

'ELELE

The Hawai'i Business Ambassador Program
for Meetings and Conventions

Summer 2016

HAWAII TOURISM
AUTHORITY

KAUAI • OAHU • MOLOKAI • LANAI • MAUI • HAWAII

Meet
HAWAII

UH SOEST HONORED AT 'ELELE HOLIDAY PĀ'INA AND RECOGNITION EVENT

The Hawai'i Tourism Authority (HTA), Meet Hawai'i and the state's tourism industry leaders celebrated the University of Hawai'i School of Ocean and Earth Science and Technology (SOEST) as the 'Elele Organization of the Year for its outstanding work in helping to bring almost \$100 million in convention business to the state.

SOEST's Dean Brian Taylor accepted the award on behalf of the university system on last December at Hawai'i Convention Center. It is the second award from HTA/Meet Hawai'i given to an entire organization.

"The University of Hawai'i School of Ocean and Earth Science and Technology has played an integral role in securing convention business for the state," said Randy Baldemor, Chief Operating Officer for the Hawai'i Tourism Authority. "The international and national relationships of our 'Elele ambassadors are important for maintaining and expanding our repertoire of business. We greatly appreciate their efforts and look forward to continued partnership in the coming years."

Since the opening of the Hawai'i Convention Center in 1998, UH's Elele have helped attract a half-billion dollars worth of convention business to Hawai'i.

Specifically, since 2002 SOEST has generated a total of \$57.75 million YTD with repeat bookings for the Ocean Sciences Meeting and the Ocean Research Conference. Additionally, SOEST has assisted Meet Hawai'i in securing definite future conventions with estimated economic impact of \$38.5 million. Future conventions with SOEST affiliation include the 2016 International Coral Reef Symposium, the 2016 Acoustical Society of America and the Acoustical Society of Japan, the 2017 Geological Society of America – Cordilleran Section, and the 2018 Asia Oceania Geosciences Society meeting. Finally, SOEST is also assisting with tentative future bookings representing \$37.3 million dollars in visitor spending.

"It is an honor to receive this award from Meet Hawai'i. In our fields of study, Hawai'i provides rich experiences and priceless research opportunities found nowhere else in the world," said Taylor. "We are grateful for this partnership and feel privileged to serve as hosts for such an amazing destination."

The following individuals and organizations were also recognized for their notable contributions to securing convention business for the state:

- Dr. Greg Moore – UH School of Ocean and Earth Science and Technology
- Dr. Magdy Iskander – UH College of Engineering
- Dr. Jeff Akaka and the Hawaii Medical Association

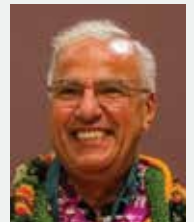
Through the HTA 'Elele program, Meet Hawai'i partners with community leaders who have ties to national and international organizations in pursuit of mutually beneficial meetings for the Hawai'i Convention Center and the Hawaiian Islands.



BRIAN TAYLOR
Dean of SOEST



DR. GREG
MOORE
UH School of Ocean
and Earth Science
and Technology



DR. MAGDY
ISKANDER
UH College of
Engineering



DR. JEFFREY
AKAKA
and the Hawaii
Medical Association

2015 'ELELE HOLIDAY PARTY



SOEST faculty recognized for their support of the 2018 Asia Oceania Geosciences Society booking.



Hawaii Medical Association physicians who rescued Hawaii's American Medical Association bookings.



Dean Brian Taylor and Associate Dean for Research, Alexander (Sandy) Sbor receive SOEST's award as "Organization of the Year."



DBEDT's Mark Glick was recognized for his support of the Electrochemical Society bookings for 2016 and 2020.



Dr. Jeffrey Akaka, Hawaii Medical Association



Dr. Greg Moore, SOEST



Dr. Magdy Iskander, UH College of Engineering

HAWAI'I CONNECTS WITH TELECOM EXECUTIVES

Thousands of telecom executives from around the world gathered in Honolulu in January as the Pacific Telecommunications Council (PTC) hosted its annual meeting themed "Reimagining Telecoms" at the Hilton Hawaiian Village Waikiki Beach Resort.

Considered the Asia-Pacific's premier telecommunications event, the conference is a strategic springboard for the global telecommunications industry providing all attendees with a three-day platform to focus on planning, networking, and discovering trends in the new year.

With the goal of attracting other technology events to the Hawaiian Islands, the Hawai'i Convention Center, Hawai'i Visitors and Convention Bureau, and Current

Affairs partnered with PTC to host a private VIP event for an elite group of executives. The party was called "Game On" and invited guests to let loose and have a little fun competing in ping pong, foos ball, basketball, air hockey, bubble ball, and more.

To round out the festivities, the University of Hawai'i Prep Band, cheerleaders, and dance squad performed as guests arrived and throughout the evening.

The event was deemed a creative networking success with heightened interest from attendees who see Hawai'i as a worthy destination for future technology meetings.



Join the
'ELELE PROGRAM

Please use your network to help us!
For more information,
contact Debbie Zimmerman,
'Elele Program Director, at
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or 808-202-0044.

What did you think of the 'Elele Holiday Party?



"I used to work at the University of Hawai'i and had no idea of their level of involvement with the visitor industry and Hawai'i Convention Center."

- Kim Gallagher
Hawaii Prince Hotel Waikiki
and Golf Club



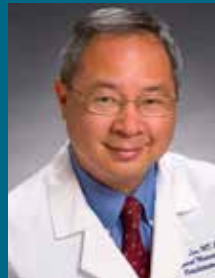
"The 'Elele Pa'ina left me excited and very motivated to partner with Meet Hawai'i and capture the Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS) Annual Meeting."

- Healani Chang
University of Hawai'i
School of Ocean, Earth Science and Technology



"The HTA's 'Elele program is shifting perceptions and proving Hawai'i is a successful international conference destination. The momentum is taking off. Hawai'i is no longer just a pretty face."

- Barbara Ward
University of Hawai'i's
John A. Burns School of Medicine



"It was amazing to see so many local leaders who rolled up their sleeves to spread the aloha spirit and promote Hawai'i's economy along the way. Thanks to Debbie and her team for all the positive energy year after year."

- Henry L. Lew, MD, PhD