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**Maui Economic Development Board, Inc.**  
**Annual Report on Operations**  
FY2000-2001

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# Annual Report on Operations

July 1, 2000 – June 30, 2001

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MAUI ECONOMIC DEVELOPMENT BOARD, INC.



## VISION

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A future in which abundant opportunities  
for rewarding employment are met  
by a qualified, resident workforce in Maui County,  
a community which honors its cultural heritage  
and natural environment

## MISSION

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To provide leadership and vision in our community  
for the responsible design and development  
of a strong and diversified economy

## **Executive Summary**

In this Annual Report, we share with you some of the highlights of our past year and a flavor of the breadth of our actions.

We managed the Maui Research & Technology Center (MRTC) under a new arrangement this year focusing on the marketing and business development aspects of the program. A revitalized relationship with the Small Business Development Center allowed us to jointly offer an expanded menu of assistance. On plus one indeed results in much more than two. We initiated new outreach strategies to make businesses in the community aware of the services at the MRTC and the benefits of locating there. Eight companies entered the program since September contributing to the 90 technology employees at the MRTC.

The community outreach efforts of the MRTC program were augmented by robust business development actions beyond our shores. With the County of Maui as a steady partner, the High Tech Maui message again reached into San Jose and through the network of meeting professionals extended nationwide. We gained an ongoing foothold in Silicon Valley through the organization Friends of Maui. Through the polished presentation on PBS's "Computer Chronicles," 3 million viewers internationally learned – some for the first time – that Hawaii's and Maui's high tech is world class. In all of these presentations, we were pleased to include a more comprehensive, in-depth coverage of the Air Force Research Laboratory's programs at the Maui Space Surveillance Site and Maui High Performance Computing Center.

The growth of companies in and out of the center underscored workforce development needs. The status of our workforce pipeline is a recurring question from prospects. Our response: Women In Technology, our pilot and demonstration project, launched into a full year of diverse initiatives ranging from growing Tech Careers 2001 to a two-day program with hands-on activities to MentorNet supporting women at Maui Community College through the ECETS program, from the apprenticeships in LAN to Gender Equity Leadership Workshops in Maui and at the University of Hawaii Manoa.

Overall, MEDB and Maui gained many new advocates and ambassadors working to attract high tech to Maui or as importantly willing to help companies here grow to success.

Economic Literacy built on the foundations of its first year. Thanks to outstanding support from numerous private foundations and the County of Maui, the youth program reached an additional 35 teachers – a reach of about 800 more students – and saw the program expand to 5 more elementary schools. On the adult side, over 200 adults participated in a pilot economics workshop model allowing us to shape and then refine the mechanism for future application in the community.

Finally, we took action to strengthen ourselves. MEDB's board of directors participated in a retreat to evaluate the effectiveness of our strategic plan. This intense day led to new approaches, which more fully tap the wealth of talent on our board and ensure our greater effectiveness in achieving our vision for Maui's Economic Future.

Jeanne Unemori Skog  
President & CEO

Allen M. Hunter, II  
Chairman

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# GOAL ONE

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**Ensure that the community  
is an integral part of the process  
that drives economic development  
in Maui County**

## **Economic Forum**

*It is often claimed that the key benefits of economic literacy are reaped not by individuals, but rather by societies where the average citizen is reasonably articulate in the area of economics and public policy.*

Michael Watts, Director  
Krannert Center, Purdue University

### **Economic Literacy For Adults**

MEDB developed and piloted a workshop series to engage Maui County's residents in constructive dialogue about our economy and to empower them to make more informed decisions about their future. Participants responded to a series of "triggers" built into the workshop model, which prompted dialogue on Maui's economy. These included discussions on headlines, role-playing, and projecting impact of major events in our economy. The non-confrontational spirit of the discussions helped build understanding of the complexity and interrelatedness of issues regularly confronting our community. Participants left the session feeling like they had walked in someone else's shoes and with a heightened awareness of the difficulty of balancing the needs and interests of tourism, the environment, technology, agriculture, and cultural traditions.

**Engaged more than 200 Maui citizens in our interactive Economic Literacy Forums, which fostered a greater understanding of Maui's economy.**

Workshops were conducted in Kihei, Lahaina, Central Maui, and Upcountry and in various settings including homes, workplaces and classrooms. To date, we have conducted 16 sessions attended by 220 individuals. The variety of settings and audiences was particularly valuable in evaluating the most effective approach in deploying the workshop.

Although we were focused on shaping a process that helped transform thinking among the participants, we found it valuable as well as a vehicle for taking the pulse of our community on issues and challenges facing us.

Moving forward, we see opportunities to focus the program around the county budget planning process or a countywide economic summit. MEDB has further obtained interest in a reprise of the 1981 *Maui's Economic Future* conference in which the Maui community evaluated the state of our economy and options for the future that emerged with action recommendations toward building a balanced, healthier economy. Twenty years later, MEDB sees 2001-2002 as an ideal juncture to take stock of where the actions have taken us as a community and what the next steps might be to achieve our collective goals.

MEDB is grateful for the support the project has received from more than 13 funding partners. To date, the project has been funded by the County of Maui, Harold K.L. Castle Foundation, Alexander & Baldwin Foundation, George P. and Ida Tenney Castle Trust, Samuel N. & Mary Castle Foundation, Frear Eleemosynary Trust, Bernice and Conrad Von Hamm Fund, Fred Baldwin Memorial Foundation, First Hawaiian Foundation, Bank of Hawaii, Atherton Family Foundation, McInerney Foundation, Verizon Foundation, and Maui Land & Pineapple Co., Inc.

## **Dialogue On Infrastructure Issues**

coalesce community action to address current or emerging challenges. Last year, the group was invited to participate in a series of meetings providing community input on the Kahului Commercial Harbor 2025 Master Plan. The Plan was completed and distributed in September 2000. It is expected that the Harbors Task Force will reconvene in the near future to address any future steps and the role MEDB can play.

**Harbors Task Force.** MEDB has been convening the Harbor's Task Force for the past 4 years to share information among the key stakeholders and

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**In a series of meetings, MEDB provided input to Kahului Commercial Harbor 2025 Master Plan, which was completed in September 2000.**

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**Broadcast Antenna.** The cohabitation of commercial broadcasting antenna and scientific research on Haleakala is impacting the effective operations of telescopes at the Institute for Astronomy and the Maui Space Surveillance Site. The level of radio frequency interference emitted from the broadcast site on the mountain is estimated to be in excess of 92,000 times the acceptable level outside an observatory. This challenge is expected to increase as the Congressional mandate to broadcasters to move toward digital transmission takes effect in 2002. MEDB met with key stakeholders to facilitate amicable resolution of the issues.

**Maui County Council Subcommittee on Telecommunications.** MEDB accepted the Council's invitation to serve on the Telecommunications Subcommittee with representatives from federal and state levels and the private sector. The purpose of the committee was to establish an ordinance governing telecommunications business activity in Maui County. Members looked at previously established models of other communities. The members highly recommended that the county establish a vision for telecommunications activity in Maui County to serve as a guide for the development of ordinances to implement that vision.

### **Dialogue With Maui County Officials**

President Jeanne Skog met monthly with Mayor Kimo Apana to keep him abreast of MEDB's projects and initiatives, gain his perspective on Maui's economy, and explore collaborative action of MEDB and the County's actions within it. We used the opportunity to introduce the Mayor to heads of technology businesses on Maui and the newly organized Friends of Maui group in Silicon Valley.

In July 2000, MEDB presented an update of our high tech activities to the Economic Development Committee of the County Council. The opportunity came via an invitation from then Chair Riki Hokama. We were joined by Gene Bal of MHPCC, Murv Sears of Boeing, Daron Nishimoto of Oceanit, and Ivan Van Vuuren of Premier Image Productions. This created a favorable mix of federal programs and entrepreneurs, all supportive of MEDB. The 90-minute presentation generated many questions from the committee members. Comments from the committee members indicated that the presentation was enlightening about the current face of technology in Maui. Jeanne Skog and Vice President Leslie Wilkins also met individually with each of the County Council members to brief them on MEDB's current programs and outcomes. Upon suggestion by one of the Council members, MEDB created reference binders for each of the Council members, filled with collateral outlining MEDB's various programs and initiatives.



## GOAL TWO

**Process and analyze information about economic forces affecting Maui County, assess and determine appropriate actions, and communicate this information in an understandable format to our community**

### Community Outreach

#### Women In Technology

**Assessment.** The Women In Technology project administered a survey of all Maui County 11<sup>th</sup> and 12<sup>th</sup> graders. The goal of the survey was to probe the educational and occupational aspirations of students, their interest and participation in math, science and computer education, and their access to and usage of computer and Internet technology. The results highlighted a number of differences between the genders. While 93% of female students compared to only 79% of the male students indicated they will continue their education after high school, females more often indicated the intent to pursue degrees in arts and humanities, while males more often indicated the intent to pursue degrees in the sciences. Female students chose stereotypically female careers such as hotel/tourism, clerical, retail, health care and teaching.

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**Technology careers were the top choice of Maui County's male students, who were five times more likely to choose tech than females.**

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The survey revealed that students would be more likely to take science if it was made more relevant to their daily lives and if classes incorporated more interesting projects including hands-on activities and team-based projects.

**Published and distributed *The Women In Technology Project Assessment Report: Part Two*, which profiles high school students' access to/and use of technology throughout the county.**

**Leadership Training Workshop for Educators, Industry And Community.** In recognition of its leadership in the field, the Women In Technology Project received a sole-source award from the U.S. Department of Labor Women’s Bureau to host a Leadership Training Workshop in June 2001 at the UH Manoa Campus Center on Oahu. The workshop was co-sponsored by PICHTR, UH Manoa College of Engineering and College of Education, the Hawaii State Department of Education E-School, and the Hawaii State Commission On the Status of Women. The presenters included the Dean of the UH College of Education to describe the technology education pipeline; and Hawaiian Electric Co. representing industry to promote the company’s award-winning workplace diversity model, and the President of LavaNet to forecast future skill set needs from the perspective of a technology entrepreneur. The 68 participants completed an action plan strategy for recruiting and supporting more girls/women and under-represented groups in their classes or work environments.

**Created a cadre of gender equity advocates at each high school throughout the county by ongoing gender equity recruitment and training workshops that have reached more than 1,000 educators, guidance counselors and industry leaders.**

**Publications.** Project Director Leslie Wilkins and Project Consultant Christine Andrews presented two well-received papers at the joint 2001 NAMEPA/WEPAN (National Association of Minority Engineering Program Administrators, Inc./Women in Engineering Programs & Advocates Network) National Conference in Alexandria, Virginia in April 2001. Their paper, “Aiming At Systemic Change By Addressing Equity Head On,” showcased the best practices models that have been implemented on Maui by the Women In Technology Program in the last year. Another paper, “Environmental And Spatial Technology (EAST) Project – An Industry/Education Collaboration That Works For Females And Minorities,” featured Project EAST as a model program with potential for duplication nationwide. Both papers were published in the conference proceedings and are available online at [www.hightechmaui.com/womenintech](http://www.hightechmaui.com/womenintech). MEDB will be making a bid to bring the 2003 WEPAN national conference to Maui.

**Positioned the Women in Technology program as a national “best-practices” model through four paper publications and academic conference presentations.**

## **Presentations And Events**

Presentations to a myriad of audiences are a regular occurrence at MEDB. All are excellent opportunities for building accurate understanding of our actions and those of our partners. Three of the invitations came to us from Oahu this year. We were pleased to jointly present the activities of MEDB, the Kauai Economic Development Board and the Hawaii Island Economic Development Board to the Hawaii Business Roundtable. This led to a request to a more in depth dialogue with Noni Toledo of Sprint and her staff—and the eventual addition of Sprint to the membership of MEDB. The Economic Development Boards came together again to describe our technology marketing initiatives to the marketing committee of the High Technology Development Corporation. Greater synergies of state with county actions are being explored.

**TIGR Event.** MEDB joined forces with City Bank, the County Office of Economic Development and Aloha Airlines on “The TIGR Comes to Maui” to showcase high tech activity on Maui. The culmination of a year’s planning, the two-day May 2001 event was targeted to state legislators. The full itinerary featured a tour of the Maui Research & Technology Center, Maui High Performance Computing Center, Trex Coating Facility, Micro Gaia bio-farm, University of Hawaii’s Institute for Astronomy and Advanced Electro Optical System (AEOS). Stewart Cheifet of “Computer Chronicles” delivered inspirational keynote remarks at a dinner session, which updated the attendees on the drastic downturn in the dotcom market and the opportunities that have emerged for Maui and Hawaii. The 140 attendees included Maui County Council members, technology businesses and students of the Project EAST program in Maui’s public high schools. Prior to the dinner, guests mingled around displays of Maui’s tech companies and projects that lined the reception area. *Pacific Business News* and Channel 2 News both covered the event and highlighted tech businesses. Aloha Airlines subsequently assigned a reporter to do a story for their in-flight magazine on high tech on Maui.

**“Talk With The Mayor” On Akaku Public Television.** Mayor Apana invited President Jeanne Skog and Vice President Leslie Wilkins to showcase MEDB’s programs during the September 2000 edition of “Talk with the Mayor.” The show is filmed live the first Tuesday of each month with broadcasts repeated throughout the month. The call-in format allows the Mayor and his guests to respond to community questions and concerns. Of particular interest were MEDB workforce development initiatives including Women In Technology and the Tech Ready campaign.

**Maui Electric Company’s Outlook On The Economy.** In April 2001, MEDB President Jeanne Skog participated in Maui Electric Company's "Outlook on the Economy." This half-day forum brought together about 20 representatives from the public and private sector—including agriculture and tourism—to offer in depth information on current and emerging activities impacting Maui's economy. MEDB highlighted developments in the technology sector as well as related workforce development initiatives. Participants gained much insight from the cross-section of presentations.

**MEDB’s Annual Event.** Our Annual Dinner took place in January 2001 at the Outrigger Wailea Resort. We were honored to have Senator Daniel K. Inouye as our featured speaker. He presented the state of the federal picture, particularly with the resolution of the Presidential election including his predictions as President Bush selected nominees for key cabinet positions. MEDB presented Senator Inouye with the Colin C. Cameron Award in recognition of his ongoing contributions to the economic vitality of Maui County. Representatives from MEDB’s many public/private partnerships joined in the presentation of the award.

**Recognized U. S. Senator Daniel K. Inouye with the Colin C. Cameron Award at MEDB’s annual event—240 attendees joined in celebrating the Senator’s unparalleled contributions to the economy.**

Senator Inouye has always encouraged community-based partnerships as the most effective means for achieving our collective goals. With over 240 guests, the event served as an excellent opportunity to invite and showcase the work of the many organizations that have received support through the Senator's efforts. They were truly representative of the broad reach that the Senator has across many different disciplines here on Maui.

The organizations included the Hawaiian Islands Humpback Whale National Marine Sanctuary, Maui Community College's Rural Development Program, Boeing/Air Force Research Laboratory, Maui High Performance Computing Center, Trex Enterprises, Pacific Disaster Center, Women In Technology, Punana Leo O Maui, and Hui No Ke Ola Pono. Akaku Public Television filmed the event and broadcast it repeatedly on their television station following the event.

## **Faulkes Telescope**

In October 2000, MEDB passed a resolution in support of the Faulkes Telescope, which will be the world's largest telescope dedicated to educational use. The board of directors resolved to support the development, construction and installation of the Faulkes Telescope facility at the summit of Haleakala within the Haleakala High Altitude Observatory Site and urged the Mayor, County Council, and Department of Education to facilitate its development as well. MEDB also testified in support of the telescope at public hearings in the community.



# GOAL THREE

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**Support and enhance the education system  
to provide appropriate training  
for Maui County's youth  
to prepare them with the skills necessary  
for the jobs of the 21<sup>st</sup> century**

MEDB has identified the importance of educating and training Maui County's youth to prepare them for the jobs that will face them in the "new economy." MEDB's mission refers to our vision of a strong and diversified economy, and we would like that economy to offer opportunities for skilled local residents to find appropriate employment without having to go to the mainland. Likewise, the companies on Maui would prefer a skilled local workforce from which to hire, instead of the costly mainland recruitment process. Through many initiatives, MEDB is working to expose Maui's youth to the variety of careers that may exist for them and to educate and train them accordingly.

## Education

### **Economic Literacy For Youth**

Youth learn early in life that they cannot have everything they want. Unfortunately, they do not always understand why this is the case or why each choice involves a cost. This lack of understanding unfortunately spills over into their adulthood when decision-making expands from their personal lives into decisions about the economy in our community. Recognizing this, MEDB embraces the strategy held by the Hawaii Council on Economics Education (HCEE) that the key to reaching youth about the significance of economics is through teachers. In the program's first phase, we focused on addressing a fundamental issue of access, establishing a foothold in two schools, and offering curriculum that met Hawaii State Content Standards. The initial strategy of starting with a cadre of teachers and building on that base by allowing the results to help sell the program is paying off. MEDB grew the number of teachers integrating economics in the classroom from 35 to 60 by presenting nationally-acclaimed teacher workshops—*Seas, Trees and Economies*, *A Yen To Trade*, and *Mini-Society*.

Economic Literacy curriculum can now be found at 15 public and private elementary schools. Teachers who have participated in workshops welcomed the guidance, the skills and the confidence this program has given them toward fulfilling the Hawaii State Content Standards. They are encouraged by the relevance they find economics provides their students personally and as they grow into more responsibility as adults.

*My students are asking when we're going to do economics again.*

*This was a very good workshop and opened my eyes to economics.  
I now know how to teach it to my students so they'll understand the concepts.*

*I love that the curriculum is helping me to meet the economics requirement  
under the State Department of Education's Social Studies standards.*

**Cultivated networking among teachers in Economic Literacy and economic leaders including Dr. Paul Brewbaker, chief economist for Bank of Hawaii, who encouraged teachers to inspire a student's lifelong interest in economics.**

The positive response and successes of Phases I and II yielded, as hoped, greater interest among teachers in a more in-depth instruction in economics—or an “Economics 101.” As we move forward in Phase III, MEDB will seek to develop on-island training vehicles to augment the national experts, including the development of an online training opportunity. MEDB will continue to nurture relationships with the Department of Education and private schools to integrate economic literacy training into as many Maui schools as possible.

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**Through Phase II, nearly 60 teachers from 15 public and private schools have participated in our workshops, representing a reach of about 2,000 elementary school students (out of a total elementary student population of 11,000).**

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The success of the Economic Literacy project would not have been possible without our funding partners, which include the County of Maui, Harold K.L. Castle Foundation, Alexander & Baldwin Foundation, George P. and Ida Tenney Castle Trust, Samuel N. & Mary Castle Foundation, Frear Eleemosynary Trust, Bernice and Conrad Von Hamm Fund, Fred Baldwin Memorial Foundation, First Hawaiian Foundation, Bank of Hawaii, Atherton Family Foundation, McInerney Foundation, Verizon Foundation, and Maui Land & Pineapple Co. Inc.

**Youth Visions Conference.** MEDB was pleased to participate as mentors and facilitators in the first Youth Vision conference in 2001, seeing a direct connection between Economic Literacy and the conference's goals of empowering youth in decision making and taking action in the their community. The experience opened ties for MEDB to Maui's Youth Center directors and network. The Centers are ideal for piloting another mechanism for delivering economic content to Maui's youth in an after-school setting.

**Tech Ready** MEDB continued to support the Tech Ready campaign, launched into last year in partnership with the County of Maui, the Maui Chamber of Commerce, Sun Microsystems and Project EAST. Aimed at preparing Maui County's students for the new economy and workforce, this landmark initiative supports two significant community partnerships: Project EAST, an Environmental and Spatial Technology lab and training program initially established at Lahainaluna and Maui High Schools, eventually to be expanded countywide; and a dynamic agreement between Sun Microsystems, Inc. and Maui County, which placed 1,400 Sun Ray 1 information appliances in every classroom and youth center in Maui County, enabling students and teachers to access the Internet and web-based curriculum.

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**To date, the Tech Ready campaign has successfully raised approximately \$1 million of the total \$1.5 million goal.**

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**Partnered in the Tech Ready capital campaign to provide computers in every classroom and youth center and expand Project EAST.**

MEDB has worked steadily with the Tech Ready committee to identify potential donors, plan campaign events, and create publicity for the program. MEDB elicited contributions for the campaign from companies and individuals located in the Maui Research and Technology Park to match a private challenge offered by Robert Coe, a generous supporter of Tech Ready. As part of the challenge, MEDB is involved in planning a golf tournament, scheduled for August 2001 as a way of raising additional funds. MEDB is also responsible for the maintenance of the Tech Ready website, [www.mauitechready.com](http://www.mauitechready.com).

**Women In Technology** **Future Scientists And Engineers Of America (FSEA).** In September 2000, Women In Technology (WIT) hosted FSEA's national executive director Keith Brush to launch FSEA chapters in Maui County high schools. Based on the findings of WIT's student survey, FSEA programs best exhibit the elements that will engage girls in science, engineering, math and technology. Specifically, the projects are team-based, objective-oriented, and hands-on. FSEA is a co-educational program that promotes a gender equity component, including additional equity requirements based on race/ethnicity, socioeconomic status, academic performance—each chapter's participants must reflect the demographics of their respective school populations. The students meet weekly after school and select from an inventory of more than 40 projects, teachers are provided with turn-key facilitation guides and all supplies, and industry professionals from the community mentor each chapter.

In its inaugural year, FSEA enrolled 100 Maui County students, falling just short of our 50% gender balance. The second year expansion and recruitment efforts are underway for the 2001-02 school year. With the support of the County of Maui, we will expand FSEA to the intermediate school level. In response to the first year evaluations, FSEA will be offered as both an after-school activity or as a curricular enhancement. Teachers are pleased to have FSEA turn-key projects serve as lab modules as they align with DOE standards and augment their text-only science courses.

**Recruited 100 high school students from King Kekaulike, Lahainaluna, Baldwin and Lanai High Schools to participate in hands-on engineering projects guided by industry mentors through Future Scientists and Engineers of America (FSEA) chapters.**

**Tech Careers 2001: I Am The Future.** On the first two days of Spring Break in March 2001, MEDB held the third annual Tech Careers event, for 45 high school students, teachers and guidance counselors. In cooperation with the U.S. Air Force and the University of Hawaii Institute for Astronomy, Tech Careers 2001 was expanded to two days for the first time to include a site-visit to the facilities of the Maui Space Surveillance Complex and the University of Hawaii's Institute for Astronomy at the summit of Haleakala.

**Presented "Tech Careers 2001: I am the future," a 2-day orientation of high school students to technology careers, including a visit to Maui Space Surveillance Complex and the University of Hawaii Institute for Astronomy.**

Based upon evaluations of the event, Tech Careers 2001 succeeded in its objective of increasing student awareness of technology-related jobs in Maui County and of job demand in the technology sector.

*I was very impressed with the entire conference. Thank you for involving youth on Maui with what awaits us in the future.*

*I learned a lot and it was fun, interesting and motivational.*

*I had fun and I most definitely want to pursue a career in the field of technology.*

*Tech Careers should be held more often so that more students can benefit.*

The event also succeeded in encouraging participating students to consider educational tracks and careers in math, science, engineering and technology. The response of participants was overwhelmingly positive, with most respondents rating the event "Excellent" or "Very Good."

**MentorNet.** Fall semester 2000, Maui Community College (MCC) and UH Maui Center female students studying natural sciences, engineering and technology were among the first cohort of community college students in the nation accepted into the prestigious MentorNet Program. MentorNet pairs students with an engineer or scientist working in industry or national laboratories—through this relationship the students will receive encouragement, advice, information and insight while sharing a sense of community with professionals in their chosen fields.

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**50% of women drop out of engineering programs after the first year/while 90% of MentorNet participants complete engineering degrees.**

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Because the relationship is fostered through email, Maui students are able to select mainland or Hawaii mentors. This year MCC students who participated in MentorNet are all meeting academic standards and are continuing their pursuit of science, engineering and technology degrees—this compares to female attrition rates as high as 75% in prior years. WIT is pleased to expand MentorNet to students at Kauai Community College, Hawaii Community College and University of Hawaii-Hilo beginning Fall semester 2001.

**Obtained MentorNet acceptance for Maui Community College as the first two-year institution enrolled by this prestigious NSF-award winning electronic mentoring program.**



# GOAL FOUR

## Establish and maintain programs in areas and industries where MEDB can add value

MEDB has established and built on relationships with various public and private sector organizations. These partnerships have enabled us to be actively involved in numerous areas where we can add value and enhance efforts for economic diversity and development.

### Workforce Development

#### Women In Technology

**Computer Operator Apprenticeship.** In its pilot year the Apprenticeship program is proving to be an effective tool in expanding the pipeline of women in technology and in meeting the current demand and projected growth for Local Area Network (LAN) technicians. The LAN skill set demand is ranked

**93% of apprenticeships in Hawaii are in the construction trades. Of the 201 apprenticeships in non-construction fields, only 20 of them are held by women. Two of these, or 10%, are held by the WIT LAN Operator apprentices.**

number one in Hawaii's labor market forecasts and transcends industry sectors. Jamie Legsey is employed by Maui Electric Company and Shaye Maeda is employed at MauiNet—both have completed half of the 4000 hours on-the-job training required for certification. Jamie completed her Computer Engineering Technology A.S. Degree at MCC in May, while Shaye has transferred to MauiNet's Honolulu location to further her education at the University of Hawaii's Engineering

Department. Based on these successes, the WIT project is actively recruiting other employers interested in hosting apprenticeship programs.

#### Kamaaina Come Home

In October 2000, MEDB participated in a three-day event in collaboration with the Hawaii Island Economic Development Board and their associates as part of ongoing efforts to address workforce development needs, a key issue for business development in Hawaii.

The event was designed to lure *kamaaina* students and skilled professionals living and working on the mainland back to Hawaii.

President Jeanne Skog represented Maui's interests at this program that blended cultural offerings—thanks to the performance of the Kamehameha School Alumni Glee Club—and business development activities. The outreach drew 300 attendees and culled 40 job interviews for Hawaii-based positions. The partners saw clear value in the proactive strategy and are discussing the next activity.

MEDB facilitated attendance by expatriates employed in tech on Maui at the Governor's State of the State address in Honolulu. The Governor recognized and praised the returning residents and the contributions they were making to the growth of high tech in Hawaii.

## Tech Meetings Maui

The Meeting Visions conference is one of multiple strategies for building relationships with meeting planners who do scientific and technical meetings. These included creating presentation opportunities on the mainland, creating supporting collateral and multimedia pieces, and participating in conference exhibits.

**Collateral** To enhance for the promotional efforts, we developed supporting visuals targeted to the meeting planner to supplement other tool describing High Tech Maui. Working with Artifact, we developed a nine-minute multi-media PowerPoint presentation entitled "Why Not Maui?" It features a narration on Maui as a high tech meeting destination strengthened by engaging visual effects and video testimonials. It is particularly successful at conveying the message of Maui offering the ideal blend of serious fun *and* serious business. We added a new section to *A Guide to Planning a Scientific or Technical Meeting on Maui* on technical resources available on Maui such as presentation services, communications companies, computer companies, printers and other pertinent service providers. For visual impact at presentations and displays, we designed a pop-up banner about hosting meetings on Maui. Simple, inexpensive and easily transported, the banner is a welcome addition to our promotional array.

**Client Events** MEDB arranged a series of events targeted to meeting planners, particularly those from technology corporations or associations. MEDB hosted 65 meeting planners at luncheon presentations in San Jose and San Francisco. During the lunch, MEDB debuted the multi-media PowerPoint entitled "Why Not Maui?" and received positive feedback from the attendees. A majority had previously visited and/or held meetings on Maui, but were not previously aware of the distinctive high tech work ongoing in and around the Maui Research & Technology Park and the Maui Space Surveillance Site. The high tech assets coupled with the world-class resorts triggered many questions from the audiences.



MEDB attended the chapter meeting and trade show of the Northern California Chapter of Meeting Planners International, which coincided with one of our trips to the mainland. This was an opportunity to test this venue as a way to disseminate the High Tech Maui message. We spoke to over 100 meeting industry professionals including three meeting planners from Seagate Technologies, who later contacted us about including High Tech Maui in their upcoming Maui program.

## **Conference Participation**

Several conferences invited MEDB's involvement to convey the High Tech Maui business development and meeting attraction message to their participants. A representative listing includes:

- *Global Disaster Information Network (GDIN), October 2000.* In collaboration with the Pacific Disaster Center, this international conference was supported by MEDB. We shared a display booth with the other members of the Economic Development Alliance of Hawaii throughout the three-day conference.
- *HiTech Hawaii 2000, October 2000.* Hosted by Hawaii Technology Trade Association, MEDB along with Kauai Economic Development Board (KEDB) and Hawaii Island Economic Development Board (HIEDB), had individual displays throughout two-day conference.
- *Pacific Telecommunications Conference, January 2001.* As an adjunct to their annual conference on Oahu, telecommunications professionals came to Maui to tour the Maui Research and Technology Park, MHPCC, and tech assets atop Haleakala.
- *Japanese Chamber of Commerce, February 2001.* In February 2001, we arranged for a contingent from the Japanese Chamber of Commerce of Oahu to get better acquainted with Maui's tech business climate. The group of mostly financial and legal professionals toured the MRTC, MHPCC and Micro Gaia.
- *Asian Development Bank, May 2001.* MEDB participated in a collaborative statewide exhibit, which included KEDB, HIEDB, and Oahu Economic Development Board as well as tech companies, the University and Hawaii Visitor and Convention Bureau. Attendance to the exhibits was lower than anticipated but offered valuable lessons on future collaborations.
- *American Physical Society, October 2001.* The first annual meeting of the American Physical Society and the Japan Physical Society being held at the Outrigger Wailea Resort will attract 800 physicists. They have requested MEDB assist with customizing a tour of the Maui Research and Technology Park and Haleakala Observatories.

- *State Business Roundtable Executives Annual Meeting, October 2001.* Over 20 executive directors from across the United States will be hosted at the Outrigger Wailea Resort for the Annual Meeting of State Business Roundtable Executives. Hosted by the Hawaii Business Roundtable, the roundtables represent a valuable business network and audience regarding the High Tech Maui message. We have been asked to customize a tour of the Maui Space Surveillance Site (in coordination with the Institute for Astronomy), and other Maui assets such as Maui Community College and the Maui Research & Technology Center.
- *Red Herring Events, October 2001.* Following a connection made during a familiarization visit to Maui, MEDB met with Red Herring Events' senior meeting planner to explore ways to gain a Hawaii presence at Red Herring conferences. The value of this relationship is two-fold: This subsidiary of the high tech media giant has the potential to host numerous conferences in Hawaii as their conferees are CEO-level executives who often choose the corporation's meeting sites. These executives also have the contacts and authority to develop additional business in Hawaii, thereby providing meeting attraction and business development opportunities alike.
- *National Fire Control Symposium.* This conference, taking place on Kauai in August 2001, focuses on strengthening engagement operations for the 21<sup>st</sup> century joint warfighter and attracts hundreds of defense contractors and military personnel. The conference organizers have been working with MEDB to create an overnight trip to Maui to offer their attendees a tour of the park, supercomputer and observatories, which have numerous connections to the defense department.

### **Coordination With Maui Visitors Bureau**

Monthly meetings were scheduled with Marsha Wienert, Executive Director of the Maui Visitors Bureau (MVB), and Roz Baker of the County Office of Economic Development to facilitate sharing information and foster coordination on technology-based activities that complement visitor industry objectives. MVB has been very helpful with the scientific and technical meeting attraction efforts via her strong relationships with key players at the hotels and at the Hawaii Visitors and Convention Bureau. Regular dialogue with various hotels was also initiated to increase awareness of MEDB's mission and programs and to explore opportunities for continued partnering with hotels as well as possible membership opportunities.

## Meeting Visions

MEDB continued its meeting attraction effort. The goals are to increase the number of scientific and technical meetings that come to Maui County and while conferences are here to find a way to inject awareness of High Tech Maui on their programs. The first annual Meeting Visions conference met our expectations and those of our key sponsors. MEDB hosted high tech missions to the mainland and client events for targeted meeting professionals to help disseminate the High Tech Maui message. Participation in various conferences and regular dialogue with the visitor industry further bridged the gap between business development and tourism.

### Meeting Visions 2000

Meeting Visions was borne of our earlier efforts to reach mainland meeting planners about how the high tech assets and activities could be a value-added asset to their Maui scientific and technical meetings. The conference successfully attracted 50 senior level corporate and association meeting planners and 25 speakers from companies across the U.S. who have impact on technology for the meeting planning industry.

*Technology Meetings* magazine co-presented and assisted with the program development and marketing and we were very fortunate to have the tremendous support of the Grand Wailea Resort, Kea Lani Resort, Four Seasons Resort, Outrigger Wailea Resort and Renaissance Wailea Beach Resort, who provided most of the conference meals, all the hotel rooms and meeting rooms.

Our private sector sponsors also included United Airlines, Cvent.com, Presentation Services, Cornerstone AV, Mary Charles & Associates, Meridia Interactive Systems, Scene makers, and Lexar Media. Our public sector sponsors included Hawaii Tourism Authority, County of Maui Office of Economic Development, and Maui Visitors Bureau.

Conferees responded with glowing evaluations and emphasized how informative the sessions and networking had been. Based on initial reports and site inspections conducted during the conference weekend at Wailea hotels, several opportunities have been created regarding future meetings.

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**Meeting Visions 2000 attracted senior level meeting planners from Pac Bell, Nortel Communications, Honeywell, Sun Microsystems, Verizon, Kaiser Permanente, Oracle, Cisco, Random House, Hewlett-Packard, Dell Computers and IBM.**

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The conference received extensive media exposure with a full-page, color advertisement in the July and November 2000 issues of *Technology Meetings*, and the October issue of *Corporate Meetings and Incentives*, providing 51,000 in circulation with 173,400 total impressions being generated.

*Technology Meetings* added more value to their sponsorship by publishing an article in the March/April 2001 edition, written by Dave Erickson, editor-at-large and a conference speaker. The 7,500-subscriber list represents the top tier of scientific and technical meeting planners across the nation and represents 25,500 impressions.

**Attracted 50 senior level meeting planners representing scientific and technical industry to the first annual Meeting Visions conference, which focused on emerging technology and the meeting planning industry.**

Another direct outcome of the Meeting Visions conference was that keynote speaker and veteran broadcast journalist Stewart Cheifet selected Hawaii as the site of filming for his PBS technology series, "Computer Chronicles" resulting in unprecedented exposure for the State's technology industry (See page 29 for more details).

## **Meeting Visions 2001**

The advisory committee for Meeting Visions reconvened and has been actively planning and marketing the second annual conference scheduled for December 2001. A focus group was held with key meeting professionals in San Jose to gather industry advice on components of the conference and marketing efforts. *Technology Meetings* is again a co-presenter of the conference and has lent their databases in addition to publishing a full-page ad. An email blast and direct mail post card invitation were sent to 25,000 corporate meeting planners from *Technology Meeting's* database.

MEDB redesigned the Meeting Visions 2001 website, [www.mauitechnologyforum.com](http://www.mauitechnologyforum.com), to include information on this year's conference and an online application form, in addition to archived information on last year's program, speakers, and presentations.

The Grand Wailea Resort, Fairmont Kea Lani Resort, Four Seasons Resort, Outrigger Wailea Resort and Renaissance Wailea Beach Resort again generously agreed to donate rooms and food and beverage for their Meeting Visions guests, in addition to each hosting an evening social event. The Outrigger Wailea Resort is serving as the conference site for plenary sessions, roundtables, and panel sessions. United Airlines has agreed to offer a special discounted fare to Meeting Visions 2001 attendees.

Applications are coming in and we have accepted several senior meeting planners with companies and associations such as Microsoft, Morgan Stanley, Benjamin Moore, Sony, EDUCAUSE, Lotus Development Corporation, Litton Engineering Corporation, Arrow North American Computer, Hitachi, IBM, Missouri Institute of Mental Health, Orange County Teachers Federal Credit Union, Pacific Life and SCT Corporation.

Stewart Cheifet of "Computer Chronicles" will again head the line up of speakers again as keynote. The impressive offering of speakers includes Todd Ogasawara of Verizon, Danamichele Brennen of McGettigan Partners, Joseph Lerner of Tegrity, Jason Firth of Palm, Rod Marymor of Cardinal Communications and Meetings Industry Mall, Jeff Rasco of JM Daggertt, and Corbin Ball, voted by *Meeting News* as one of top 25 most influential people in the meeting planning industry several years running.

## Maui Film Festival

*A more rapturous setting for a film festival there has never been. I have also never seen a better outdoor facility complete with Dolby Digital sound and projection that rivaled indoor theaters.*

Mark Rabinowitz, Film Critic  
IndieWIRE

Supporting yet another industry on Maui, MEDB assisted the Maui Film Festival at Wailea for its second year. Under the direction of Barry Rivers, the festival's founder, the June 2001 event showcased an exceptional lineup of 28 feature films and 10 shorts. The event drew over 8,300 viewers, and increase of over 30% from its inaugural year in 2000.

Although offerings were affected somewhat by the Screen Actors Guild strike, the event built on the first year's accomplishments adding to overall attendance numbers. Maui Film Festival also enjoyed tremendous national publicity from industry partners, which generated over 105,000,000 impressions in publications such as *US Weekly*, *TV Guide*, *Sunset* magazine, *USA Today* and *Daily Variety*. Discussions are under way for creating a seminar component to the program to take fuller advantage of the talent that is drawn to Maui for the event.

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**The economic impact of the 3,700 visitors who attended the Maui Film Festival is estimated at \$9,250,000.**

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# GOAL FIVE

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**Maximize potential for  
appropriate economic development  
throughout Maui County**

## Organizational Affiliations

### **Community Organization Boards**

MEDB serves on the boards of or meets regularly with the following organizations, furthering linkages with and supporting the activities where appropriate to our mission at the state and county levels:

- Economic Development Alliance of Hawaii
- Hawaii Council on Economic Education
- High Technology Development Corporation
- Maui Chamber of Commerce
- Maui Pacific Center
- Non-Profit Executive Directors Association
- Tri-Isle Resource Conservation and Development
- Maui County Workforce Investment Board

MEDB President Jeanne Skog is an active participant in Economic Development Alliance of Hawaii (EDAH) activities, which has strengthened MEDB's partnership with other EDAH members. She serves on the Executive Council of the Hawaii Council on Economic Education placing her at the forefront in creating statewide and national collaborations to advance economic literacy. She also attends monthly HTDC board meetings to report on MEDB's management of the Maui Research & Technology Center program and keep abreast of State activities affecting high tech development. Involvement with Maui organizations such as the Maui Chamber of Commerce, Maui Pacific Center and Tri-Isle Resource Conservation and Development allows MEDB to gain further varied perspective on Maui's economic community. MEDB also serves on the Maui County Workforce Investment Board—which is the local advisory committee charged with shaping and monitoring the federal workforce development funding received through the Workforce Investment Act.

MEDB Vice President Leslie Wilkins continues to serve in a leadership role in community organizations that further economic opportunities for women. She chairs the Hawaii State Commission on the Status of Women and serves as national President for the Business & Professional Women/USA.

## **Smart Growth Conference**

MEDB has agreed to support the upcoming Maui Pacific Center's "Maui County 2020 Smart Growth Conference," scheduled for October 2001. The conference is looking at Maui's future growth and development and how smart growth strategies may help guide the planning process. It will bring together a cross section of Maui's residents, businesses and government representatives.

## **Molokai Computer Training**

The purpose of this initiative was to provide computer training to Molokai women for whom lack of computer skills has been a barrier to workforce opportunities. The program provided

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**Thirteen women on Molokai successfully completed the nine-week Computer Training Program for the Workforce held from January 24 - March 21, 2001.**

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basic computer training for women seeking to return to employment or to improve their current job status. The Women In Technology project coordinated the training at Molokai Community College's Molokai Education Training Center. The 10-week certification course in introductory computer competencies was so well-received that a second course was offered to accommodate the demand. Mayor Kimo Apana personally presented the 13 graduates with their certificates of completion.

## **Venture Capital**

### **Wayne Brown Institute**

To assist Maui companies in securing venture capital, thereby enhancing business development strategies, MEDB hosted and promoted the Wayne Brown Institute's series of seminars targeted to venture seeking start-up companies. Their annual Equity Capital Conference, the Investors Choice International, was hosted at the Westin Maui in June 2001. Two Maui companies, IndaSea and Destination Technologies, presented at the conference in hopes of securing venture capital. The Wayne Brown Institute is a non-profit company from Salt Lake City, Utah, who sponsored the Maui conference for the third year, bringing together investors and technology based capital-seeking companies.



## GOAL SIX

**Define and create a uniform public image and understanding of Maui's role in technology, develop and promote technology and its applications as an appropriate industry for Maui County and the State**

### High Tech Maui Events

#### **Friends Of Maui**

The Friends of Maui mission is to foster Northern California high tech investment, relocation or start up in Maui County by creating liaison opportunities between the two communities.

Friends of Maui, a San Jose-based advocacy group working to build a bridge between Hawaii and Silicon Valley, began planning a presentation targeting business professionals who might consider Maui as a location to conduct high tech business and provides MEDB an opportunity to continue to blend the two goals of building awareness of Maui's and Hawaii's high tech industry and of developing tech business for the state.

A Maui panel included Maui County Mayor Kimo Apana, MEDB President Jeanne Skog, Allen Hunter of Trex Enterprises, former Hawaii tax director Ray Kamikawa, and Maui Community College Provost Clyde Sakamoto. The panel presented the High Tech Maui message to 135 attendees, discussed workforce development and the bold new State tax incentives, and Trex Enterprises as a case study of a successful business incubated at the Maui Research & Technology Center.

**Assisted in formation of Friends of Maui, a San Jose based industry group, established to build a business bridge between the two communities. Held in Silicon Valley, Friends of Maui inaugural event attracted 130 businesses and investors.**

*I was very impressed with your June 14 presentation in Palo Alto, CA. Your program was excellently administered and thought provoking. This was one of the best presentations that I have been to in years, and the subject matter was interesting (almost shocking really—high tech in HI?? Go figure!). My congratulations to all who planned and participated in this worthwhile event.*

Ed Key, Key HR Strategies, Inc.

MEDB was integral to the design and implement of the FOM website [www.friendsofmaui.com](http://www.friendsofmaui.com) that housed the event registration form. The registration process captured over 200 email addresses of well-connected Silicon Valley executives, financiers, patent attorneys, and software developers to add to our database. As well, a “chat room” will help maintain the momentum of the event amongst its attendees.

## **Realtors Outreach**

As a follow up to the Realtors focus group hosted last year, MEDB met with realtors Ray and Betty Sakamoto in April to begin planning for a gathering to be held in July. The Sakamotos offered to pull together a group of their clients who have invested in Maui who would like to meet the mayor and

MEDB and explore business or community development opportunities for Maui.

## **High Tech Maui Tools**

### **Collateral**

**High Tech Maui Newsletter.** MEDB hired a new designer to create a fresh graphic theme to be used on all High Tech Maui marketing materials. The first newsletter to feature the new look was Winter 2000.

In our ongoing efforts to get the High Tech Maui message out to greater numbers of potential business prospects, MEDB did an exhaustive search for a reputable and appropriate list house. MEDB identified Corp Tech as such a firm and purchased a very targeted database of over 4,800 California high technology firms, including detailed executive contact information. With California being the epicenter of tech industry and a majority of visitors to Maui and Hawaii being California residents, this geographic area was determined to offer the greatest potential for impact. By offering them a complimentary subscription if they visit the website, we hope to increase the database as well as drive traffic to the website.

The newsletters are direct mailed to individuals and companies in our ever-growing database.

**Increased the *High Tech Maui* newsletter run to 10,000 and doubled the mailing list.**

**High Tech Maui Brochure.** To address the need identified via direct input from target audiences on the mainland, MEDB created a cost-efficient 4" x 9" rack brochure to be distributed throughout the year at exhibits and conferences as well as by direct mail. The brochure takes an overall look at tech on Maui with very visible positioning of the contact information for the High Tech Maui website and other partners.

**Community Profile.** Plans to update the Community Profile with data from the 2000 census are in the works, with assistance from the Small Business Development Center's Business Research Library. 300 CD-ROMs were duplicated and distributed in information packets for business development meeting and presentation such as the Friends of Maui event, tours and conferences.

**Displays.** MEDB developed two exhibition booth pop-up banner displays that work in tandem to illustrate the high tech assets and meeting attraction program for High Tech Maui. The first includes an impressive aerial photo of the park looking toward the ocean. The beauty of this image has successfully attracted passersby to the booth, and then spawns discussion about the Maui Research and Technology Park, how the supercomputer can be added to conference programs, the Haleakala Observatories and the Visitor Program, and other statewide tech assets. The second banner complements the meeting attraction message with a collage depicting various tech activities on Maui.

## **High Tech Maui Website**

An average of over 800 unique visitors viewed the High Tech Maui website each month, with an average of 17,900 hits per month during the 2001 Fiscal Year. Over the year, the site received a total of 215,000 hits by 9,600 unique visitors. About 25% are frequent visitors to the site.

Ongoing maintenance for [www.hightechmaui.com](http://www.hightechmaui.com) included the redesign of the graphic presentation of the website with more dynamic graphics, updated photographs, and a more user-friendly interface.

The website content was also given an overhaul with many new links added to give viewers a broader variety of information, including local technical companies featured monthly, a comprehensive list of upcoming events, and a "Did you know?" section.

**Implemented new marketing strategy which increased traffic to the High Tech Maui website by 100%.**

## In The News

We were quite successful in securing a variety of media placements on television and in magazines, journals and newspapers:

- “Computer Chronicles.” The award-winning 17-year old PBS television show “Computer Chronicles” reaches 3 million viewers internationally via 300 stations in the U.S. and 100 stations in other countries. In December 2000, Stewart Cheifet, founder and host of the “Computer Chronicles”, and his crew spent 12 days filming a variety of tech assets throughout the state. The effort culminated in the first ever four-part series on the PBS program, entitled “Hi-Tech Hawaii.” The series was broadcast in February 2001 and will be re-broadcast in July 2001.

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**“Hi-Tech Hawaii” viewed by over three million internationally.**

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MEDB played a key role in connecting Cheifet with the featured high tech companies and in organizing the television crew’s itinerary, working with the partners of Economic Development Alliance of Hawaii (EDAH)—Maui Economic Development Board, Kauai Economic Development Board, Hawaii Island Economic Development Board and Pacific International Center for High Technology Research. Cheifet interviewed over two dozen industry representatives in all four counties ranging from dual use enterprises to successful federal projects and start-ups which resulted in the following shows:

Part One: Trex Enterprises, Maui; Maui Space Surveillance System and Air Force Research Laboratory, Maui; Micro Gaia Inc., Maui; Hawaiian Commercial & Sugar Company, Maui; Hawaii Electric Light Company (HELCO), Hawaii Island; and Natural Energy Labs of Hawaii Authority (NELHA), Hawaii Island.

Part Two: Trex Enterprises, Kauai; AdTech, Oahu; Mid-Pacific Broadband Inc., Oahu; Gemini Telescope, Hawaii Island; UH Infrasound Laboratory, Hawaii Island; and Hawaii Volcano Observatory, Hawaii Island.

Part Three: Pacific Missile Range Facility, Kauai; Textron Systems, Kauai; MHPCC, Maui; Gary Shipman, Hawaii Island; Jerre Tanner, Hawaii Island; Origin, Maui; 1<sup>st</sup> Domain.Net, Maui; Redline Media, Kauai; and Tectonics, Maui.

Part Four: Tripler Army Medical Center’s E-health program, Oahu; Best Industries USA, Oahu; Chiefess Kamakahelei School, Kauai; Manoa Innovation Center and High Tech Development Corporation, Oahu; Mayor James “Kimo” Apana, Maui; Governor Benjamin Cayetano, Oahu; David Fradin, Digital Communications; and Green Point Nurseries, Hawaii Island.

Reprinted in VHS format with High Tech Maui packaging, “Hi-Tech Hawaii” has been an extremely effective means of acquainting a variety of audiences and venues with the breadth and richness of world-class high tech going on in Hawaii.

**Coordinated statewide filming of a four-part series on Hawaii’s high technology industry—for the award winning PBS show “Computer Chronicles.”**

- *Global Technology Business.* Writer Laurence Scott featured a six-page editorial titled “Tropical Tech, Maui moves to become an island of technology in addition to tourism.” This was a direct outcome of a meeting between President Jeanne Skog, Mayor Apana and Scott in Silicon Valley arranged by consulting group Development Counsellors International. The editorial garnered exposure for Maui and many of its tech companies including Maui Research and Technology Park tenants Trex Enterprises, the Pacific Disaster Center, Oceanit, and Web Now. It was reprinted in September 2000.
- *Meeting News.* Journalist Judy Jacobs attended the San Francisco event and pitched the content of the presentation for an article that was published in May.
- *Business Travel News.* In June, journalist Judy Jacobs again called on us for an article on technology conferences in Hawaii and committed to writing about Meeting Visions 2001. The story is slated for the August 2001 issue.
- *American Way* (American Airlines in-flight magazine). A communications firm in San Francisco heard about us from our meeting attraction marketing efforts in that area and visited the High Tech Maui website. The story has evolved into an assignment that will look at why tech companies and professionals are leaving the mainland to relocate to Hawaii. The story is slated for fall 2001.
- *Spirit of Aloha* (Aloha Airlines in-flight magazine). A Maui writer was assigned to do a story on the Maui Research and Technology Park after the City Bank TIGR event was held here in May 2001. Their Senior Vice President of marketing was impressed by the depth of the tech industry on Maui and thought it would be a good story for the magazine given the new routes opened from Maui to Oakland and Santa Ana.
- KHON Fox Channel 2. In February 2001, Channel 2 featured a four-part series on high tech on Maui, including interviews with Trex Enterprises, Maui High Performance Computing Center, and MEDB President, Jeanne Skog discussing the Maui Research and Technology Park.
- KHON Fox Channel 2. Channel 2 again focused on Maui on the occasion of the TIGR event (see page 7 for more details).
- *Type.* Jeanne Skog was featured in this Japanese magazine and MEDB coordinated interviews with successful tech business people in Hawaii, including then-Maui Research & Technology Center tenant Joe Gleason of WebNow.
- *Diamond Weekly.* Jeanne Skog was interviewed for this Japanese business publication about the formation and concept of the Maui Economic Development Board and as part of an article on business and tourism in Hawaii.
- *Pacific Business News.* MEDB assisted with the interviews for a series of articles in *Pacific Business News* during the month of May on Hawaii’s high tech industry, which included individual coverage on two Maui tech companies, Integreliance and Space Data.

To further expand awareness through media, we are exploring a year-round effort of publicizing special events via the Business Wire, a news distribution service that delivers press releases to media, analysts and financial professionals, online communities and targeted audiences based on member specifications. We have serviced four press releases through the Business Wire to the high tech corridor circuit, which reaches the top 20 U.S. tech markets and over 1,000 databases, websites, and syndicates, high tech trade magazines, and thousands of freelance journalists. The releases announced (1) the "Computer Chronicles" broadcasts, (2) the Friends of Maui event in Palo Alto in June 2001, (3) the dates of Meeting Visions 2001, and (4) the re-airing of the four "Computer Chronicles" shows on Hawaii.

## Maui Research & Technology Center

The Maui Research & Technology Center (MRTC) was virtually full for the entire year, and the level and quality of inquires from potential center and park tenants increased significantly. MRTC is a project of the High Technology Development Corporation, an agency of the State of Hawaii. HTDC changed the scope of MEDB's contract duties in August of last year. HTDC contracted out facilities Maintenance and Network Support to other providers, with accounting responsibility for the center shifted to HTDC in Honolulu. MEDB had handled all of these functions within the scope of the MRTC operation contract since the opening of the center.

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**Year 2000-2001 payroll dollars for the current crop of tenants at the MRTC was over \$6 million.**

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Additionally, for the first time since opening in 1992, MRTC is scheduled to be self-sustaining this contract year. Since opening, over sixty-nine companies and organizations have called MRTC home. This year, 16 were here for at least part of the year. Over one hundred people are employed at the center, with the program being poised to grow significantly in the future.

The purpose of MRTC is to further the growth and development of a high technology industry in Hawaii, and Maui. As with other programs, MEDB has advanced this goal by tapping its substantial database and bringing the appropriate people together to solve business challenges. Program staff acts as the hub of a broad network of service providers, potential business partners, and others on Maui. This network is opened to prospects, and the assistance accelerates the growth of tech business.

**Incubation** Six new companies entered MRTC this year while four others moved on: Akimeka, e-Phocus, Integreliance, Loea Communications, Maui EdTech, SAIC, Sky Research, and TC Kokua.

The transition management team for the Maui High Performance Computing Center has set up offices in the telecommunications building and will likely exercise an option in the master lease at the center to use the building for University and Supercomputing center activities. Additionally, several exciting federal projects, phase-in and start-up companies are expected to take up residence at the center.

With the center full, new opportunities are emerging. MEDB is working in partnership with MRTC anchor tenant Small Business Development Center (SBDC) to develop a high quality business assistance program for technology companies both inside the center and in the community at large—"virtual incubation." Components of the program include fast-tracked business counseling, a mentor and advisor program, connections with service providers, networking and community building events, and opportunities for interns and volunteers. As of the end of the reporting period, the concept

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**MRTC welcomed eight businesses and sustained full occupancy in FY2001.**

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for the program continues to be refined, with a formal business plan and project rollout to follow. Virtual incubation would allow clients to benefit from all services as regular tenants, without a physical presence at the center.

In May 2001, Jeanne Skog and Steve Perkins, the MRTC Program Manager, attended the National Business Incubator Association (NBIA) conference, held in San Jose. The conference allowed them to network with peers from around the world involved in business incubation, and provided valuable training on the latest tools available to business incubation managers. Skog and Perkins toured eight business incubators and the San Jose business assistance center, often meeting one-on-one with incubation program managers to discuss trends and developments within the industry. As a result of attending the conference and examining best practices in similar programs, the virtual incubation concept at MRTC was further solidified.

## **Outreach**

MEDB is also working towards cataloging technology resources on Maui. When businesses move to or start-up on Maui, a ready-made listing of the necessary resources for conducting technology business is currently unavailable. The envisioned tech resource catalog will include specialized service providers and advisors, suppliers, technicians, and other organizations in the community with access to resources needed by growing technology companies.

As a result of these efforts, program staff has become more familiar with the technology companies that call Maui home, but do not necessarily have space in the center. The increased knowledge has allowed staff to broaden the attendance at networking and educational events with tech companies as the target audience. The outreach efforts have also generated referrals from those contacted. These companies are prime candidates for membership in the virtual incubation program.

## **Advisory Committee**

The five member MRTC Advisory Committee was officially instilled by the High Technology Development Corporation to provide industry and community input in the direction of the Center.

MEDB President Jeanne Skog regularly attends the monthly HTDC board meeting and reports on MEDB's management of the MRTC program, which is a regular item on the agenda. MEDB and the other Economic Development Boards have been given a line item on the HTDC board meeting agenda. Ms. Skog was also asked to participate in monthly marketing meetings hosted by HTDC to explore joint marketing efforts for the MRTC and the Manoa Innovation Center.

## **Maui Space Surveillance System**

The Air Force Research Laboratory (AFRL), which manages the Maui Space Surveillance System (MSSS), continues to build a robust public awareness program with the assistance of MEDB, attracting the scientific and academic astronomy communities from across the globe to the Maui site.

The Air Force Research Laboratory grant to MEDB was extended for the 2000 fiscal year. The funding to MEDB covered coordination of the second AMOS Technical Conference, production of the semi-annual AMOS newsletter as well as continued maintenance of the AMOS web site and the Air Force database. MEDB also received funding from AFRL and the Hawaii Tourism Authority to initiate a visitor tour program to the facility.

**Collaborated with Air Force to raise public awareness of the AMOS facility by developing collateral materials, publishing a newsletter with a 2,500 circulation and enhancing web site development.**



## **AMOS Technical Conference**

Based on the success of coordinating the 1999 AMOS conference, MEDB was given the opportunity to again coordinate the AMOS conference for the Air Force Research Laboratory in 2001. MEDB secured the Outrigger Wailea Resort for the 2001 conference, designed and sent out a call for papers and conference announcements, created an AMOS conference web site, and took on the responsibility of handling all conference logistics.

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**Over 100 space surveillance scientists will be presenting papers at the 2001 AMOS Technical Conference.**

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The response was overwhelming, with scientists and engineers from around the globe submitting abstracts requesting to present at the technical conference. Over 100 authors, all leaders in space surveillance, were chosen to present papers and posters related to recent, present and planned experiments and technological developments taking place at the MSSS.

Online registration for the conference began in May 2001. Attendance of nearly 300 is expected at the conference, with attendees from United States, United Kingdom, Australia, Canada, Russia, Japan and China. The conference is to be held September 2001. In addition to the conference, attendees are offered the opportunity to tour the MSSS as well as MHPCC.

## **Public Awareness**

**Visitor Program.** The visitor tour program to the Maui Space Surveillance System atop Haleakala was launched in October 2000, a collaboration between MEDB, the Hawaii Tourism Authority, the Air Force and the Institute for Astronomy. MEDB created the promotional materials to effectively market the visitor tour program. MEDB developed the process to coordinate the tours, and focused efforts towards attracting a scientific and technical

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**More than 1,000 visitors toured the Maui Space Surveillance System and the Institute for Astronomy through the newly developed visitor program.**

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audience to the sites. In addition to the scientific community tours, general tours were given on a case-by-case basis to organizations and educational groups.

Locally, MEDB took the visitor program message to key stakeholders such as hotel/resort sales managers and Destination Management companies who are responsible for actively recruiting conferences to the islands. On a national level, MEDB showcased the visitor tour program

at several tradeshow and conferences through promotional material and one-on-one meetings.

A visitor portfolio package for the MSSS was completed in January 2001. The packages are distributed for promotional and informational purposes when the Air Force Research Laboratory gives site tours on Maui as well as during information briefings on the mainland. The package includes the portfolio, seven color lithograph photos of the site, the AMOS brochure, fact sheets and the latest issues of the AMOS newsletters.

During the past year, MEDB coordinated several tours of the Maui Space Surveillance System in an effort to increase awareness of activities atop Haleakala and showcase the importance of the federal investment as an asset to Maui and the state's economy. Tours to the Maui Space Surveillance System over the past year attracted a variety of audiences including "Computer Chronicles" crew, Pacific Telecommunications Council conferees, Tech Careers high school students, Maui County Council members and TIGR Event participants.

Several upcoming tours to the Maui Space Surveillance Site and the University of Hawaii Institute for Astronomy indicate continued interest in these assets from a broad spectrum of local and national visitors. The range includes Women In Technology Excite Camp students, National Fire Control conferees, State Legislators, AMOS Technical Conference attendees, and State Roundtable Executives.

**Newsletter.** MEDB published the Fall and Winter issues of the AMOS newsletter, which were sent to over 2,000 industry stakeholders. The Fall 2000 newsletter was distributed to over 4,000 and showcased Sato & Associates, the architects who designed the AEOS 3.67 meter Telescope Facility atop Haleakala. The Winter 2001 newsletter highlighted the various National Science Foundation funded research programs at the MSSS.

**Website And Database.** MEDB maintains the AFRL web site updating with the most current information on Air Force developments and projects related to the site. MEDB also maintains the AMOS database with over 2,000 stakeholders and growing.

## GOAL SEVEN

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**Maximize potential for  
appropriate economic development  
throughout Maui and the State**

### **Economic Development Alliance Of Hawaii**

MEDB continued its active participation in the Economic Development Alliance of Hawaii (EDAH) with President Jeanne Skog serving on the board of directors. EDAH activities focused on collaborations on high tech marketing at conferences such as the Global Disaster Information Network, Pacific Telecommunications Council conference and the Asian Development Bank conference. The four-part Computer Chronicles show on "Hi-Tech Hawaii" highlighted a joint effort of the EDAH partners from HIEDB, KEDB, MEDB and PICHTR. We teamed up on joint presentations to provide a comprehensive picture of the economic development board concept at work in conjunction with the statewide EDAH. Audiences included the State Senate Ways & Means Committee, The High Technology Development Corporation Marketing Committee and the Hawaii Business Roundtable.

EDAH provides a mechanism to coordinate statewide projects served by community-based efforts. Current initiatives include a telemedicine project with Tripler Army Hospital and an ornamental fish project to stimulate the growth of this sector in our economy.

### **Pacific e-Health Innovation Center**

The Maui Economic Development Board was one of the members of the Economic Development Alliance of Hawaii (EDAH) who received a contract from the Pacific e-Health Innovation Center, a program of the Tripler Army Medical Center (TAMC) in Honolulu, to develop a technology transfer concept of operations document, and to demonstrate the transfer of the Internet tumor board technology, currently in use at TAMC.

Tumor boards are common group consultations among doctors to present difficult or unusual cases to their colleagues and are usually conducted in person or over the phone after the X-rays, other images and laboratory reports have been shipped through the mail. TAMC started an Internet Tumor Board by scanning medical images and loading them onto a website. Doctors anywhere in the world can log on to these virtual tumor board meetings and make recommendations. It is hoped that, eventually, rural medical facilities in Hawaii and the Pacific islands, will be able to benefit from similar technology.

Through the vision of Senator Daniel K. Inouye, technology has been developed and implemented by TAMC to connect its military hospitals across the Pacific. The result is that cancer patients and their families on Guam will save large amounts of money and be able to receive specialized care at home instead of traveling the long distance to Hawaii.

A demonstration between the Guam Cancer Institute and the Cancer Institute of Maui is currently being planned.

# ORGANIZATIONAL HIGHLIGHTS

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This year was an eventful one for MEDB and its Board of Directors. The board convened a retreat to revisit the organization's mission and goals, which led to a specially formed board task force to recommend restructuring for greater involvement and effectiveness of the directors. Alternate models were studied, and the task force was charged with recommending a new board structure they feel would be most effective for MEDB.

MEDB also decided to sell its interest in the Maui Research and Technology Park partnership. Ongoing negotiations with the Park partners resulted in a unanimous decision by the board to sell our share, and an agreement was endorsed by all partners.

Longtime Chairman Michael H. Lyons II passed the mantle of leadership but he continues to be active as a director. MEDB was most privileged to have Mr. Lyons' leadership for an entire decade. Mr. Lyons, representing Bank of Hawaii, was a founding member of MEDB. He served as Treasurer until he succeeded Colin Cameron as Chairman. His unwavering support of our goals throughout the years helped to position MEDB in furthering the development of high tech in Maui as well as broaden our service to Maui County. In addition to serving as MEDB Chairman of the Board, Mr. Lyons has served numerous organizations including the Maui County Council of the Boy Scouts of America, Rotary Club of Kahului, Maui Chamber of Commerce, and Tech Ready.

*Mike Lyons has always epitomized "I Love Maui" over the past 23 years I have had the privilege of knowing him and working with him to enhance Maui's Economic Future. His dedication to the goals and soul of MEDB have been instrumental in its successes. He will continue to be there for all of us.*

Don Malcolm  
MEDB Founding Member & President 1982-1993

*I have had the pleasure and enjoyment of working and serving with Mike on MEDB since its inception many years ago. Mike's dedication and commitment to MEDB contributed significantly to the success of Maui's sound economic stability and diversification. As Chairman, Mike's leadership, perseverance and vision have truly met the mission and objectives of MEDB. He has done a great job and is to be congratulated for his outstanding performance.*

Roger MacArthur  
MEDB Founding Member & Treasurer 1991-2001

We were fortunate to have Allen Hunter II, Vice President and General Manager of Hawaii Operations for Trex Enterprises, agree to serve as MEDB's new chair. Dr. Hunter was elected in April 2001. The new leadership and direction of MEDB brings many exciting opportunities as the organization enters its twentieth year.