

## **MUFI HANNEMANN**

### **Curriculum Vitae**

#### **President & Chief Executive Officer Hawai'i Lodging & Tourism Association 2011-2012 and 2015-Present**

Leader of the oldest and largest private sector tourism trade organization in Hawai'i... serve as the voice and advocate for the state's hospitality industry through government affairs, communication and outreach, and philanthropy... Was principal advocate of the hospitality industry's efforts to reopen the state safely during the pandemic and am now heading the industry's workforce development initiative in partnership with the state government, University of Hawai'i and Community Colleges, and Department of Education. ... created a stronger working relationship with HLTA's Neighbor Island chapters and solicited support from mayors and county council members ... raised record amounts of donations through annual Charity Walk that benefits local charities, with nearly \$45 million generated since its founding, including \$2.6 million in 2023 alone ... established networking associations for young professionals, housekeepers, engineers and for women in the lodging industry ...increased scholarships for high school and college students, such as the Citizen - Scholars awards ... introduced a generational mentoring program for college students to work under the guidance of hotel general managers ... secured matching funds from the state in order to direct a total of \$2 million for service providers assisting the homeless ... championed the homeless repatriation program and advocated for the state's participation ,... began the Visitor Industry Public Safety Conference as an annual gathering to bring community groups to proactively address crime challenges ... co-chaired with the Hawai'i Tourism Authority's president and CEO the creation of the Ho'oilina Scholarship, a four-year award to University of Hawai'i students specializing in hospitality ... developed a community-based youth clinics program for HTA to engage the Los Angeles Clippers, Los Angeles Rams and the Polynesian Football Hall of Fame with the community... was the first industry in the islands to have its standards of hygiene and safety protocols for COVID approved by the state Department of Health ... advocated for a Weed & Seed-type program for Waikiki to combat crime ... heightened awareness and introduced a hospitality education program to thwart sex trafficking ... spearheaded the establishment of the state's only Hotel and Restaurant trade show ... awarded Distinguished Service Award by the Shidler College of Business' School of Travel Industry Management at the University of Hawai'i.

#### **Founder and Chairman Fund for the Pacific Century/Pacific Century Fellows 1995 to Present**

Established a premier leadership program, modeled after the White House Fellows, to develop and mentor the next generation of leaders in Hawai'i and the Pacific ... 18 cohorts have been selected , with participants from government, business, labor, the military, education, and the non-profit sector ... introduced a chapter in the Marianas region in 2014, with the seventh class completed.

#### **Principal and Founder MFH Enterprises 2010-Present**

**Member and Trustee  
U.S. Conference of Mayors  
2005-2010**

Chaired the Tourism, Arts, Parks, Entertainment, and Sports Committee and championed the inclusion of the tourism industry for the first time in the mayors' 10-Point Plan for America's cities ... led the successful lobbying effort by the mayors with the administration and Congressional leaders to expand visa waivers and provide funding for the federal government to promote international tourism ... named to the USCM's board of trustees and therefore was chief spokesman for tourism and the arts .

**Councilmember, including Council Chair  
Honolulu City Council  
1995-2000**

As Council Planning chair, worked with the Council Zoning chair to introduce changes to planning and zoning ordinances that were the catalysts for the revitalization of Waikiki's hotel and retail infrastructure, including Beachwalk ... supported the designation of the Second City concept for Kapolei and tourism and business development in Ko Olina ... backed the creation of a business improvement district for Waikiki ... advocated for an HPD sub- station in Waikiki... spearheaded legislation to initiate an impact user fee special fund to preserve Hanauma Bay through conservation and education ... lobbied AMFAC successfully to allow the YMCA to establish operations in Waipahu at the old Oahu Sugar Mill site ... pushed for Laie's first sewage treatment facility ... asked by the Cayetano administration to lead negotiations with the NFL to keep the Pro Bowl in Hawai'i ... led his Council district efforts to develop the Manana property to improve city services and operations and bring community benefits to the Pearl City area ... paved the way for a Satellite City office to be sited at Pearlridge Center ... organized the Crimes Against Visitors conference to emphasize the importance of public safety to tourism ... helped lure the "Baywatch" television series to Hawai'i ... created an art enterprise zone designation in Chinatown to revitalize downtown Honolulu.

**Director  
Hawai'i Department of Business, Economic Development & Tourism  
1992-1994**

Successfully lobbied for what was then the largest increase in tourism marketing and promotion funding by the Legislature to the former Hawaii Visitors Bureau ... created Aloha on Tour that featured tourism and made-in-Hawaii products , Hawaii regional cuisine , fashions and music for mainland, European, and Asian markets ... negotiated the first extension of the National Football League's Pro Bowl contract that transformed the sports event into a tourism promotion opportunity for the state ... attracted the Pete Newell Big Man Basketball Camp to Hawaii ... helped lure the prestigious Pacific Asia Travel Association convention to Hawaii with UK Prime Minister Margaret Thatcher as the keynote speaker... helped attract several film and television series to Hawaii's ... advocated visa waivers for new visitor markets... headed the state's "Operation Iniki Aloha "efforts to evacuate tourists from Kauai in the aftermath of Hurricane Iniki ... developed a plan for Hawaii Island agricultural workers displaced by sugar plantation closure... spearheaded a loan guarantee for Hawaiian Airlines to prevent the airline from filing for bankruptcy and lobbied the Legislature for its passage ... headed several tourism promotion and sister-state missions throughout the United

- Appointed by Governor Josh Green to Hawaii Tourism Authority Board
- Appointed by President Joe Biden's Administration to the Travel and Tourism Advisory Board , U.S. Department of Commerce
- Member, American Diabetes Association Community Leadership and Advisory Board
- Member, National Advisory Committee on Travel and Tourism Infrastructure, U.S. Department of Transportation
- Member, Advisory Board, Shidler College of Business' School of Travel Industry Management , University of Hawai'i
- Member, State House of Representatives Select Committee on COVID-19
- Member, U.S. Secretary of Labor Advisory Committee on Apprenticeship and President's Council on the 21st Century Workforce (President George W. Bush Administration)
- U.S. Representative to the South Pacific Commission (President Bill Clinton Administration)
- Staff Assistant to Vice President George H.W. Bush and White House Fellow (President Ronald Reagan Administration)
- Special Assistant, U.S. Department of the Interior, Office of Territorial and International Affairs (President Jimmy Carter Administration)
- Special Assistant, Governor George Ariyoshi , State of Hawai'i

### **Honors and Awards**

- Legacy in Tourism Award 2024, University of Hawaii, Shidler College of Business Travel Industry Management School
- Salesperson of the Year 2019, Sales and Marketing Executives Honolulu
- Waikiki Improvement Association, 2013 Distinguished Leadership Award of Waikiki for dedicated leadership to the improvement of the state's crown jewel and economic engine
- American Public Transportation Association, 2010 Local Distinguished Service Award for outstanding leadership role in Oahu's rail transit project
- National Football League, Val Pinchbeck Award for outstanding support for the Hawaii Pro Bowl and the league's charitable endeavors in the islands
- *Honolulu Magazine*, Best Public Official, 2008 and 2009
- Distinguished International Citizen Award, presented by the mayor of Naha, capital city of Okinawa Prefecture
- Named an adopted son by several provinces and towns in the Philippines
- Easter Seals, Outstanding Advocate National Award
- Boy Scouts of America's Aloha Council, Distinguished Citizen of the Year
- Americans for the Arts and U.S. Conference of Mayors, National Award for Local Arts Leadership
- Hawaii Pacific University, Fellow of the Pacific
- American Diabetes Association, Outstanding service and contributions
- SCORE Association, Outstanding contributions to the small business community
- Light of the Orient Award, presented by the Korean American Foundation of Hawai'i to individuals who have excelled in their contributions to the Korean community of Hawai'i
- Ating Kaibigan Award, presented by the United Filipino Council of Hawai'i, the statewide federation of Filipino organizations, for contributions to the Filipino community of Hawai'i