



STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2360
HONOLULU, HAWAII 96804

OFFICE OF THE SUPERINTENDENT

January 16, 2020

TO: The Honorable Dwight Takeno
Chairperson, Human Resources Committee

FROM: Dr. Christina M. Kishimoto
Superintendent

A handwritten signature in blue ink, appearing to read "CK", is placed to the right of the name and title.

SUBJECT: **Committee Action on Recommendation Concerning Appointment of the Assistant Superintendent for the Office of School Facilities and Support Services**

I am recommending the following appointment effective January 17, 2020.

Randall Tanaka
Assistant Superintendent (AS)
Office of School Facilities and Support Services (OSFSS)
Position No. 60008
Annual Salary: In accordance with the AS salary range approved by the Board of Education (Board) on September 19, 2019

Additional information to support this recommendation:

The position of the Assistant Superintendent for the OSFSS requires that the candidate have exceptional leadership and project management skills with a track record of developing and implementing new or improved systems and processes.

Mr. Randall Tanaka was vetted through an executive search firm and participated in a series of interviews, including a panel of the Department of Education's (Department) leaders as well as a "Talk Story" session with key individuals in the OSFSS.

Mr. Randall Tanaka brings a wealth of experience in leading and managing diverse organizations and large complex projects. His previous positions have prepared him to serve as the Assistant Superintendent for the OSFSS. Mr. Tanaka currently serves as deputy director of the Department of Business, Economic Development and Tourism (DBEDT).

AN AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY EMPLOYER

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Previously, he served as president and executive director of the highly successful 2016 World Conservation Congress that required close oversight of all of the logistical functions to host more than 10,000 delegates from 190 countries. He also served as the director of Commercial and Auxiliary Enterprises, Safety and Security at the University of Hawai'i Community Colleges, and served in various capacities at the Hawai'i Convention Center, including interim general manager.

Mr. Tanaka is poised and ready to lead the OSFSS team and the Department in implementation of Board priorities, my Superintendent priorities, and the 2030 Promise Plan. He is committed to ensuring all students and the educators who lead, teach and support them walk onto a public school campus every morning with excellent facilities that reflect 21st century instructional spaces that support educational innovation and a discovery approach to learning and teaching.

Mr. Tanaka is clearly the right choice for leading the Department in establishing equity and access to safe and aesthetically pleasing school facilities as well as implementing innovative practices to improve the mission accomplishment and productivity of the OSFSS.

Attached is Mr. Tanaka's resume describing his background and work experience.

CMK:sb

Attachment

RANDALL TANAKA

SUMMARY OF QUALIFICATIONS

Innovative, adaptable and service focused in all aspects of management, with significant achievement in diverse business environments, demonstrating exceptional communication and project management skills, and the collegial, energized management style that results in productive, harmonious teams capable of functioning in high pressure, time-sensitive situations. Focused on value-added propositions and long-term community benefit.

Expertise includes:

- Developing and monitoring budgets and business plans.
- Designing, managing roll out, and analyzing promotional programs and materials.
- Conceiving marketing strategies and producing communications pieces.
- Managing public relations programs and serving as contact to media outlets.
- Serving as liaison to vendors, clients, tie in partners, professionals, celebrities and dignitaries.
- Managing and implementing logistics for program and product introduction.
- Improved operational procedures and performance
- Supervising and monitoring technological development.
- Extensive travel to national and international destinations.
- Development of community relevant projects
- Development of business models that generate new revenue streams with immediate results
- Proficiency in Microsoft Office products (Word, Excel, Outlook, PowerPoint).

PROFESSIONAL EXPERIENCE – HIGHLIGHTS

2016 World Conservation Congress (WCC)

- Responsible for the overall hosting requirements for the 2016 World Conservation Congress.
- Fundraised 11.2 million dollars to meet the hosting requirements as confirmed by the State of Hawaii
- Coordinated website development, statewide excursions and local conservation events to engage the congress delegates
- Worked with State of Hawaii leadership, Office of the Governor, Legislators and Hawaii Congressional Delegation
- Worked with federal and state agencies to ensure active participation with the WCC

- Coordinated with the International Union for the Conservation of Nature (IUCN) Global Director and Director General with the US Department of State to ensure efforts with the US federal agencies participating in the 2016 WCC.

Hawai'i Convention Center – Interim General Manager

- Responsible for overall management of the Hawai'i Convention Center.
- Oversee staff from operations to sales and marketing.
- Intimately involved with the Hawai'i Tourism Authority leadership board of directors and staff.
- Highly visible with local industry and non-industry partners.
- Involved with national organizations that provide for and supply services for the overall betterment of business travel.

APEC – ASIA PACIFIC ECONOMIC COOPERATION, CHIEF OPERATION OFFICER – HAWAI'I HOST COMMITTEE

- Managed operational aspects and relationship with US Department of State, logistics, member country accommodations, security, technical services, and transportation and special events.
- Engaged with twenty-one countries consulate staff and Ambassadors.
- Worked with US Department of State advanced planning and logistics team.
- Engaged with Hawai'i community dealing with safety, security, public relations, logistics, and Office of the Governor and Hawai'i Congressional leadership and staff.
- Engaged in the encouragement of Hawaiian cultural values and marketing business pillars to build the future economic base for Hawai'i.

INTERNATIONAL UNION FOR THE CONSERVATION OF NATURE / WORLD CONSERVATION CONGRESS 2016

- CEO/ Executive Director. Directed all logistical functions to host 10,000 plus delegates from 190 countries.
- Managed budget of 11.4 million of which 8+ million was fund raised in 18 months of operations
- Delivered conference 2.9 million under budget.
- Conference was the highest attended in the 60+ years of the IUCN's existence.

Hawai'i Convention Center / Director of Business Development and Industry Relations

- Redesigned and implemented attendance development program which promised to be significant in enhancing the marketing program for Hawai'i Convention Center for the next five years.
- Implemented attendance programs that positions Hawai'i as a key destination in the international market and complete domestic associates.
- Developed client intelligence program (a collaborative "Customer Journey") to gain an improved understanding of planning and implementation requirements of association annual meetings.
- Developed and maintained excellent relations and a high level of trust and confidence with the Hawai'i Tourism Authority.
- Developed in-depth understanding of client needs which have translated to successful delivery of great operational and event services which have exceeded expectations.
- Improved and strengthened industry relations with hotels and suppliers for convention programs.

Work History

2013 – Current President / Executive Director – National Host Committee – World Conservation Congress

Responsible for all aspects of the Hosting requirements for the 2016 World Conservation Congress. Key elements include, fundraising, professional congress organization, national and local government relations, worked with federal and state agencies to coordinate participation in the largest conservation congress held on a global scale.

2012 – 2013 Interim General Manager – Hawaii Convention Center

Responsible for all aspects of the Hawaii Convention Center. Operations, sales and marketing, community relations and industry relations. Maintained direct relationships with industry leaders and with the Hawaii Tourism Authority's CEO and Board Members to ensure quality standards to meet the goal of a first-class convention center.

2010 - 2012 APEC - Chief Operating Officer

Managed logistics and liaison with US Department of State. Organized housing for all economies, IT requirements, transportations and special events. Worked with Hawai'i Tourism Authority, Office of the Lieutenant Governor and the Governor for protocol requirements between economies and dignitaries. Worked with US Secret Service, Diplomatic Security, Honolulu Police Department, National Guard and private security companies.

2006 - 2010 Assistant General Manager

Responsible for all facility operations and operating divisions which included engineering staff, facility services, IT, housekeeping, Event services, sales and marketing.

2004 - 2006 Hawai'i Convention Center/ Director of Business Development

Developed new revenue sources and programs to drive greater use of the Hawai'i Convention Center from international markets. This effort led to the HCC creating its own meetings in conjunction with public and private entities.

1996-2004 Hawai'i Convention Center/ Director of Sales and Marketing

Seamlessly transferred sales and marketing efforts from the HVCB to the HCC. Successfully implemented "Where Business and Aloha Meet" tagline with the primary client base, solidifying the meeting market in Hawai'i.

Oversight of the top booking period for the Hawai'i Convention Center

- Opened the Hawai'i Convention Center, developed all elements of marketing and sales.
- Developed pre-opening marketing/sales plans, established facility policies and procedures, and development of ten-year pricing and strategic plan.
- Implemented automated sales system to track client demographics and event components, including the installation of the facility booking system (Ungerboeck), and development of HCC web site with automated electronic data transmission systems.
- Managed budget exceeding \$6 million, which resulted in the highest and most profitable period of the HCC.
- Prepared monthly marketing analysis reports for distribution to Hawai'i Tourism Authority. Managed, coordinated, and organized all client contact with facility (site visits, license agreements, food and beverage, audio-visual, freight, etc).
- Assumed public relations responsibilities for facility to media, clients and general public, including speaking engagements related to marketing activities and special interest groups.

1995-1996 Kauai Visitors Bureau/ Executive Director

- Overall responsibility of management of tourism product for the Island of Kauai, including all daily business operations.
- Developed marketing plan for review by Board of Directors, increasing revenue generating opportunities during the island's recovery from Hurricane Iniki.
- Maintained daily communication with government officials, including the initiation of partnership with Economic development Boards to enhance tourism opportunities.
- Managed \$1.2 million budget consisting of membership, state government and county funds (including grants).
- Presented annual budget and marketing programs to the office of the Mayor and County Council, which included quality control procedures that subsequently resulted in a substantial improvement in market share (17%0 and an increase of 7 percent to the daily average room rate in the first year. Served as guest speaker for educational forums (schools, community groups, etc.).

1994-1995 The Island of Lanai/ Director of Sales

1992-1994 Ihilani Resort and Spa, West Oahu/ Director of Sales, Incentive and Meetings Market

1989-1992 Westin Kauai and Kauai Lagoons/ Director of Sales, Incentive and Meeting Market

1988-1989 MTI Vacations, Honolulu, Hawai'i/ Manager of Group and Incentive Services

1984-1998 Mid Pacific Airlines, Honolulu, Hawai'i/ Director of Product Development

Professional Affiliations

Professional Conference Managers Association

Board of Director
Board of Director – Foundation Board
Strategic Planning Committee
Technology Planning Committee
Foundation Finance Committee
Executive Committee Member
Program Development committee

International Association of Venue Management (IAVM)

Convention Center Committee Member
Venue Security Training Certification

American Society of Association Executives – Member

Meeting Planner International – Member

International Association of Exhibits and Events – Member

University of Hawaii – College of Tropical Agriculture and Human Resources

Board of Director – Alumni Association

SEE IT – Science, Engineering Exposition Innovative Technology - Member

United States-Japan Hawai'i Council - Member

Hawaii POP's - Board Member

Hawaii Food and Wine Festival - Board Member 2013.

Education

1979 B.S. University of Hawai'i, Manoa

2011 Executive Development Graduate - Cornell

Extensive Hospitality Training

Native Hawaiian Hospitality Association

Leadership Development – University of Hawai'i

IAVM – Venue Management Certification