

'ELELE

The Hawai'i Business Ambassador Program
for Meetings and Conventions

Fall, 2016

HAWAII TOURISM

AUTHORITY

KAUAI • OAHU • MOLOKAI • LANAI • MAUI • HAWAII

Meet
HAWAII

'ELELE LAUNCH BIG CRUSADE FOR MICROBIOLOGY CONVENTION



For more than two years, an 'Elele team has been discussing a bid for the 2020 convention of the International Society for Microbial Ecology (ISME). This coveted scientific gathering attracts more than 2,000 scientists from around the world.

Hawai'i faces stiff competition for this prestigious meeting from China, New Zealand, South Africa and South America. However, Meet Hawai'i is working with an exceptional 'Elele team lead by Dr. David Karl, Director of the Center for Microbial Oceanography: Research and Education (C-MORE) at the University of Hawai'i at Mānoa, and Co-Director of the Simons Collaboration on Ocean Processes and Ecology (SCOPE), as well as Dr. Ed DeLong, Co-Director of C-MORE and SCOPE.

Here's a "behind the scenes" look at Hawai'i's ISME pursuit...

**MAY
2014**

Debbie Zimmerman, 'Elele Program Director, contacts Dr. Karl and asks if he would like to bid on a future ISME meeting. He emphatically says "YES!"

**OCTOBER
2015**

ISME requests invitations to host the 2020 International Symposium. Dr. Karl and his colleague, Dr. Ed DeLong - another world-renowned microbiologist - submit written interest to host the event.

Meanwhile, Dr. Karl is awarded the prestigious Balzan Prize in Oceanography. Yes, that's a big deal!

UNIVERSITY of HAWAII NEWS

David Karl wins \$770,000 Balzan Prize in oceanography



**NOVEMBER
2015**

ISME advised that Hawai'i has "made the short list" and requests a site inspection and formal bid.

**JANUARY
2016**

Hawai'i bid is submitted and a formal site inspection is scheduled.

MARCH 2016

Dr. DeLong is voted incoming President Elect to ISME!

ISME President Janet Jansson and ISME Event Coordinator Sabine van Wegen visit Hawai'i for a site inspection. During their stay Drs. Karl and DeLong meet with ISME executives at UH Manoa to pitch for the symposium. They present:

- The scientific case for the selection of Hawai'i, including C-MORE's Station Aloha - recently named a "Milestone in Microbiology" by the American Society for Microbiology (ASM).
- A letter of support from the American Society of Microbiology which offers to market the meeting to 47,000 microbiologists in North America and around the world.
- A distinguished local host committee and international advisory committee.

Following the 'Elele presentation, ISME President Jansson commented that "Hawai'i is the mecca for microbial ecology" and that "this was the first time a destination had presented the science supporting its convention bid."

DECISION ON
THIS MEETING
IS EXPECTED IN
LATE AUGUST

ELEMENTS OF AN EFFECTIVE 'ELELE PITCH: GEOCHEMICAL SOCIETY'S GOLDSCHMIDT CONFERENCE

by: *Debbie Zimmerman*

For years Dr. Ken Rubin, Professor of Geology and Geophysics at the University of Hawai'i at Mānoa, has been lobbying to bring the Goldschmidt convention to Honolulu. Sponsored by the Geochemical Society in the even years, and the European Association of Geochemistry in the odd years, the event draws 3,500 scientists from more than 30 countries.



*Pictured from left to right:
Dr. Eric Hellebrand (SOEST), Dr. Mike Garcia (SOEST), Lee Conching (HCC), Kevin Johnson (Geochemical Society), Dr. Ken Rubin (SOEST), Dr. Alexander "Sasha" Krot (SOEST), and Debbie Zimmerman (HTA 'Elele Program)*

Dr. Rubin's persistence finally paid off! This past April, Hawai'i was given the opportunity to formally bid on the June 2020 Goldschmidt meeting.

After making the short list of host destinations, Kevin Johnson, Executive Director of the Geochemical Society, came to Honolulu in July for a formal site inspection. While in town, representatives from the Meet Hawai'i team took Johnson around the city to experience the Hawai'i Convention Center and hotels. However, a highlight of the visit was a stop at the UH Mānoa Campus.

While there, a team of UH geochemists, led by Dr. Rubin, made the persuasive case for Hawai'i highlighting:

- Scientific points of interest. Geochemists are interested in how things change over time. Therefore, Dr. Rubin discussed scientific venues, which had been collecting data for decades, including Station Aloha, CO2 emission on Maunaloa, and the active Kilauea volcano.
- Exceptional laboratory space at UH Mānoa, which would be of interest to attendees and exhibitors.
- UH's world-class geochemistry faculty, experienced in topics ranging from volcanoes and the environment to the cosmos, as well as the university's connections with schools and scholars in Asia.

At the conclusion of Dr. Rubin's presentation, Johnson remarked, "I've been to five different cities reviewing venues for this meeting and this is the first city I've visited who has engaged its academic community, explained its scientific infrastructure, and organized local support."

Asked about his experience in the bidding process Dr. Rubin replied, "Our UH team appreciated the close interaction we had with HTA through the 'Elele program and with the convention center management staff to develop a competitive and compelling conference proposal."

A decision on the 2020 conference's host location is expected by late August.

UNIVERSITY OF HAWAII AT MĀNOA

School of Ocean and Earth Science and Technology
Department of Geology and Geophysics

April 29, 2016

I am writing to support the Honolulu bid to host the Goldschmidt Conference here in 2020. I am a long time member of the Geochemical Society and have participated in most of the Goldschmidt Conferences since 2005 (where I have been honored to convene sessions and present multiple session-keynotes and invited talks). I have also been very interested in seeing the conference come to Honolulu since late 2013, when we initiated discussions about bringing the 2018 conference here. I routinely talk to delegates/friends about this at the conference and I have never heard anything but a resounding "yes" from them regarding attendance in a meeting here. This includes everyone from senior scientists to grad students, and representatives of the major supporting vendors (Nu Instruments and Thermo-Fisher Scientific). Everyone loves the idea, and knows we could execute a great meeting from the content perspective.

Honolulu is an exceptional venue for this specific meeting. This is not just because of its natural beauty, fantastic climate, excellent facilities (used by societies like AGU and GSA), and wealth of physiographic features of interest to geochemists working across a wide range of geological, oceanographic, environmental and ecological domains. It is also exceptional because of the large range of high-powered geochemical expertise based at the University of Hawaii's flagship Manoa campus, primarily through the School of Ocean and Earth Science and Technology. We have high-profile, well-known scientists, excellent laboratories and facilities, and top-ranked geoscience degree programs supporting research and learning in many topical areas, including mantle geochemistry, volcanology, meteoritics, climate change, terrestrial and marine ecology, coastal processes, microbiology, hydrology, atmospheric sciences, oceanography, and sedimentology.

I have commitments from all of the following well-known faculty to enthusiastically participate as an organizer at whatever level needed should the conference come to Hawaii: Brian Popp (a GS fellow), Sasha Krot, Mike Garcia, Jasper Konter, Olivier Rouxel (just hired by UH), Greg Raviza, Kathleen Rutenberg and Eric Hellebrand.

I and my colleagues are very familiar with the "themes" approach used to organize content at Goldschmidt Conferences and we are excited at the prospect of contributing significantly to many of them with subject matter expertise to help coordinate and run sessions, plan for keynotes, and lead field trips, along with the teams of scientists that regularly contribute to organizing themes and sessions,

Sincerely,

Kenneth H. Rubin
Department Chair
Professor of Geochemistry and Volcanology

1680 East-West Road, Honolulu, Hawai'i 96822
Telephone: (808) 956-7640, Facsimile: (808) 956-5512
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*Establishes his personal
connection to the meeting*

*Establishes Hawai'i's
excellence in geochemistry*

*Establishes broad
community support*



Lisa and Iqbal "Ike" Ahmed

NEW BOOKING: AMERICAN ASSOCIATION FOR GERIATRIC PSYCHIATRY, MARCH 2018



The Meet Hawai'i team is pleased to announce a new booking for the American Association of Geriatric Psychiatry (AAGP) who will hold its meeting in Honolulu in 2018. The conference is expected to draw 700 attendees.

We extend our appreciation to Dr. Iqbal "Ike" Ahmed, the new AAGP National President Elect, who attended the association's convention this past March in Washington, D.C. 'Elele Program Director Debbie Zimmerman had reached out to Dr. Ahmed for help with Hawai'i's pitch as he was involved in securing the group when AAGP met in Honolulu back in 2009.

At the 2016 AAGP meeting, Ahmed and his wife, Lisa, encouraged the association's Executive Director Chris Woods to consider Honolulu for its next open meeting year. Woods took the Ahmed's suggestion to heart and by June 30 the convention was signed for Hawai'i.

Asked about his experience working in the 'Elele Program, Dr. Ahmed said, "We were glad to help with getting the meeting back to Hawai'i. So many people who came to the previous meetings had great experiences and wanted to return. Hawai'i came up with an offer to AAGP that the organization just could not turn down. The aloha shown by the visitor industry made a big difference."

Mahalo nui Dr. and Mrs. Ahmed!

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.

'ELELE TEAM FOR MICROBIOLOGY CONVENTION *(Continued from front cover)*



Pictured from left to right:

Dr. Grieg Steward (SOEST), Lee Conching (HCC), Sabine van Wegen (ISME), Dr. David Karl (SOEST), Dr. Janet Jansson (ISME), Dr. Ed DeLong (SOEST), Debbie Zimmerman (HTA 'Elele Program), and Dr. Ned Ruby (SOEST)