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David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

Statement of
George D. Szigeti
Chief Executive Officer
Hawai'i Tourism Authority
on
GM 746
Board of Directors of the Hawai'i Tourism Authority
Senate Committee on Economic Development, Tourism, and Technology
Monday, April 30, 2018
9:00am
Conference Room 414

The Hawai'i Tourism Authority (HTA) offers the following **testimony in support of GM 746**, which submits for consideration and confirmation to HTA's Board of Directors (the Board), Gubernatorial Nominee **Micah Alameda** for a term to expire on June 30, 2022.

Mr. Alameda's extensive experience in public service and marketing makes him an ideal candidate for the Board. His vision and passion for Hawai'i are evident from the various positions that he has held in state and county legislative offices. Mr. Alameda's experience as marketing manager and a member of Nā Leo TV's executive management team has provided him with a firm foundation in strategic planning and marketing. In addition, working with the Keaukaha Community Association and Pi'ihonua Hawaiian Homes Association has given Mr. Alameda insight into integrating stakeholder interests with community service. His skills, intelligence and energy will be invaluable to the Board as it guides HTA in promoting Hawai'i as a premier visitor destination and integrating the interests of visitors, residents and the tourism industry.

At HTA, we look forward to collaborating with Mr. Alameda to enhance and highlight Hawai'i's people, place and culture with the goal of delivering an incomparable visitor experience.

Mahalo for the opportunity to offer this testimony.

GM-746

Submitted on: 4/27/2018 1:01:19 PM

Testimony for ETT on 4/30/2018 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Derek Hall	Testifying for GVS Accelerator	Support	No

Comments:

GM-746

Submitted on: 4/27/2018 3:01:24 PM

Testimony for ETT on 4/30/2018 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
BREEANI LEE	Individual	Support	No

Comments:

Aloha my name is Breeani Sumera-Lee. I am a small business owner of Keaukaha General Store and recently founded a non-profit aimed towards helping youth aim at professional development skills as a Program Director of Hawaii Rise Foundation. Prior to us having a non-profit Micah was active with our store and community organization. He is a great community leader and knows what the community needs. He is always uplifting and exciting to talk to and I can always rely on Micah to be honest and integral. As a committee clerk under Chair Senator Gil Kahele, he worked hard for our community and helped to develop knowledge of the legislature. He also came to teach community classes with our youth in 2017 and taught our seminar on "how to vote and the electoral process." I think that Micah will be a great benefit to the Hawaii Tourism Authority and he has all of our support. Mahalo, Keaukaha General Store & Hawaii Rise Foundation

GM-746

Submitted on: 4/27/2018 4:01:52 PM

Testimony for ETT on 4/30/2018 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jennifer Zelko	Individual	Support	No

Comments:

Thank you for the opportunity to submit testimony in strong support of Micah Alameda on his nomination to the Board of Directors of the Hawaii Tourism Authority.

Micah from a very young age, has taken on an active leadership role in bettering our communities. He is a hard worker and a visionary. Micah is also part of the Millennial generation, and Millennials are said to be the next generation of Hawaii travelers. He knows what the Millennials are looking for in travel and adventure. He would make a great addition and resource to the Hawaii Tourism Authority, as they continue to shift their focus and resources towards the next generation.

Micah also has legislative experience pertaining to tourism, as a Committee Clerk to the Senate Committee on Tourism and International Affairs. During that time, Micah worked closely with then CEO of HTA, Mike McCartney, and Mike's staff to better understand the the Authority and Industry.

Micah has my strong support. Thank you for allowing me the opportunity to testify.

Jennifer

GM-746

Submitted on: 4/27/2018 11:23:48 PM

Testimony for ETT on 4/30/2018 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Phil Barnes	Individual	Support	No

Comments:

I would like to recommend Micah Alameda for a position on the Board of Directors of the Hawai'i Tourism Authority. My experience working with Micah has come through our work together for the Hawaii County Democratic Party. I first met Micah when he spearheaded a group of young party members to set up a Hawaii County Young Democrats chapter. He taught a workshop for older members on using social media to further our parties goals. Since that point in time we have worked on various projects together and it has always been very helpful to have a millennial perspective in dealing with party issues. Hie experience working at the legislature has given him valuable insights in how the hospitality industry can successfully interface with the government. His current involvement in marketing and running his family owned vacation rental has given him insights into meeting tourist personal needs while sharing his manao of Hawaiian culture. As the Democratic Party has increased our partys outreach to young people Micah can share his perspectives on the direction that the Authority can follow to market to this increasingly lucrative demographic as it builds toward the future of the tourism industry on our island and state.

29 April 2018

To Whom It May Concern:

In my four years of being a Council Member of Hawai'i County, I have worked with many young men and women to improve tourism for Hawai'i's future. However, among the young people who displayed great skills and fortitude, the one millennial that always stood out was Micah Alameda.

His enthusiasm alone inspired keiki to kapuna to follow him on to projects that others wouldn't dare attempt, because others saw the lack of resources and the low chance of success. But Micah had foresight that allowed him to see the light at the end of the tunnel, which it turned out that Micah was that critical piece that made a positive difference.

Micah has worked with various business leaders in the Big Island community on many different economic projects that faced impeding County regulations while he was a legislative aid in Hawai'i County. The Hawai'i Tourism Authority needs a person who understands the law, mixed with a young man's perspective to overcome the new challenges the State faces.

The State can't continue doing what it has been doing in the old days, and it needs to have a young voice that can carry our economy forward in a positive direction. Micah Alameda is that millennial who will bring in a breath of fresh air, who will challenge compliancy, and invigorate the economy.

Sincerely,

A handwritten signature in cursive script that reads "Greggor Ilagan".

Greggor Ilagan