

‘ELELE

The Hawai‘i Business Ambassador Program
for Meetings and Conventions

Meet
HAWAII™

KAUAI · O‘AHU · MOLOKAI
LANAI · MAUI · HAWAII

meethawaii.com



UNIVERSITY OF HAWAII SUPPORTS THE HOSPITALITY INDUSTRY

by Deborah Zimmerman



Hawai‘i has been incredibly successful in establishing itself as a wonderful leisure destination. Now, we are working fervently to brand the Aloha State as the ultimate global gathering place for business meetings as well. To do this, we must craft more thoughtful, tailored proposals, which build the business case for the Hawaiian Islands and capitalize on existing professional relationships. Towards this end, the University of Hawai‘i plays a significant role as a strategic ally.

A good example of this partnership is evidenced by Meet Hawai‘i’s current work with Dr. David Jameson of the John A. Burns School of Medicine. Dr. Jameson, a prominent biophysicist, is helping Meet Hawai‘i attract the Biophysical Society. For his part, Dr. Jameson is networking with association leaders, inviting decision influencers to tour the Hawai‘i Convention Center, and connecting the Meet Hawai‘i team with biophysical groups in the Pacific Rim in a bid to help the association develop a more global event.

While the ‘Elele program welcomes participation by any enthusiastic University of Hawai‘i faculty member, many participants are distinguished in their fields and recognized on a national level – both as educators and researchers.

Despite excessive demands on their time with a full academic workload, these professors show a desire and commitment to serve as key influencers in pursuing and securing meetings in their respective areas of academic focus because it is good for their students, the University of Hawai‘i, and the community. It is proof that our faculty are part of a global network of distinguished educators.

Hawai‘i may not be home to many multi-national corporations, however, we are home to one of the finest research institutions in the country, which is supporting the Meet Hawai‘i efforts. Working together we are making a difference for the Hawaiian Islands.

Deborah Zimmerman leads Meet Hawai‘i’s ‘Elele Business Ambassadors Program, which enlists the support of community leaders with ties to professional organizations who host national and international meetings. She has more than more than 17 years of convention sales and meeting planning experience.





SURF...SUN...AND ENGINEERING CONFERENCES

by Wayne Shiroma, PhD

One might think that my job as a University of Hawai'i engineering professor is as far removed from Hawai'i's visitor industry as one can get. But one of my proudest and most satisfying accomplishments ever was leading a team that organized Hawai'i's largest conference and exhibition in 2007: the Institute of Electrical and Electronics Engineers (IEEE) International Microwave Symposium (IMS 2007). This meeting attracted more than 7,000 attendees and nearly 300 exhibiting companies from 25 different countries. It also generated \$34 million in visitor spending.

However, this certainly didn't come about without challenges. The conference that I organized had a 50-year history of rotating among various cities, but 2007 was the first year that it moved off the North American continent. At first, many were skeptical that Hawai'i's beaches would detract from our conference's mission. But rather than surf and sun being an incompatible mix for conducting business, our attendees and exhibitors found that it was actually an advantage that helped higher-quality business get done. Our 2007 conference attained two notable achievements in its half-century history. First, it garnered the second highest number of technical paper submissions. Second, it attracted the highest number of accompanying guests. It's no coincidence that these business-focused and pleasure-oriented records occurred at the same time. It's the dual benefit of meeting in Hawai'i.

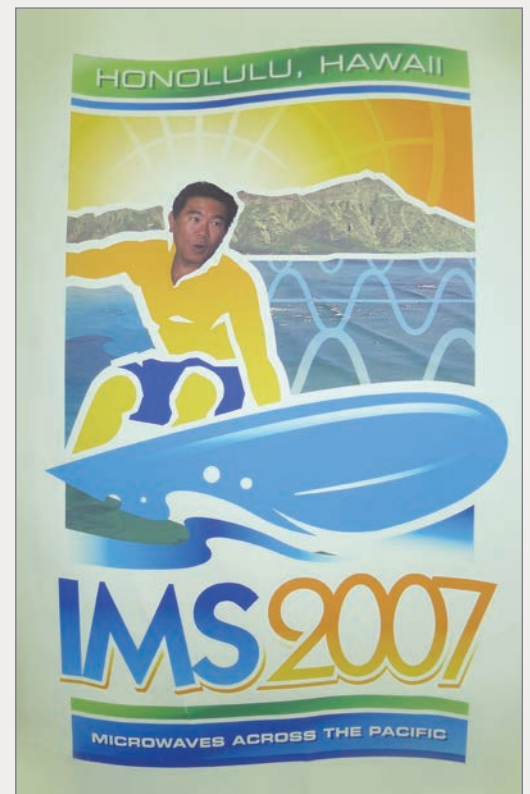
In my line of work, engineers typically travel to conferences alone. Holding this event in Hawai'i, however, enticed engineering attendees to bring their families for pre- and post-conference vacations. I also have quite a bit of anecdotal evidence about authors "saving" their results in the hopes that their papers would get accepted and they could make their presentations in Hawai'i. They saw no reason not to mix business and pleasure as long as the business got done. And it did!

Our State is blessed with surf and sun, so leveraging and marketing these attributes to bring competitive convention revenue to Hawai'i makes sense. And UH faculty are in a prime position to help. No matter what our academic field, most of us belong to a national or international professional organization that has periodic workshops and conferences, whose attendees would find Hawai'i an attractive venue for those meetings. This is a perfect vehicle for those of us in higher education to help bolster the State's visitor industry, no matter how far removed one's academic field is to tourism.

As an educator, I was also pleasantly surprised at the impact it had on my students and recent graduates. I had dozens of 20- and 30-year-olds on my steering committee, and placing them in positions with key responsibilities not only helped hone their leadership and management skills, but also motivated them to the point where they wanted to bid Honolulu as the future site of the conference. And they did just that. IEEE, the governing body that sponsors our conference, was sufficiently pleased with the 2007 event and so impressed with the bid presented by our GOLD (graduates of the last decade) members that it approved the conference's return to O'ahu in 2017!

Bringing this business to Hawai'i was important for both professional and personal reasons, but at the heart of it was our way of giving back to our State.

Wayne Shiroma is a professor and department chair of electrical engineering at the University of Hawai'i at Mānoa. He served as General Chair for the 2007 IEEE MTT-S International Microwave Symposium, and will reprise that role in 2017.





AN INTERVIEW WITH DR. MAGDY ISKANDER – A MEETING MAGNET

We recently caught up with Dr. Magdy Iskander to learn more about what drives him to continue doing this great work for the Hawai'i Center for Advanced Communications, tourism industry, and his community.

Deborah Zimmerman: Magdy, since 2002 you have helped the visitor industry secure 10 meetings representing \$64 million in economic impact to Hawai'i. What motivated you to be so active in the 'Elele program?

Magdy Iskander: The reason we have participated in the 'Elele program is to share Hawai'i. My team and I believe in Hawai'i as a meetings destination. Our State offers gracious hospitality and is truly a global gathering place for family, friends, and colleagues. Surprisingly, people are grateful that we actually invite them to come to Hawai'i.

The other thing that makes it possible for us to bring meetings to the islands is the excellent help we get from people like Debbie (Zimmerman), the Meet Hawai'i team, and the hospitality industry in general. They make it easy by supporting faculty like me with presentations, information and materials to simplify things. The result is I don't have to do much selling as somebody has already done most of the work for us.

Taking into consideration the strength of Hawai'i as a meetings destination, coupled with the support from the people in Hawai'i making my job easy, how can you beat that? Why shouldn't we do it?

DZ: Aside from helping Meet Hawai'i make the sale, don't these meetings create more work for you after they are confirmed?

MI: Of course, however, in addition to conducting and publishing research, my Center believes in community outreach and supporting the intellectual growth of Hawai'i. I cannot send everyone in Hawai'i to the mainland. But we can bring in mainland talent here by securing conferences which feature recent research, discoveries and advancements in technology.

DZ: So, your students benefit as well by participating in these events?

MI: Absolutely! The students are in shock when they see famous professors from all over the country here in Hawai'i and how friendly they are with our faculty. Many times students have this perception that professors in Hawai'i are isolated and different, but seeing our team engage with these well-known and respected professors helps the students realize that we are an integrated part of this outstanding community of distinguished scientists and engineers throughout the world.

DZ: That's very important. Many faculty members in the UH system have reputations which transcend the Islands and can influence convention business.

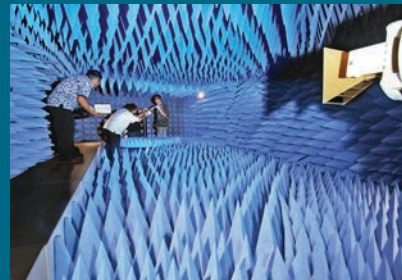
MI: The way I see it, bringing meetings to Hawai'i benefits everyone here. Not just me, our association, or the University of Hawai'i, but really everyone in our State, including the hospitality industry and the desire for intellectual growth of our islands. Then to top it all off, your colleagues and friends are thanking you for the opportunity to come to Hawai'i. You can't go wrong!

DZ: Often we travel out of state and attend meetings, but at some point, we want to reciprocate and bring our friends and colleagues "home."

MI: Exactly! And Hawai'i has excellent service which people come back for. It is one thing to attract a group once, but the fact that they keep coming back shows that we have done the job right.

DZ: Any final thoughts?

MI: It's important to point out that the people who do this work (i.e. help organize meetings in Hawai'i) are not those who have nothing better to do. They do it because it is a good thing for all involved. I like to believe that what we are doing is just an example, and we challenge other high-level educators and researchers to get involved and lead the charge in bringing their important meetings to Hawai'i.



Magdy Iskander is director of the Hawai'i Center for Advanced Communications (HCAC), College of Engineering at the University of Hawai'i at Mānoa. He is also co-director of the NSF Industry/University Cooperative Research Center. He has received both the University of Hawai'i Board of Regents Medal for Excellence in Research and the Medal of Excellence in Teaching. He has also been honored with a "Distinguished Educator Award" by both the IEEE AP-S and IEEE MTT-S Societies. MiWa Technologies, launched in his Hawai'i Center for Advanced Communications, has been acknowledged by the White House, Office of Science and Technology Policy, as an Entrepreneur success story in the Startup America Initiative.

UNIVERSITY OF HAWAI'I 'ELELE ASSISTED BOOKINGS

Event Name	UH Ambassador	Event Date	Attendance
The Society for Marine Mammalogy	Dr. Paul Nachtigall	Dec-99	2000
Biotechnology Industry Organization/ 2001 Asia Pacific Conference	Multiple	Apr-01	700
Am Geophysical Union - Ocean Sciences Meeting	Dr. Dave Karl	Feb-02	2000
Worldwide Web Conference	Dr. David Lassner	Apr-02	1500
American Academy for Geriatric Psychiatry	Dr. Ike Ahmed	Mar-03	1000
Am Society of Plant Physiology	Jody Moore, Dr. Robert Paull	Jul-03	1600
IEEE Topical Conference on Wireless Communications Technology/Progress in EM Society	Dr. Magdy Iskander	Oct-03	400
Am Society of Limnology and Oceanography	Dr. Dave Karl	Feb-04	2000
Am Geophysical Union - Western Pacific Meeting	Dr. Dave Karl	Feb-04	1500
Connection One Semi-Annual Mtg	Dr. Magdy Iskander	Jul-04	120
IEEE Topical Conference on Wireless Communications Technology/ Applied Computational EM Soc	Dr. Magdy Iskander	Apr-05	450
Microscopy and Microanalysis Annual Convention	Dr. Marilyn Dunlap & Tina Carvalho	Jul-05	3000
Am Geophysical Union - Ocean Sciences Meeting	Dr. Dave Karl	Feb-06	2500
Fuel Cell Seminar	Dr. Richard Rocheleau	Nov-06	2500
Acoustical Society of America	Dr. Whitlow Au	Dec-06	1700
IEEE Signal Processing Systems	Dr. Todd Reed, Dr. Tony Kuh, Dr. Anders Host-Madsen	Apr-07	2000
American Astronomical Soc	Dr. Ann Boesgaard, Dr. Dave Sanders, Dr. Rolf Sudziki	May-07	1000
Semi-Annual North America Convention	Dr. Dave Sanders	May-07	
IEEE Microwave Theory and Techniques	Dr. Wayne Shiroma	Jun-07	5000
Am Soc of Engineering Education	Dr. Dean Chen, Dr. Peter Crouch, Dr. Magdy Iskander	Jun-07	3200
IEEE Electromagnetic Compatibility Society	Dr. Magdy Iskander	Jul-07	4500
IEEE Antennas and Propagation Convention	Dr. Magdy Iskander	Aug-07	1000
Pediatric Academic Societies	Multiple Pediatricians associated w/ Jabsom	May-08	7000
American Academy for Geriatric Psychiatry	Dr. Ike Ahmed	Mar-09	1000
American Society of Human Genetics	Dr. Charley Boyd, Dr. Tim Donlon, Dr. Ed Cadman, Dr. Zsolt Urban	May-09	6000
American Society of Plant Biologists	Jody Moore, Dr. Robert Paull	Jul-09	2000
IEEE International Conference on Wireless Information and Technology	Dr. Magdy Iskander	Jul-10	300
NSF ECCS Grantees Conference	Dr. Magdy Iskander	Nov-10	300
International Astronomical Union - IAU General Assembly	Dr. Dave Sanders	Dec-10	4000
American Psychiatric Assn	Dr. Jeff Akaka, Dr. Naleen Andrade	May-11	18,500
IEEE International Conference on Wireless Information and Technology	Dr. Magdy Iskander	Nov-12	420
Int'l Symposium on Green Manufacturing & Applications	Dr. Song Choi	Jun-13	600
Asia Pacific Clean Energy Conference	Dr. Song Choi	Sep-13	1500
Ocean Sciences Meeting	Dr. David Karl	Feb-14	5000
IEEE Symposium on Information Theory	Dr. Alek Kavcic	Jul-14	1000
Int'l Symposium on Transport Phenomena and Dynamics of Rotating Machinery	Dr. Song Choi	Feb-15	300
International Society for Reef Studies	Dr. Robert Richmond	Jun-16	2000
Acoustical Society of America	Dr. Whitlow Au	Dec-16	1700
IEEE MTTT International Microwave Symposium	Dr. Wayne Shiroma	Jun-17	10,000
American Society of Plant Biologists	Jody Moore, Dr. Robert Paull	Jun-17	1800
American Astronomical Society - AAS Semi-Annual Summer North America Meeting	Dr. Dave Sanders	Jun-19	1460
American Astronomical Society - 2020 AAS Winter Meeting	Dr. Dave Sanders	Jan-20	3000
Am Psychiatric Association	Dr. Jeff Akaka, Dr. Naleen Andrade	May-21	8500
Pediatric Academic Soc	Multiple Pediatricians associated w/ Jabsom	May-25	7000

MAHALO 'ELELE



Dr. Ike Ahmed



Dr. Jeff Akaka



Dr. Naleen Andrade



Dr. Whitlow Au



Dr. Tina Carvalho



Dr. Song Choi



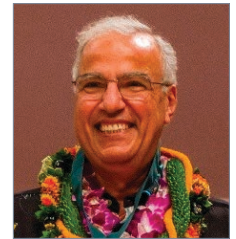
Dr. Peter Crouch



Dr. Marilyn Dunlap



Dr. Anders Host-Madsen



Dr. Magdy Iskander



Dr. David Jameson



Dr. David Karl



Dr. Alek Kavcic



Dr. Tony Kuh



Dr. David Lassner



Dr. Paul Nachtigall



Dr. Robert Paull



Dr. Tom Ranker



Dr. Richard Rocheleau



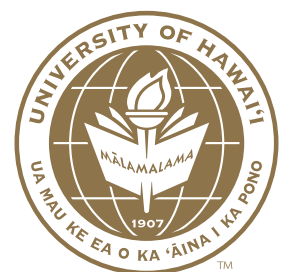
Dr. David Sanders



Dr. Wayne Shiroma



Dr. Loren Yamamoto



Join the
'ELELE PROGRAM

Meet Hawai'i is capitalizing on the networks of local community leaders through its 'Elele (Ambassador) Program. Specifically, through the 'Elele program Meet Hawai'i partners with kama'āina who have ties to national and international organizations to attract mutually beneficial meetings for the Hawai'i Convention Center.

Across the country meeting planners are deluged with calls from visitor industry representatives of major convention cities like San Francisco, San Diego, and Anaheim. Hawai'i's approach can be distinguished from its competitors by enlisting the help of local ambassadors who are already connected within their professional organizations. Our 'Elele use their lifetime of professional relationships to help Hawai'i's bid be heard.

Additionally, 'Elele can help Meet Hawai'i craft more thoughtful proposals. Ambassadors know the unique assets in the Islands which are of interest to a prospective client.

Working together we can leverage our connections and make a multi-million dollar impact for tourism!

*Please use your network to help us!
For more information,
contact Debbie Zimmerman,
'Elele Program Director, at
debbiez@hawaii.rr.com
or 808-387-6338.*

