

# ‘ELELE

The Hawai‘i Business Ambassador Program  
for Meetings and Conventions

Fall 2018

HAWAII TOURISM  
AUTHORITY

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Meet  
HAWAII.

## ASIA OCEANIA GEOSCIENCES SOCIETY MEETING ACHIEVES RECORD ATTENDANCE



Did you hear the story about a prolific scientific association nearly doubling its forecasted attendance after selecting Hawai‘i as its meeting destination?

That’s exactly what happened this past June 3-8 when the Asia Oceania Geosciences Society (AOGS) gathered at the Hawai‘i Convention Center. The 15th Annual Meeting attracted more than 3,600 participants to the delight of its organizers and supporters marking the highest attendance since its inception in 2003.

AOGS promotes geosciences and its application for the benefit of humanity, specifically in Asia and Oceania and with an overarching approach to global issues.



*Coastal Geology of O‘ahu tour led by UH Sea Grant.*

“This was the first time we actually physically moved (this meeting) out of Asia and the scientists came out in force in different disciplines in geoscience,” said Benjamin Fong Chao, AOGS President. “This is the biggest AOGS gathering ever and this meeting didn’t just come to Hawai‘i by chance. We worked with a wonderful host organizing committee, which included mostly

scientists from the University of Hawai‘i at Mānoa, for years to develop the whole program.”

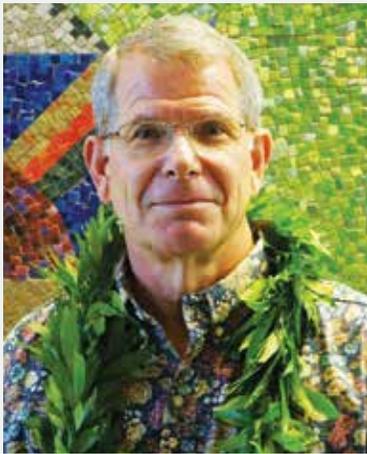
According to AOGS, many U.S. participants found going to Asia challenging because of the long distance, so meeting organizers were hopeful having the event in Hawai‘i would attract more scientists from North America.

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*AOGS site selection committee visits the Hawai‘i Institute of Marine Biology.*

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*Dr. Greg Moore*

“Usually, we only have about 10 percent from the United States attend AOGS annual meetings,” said Takehiko Satoh, AOGS Assistant Secretary General. “This year, we had 18 percent of our participants coming from the United States which means many fine researchers presented here.”

Back in 2014, the Meet Hawai‘i team and ‘Elele ambassador Dr. Greg Moore, Professor of Marine Geophysics in the University of Hawai‘i’s School of Ocean and Earth Sciences and Technology (SOEST), set out to approach AOGS about bringing its annual meeting to Hawai‘i in 2018. At that time, Dr. Moore was planning to attend the AOGS meeting in Hokkaido and agreed to inquire on behalf of the State. AOGS alternates meetings between Singapore in odd-numbered years with other venues in even-numbered years.

When bids for the June 2018 AOGS meeting were announced, Dr. Moore put together a Local Advisory Committee consisting of other SOEST faculty, including Dr. Bin Wang from the Department of Meteorology and International Pacific Research Center, Dr. Yuqing Wang of the Department of Meteorology and International Pacific Research Center, Dr. Bo Qiu from the Department of Oceanography, Dr. Peter Mouginis-Mark from the Hawai‘i Institute of Geophysics and Planetology, and SOEST Dean Brian Taylor.

The ‘Elele team met with Meet Hawai‘i to collaborate on a customized marketing piece focused on Hawai‘i’s scientific points of interest for AOGS. This greatly enhanced the bid, but unfortunately the proposal was rejected due to cost and concerns about convening outside of Asia.

However, the Meet Hawai‘i and ‘Elele teams were not going to take no for an answer.

The team decided to sharpen its pencil and try again. Additionally, Hawai‘i Tourism China approached AOGS’s President, Benjamin Fong Chao, in Beijing. They explained the benefits of having the meeting in Hawai‘i and how it would allow AOGS to attract more North American and European scientists.

As a result of these initiatives, President Fong Chao agreed to allow Hawai‘i to make a formal presentation to the AOGS Council during its Annual Meeting in Singapore in August 2015. Dr. Moore and Janet Kuwata, Director of Accounts - Asia Pacific for the Hawai‘i Convention Center, delivered the winning presentation beating out two cities from Korea.

The meeting was originally estimated to bring roughly 2,000 scientists from around the world to Hawai‘i and have an economic impact of more than \$9 million on the local economy. Instead, AOGS welcomed more than 3,600 attendees nearly doubling its attendee goal and generated more than \$16 million in economic impact.

“Having meetings in Hawai‘i is something that is good for the people who are here in the University and the students are probably the main beneficiaries because it’s an opportunity they wouldn’t get if the meeting were held most anywhere else,” said Dr. Moore.

“This (Hawai‘i) is a wonderful place and we do look forward to coming here more in the future,” said Fong Chao.



*AOGS Field Trip to the Pacific Tsunami Warning Center.*

# MATERIALS RESEARCH SOCIETY SELECTS HAWAI'I FOR 2022 SPRING MEETING

Hawai'i continues to impress the scientific community as a preferred business destination with the Materials Research Society (MRS) being the most recent group to book the Hawai'i Convention Center for its annual 2022 Spring Meeting.

Founded in 1973, MRS is a member-driven organization of more than 14,000 from over 90 countries around the world. From the richest of nations to developing countries, its members come from industry, academia and national labs with their work encompassing a variety of fields, including chemistry, biology, physics and engineering. Its mission is to embrace, cultivate and capitalize on the diversity of the organization and use it as a resource to advance materials and improve the quality of life.

MRS traditionally holds its spring meeting on the West Coast, however, as a forward-thinking and globally-engaged organization, it considered Hawai'i as a future location given its multi-cultural diversity and geographic advantage in attracting attendees from Asia. While the intent was there, the perceptions about the cost and image of holding the meeting in the Aloha State were barriers that needed to be overcome.

To address these concerns, Meet Hawai'i submitted an aggressive bid that included attractive hotel room and convention center pricing, as well as other financial incentives. Moreover, the proposal highlighted how the team was seeing other North American scientific societies find success in connecting with their Asian counterparts by convening in the islands.

Finally, with help from a determined and passionate team of 'Elele ambassadors from the University of Hawai'i at Mānoa, they were able to further highlight some of the exciting material research projects and resources available locally.

As a result of these efforts, MRS sent its Executive Director, Meeting Planner, Exhibits Manager and two board members to Hawai'i for a site inspection. During this visit, U.H. faculty member Dr. Michael Bruno, Dr. Nicolas Gaillard and Dr. Hope Ishii supported the Meet Hawai'i team in entertaining key decision makers.

After being thoroughly impressed with that they had experienced and seen, the MRS site selection team went back to share the findings of their trip with its Board of Directors.



Shortly thereafter, Hawai'i was announced as the site for the 2022 Spring Meeting. The event is expected to attract 4,000 attendees to the Hawai'i Convention Center in April 2022 with an estimated economic impact of \$19 million to the state.

Congratulations and mahalo to everyone involved for making this bid a winning success, especially the University of Hawai'i at Mānoa 'Elele team comprised of:

- Dr. Michael Bruno, U.H. Vice Chancellor for Research and Interim Vice Chancellor for Academic Affairs
- Dr. Nicolas Gaillard, Assistant Researcher for Hawai'i Natural Energy Institute and Co-Director of the U.H. Materials Science Consortium for Research and Education
- Dr. Hope Ishii, Associate Researcher for the Hawai'i Institute of Geophysics and Planetology and Co-Director of the U.H. Materials Science Consortium for Research and Education
- Dr. Joe Brown, Assistant Professor in the Department of Mechanical Engineering
- Dr. Nejhad Merhdad, Professor in the Department of Mechanical Engineering.

*The Materials Research Society selection team enjoys lunch with Dr. Nicolas Gaillard (far left), Dr. Michael Bruno (third from left), Lee Conching (fourth from left) of the Hawai'i Convention Center, and Dr. Hope Ishii (second from right) during their visit to O'ahu.*

## MEDICAL MEETINGS IN THE WORKS FOR HAWAI'I

The 'Elele community has been hard at work identifying and soliciting potential medical meetings for the Hawaiian Islands. Here's an update on four meetings currently being pursued.

### **American Society for Clinical Pathology**

As past national president of the American Pathology Foundation, Dr. Karen Thompson reached out to the American Society for Clinical Pathology (ASCP) encouraging the organization to consider Hawai'i as a future location for its annual convention. As it turns out, ASCP was looking for a venue to celebrate its 50th anniversary in 2022 and what better place to do so than the 50th state? Meet Hawai'i is actively pursuing a formal site inspection. The convention, which is held in September, attracts approximately 2,500 attendees.



*Dr. Karen Thompson, M.D. is a Pediatric Pathologist at Kapi'olani Medical Center for Women and Children in Honolulu and Chair of the Pathology Department at the John A. Burns School of Medicine at the University of Hawai'i at Mānoa.*

### **International Society of Surgery**

With a keen interest in attracting the International Society of Surgery's (ISS) World Congress of Surgery to the Hawaiian Islands, the Meet Hawai'i team reached out to JABSOM's Dr. Kenric Murayama who is well-known throughout the medical field. Dr. Murayama will be meeting with ISS representatives during the upcoming American College of Surgeons Convention in Boston this October. The next open year for the World Congress of Surgery is 2023. As it turns out, this year will be ICC's 50th anniversary as well! If Hawai'i is fortunate enough to host the meeting, it is expected to attract 2,500 attendees.



*Dr. Kenric Murayama, M.D. is an alumnus of the University of Hawai'i at Mānoa's John A. Burns School of Medicine and Chairs its Department of Surgery. He also serves as the Program Director for the department's general surgery residency program.*

### **International Society of Pediatric Oncology**

Meet Hawai'i's relationship with Dr. Wade Kyono began in May 2016 when the team approached him for help with a bid to host the International Society of Paediatric Oncology Annual Meeting in Hawai'i in 2020. Dr. Kyono, who had never even been to a Société Internationale D'Oncologie Pédiatrique (SIOP) convention in the past, immediately joined the association and partnered with Meet Hawai'i to put in a strong proposal. In September 2017, the SIOP board selected Ottawa over Hawai'i in a very close vote. However, the board was so impressed with the Hawai'i effort, they revised their bid guidelines so that Honolulu could bid again for the 2021 convention. Given that opportunity, Meet Hawai'i submitted a new bid and Dr. Kyono will be traveling to the November 2018 Annual Meeting in Kyoto, Japan where a decision on SIOP's 2021 meeting will be made. This conference typically attracts more than 2,000 attendees.



*Dr. Wade Kyono, M.D. has a special interest in cooperative group pediatric oncology research and is the Principal Investigator for the Children's Oncology Group at Kapi'olani Medical Center. He is also a faculty member of the University of Hawai'i at Mānoa's John A. Burns School of Medicine.*

### **International Society of Dermatology**

Interested in pursuing a convention of the International Society of Dermatology (ISD), Meet Hawai'i connected with Dr. Doug Johnson. Dr. Johnson hosts an annual meeting called "Hot Spots in Dermatology" every August on O'ahu. The event attracts approximately 50 physicians – and one of those participants was ISD's International President, Dr. George Reizner. With Dr. Johnson's help, the Meet Hawai'i team was able to personally meet with ISD's top leader and doors to new opportunities were opened. Hawai'i plans to bid on the ISD 2025 convention which is expected to attract 2,500 people.



*Dr. Doug Johnson, M.D. is a dermatologist in Honolulu and member of the Hawai'i Dermatological Society.*

## JOIN THE 'ELELE PROGRAM!

Meet Hawai'i is now capitalizing on the networks of local community leaders through its 'Elele (Ambassador) Program. Specifically, through the 'Elele program Meet Hawai'i partners with kama'aina who have ties to national and international organizations in order to attract mutually beneficial meetings and conventions for the Hawai'i Convention Center.

Are you a prospective 'Elele for our program? Do you know a potential ambassador? Meet Hawai'i encourages you to use your network to help us attract more meetings and conventions to our State.

For more information, please contact Debbie Zimmerman, 'Elele Program Director, at [debbiez50@outlook.com](mailto:debbiez50@outlook.com) or 808-202-0044.

Working together we can leverage our connections and make a multi-million dollar impact for tourism!