



LINDA LINGLE
GOVERNOR
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LT. GOVERNOR

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LAWRENCE M. REIFURTH
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TO THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION

TWENTY-FIFTH LEGISLATURE
Regular Session of 2009

Wednesday, March 11, 2009
9:00 a.m.

TESTIMONY ON GOVERNOR'S MESSAGE NO. 279.

TO THE HONORABLE ROSALYN H. BAKER, CHAIR,
AND MEMBERS OF THE COMMITTEE:

The Department of Commerce and Consumer Affairs ("Department") thanks you for the opportunity to testify on Governor's Message No. 279, regarding the **reappointment** of Ulrike Weiss to the Board of Acupuncture ("Board"). The Department supports the confirmation of Ms. Weiss' reappointment to the Board.

Ms. Weiss is being reappointed to the Board as a licensee member. She has been licensed as an acupuncturist since October 19, 1994, and her license is current, active, and in good standing.

Ms. Weiss is a reliable member and has excellent attendance at the Board's meetings. She actively participates in the meeting discussions and has been called upon by her fellow Board members to provide her assessment of the issues at hand.

Ms. Weiss brings a balanced viewpoint to the discussions, drawing upon her knowledge as an acupuncturist and as an individual who has acquainted herself with the broader issues that challenge the healthcare industry today. In doing so, she contributes a breadth of information and ideas that stimulate healthy discussion among the members. In recognition of her leadership, fellow Board members unanimously selected Ms. Weiss to represent them as their Vice-Chairperson.

We believe that Ms. Weiss' interest in serving on the Board, previous experience on the Board and desire to contribute to the community will continue to enhance the effectiveness of the Board.

The Department supports the confirmation of Ms. Weiss to the Board of Acupuncture, and thanks you for the opportunity to provide testimony.

February 20, 2009

Senator Rosalyn Baker
Chair, CPN
State Capitol
Honolulu, HI 96813

Honorable Senator Baker:

I am pleased to have the opportunity to recommend that the term for Ms. Weiss on the state Board of Acupuncture, where she is currently serving as vice chair, be extended.

During the forty years of our friendship, I have known Ms. Weiss to be conscientious and dependable in the execution of her duties. The function of state boards and commissions, as I understand it, is to safeguard the health and safety of the public. Ms. Weiss has taken those responsibilities very seriously in her current term on the board, and I can assure you that she will continue to do so for the rest of her tenure on the board.

Best regards,

Pegge Hopper

Rike Weiss



Senator Rosalyn H. Baker
Chair CPN
State Capitol
Honolulu, HI 96813

March 6, 2009

Honorable Senator Baker:

I am currently serving as vice chair on the Board of Acupuncture and was asked by my colleagues and the Board's executive secretary to remain for a second term.

The Board is charged with the responsibility to safeguard the health and safety of the public in all matters relating to acupuncture. For the past four plus years (I came on board to fill an unexpected vacancy), I have faithfully executed that duty, always guided by existing laws and statutes.

As requested, I am attaching a current resume and a list of references. Michael Howden, chair of the Acupuncture Board had planned to send me a letter of reference; he may have sent it to you directly.

If confirmed, I would be happy to serve four more years.

Rike Weiss

Encls.

In my nearly 30 years experience as a public information consultant, I assisted my clients—non-profit, government, and business—in all areas of communication: community and inter-agency collaboration; event, meeting, and conference planning; community and public relations; publication writing, editing, and production;. Specifically, when working with the Dept. of Health (DOH) Injury Prevention and 5-A-Day programs, I enjoyed many years of successful collaboration with the Dept. of Education (DOE). More recently, in my position with the Red Cross, I had the opportunity to work closely with state and county Civil Defense and the DOE on implementing emergency training.

Professional experience and skills

Communication and public relations programs:

Planned, designed and implemented public and community relations programs for

- Hawai'i Habitat for Humanity (statewide campaign)
- Statewide education and awareness campaign to reduce underage drinking, incl. developing partnerships between DOH, DOE, county liquor administrations & merchants, DOH
- 5-A-Day statewide campaign, DOH
- Nutrition education campaign, DOH
- Coordinated car seat safety educational campaign, DOH
- Coordinated & implemented campaign to reduce underage drinking, DOH
- Initiated news conferences and prepared news releases
- Coordinated public information activities

Community relations:

- Statewide liaison & coordinator for stakeholder groups to produce annual Fall Prevention conferences, DOH
- Statewide liaison with Lions clubs to coordinate Red Cross emergency training
- Coordinated opening night performances to benefit Life Foundation, American Theatre Company (ATC)
- Coordinator Inaugural Lighted Boat Parade to benefit Kalihi Palama Settlement
- Liaison with Battleship Missouri and U.S. Navy for on-board 5-A-Day contest
- Liaison & coordinator with various health organizations & Kamehameha Schools to participate in Laughter and Healing conference

Event and meeting planning:

- Coordinated and managed statewide Affordable Housing Coalition
- Arranged and attended policy-level meetings with legislators

- Planned and coordinated running event to benefit Waikiki Aquarium
- Coordinated Hawai'i/California Wine Festival and similar food events
- Coordinated and facilitated 5 A Day meetings
- Planned and coordinated Laughter and Healing conference
- Planned and coordinated Inaugural Run to the Sun
- Coordinated fundraising events for Life of the Land and Chamber Music Hawai'i

Writing, editing, production:

Supervised production and publication of media products, including:

- Annual poster calendar, 5-A-Day, DOH
- 5-A-Day cookbook, DOH
- 30-minute fitness video
- Periodic public service announcements, radio and television
- Brochures
- Traditional Japanese Health Practices booklet, DOH
- Newsletters: Hawai'i Habitat for Humanity; 5-A-Day; Tai Hsuan Foundation; Partners In Health; Chamber Music Hawai'i
- Reviewed publications & media materials and advised clients on pre-production

E ducation

Master's in Oriental Medicine, Tai Hsuan College of Acupuncture & Herbal Medicine, Honolulu, Hawai'i
 Buddhist studies, Sri Lanka and Thailand
 Bachelor's equivalent in English and French, Germany

C ommunity S ervice

Hawai'i State Board of Acupuncture, current vice chair
 Hawai'i Public Radio, member & current volunteer
 Red Cross, current volunteer
 Slow Food, member and past board member
 Tai Hsuan Foundation, past board member
 Life Foundation, past volunteer
 Hawai'i's Thousand Friends, founding member, charter executive director
 Life of the Land Foundation, past board member
 Life of the Land, founding member & past board member
 ECO Foods, founding member & past board member

Rike Weiss
P.O. 37346
Honolulu, HI 96837

References

Pegge Hopper, artist

[REDACTED]
[REDACTED]

James Niess, principal
Maui Architectural Group

[REDACTED]
[REDACTED]

Michael Howden, chair
Board of Acupuncture
Wailuku, Maui

[REDACTED]

Eric Tash, manager
Injury Prevention, DOH
Honolulu, HI

[REDACTED]

Madelyn d'Enbeau
Deputy Corp Counsel Maui County
Wailuku, Maui

[REDACTED]