in service of Hawai'i through the Hawai'i Tourism Authority. Mahalo for your favorable consideration.

Me ka mahalo,

Mahina Paishon, Vice Chair

Hawai'i Tourism Authority

GM-702

Submitted on: 4/9/2024 11:44:51 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Al Carganilla	Testifying for Farrington High School	Support	Written Testimony Only

Comments:

Aloha,

I would like to express my support of Mufi Hannemann as the Chairperson of the Hawaii Tourism Authority. As School Principal of Farrington High School, former mayor Hannemann has been instrumental in helping our young men and women of Kalihi gain valuable experience in the hospitality industry by providing many different opportunities with hotels and events. Our students, faculty and staff have been able to participate in various volunteer opportunities, tour and visit hotels to look at the multitude of high wage and high demand careers, student internships, and job shadowing. Farrington High School was also blessed with having the Century Fellows tour our campus and classrooms. Our Academy structure has benefitted from Mr. Hannemann's experience and advocacy for young adults to enter the tourism industry and I express my support for him to continue as Chairperson on the Hawaii Tourism Authority,

Al Carganilla, Principal Farrington High School

GM-702

Submitted on: 4/9/2024 3:03:15 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Nancy Azeri	Individual	Support	Written Testimony Only

Comments:

Thank you for considering Mr. Hannemann's candidacy, and I urge you to support his appointment as Chairperson to the Board of Directors of the Hawai'i Tourism Authority.



Michael Mestraud
Regional Vice President and General Manager - Hotel and Residential Operations
Four Seasons Resort O'ahu at Ko Olina
92-1001 Olani Street, Kapolei, Hawaii 96707
Voice: (808) 679-3371
michael.mestraud@fourseasons.com

Tuesday, April 09, 2024

Dear Committee Members,

I am writing to enthusiastically recommend Muliufi "Mufi" F. Hannemann for appointment as a member of Hawai'i Tourism Authority's Board of Directors. I have had the pleasure of working alongside Mr. Hannemann through the Hawaii Lodging & Tourism Association since I moved to Oahu in 2021 in the role of Regional VP and General Manager of Four Seasons Resort Oahu at Ko Olina. In that time, I have witnessed his unwavering dedication, integrity, and profound expertise in the hospitality field.

Mr. Hannemann played a crucial role in the hospitality industry's response to the COVID-19 pandemic, leading recovery efforts with unwavering commitment. Upon my arrival in January 2021, Four Seasons Resort Oahu was temporarily closed due to the pandemic, with plans to reopen a few months later. During this critical time, Mr. Hannemann's leadership and guidance were instrumental in successfully navigating the resort's reopening, with the Hawaii Lodging & Tourism Association providing invaluable support and direction. From implementing stringent health and safety protocols to advising on group gatherings, the HLTA under Mr. Hannemann's leadership was a strategic partner every step of the way.

Moreover, Mr. Hannemann's extensive government experience and proven leadership abilities make him an ideal candidate for the Board of Directors role. His appointment by Governor Josh Green to the Hawai'i Tourism Authority board in August 2023, followed by his election as chair in December 2023, is a testament to his capabilities and commitment to the tourism industry. Additionally, his appointment by the Biden administration to the U.S. Travel and Tourism Advisory Board (TTAB) underscores his standing as a respected leader in the hospitality sector.

I am confident that Mr. Hannemann's exceptional qualifications and solid dedication make him an outstanding candidate for the Hawai'i Tourism Authority's board of directors. His passion for serving the community and advancing the interests of the hospitality industry are exemplary, and I am certain he will serve with distinction.



Thank you for considering Mr. Hannemann for this important role. I am confident he will make a valuable contribution to Hawai'i Tourism Authority's board of directors and serve with distinction. Please feel free to contact me should you have any further questions.

Sincerely,

A handwritten signature in black ink that reads "M. Mestraud". The signature is written in a cursive style and is positioned to the left of the printed name.

Michael Mestraud

Regional Vice President and General Manager - Hotel and Residential Operations

April 9, 2024

TO: Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair

RE: Appointment of Mufi Hannemann as Chair,
Board of Directors of the Hawai'i Tourism Authority

Muliufi F. Hannemann is a dear Friend, whom I have known for over 40 years. He graduated with Honors from Harvard while majoring in Government. That Degree has provided Mufi with a strong background that will be a great asset in both monitoring the trends of Tourism and the Marketing of Hawai'i as THE prime destination for the world to visit. Mufi Hannemann, as the current President & CEO of the Hawai'i Lodging and Tourism Association, fully understands how Tourism affects Hawai'i's Economy and the need to boost Marketing of Hawai'i and understanding the protocols with Education to the Visitors.

In 1983-1984, Mufi applied and was selected as a White House Fellow. The White House Fellows is a Leadership Program which exposes potential, young Leaders to the Federal Government and U.S. Businesses. Mufi was selected by Vice President George H. W. Bush to serve as a staff member in his office. With the experience as a WH Fellow, Mufi founded the Pacific Century Fellows (PCF) to give a Selected group of Leaders to foster the Pacific as a Special Place to the World Market. The Select Group of Leaders are from Hawai'i's Military, Business, Labor, Education and Government Sectors. These PCF Leaders gain knowledge of each other's management and resources then share their experiences as Pacific Century Fellows.

Considering all of the above points, the Hawai'i Tourism Authority will certainly benefit greatly with Mufi Hannemann's leadership.

Sincerely,
Helen Hamada
Graphic Designer, Kapi'olani Community College

Senate Committee on Energy, Economic Development, and Tourism (EET)
Thursday, April 11, 2024
Hawai'i State Capitol

Aloha Chair Lynn DeCoite, Vice Chair Glenn Wakai, and Committee members –

I am expressing my strong endorsement for the confirmation of Mufi Hannemann, President & CEO of the Hawai'i Lodging & Tourism Association (HLTA), to serve on the Hawai'i Tourism Authority (HTA) board. As a colleague and admirer of Mufi's leadership, I have had the privilege of experiencing the profound impact he has made, both within and outside of HLTA.

Mufi is widely recognized as a visionary leader. His innovative approach to business challenges, coupled with his deep commitment to meaningful collaboration, has propelled HLTA to new heights of success, earning him respect and admiration across industries. During the COVID-19 pandemic, he partnered with various organizations and spearheaded the "Makaukau – We Are Ready" campaign that urged our government to re-open businesses to keep our state's economy afloat. Mufi also prioritizes public safety, as evidenced by the Visitor Industry Public Safety Conference held annually that brings stakeholders together to keep Hawai'i safe for both visitors and residents. Through his leadership at HLTA, our yearly Visitor Industry Charity Walk fundraiser continues to raise millions of dollars for nonprofits all over the islands.

By confirming Mufi to HTA, you would not only be gaining a highly qualified and capable board member but also a dedicated advocate for the betterment of our tourism industry, and our society. I am confident that he will leverage his skills and experience to contribute meaningfully to the important work of the board.

I wholeheartedly support Mufi Hannemann's confirmation and urge you to consider him as a valuable addition to HTA. Please feel free to reach out if you require any additional information from me at this time.

Sincerely,

Kisan Jo
Executive Vice President, Retail and Wealth Markets
Central Pacific Bank
Kisanjo@gmail.com



Testimony by Harry Saunders
President, Castle & Cooke Hawai'i

Before the Senate Committee on ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM
Thursday, April 11, 2024; 1:30 p.m.; Room 229

In Support of GM 702
CONSIDERATION AND CONFIRMATION OF MUFI HANNEMAN
For
Chairperson, Board of Directors of the Hawai'i Tourism Authority

Dear Chair DeCoite, Vice Chair Wakai and Members of the Senate Committee on Energy, Economic Development, and Tourism:

I am writing to offer my **strong support** for GM 702 regarding the appointment of Mufi Hannemann to the board of directors of the Hawai'i Tourism Authority (HTA).

As someone deeply invested in the prosperity and well-being of our state, I believe that Mr. Hannemann's professional ability, leadership skills, integrity, and outstanding track record make him an exceptional candidate for this important position.

Mr. Hannemann's professional ability has been proven. With a distinguished career spanning decades in the public, private, and non-profit sectors, he has demonstrated an exceptional capacity to navigate complex challenges and deliver tangible results. His tenure as Mayor of Honolulu, Director of the Hawai'i State Department of Business, Economic Development & Tourism, and most recently as the President and CEO of the Hawai'i Lodging & Tourism Association is a testament to his astute leadership and strategic vision.

Leadership is a hallmark of Mr. Hannemann's character. Throughout his career, he has consistently exhibited the ability to inspire and motivate others towards shared goals. His decisive action during times of crisis, such as his pivotal role in leading the hospitality industry's response to the COVID-19 pandemic, showcases his ability to lead with compassion, empathy, and resilience.

Mr. Hannemann's track record of accomplishments speaks for itself. From his workforce development initiatives to his tireless advocacy for the tourism industry, he has consistently delivered results that have positively impacted our community and economy. His appointment to the HTA board would undoubtedly strengthen our state's tourism efforts and further advance Hawai'i's position as a premier destination.

In summary, I enthusiastically support Mufi Hannemann's appointment to the Hawai'i Tourism Authority's board of directors. I am confident that he will serve with excellence and play a vital role in advancing Hawai'i's ongoing success and prosperity.



Testimony of Katie Pickman
General Manager – Hawai'i News Now
GM702
4/10/24

Aloha esteemed Members of the Senate:

My name is Katie Pickman and I'm the General Manager of Hawaii News Now.

I am writing to express my support for Mr. Hannemann's confirmation as the Chair of the Hawai'i Tourism Authority Board, a pivotal role he has assumed since last December. Despite the relatively recent nature of my working relationship with Mr. Hannemann, our collaborative efforts on projects under the auspices of the Hawai'i Tourism Authority have provided me with a clear view of his exceptional capabilities and suitability for this esteemed position.

In the dynamic and challenging context of Hawai'i's tourism sector, Mr. Hannemann's professional expertise has been invaluable. His strategic decision-making has significantly advanced our projects, seamlessly taking them from idea to discussion to action quickly and effectively.

Mr. Hannemann's leadership is characterized by his focus on collaboration. He understands the critical importance of bringing together diverse stakeholders from across our community and the tourism industry to forge a shared path forward.

In conclusion, based on my firsthand experience working with Mr. Hannemann on recent Hawai'i Tourism Authority initiatives, I am thoroughly convinced of his qualifications for the role of Board Chair. I enthusiastically endorse Mr. Hannemann's confirmation and am optimistic about the direction in which his continued leadership will take us.

Sincerely,

Katie Pickman
General Manager
Hawaii News Now
KGMB, KHNL & K5

LEE & MARTIN

A LIMITED LIABILITY LAW PARTNERSHIP

April 10, 2024

The Honorable Senator Lynn DeCoite, Chair
The Honorable Senator Glenn Wakai, Vice Chair
Senate Committee on Energy, Economic Development
and Tourism
Honolulu, Hawaii 96813

Hearing Date and Time:
April 11, 2024
1:30 p.m.
Conference Room 229
Hawaii State Capitol

Subject: Governor's Message No. 702
Relating to the Appointment of Mufi Hannemann
as Chairperson, Board of Directors of the Hawaii Tourism Authority

Dear Chair DeCoite, Vice-Chair Wakai and Members of the Senate Committee on Energy, Economic Development and Tourism:

I am pleased to offer this letter of support on behalf of Mayor Mufi Hannemann. I have known Mayor Hannemann for many years and have witnessed first-hand his tireless commitment and dedication to public service. In addition to his prolific career accomplishments serving in high level positions in both the legislative and executive branches of government, Mayor Hannemann devotes much of his time to community service. From the Annual Visitor Industry Charity Walk, Team Aloha and the Pacific Century Fellows, Mayor Hannemann exemplifies the true meaning of giving selflessly of his time to members of the community.

As a member of his executive cabinet during his tenure as Mayor of the City & County of Honolulu, I can personally attest to the fact that Mayor Hannemann possesses the qualities of a transformational leader, and this is evidenced in the many successful programs that he has initiated and implemented as CEO of the Hawaii Lodging & Tourism Association and most recently, as the Chairman of the Hawaii Tourism Authority (HTA). Most significantly, under his leadership, he effectively led our State through the COVID-19 pandemic, taking on projects and support missions to ensure proper health and safety protocols were in place to keep visitor industry workers, residents and visitors safe.

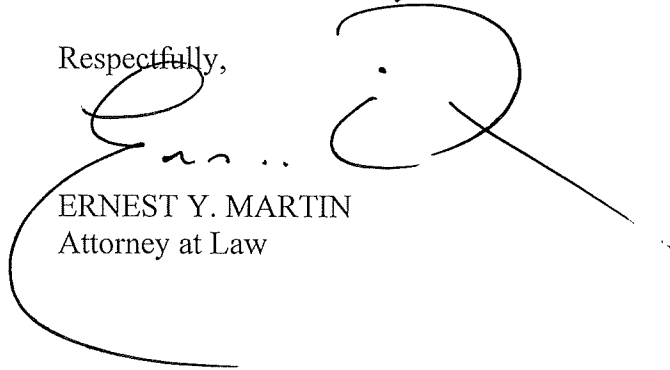
I have met many individuals during my tenure as Chairman of the Honolulu City Council¹, and I can honestly state that few people exceed the level of commitment that Mayor Hannemann has demonstrated over the years as a public servant and contributing member of our community.

¹ Chair and Presiding Officer (2011-2016, 2018)
Honolulu City Council

The Honorable Senator Lynn DeCoite, Chair
The Honorable Senator Glenn Wakai, Vice Chair
April 10, 2024
Page 2 of 2

In closing, it is my hope that your Committee on Energy, Economic Development and Tourism will affirm Governor Green's nomination of Mayor Mufi Hannemann to serve as the as Chairperson for the Board of Directors of the Hawaii Tourism Authority

Respectfully,



ERNEST Y. MARTIN
Attorney at Law

Aloha Chair DeCoite, Vice Chair Wakai and Members of the Committee on Energy, Economic Development, and Tourism,

My name is Blaine Miyasato, and I would like to submit testimony in strong support of the nomination and confirmation of Mufi Hannemann to the Board of Directors of the Hawai'i Tourism Authority (HTA).

As the managing director of State and Local Government Affairs at Hawaiian Airlines, I have had the honor of working with Mufi on many community and industry projects over the years, including travel and tourism.

As a result, I can say without hesitation, he is a solid choice for the Hawai'i Tourism Authority board. His long and varied career will surely be a major asset to the board and its charter on behalf of the people of Hawai'i. He is a natural leader and has demonstrated he can help build, nurture, and sustain working relationships and teams effectively and collaboratively.

Mufi is well respected and has a keen understanding of the way the industry works including a more global view of the marketplace that is compatible with the interests of the Hawai'i Tourism Authority. His credentials will go a long way in promoting Hawai'i in a sustainable way ensuring the institution leverages the best subject matter expertise and execution skills to deliver on the long-standing goals of the Hawai'i Tourism Authority.

Mahalo for the opportunity to offer testimony on behalf of my colleague, Mufi Hannemann.

Blaine Miyasato

blainemiyasato@gmail.com

(808) 351-7277

**SENATE COMMITTEE ON
ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM**

**SENATOR LYNN DECOITE, CHAIR
SENATOR GLENN WAKAI, VICE CHAIR**

Thursday, April 11, 2024, 1:30 p.m.
Hawaii State Capitol, Conference Room 229

**Personal Testimony of Deborah Kim Morikawa, Deputy Director
Department of Health
In SUPPORT of Governor's Message 702**

I am writing in my individual capacity to express my **STRONG SUPPORT** of the nomination and confirmation of Mufi Hannemann to serve as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

I have known Mufi for almost 30 years. I met him when he was serving on the Honolulu City Council where he encouraged me to apply for the Pacific Century Program which he founded. As an Iolani graduate and Harvard alumnus, Mufi's intelligence is unquestionable. What makes him unique are his leadership and ability to get things done.

There are many who can talk the talk. Mufi not only walks the walk, but outpaces almost everyone when it comes to identifying the root of critical problems and issues, coming up with strategies to address them, and finding the right people to implement his ideas. His ability to get everyone on the bus, in the right seat, moving in the right direction are what makes him a great leader.

I am proud to say that I was a member of his cabinet when he was Mayor of the City and County of Honolulu and can attest to his ability to accomplish what many would say was not possible. Mufi had many key mantras which are referred to as "Mufi's Maxims". Two that I see him exercise regularly are, "Always leave this place better than you found it" and his "Mahalo principle." Mufi is an amazing mentor and will recognize individuals' skills and push them to achieve their maximum potential. And as tough as this may feel at the time, he is equally generous with his "mahalos". Whenever you hear him speak, he always attributes any achievements to the people who helped get the work done.

Mufi is the ultimate public servant. His love for Hawaii, vision for what's possible, and leadership skills make him an ideal Chairperson for the Hawai'i Tourism Authority.

Thank you for the opportunity to testify in support of Mufi Hannemann to serve as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority.

GM-702

Submitted on: 4/10/2024 10:04:12 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Jason Hagiwara	Individual	Support	Written Testimony Only

Comments:

Our state's top economic driver needs the type of leadership, analytical and communication skills that Mufi Hanneman delivers for Hawaii tourism every day. . In his role as the president and CEO for HLTA, he drives real solutions for its members. Always mindful of his constituencies, and always delivering based upon insight, facts, with an eye to the future.

Through many conversations that he and I have had, I have developed a tremendous level of respect and appreciation, not only for his collaboration and execution skills, but also for the integrity and candor that he lives effortlessly.

His experience crosses both public and private industries and has the type of relationships to tap any industry in our state that could compliment our efforts. As a local boy with the type of kuleana you need in leadership roles, his approach is holistic for our entire island state.

Perhaps his lifetime of sports achievement has helped him know how to passionately and relentlessly work toward "moving the ball" and work as a team. In this critical time during our state's tourism recovery, Mufi Hanneman is the clear choice to lead HTA and provide an amalgamation of the Authority's brain trust to drive it forward.

MUFI HANNEMAN - CHAIRPERSON FOR HTA BOARD OF DIRECTORS

My name is Lynette Eastman, and I am the General Manager of **THE SURFJACK HOTEL & SWIM CLUB** in Waikiki. I have made an awesome 40 year career of Tourism managing hotels on West Maui and in Waikiki and it gives me great honor to **testify on behalf of Mr. Mufi Hanneman.**

I have watched and admired Mufi through the years as a spectator as he always conducts himself in a compassionate and professional manner and draws people to his aspirations. Then through the connection of my husband, Bulla Eastman, a colleague of Mufi Hanneman, I was able to meet and create my own relationship with him for the last 20 years.

As a leader in the hotel industry it was **a dream come true** when Mufi Hanneman became the President and CEO of Hawaii Tourism & Lodging Association (HLTA) over a decade ago! Mufi **intrinsically understands tourism**, the challenges we face as an industry on all islands in the State of Hawaii as well as being **a well experienced navigator of government.** It is no secret or mystery of the capabilities that Mufi possesses. Having expertise in both these areas, tourism and government, makes for a **strong entity** in anything and everything Mufi puts his hands upon.

Having served on the HLTA Board of Directors and then Executive Board for the past few years under Mufi Hanneman, it has been a great learning experience at this point in my career as I glean from Mufi and the environment he creates; **positivity, collaboration** and although there may be times of conflict, **Mufi is not afraid to confront or stand for what is righteous**, after all, iron sharpens iron.

Hawaii needs a man such as this AND for such a time as this! Post pandemic has been a burden and a huge challenge for all of us. Who better to help guide HTA through this tough season for Hawaii than Mufi Hanneman. All economic/travel reporting shows 2024 falling below expectation and year over year in tourism with key countries not coming back to Hawaii to pre Covid levels until **2026!** That is a long time from today! **What is the State of Hawaii going to do NOW?** Domestic travel has shifted away from Hawaii as Americans are enjoying free and safe international travel which has had a direct impact to this spring 2024 and where it normally starts to show a busy summer season at this point, all indicators for summer show very little momentum.

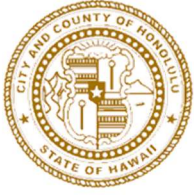
I say all that to say this, **PLEASE CONFIRM MUFI HANNEMAN** as Chairperson of HTA! Mufi knows what to do for the State of Hawaii. He has already begun making strides in this position for the industry. Regardless that there are individuals that do not care that Tourism is the **#1** industry, it **IS** the industry that is prevalent and supports our state overall at this time.

Mahalo for taking the time to read this testimony.

Lynette Eastman

General Manager

The Surfjack Hotel & Swim Club



HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

530 S. KING ST. STE. 202, HONOLULU, HI 96813

TYLER DOS SANTOS-TAM
HONOLULU CITY COUNCIL
DISTRICT VI
TELEPHONE: (808) 768-5006
FAX: (808) 768-1176
EMAIL: tdossantos-tam@honolulu.gov

April 11, 2024

The Honorable Lynn DeCoite, Chair
The Honorable Glenn Wakai, Vice Chair
Senate Committee on Energy, Economic Development, and Tourism
415 South Beretania Street, Room 229
Honolulu, Hawai'i 96813

RE: Strong Support for GM702, For Nomination to the Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, Mufi Hannemann, for a term to expire 06-30-2027.

Dear Chair DeCoite, Vice Chair Wakai, and Committee Members,

I write in strong support of Mufi Hannemann's appointment to the Hawai'i Tourism Authority's (HTA) board of directors. Mayor Hannemann brings an extensive wealth of experience in the public, private, and nonprofit sectors, a deep network of connections with key stakeholders, and most importantly, a vision for sustainable tourism in Hawai'i.

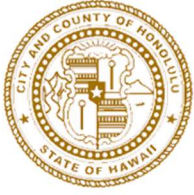
To help shed more light on his lengthy and well-known resume, I would like to highlight his work as Mayor and as HLTA President and CEO in regard to sustainable tourism.

As Mayor, he worked to institute visitor impact fees at Hanauma Bay and Waimea Valley, a visionary step which helped to educate tourists, raise funds for needed maintenance, and manage the number of visitors to these sites.

He was also instrumental in raising Honolulu's profile internationally through our Sister City program and through organizations such as the United States Conference of Mayors. As Mayor, he chaired the US Conference of Mayors' Tourism, Arts, Parks, Entertainment and Sports Committee, which championed the inclusion of the tourism industry for the first time in the mayors' "10-Point Plan for America's Cities."

His leadership was also instrumental in sparking the growth of the arts scene in Honolulu's Chinatown, something which now I am proud to work on as the City Councilmember representing that district.

At HLTA, Mayor Hannemann has advocated for such sustainable-tourism initiatives as increased workforce development and common-sense regulations to short term rentals (STR).



HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

530 S. KING ST. STE. 202, HONOLULU, HI 96813

TYLER DOS SANTOS-TAM
HONOLULU CITY COUNCIL
DISTRICT VI
TELEPHONE: (808) 768-5006
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Page 2 of 2

In Honolulu, for example, his advocacy contributed to the passage of Bill 41 (2021), which made it illegal to operate STRs in residential neighborhoods and improved enforcement of bad actors.

This set up our current framework to manage, mitigate, and reduce the negative impacts of illegal STRs - and I am pleased to report that this framework has been successful in cracking down on illegal STRs in my district.

Mayor Hannemann's proven track record, visionary leadership, and unwavering dedication to the people and state of Hawai'i make him a strong candidate for the Hawai'i Tourism Authority's board. His appointment will contribute to a thriving, sustainable model of tourism that genuinely benefits the people of Hawai'i.

Thank you for the opportunity to testify.

Mahalo nui,

A handwritten signature in black ink that reads "Tyler Dos Santos-Tam".

Tyler Dos Santos-Tam
City Councilmember, District VI



April 10, 2024

Senator Lynn De Coite, Chair &
Senator Glenn Wakai, Vice Chair
Committee on Energy, Economic Development,
and Tourism
State Capitol

Aloha Chair De Coite, Vice Chair Glenn Wakai
& Members of the Committee:

Re: GM 702 – Written Testimony in support of Muliufi Hannemann

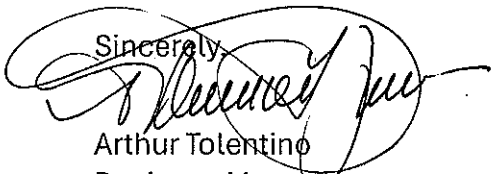
My name is Arthur Tolentino, I am the Business Manager/Financial Secretary-Treasurer of The Hawaii Sheet Metal Worker's Local Union 293. This is to confirm that I, alongside my members of the Sheet Metal Worker's Local Union, firmly support GM 702, which appoints Mufi Hannemann to the Hawai'i Tourism Authority's Board of Directors.

There isn't a more qualified and excellent decision than to appoint Mufi Hannemann to the Hawai'i Tourism Authority's Board of Directors. I have had the opportunity and pleasure to participate alongside Mufi with numerous community activities throughout the decades. Together, alongside other unions Mufi always encouraged the support delivering the community with successful outcomes. Mufi is such an icon to the community, always serving the people of Hawaii through projects such as the Tourism/Visitor Charity Walks, Basketball Jamborees, as well as the Iolani Carnivals. I first came to light on Mufi's career early on when I followed him from his legacy as the first person of Samoan ancestry to attend Harvard University, putting Hawaii on the map. Mufi's commitment and love for the islands is what marks him as a pillar to Hawaii. He is a great role model and leader and will be a great asset to have sitting on the Board of Directors.

GM 702 re-affirms the appointment of Mufi Hannemann to the Hawai'i Tourism Authority's Board of Directors, and I fully support this appointment.

Mahalo for your consideration and time in reviewing Sheetmetal's affirmative support for Mufi Hannemann.

Sincerely,



Arthur Tolentino
Business Manager
Financial Secretary/Treasurer
SMART – Local 293



The Committee on Energy, Economic Development and Tourism
April 11, 2024
1:30 PM
Conference Room 415 & Videoconference, Hawaii State Capitol
GM 702

Chair DeCoite, Vice Chair Wakai, and members of the committee,

I am writing to express my strong support for the confirmation of Mufi Hannemann as the Chairperson of the Board of Directors of the Hawai'i Tourism Authority. Mr. Hannemann's exceptional qualifications, unwavering commitment to Hawai'i's tourism industry, and proven leadership make him an outstanding nominee for this critical role.

Throughout his career, Mr. Hannemann has demonstrated a deep understanding of the unique challenges and opportunities facing Hawai'i's tourism sector. His extensive experience in public service, including his tenure as Mayor of Honolulu and his leadership roles in various tourism-related organizations, has equipped him with the knowledge and expertise needed to effectively guide the Hawai'i Tourism Authority.

Mr. Hannemann's dedication to promoting sustainable tourism practices and fostering collaboration among stakeholders has been instrumental in driving the growth and success of Hawai'i's tourism industry. His vision for the future of tourism in Hawai'i prioritizes the preservation of our natural resources, the promotion of cultural diversity, and the enhancement of the visitor experience.

As Chairperson of the Board of Directors, I am confident that Mr. Hannemann will work tirelessly to advance the interests of Hawai'i's tourism industry while also ensuring that the needs of our local communities are addressed. His inclusive leadership style, coupled with his ability to navigate complex issues, will enable him to effectively steer the Hawai'i Tourism Authority towards achieving its mission of promoting sustainable, responsible tourism.

In conclusion, I urge you to support Mufi Hannemann's confirmation as Chairperson of the Board of Directors of the Hawai'i Tourism Authority. His proven track record of leadership, dedication to Hawai'i, and commitment to excellence make him the ideal candidate for this important position. Thank you for your consideration.

Warm regards,

Alicia Moy
President and CEO



94-535 UKEE STREET, WAIPAHU, HI. 96797 | PHONE: 808.671.6460 FAX: 808.676.5832 | LICENSE # ABC-07819

April 10, 2024

Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair
Committee on Energy, Economic Development, and Tourism

Subject: Support for GM 702 (Nomination of Mufi Hannemann as Chairperson, Hawai'i Tourism Authority Board of Directors)

Aloha Co-Chairs DeCoite and Wakai:

Thank you for the opportunity to submit a testimony in support of the nomination of Mufi Hannemann as Chairperson of the Hawai'i Tourism Authority (HTA) Board of Directors.

I am the President of Albert C. Kobayashi, Inc., a general contractor that specializes in all types of commercial construction, including new and renovated hospitality projects. As a 100% locally owned business, we recognize the important role that tourism has, along with construction, in our local economy. It is essential to have a strong, collaborative leader as Chair of the HTA Board of Directors.

For the past 13 years, Mr. Hannemann has served as President and CEO of the Hawai'i Lodging and Tourism Association. A dedicated leader that has helped steer the tourism industry through a variety of challenges ranging from the COVID-19 pandemic to the recent Maui wildfires, he is a champion for both tourism and all of Hawai'i. Mr. Hannemann's knowledge, experience, and passion for the tourism industry enhances his ability to effectively lead the HTA Board of Directors.

I have had the opportunity over the past five years to collaborate with Mr. Hannemann on a variety of community initiatives. He has been a mentor for me, providing guidance, wisdom, and motivation. I respectfully request confirmation of Mr. Hannemann as Chairperson of the HTA Board of Directors.

Mahalo,

Michael Young
President and CEO

Iron Workers Stabilization Fund

TESTIMONY BEFORE THE HAWAII STATE SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT,
AND TOURISM

RE: **GM702** – SUBMITTING FOR CONSIDERATION AND CONFIRMATION AS THE
CHAIRPERSON, BOARD OF DIRECTORS OF THE HAWAII TOURISM AUTHORITY, GUBERNATORIAL
NOMINEE, MUFI HANNEMANN, FOR A TERM TO EXPIRE 06-30-2027.

Thursday, April 11, 2024

Dear Chair DeCoite, Vice Chair Wakai, and members of the committee,

The Hawaii Ironworkers Stabilization Fund **strongly supports** Mufi Hannemann to
serve as Chair of the Hawaii Tourism Authority.

Mr. Hannemann is the perfect person to be Chair of the Hawaii Tourism Authority. He
has a wealth of knowledge, professional capability and leadership skills to hit the ground
running. Mr. Hannemann works well with others and seeks a collaborative approach
when reaching difficult decisions. He is level-headed and always provides a fair and
balanced mindset.

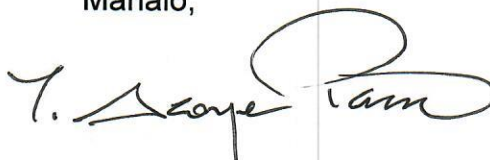
Mr. Hannemann also has a successful track record and an impressive resume. He is a
graduate of Harvard University, served as a member on the Honolulu City Council,
eventually becoming the Chair in 1998 and served as the Mayor of the City and County
of Honolulu where he successfully accomplished the start of the Honolulu Rail System
known as the Skyline today.

Mr. Hannemann also established the successful Pacific Century Fellows Program which
has helped hundreds of young professionals in Hawaii advance in their careers.

Mr. Hannemann has the compassion, desire, intelligence and willingness to serve and
will make a positive impact with the Hawaii Tourism Authority.

The Hawaii Ironworkers Stabilization Fund asks your committee to **support**
recommending confirmation to the full senate.

Mahalo,



T. George Paris
Managing Director

COUNTY COUNCIL

Mel Rapozo, Chair
KipuKai Kualii, Vice Chair
Addison Bulosan
Bernard P. Carvalho, Jr.
Felicia Cowden
Bill DeCosta
Ross Kagawa



OFFICE OF THE COUNTY CLERK

Jade K. Fountain-Tanigawa, County Clerk
Lyndon M. Yoshioka, Deputy County Clerk

Telephone: (808) 241-4188
Facsimile: (808) 241-6349
Email: cokcouncil@kauai.gov

Council Services Division
4396 Rice Street, Suite 209
Lihu'e, Kaua'i, Hawai'i 96766

April 9, 2024

**TESTIMONY OF FELICIA COWDEN
COUNCILMEMBER, KAUAI COUNTY COUNCIL
ON**

**GM 702, Gubernatorial Nomination of Mufi Hanneman as the
Chairperson, Board of Directors of the Hawai'i Tourism Authority
Senate Committee on Energy, Economic Development, and Tourism**

Thursday, April 11, 2024

1:30 p.m.

**Conference Room 229
Via Videoconference**

Dear Chair DeCoite and Members of the Committee:

Thank you for this opportunity to provide testimony in strong SUPPORT of GM 702, Gubernatorial Nomination of Mufi Hanneman as the Chairperson, Board of Directors of the Hawai'i Tourism Authority. My testimony is submitted in my individual capacity as a Councilmember of the Kaua'i County Council.

I strongly support the confirmation of Mufi Hannemann in his re-appointment to the Hawai'i Tourism Authority Board of Directors. Mr. Hannemann has served the community of Hawai'i for decades in the public, private, and nonprofit sectors. He is continuously recognized for his professionalism, leadership skills, and integrity in the work he has accomplished on behalf of the residents of Hawai'i.

My experience with Mr. Hannemann has been his strong support for the Hawai'i Lodging and Tourism Association's (HLTA) Kaua'i Chapter. The visitor industry is the most significant economic force on Kaua'i. Through Mr. Hannemann's leadership during his tenure with HLTA, he fostered the importance of jobs and careers for our residents. The well-being of our communities on Kaua'i was always top of mind. In addition, Mr. Hannemann's outstanding career achievements also include:

- Mayor of Honolulu in 2004 and re-elected in 2008 with a resounding 80% job approval rating.
- President and CEO of HLTA, the State's largest and oldest private sector tourism organization.
- Director of the Hawai'i State Department of Business, Economic Development & Tourism, and Director of the Governor's Office of International Relations.

Chair DeCoite and Members of the Committee

Re: GM 702, Gubernatorial Nomination of Mufi Hanneman as the Chairperson,
Board of Directors of the Hawai'i Tourism Authority

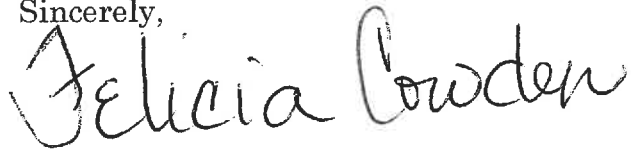
April 9, 2024

Page 2

- Member of the U.S. Travel and Tourism Advisory Board, comprised of 32 of the top hospitality executives in the United States, appointed by the Biden administration in 2022.

Thank you again for this opportunity to provide testimony in strong support of Mufi Hanneman's nomination as the Chairperson, Board of Directors of the Hawai'i Tourism Authority. Should you have any questions, please feel free to contact me or Council Services Staff at (808) 241-4188 or via email to cokcouncil@kauai.gov.

Sincerely,

A handwritten signature in black ink that reads "Felicia Cowden". The signature is written in a cursive, flowing style.

FELICIA COWDEN

Councilmember, Kaua'i County Council

AAO:ss

Hawai'i State Senate – Committee on Energy, Economic Development, and Tourism

GM 702 – Submitting for consideration and confirmation as the Chairperson,
Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, Mufi Hannemann.

RE: Strong support of GM 702

April 11, 2024

The Council for Native Hawaiian Advancement writes in enthusiastic **support** of Mufi Hannemann's confirmation as Chairperson for the Board of Directors of the Hawai'i Tourism Authority (HTA). His extensive background in the hospitality industry coupled with his prior experiences in public service makes him an ideal candidate to lead HTA into the future of regenerative tourism.

Mr. Hannemann has been a longtime advocate for the state's hospitality industry. For almost a decade now, Mr. Hannemann has been the head of Hawai'i Lodging & Tourism Association. In this role, he has improved workforce development initiatives and strengthened public-private partnerships. He was also previously the Director of the Hawai'i Department of Business, Economic Development, and Tourism (DBEDT) where he successfully lobbied for one of the largest increases in tourism marketing and promotional funding by the Legislature. Earlier this year, Mr. Hannemann received the Legacy in Tourism Award in recognition of his achievements and contributions to the hospitality industry.

In addition to his advocacy work, Mr. Hannemann also has a long career in public service. During his tenure as Honolulu mayor, he represented Hawai'i on a national stage as a member and trustee of the U.S. Conference of Mayors and chaired the Tourism, Arts, Parks, Entertainment, and Sports Committee. As City Councilmember representing Aiea and Pearl City, Mr. Hannemann helped to revitalize Waikiki's hotel and retail infrastructure while protecting other popular tourist attractions like Hanauma Bay through impact user fee special fund legislation. Mr. Hannemann's comprehensive knowledge of both the public and private sector is a necessary skill to lead HTA forward.

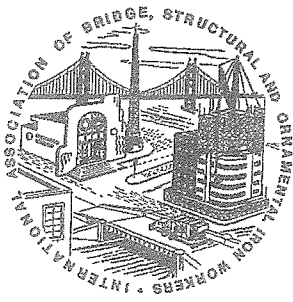
Mr. Hanneman has proven to be a truly valuable resource in his short term as the Acting Chairperson of the Board of Directors of the Hawai'i Tourism Authority. He has made efficient use of his time to establish priorities for the Board and the Authority, serving as a strong advocate for the Authority during the 2024 legislative session. Mr. Hannemann has streamlined the Authority's focus on both marketing and regenerative tourism, offering much needed clarity and guidance in order to remedy the myriad challenges experienced by the Authority over the last few years.

For these reasons, we humbly ask that you **SUPPORT GM 702** and Mufi Hannemann's confirmation. His appointment would be a great benefit to the Board, the State, and the future of tourism in Hawai'i.

Mahalo,

Kūhiō Lewis

Chief Executive Officer, CNHA



INTERNATIONAL ASSOCIATION OF BRIDGE, STRUCTURAL,
ORNAMENTAL AND REINFORCING IRON WORKERS

Affiliated with A.F.L.-C.I.O.

LOCAL UNION NUMBER 625

94-497 UKEE STREET • WAIPAHU, HAWAII 96797

T.G. Paris
President Emeritus

TESTIMONY BEFORE THE HAWAII STATE SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT,
AND TOURISM

RE: **GM702** – SUBMITTING FOR CONSIDERATION AND CONFIRMATION AS THE CHAIRPERSON,
BOARD OF DIRECTORS OF THE HAWAII TOURISM AUTHORITY, GUBERNATORIAL NOMINEE, MUF
HANNEMANN, FOR A TERM TO EXPIRE 06-30-2027.

Thursday, April 11, 2024

Dear Chair DeCoite, Vice Chair Wakai, and members of the committee,

The Ironworkers Local 625 Union **strongly supports** Mufi Hannemann to serve as Chair of the Hawaii
Tourism Authority.

Mr. Hannemann is the perfect person to be Chair of the Hawaii Tourism Authority. He has a wealth of
knowledge, professional capability and leadership skills to hit the ground running. Mr. Hannemann works
well with others and seeks a collaborative approach when reaching difficult decisions. He is level-headed
and always provides a fair and balanced mindset.


Mr. Hannemann also has a successful track record and an impressive resume. He is a graduate of
Harvard University, served as a member on the Honolulu City Council, eventually becoming the Chair in
1998 and served as the Mayor of the City and County of Honolulu where he successfully accomplished
the start of the Honolulu Rail System known as the Skyline today.

Mr. Hannemann also established the successful Pacific Century Fellows Program which has helped
hundreds of young professionals in Hawaii advance in their careers.

Mr. Hannemann has the compassion, desire, intelligence and willingness to serve and will make a
positive impact with the Hawaii Tourism Authority.

The Hawaii Ironworkers Union asks your committee to **support** recommending confirmation to the full
senate.

Mahalo,


Joseph V. O'Donnell
Financial Secretary-Treasurer
& Business Manager

Telephone:
(808) 536-3870
(808) 536-3859 (D)

Kenneth K. P. Wong, Esq.
Attorney at Law
841 Bishop Street, Suite 1090
Davies Pacific Center
Honolulu, Hawaii 96813

Fax:
(808) 536-3077
e-mail: ken@kenwonglaw.com

April 10, 2024
Testimony in favor of
Mufi Hannemann's
appointment to the
Board of the Hawaii Tourism Authority

To: The Hawaii State Senate Committee on Energy, Economic Development and Tourism

Hearing Date: April 11, 2024

I have known Mr. Hannemann personally and professionally since the early 1980s. I viewed Mufi as a remarkable person when I first met him and nothing has changed my opinion of him. In fact, my respect for his professional abilities, leadership skills, integrity and ability to “herd cats” in the same direction has only grown exponentially.

Mufi is a visionary His leadership ability to pull various conflicting special interest groups together in getting the rail project approved for Honolulu is legendary and unmatched when so many prior mayors and governors had failed for so many decades. Mufi has the uncanny ability to communicate from his heart to both highly successful people and the common people.

Mufi is a quick thinker and quick learner and can process highly complex problems and come up with rational solutions. He knows how to defuse potentially volatile situations by knowing what to say, how to say it and when to say it. I cannot think of anybody with traits like these.

Mufi is a doer and not someone who says things but doesn't mean it. Mufi's word is his bond.

Mufi knows Hawaii and global tourism from his many decades working with the tourism industry as a City Councilman, as Mayor, in other positions in government and with the Hawaii Lodging and Tourism Association.

I highly, highly support Mufi's appointment to the Board of the Hawaii Tourism Authority.

Very truly yours,



Kenneth K. P. Wong

Hawai'i State Senate – Committee on Energy, Economic Development, and Tourism

GM 702 – Submitting for consideration and confirmation as the Chairperson,
Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, Mufi Hannemann.

RE: Strong support of GM 702

April 11, 2024

The Council for Native Hawaiian Advancement writes in enthusiastic **support** of Mufi Hannemann's confirmation as Chairperson for the Board of Directors of the Hawai'i Tourism Authority (HTA). His extensive background in the hospitality industry coupled with his prior experiences in public service makes him an ideal candidate to lead HTA into the future of regenerative tourism.

Mr. Hannemann has been a longtime advocate for the state's hospitality industry. For almost a decade now, Mr. Hannemann has been the head of Hawai'i Lodging & Tourism Association. In this role, he has improved workforce development initiatives and strengthened public-private partnerships. He was also previously the Director of the Hawai'i Department of Business, Economic Development, and Tourism (DBEDT) where he successfully lobbied for one of the largest increases in tourism marketing and promotional funding by the Legislature. Earlier this year, Mr. Hannemann received the Legacy in Tourism Award in recognition of his achievements and contributions to the hospitality industry.

In addition to his advocacy work, Mr. Hannemann also has a long career in public service. During his tenure as Honolulu mayor, he represented Hawai'i on a national stage as a member and trustee of the U.S. Conference of Mayors and chaired the Tourism, Arts, Parks, Entertainment, and Sports Committee. As City Councilmember representing Aiea and Pearl City, Mr. Hannemann helped to revitalize Waikiki's hotel and retail infrastructure while protecting other popular tourist attractions like Hanauma Bay through impact user fee special fund legislation. Mr. Hannemann's comprehensive knowledge of both the public and private sector is a necessary skill to lead HTA forward.

Mr. Hanneman has proven to be a truly valuable resource in his short term as the Acting Chairperson of the Board of Directors of the Hawai'i Tourism Authority. He has made efficient use of his time to establish priorities for the Board and the Authority, serving as a strong advocate for the Authority during the 2024 legislative session. Mr. Hannemann has streamlined the Authority's focus on both marketing and regenerative tourism, offering much needed clarity and guidance in order to remedy the myriad challenges experienced by the Authority over the last few years.

For these reasons, we humbly ask that you **SUPPORT GM 702** and Mufi Hannemann's confirmation. His appointment would be a great benefit to the Board, the State, and the future of tourism in Hawai'i.

Mahalo,

Madelyn McKeague
Policy Manager, CNHA



April 10, 2024

Senate Committee on Energy, Economic Development and Tourism

Testimony in Strong Support of Mufi Hannemann for Hawai'i Tourism Authority Board Member

Aloha Chair Lynn DeCoite and members of the Committee –

Mr. Mufi Hannemann has my unwavering support to serve on the Board of Directors of the Hawai'i Tourism Authority (HTA). In my role as EVP and chief commercial officer for OUTRIGGER Hospitality Group I've worked closely with Mr. Hannemann for more than a decade, and I can attest to his strong work ethic, deep understanding of the tourism industry and outstanding communication abilities.

OUTRIGGER has a longstanding and strong working relationship with the HTA and the Hawai'i Lodging & Tourism Association, which has benefited greatly from Mr. Hannemann's ability to collaborate with colleagues both in Hawai'i and across the globe.

He is a uniting force for good, and under his leadership, HLTA has done meaningful work in our community with initiatives such as the Visitor Industry Charity Walk and workforce development programs.

The Board will be well served to have Mr. Hannemann on the team. He is cherished in our community and I'm confident he will continue to serve with dedication, and make positive contributions to our state and its residents.

Mahalo for considering my recommendation.

Sincerely,

A handwritten signature in black ink, appearing to read "S.P. Dee", is written over a white background.

Sean P. Dee | Executive Vice President & Chief Commercial Officer
OUTRIGGER HOSPITALITY GROUP
2375 Kuhio Avenue, Honolulu, HI 96815 USA
T +1 808 921-6885 F +1 808-921-6655
sean.dee@outrigger.com
outrigger.com



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

April 11, 2024

Measure: GM702

Senate Committee on Energy, Economic Development, & Tourism

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

Please find attached to this document additional letter(s) of support for GM702 which were submitted to the HLTA office.

Letters in support from:

Former Governor John Waihee, State of Hawai'i

Hawai'i Lodging & Tourism Association (Kathleen Lee)

Mahalo,

Hawai'i Lodging & Tourism Association

JOHN WAIHEE
345 Queen Street, Suite 909
Honolulu, Hawaii 96813
808-387-5646
jwaihee@hawaii.rr.com

April 9, 2024

The Honorable Lynn DeCoite, Chair
and Members
Committee on Energy, Economic Development, and Tourism
The Senate
State Capitol
Honolulu, Hawai'i 96813

Dear Chair DeCoite and Committee Members:

I am very pleased to support the Senate's confirmation of Mufi Hannemann to the Hawai'i Tourism Authority's Board of Directors.

Mufi served as my director of the Office of International Relations, where he led that department's emergence as an inventive and energetic leader in furthering our state's expanded role in global affairs. He organized our first-ever sister-state summit that brought together governors and officials from jurisdictions across the globe, including China, Thailand, the Philippines, and Korea. He pursued a larger market for Hawai'i goods and services at international trade shows and exhibitions, assisted me on a tourism promotion mission to Japan during the Gulf War, promoted island-based resort services to a Pacific Rim audience, and served as my personal representative at international gatherings here and abroad.

When the director of the Department of Business, Economic Development & Tourism left government for the private sector, I appointed Mufi to be director of that agency, where he again distinguished himself and our administration with his ideas and leadership. He took the lead in securing what was then the largest increase in funding for the Hawai'i Visitors Bureau; was my administration's point person for the Hawaiian Airlines loan guarantee; led negotiations with the National Football League for an

extension of our agreement for the annual Pro Bowl; encouraged airlines to expand service to Hawai'i; marketed island goods and services to markets on the mainland, in Asia, and Europe through the "Aloha on Tour" campaign; attracted sports events and film productions; joined me on trade missions; and directed DBEDT's efforts to aid in Kaua'i's recovery following Hurricane Iniki, to name just a few of his many achievements.

While Mufi Hannemann's record is a stellar one, what have been keys to his highly successful work on behalf of the people of Hawai'i are his tireless dedication to his responsibilities, his willingness to speak out in support of, or in opposition to, matters of public policy, and his ability to work with diverse constituencies in the pursuit of common goals. His tenure as a member of my cabinet, his terms as mayor and Honolulu City Councilmember, and most recently as head of the Hawai'i Lodging & Tourism Association provide ample evidence of an exceptional leader and one richly deserving of an appointment to the Hawai'i Tourism Authority.

The authority, the visitor industry, and the people of the Hawaiian Islands would benefit immeasurably by Mufi Hannemann's contributions to the work of the HTA, and I urge you to confirm his nomination.

Mahalo,

A handwritten signature in cursive script, appearing to read "John Waihee".

John Waihee



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

Thursday, April 11, 2024

Senate Energy, Economic Development, and Tourism (EET) Committee
Hawai'i State Capitol
RE: GM702

Aloha Chair Lynn DeCoite, Vice Chair Glenn Wakai, and EET Committee members –

I am submitting this testimony in strong support of Mufi Hannemann's confirmation to the Hawai'i Tourism Authority (HTA) Board of Directors (GM702).

I commend Mr. Hannemann's exceptional leadership as the President and CEO of the Hawai'i Lodging & Tourism Association (HLTA). I have had the opportunity to witness firsthand his ability to foster strong connections among various stakeholders and provide strategic guidance to both individuals and organizations. His impressively extensive experience in both the public and private sectors, including serving as former Mayor of the City & County of Honolulu and DBEDT (Department of Business, Economic Development, and Tourism) Director, uniquely qualifies him for this significant board role.

His focus on regenerative tourism, public safety, workforce development, and collaborative efforts make him an ideal candidate for HTA's mission of effectively overseeing Hawai'i's tourism sector with a sustainable approach that aligns with economic objectives, cultural preservation, the conservation of natural resources, community preferences, and the needs of our state's visitor industry.

Please contact me if you have any questions.

Mahalo,

Kathleen Lee
Director of Communications & Public Affairs
Hawai'i Lodging and Tourism Association

Hawaii State Senate
Thursday April 11 2024, 1:30 PM, Conference Room 229 & Videoconference
GM 702: Gubernatorial Nominee, Mufi Hanneman

Dear Chair DeCoite, Senator Wakai:

My name is Randall (Randy) Francisco. I am writing in strong support of Mr. Mufi Hanneman as the Chairperson of the Board of Directors, Hawaii Tourism Authority. I have had the opportunity to know and get to know even better Mr. Hanneman since I relocated to my home island of Kauai to serve as the President/CEO of the Kauai Chamber of Commerce (former) and, in other capacities including, Kauai Filipino Chamber of Commerce (President), Hanapepe Economic Alliance (Vice President) and, currently as, President, West Kauai Business & Professional Association. Thus, a nearly 20 year span since I resigned from my position as a Dean in the University of Hawaii – Leeward Community College.

Early on in my career, also while on Oahu at Kapiolani Community College, I observed and benefitted from Mr. Hanneman's leadership in the areas of economic and workforce development on Hawaii island, State of Hawaii – Department of Business & Economic Development, Honolulu City Council and, Mayor. Throughout Mr. Hanneman's career, he has dedicated his entire life to public and community service from serving in Washington DC to Hawaii. His unwavering commitment has continued to be an inspiration to so many and, through the establishment of the leadership development program currently underway, new generations of leaders are and continue to be contributors throughout our state and island communities.

His currently role as the Chairperson of the Hawaii Tourism Authority is extremely critical and even mores so as this organization helps to navigate, formulate, facilitate and, as needed steer the state's number one industry and economic driver to be always a step or two ahead ---- as demonstrated by its quick and rapid response to the challenges of the Maui fires. Mr. Hanneman continues to be a true and inspiring leader and advocate who collaborates-partners with colleagues and stakeholders in order to do what is best in tourism policy and sometimes, even its unintended and or unpopular consequences. Mr. Hanneman's skillful, practical and sensitive--respectful leadership is needed now more than ever as the tourism sector again challenges us all to be the best residents, hosts and keepers of our host culture and, the people of Hawaii.

Mahalo Nui Loa for your consideration. Aloha and Mabuhay,



Randall (Randy) Francisco

LATE

David K. Tanoue
949 Ala Lehua Street
Honolulu, Hawaii 96818
(808) 226-9094

April 10, 2024

Committee on Energy, Economic Development and Tourism
Senator Lynn DeCoite, Chair
Senator Glen Wakai, Vice Chair
Thirty-Second Legislature
Hawaii State Capitol
Honolulu, Hawaii 96813

Re: **Gov. Msg. No 702: Nomination of Mufi Hannemann**

Aloha Chair DeCoite, Vice Chair Wakai, and other members of the Committee:

Thank you very much for the opportunity to submit written testimony on the nomination of former Honolulu Mayor Mufi Hannemann as Chairperson of the Hawaii Tourism Authority.

My name is David Tanoue, Vice President of the local engineering and planning firm of R.M. Towill Corporation. I had the privilege and pleasure of working for Mayor Hannemann as a member of his appointed Cabinet from January 2005 until October 2012 as the Deputy Director and Director of the Department of Planning & Permitting.

It would be hard to come up with another nominee to lead the Hawaii Tourism Authority that has the executive experience in the tourism field; the direct experience and expertise in the political arena on both the County and State levels; along with a record of accomplishments than Mufi Hannemann.

As a member of his Cabinet, I was able to see Mufi's leadership skills first-hand dealing with the myriad of issues at the City. Equally impressive was a genuine desire of ensuring the well-being of his team by emphasizing family first and taking the time to teach and develop our next leaders. Mufi is an enthusiastic public servant at heart, and I believe this is what drives him to do as much as he can to better our communities.

I would not have any reservations working for Mayor Hannemann again, and for that, I whole-heartly support the nomination of Mufi Hannemann for the position of Chairperson at the Hawaii Tourism Authority.

Mahalo for the opportunity to submit testimony. Should you have any questions, please do not hesitate to contact me.

Sincerely,



David K. Tanoue

HONOLULU EMERGENCY SERVICES DEPARTMENT
KA 'OIHANA LAWELAWE ULIA PŌPILIKIA O HONOLULU
CITY AND COUNTY OF HONOLULU

3375 KOAPAKA STREET, SUITE H450 • HONOLULU, HAWAII 96819
PHONE: (808) 723-7800 • FAX: (808) 723-7836 • WEBSITE: <https://emergencyservices.honolulu.gov/>

RICK BLANGIARDI
MAYOR
MEIA



JAMES H.E. IRELAND, M.D.
DIRECTOR
PO'O

IAN T. T. SANTEE, MPA
DEPUTY DIRECTOR
HOPE PO'O

April 10, 2024

The Honorable Senator Lynn DeCoite, Chair
The Honorable Senator Glenn Wakai, Vice Chair
and Members of the House Committee on Energy Economic Development and Tourism
Hawaii State Capitol, Room 230
415 South Beretania Street
Honolulu, Hawaii 96813

SUBJECT: GM703, Submitting for Consideration and Confirmation as the
Chairperson, Board of Directors of the Hawaii Tourism Authority, Gubernatorial
Nominee, Mufi Hannemann for a Term to Expire 06-30-2027

Dear Chair DeCoite, Vice Chair Wakai and Members:

I am writing this letter in strong support of Mufi Hannemann for the Chairperson, Board of Directors of the Hawaii Tourism Association.

Tourism is complicated. I believe that Mr. Hannemann has the skills, dedication and community relationships to excel in this position.

I personally speak with him at least monthly on issues important to tourism including public safety, ocean safety, emergency medical services and homelessness. We also participate in various community symposia supported by Mr. Hannemann.

He has my strongest support.

Should you have any questions, please contact me at (808) 723-7800 or james.ireland@honolulu.gov.

Thank you.

Sincerely,

A handwritten signature in black ink that reads "James H.E. Ireland M.D." with a stylized flourish at the end.

James H.E. Ireland, M.D.
Director



LATE

April 10, 2024

Senator Lynn DeCoite, Chair; Senator Glenn Wakai, Vice Chair; and the Honorable Members of the Senate Committee on Energy, Economic Development, and Tourism

GM702 Relating to the confirmation of Mufi Hannemann to the Hawai'i Tourism Authority's Board of Directors, Chairperson
Position: (strong) support

Dear Senators,

I am writing to express my unequivocal support for Mufi Hannemann's nomination for a position on the Board of Directors of the Hawai'i Tourism Authority, as proposed by Governor Josh Green. As a concerned citizen who is deeply interested in the sustainable growth and development of Hawai'i's tourism sector, I believe that Mr. Hannemann's leadership skills and his profound commitment to the community make him an exemplary candidate for this role.

Mr. Hannemann has already been serving with distinction as the Chairman of the Board, where his extensive experience and deep understanding of the nuances of Hawai'i's tourism industry have been evident. His prior role as the Mayor of Honolulu and various leadership positions within the community have equipped him with a unique perspective and the necessary skills to navigate the complex challenges facing Hawai'i's tourism today. Under his chairmanship, we have seen thoughtful initiatives that balance economic growth with cultural preservation and environmental sustainability. His approach to tourism management focuses on inclusivity, community engagement, and long-term strategic planning. These are critical elements that ensure tourism remains a positive force in our society, providing economic opportunities while respecting the unique heritage and natural beauty of our islands.

Mr. Hannemann's dedication to public service and his proactive leadership style have garnered him respect and admiration from colleagues and constituents alike. His ability to unite various stakeholders, from local businesses to international partners, demonstrates his capability to foster collaboration and drive innovative policies that benefit all.

It is with great enthusiasm that I support Mr. Hannemann's nomination to continue his work on the Board of Directors of the Hawai'i Tourism Authority. I am confident that his continued leadership will bring robust growth and sustainability to Hawai'i's tourism industry, enhancing our reputation as a world-class destination while preserving the Aloha spirit that defines us. Thank you for considering this endorsement. I am optimistic about Hawai'i's future in tourism with leaders like Mufi Hannemann at the helm, and I urge your favorable vote on his confirmation.

Sincerely,
Denise Yamaguchi
CEO, Hawai'i Ag & Culinary Alliance

Hawai'i Ag and Culinary Alliance dba Hawai'i Food & Wine Festival
3538 Waialae Ave. #202, Honolulu, HI 96816
Hawai'i Tax #: 30157628-01 Federal Tax #: 46-0618609



THE INSTITUTE FOR HUMAN SERVICES, INC.
Ending the Cycle of Homelessness

LATE

April 10, 2024

The Senate
Committee on Energy, Economic Development, and Tourism
Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair

RE: Letter of Support for Mufi Hanneman confirmation to the Chair of the Hawaii Tourism Authority Board

Aloha,

I would like to offer my support for confirmation of Mufi Hanneman to the HTA Board where he has been nominated to serve as Chairperson.

I have known Mufi Hanneman and collaborated with him for many years in his capacity as the Mayor of Honolulu and subsequently as President and CEO of the Hawaii Lodging & Tourism Association. Over many years, Mufi has shown a passion for bringing people together to solve problems identified with homelessness. He was first to advocate for the Return to Home repatriation program with funding to assist for out of state homelessness and ensued that it was not only offered to Oahu, but to all islands.

Mufi also has established the local Pacific Century Fellow Program that has educated young community leaders that have contributed to the development of a host of solutions for our community issues, including homelessness, with broad input from different sectors.

Please confirm his appointment as Chair.

Sincerely,

Connie Mitchell, MS, APRN
Executive Director

LATE

GM-702

Submitted on: 4/10/2024 5:36:13 PM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Samira Siale	Individual	Support	Written Testimony Only

Comments:

Mufi's diverse experience in both politics and the tourism industry, along with his track record of innovative solutions and community support through initiatives like the Charity Walk, make him an excellent candidate for the Chairperson position at the Hawai'i Tourism Authority. His ability to bridge gaps in areas like education and workforce development, coupled with his strong relationships with policymakers, will certainly bring valuable insight and a fresh perspective to the Hawaii Tourism Authority board of directors.

LATE

Senator Lynn DeCoite, Chair
Senator Glenn Wakai, Vice Chair

Committee on Energy, Economic Development and Tourism

GM 702

Thursday, April 11, 2024 at 1:30pm
Conference Room 229
State Capitol
415 S. Beretania St.

In Support

My name is Pete Alles, and I am the General Manager of Mauna Lani, Auberge Resorts Collection, located on Hawai'i Island's Kohala Coast. I am testifying in favor of Mufi Hannemann's appointment to the Hawai'i Tourism Authority's board of directors.

As former Mayor of Honolulu and President and CEO of Hawai'i Lodging and Tourism Association, Mufi has demonstrated great leadership in our state for decades. Being new to the Island in early 2021, I saw first hand the positive impact Mufi's management made in leading the recovery efforts for the state's hospitality industry during the pandemic. He was instrumental in helping the tourism and hospitality industries bounce back after the catastrophic downturn due to COVID-19.

His philanthropic efforts have shown great success over the years through his involvement with the Annual Visitor Industry Charity Walk. This program has become an important way for the hospitality industry to partner together and give back to our local communities. It is a cause that our employees look forward to supporting year after year.

Mufi's history sitting on an array of tourism, business and educational boards, as well as his experience with the state's political efforts make Mufi the ideal candidate for this role. Myself, as well as the Mauna Lani Hotel, are in full support of the appointment of Mufi Hannemann to the Hawai'i Tourism Authority's board of directors.

Pete Alles
General Manager
Mauna Lani, Auberge Resorts Collection

pete.alles@aubergeresorts.com
808-885-6622

LATE



April 8, 2024

Senator Lynn DeCoite

Chair, COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Senator Glenn Wakai

Vice Chair, COMMITTEE ON ECONOMIC DEVELOPMENT, TOURISM, AND TECHNOLOGY

Members of the Committee

RE: GM 702: Consideration and Confirmation as the Chairperson, Board of Directors of the Hawai'i Tourism Authority, Gubernatorial Nominee, MUFU HANNEMANN, for a term to expire 06-30-2027

Good afternoon. My name is Jason Ito, vice president for Kyo-ya Management Company, Ltd. Kyo-ya asset manages the properties of the Sheraton Waikiki, Royal Hawaiian, Moana Surfrider, Princess Kaiulani, and the Sheraton Maui in the State of Hawaii.

I am in support of Mufu Hanneman, President & CEO of the Hawai'i Lodging & Tourism Association (HLTA) serving as the chairperson nominee of the Board of Directors of the Hawai'i Tourism Authority (HTA). With his 10+ years at HLTA, and his deep knowledge of county and state issues, I feel he is able to lead HTA in the recovery of the downturn in tourism through a pragmatic approach of caring for the people, and our island home.

Mufu's relentless efforts to encourage collaboration between all stakeholders, learn from his constituents, support one another, and willingness to innovate allow him to face the complex issues of today. Throughout his career, Mufu has shown empathy for others with a clear understanding of the needs of the community.

I appreciate your consideration of Mufu Hanneman as the chairperson nominee of the Board of Directors of the Hawai'i Tourism Authority.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Ito", written over a white background.

Jason Ito
Vice President
Kyo-ya Management Co., Ltd.

Council Chair
Alice L. Lee

Vice-Chair
Yuki Lei K. Sugimura

Presiding Officer Pro Tempore
Tasha Kama

Councilmembers
Tom Cook
Gabe Johnson
Tamara Paltin
Keani N.W. Rawlins-Fernandez
Shane M. Sinenci
Nohelani U'u-Hodgins



Director of Council Services
David M. Raatz, Jr., Esq.

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COUNTY COUNCIL
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April 11, 2024

LATE

TO: Honorable Lynn DeCoite, Chair
Senate Committee on Energy, Economic Development, and Tourism

FROM: Yuki Lei Sugimura
Council Vice-Chair

A handwritten signature in black ink that reads "Yuki Lei Sugimura".

DATE: April 10, 2024

SUBJECT: **GM 702, Confirmation of Mufi Hannemann as Chairperson of the Board of Directors of the Hawaii Tourism Authority**

Thank you for the opportunity to testify in support of Governor Green's nomination of Mufi Hanneman for chairperson of the Hawaii Tourism Authority. Mr. Hanneman's proven leadership will help continue to guide HTA and our evolving tourism industry forward over the next three years. I have had the pleasure of knowing Mr. Hanneman for nearly six decades, and have always known him to be a great communicator and effective listener. With many voices looking to shape the future of tourism in Hawaii, Mr. Hanneman is the right person to bring them together.

Mr. Hanneman's experience at multiple levels of government and in the business sector will also prove valuable in the role of Chair of HTA's Board of Directors. Maui's recovery from last August's wildfires will continue to require a multi-agency response, one which includes the Hawaii Tourism Authority. Mr. Hanneman's vast experience and strong vision undoubtedly will be beneficial to Maui's recovery efforts.

For these reasons, I support the confirmation of Mufi Hanneman as chairperson of the Hawaii Tourism Authority's Board of Directors.

LATE

GM-702

Submitted on: 4/11/2024 11:32:44 AM

Testimony for EET on 4/11/2024 1:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Sandra Sagisi Moser	Individual	Support	Written Testimony Only

Comments:

April 9, 2024

Dear Chair Lynn DeCoite and esteemed members of the Senate Committee on Energy, Economic Development, and Tourism:

I am writing to express my enthusiastic support for the nomination and confirmation of Mufi Hannemann as a member of the Board of Directors of the Hawai'i Tourism Authority. As the President & CEO of the Hawai'i Lodging & Tourism Association (HLTA), Mr. Hannemann has demonstrated exceptional leadership abilities, a forward-thinking vision, and an unwavering commitment to excellence.

During my tenure as one of his Deputy Directors under Mayor Hannemann's Mayoral Administration, I had the privilege of witnessing his outstanding leadership firsthand. His dedication to serving the community and improving the lives of its residents was truly inspiring. Under his guidance, our team achieved remarkable milestones and made a lasting impact on the city. Mayor Hannemann fostered a positive and collaborative work environment, where ideas were valued and innovation flourished. His unwavering commitment to excellence set a high standard for all of us, motivating us to continuously strive for greatness.

Mr. Hannemann's influence in the tourism industry is undeniable. His relentless dedication to his work has earned him a well-deserved reputation and positioned him as a driving force in shaping the future of travel and hospitality. Through his visionary mindset and exceptional leadership skills, he inspires and empowers others to excel in the tourism sector.

His strategic acumen, operational expertise, and understanding of the complex challenges facing our tourism industry make him an invaluable asset. I firmly believe that appointing Mufi Hannemann to the HTA's Board of Directors is the right choice. He embodies the qualities of a servant leader, prioritizing the needs of the people above personal interests. His ability to connect with individuals from all walks of life is unmatched, and I have no doubt that he will leave a positive and lasting impact in any role he undertakes.

If you require any additional information or assistance, please feel free to contact me directly.

Sincerely,

SSM

Sandra Sagisi Moser

Principal Broker/Owner

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