

‘ELELE

The Hawai‘i Business Ambassador Program
for Meetings and Conventions



KAUAI · O‘AHU · MOLOKAI
LĀNA‘I · MAUI · HAWAII

meethawaii.com

UNIVERSITY OF HAWAII HONORED AS ‘ELELE ORGANIZATION OF THE YEAR



Meet Hawai‘i and the state’s tourism industry leaders honored the University of Hawai‘i (UH) as the ‘Elele Organization of the Year for its outstanding work in helping to attract convention business to the Islands. Since the Hawai‘i Convention Center opened in 1998, UH’s ‘Elele (ambassadors) have assisted Meet Hawai‘i in securing a half-billion dollars’ worth of convention business for the state.

UH President David Lassner accepted the award on behalf of the university system on December 15 at the Hawai‘i Convention Center. It is the first award from Meet Hawai‘i given to an entire organization.

The following individuals from University of Hawai‘i were also recognized for their efforts:

- Dr. Jeff Akaka – John A. Burns School of Medicine
- Dr. Wayne Shiroma – College of Engineering
- Dr. Magdy Iskander – College of Engineering
- Dr. Loren Yamamoto – John A. Burns School of Medicine
- Dr. David Karl – School of Ocean and Earth Science
- Dr. David Sanders – College of Natural Sciences/Institute for Astronomy

“We are honored to receive this award from Meet Hawai‘i. The faculty who work with the tourism industry to bring professional meetings to Hawai‘i show a deep commitment to their academic disciplines and to UH,” said Lassner. “Hosting conferences locally doesn’t just provide economic benefit to our state, but increases opportunities for our world-class faculty and students to interact with global peers and for professionals from around the world to appreciate what Hawai‘i offers beyond our superb visitor attractions.”

Using their lifetime of professional relationships, the ‘Elele have worked in cooperation with the tourism industry to attract dozens of important meetings and conventions to the state, including the Annual Meetings of the American Psychiatric Association, American Society of Plant Biologists, American Society of Human Genetics, Pediatric Academic Societies, the Ocean Sciences Conference, and more.

“The University of Hawai‘i has been a strategic ally in developing important business leads for the state,” said Brian Lynx, Hawai‘i Tourism Authority’s vice president of meetings, conventions and incentives. “Many of our distinguished UH partners are recognized as national and global leaders in their fields, and we deeply appreciate their continued support of Meet Hawai‘i’s efforts as we continue to position Hawai‘i as a global meetings destination.”



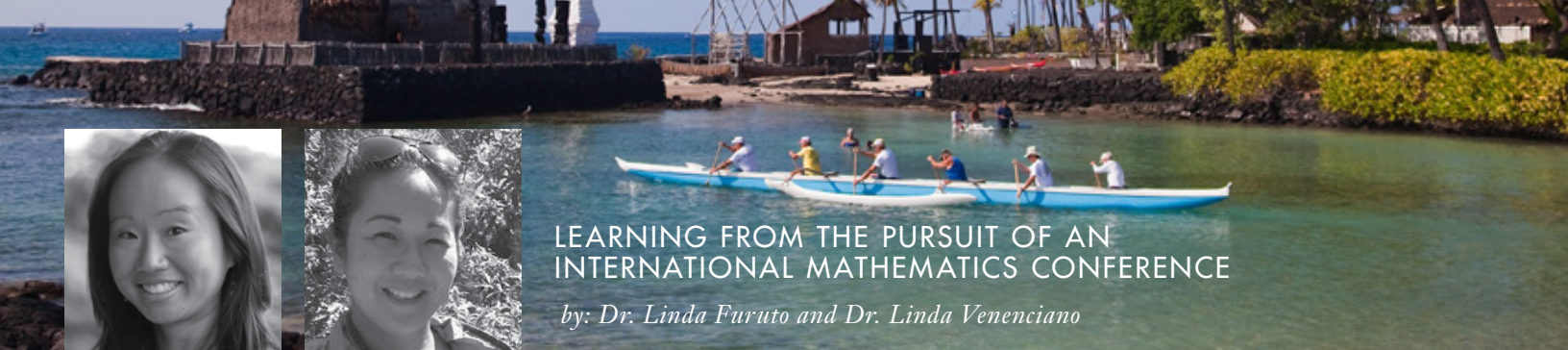
David Lassner, President, University of Hawai‘i (center) accepts the ‘Elele Organization of the Year award from Aaron Sala and Brian Lynx of the Hawai‘i Tourism Authority.



UH ‘Elele and their guests gather at the Hawai‘i Convention Center



Keiki dancers of Hālau Hula Olana perform for guests.



LEARNING FROM THE PURSUIT OF AN INTERNATIONAL MATHEMATICS CONFERENCE

by: *Dr. Linda Furuto and Dr. Linda Venenciano*



The quest to bring the International Congress on Mathematical Education-14 (ICME-14) to Hawai‘i has been enlightening to say the least. And like the theme that we chose for the event, “Ma ka hana ka ‘ike – the learning is in the doing,” we keep learning more about our island home along the way.

This journey started with a vision from Dr. Sandy Dawson, Professor Emeritus at the University of Hawai‘i at Mānoa’s College of Education. His life work was to make mathematics education more accessible and relatable to students across the Pacific and Hawai‘i and he initiated the charge to bring ICME-14 to the islands. Dr. Dawson passed unexpectedly in December, so we hope to honor and continue his legacy by accomplishing what he set out to do.

Hawai‘i is one of three destinations left in the competitive international bid, and if selected, will bring an estimated 3,500 top mathematics education leaders and researchers from around the world to the Hawai‘i Convention Center in July 2020. We often have to travel abroad to be able to interact with other colleagues, so this is a great opportunity for our local cohort of researchers, educators and most importantly our students, the future leaders of Hawai‘i, to connect with their global peer network to exchange ideas and research.

While Hawai‘i stands to benefit by hosting ICME-14, we believe that attendees have much to gain from our people, culture and the Aloha Spirit in return. We are ready to show the world that the Aloha State is more than just a beautiful, warm weather destination.

Throughout this entire process, we have discovered so much more about our islands, the wonderful resources and partnerships that Meet Hawai‘i and the state tourism industry partners contribute to our local community. Meet Hawai‘i has been an instrumental partner with us in this endeavor – helping us to connect all the dots on the travel side of the meeting – and we would not be as successful as we have been without them.

We look forward to continuing to build on this partnership with Meet Hawai‘i and hopefully, welcoming the International Congress of Mathematical Education-14 to our islands in 2020!



*Dr. Sandy Dawson
Professor Emeritus,
College of Education*



*Dr. Michelle Manes
College of Math*



*Dr. Thanh Truc Ngyuen
College of Education*



*Dr. Lorraine Baron
College of Education*

Furuto and Venenciano are part of the committee for Hawai‘i’s bid for ICME-14. Other members of the committee are the University of Hawai‘i’s Dr. Michelle Manes, Dr. Thanh Truc Ngyuen, and Dr. Lorraine Baron.

Dr. Linda Furuto is an Associate Professor of Mathematics at the University of Hawai‘i at Mānoa College of Education. She is the founder of the statewide Ethnomathematics and STEM Institute, and sailed on the first international leg of Hokule‘a’s Worldwide Voyage 2013-2017 from Hawai‘i to Tabiti as an apprentice navigator and education specialist.

Dr. Linda Venenciano is an Assistant Professor of Mathematics Education in the College of Education’s Curriculum Research & Development Group at the University of Hawai‘i at Mānoa. She has co-authored high school mathematics curriculum for the Hawai‘i Department of Education and is co-founder of a statewide professional development project, the Math Teachers’ Circle of Hawai‘i.



HAWAI'I CONNECTS EAST AND WEST

by: *Deborah Zimmerman*

Many North American based associations have forged successful relationships with their European counterparts. Today, a growing number of these same associations are looking to strengthen their ties with Asia. Just look at these facts:

- The three countries with the greatest GDP are the U.S., China, and Japan.
- China's population is more than three times greater than the US and their middle class is rapidly expanding.
- More than 30% of global R&D investment is now taking place in Asia.

Factoring in the Association of Southeast Asian Nations (ASEAN) integration, the region is certain to make increasing contributions to the world.

But let's be honest. For most association executives there are more cultural differences working in Asia than Europe. The road to building East-West relationships can be less comfortable.

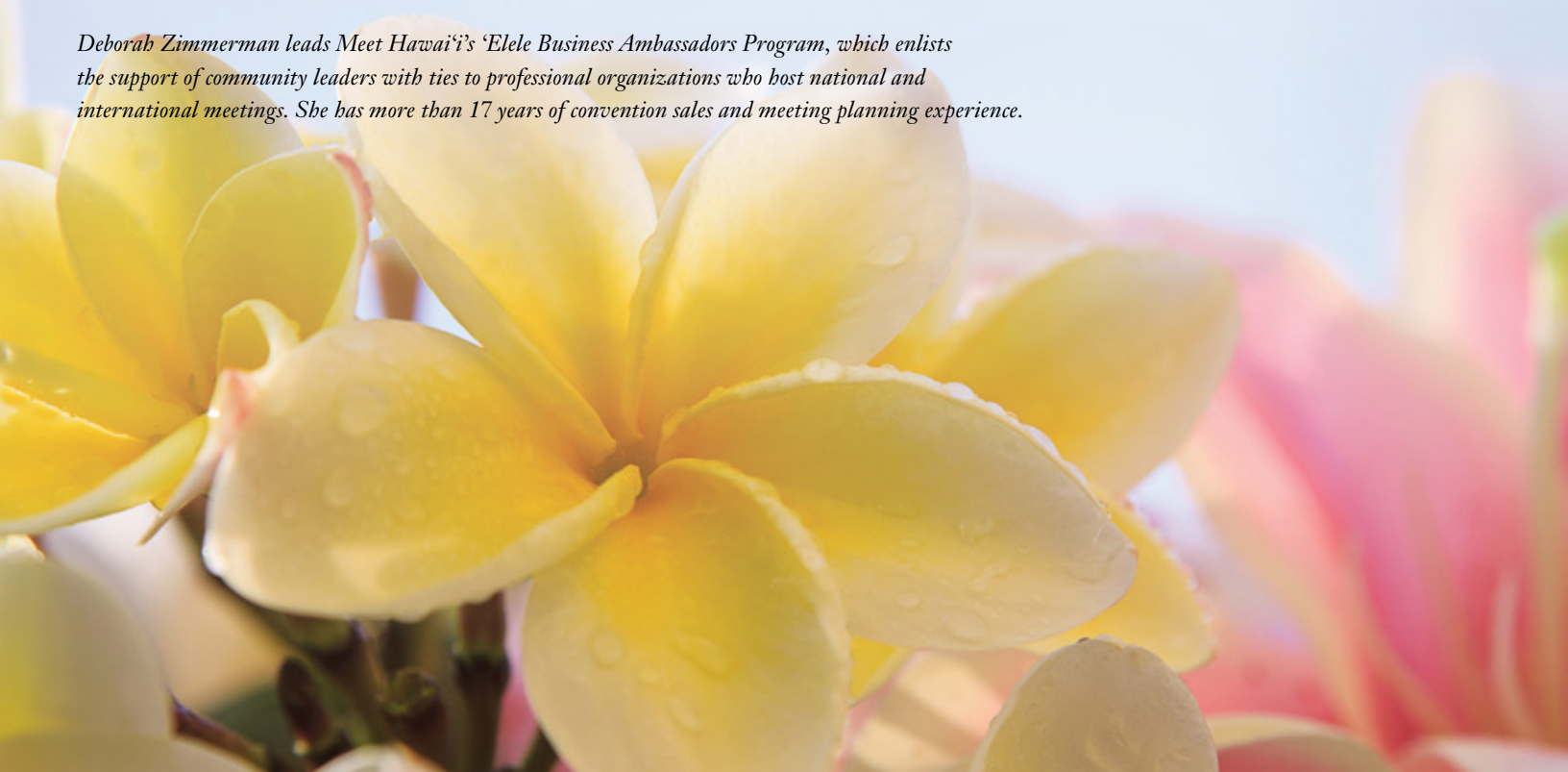
To help associations facilitate international relationships in the East, Meet Hawai'i draws upon local resources in our destination marketing for the Hawai'i Convention Center. These resources include:

- **The East-West Center.** Our most obvious asset, the East-West Center was established by Congress in 1960 and is the leading authority on the Asia-Pacific Region in the United States.

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 17 years of convention sales and meeting planning experience.

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- **The Meet Hawai'i International Sales Team.** Hawai'i enjoys meetings representation in China, Japan, Taiwan, Korea, Australia, and New Zealand. I'm not aware of any other city or state offering this type of convention support. While our representatives are native to the countries in which they work, many have spent extensive time in the U.S. They can help bridge the cultural divide while simultaneously building travel packages and attendance building promotions.
 - **The Department of Business and Economic Development (DBEDT).** Our State's economic development agency has staff in Honolulu, China and Taiwan. With their help we are working synergistically, partnering with organizations like the China Council for the Promotion of International Trade to bring the world to Hawai'i.
 - **Our 'Elele.** Through their professional work, our 'Elele – like Dr. Sandy Dawson from the University of Hawai'i at Mānoa's College of Education – have established personal relationships in the Pacific Rim and around the world.

Working together we have the unique ability to connect the world and bring them to our magnificent island home where our host Hawaiian culture exudes tolerance, respect, and hospitality. Truly, Hawai'i is the "Ultimate Global Gathering Place!"



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.

Q: WHY IS IT IMPORTANT TO BRING MEETINGS AND CONVENTIONS TO HAWAI'I?

University of Hawai'i 'Elele share their perspectives.



Some of the most important professional connections I've made in my career have taken place during conventions.

- Dr. Amy Brown
John A Burns School of Medicine
(JABSOM)



The more people learn Aloha through personal experience the better the world will be.

- Dr. Jeffrey Akaka
JABSOM and Diamond Head
Community Mental Health Center



To me there are some topics where Hawai'i is world-class and we forget it. When groups come and they see our university and our city, they form a different, more sophisticated and mature impression of our destination.

- Dean Denise Konan
College of Social Sciences



International scientific meetings in Hawai'i allow people to stay current in their specialty, meet new colleagues, discuss potential collaborations, and encourage one another professionally.

- Dr. Whitlow Au
Marine Mammal Research Program