

GOV. MSG. NO. 666

Bio For Teena Marie Rasmussen

Mailing Address:

Physical Address:

Phone:

Education: Washington State University
Speech Communications
California State University at Fullerton
Organizational Communications
Chaminade University
Business Administration

Resident of Hawaii:

Occupation:
1/1/19-Present Founding Partner, Skog Rasmussen LLC
1/02/11 to 12/31/18: Director, Mayor's Office of Economic Development, County of Maui
1979 to 2017: Co-Owner and Vice-President Paradise Flower Farms, Inc. (PFF)

VOLUNTEER SERVICE IN EDUCATION:

- Haleakala Waldorf School:
Board Member 90-95
Chairman, Public Relations 90-92
Chairman of the Board 92-94
- Maui Community College Provost Advisory Board: 93-94
- King Kekaulike High School Parent Teacher Student Assoc (PTSA):
Charter President 97-99
- King Kekaulike High School SCBM Council: 1999 –2003
- University of Hawaii Board of Regents: 2008 to 2012
Chair, Community College Committee: 2009, 2010, 2011, 2012
Student Affairs Committee: 2008 to 2012
Academic Affairs Committee: 2008 to 2012
Task Group, Regent Leadership & Development: 2010 to 2012
Task Group, President's Evaluation Process: 2011-2012
Affiliates: BOR Representative to Assoc. of Community College Trustees (ACCT): 2010-2012
Represented University of Hawaii System at "Complete College America" Conference in Austin, TX 2011
- Chancellor's Search Committee for new UH Manoa Athletic Director 2012
- Panelist : "Cost of Public Higher Education: A Community Forum" University of Hawaii Manoa 2013
- University of Hawaii Maui College Chancellor Search Advisory Committee 2014

VOLUNTEER SERVICE TO NON-PROFITS:

- Tri Agency: Maui Youth and Family Services, Aloha House, and Malama Family Recovery
Board Member July 2008 to 2017
Event Chairperson for "Growing Dreams" Fundraiser: 2003, 2004, 2010, & 2013
Chairperson of "Growing Dreams" Floral Design Show: 2005, 2006, 2007
Member of "Growing Dreams" Committee: 2001 to 2016
Member of the Development Committee: July 2008 to 2017
Co-Chair Development Committee: July 2014 to 2017
- Maui United Way:
Board member 91-93
Campaign Committee 1991
Personnel Committee 1992

GOVERNMENT SERVICE:

- County of Maui Salary Commission:
Vice-Chair 93-95
- Governor's Small Business Advisory Council 92-94
(Appointment by Governor John Waihee)
- Farm Service Agency, United States Dept. of Agriculture
(Appointment by Secretary of Agriculture)
State Committee Member March 2002—2008
State Committee Chair Feb. 2018-Present

- Small Business Administration (SBA) Regional Advisory Board:
Board Member 1992-2002
Chairman of the Board 93-95
SBA Western Region (San Francisco) Judge for the Small Business Awards 2000, 2001
- Agribusiness Development Corporation (ADC) State of Hawaii
Board Member-- May 2003-2008
Board Chair-- 2005 & 2006

SERVICE TO BUSINESS AND PROFESSIONAL AFFILIATIONS:

- Maui Chamber of Commerce:
Member since 1980
Chairman, Government Affairs Committee 1987-1989
Board Member 1985-1994
Chairman of the Board 1989-1990
- Maui County Farm Bureau:
Member since 1978
Board Chair December 2019-Present
- Hawaii Visitor's Bureau:
Traveled on three separate marketing trips to Vancouver, Canada, Dallas, TX and Long Beach, CA to promote Hawaii flowers and lei.
- Maui Visitor's Bureau: Mayor's Rep. on Board of Directors 2011-2018
- National Federation of Independent Business (NFIB)
Delivered testimony in person to US Congress during the National Health Care debate. Testified to the House Agriculture Committee, and the House Small Business Subcommittee during Clinton's second year in office.
- Maui Economic Development Board
Board Member 1989-1994
Mayor's Representative to the Board 2011-2018
- Maui Business and Professional Women's Club:
Member 1980-2000
President 1983
- Made In Maui Trade Council: Member 1995-2009
- NFIB Hawaii Guardian Advisory Council: Member 1991 to 2012
- Hawaii Tropical Flower Council: Board Member 2003-2005
Represented the Council at the Super Floral trade show in Houston, TX 2005
- Founding Member "Hawaii Seal of Quality" Program –launched in 2006 by Hawaii State Dept. of Agriculture
- Member of Society of American Florists (SAF)
- Hawaiian Electric Forecast Assumptions Working Group 2019-Present

AWARDS AND RECOGNITION:

- "Small Business Advocate of the Year" 1991 for Maui County Small Business Administration (SBA)
- "Entrepreneurs of the Year" 2000
Maui Chamber of Commerce and Island Business Magazine

- Small Business Administration (SBA) “Small Business Persons of the Year” for Maui County 2001
- “Farm Family of the Year” 2004
Maui County Farm Bureau
- “Most Outstanding Farm Family” 2004
Hawaii State Farm Bureau
- NFIB Hawaii “Small Business Champion of the Year” 2005
- “Outstanding Community Service & Achievement Award”
Maui Agricultural Foundation April 30, 2005
- “E-Commerce Retailer of the Year” Ho’okela Award
Retail Merchants of Hawaii 2006
- Inducted into American Academy of Floriculture (AAF) for Lifetime Achievement by Society of American Florists at National convention in Palm Beach, Florida
September 2008
- “State of Hawaii Small Business Advocate of the Year for Business and Industry”
Small Business Administration (SBA) 2018
- “Agriculture Advocate of the Year” Hawaii State Farm Bureau November 2018

SIGNIFICANT MAINLAND CONFERENCES AND CONTINUING EDUCATION:

- Harvard Kennedy School of Business October 2014
“Creating Collaborative Solutions for Innovations in Governance”
- International Economic Development Council (IEDC) Conference Oct. 2011
Charlotte, North Carolina
- International Economic Development Council (IEDC) Conference Oct. 2013
Philadelphia, PA
- International Economic Development Council (IEDC) Conference Anchorage Alaska
2015
- International Economic Development Council (IEDC) Conference Toronto, Canada
2017. Received IEDC Gold “Excellence in Economic Development” award for the
Made In Maui County Festival
- National Association of Counties Conference June 2018 Received award of
distinction for the Made In Maui County Festival

PROJECT & PERSONNEL MANAGEMENT:

- Founded the Made In Maui County Festival in 2014
- Founded the Hawaii Small Business Conference in 2016
- Co-Founded the Maui Energy Conference in 2014 with MEDB
- Established the Small Business Revitalization Grant Program within OED for the
benefit of small businesses in Lanai, Molokai, and Hana.

- Founded the Maui Friday Town Parties which took the success of the Wailuku First Friday party and rolled it out to Makawao, Kihei, Lahaina and Lanai City.
- Project manager for Maui booth at Goyang International Horticulture Expo, Goyang South Korea 2013 & 2014
Booth Received People's Choice Award 2013 and Prime Minister's Award 2014
- Project manager for Made In Maui display and 12 Maui vendor shops at the Philadelphia Flower Show --March 2012
- Project Manager Maui County booth and participation at Asia Pacific Economic Cooperation (APEC) Conference, Honolulu, HI 2011
- Personnel Management: 42-years experience, up to 32 employees
- Managed department budget, \$12 million annually, Mayor's Office of Economic Development
- As Office of Economic Development Director, reviewed, vetted and awarded over \$80 million in community and business grants within the County of Maui between 2011-2018