

# ‘ELELE

The Hawai'i Business Ambassador Program  
for Meetings and Conventions

Spring 2018

HAWAII TOURISM  
AUTHORITY

KAUAI • O'AHU • MOLOKA'I • LANA'I • MAUI • HAWAII

Meet  
HAWAII.

## SACNAS SELECTS HAWAII FOR 2019 NATIONAL DIVERSITY IN STEM CONFERENCE

When the opportunity arose to partner with the Hawai'i Convention Center and bid on bringing the 2019 Society for the Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS) Annual Meeting to Hawai'i, Dr. Healani Chang from the University of Hawai'i responded with enthusiasm.

"I was excited for Native Hawaiian and Pacific Island students to share their cultural wisdom that encompasses respect for the environment, and all things in it, while connecting with their peers across STEM disciplines," said Dr. Chang. "A primary reason I chose to serve as chapter advisor and a mentor with the 'Ilima SACNAS Chapter at UH is to support the membership's goal to advance the research preparation of under-represented undergraduates and graduate-level minority students in their pursuit of STEM education and careers."



*Local 'Elele campaign for the 2019 SACNAS meeting at the Hawai'i Convention Center.*

With Dr. Chang's leadership, the Meet Hawai'i crusade for the 2019 National Diversity in STEM Conference began in 2015. There was a lot of aloha put into the process over the past three years as Dr. Chang, the chapter officers and other local Sacnistas (as their members are called) shared fresh orchid lei with convention attendees to raise the visibility

of Hawai'i and the Hawaiian Islands as a competitive conference site.

Several factors strengthened Hawai'i's bid:

- The 'Ilima SACNAS Chapter at UH had been recently recognized as Chapter of the Year and Dr. Chang was also recognized as Student Mentor of the Year.
- Dr. David Sing, a former University of Hawai'i at Hilo faculty member with interests in Native Hawaiian

*- continued on next page*



*Dr. Healani Chang (standing) presenting her case for Hawai'i.*



*Dr. Healani Chang (center) entertains key SACNAS representatives Rolando Madrid and Jenny Kurzweil.*

- continued from previous page

education, secured numerous support letters from organizations, including the Office of Hawaiian Affairs, the Native Hawaiian Education Association, Kamehameha Schools and others.

- The systemwide excellence of scientific research at the University of Hawai'i and the opportunity for inspirational tours highlighting indigenous knowledge and modern technology.

All of these factors came to life when the SACNAS selection team arrived on its official site visit in December 2017. Working closely with the team, Dr. Chang, Dr. Sing and 'Elele Program Director Debbie Zimmerman organized two outreach meetings drawing more than 40 community leaders. They included Dr. Lui Hokoana, Chancellor of University of Hawai'i Maui College; Dr. John Rand, Director of the Office of STEM for the University of Hawai'i System; Dr. Loek Helmnick, Dean of the University of Hawai'i's College of Natural Sciences; and Dr. Song Choi, Vice Dean of the University of Hawai'i's College of Engineering.

One by one, participants gave testimony about how:

- Hawai'i's values align with those of SACNAS regarding respect for indigenous knowledge in the pursuit of modern science education and research.
- Rich scientific and service learning field trips could be coordinated.
- The meeting would be of value for the Native Hawaiian and Pacific Island communities.
- There is heightened enthusiasm from participants to be on the local host committee.

"The SACNAS representatives told us that they had never seen such an expression of local support in any destination they had visited," said Dr. Chang. "And subsequently, the board unanimously confirmed Honolulu for the October 2019 meeting, which is expected to draw 3,500 participants."

Mahalo nui to everyone involved who made this bid a resounding success.

## UH SOEST, HTA AND HCC EXHIBIT AT THE AMERICAN GEOPHYSICAL UNION CONVENTION

This past December, the Hawai'i Tourism Authority and Hawai'i Convention Center partnered with the University of Hawai'i at Mānoa's School of Ocean and Earth Science and Technology (SOEST) to be an exhibitor at the American Geophysical Union Convention in New Orleans, Louisiana. The event attracted more than 22,000 ocean, earth and space scientists.

With geosciences a target vertical market for meetings in Hawai'i, the Meet Hawai'i and SOEST team made it a priority to highlight all of these types of meetings coming to the Hawaiian Islands over the next five years, while also positioning UH as an institutional leader in advanced studies and research

in this area. Some of these upcoming meetings in Hawai'i include the Ocean Observation Meeting organized by Cooperative Programs for the Advancement of Earth System Science (CPAESS), the Geochemical Society's Goldschmidt Conference, and Pacific Basin Chemical Society's Pacifichem 2020.

A warm mahalo nui to SOEST Outreach Coordinator Marcie Grabowski and the Meet Hawai'i team for making a great impression on conference attendees. Their joint effort proved to be a very productive and mutually beneficial partnership sure to drive more interest in bringing similar meetings to Hawai'i.



The HCC/SOEST display promoted upcoming scientific meetings in Hawai'i, as well as research opportunities at the University of Hawai'i.



Marcie Grabowski (SOEST), left, and Debbie Zimmerman (HTA 'Elele Program) at the American Geophysical Union Convention.

## 9,000 EXPECTED FOR AMERICAN ASSOCIATION OF GEOGRAPHERS' 2024 ANNUAL MEETING

The last time Hawai'i welcomed the American Association of Geographers (AAG) for its annual meeting the Denver Broncos were Super Bowl XXXIII champions, Lance Armstrong had won the Tour de France for the first time, and the population of Earth was wondering if the Y2K bug would end the world as we knew it.

That was 1999. And in Dr. Hong Jiang's mind, it was time to see about bringing the annual meeting of this venerable association of geographers, GIS specialists, environmental scientists and other leaders back to the Hawaiian Islands to discuss the latest research and applications in geography, sustainability and GIScience.

As department chair of the University of Hawai'i at Mānoa's Geography Department, Dr. Jiang took it upon herself in September 2016 to send a compelling letter to Douglas Richardson, AAG's Executive Director, encouraging him to bring the association's annual meeting back to the 50th state. The letter was warmly received and Hawai'i was given the green light to bid on the years 2021 and 2024.

After putting together a comprehensive and aggressive bid, the Meet Hawai'i team waited patiently for more than a year as the AAG team reviewed dozens of proposals to book its meeting for multiple years. AAG is a nonprofit scientific and educational society founded in 1904. For more than 100 years, it has contributed to the advancement of geography, with its membership from nearly 100 countries sharing interests in the theory, methods, and practice of geography,

which they cultivate through the AAG's Annual Meeting, scholarly journals and the online AAG Newsletter.

The turning point on the bid happened when Richardson and his meeting planner Oscar Larson participated in an educational tour organized by Meet Hawai'i. Part of the experience included dinner with University of Hawai'i faculty members, including Dr. Jiang, Dr. Brian Szuster, Dr. Reece Jones and Dr. David Beilman. The team of 'Elele ambassadors passionately made the case of how Hawai'i's location could help address many critical questions in geography, such as the impact of climate change, indigenous issues, Asia-Pacific geopolitics and globalization. They also discussed Hawai'i's appeal to geographers across the Pacific Rim.

Richardson and Larson were impressed with Hawai'i's capabilities and enthusiasm to serve as the host destination for a future meeting. A follow-up letter from Dr. Jiang further emphasized Hawai'i's commitment to working with AAG's leadership to ensure a well-attended and successful event.

In December 2017, Hawai'i was confirmed by AAG as the 2024 location of its annual meeting. The April 2024 convention is anticipated to attract more than 9,000 attendees and generate an estimated \$42 million in economic impact.

Congratulations to Dr. Jiang, Dr. Szuster, Dr. Jones and Dr. Beilman for your foresight and determination in bringing this important gathering of scientists back to the Aloha State.



*Dr. Brian Szuster*



*Dr. David Beilman*



*Dr. Hong Jiang*



*Dr. Reece Jones*

## AMERICAN ASSOCIATION FOR GERIATRIC PSYCHIATRY ENJOYS 40TH ANNIVERSARY IN HAWAI'I



*From left to right: Epoon Perkins, Director of Sales, National Accounts, Hilton Hawaiian Village; Dr. Ike Ahmed, President, American Association for Geriatric Psychiatry; Lisa Ahmed; Chris Woods, Executive Director, American Association for Geriatric Psychiatry; and Debbie Zimmerman, 'Elele Program Director*

Join the  
**'ELELE** PROGRAM

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

## MEET HAWAI'I PROVIDES SUPPORT TO SERVICE GLOBAL CUSTOMERS



Meet Hawai'i – a collaboration of the Hawai'i Tourism Authority (HTA), HTA's Global Marketing Team and the Hawai'i Convention Center (HCC) – focuses on

securing single-property and citywide group business for the Hawaiian Islands under a single unified brand.

In the world of meetings and conventions, one of Hawai'i's unique advantages against competitive destinations is its global sales and marketing team deployed in 11 key international regions. In addition to its presence in the United States, Meet Hawai'i is represented in China, Hong Kong, Japan, Korea, Taiwan, Southeast Asia, Australia, New Zealand, Canada, the United Kingdom and Germany.

"Part of Meet Hawai'i's mission is to inform groups and planners around the world that they can successfully do business anywhere in the Hawaiian Islands and will receive the support needed to create

rewarding programs to satisfy their objectives," said Leslie Dance, Vice President of Marketing and Product Development for the HTA. "Our worldwide representation gives us greater face-to-face visibility with meeting planners in-market, making us more effective in conveying our message."

With global appeal, an outstanding hotel inventory and a world-class convention center, Hawai'i is the ultimate global gathering place. Moreover, many North American associations are capitalizing on Hawai'i's strategic mid-Pacific location to conduct outreach to the Pacific Rim. Unlike other domestic venues, Hawai'i offers the feel and allure of an international setting with the comforts, conveniences and security of working in the United States.

For more information about Meet Hawai'i, and to utilize its comprehensive resource center of helpful tools for event planning in the Hawaiian Islands, visit [www.meethawaii.com](http://www.meethawaii.com).

