

# GM829

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



Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaii-tourism-authority.org](http://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

GM829: Consideration and confirmation to the Board of Directors of the Hawai'i Tourism Authority (HTA), Gubernatorial Nominee, Sean Dee.

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

I wholeheartedly support the nomination of Sean Dee to the Board of Directors for the HTA. Mr. Dee brings invaluable experience, knowledge and expertise in Marketing, Convention and Resort Operations to the HTA and Hawai'i's Visitor Industry. He understands the vital role that this industry plays in supporting our economy and has a proven ability to work with the local community in an effort to maintain balance. I support his nomination without hesitation.

Thank you for the opportunity to provide these comments.

Senator Gil Kahele, Chair  
Senator Kalani English, Vice Chair  
Committee on Tourism and International Affairs

Senate confirmation of HTA Board Director – Sean Dee

Tuesday, 14 April 2015

Support for GM 829, Sean Dee

Aloha Senators,

I write this letter to provide my full support to current interim HTA Board Member Sean Dee in his confirmation to the Board of Directors of the Hawai'i Tourism Authority.

As one of very few hoteliers currently serving on the Board, Sean brings a much-needed perspective to the HTA. As one experienced not only in marketing and brand-management in the hotel industry, but also one experienced with convention center management, food and beverage management, and retail management all at the executive level, Sean makes for a formidable Board Member whose life work has particularly prepared him for the kind of work for which the Hawai'i Tourism Authority is responsible.

Since coming to the Board, Sean and I have met on several occasions to discuss his desire to support Hawaiian cultural initiatives and activities and not only the need for us as HTA to maintain our support of those initiatives but also his need to support such work from his current position as Executive VP and Chief Marketing Officer of the Outrigger Enterprises Group. Indeed, his work as a director for Grammy Museum LA Live has already influenced his support of the Hawaiian music offerings at Kanikapila Grille at the Outrigger Reef on the Beach hotel. In March of this year, with proceeds benefiting Grammy Museum at LA Live and MusiCares, Outrigger Resorts presented *Celebrate Kani Ka Pila* at the Outrigger Reef featuring past Hawai'i's own Grammy winners and past and current nominees.

We need to maintain this kind of work and I look forward to continuing this relationship with Sean as a Board Director at HTA.

Mahalo a nui,



Aaron J. Saka  
HTA Board Chair



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

Testimony of George Szigeti  
President & CEO

HAWAI'I LODGING & TOURISM ASSOCIATION  
Senate Committee on Tourism & International Affairs  
Hearing on April 15, 2015, 2:45 P.M.

GM 829 Submitting for consideration and confirmation to the Board of Directors of the Hawai'i Tourism Authority, gubernatorial nominee, SEAN DEE, for a term to expire 6-30-2018.

Dear Chair Kahele, Vice Chair English, and Members of the Committee. My name is George Szigeti and I am the President and CEO of the Hawai'i Lodging & Tourism Association.

The Hawai'i Lodging & Tourism Association (HLTA) is a statewide association of hotels, condominiums, timeshare companies, management firms, suppliers, and other related firms that benefit from and strengthen Hawai'i's visitor industry. Our membership includes over 150 lodging properties, representing over 50,000 rooms, and over 400 other Allied members. The visitor industry was responsible for generating \$14.9 billion in visitor spending in 2014 and supported 170,000 jobs statewide – we represent one of Hawai'i's largest industries and a critical sector of the economy.

On behalf of the Hawai'i Lodging & Tourism Association, I respectfully submit this testimony in **STRONG SUPPORT** of the nomination of Mr. Sean Dee and ask that you confirm his nomination to the Board of Directors of the Hawai'i Tourism Authority.

As Hawai'i's State tourism agency the Hawai'i Tourism Authority is critical to Hawai'i's continued success in the tourism market. In order to remain successful HTA needs representatives like Mr. Sean Dee who has a proven track record in the hospitality industry and who has the experience and passion to promote Hawai'i on an everyday basis.

Mr. Sean Dee currently serves as the Executive Vice President and Chief Marketing Officer of "Hawai'i Born" Outrigger Enterprises Group, one of Hawai'i's leading hospitality companies. His responsibilities in this capacity include developing a global brand organization, establishing Outrigger brand strategy as a premier beach front resort brand in the world and leveraging strong local culture roots and introducing new portfolio for Hawai'i and Asia.

The Hawai'i Lodging & Tourism Association's support of Mr. Dee's nomination does not come lightly as he displays over 25 years of marketing experience, serving as Vice President, Director of Digital Development and Chief Marketing Officer for global brands which include Levi Strauss & Company, Hard Rock International, AEG and Outrigger Enterprises Group. Mr. Sean Dee is truly a man from the industry with a passion for the industry, his presence on the HTA board is one that will help strengthen Hawai'i's hospitality industry and global image.

Thank you for this opportunity to testify.



Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

Avi Mannis  
Senior Vice President of Marketing  
Hawaiian Airlines  
3375 Koapaka St. Ste. G-350  
Honolulu, HI 96819

Wednesday, April 15, 2015

**Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)**

Chair Kahele, Vice Chair English and Committee members,

Aloha! My name is Avi Mannis and I am the Senior Vice President of Marketing at Hawaiian Airlines. I have known Sean Dee for two years in his capacity as Chief Marketing Officer at Outrigger Enterprises Group. I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

We all know how critical the visitor industry is to our Hawai'i. Less well known is how fast and often unexpectedly that industry is changing around the world, from the rise of social media to source markets like China to many more and improved major competitive visitor destinations. This accelerating change provides Hawai'i with both great opportunities and serious risks.

The Hawaii Tourism Authority is crucial to our continued success in this new and uncertain landscape. As our state tourism agency, it must develop and implement cutting edge marketing of Hawai'i to the world. But equally important, it must contribute to the enhancement of Hawai'i's people, places and cultures to sustain that unique visitor experience on which our success depends.

To do so, HTA needs visitor industry representatives with proven experience and success in tourism marketing who walk the frontlines of promoting Hawaii every day. Sean Dee has all of those attributes.

As Executive Vice President and Chief Marketing Officer of Hawai'i-grown Outrigger Enterprises Group, one of Hawai'i's largest and oldest hospitality companies, Mr. Dee is



responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond. Every day he deals directly with what's happening in travel and tourism throughout the world, how best to present Hawaii to different consumers using different media and messages, and how to maintain and improve our competitive edge.

These responsibilities and abilities are built on a solid record of experience and success over almost three decades in the marketing profession and including service as Chief Marketing Officer for international entities such as AEG and Hard Rock. Most relevant, he served on the Board of Directors and Executive Committee and as Chair of the Marketing Committee for HTA's equivalent in Los Angeles, the LA Tourism and Convention Board.

Finally, Mr. Dee brings to his duties with Outrigger, HTA and elsewhere a deep appreciation and respect for Hawaii's people, places and cultures, not just from a visitor experience perspective but of sustaining and strengthening what makes us special. As just two examples, under his tenure Outrigger is a major partner of the Polynesian Voyaging Society's Malama Honua Worldwide Voyage, and has broadened its efforts to preserve the music of Hawai'i at Kani Ka Pila Grille, Waikiki Beach Walk and other locations.

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.



THE SENATE  
THE TWENTY-EIGHTH LEGISLATURE  
REGULAR SESSION OF 2015

COMMITTEE ON TOURISM & INTERNATIONAL AFFAIRS  
Senator Gilbert Kahele, Chair

4/15/2015  
Rm. 225, 2:45 PM

GM 829

RE: Consideration and confirmation to the Hawaii Tourism Authority Board of Directors, Gubernatorial Nominee, SEAN DEE.

Chair Kahele and Members of this Committee, my name is David Carey, President & CEO of Outrigger Enterprises Group, submitting support of the Nomination of Sean Dee to the Hawaii Tourism Authority Board of Directors.

I have known Sean for approximately 2 years as he has been Outrigger's Chief Marketing officer. He is a smart and personable manager that brings a broad range of global marketing experience and contacts to the table for Hawaii. His background includes working in a global advertising agency, Foote Cone & Belding San Francisco, Levis Strauss & Company, Hard Rock International and Anschutz Entertainment Group (AEG) Worldwide. He also has recent experience on a major tourism marketing authority in Los Angeles, so I know that he will contribute a lot as an HTA board member.

I have found him to be extremely knowledgeable, professional and well regarded in the marketing community. He also has a deep appreciation and respect for Hawaii and our local community.

For the reasons stated above, I strongly support Sean Dee's confirmation and thank you for allowing me to submit this testimony.

Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

April 14, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

I am James Fulton, Co Chairman of Duke's OceanFest: Waikiki Premier Water Sports Festival. As Part of the Outrigger Duke Kahanamoku Foundation Duke's OceanFest is now in its 14th year. The nine day event is Duke's legacy of Aloha. This past year The Outrigger Duke Kahanamoku Foundation awarded over \$165,000 of grants and scholarships to local kids and organization in Duke Kahanamoku's name so they may pursue their athletic and academic goals of higher achievement.

Duke's OceanFest is renowned throughout world as one of the best Ocean sports festival that features water sports activities and Hawaiian cultural traditions at Waikiki Beach. Thousands of visitors come every year to honor Hawaii's Ambassador of Aloha and the Father of International Surfing. Duke Kahanamoku.

Duke's OceanFest has worked with Sean Dee almost from the moment he arrived to become the Executive Vice President and Chief Marketing Officer of Outrigger Hotels and Resorts. Sean immediately saw the value and connection of and Duke's OceanFest and the culture of Duke's Sprit of Aloha as important way to enhance and make for a better visitor experience. His marketing skills have been critical in helping shape Duke OceanFest over the last two years into the success that it has become.

Outrigger Resorts, and Sean have partnered with us to reach out to thousands of new of visitors from Australia, New Zealand and Oceania. His connections with our west coast and mainland participants and partners has been invaluable. Sean clearly has the vision that the visitor experience needs to be more than just about the beaches and sunshine. The experience of Aloha and culture of Hawaii is what it is all about. Sean gets that, and is doing all that he can to use his incredible skills to show the world that Aloha is something special.

I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.

James M. Fulton  
Co- Chairman Duke' OceanFest

Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

Testifier (Chris Sbarbaro- Vice President- Hawai'i)  
Enterprise Rent-A-Car, Alamo Rent A Car, National Car Rental & Enterprise CarShare

April 14, 2015

Support for GM 829 (Nomination of Sean Dee to Hawai'i Tourism Authority Board of Directors)

Aloha Chair Kahele, Vice Chair English and Committee members,

I am Chris Sbarbaro, Vice President of Sales & Marketing, External Affairs for Enterprise, Alamo & National Car Rental in Hawai'i. Enterprise has been actively involved in the Hawai'i Tourism industry for over 25 years. Our Enterprise family of brands is also proud to be partners with the Outrigger family brands and we work closely with them with several thousand mutual customers that utilize our services each year.

I've known Sean for about two years when he became EVP and Chief Marketing Officer for Outrigger Enterprises Group. I have been very impressed with his strong desire to make Hawai'i THE premiere destination for visitors to want to come to our great state. As the state's number one industry, it is imperative that Hawai'i do all possible to ensure the healthy and viability of the visitor industry. As visitor industries around the world are rapidly changing, this accelerating change provides Hawai'i with both great opportunities and serious risks. The Hawai'i Tourism Industry is crucial to our continued success in the new and uncertain landscape. We need our state tourism agency to develop and implement cutting edge marketing of Hawai'i to the world.

To do so, HTA needs visitor industry representatives with proven experiences and success in tourism marketing who walk the frontlines of promoting Hawai'i every day. I strongly believe Sean has all of these skills.

As EVP and Chief Marketing Officer of Outrigger Enterprises Group, Sean is responsible for developing and deploying global marketing strategies for the company's portfolio of premier resorts and accommodation choices in Hawai'i and across the Asia-Pacific, North-America, and Oceania regions. Every day he deals directly with what's happening in travel and tourism throughout the world, how to best to present Hawai'i to different consumers using different media and messages, and how to maintain and improve our competitive edge.

These responsibilities and abilities are built on a solid record of experience and success over almost three decades in the marketing profession and including service as Chief Marketing Officer for international entities such as AEG and Hard Rock. Most relevant, he served on the Board of Directors and Executive Committee and as Chair of the Marketing Committee for HTA's equivalent in Los Angeles, the LA Tourism and Convention Board.

Finally, Sean brings to his duties with Outrigger, HTA and elsewhere a deep appreciation and respect for Hawai'i's people, places and cultures, not just from a visitor experience perspective but of sustaining and strengthening what makes us special. Under his tenure Outrigger is a major partner of the Polynesian Voyaging Society's Malama Honua Worldwide Voyage, and has broadened its efforts to preserve the music of Hawai'i at Kani Ka Pila Grille, Waikiki Beach Walk and other locations.

I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawai'i Tourism Authority.

Respectfully,

Chris Sbarbaro

Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

Chris Resich (MC&A, Inc./President & CEO)

April 15, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

I am Chris Resich, President & CEO of MC&A, Inc. I am the principal owner of the leading destination management company in Hawaii. In addition, we also offer travel services to wholesale leisure and cruise customers. I have known Sean from the time he has come to Hawaii to join Outrigger. I have also worked with Sean on various projects since that time. Sean has a tremendous experience as a global marketing leader and brought a refreshing new vision to the Outrigger organization. He has keen professional and personal interest in Hawaii and will be a very effective contributor to Hawaii Tourism Authority. I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

We all know how critical the visitor industry is to our Hawai'i. Less well known is how fast and often unexpectedly that industry is changing around the world, from the rise of social media to source markets like China to many more and improved major competitive visitor destinations. This accelerating change provides Hawai'i with both great opportunities and serious risks.

The Hawaii Tourism Authority is crucial to our continued success in this new and uncertain landscape. As our state tourism agency, it must develop and implement cutting edge marketing of Hawai'i to the world. But equally important, it must contribute to the enhancement of Hawai'i's people, places and cultures to sustain that unique visitor experience on which our success depends.

To do so, HTA needs visitor industry representatives with proven experience and success in tourism marketing who walk the frontlines of promoting Hawaii every day. Sean Dee has all of those attributes.

As Executive Vice President and Chief Marketing Officer of Hawai'i-grown Outrigger Enterprises Group, one of Hawaii's largest and oldest hospitality companies, Mr. Dee is responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond. Every day he deals directly with what's happening in travel and tourism throughout the world, how best to present Hawaii to different consumers using different media and messages, and how to maintain and improve our competitive edge.

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Finally, Mr. Dee brings to his duties with Outrigger, HTA and elsewhere a deep appreciation and respect for Hawai'i's people, places and cultures, not just from a visitor experience perspective but of sustaining and strengthening what makes us special. As just two examples, under his tenure Outrigger is a major

partner of the Polynesian Voyaging Society's Malama Honua Worldwide Voyage, and has broadened its efforts to preserve the music of Hawai'i at Kani Ka Pila Grille, Waikiki Beach Walk and other locations.

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.



April 12, 2015

The Honorable Gilbert Kahele, Chair  
The Honorable J. Kalani English, Vice Chair  
Senate Committee on Tourism and International Affairs  
The Twenty-Eighth Legislature  
Hawaii State Capitol, Conference Room 225  
Honolulu, Hawaii 96813

Re: Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Dear Chair Kahele, Vice Chair English and Committee members:

I am the President of LearningBiz, which is a Hawaii business that specializes in tourism and international training, and I submit this testimony in strong support for the confirmation of Sean Dee to the Board of Directors of the Hawaii Tourism Authority.

I have known Sean for the past year in his capacity as the Executive Vice President and Chief Marketing Officer for Outrigger Enterprises.

Sean is an extraordinarily talented and experienced marketer of a level rarely seen here in our State. We are extremely fortunate that Outrigger was able to hire him and that he chose to work in Hawaii. Someone of his experience and capability can accept positions with major corporations in any major city.

He brings a globally strategic perspective of how to position and market both corporate and destination brands. He is also experienced in the new digital channels of communication, which is increasingly important to our tourism industry.

As a member of the HTA Board, I am confident that he will add to its existing expertise and be of significant assistance in shepherding the Board in its understanding of the complexities of global marketing and sustainable tourism development; the opportunities for digital commerce; and the psychographic intricacies of destination brand development.

Probably most importantly, he is a good person; of impeccable ethics and a caring, sensitive attitude. He embraces the importance of understanding Hawaii's diverse cultures, including our Host Culture. He is highly qualified to serve on the HTA Board and I strongly support his confirmation.

Mahalo for your consideration,

/s/ Gregg Yamanaka

Gregg T. Yamanaka  
President

NOTICE OF HEARING

DATE: Wednesday, April 15, 2015  
TIME: 2:45PM  
PLACE: Conference Room 225

State Capitol

415 South Beretania Street

Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

From: Kathleen M. Pahinui, Group Publisher, Morris Visitor Publications

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Aloha Chair Kahele, Vice Chair English and Committee members:

I am writing in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

I work with Sean on a number of projects for Outrigger Enterprises and his vision of tourism in Hawaii is one of sustainability and promoting our unique culture to not only improve the experience of our visitors but to improve the quality of life for those that work for him and those around him.

He is passionate about sharing the best of who we are as a state and protecting these assets for future generations. He is a long-range planner and knows it is important to work for the long-term growth of our major industry. We must be competitive as a destination and use all the tools available to us to ensure our viability in the visitor market – Sean understands this and knows how to implement these tools for success.

Sean has proven experience in promoting Hawaii as a premier visitor destination while honoring its culture and people. He would be a strong contributor to the HTA board and to the State of Hawaii.

I respectfully request your support for his appointment to the HTA Board.

Mahalo,

Kathleen M. Pahinui  
Group Publisher, Morris Visitor Publications

 **SAWAYAKA HAWAII, INC.**

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Tokyo Office Phone: (03) 3499-5511 Fax: (03) 3499-5600

April 15, 2015

Honorable Senator Gilbert Kahele, Chair  
Committee on Tourism & International Affairs  
Hawaii State Capitol, Room 213  
Honolulu, Hawaii 96813

Dear Senator Kahele:

By way of introduction, I am Leon Yoshida, President & CEO of Sawayaka Hawaii, Inc., an in-bound tour operator that sells wholesale tour packages under the brand name Tellmeclub. We also work closely with MC&A and provide Japanese, Mandarin, and Korean language specialists as trip directors, tour guides, and airport staff for city-wide conventions and large incentive groups on all islands.

I have known Mr. Dee for about two years when he became Executive Vice President and Chief Marketing Officer for Outrigger Enterprises Group. Mr. Dee can bring tremendous experience and knowledge to the board having properties he oversees in Hawaii and Asia/Pacific, with a strong understanding of all the markets including U.S. - North America, Japan, and emerging markets throughout Asia and Oceania. The Outrigger Enterprises Group is a local company with a sincere understanding and appreciation for the people of Hawaii, its sense of place, unique culture, and what it takes to succeed as the best visitor destination in the world. The wealth of knowledge and experience Mr. Dee can provide to the board is extremely important and necessary for making policy decisions that will impact Hawaii's #1 industry.

Having served 2 terms on the HTA board myself, I know that the board will appreciate Mr. Dee's insights on current market situations and his in-depth knowledge of the visitor industry. By law, the HTA board is required to have at least 6 members with knowledge, experience, and expertise in the area of visitor industry management, marketing, promotion, etc. HTA currently has board members from diverse backgrounds but few appointments from the visitor industry as compared to previous boards. It is critical to have someone like Mr. Dee on the HTA board who can contribute his extensive industry knowledge.

I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018. Mr. Dee is uniquely qualified to serve on the HTA board and his voice can materially contribute to HTA's mission.

Respectfully,

  
Leon Yoshida  
President & CEO

Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

David A K Matlin (President – DAKM Enterprises, Inc)

April 15, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

I am David Matlin, President of DAKM Enterprises, Inc and Executive Director of the Hawaii Bowl and Hawaiian Airlines Diamond Head Classic, have worked with Hawaii Tourism for nearly 14 years. Over this time period, my firm's mission is to promote Hawaii to the world. We do this by broadcasting sporting events via ESPN to domestic and international markets. Additionally our events bring in both domestic and international tourists to Hawaii.

Sean has been instrumental in helping us grow the Hawaiian Airlines Diamond Head Classic to stimulate both inbound guests and promotion of Hawaii. I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

We all know how critical the visitor industry is to our Hawai'i. Less well known is how fast and often unexpectedly that industry is changing around the world, from the rise of social media to source markets like China to many more and improved major competitive visitor destinations. This accelerating change provides Hawai'i with both great opportunities and serious risks.

The Hawaii Tourism Authority is crucial to our continued success in this new and uncertain landscape. As our state tourism agency, it must develop and implement cutting edge marketing of Hawai'i to the world. But equally important, it must contribute to the enhancement of Hawaii's people, places and cultures to sustain that unique visitor experience on which our success depends.

To do so, HTA needs visitor industry representatives with proven experience and success in tourism marketing who walk the frontlines of promoting Hawaii every day. Sean Dee has all of those attributes.

As Executive Vice President and Chief Marketing Officer of Hawai'i-grown Outrigger Enterprises Group, one of Hawaii's largest and oldest hospitality companies, Mr. Dee is responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond. Every day he deals directly with what's happening in travel and tourism throughout the world, how best to present Hawaii to different consumers using different media and messages, and how to maintain and improve our competitive edge.

These responsibilities and abilities are built on a solid record of experience and success over almost three decades in the marketing profession and including service as Chief Marketing Officer for international entities such as AEG and Hard Rock. Most relevant, he served on the Board of Directors and Executive Committee and as Chair of the Marketing Committee for HTA's equivalent in Los Angeles, the LA Tourism and Convention Board.

Finally, Mr. Dee brings to his duties with Outrigger, HTA and elsewhere a deep appreciation and respect for Hawaii's people, places and cultures, not just from a visitor experience perspective but of sustaining

and strengthening what makes us special. As just two examples, under his tenure Outrigger is a major partner of the Polynesian Voyaging Society's Malama Honua Worldwide Voyage, and has broadened its efforts to preserve the music of Hawai'i at Kani Ka Pila Grille, Waikiki Beach Walk and other locations.

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.

Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

From: Tom Kiely, CEO, TEAM Unlimited LLC

April 15, 2015

Subject: Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

I have been involved in the tourism industry for more than 30 years, and founded a company to be tourism focused and based in Hawaii. There is no doubt that tourism is a great resource and asset for our State, and now, more than ever, the competition for tourist related economic benefits is intense...and growing. Destinations such as Malaysia, Indonesia, Micronesia, Costa Rica and others are investing large resources to attract tourism revenues, and this is in addition to the traditionally strong competitors of Europe, Mexico, the Caribbean and Canada. The Hawaii Tourism Authority team needs the strongest and best members, and for that reason I strongly endorse Governor Ige's nomination of Sean Dee.

Sean Dee is a marketing all-star and a great leader as well as team player, and he will greatly contribute to the role, mission and strategic development of the HTA. As Executive Vice President and Chief Marketing Officer of Hawai'i-grown Outrigger Enterprises Group, one of Hawaii's largest and oldest hospitality companies, Mr. Dee is responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond. Every day he deals directly with what's happening in travel and tourism throughout the world, how best to present Hawaii to different consumers using different media and messages, and how to maintain and improve our competitive edge.

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.

Respectfully,

Tom Kiely  
Chief Executive Officer  
TEAM Unlimited LLC  
Honolulu, Hawaii



Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

Tom Mullen  
Chief Administrative Officer  
Los Angeles Tourism & Convention Board

April 15, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

I am Tom Mullen, Chief Administrative Officer of the Los Angeles Tourism & Convention Board, and have worked with Sean Dee during his tenure at AEG. I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

Having lived in Hawaii for 28 years and been extensively involved in the tourism industry I know how important and critical the visitor industry is to Hawai'i. Competition from other destinations is increasing and technology in the industry is accelerating changes that provide Hawai'i with both great opportunities and serious risks.

The Hawaii Tourism Authority is crucial to the continued success in this new and uncertain landscape. As the state's tourism agency, it must develop and implement cutting edge marketing of Hawai'i to the world. But equally important, it must contribute to the enhancement of Hawaii's people, places and cultures to sustain that unique visitor experience on which Hawaii's success depends.

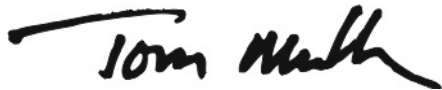
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Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.

A handwritten signature in black ink that reads "Tom Mullen". The signature is written in a cursive style with a long horizontal stroke at the beginning.

Tom Mullen  
Chief Administrative Officer  
Los Angeles Tourism & Convention Board



Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

April 12, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

I am Jason Cutinella and I'm the President & CEO of Nella Media Group (NMG). NMG has a strong connection with Hawaii tourism as we are one of the leading travel industry publishers, with over 60 hotel in-room publications, 1 in-flight magazine and 2 pre-arrival visitor market travel publications, among other travel related publications and websites. I have known Sean for over 10 years and have witnessed and admired how he has executed many marketing strategies within every company he has worked for. My first encounter with Sean was when he was the EVP and CMO at Hard Rock Cafe. I witnessed him take Hard Rock Cafe from an outdated, non-desirable brand to expanding Hard Rock Cafes international presence to becoming a global leader within the hospitality/travel industry. I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

We all know how critical the visitor industry is to our Hawai'i. Less well known is how fast and often unexpectedly that industry is changing around the world, from the rise of social media to source markets like China to many more and improved major competitive visitor destinations. This accelerating change provides Hawai'i with both great opportunities and serious risks.

The Hawaii Tourism Authority is crucial to our continued success in this new and uncertain landscape. As our state tourism agency, it must develop and implement cutting edge marketing of Hawai'i to the world. But equally important, it must contribute to the enhancement of Hawai'i's people, places and cultures to sustain that unique visitor experience on which our success depends.

To do so, HTA needs visitor industry representatives with proven experience and success in tourism marketing who walk the frontlines of promoting Hawaii every day. Sean Dee has all of those attributes and then some.

As Executive Vice President and Chief Marketing Officer of Hawai'i-grown Outrigger Enterprises Group, one of Hawai'i's largest and oldest hospitality companies, Mr. Dee is responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond. Every day he deals directly with what's happening in travel and tourism throughout the world, how best to present Hawaii to different consumers using different media and messages, and how to maintain and improve our competitive edge.

These responsibilities and abilities are built on a solid record of experience and success over almost three decades in the marketing profession and including service as Chief Marketing Officer for international entities such as AEG and Hard Rock. Most relevant, he served on the Board of Directors and Executive Committee and as Chair of the Marketing Committee for HTA's equivalent in Los Angeles, the LA Tourism and Convention Board.



Finally, Mr. Dee brings to his duties with Outrigger, HTA and elsewhere a deep appreciation and respect for Hawaii's people, places and cultures, not just from a visitor experience perspective but of sustaining and strengthening what makes us special. As just two examples, under his tenure Outrigger is a major partner of the Polynesian Voyaging Society's Malama Honua Worldwide Voyage, and has broadened its efforts to preserve the music of Hawai'i at Kani Ka Pila Grille, Waikiki Beach Walk and other locations.

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.

Thanks again,

A handwritten signature in black ink, appearing to read "Jason Cutinella", with a long horizontal line extending to the right.

Jason Cutinella  
President & CEO  
NMG | Nella Media Group  
808-275-7210

Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

April 15, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

I am David Kennedy, Chief Revenue Officer for Oahu Publications Inc., publisher of the *Honolulu Star-Advertiser*, *Hawaii Tribune-Herald*, *West Hawaii Today* and *The Garden Island* newspapers as well as *hawaii.com* and a collection of visitor & island lifestyle magazines. I have had the pleasure of working with Mr. Sean Dee on cooperative Hawaii destination marketing efforts. I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

Oahu Publications is fortunate to be on the front lines of today's rapidly evolving world of global communications. In addition, we all know how critical the visitor industry is to our Hawai'i. Less well known is how fast and often unexpectedly that industry is changing around the world, from the rise of social media to source markets like China to many more and improved major competitive visitor destinations. This accelerating change provides Hawai'i with both great opportunities and serious risks.

The Hawaii Tourism Authority is crucial to our continued success in this new and uncertain landscape. As our state tourism agency, it must develop and implement cutting edge marketing of Hawai'i to the world.

To do so, HTA needs visitor industry representatives with proven experience and success in tourism marketing who walk the frontlines of promoting Hawaii every day. Sean Dee has all of those attributes. As Executive Vice President and Chief Marketing Officer of Hawai'i-grown Outrigger Enterprises Group, one of Hawaii's largest and oldest hospitality companies, Mr. Dee is responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond.

These responsibilities and abilities are built on a solid record of experience and success over almost three decades in the marketing profession and including service as Chief Marketing Officer for international entities such as AEG and Hard Rock. Most relevant, he served on the Board of Directors and Executive Committee and as Chair of the Marketing Committee for HTA's equivalent in Los Angeles, the LA Tourism and Convention Board.

Finally, Mr. Dee brings to his duties with Outrigger, HTA and elsewhere a deep appreciation and respect for Hawaii's people, places and cultures, not just from a visitor experience perspective but of sustaining and strengthening what makes us special.

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation. Please feel free to contact me with any questions at [dkennedy@staradvertiser.com](mailto:dkennedy@staradvertiser.com) or 529-4818.

Mahalo and with Best Regards,



J. David Kennedy, Chief Revenue Officer – Oahu Publications Inc.



April 12, 2015

The Honorable Gilbert Kahele, Chair  
The Honorable J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs



RE: Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

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

My name is Roy Yamaguchi and I would like to express my strong support of Mr. Sean Dee who has been nominated to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018. I met Sean two years ago when he moved to Hawaii from Los Angeles to take an executive position with Outrigger Enterprises Group. He was previously an executive for AEG, the company that now operates the Hawaii Convention Center.

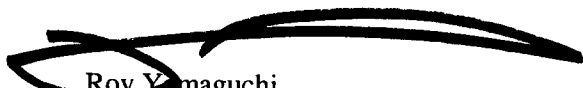
As Board Member of Brand USA and a restaurant owner, I understand the importance of the visitor industry to Hawaii, as well as to our country. Hawaii Tourism Authority, like Brand USA, is responsible for ensuring that we continue to have a thriving, robust and competitive visitor market, and it needs visitor industry representatives with proven experience and success in tourism marketing.

With that said, I am confident that Mr. Dee is well-qualified for the board, and will be able to contribute, based on his background and experience, to the overall growth and success of HTA. As Executive Vice President and Chief Marketing Officer of Outrigger Enterprises Group, one of Hawaii's largest and oldest hospitality companies, Mr. Dee is responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond.

Mr. Dee has a solid record of experience and success of nearly three decades in the marketing profession and including his tenure as Chief Marketing Officer for international entities such as AEG and Hard Rock. Most relevant, he served on the Board of Directors and Executive Committee and as Chair of the Marketing Committee for HTA's equivalent in Los Angeles, the LA Tourism and Convention Board.

While I have known Mr. Dee for only two years, I know that he will wholeheartedly contribute as a member of the board. I urge your support of his nomination.

Sincerely,

  
Roy Yamaguchi  
Owner & Founder

Roy's Restaurant

6600 Kalaniana'ole Hwy.  
Honolulu, Hawaii 96825

Tel: (808) 396-ROYS (7697)  
FAX: (808) 396-8706

# Cyril Lani Pahinui

94-870 Lumiauu Street K-104 Waipahu, HI 96797

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Senator Gilbert Kahele, Chair  
Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

Cyril Pahinui, Hawaiian Cultural Practitioner and Musician

April 15, 2015

## Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

I am Cyril Pahinui a Hawaiian musician, cultural practitioner, teacher and weekly performer at the Outrigger Reef Waikiki, Kani Ka Pila Grille. Through my family's music, I have been involved with the Hawaiian music industry and preservation of Hawaiian music for most of my life. I have performed professionally since the age of 12, recorded on more than 50 music releases, traveled throughout the world and US mainland to perform and share my aloha for Hawai'i's music including twice playing at Carnegie Hall. I have been recognized with 18 Na Hoku Hanohano Awards as well as a Lifetime Achievement Award for my contributions and commitment, nominated for 2 Grammy Awards, contributed to 3 Grammy Award winning albums and serve as a Board of Governor for the Hawai'i Academy of Recording Arts / Na Hoku Hanohano Awards (HARA) and as a past Board of Director for the National Academy of Recording Arts and Sciences (NARAS). I produce music events both inside and outside Hawai'i and organize and teach Hawaiian Master Musician instructional programs that have been present to over 1,000 youth and their families at 31 schools and 17 other community locations in Hawai'i. Most recently I collaborated with Na'alehu Anthony and Oiwi TV to produce the Na Hoku Award winning Music Video of the Year, *Let's Play Music Slack Key with Cyril Pahinui and Friends* that was shown in more than 41,000,000 homes across the US and helped raise funds for our local PBS station's new venue. We continue this effort as we introduce our Hawaiian Music Master's Youth Outreach and Community Reinvestment instructional program in Waimanalo schools this year, produce our second Let's Play Music video highlighting the Hawaiian Music Renaissance of the 70 and 80s, followed by a monthly webisode series featuring kanikapila sessions with many of Hawai'i's musicians.

When we approached Outrigger to support live Hawaiian music in Waikiki, they made a firm commitment to the musicians and the music industry during times when many others were canceling entertainment as a way of cutting expenses. Outrigger's commitment to the musicians has resulted in a greater commitment by the musicians to promote both their music and the tourism industry. This collaboration and its viral social media presence, has been a win win situation for everyone and should be used as a model for the visitor industry as a whole.

Since joining Outrigger Enterprises Group as Executive Vice President and Chief Marketing Officer, two years ago, Sean Dee has increased this commitment and collaboration adding greater value to both the visitor industry and Hawai'i's music industry. This commitment is recognized and sincerely appreciated by Hawai'i's musicians. It is especially valued by those of us now aging and no longer able to enjoy the rigors of traveling to earn a living with our music.

With this qualified position in mind, I gladly submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawai'i Tourism Authority for a term to expire June 30, 2018.

We all know how critical the visitor industry is to our Hawai'i. Less well known is how fast and often unexpectedly that industry is changing around the world, from the rise of social media to source markets like China to many more and improved major competitive visitor destinations. This accelerating change provides Hawai'i with both great opportunities and serious risks. We are also aware that Hawai'i's music has played a strong part in the "Sense of Place" that visitors experience and take with them. We document this with our "sold out" concerts in nearly every State and Country we travel to worldwide, and especially in some of Hawai'i's major markets on the West Coast and Japan.

The Hawai'i Tourism Authority and the choices they make are crucial to our continued success in this new and uncertain landscape. As our state tourism agency, it must develop and implement memorable, cutting edge marketing of Hawai'i to the world. But most important, it must contribute to the enhancement of Hawai'i's people, places and cultures to sustain that unique visitor experience on which our continued success depends.

To do so, HTA needs visitor industry committed, insightful representatives with proven experience and success in tourism marketing who walk the frontlines of promoting Hawai'i every day. Sean Dee has all of those attributes.

As Executive Vice President and Chief Marketing Officer of Hawai'i-grown Outrigger Enterprises Group, one of Hawai'i's largest and oldest hospitality companies, Mr. Dee is responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond. Every day he deals directly with what's happening in travel and tourism locally and throughout the world, how best to present Hawai'i to different consumers using different media and messages, and how to maintain and improve our competitive edge and community investment.

These responsibilities and abilities are built on a solid record of experience and success over almost three decades in the marketing profession and including service as Chief Marketing Officer for international entities such as AEG and Hard Rock. Most relevant, he served on the Board of Directors and Executive Committee and as Chair of the Marketing Committee for HTA's equivalent in Los Angeles, the LA Tourism and Convention Board.

Finally, Mr. Dee brings to his duties with Outrigger, HTA and elsewhere a deep appreciation and respect for Hawai'i's people, places and cultures, from a visitor experience perspective and one of sustaining and strengthening what makes us special. As just two examples, under his tenure Outrigger is a major partner of the Polynesian Voyaging Society's Malama Honua Worldwide Voyage, and has broadened its efforts to preserve the music of Hawai'i at Kani Ka Pila Grille, Waikiki Beach Walk and other locations.

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.

'O wau no me ka maunalo e me ka ha'aha'a,



Cyril Pahinui

**From:** [JAMES BARAHAL](#)  
**To:** [TSI Testimony](#)  
**Subject:** Sean Dee testimony  
**Date:** Monday, April 13, 2015 10:08:37 AM

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Senator J. Kalani English, Vice Chair  
Committee on Tourism and International Affairs

James Barahal, M.D.  
President/CEO  
Honolulu Marathon and Hapalua

April 15, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

I am Dr. Jim Barahal. President and CEO of the Honolulu Marathon, the largest tourism event in the State of Hawaii. In the past ten years the Honolulu Marathon has brought in more than \$1,000,000,000 (1B) dollars in direct spending to the State of Hawaii. I am also the founder of the Hapalua, Hawaii's Half Marathon, the growing tourism event in Hawaii. I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

We all know how critical the visitor industry is to our Hawai'i. In the past ten years, many new marathons have been created in Japan and Asia/Pacific which have created tremendous competition for the Honolulu Marathon. Only the most nimble and creative events will continue to be able to compete successfully for the traveling active lifestyle market.

Sean Dee has the experience, wisdom and passion that is so vitally needed to keep Hawaii current and in the forefront of world tourism

I first met Sean over three years ago, when the Hapalua, Hawaii's Half Marathon, was in its inception phase. His understanding, his vision, his guidance, and support at the early stage, and continuing to the present time, has been critical in propelling the event to nearly 7,000 participants, with over 2,000 participants from outside of Hawaii, in a short period of time.

Sean has also been a great supporter and sounding board for me on the Honolulu Marathon, and has been instrumental in continuing to keep the event vibrant and strong.

Sean Dee is a uniquely talented individual, and a visionary, who as a Board Member of the HTA, could help provide tremendous guidance and support for the mission of the HTA

Sean Dee is uniquely qualified to serve on the HTA Board and his voice there will materially contribute to HTA's mission. I strongly support his confirmation.