

‘ELELE

The Hawai‘i Business Ambassador Program
for Meetings and Conventions

Summer 2017

HAWAII TOURISM
AUTHORITY

KAUA‘I • O‘AHU • MOLOKA‘I • LĀNA‘I • MAUI • HAWAII

Meet
HAWAII.

UNIVERSITY OF HAWAII COLLEGE OF ENGINEERING NAMED ‘ELELE ORGANIZATION OF THE YEAR

2016 IUCN WORLD CONSERVATION CONGRESS RECOGNIZED
AS 2016 HAWAII GLOBAL MEETING OF THE YEAR



Pictured from left to right: Debbie Zimmerman, ‘Elele Program director; Ron Riggs, University of Hawai‘i College of Engineering Interim Dean; David Lassner, Ph.D., University of Hawai‘i President; Wayne Shiroma, Ph.D., University of Hawai‘i College of Engineering Chair and Professor; Magdy Iskander, Ph. D., University of Hawai‘i College of Engineering Director of the Hawai‘i Center for Advanced Communications and Electrical Engineering professor; and Kalani Ka‘ana‘ana, Hawai‘i Tourism Authority’s Director of Hawaiian Cultural Affairs

The Hawai‘i Tourism Authority (HTA), the Hawai‘i Convention Center, and the state’s tourism industry honored the University of Hawai‘i’s College of Engineering (UH COE) as the ‘Elele “Organization of the Year” on March 30, for its role in securing more than \$170 million in convention business to the state. It also recognized the 2016 IUCN World Conservation Congress as the “2016 Hawai‘i Global Meeting of the Year.”

Magdy Iskander, Ph.D., UH COE Director of the Hawai‘i Center for Advanced Communications and Electrical Engineering Professor, Wayne Shiroma, Ph.D., UH COE Electrical Engineering Department Chair and Professor, and Ron Riggs, Interim UH COE Dean, accepted the awards on behalf of the University of Hawai‘i at a special recognition celebration at the Hawai‘i Convention Center (HCC).

This marks the third time HTA/Meet Hawai‘i has given this ‘Elele honor to an entire organization. Since

the opening of the Hawai‘i Convention Center in 1998, Dr. Iskander has helped secure \$65 million in convention business focused on various aspects of electrical engineering. Dr. Shiroma has also been instrumental in attracting and hosting the high profile International Microwave Symposium (IMS). Dr. Shiroma chaired the IMS 2007 meeting in Honolulu which attracted 8,000 delegates. Moreover, he will chair the meeting a second time in June 2017. The total economic impact of hosting these two IMS conventions exceeds \$75 million.

“It’s because of the hard work and invaluable relationships our ‘Elele bring to our Meet Hawai‘i team that the Hawaiian Islands are able to compete for and secure these important conferences,” said Leslie Dance, HTA’s Vice President of Marketing and Product Development. “In most cases, if it wasn’t for people like Dr. Iskander and Dr. Shiroma Hawai‘i wouldn’t be able to bid on these meetings.”

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The following individuals and organizations were also recognized for their notable 'Elele contributions to Hawai'i's MCI industry:

- Larry Cutshaw and Dr. Vassilis Syrmos – Association for University Technology Managers Western Regional Meeting – September 2016
- Dr. David Garmire and Dr. Jason Leigh – IEEE Computer Society Computer Vision and Pattern Recognition – July 2017
- Dr. Iqbal and Lisa Ahmed – American Association for Geriatric Psychiatry Annual Meeting – March 2018
- Dr. Ken Rubin – Geochemical Society Goldschmidt Conference – June 2020
- Dr. Chris Ostrander – Ocean Observation Conference – September 2019
- Jon Corbin (past WAS convention chair), Todd Lowe (Department of Agriculture), Dr. Darren Lerner and Dr. Darren Okimoto (UH Sea Grant), Dr. Andre Seale (CTAHR), Fred Lau (Mari's Garden), Ron Weidenbach (Hawai'i Aquaculture and Aquaponics Association) and James Nakatani (Agribusiness Development Corporation) – World Aquaculture Society Annual Meeting – February 2020

The 'Elele Program also honored the 2016 IUCN World Conservation Congress as its 2016 Hawai'i "Global Meeting of the Year". This landmark conference which attracted over 10,000 delegates was hosted by the United States in Honolulu over the dates of Sept. 1-10, 2016.

The event, which received the distinguished ISO 20121 certification for sustainability earlier this year, had an economic impact of \$47 million to Hawai'i's economy. Further it enabled HCC to showcase its world-class meeting facilities, demonstrate its capabilities for hosting a large event, and satisfy the stringent sustainability requirements expected by the conference organizers.



Royal Hawaiian Guard



Dr. Wayne Shiroma, UH COE – Electrical Engineering



Chipper Wichman, Jobnalynn Wichman and Pris Texeira (HT Global MCI)



Dean Andy Sutton (UH School of Pacific and Asian Studies) and Dr. Eun-Young jung



Bridget Komine, Teri Orton (HCC) and Howard Komine (National Association of Letter Carriers)

DIY: THE ART OF CREATING HAWAI'I- GROWN MEETINGS AND CONVENTIONS

First story in a three part series

When the subject of "Made in Hawai'i" products comes up in conversation, most people naturally think of handcrafted aloha shirts, specialty food items or arts and crafts only available in the Hawaiian Islands.

However, when it comes to the meetings industry, Hawai'i has produced its fair share of world-renown conferences that have been drawing attendees to the Aloha State from all over the globe for decades. The Hawaiian Islands may be the most isolated land mass on Earth, but we sure have some persistent and passionate 'Elele that have seen their gatherings grow in prestige and scale over the years.

In this issue, we begin our three-part series with a closer look at the AMOS Convention, a program of the Maui Economic Development Board, and talk with Conference Director Sandy Ryan about how the event began and has evolved over the years.

What was the inspiration or catalyst for starting the AMOS Conference?

The inspiration for the AMOS Conference, the premier technical conference in the nation devoted to space surveillance, was the construction of the AEOS telescope – a major milestone in Maui's (and Hawai'i's) contribution to the field of space surveillance. The design of AEOS, which permitted multiple experiments to take place simultaneously, lent itself to multiple users hence the Air Force's interest in attracting more users to what was, and still is, the largest optical telescope in the DoD system.

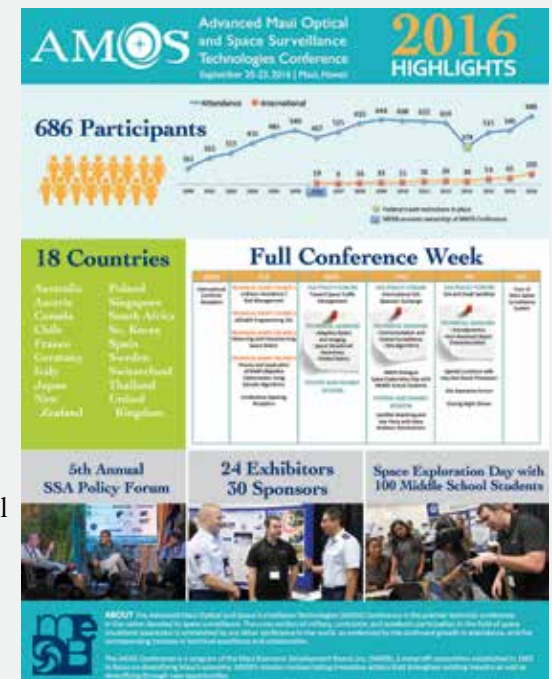
Haleakalā, Maui, is one of the best locations on earth for observing space. By 1999, the Air Force recognized the capacity of MEDB to manage conferences of the caliber they were seeking and married their user goals with our strengths to establish the AMOS Conference. MEDB embraced the Conference because astronomy and space surveillance was seen as a competitive advantage to Maui's economic development and as a sector that met the goals of diversification in our mission. It was a winning partnership which ultimately led to the Air Force entrusting MEDB with taking over this one-of-a-kind Conference in 2006.



What were some of the hurdles/obstacles the AMOS Conference has experienced over the years? How were they overcome?

We overcame perception obstacles and a downturn in attendance by adhering to the highest standards and protocols possible for technical conferences (such as calls for technical paper submissions and oversight by a technical committee), by adding new dimensions that were of value to participants (such as a policy forum and professional development technical short courses), and, in 2013 when U.S. government travel was curtailed, we drew on the strength of loyal industry partners who continued to see the value of the conference.

How has AMOS evolved over the years? Attendance has grown from 200 participants in 1999 to 680 in 2016. Participation has diversified to include all of the major defense contractors (Boeing, Lockheed Martin, Northrop Grumman, SAIC, Raytheon, Ball Aerospace, etc.), as well as supporting industries, and international entities. We have focused on increasing international attendance by leveraging partnerships with



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For more information,
contact Debbie Zimmerman,
'Elele Program Director, at
debbiez@hawaii.rr.com
or 808-202-0044.

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organizations that have helped us expand our reach into countries and organizations that hadn't attended previously.

We have continued to add value to the event through the addition of professional development technical short courses, a space policy forum, workshops, sponsorship opportunities that offer companies private meeting space and special recognition, and



an exhibition venue enabling the industry to market their latest advancements.

The 2016 AMOS Conference is a cross section of military, contractor, and academic participation

in the field of Space Situational Awareness (SSA, or the science of identifying and tracking manmade objects in space). This meeting is unmatched by any other conference in the world, as evidenced by the continued growth in attendance and sponsors and the corresponding increase in scientific excellence and collaboration. Eighteen countries were represented making the AMOS Conference a truly international event. AMOS is recognized nationally and internationally among public, private sectors, and research institutions as a single-stop – a place to meet with all key decision-makers in one week.



How does AMOS benefit Hawai'i and its economy?

In 2016, registration and sponsorship revenue reached a record high and the AMOS Conference together with ancillary workshops

and meetings, generated an estimated economic impact of \$4.8 million on Maui during what is an otherwise slow, shoulder period in mid-September.

Hawai'i's astronomy and optics industry benefits by having access to potential new contracts and teaming opportunities from government, industry and international groups that participate in the Conference. Local companies have even used the AMOS Conference as a recruiting event to bolster their highly specialized technical employee ranks. Because of the AMOS Conference, Hawai'i's technical workforce has access to a valuable professional development opportunity without having to incur the cost of mainland travel.

Involving teachers and students in Space Exploration Day has been a win-win; the conferees love the energy the students bring to the venue, and in 2016, over 150 Maui middle school students benefited from being exposed to career opportunities in science and technology.

Advice for others interested in starting home grown conference of their own?

The fact that the Conference is held in Hawai'i is of unique value and can be an advantage if the "Aloha Spirit" is offered with authenticity. We strive to establish a "sense of place" for our participants through the way we treat our participants with Aloha, the use of lei for presenters, a Native Hawaiian blessing to open the conference, and making other connections to our host culture that enable our guests to make a deeper connection to Hawai'i's customs and culture.

Start from key competencies; in the case of the AMOS Conference, Maui's astronomical and space surveillance assets and technologies provided the anchor.

Partnering with industry specific trade publications has helped to build awareness and establish credibility of the AMOS Conference both nationally and internationally.