

# For more on April Masini, see Wikipedia

## President Donald Trump, Owner Miss Universe 1996-2002

“April Masini and Hawaii’s Host Committee exceeded every hope and expectation. They have set the standard. They are the bar by which all others will be measured.”

- April Masini, Chair Miss Universe Host Committee

## Ben Cayetano, Hawaii Governor 1994-2002

“April almost single handedly revived the state’s television and film industry” and proclaimed June 4th as “**Masini Day**”.

## Thomas H Patrick, Vice Chairman Merrill Lynch 2000-2003

“April Masini is highly intelligent, hardworking and the most naturally gifted marketing strategist I have ever encountered. Our senior executive events have been held in Hawaii for five consecutive years largely because of April. She is indefatigable.”

## Randy Bernard, Garth Brooks Manager

“April Masini is the real deal. If she tells you she can or will do something. Believe her. I can tell you from experience. Without fail, April always delivers.”

Governor Ben Cayetano, (808) 373-8800 | Tom Patrick: (312) 339-2275, [tompatrik199@gmail.com](mailto:tompatrik199@gmail.com) | Randy Bernard: (719) 330-9800, [randy@majorbob.com](mailto:randy@majorbob.com)





**Tomas J Philipson**

**Trump Administration  
Chairman  
Council of Economic Advisors**

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Stephen Ross  
35 Hudson Yards  
560 West 33rd Street  
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August 21, 2021

Dear Stephen,

I have been following the NYC elections and your support of select campaigns with great interest. If there is ever a need for my expertise/assistance, please do not hesitate to call me.

I am gladly writing this letter of recommendation on behalf of April Masini. It is my understanding April has already impressed you with her unique (impossible to ignore) marketing ability and, you, too, have now experienced first hand why April gets results.

I know April Masini to be honest, loyal, intelligent, talented, sincere and extremely capable. What I have witnessed over eight years is a person who brings a consistent level of excellence to all she does. In my case, I have listened to her observations and ideas in both political and business discussions; she is perceptive and solution focused.

April is most recognized for accomplishments as: an entertainment industry executive; “media maven”; and author. She has always, and remains, most motivated by large scale, cause-driven, projects.

For example, April spear headed the federal legislation “The Military Check-Off Box for Vets”. It would create an optional check-off box on all federal tax returns for donations to Vets, the fallen and wounded and their immediate families.

Roper Public Affairs & Media was engaged by April to determine public support. Roper stated, after polling, that there was more support for the military check-off box project than for anything previously polled. Seven in ten Americans polled supported adding the military check-off box on federal tax returns. Importantly, that support crossed party lines.

Armed with the polls, April funded a successful lobbying campaign. The legislation was drafted and sponsored by Senator Mary Landrieu (D-LA) and co-sponsored and introduced in the House of Representatives by Nancy Johnson, (R-CT, Ways and Means Committee).

When Hurricane Katrina forced Senator Landrieu to put the legislation on hold, April forged a new route. April renamed the legislation "Trump's Check-Off Box for Vets" and April brought it to me in December 2019. I presented it to President Trump and he really liked it. Had our administration served a second term we might well have passed this simple (and likely, highly successful) legislation. I am sure that, when the time is right, this legislation will resurface.

My “bet” is on April’s ability and tenacity to accomplish goals.

Sincerely,

Tomas J Philipson

Trump Administration Chairman Council of Economic Advisors





**Vicky Cayetano**

**Hawaii First Lady  
1994-2002**

**Gubernatorial Candidate  
2022**

**Founder & CEO  
United Laundry Services, Inc.  
(Sold for \$56 million)**

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Stephen Ross  
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August 26, 2021

Dear Stephen,

Like you, April Masini creates an impact. My wholehearted and unconditional letter of recommendation offers you a tiny glimpse of what I witnessed: April's unique capabilities excel to levels head and shoulders above the rest.

I first got to know April Masini when she served as co-chair of the Inaugural Governor's Ball for my husband, Governor Ben Cayetano. Our relationship grew when April, as President of Al Masini Productions, worked with my husband to expand Hawaii's television and film industry.

April is full of energy, dedicated to her goals and imaginative and enthusiastic in all she does. She has a history of accomplishing impactful and worthwhile projects. She has never failed to impress me with her ideas, creativity and determination.

The statewide contest, "Share Aloha With The World", for which I was a judge, is one example, and a testament to April's talent for creating unique opportunities to make an impact. This inventive and inclusive contest is noteworthy for many reasons.

April's ingenuity turned The Miss Universe Pageant into a learning opportunity, by engaging and challenging children K-12 to express their creativity in a poem, painting or drawing. It also generated excitement across the state, by providing Hawaii citizens an opportunity to actively participate in a global, once in a lifetime event.

Governor Cayetano's mandate, that every airport across the state convert their walls into contest artwork displays, extended the contests reach and impact.

It has been 20 years since April's contest, and visitors from around the world continue to be greeted by the contests 2876 submissions. Each is a piece of art, a child's unique expression of how to "Share Aloha with the World".

This ingenious contest is just one example of April Masini's powerful, meaningful, and unforgettable impact on the state of Hawaii. She is deeply missed.

With sincere aloha,

Vicky Cayetano, Hawaii First Lady 1994-2002 & 2022 Gubernatorial Candidate

Founder and CEO, United Laundry Services, Inc. (Sold for \$56 million)





**Anthony Eames**

**Retired President & CEO  
Coca-Cola Ltd, Canada**

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Stephen Ross  
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August 2, 2021

Dear Stephen,

I got to know April well when we worked together on the Board of Directors for Mediterra Homeowners Association in Naples, Florida.

April proved to be an extremely effective President. She always made great contributions to our meeting discussions and one particular contribution stands out in my mind.

April identified a fundamental inequity in the contributions made by the various sub community associations to our master association. She did a significant amount of research into this issue, documented it thoroughly and professionally and helped convince all concerned that the inequities should be addressed and how.

I must say I was very impressed by April's work and the inequities identified were effectively resolved, largely thanks to her.

When April puts her mind to any challenge I can assure you she gives it 110%.

Warm Regards,

Tony Eames

Retired President & CEO, Coca-Cola Ltd, Canada