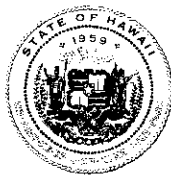


GM827

Submitting for consideration
and confirmation to the Board
of Directors of the Hawai'i
Tourism Authority,
Gubernatorial Nominee,
GERALD L. DE MELLO, for a
term to expire 6-30-2018.



HOUSE OF REPRESENTATIVES

Representative Clift Tsuji
House District 2

STATE OF HAWAII
STATE CAPITOL
HONOLULU, HAWAII 96813

Testimony to the Senate Committee on Tourism and International Affairs

April 15, 2015

State Capitol, Conference Room 225

RE: GM 827

Aloha Chair, Vice-Chair and Committee Members:

Please accept my statement in strong support of Mr. Gerald L. De Mello, a nominee to the Board of Directors of the Hawaii Tourism Authority (HTA).

I have known Mr. De Mello for over 40 years and in that time, I have seen his excellent work in various capacities. Gerald has a long track record of community service, especially in educational issues. His well-rounded experience and exceptional community relations helped usher in a period of exponential growth at the University of Hawaii at Hilo Campus. His professional history and personable manner will be valuable assets to the HTA, and I am confident that as a member of its Board, his attributes and abilities will bring positive impact and meaningful contributions to this organization and to the people of Hawaii.

Thank you for this opportunity to share my strong support for his nomination.

Sincerely,

A handwritten signature in black ink, appearing to be "Clift Tsuji", written in a cursive style.

CLIFT TSUJI



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourism authority.org

David Y. Ige
Governor

Ronald Williams
Chief Executive Officer

Testimony of
Ronald Williams
President and Chief Executive Officer
Hawai'i Tourism Authority

Senate Committee on Tourism and International Affairs
Wednesday, April 15, 2015
2:45 p.m.
Conference Room 225

GM827: Consideration and confirmation to the Board of Directors of the Hawai'i Tourism Authority (HTA), Gubernatorial Nominee, Gerald L. De Mello.

Chair Kahele, Vice Chair English and Members of the Senate Committee on Tourism and International Affairs.

I wholeheartedly support the nomination of Gerald L. De Mello to the Board of Directors for the HTA. He has varied experience in government and community relations and his insight and knowledge will greatly benefit the HTA as it continues to work towards building a stronger bridge between the visitor industry, the community and government. I support his nomination without hesitation.

Thank you for the opportunity to provide these comments.

13 April 2015

To whom it may concern,

It is with great privilege and honor that I write this **letter in support** of the nomination of Mr. Gerald DeMello for board member of the Hawai'i Tourism Authority (HTA).

I have known Mr. DeMello for the past fourteen years in his capacity as the University Relations Director for the University of Hawai'i at Hilo. My interactions with Mr. DeMello revolved around facilitating dialogue - and ultimately creating a shared vision - for the co-existence of science and culture on Hawai'i Island. Mr. DeMello helped to lead the process that resulted in the construction and operations of the 'Imiloa Astronomy Center of Hawai'i. The Center serves to demonstrate how science and culture can be interpreted in a way that maintains cultural identity and knowledge while also participating at the forefront of the international global society.

The Hawai'i Tourism Authority serves as a critical bridge in linking both the government and private sectors for the purpose of optimizing benefits for Hawai'i, integrated with the interests of visitors, the community, and the visitor industry. As such, HTA's guiding principal of honoring and perpetuating our Native Hawaiian culture and multi-cultural traditions and culture, help to ensure that our Hawaiian Islands remain a uniquely special place to live, work, and visit.

Mr. DeMello was masterful in the process of bringing together stakeholders from various perspectives, creating trust and respect amongst all, for the purpose of creating a shared vision for the 'Imiloa Astronomy Center. He reflects the principles and the goals that HTA is seeking for our island communities.

I cannot think of a better person to add to the Hawai'i Tourism Board than Gerald DeMello. He remains deeply rooted to his community, and represents - at all levels of interaction - solutions-forward and opportunities to maintain Hawai'i's unique heritage while at the same time, seizing opportunities to advance Hawai'i's communities.

He is perfect for the job and I hope that you will consider approving his nomination to the Board of Directors for the Hawai'i Tourism Authority. If you have any questions, please feel free to contact me at kkimura@imiloahawaii.org. Mahalo for this opportunity.

na'u me ka 'oia'i'o,

Ka'iu Kimura
Executive Director
'Imiloa Astronomy Center of Hawai'i
University of Hawai'i at Hilo

April 10, 2015

Aloha:

It is indeed an honor to write this letter of support on behalf of Gerald De Mello's nomination to the Hawai'i Tourism Authority Board.

I worked with Mr. De Mello for 21 years during his tenure as Director of University Relations at the University of Hawai'i at Hilo. In addition to overseeing the roles and responsibilities of Marketing, Alumni, Media Relations, and Special Events for UH Hilo, Mr. De Mello was the lead in Government and Legislative Affairs, where he was instrumental in achieving numerous major projects for the University: Marine Science Building; University Classroom Building; Student Life Center; Science and Technology Building; North Hawai'i Education and Research Center; Hale`olelo; Hale `Alahonua University Village Phase I; and the College of Pharmacy Building.

Mr. De Mello's passion for working with the community was always a priority, and he was adept at linking the private sector to government institutions on all levels. He was an effective team player who never took credit for his accomplishments. It was always a team effort. He stood firm on his convictions, but was always willing and open to hear the opinions and suggestions of others. He was an admirable leader who knew the meaning of "aloha," and who held the respect of faculty, staff, and students. This was not an easy task to achieve.

Mr. De Mello will be a tremendous asset to the HTA Board. His willingness to explore and pursue, his passion to serve and collaborate, and his vision to educate and excel are all notable characteristics not to be overlooked, nor dismissed.

Please do not hesitate to contact me with any questions, or if I may be of further assistance.

Mahalo.

Alyson Kakugawa-Leong

April 12, 2015

Chairperson Senator Gilbert Kahele
Vice Chairperson Senator J. Kalani English
Members of the Tourism and International Affairs Committee

Re: Hawaii Tourism Authority Board of Directors and Committees

Aloha,

This letter is being sent to you to recommend Gerald DeMello for membership on the Hawaii Tourism Authority (HTA) Board of Directors and Committees.

I have known Gerald since 2011. My understanding of the mission of the HTA is to set tourism policy and direction; develop and implement a state-wide tourism strategic and marketing plan; manage programs and activities to sustain a healthy visitor industry; coordinate tourism-related research, planning, promotion and outreach; and to link government and the private sectors to contribute to the quality of life in the Islands. From personal and professional experience, I can confidently state that Gerald excels in all these fields.

First of all, Gerald is very aware of the cultural richness of Hawaii. He grew up on the Big Island, in small communities where people from differing backgrounds really get to know and assist each other. He has three special gifts: the ability to relate to people, a genuine concern for community and knowledge in how to get things done. Gerald is determined to preserve and promote our cultural resources to create employment opportunities for our people.

Experience wise, Gerald has listening, consensus-building and leadership skills that help unite both public and private sectors for community growth. He has volunteered for community service activities such as the Hilo Main Street (Downtown Improvement Association) to cultivate visitor interest. He has been a member of the State Land Board. He currently serves on the Hawaii Historical Places Review Board, and similar boards for the Hilo Hamakua Community Development Corporation Board, Lyman Museum and the Historic Honokaa Project. Gerald was employed at the University of Hawaii at Hilo (UHH) for 30 years, working on educational trends and projections, budgets, strategic plans and other administrative duties, while rising to the position of Director of University Relations for the campus. Many of the newest UHH facilities owe their existence in no small part to Gerald, including the upcoming School of Pharmacy Building.

If given the opportunity, Gerald will be a strong advocate for expanding the celebration of who we are and to increase employment opportunities through cultural tourism for our people throughout the State.

For these reasons I strongly support the appointment of Gerald DeMello to the Hawaii Tourism Authority.

If you have any questions, please contact me at any of the media below.

Regards,

A handwritten signature in blue ink that reads "Ross W. Stephenson". The signature is written in a cursive style with a large initial 'R'.

Ross W. Stephenson, PhD
38 South Judd Street, Unit 24B
Honolulu, HI 96817
(808) 679-9060
rwaylands808@aol.com