# Terrilynne Gorman

GM 287

EDT

579 Piliwale Road • Kula • Hawai'i 96790 audiencereach@hawaii.rr.com · 808-344-2110

March 1, 2009

Senator Carol Fukunaga, Chair Senate Committee on Economic Development and Technology The Senate State Capitol Honolulu, Hawai'i 96813

Re: Nomination to the Hawai'i State Foundation on Culture and the Arts

Aloha e Senator Fukunaga,

Mahalo for your best wishes on my nomination to the Hawai'i State Foundation on Culture and the Arts. I am both honored and humbled by this opportunity to serve the people of Hawai'i.

In response to your letter dated February 26, 2009, I am enclosing my resume and a list of professional references in addition to letters of reference from individuals with whom I have worked over the course of my arts career. I also enclose a written statement that addresses the questions you asked in your letter.

I look forward to the opportunity to meet you personally on March 11, the scheduled date of my confirmation hearing. Should you wish contact me prior to that day, please feel free to phone me at (808) 344-2110 or e-mail <u>audiencereach@hawaii.rr.com</u>.

Sincerely,

Sincerely,

Sincerely,

Sincerely,

Teri Freitas Gorman

Interim Maui Commissioner

Hawai'i State Foundation on Culture and the Arts

Enclosed: Resume, professional references, letters of reference, responses to questions

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#### Response to questions posed by Senator Fukunaga:

## Why do you wish to be a member of the State Foundation on Culture and the Arts?

As a *keiki o ka 'aina*, I grew up in a culture composed of countless ethnic groups and mixtures that was simultaneously distinct and inclusive. People of mixed race, ethnicity and cultural heritage were more the norm than the exception. Living on the continent and having had the opportunity to live and work overseas, I came to appreciate the unique and valuable qualities of Hawaiian culture and the culture of Hawaii. As a young professional, I was fortunate to have worked under the leadership of Masaru "Pundy" Yokouchi, the first chairman of the HSFCA. His personal philosophy that the arts and culture were meant for everyone regardless of socioeconomic status or education level left an indelible impression on me. To have been offered the opportunity to continue his work as the Maui commissioner to the Hawai'i State Foundation on Culture and the Arts is a great honor and a humbling responsibility.

## How do you perceive the role and responsibilities of a member of the State Foundation on Culture and the Arts?

I believe the most imperative responsibility of every commissioner is to represent the best interests of the citizens of Hawai'i in relationship to culture and the arts. Commissioners are charged with the duty of ensuring that public moneys are spent responsibly based upon well-informed decisions made with integrity and transparency. The most important role of a commissioner is that of an advocate for the inherent value of culture and the arts in a progressive society. We are also charged with overseeing staff performance and assisting with long range planning at the strategic level. As the commissioner for Maui County, I believe my personal role is to faithfully represent the needs, desires and wishes of my fellow community members living on the islands of Maui, Lana'i and Moloka'i.

# Given your understanding of the role and responsibilities of a member of the State Foundation on Culture and the Arts, why do you believe you are qualified for the position? Please include a brief statement of your skills, expertise or knowledge that would aid your decision-making ability as a member of the State Foundation on Culture and the Arts.

My career in arts administration and community relations spans more than two decades. I have been fortunate to have worked in the American system in which the arts are primarily supported by the private sector with help from the public sector and the New Zealand system in which the arts are primarily supported by government with minimal private support. In both countries, I witnessed the benefits that culture and the arts provide through important contributions to education and learning, economic development, a sense of national, regional, ethnic and cultural pride, and the ability of groups and individuals to express themselves through creativity.

My specific skill set includes a deep understanding of the integration of arts and education in a manner that is quantifiable and tied directly to state standards. As Vice President of External Affairs for the Broward Center for the Performing Arts, I oversaw their award-winning Student Enrichment in the Arts (SEAS) program that is nationally known for its innovative work in building literacy skills through its "Reading Readiness" program that was developed in collaboration with curriculum specialists at the Broward County School District.

While at the Broward Center for the Performing Arts, I oversaw the development of a prototype program called "State to State" that combined culture, community and commerce through an international relations program driven by the arts. This program resulted in a visit by Roberto Alckmin, then governor of the state of São Paulo, Brazil to Jeb Bush, then governor of the state of Florida. This collaboration involved the Ministry of Culture of Brazil, the economic development agency of São Paulo, Broward County Board of Commissioners, and several aligned business and community organizations. This effort resulted in several millions of dollars of business coming into Florida when Embraer decided to locate its American manufacturing plant in South Florida as a result.

Among my responsibilities at BCPA were the incubation, creation and launch of the Riverwalk Arts & Entertainment District - a cooperative marketing collaboration between six of the largest cultural organizations in Fort Lauderdale. The effort received initial grant funding from Broward County Cultural Division for the sole purpose of attracting business to the downtown Fort Lauderdale area. This model can be of great use for a tourism destination like Honolulu or Lahaina.

Of particular interest to the Senator may be my work with Auckland City as a member of the Cultural Tourism Advisory Board of former mayor Les Mills. The focus of this committee was the development of economic development opportunities through cultural tourism while strengthening a sense of place and brand for the largest city in New Zealand. Outcomes from this committee included the Polynesian arts festival called "Pasifika," the World of Music Arts and Dance (WOMAD) festival of 1997 and the Auckland Festival.

## What do you hope to accomplish during your term of service?

I hope to bring more accountability to arts education programs so that the benefits of such programs can be quantified through measured improvement in academic achievement. "Exposing students to the arts" is no longer good enough during these times of "No Child Left Behind" when academic competence is tested.

I also hope to raise awareness of, and appreciation for, the host culture of Hawai'i. through my work with the HSFCA. There is great concern around the globe for the endangered plants and animal species of Hawai'i, but I believe Hawaiian culture is even more threatened by out-migration caused by the economic pressures of living in the islands combined with the global influence of popular culture. I believe the HSFCA has a crucial responsibility to help perpetuate Hawaiian culture.

Finally, I hope to be able to live up to the example and legacy of the first chairman of the HSFCA, "Pundy" Yokouchi. He dedicated his life to sharing the wonderment of culture and the arts to all people from all walks of life.

## Name three qualities that best describe you and that would make you stand out. How would these qualities benefit the State Foundation on Culture and the Arts?

Three qualities that best describe me are creative, diplomatic and open-minded. I believe these qualities can benefit the HSFCA because in this era of budget cuts, we must be creative enough to deliver high-quality outcomes with fewer people and less resources. Creativity drives synergy that can result in programs that are greater than the sum of their parts. Diplomacy is a quality that is often underrated but I believe to be the way to build bridges of understanding on which cooperation and collaboration can be built. Finally, I believe that being open-minded means to welcome new information and then have the humility and courage to change your opinion after new information leads to greater understanding and wisdom.

## Name one previous experience that would make you stand out. How would this benefit the State Foundation on Culture and the Arts?

In 2005 I received the Brazilian International Press Award for outstanding contributions to Brazilian culture in the United States by an individual. My work with the Brazilian community in South Florida illustrated the tremendous advantage I received from growing up in Hawai'i where barriers between cultures are easily permeable. Though I knew nothing about Brazilian culture when I arrived in Florida in 2000, within a span of five years I had fallen in love with their history, language, food, music, dance and world-view.

I believe this experience can benefit the HSFCA because my understanding of culture and the arts goes far beyond the so-called classical arts, but it encompasses the importance of culture and arts of all peoples from all places. My deep appreciation for world cultures has greatly increased my awareness and admiration for the exceptional qualities of Hawaiian culture.

## Can you see foresee any possible conflicts of interest that could arise during your service on the State Foundation on Culture and the Arts? How would you overcome any possible conflicts of interest?

No, I do not see any potential conflicts of interest, however, should something unexpected arise, I would recuse myself from any related decision-making.

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#### CAREER PROGRESSION

## Vice President, Corporate Communications (January 2006 to present) MAUI LAND & PINEAPPLE COMPANY, INC. Kahului, HI

Hawaiian-values based corporation with 100 years of history

Oversee all corporate communications, both internal and external, for MLP, a publicly traded corporation based on the island of Maui. Areas of business include diversified agriculture with a specialty in pineapple; organic farming, ownership and operation of the renowned Kapalua Resort; and development and management of sustainable communities. Responsible for monitoring larger social, political, economic and cultural climate, understand and communicate with a wide range of constituencies both internally and externally, develop and manage strategic communications plan, manage media interaction, advise executive office on communications issues and strategies. Oversee corporate charitable giving and community collaborations. Duties include company spokesperson, media relations, speechwriting, employee communications, corporate advertising, community relations, creative services, issues analysis, reputation management, and communications programs in support of government, community, employee and stakeholder relations. Responsible for research, development and execution of Hawaiian cultural programs at Kapalua Resort.

## Vice President, External Affairs (1999 to 2005) BROWARD CENTER FOR THE PERFORMING ARTS, Fort Lauderdale, FL

Venue rated third in worldwide ticket sales by Polstar magazine in March 2005

Managed 19-person cross departmental team encompassing marketing, public relations, community and educational programming, destination marketing, cultural tourism initiatives, corporate relations, sponsorships, and foreign affairs; created and developed programming, marketing, and community synergies group to develop new initiatives aligned with company goals. Incubated and oversaw Riverwalk A&E, a destination marketing consortium composed of six cultural institutions to promote downtown Fort Lauderdale as a visitor destination. Guided the development and growth of a national-award winning arts education program (SEAS) serving more than 100,000 students annually. Initiated and successfully executed several multi-cultural inclusion programs and attendant marketing plans. Initiated new programs and signature events as part of comprehensive brand development strategy; served as key member of the senior management team throughout five years of rapid expansion. Worked closely with Broward Performing Arts Foundation on fundraising and development strategies.

## Director of Marketing (1996 to 1998) AOTEA CENTRE, Auckland, New Zealand

Largest performing arts and convention centre in New Zealand, serving a market of 1.5 million residents

Recruited from Hawai'i to oversee all marketing, advertising, and public relations activities during the aggressive expansion phase of the Aotea Centre. Initiated, wrote, and executed a comprehensive strategic communications and marketing plan for the addition of the Auckland Town Hall, Civic Theatre, and Aotea Square to the management's portfolio. Oversaw brand and logo development for each new component. Worked with creative teams to generate multi-media materials for well-integrated marketing campaigns. Established and maintained solid relationships with the tangata whenua (native tribe) Ngai Tahu and numerous constituent groups. Worked closely with Auckland City Mayor Les Mills and served on his Cultural Tourism Advisory Board. Trained and mentored several project coordinators. Acted as secondary spokesperson and successfully managed crisis communications. Successfully marketed 1997 WOMAD Aotearoa (World of Music Arts & Dance) held in Auckland.

## Director of Marketing (1992 to 1996) MAULARTS & CULTURAL CENTER, Kahului, HI

Hawai'i's premier performing and visual arts complex opened in 1994

Developed and directed all marketing and communication activities during concluding stages of capital campaign, construction, and first two years of operation of new \$34 million arts venue. Oversaw development of distinctive petroglyphic logo and long-range marketing plan. Developed and maintained excellent media and stakeholder relations. Worked closely with Executive Director and Chairman of the Board during the development of organizational infrastructure in support of mission-related goals.

## Owner/Operator (1989 to 1996) P.TAYLOR PUBLIC RELATIONS, Kihei, HI

Communications and special event production company

Produced special events, cultural presentations and publicity campaigns for varied client list including Whalers Village, Azeka Place Shopping Centers, Kukui Mall, Kihei Destination Association, Maui Arts & Cultural Center, and others.

#### **COMMUNITY SERVICE**

**Current service:** Commissioner-Hawai'i State Foundation on Culture and the Arts; Commissioner-Maui County Commission on Culture and the Arts; Board Member and PR Committee Chairwoman for the J. Walter Cameron Center; Stanford University guest lecturer for *First Nations Futures Fellowship*, a program of Kamehameha Schools and *Te Runanga o Ngai Tahu* to develop future leaders of Hawaiian and Maori ancestry; Member, Advisory Council for Maui Community College Sustainable Living Institute of Maui (SLIM)

**Previous service:** Provided, pro bono, all marketing and communications services for the successful capital campaign for *Ka Hale Ake Ola Homeless Resource Center* in Wailuku, Maui; as a board member. Assisted with communications when Maui Food Bank separated from Maui Catholic Charities. Former Board member: *Hawaii Calls Florida*, a 501c3 organization dedicated to the perpetuation of Hawaiian culture in the Southeast USA; and member of Board of Advisors for *Brazilian-American Chamber of Commerce of Florida*.

**Awards & Citations**; Awarded 2005 Brazilian International Press Award for outstanding contributions to Brazilian culture by an individual; Nominee 2004 Broward County Women in Communications; Recipient: 2004 "Friend of ASPIRA" award for contributions to the future of Hispanic youth Cited as community relations expert several times in the book, *Running Theaters*, Best Practices for Leaders & Managers by Duncan M. Webb, Allworth Press, 2004; Nominee 2003 ArtServe Encore Award for best collaboration

#### EDUCATION/SPECIAL SKILLS/PERSONAL

B.A., Film & Television, School of Fine Arts University of California at Los Angeles (UCLA)

Conversant in Spanish, Portuguese and French; familiar with Dutch Born in Wailuku, Maui, Hawai'i of Hawaiian, Portuguese, Japanese, Chinese ancestry Married, mother of two children who attend Kamehameha Schools Maui

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#### PROFESSIONAL REFERENCES

#### Mr. Robert Webber

President & CEO
Maui Land & Pineapple Company, Inc.
PO Box 187
Kahului, HI 96733-6687
Phone (808) 877-1608
Robert.Webber@mlpmaui.com

## Mrs. Gladys Coelho Baisa

Maui County Council Member Kalana O Maui Building 200 South High St., Eighth Floor Wailuku, Hawaii 96793 Phone (808) 270-7939 gladys.baisa@mauicounty.us

## Mrs. Maggie Cole

Board Member: Maui Arts & Cultural Center, Kahului, HI
Hawaii Community Foundation and Punahou School, Honolulu, HI
PO Box 672
Kula, HI 96790
Phone: 808-214-0190
mags4087@aol.com

## Mr. Neil J.K. Hannahs

Director of Land Assets Division Kamehameha Schools 567 South King Street, Suite 200 Honolulu, HI 96813 Phone: (808) 523-6240 nehannah@ksbe.edu

## Ms. Georja Skinner

Chief Officer, Creative Industries Division
Department of Business, Economic Development & Tourism
250. S. Hotel Street, Fifth Floor
Honolulu, HI 96813
Phone: (808) 586-2364
skinnerprods@aol.com

## Kahu Lyons Kapi'ioho Na'one

Hawaiian Cultural Advisor/Kahuna La'au Lapa'au PO Box 1401
Wailuku, HI 96793
Phone (808) 871-7555
kumuao@mauigateway.com

## CHARMAINE TAVARES MAYOR



200 South High Street Wailuku, Hawaii 96793-2155 Telephone (808) 270-7855 Fax (808) 270-7870 e-mail: mayors.office@mauicounty.gov

March 2, 2009

The Honorable Carol Fukunaga Chair, Senate Committee on Economic Development and Taxation Hawaii State Capitol, Room 216 Honolulu, Hawaii 96813

RE: Senate confirmation of Teri Freitas Gorman to the State Foundation on Culture and the Arts

Aloha Senator Fukunaga:

I am writing in support of Teri Freitas Gorman as the Governor's nominee for appointment to the State Foundation on Culture and the Arts.

Ms. Gorman's education from UCLA in film and television, combined with extensive experience and knowledge in culture and arts, will complement the Foundation's important work. Her unique background as a corporate vice-president for Maui Land & Pineapple Company in communications, former director of marketing for the Maui Arts and Cultural Center, professional work in the Netherlands and New Zealand, and as head of external affairs for the Broward Center for Performing Arts in Florida will enable her to support the success of the Foundation.

Born and raised on Maui, Ms. Gorman is an outstanding example of someone who has made our community proud by contributing to efforts in the perpetuation of culture and the promotion of arts and history – helping to build an appreciation of the many things that enrich our communities.

Sincerely,

CHARMAINE TAVARES

Mayor



PROMOTING CHOICE AND PRESERVING INDEPENDENCE SINCE 1970

December 30, 2008

The Honorable Carol Fukunaga Chair, Senate Committee on Economic Development and Taxation Hawaii State Capitol, Room 216 Honolulu, Hawaii 96813

RE: Confirmation of Teri Freitas Gorman as a Commissioner for the Hawai'i State Foundation on Culture and the Arts

Dear Chair Fukunaga and Members of the Senate Committee on Economic Development and Taxation:

My name is Robert Witt and I am executive director of the Hawaii Association of Independent Schools, which represents approximately 100 private and independent schools across our state. It is my pleasure to submit to the committee this letter recommending the confirmation of gubernatorial nominee Teri Freitas Gorman as a commissioner for the Hawaii State Foundation on Culture and the Arts (HSFCA).

Ms. Gorman has more than two decades of professional experience in the arts and she has been instrumental in the advancement of innovative arts and education integration programs throughout her career. She will bring her expertise in the integration of arts and academics to the HSFCA, in particular her practical knowledge of the important role that the arts can play in the development of literacy skills. With both independent and public schools facing tighter budgets this year, it is vital now more than ever that educational institutions and private foundations such as HSFCA work together to continue providing Hawaii's keiki with a comprehensive academic experience. I am confident that, as an HSFCA commissioner, Ms. Gorman will be able to utilize her experience in this area and assist the foundation in achieving this goal.

I have worked closely with Ms. Gorman on a number of projects and have found her to be a committed and caring advocate for education and the arts and culture of Hawaii. I believe that her years of experience will be of great benefit to both the Hawaii State Foundation on Culture and the Arts and the people of our state.

Mahalo for your consideration.

Robert M. Witt

Sincerely,

Executive Director



#### **BOARD OF DIRECTORS**

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> Karen A. Fischer PRESIDENT 8 CEO

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One Cameron Way Kahului, HI 96732 Phone: (808) 242-ARTS FAX: (808) 242-4665 January 20, 2009

The Honorable Carol Fukunaga Chair, Senate Committee on Economic Development and Taxation Hawaii State Capitol, Room 216 Honolulu, Hawaii 96813

RE: Teri Freitas Gorman Senate Confirmation as a Commissioner for the Hawaii State Foundation on Culture and the Arts

Dear Senator Fukunaga and Members of the Committee on Economic Development and Taxation Committee:

Please accept this letter of recommendation on behalf of Teri Freitas Gorman who has been nominated as a commissioner for the Hawaii State Foundation on Culture and the Arts.

Teri welcomed me when I first arrived on Maui nearly 20 years ago with a personal orientation to the unique culture of the islands. We worked closely together during the construction and first two years of operation of the Maui Arts & Cultural Center. During that time we were both greatly influenced by Masaru "Pundy" Yokouchi's philosophy that the arts belong to everyone. I found Teri to be not only passionate about the arts, but also equally pragmatic about the business of the arts. As MACC's first director of marketing, she was instrumental in setting the welcoming personality for our organization.

After leaving the Maui Arts & Cultural Center in 1996, Teri advanced her professional arts career through her tenure at the Aotea Centre in New Zealand and the Broward Center for the Performing Arts in Florida. She returned in 2005 and we are happy to have her home again. Despite nine years away, she has maintained an impressive network of personal and professional relationships on Maui. I believe her lifelong ties to our community combined with two decades of experience as an arts administrator will greatly benefit the Hawaii State Foundation on Culture and the Arts and the people of Hawaii.

Sincerely

Executive Vice President & General Manager'

Maui Arts & Cultural Center



December 2, 2008

The Honorable Carol Fukunaga Chair, Senate Committee on Economic Development and Taxation State Capitol, Room 216 Honolulu, Hawaii 96813

RE: Appointment of Teri Freitas Gorman to the Hawaii State Foundation on Culture and the Arts Commission

Dear Senator Fukunaga:

I respectfully support the confirmation of Teri Freitas Gorman, gubernatorial nominee to the Commission of the Hawaii State Foundation on Culture and the Arts for a term to expire June 30, 2012.

I have known Mrs. Gorman for nearly 20 years. I worked with her at the Maui Arts & Cultural Center from 1992 to 1996 where she served as that organization's first director of marketing under the chairmanship of Masaru "Pundy" Yokouchi. Later, we worked together at the Broward Center for the Performing Arts where she served as our vice president for external affairs from 2000 to 2005.

Throughout her career Mrs. Gorman has proven to be a dedicated, knowledgeable and committed arts advocate. Her service to the Maui community and to the people of Broward County, Florida has reflected the influence of Pundy Yokouchi's philosophy that the arts belong to the common man.

During her tenure at the Broward Center, Mrs. Gorman oversaw marketing, public relations, government relations, corporate and community relations and education programs. She incubated the collaborative marketing efforts behind the Riverwalk Arts & Entertainment District and was the driving force behind our international programs that combine culture, commerce and community.

Mrs. Gorman has worked and lived on the mainland and overseas, but it was clear that her heart remained in Hawaii. She has freely shared Hawaii's unique culture throughout her career, regardless of where it has taken her. I believe you will find her to be an excellent public servant in her capacity as a commissioner for the Hawaii State Foundation on Culture and the Arts.

Warm regards,

Mark Nerenhausen President & CEO



## MINISTÉRIO DA CULTURA Secretaria de Programas e Projetos Culturais

SCS - Qd. 04, Bloco A, Edificio Vera Cruz – 2º Andar, Brasília – DF. Cep: 70.300-944 Fone: (61)3901-3819 Fax: 3901-3822

Letter nº 65 SPPC/Gab/MinC

December, 032008

The Honorable Carol Fukunaga

Chair, Senate Committee on Economic Development and Taxation

State Capitol, Room 216

Honolulu, Hawaii 96813

RE: Appointment of Teri Freitas Gorman to Hawaii State Foundation on Culture and the Arts Commission

Dear Senator Fukunaga,

l respectfully submit this letter in support of the nomination of Teri Freitas Gorman to the Commission of the Hawaii State Foundation on Culture and the Arts. Mrs. Gorman and I collaborated on an important initiative during her tenure as vice president for external affairs for the Broward Center for the Performing Arts in Fort Lauderdale. Allow me to elaborate.

In September of 2000 Mrs. Gorman opened the Broward Center to the previously underserved Latin community with her "Brazil Night" program. Much more than a concert, this annual program incorporated active participation by the Brazilian Consulate in Miami, the Brazilian-American Cultural Center of Florida, the Brazilian American Chamber of Commerce, Brazilian media outlets and the Brazilian community of South Florida. Her vigorous work with the Brazilian community resulted in numerous awards and accolades for the Broward Center. She was also instrumental in developing and executing the highly successful "State-to State" bi-national conference in 2005 that advanced diplomatic relations, cultural exchange and business development between Florida and the state of São Paulo, Brazil.

In 2006, shortly after she returned to Hawaii, Brazil's Ministry of Culture honored the Broward Center as one of the first "Brazilian Points of Culture" in the United States, that attitude was very congratulate our former Minister of State for Culture, Gilberto Gil.

This honor is directly attributed to the professionalism and personal dedication of Mrs. Gorman. While we consider her an "honorary Brazilian," she is quite proud of her own heritage as evidenced by her generous sharing of Hawaii's culture and arts.

l believe Teri Freitas Gorman will be an exemplary commissioner for the Hawaii State Foundation on Culture and the Arts.

Sincerely,

Celio Turino

--- Decidate of the Ministry of Culture

## 2145 Wells Street, Suite 301, Wailuku, Hl 96793 Phone 808-242-4400

January 23, 2009

The Honorable Carol Fukunaga Chair, Senate Committee on Economic Development and Taxation Hawaii State Capitol, Room 216 Honolulu, Hawaii 96813

Dear Senator Fukunaga:

I am writing in support of Teri Freitas Gorman, who was appointed by the Governor to serve as the Maui commissioner for the Hawaii State Foundation on Culture and the Arts.

I have known Teri since 1989, as one of the original members who joined the effort to build the Maui Arts & Cultural Center's project. She was there from the beginning of the drive to create the Center. She worked closely with my late husband, Masaru "Pundy" Yokouchi, to raise awareness within our kama'aina community about the importance of culture and the arts. After the capital campaign and construction, she served as the MACC's first director of marketing until she left for New Zealand in 1996. Even though she was away from Maui for nearly a decade, she remained in contact with Pundy.

Dundy always spoke very highly of Teri and I believe he would be pleased to see that she is following his example of public service through the H&FCA, as she has always been very generous to give of her professional skills on various projects on Maui. I am confident she will continue to spread Dundy's belief that the arts belong to everyone.

I hope you will support the confirmation of Teri Freitas Gorman.

With aloha,

Dring Themeh - Shirley Yokouchi