

# BEST YEAR YET

maieconomic DEVELOPMENT BOARD 

# 2012

30<sup>TH</sup> ANNIVERSARY ISSUE



## **VISION**

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**

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



**BEST  
YEAR  
YET  
2012**

ANNUAL REPORT

**30TH ANNIVERSARY ISSUE**

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# Aloha

As we reflect on the past 30 years, it seemed fitting to open this commemorative report with comments from Colin Cameron, MEDB's founder and first chair. Mayor Hannibal Tavares and Colin spearheaded the Mayor's Advisory Committee on Maui's Economic Future to look at where our economy was headed, but more importantly, where it could be headed if we as a community took aim and stuck through the "fix" that would not be "easy" or "quick."

I had the good fortune of witnessing much of the 30 years that unfolded. Having joined MEDB in 1984, it has been a 28-year long course in vision, leadership, partnerships, and perseverance. Innovation came to life in our economy thanks to the public sector—federal, state and county leaders—partnering with countless representatives from our private and nonprofit sectors and the tireless actions of dedicated MEDB staff.

So MEDB's 30 years is really the story of our community, working through difficult challenges and choices and seeing outcomes validate the path that all of us helped shape for a different, better life for our children. We are grateful to the individuals who have agreed to walk with us.

Here's to the best year yet...and the dream for many more to come.

A hui hou,  
Jeanne Unemori Skog  
MEDB President & CEO

## MEDB's founders envisioned a future built on education and innovation

"Early in 1980, Mayor Tavares appointed a committee of citizens to study the question of Maui's economic future and how to guide it in desirable directions.

Maui's economy, although basically strong, does show limits on growth in all our current major areas – tourism, sugar and pineapple. In order to broaden our economic base and provide employment to the young people of Maui, including former residents who would like to return, we are seeking to start a process which will lead to community-accepted new economic directions which both the public and private sectors working together can follow. We recognize this will not be an easy task or a quick 'fix,' but with your help we want to start.

The committee's charge was to analyze our assets and limitations, determine what industries would fit these and are growing, profitable and acceptable to Maui's people and proceed to make a thoughtful, organized and determined effort to attract such industries here.

We recognized this would have to be a public/private partnership. If we felt, for example, that an electronics plant, a computer software company or a management training center would be desirable additions to our economy, both sectors must cooperate in wooing them.

Every state is looking for just such clean industries, many offering tax breaks, industrial revenue bonds and other financial incentives. We have our climate, lifestyle, a productive workforce and a combination of sophisticated amenities such as restaurants, shops, golf and tennis facilities and cultural activities.

We have real talking points, including our position to serve the 'Pacific Rim' nations from Japan and Korea in the north to Australia and New Zealand to the south.

The Symposium/Workshop on Maui's Economic Future brought together a broad range of experience and intelligence to study our committee's work. Held at Kapalua Bay Hotel last December, we heard from businessmen, public officials, academicians and scientists from Maui, Oahu, the mainland and across the Pacific who spoke on their own particular areas of knowledge. We then broke into groups to explore ideas which came up and to arrive at a consensus concerning the steps that should be taken to enhance Maui's future while maintaining our charms and lifestyle. Friday morning we heard reports from the discussion groups.

The symposium was extremely valuable for the community and, I hope, produced materials that you will find personally useful and stimulating.

Although there were quite a number of participants from the electronics industry, their role was to provide an example of an industry that would seem to fit us. There are no doubt other industries with similar suitable characteristics.



Much can be accomplished if Maui works together—not against the rest of the state but as an example of cooperative effort. Maui No Ka Oi!"

**Colin C. Cameron**  
Chair, Maui Economic  
Development Board, Inc.  
(1982-1992)

# MILESTONES

"Innovation distinguishes between a leader and follower." - Steve Jobs



Maui Economic Development Board, Inc. first Board of Directors

The Maui Economic Development Board launched 30 years ago at a time when items such as laptop computers, cellphones, geographic positioning systems or the worldwide web were beyond the imagination of most people. Yet our organization's founders in business lions like Colin Cameron,

Mayor Hannibal Tavares, Mike Lyons and Pundy Yokouchi — could see a future where high technology would create rewarding, higher-paying jobs and opportunities right here at home. We began to create innovative ways to connect business and build work forces for those businesses.

1976 Jobs and Wozniak launch Apple

1977 Ellison launches Oracle with \$1200

1980 Mayor's Advisory Committee on Maui's Economic Future begins

1981 Symposium/Workshop on Maui's Economic Future sets path to economic diversification

# Single mom launches career from apprenticeship



## Jamie Legsay Akiona IT Department, Maui Electric Company, Ltd. First MEDB Women in Technology Intern

A single mom looking for a job after college, Jamie Legsay-Akiona landed the first apprenticeship Maui Economic Development Board brokered at Maui Electric Co. The year was 2000 and Legsay-Akiona was finishing her last semester in earning an associate science degree at what was then Maui Community College.

I just want to say thank you to MEDB for providing that avenue for me where I can have a career I love, that I enjoy doing but also helps me and my family to stay here on Maui.

"I just wanted a job, something to do with computers. It was important because I needed to pay bills," the 34-year-old recalled. She said she found at MECO a group of supportive male mentors who were skilled in information technology and willing to teach her what they knew. "I drew from that and learned all I could."

Two years after the apprenticeship, Legsay-Akiona earned a permanent job as a computer systems specialist at Maui Electric Co. The company promoted her in October 2008 to her current position of GIS Administrator. She's responsible for providing mapping services for MECO's electrical system and for administering and maintaining its GIS applications. "This is not just about paying bills anymore. It's my career and I just love doing it."

In appreciation of MEDB's contribution to her career launch, Legsay-Akiona volunteered as a mentor for the organization's Excite Camp and at the Introduction to Engineering Day for young girls. "To see all these girls interested in engineering and science, I was just amazed," she said.

When she graduated from Baldwin High School in 1994, Legsay-Akiona said she and her peers did not give much thought to careers in science or technology. Nearly 10 years later, Legsay-Akiona has her own daughter graduating from high school with dreams of pursuing college studies in engineering. "I think MEDB empowers women like myself and my daughter to strive for or go into careers where women are in the minority," she said.



Mentoring the next generation

1982 First artificial heart transplant

1983 First female astronaut in space

1982 MEDB created as nonprofit to diversify Maui County's economy

1983 Seminars on Hawaii, Kauai and Oahu lead to forming their EDBs

## MEDB contributes to education in technology



**Tom Reed**  
President, Aloha Glass Recycling  
Member, MEDB Board of Directors

"I was the Managing Director of the AMOS facility in the early eighties for Avco Research Lab and later Textron. In those days we were the only major high tech operation on the island. It was bothersome that young people growing up here who were technology minded had to go to the mainland to work. Needless to say we were very supportive of the concept of an R&T Park coupled with an organization whose mission was to foster development of the high tech industry.

Colin Cameron and Don Malcolm orchestrated the creation of the MEDB. In those days membership was based on making a substantial contribution. I can't remember the exact year I joined but it was in the early eighties. We were able to convince Avco management back in Boston to contribute \$5,000 and to serve on the board.

I think one of the most significant contributions of MEDB is the promotion of educational opportunities related to technology.



As I recall there were three groundbreaking ceremonies that I attended. The first two didn't make it. The third time was a charm and the park was under way. It has grown and matured in the past 30 years and now has five major facilities including the supercomputer. The technology-minded young people we worried about back in the early eighties are now home and thriving in the many businesses located in the park.

I think one of the most significant contributions of MEDB is the promotion of educational opportunities related to

technology. Hands-on activity seems to be the most exciting for students. Project SEED was one of the first programs that provided science kits for the classes. Now we have the Ke Alahele program that is providing grants of up to \$5,000 to educators and schools for everything from Robotics to agricultural technology.

MEDB has come a long way. It is very much like the AMOS Conference which they currently host. I remember the AMOS Conference of about 1980 consisted of briefings we gave to program dignitaries in our conference room at the old Puunene Hospital office. Now it is an internationally recognized event that draws several hundred participants annually."



Advanced Maui Optical and Space Surveillance  
(AMOS) Technologies Conference

1984 MEDB has staff of 2

1984 Bell System broken up

1984 8% of households have computers

1985 Maui R & T Park Zoning approved



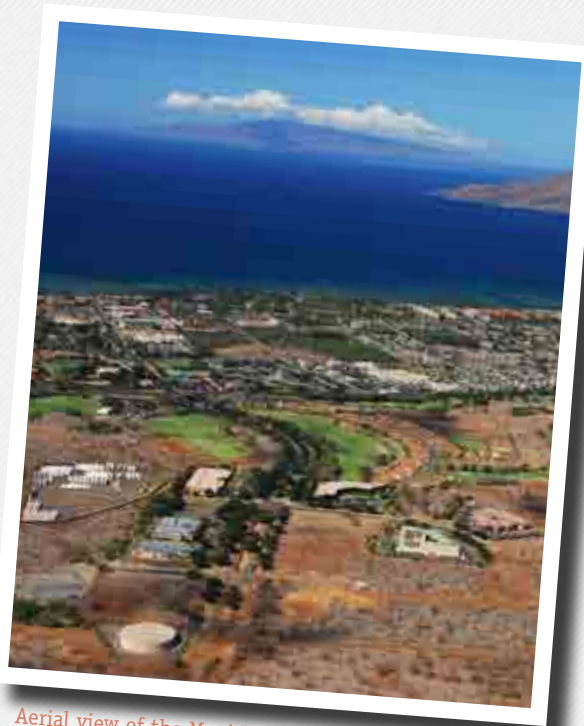
# Community collaborated to create MEDB



**Howard Nakamura**  
 Managing Director,  
 County of Maui (1980-1988)

"My recollection of MEDB is that the seeds of the organization were initially planted at a conference held in Kapalua on economic alternatives for the County of Maui. Out of that effort came a collaboration between private industry (led by Colin Cameron) and government (led by Mayor Hannibal Tavares) to pursue the development of the "high-tech" industry in Maui County.

I recall that Mayor Tavares often referred to the vision for Maui County's economy as a "three-legged stool." He believed that two legs of the stool were strong (visitor industry and agriculture), but that the stool could not stand without a third leg. Hence his strong support of MEDB.



Aerial view of the Maui Research & Technology Park



I served on the Board from its inception, and it required a great deal of effort and cooperation on the part of many people to get the project off the ground. For one thing, special legislation was needed for the development of the High Tech Park, which involved not only developing the necessary ordinances but also getting them enacted. My recollection is that Goro Hokama, Chairman of the Maui County Council, was also on the original Board, and played a major role in having appropriate legislation enacted in a timely fashion.

MEDB and the development of the High Tech Park serve as an example of what can be accomplished by people working together in pursuit of a common goal to benefit our community."

1986 Marcos flees Philippines

1987 Governor's Symposium on High Technology on Maui

1986 Maui's Economy Community Profile published

1987 Construction of Maui R & T Park Antenna Farm begins

## Local partnership carries out R&T Park development



Maui R&T Founding Partners

Steve Goodfellow shares the goal and vision Maui Economic Development Board's founders had for the island - to build a framework for rewarding job opportunities in the science and high-tech fields.

That was how the idea of a Maui Research and Technology Park was hatched. Amongst those leading the charge were the late Pundy Yokouchi, Colin Cameron and MEDB's first President & CEO, Don Malcolm.

"They should be honored for what they did," Goodfellow said, referring to MEDB's visionaries. "They were my mentors, community-minded leaders who were looking for the best for this island."

When a Mainland developing partner bowed out of the project's initial launch, the leaders approached Steve Goodfellow and others to form a local partnership to build the R&T Park. "We believed in the vision and thought it was something important for the county," said Goodfellow, who handed over the reigns of company president to his son, Chad, but continues to work as Goodfellow Bros. chairman and CEO.

Today the Maui Research and Technology Park has become a joint venture of Pacific Rim Land, Goodfellow's development company, and Woodbridge Capital.

Goodfellow has built its own building in the park as has MEDB. Thriving businesses include Boeing, Akimeka, Pacific Disaster Center, the Air Force Research Laboratory and the Maui High Performance Computing Center. The hope that large and prominent companies like Microsoft would set up in the park did not bear fruit, but Goodfellow said his company is committed to carrying on MEDB's vision. The R&T Park is reworking the concept for the 21st century with plans to transform the single-focus research and technology development into a 58-acre village center that contains a mix of housing, office, civic, live-work, park and retail users.

"In many ways, the park has been a success. We've got a number of businesses and the project has had great political support on the federal, state and county level," Goodfellow said. He also said that the new partnership in the park is working to meet today's technology needs by creating, for example, smaller sized lots so that a variety of businesses can use the park space.



Steve Goodfellow  
CEO, Goodfellow Brothers, Inc.

1988 MEDB leaders meet Senator Inouye and obtain support for diversification

1989 Maui R & T Partners formed to develop Park; MEDB is managing partner

1988 Parallel processing developed for supercomputing

1989 Chinese students rally for democracy

# Dad dreamed of a more diversified Maui County

"I'd rather be a big fish in a small pond, than a small fish in a big pond."

This was a trademark quote of my father's. Fresh out of Harvard B-school, he was offered a lucrative job at a major bank in New York City. He thought long and hard about the paths offered him: make a name for himself in the banking industry or return home to Maui and work in the pineapple business. Today, Mauians are faced with a similar choice. But, Maui in 1953 was a vastly different community from today. World War II was a boom for all the islands (Maui housed 200,000 military personnel and benefited from the roads, harbors and airports needed to service them). But post WWII Maui's only industry was agriculture, pineapple and sugar. By 1960, Maui's population had decreased by 24% since the end of WWII, down to 35,000 residents. It was critical for the county to develop industry which could provide jobs and tax revenue for services and infrastructure.

Enter tourism. Again, remembering where Maui was in 1960, the concentrated effort made by island leaders to develop the first destination resort at Kaanapali, to create the amenities needed for the visitor industry and to investment required to market Maui as a place not to be missed was no small feat. And it paid off. The economic stagnation and coinciding population exodus was reversed and by 1980 Maui, with a population of 63,000, was a place where everyone wanted to visit, live or invest in.



Through education, innovation, building community awareness, encouraging economic diversification, MEDB continues to help make Maui County the place to be.

It was a time of robust growth, when room rates were near capacity, when unemployment was practically non-existent, when the construction industry was exploding and government coffers were fat and generous. I find it amazing that it was in this environment that the idea which resulted in the forming of the Maui Economic Development Board, was hatched. In 1982 Colin joined together business, government and educational leaders to develop a strategy to map out Maui's future. These men and women saw the limitations of Maui's industries. They saw the limitations of Maui county's education system, they saw the pressures which unfettered growth placed upon the limited resources of island communities. They watched their children getting educated and either moving away to attain fulfillment of their careers or staying on Maui and working at jobs that didn't utilize their training and expertise. They saw a Maui so dependent upon tourism that a small event, a dock strike, an airline strike, a hurricane, war or some other global event, would cripple Maui's lopsided economic base. They agreed that something had to be done.

And do something they did.

The story laid out in this annual report talks about how the vision of a small group of people who believed in Maui's future became MEDB. Today the leaders, members and employees of MEDB are living the vision which Colin and Don Malcolm and the founder's of the organization believed in. MEDB, for 30 years, has been creating pathways to improve Maui's future. Through education, innovation, building community awareness, encouraging economic diversification, MEDB continues to help make Maui county the place to be. You see, a small fish in a big pond can flop and leap and slap the surface of the water and have little effect on the pond. But a big fish in a small pond can send ripples all across the water. MEDB has created ripples of positive change in Maui County for 30 years. If the last 30 is any indication what this organization can accomplish for the betterment of the residents of our county, I'm really looking forward to the next 30."



Effie Cameron Ort

- 1990 Groundbreaking of Maui R & T Park
- 1990 Lodge at Koele opens on Lanai
- 1991 MEDB moves to State's interim incubation center
- 1991 Gulf War

# MISSION

“We must learn to work together, have faith in the future and remember that the problems of our state and country become ours and in turn ours theirs. We are part of a whole.” - Don Malcolm, MEDB President & CEO (1982-1993)



Iao Intermediate students were exposed to Native Hawaiian agriculture by working in the lo'i gaining a hands-on understanding of taro cultivation as participants in our Ag Educate the Educator program.

At Maui Economic Development Board, we remain committed to our goal of building pathways to innovation, jobs and opportunities. We continually work to expand our island's horizons and create a strong, sustainable and diversified economy. Today, MEDB's programs are changing people's lives, especially young people willing to study and work hard to become tomorrow's leaders in a world yet to be imagined. In a drive to find a clear roadmap to the future,

MEDB initiated the grassroots Focus Maui Nui visioning program, inviting island leaders and community stakeholders to connect and talk about what means most to our county. Improve education, support small business, perpetuate the island culture and protect and preserve our pristine environment and natural resources as priorities heard from that process, our residents continue to embrace actions.

**1992** State's Maui R & T Center opens to incubate technology businesses

**1993** National Science Foundation awards grant to MEDB for Maui Science for Early Education

**1992** Puna Geothermal Venture produces 1-2 megawatts of electrical power

**1993** Congressional apology issued to native Hawaiians

## Entrepreneur found success in making connections through MEDB



**Daron Nishimoto**  
Program Manager  
Pacific Defense Solutions, LLC

At age 30, Daron Nishimoto needed connections and resources to build a business on Maui. He said he got what he needed to become successful in part because of support from the Maui Economic Development Board.

Without MEDB's resources and their help with learning how to start a business, how to build a marketing plan, I probably would still be working for a company and not owning one and being a partner like I am today.

It started in the Maui Research and Technology Park where

Nishimoto was amongst a few entrepreneurs who turned to MEDB to plug into a federal network of agencies for financial advice and resources. He said MEDB facilitated networking opportunities amongst small businesses and the agency introduced start-up companies with those already established.

The networking assists helped reduce the costs of having to travel off-island for resources. Nishimoto was especially grateful for MEDB's encouragement of high-tech business and services. "The one really good thing about MEDB is they know what pathway to take us," he said. "They were just a tremendous help."

Nishimoto joined Pacific Defense Solutions six years ago. The Maui-based company has grown with a handful of employees at its initiation to 34 today, many of whom included college students who MEDB connected with Pacific Defense Solutions.

"MEDB is certainly accomplishing its goals by providing a diverse number of programs to help small business, large business, and more importantly, our children. The success stories are endless."

On a personal note, Nishimoto fulfilled a childhood dream when he obtained a NASA grant through MEDB's Women in Technology funds. He used the money to take six elementary-aged students including his son to a NASA space camp. "This was a dream of mine in my younger days and it was a great opportunity just to see the kids learn math and science, hands-on math and science."

In the future, Nishimoto said he sees MEDB guiding island business in alternative energy. "Wind, solar, photovoltaic ... I know these programs are starting to take off and I see MEDB being a part of that."



Poster Presenter at the AMOS Conference

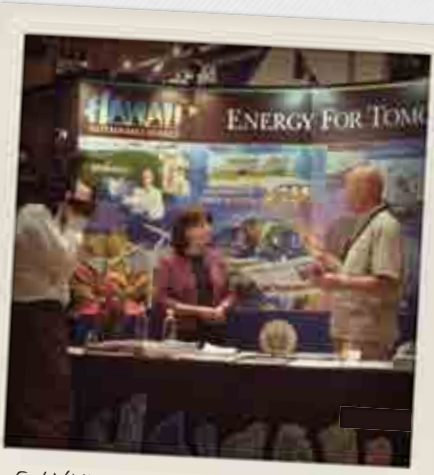


1994 Maui Arts & Cultural Center opens

1995 73 million computers sold through retail channels

1994 Maui High Performance Computing Center opens in R & T Park

1995 Digital Media lab opens at State's Maui R & T Center



*GIS Day at the Bishop Museum*

*Community engages in TalkStory*



*MEDB's Ke Alahele Center Groundbreaking Ceremony*





*Focus Maui Nui small group session*



*Social Media for Small Business workshop*



*MEDB President & CEO, Jeanne Skog receives 2010 Ho'okele Award*



*Maui teachers participate in Island Energy Inquiry™ Workshop*



*Maui County's First Lego League Robotics Competition*



*Excite Campers use GPS in hands-on science activity*



## Classroom teacher reaps rewards from MEDB partnerships

Award-winning science teacher Margaret Maggie Prevenas will tell you that community support, particularly a partnership with the Maui Economic Development Board has only made life as an educator that much more rewarding.

She's earned two MEDB Ke Alahele Education Fund grants and partnered with colleagues on two others – all of which were used to allow intermediate school-aged students a chance to explore the Waihee coastline and a protected reserve managed by the Maui Coastal Land Trust.

"If it weren't for Maui Economic Development Board, I'd only be able to teach in the classroom. As a teacher, I need to bring my students outside to their environment so they can really see how it works," she said.

I believed it was time for me to go out and help other teachers. I'm so appreciative of what MEDB did for me. They've been magnificent. I'm going to encourage other teachers to reach out and get help from MEDB.

"wildly" successful, particularly with "rascal" pupils who turn into engaged students. "Outside in the environment, they are wizards, they are leaders," she said.

"Not all kids are going to be scientists, but science is going to play an active role in their future on Maui and they can learn how to be good stewards of their environment," Prevenas said.

In the fall of 2012, Prevenas is going to take a break from the classroom and work as a Hawaii Department of Education resource teacher for Science, Technology, Engineering and Math or STEM. She will concentrate on supporting intermediate and high school teachers, many of whom are in economically-disadvantaged areas like Hana and Molokai.

**Margaret Prevenas**  
Office of Curriculum, Instruction, and Student Support  
Hawaii DOE State Resource STEM Teacher



*Kalama Intermediate School students test water quality at Waihee coastline*

In Waihee, students in grades 6 through 8, many of whom were Prevenas science students at Kalama Intermediate School, focused on lessons on global climate and ocean acidification. The Ke Alahele grants supported field trip transportation costs and other expenses including microscopes for science experiments in Waihee. Money for the Ke Alahele Education Fund is garnered in an annual community fundraiser coordinated by MEDB.

In addition to benefitting from thousands of dollars in Ke Alahele funding, Prevenas has attended professional development workshops and events MEDB has coordinated or helped to sponsor.

"It's all made me a better teacher," she said. "I can't tell you how much MEDB has opened my eyes to see the potential my students have in them."



1996 High Tech Maui adopted as MEDB marketing banner

1997 Ribbon cutting for AEOS on Haleakala, largest optical telescope in the Department of Defense system

1996 12.5 million households use on-line services

1997 MEDB receives first private foundation grant award



# Air Force Research Laboratory shares common goals

The Air Force Research Laboratory has increased its funding support for Maui Economic Development Board and its community outreach projects from \$80,000 a year to most recently \$105,000 annually. That's because physical scientist Dr. Stacie Williams, who also works as the Lab's community outreach coordinator, says her agency and MEDB share common goals.

Williams has collaborated with MEDB in bringing professional development workshops for teachers and their students. MEDB staff has connected Williams with the public schools here to start a lending library of resources on the solar system, and then an "Optics Road Show" that covers lessons in how the eye works.



I consider us to be partners with MEDB. We want the same thing: we want to see students and teachers grow in the field of science and technology.

"When I met with MEDB, I was really impressed with their work," Williams said. "They do a really nice job of relating to the lives of the students," she said, "and that's what the Air Force Research Laboratory wants to do too."

In a former job on the Mainland, Williams herself was involved in science curriculum development, much like what MEDB has done for local schools and programs. "I love writing and doing all things STEM (Science, Technology, Engineering and Math) and I see MEDB does too."

As a scientist, Williams has also connected with MEDB in her attendance at the annual Advanced Maui Optical and Space Surveillance Technologies Conference in Wailea. The event presented by MEDB has been called a "premier" international event for experts in the field of space situational awareness.

"I think it's the best conference that I go to every year," Williams said. "The AMOS conference is especially nice for the people here on Maui because it's very expensive to attend conferences on the Mainland, but they can stay here and get so much more."

"It's a wonderful way to learn what's new and innovative while also keeping current in our field. New information is developed or learned every day and so being able to attend the AMOS conference and interact with other scientists is really important."



Middle Schoolers are hands-on in Space in the Classroom at the AMOS Conference

**Stacie Williams, Ph.D.**  
Physical Scientist and Program Manager, AFRL/RDSME

- 1998 United Airlines' Hemisphere article publicizes high tech on Maui
- 1998 Hawaii Tourism Authority formed
- 1999 Air Force contracts MEDB to present first annual AMOS technical conference; attracts 270 participants
- 1999 Steve Case buys 41% of Maui Land & Pineapple stock

## Career Day sparks interest in computer technology path



**Shane Tajima**  
Webmaster, University of Hawaii at Maui College  
MEDB program participant and intern

The 23-year-old, Shane Tajima began his involvement with Maui Economic Development Board when he was a student at Maui High School, unsure of his future after graduation. He said he was keenly interested in computers as a grade school student, surmising that a teacher once asked for help with a programming problem to keep Tajima out of classroom trouble.



Tech Careers High School students visit world-class telescopes atop Haleakala

I knew I was interested in technology, but I didn't have any direction until MEDB came along.

When he got to Maui High, Tajima responded to another teacher's recommendation to attend a career day sponsored by the Women in Technology Project at MEDB. "At first, I thought 'Oh good, I get to get out of school. But then I really got into it ... It was the spark for me. It gave me the 'wow' factor, this is what I want to do with my life," he said.

Following the MEDB career day and other MEDB events, Tajima became actively involved in video editing projects at school and he enrolled in the Advanced Placement course for computer science. He and his friends started a Tech Club on the Maui High campus.

MEDB assisted Tajima in earning his first internship at Ardent Management Consulting, a software development company. "MEDB was really the start of my career pathway," he said.

"I'm really happy with the path I took."



When Tajima moved on to the University of Hawaii at Maui College, he served as the student representative on the college's Tech Feed Committee. He maintains his Ardent internship while also working as the newly-hired webmaster for UH Maui.

Tajima said he hopes that MEDB will continue to receive support from the county, the community and companies in the high-tech field. "I hope that with that support MEDB can create a stronger bridge between the students and the companies here on Maui so that local jobs can go to local people," he said.

2000 MEDB launches Women in Technology to create workforce pipeline in technology careers

2001 Women in Technology initiates Excite Camp for middle school native Hawaiian girls

2000 Department of Transportation announces route for Kihei-Upcountry Maui Highway

2001 9/11 attack

“ When you give everyone a voice and give people power, the system usually ends up in a really good place. So, what we view our role as, is giving people that power.” - Mark Zuckerberg



Focus Maui Nui survey over 1,200 individual voices from across the County, ranging in age from teens to 84 years old and representing 17 ethnicities, at the Maui Fair.

While Maui Economic Development Board’s programs are grounded in a shared vision for the future, it also literally reaches beyond planet Earth. The people behind businesses like Pacific Defense Solutions and events such as the Advanced Maui Optical and Space Surveillance Technologies conference speak fondly of the partnerships we’ve developed. At AMOS, the best scientific minds focus on the very real problem of tracking space debris, working to ensure that random pieces of space junk don’t destroy a vital satellite or two.

Our teachers, often underappreciated, are entrusted with shaping and inspiring the young minds of our keiki. And, MEDB supports the idea of equipping our educators—on Maui, Molokai, Lanai—with the tools they need to keep pace with the rapidly expanding subjects of science, technology, engineering and math. MEDB’s Ke Alahela Education Fund provides

students with support and a forum to explore science, technology, engineering and math. Many students trace their inspiration and career choice to MEDB programs. MEDB is helping build Maui’s future workforce through internships, conferences and workshops.

MEDB is filled with gratitude for 30 years of support from a community—local, state and federal—that recognizes the value of always reaching upward, to academic excellence, to a thriving, diversified business community, to a future that only temporarily exceeds the grasp of those with the courage to reach out and touch it.

Our future is in the children. Our commitment is to carry out the vision of our founders and pave the way for a future Maui County—uplifting a community which honors its cultural heritage and natural environment.

2002 Enron goes bankrupt

2003 \$2 million EDA grant seeds new MEDB building

2002 Conference on *Maui’s Economic Future* calls for community-wide visioning process

2003 Finding Nemo wins Oscar for Best Animated Film

## Retired executive invests time, dollars in supporting MEDB

Retired executive, Robert Coe has invested thousands of dollars and hundreds of hours in support of Maui Economic Development Board.

Coe first learned of Maui Economic Development Board during the mid-1980s in his role as a vice president of worldwide operations at SUN Microsystems in Menlo Park, California. At the time his company collaborated with the administration of former Maui Mayor James "Kimo" Apana in a program to improve the computer environment in the county's public schools. Coe read about how MEDB was actively engaged in supporting the Maui Tech Ready Program and made a phone call to President and CEO Jeanne Skog.



Ke Alahele Education Fund Grant Award - Baldwin High School Robotics

I continue to support MEDB because they're professional, they're committed and highly involved in the community. They build relationships to move forward, not just solely for MEDB but for all those they serve.

"I asked, how can I contribute," Coe recalled. Since then, he has served on three MEDB committees including one focusing on the annual MEDB Ke Alahele Education Fund annual fundraiser.

Coe has long supported education initiatives in places he's lived in like Scotland and Boston. On Maui, he's involved at the Hui Noeau and with the Lahaina Public Library. "In all the environments I've been in, they're cutting back on education, and I see that the community has to step up. It's the only way we can build our students and their future."

Coe said he's also been privy to MEDB's strategic plan for the island and believes the nonprofit has both the motivation and skills to help improve both the county's education and economic initiatives. "It's like any job. You have to give them tools. I think they're right on and we all need to give MEDB our support."



Robert Coe  
CEO, Makai Company



2004 Focus Maui Nui report issues results of visioning process that reached over 1,700 Maui County residents

2005 Women in Technology wins IEDC's Excellent in Economic Development Award

2004 YouTube launched

2005 Ooka's Supermarket closes

# Students are thriving because of MEDB's support

**Emily Haines-Swatek**  
**Educator, King Kekaulike High School**  
**STEMworks Advisor**



King Kekaulike STEMworks™ students exhibit at the Hawaii STEM Conference

In her role as teacher, Emily Haines-Swatek encourages her students to become self-directed learners and facilitates the use of technology to create meaningful community projects. Her direction has led King Kekaulike High School to earn national recognition for "superior-rated" student projects and for partnerships developed in the community. One of the school's key partners is Maui Economic Development Board. Haines-Swatek said she's used MEDB's Science, Technology, Engineering and Math or STEM curriculum in her classroom, tapped MEDB grants to send students to off-island workshops and has chaperoned them to two STEM Conference held on island.

Haines-Swatek said "MEDB has provided invaluable opportunities to connect with experts in the field of science and technology and to see how other schools are taking advantage of the latest technological advances. Things are changing so fast in technology; it's hard to stay on top of it."

Haines-Swatek and 10 of her students attended the 2012 Hawaii STEM Conference sponsored by MEDB's Women in Technology Project in partnership with the County of Maui and the Office of the State Director for Career and Technical Education. The event kicked off the state's first STEM Week and drew 200-plus teachers and students from Maui, Molokai and Oahu. Innovative companies such as Google, National Geographic and Apple were represented at the conference.

"STEM education is important for this generation," Haines Swatek said. "I see my students taking it beyond playing video games and beyond social networking. They can make it meaningful, contribute to their community and even prepare for a career in technology."

She said she was grateful for MEDB's decision to coordinate a STEM conference on island instead of investing in off-island travel for small groups. "This way I can bring more students and expose them to all the innovation in technology."



I've gotten a lot of ideas, a lot of help from MEDB. My classes and my students are so much better because of MEDB's support.



2006 Kaheawa Wind Farm goes operational

2007 H C & S celebrates 125 years

2006 Walkstory builds on Focus Maui Nui to engage residents in General Plan Update

2007 MEDB adds Maui's largest PV array to date to Ke Alahele Center

## Seminar positively affects business bottom line



It's was one of the best things I've ever done. I just couldn't believe the positive impact MEDB's seminar had on my business and most importantly, my bottom line.

As a busy and active entrepreneur, Josh Stone hasn't the time nor interest in attending small business workshops. This year he decided to make the time to attend an energy efficiency seminar sponsored by Maui Economic Development Board.

Now, as one of the partners at Flatbread Pizza and a landlord for other buildings on island, Stone is encouraging small business colleagues to attend MEDB workshops and seminars.

"I really enjoyed it, it was good fun even though it was long. I literally didn't fall asleep and I'm famous for falling asleep," he said with a smile.

Stone said the 2012 energy diet seminar provided tips on how a restaurant like Flatbread could be more efficient in its energy usage. For example, employees learned how to self-audit their own energy use at the restaurant in Paia and they almost immediately installed low-voltage light bulbs to reduce the business' electricity costs.

The seminar also featured a speaker from Maui Electric Co. who "explained the mystery" behind an electricity bill. "That kind of stuff is awesome," Stone said, adding that he anticipates savings of at least \$200 to \$300 a month in electric bills by taking small steps toward efficiency.

Stone said the experience with MEDB has peaked his interest in what other workshops might be available for small businesses. "I'm very thankful for the energy diet seminar and I look forward to hearing about other opportunities in the future to help build business."



Josh Stone  
Owner, Flatbread Pizza

2008 Donald G. Malcolm Training and Conference Center adds meeting space in R & T Park

2009 Island Energy Inquiry™ and STEMworks™ original curricula launched

2008 Hawaii's Barack Obama is first African-American elected President of United States

2009 UH Maui College receives approval to offer second Bachelor Degree

# Molokai students aiming for higher aspirations



2012 First Lego League Robotics Maui District Overall Champs  
Molokai Middle's "Golden Eyes"

"Since returning to Molokai in 2005, I see the fruits of MEDB in my life on Molokai every, single day! It's helping Molokai Middle School (MMS) garner support for the first full-time STEM teaching position in the Department of Education.

It's talking story at the market with a Kilohana or Maunaloa Elementary teacher, just back from some type of STEM training. It's asking a Robotics mentor to come back for just 'one more year' of coaching one of our state award-winning First Lego League Robotics' teams. It's giving a huge hug to a Molokai High School (MHS) senior who participated in MEDB-funded Robotics programs and just received a full-tuition waiver at Iowa State in pre-vet studies.

It's running into a MHS alum who participated in MEDB programs, now studying civil engineering as a freshman at Colorado State. It's seeing 5-8 year old keiki learn about programming and Robotics at Kaunakakai Elementary School (KES). It's observing a slew of students from MHS, MMS and KES learning computer aided design via Google Sketch-up (sponsored by MEDB) as part of our afterschool activities program. It's talking story with a mother at our family's pharmacy about having her akamai daughter apply for Excite Camp this summer.

Finally, it's changing attitudes and aiming for higher goals... our Molokai students are now aspiring to become computer-aided design professionals, math teachers, statisticians, computer scientists, environmental engineers, construction managers, physicians and more.

The goal is no longer, 'I want to graduate from high school.' The future is much bigger and brighter, thanks to the programs MEDB has sponsored for our Molokai-based students and their teacher-mentors."



**Kimberly Mikami Svetin**  
President, Molokai Drugs, Inc.  
STEM Champion and Parent Volunteer

- 2010 AMOS Conference welcomes 640 participants, including conferees from 8 countries
- 2010 Federal Pacific Joint Information Technology Center opens at Maui R & T Park
- 2012 MEDB joins other partners to assist Hitachi with smart grid demonstration project
- 2012 Larry Ellison buys Lanai
- 2011 MEDB annual fundraiser breaks through \$340,000 to support STEM education

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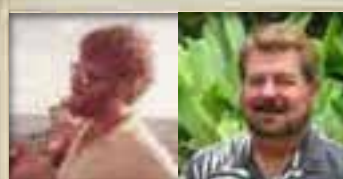
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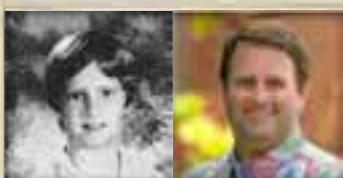
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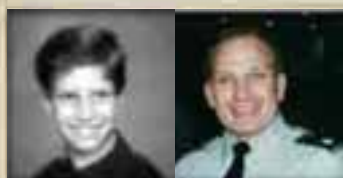
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{ Thank you to all who invest in our mission }

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Maui Electric Company, Ltd.  
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Maui Memorial Medical Center  
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Trex Enterprises Corporation

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### MALAMA *(continued)*

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# { STAFF }


## I look forward to... }




**Denissa Andrade** | Project Assistant  
 ...World Peace - the day worldwide communities look to Hawai'i as a successful model of cultural integration - respecting, valuing, and honoring all.




**Lee Chiminiello** | Senior Accountant  
 ...a time when young people won't have to leave their beautiful island in order to survive.




**Michelle Cocca** | Staff Accountant  
 ...a generation of well-trained STEM kids making a positive impact on our islands.




**Frank De Rego, Jr.** | Project Manager  
 ...making a difference for students, teachers and businesses.




**Graham DeVey** | Project Manager  
 ...Hawaii leading the states in alternate energies.




**Joy Fatheree** | Finance Director  
 ...continuity of funding streams; green, cutting-edge technology; and human resource investment and development.




**Lynn Fujioka** | Project Manager  
 ...a unified approach by the entire community to transform education to ready our keiki for success in the 21st century.



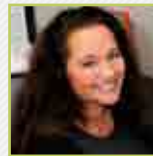
**Ruthsenne Gagarin** | Project Assistant  
 ...expanding the local mentoring network between STEM collegiate and professionals.




**John Harrison** | Program Director  
 ...auto-pilot, computerized, GPS all-electric vehicles as standard transportation.



**Leilani Hearne** | Project Manager  
 ...continuing my journey with MEDB to ensure our community is filled with rewarding employment in the high tech sector.




**Julie Johnson** | Contracts Manager  
 ...seeing our continued support in STEM education bring generations of highly skilled workers into careers throughout the State of Hawaii.




**Willow Krause** | Program Coordinator  
 ...Maui County being much more familiar with MEDB and our programs and knowing how to take advantage of them.




**Tom Liu** | Program Director  
 ...helping MEDB to become no. 1 source of contact for economic & business development in Maui County.



**Lalaine Pasion** | Project Assistant  
 ...another successful year as MEDB continues to create future STEM leaders in our world.




**Mapu Quitazol** | Project Manager  
 ...continuing to strengthen STEM education and help students pursue their dreams in a STEM career.



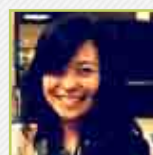
**David Raatz** | Program Director  
 ...Maui County leading the state, nation, and world to a clean-energy future.




**Sandy Ryan** | Program Director  
 ...being part of MEDB's continued success growing Maui's economy in the high tech sector.




**Cari Taylor** | Executive Assistant  
 ...learning more about MEDB, and being a part of all of the wonderful programs we have that support our community.



**Amy Weintraub** | Project Manager  
 ...engaging with more schools, community and students to disseminate a year full of exciting STEM events!



**Jody Yoshida** | Project Assistant  
 ...Maui not burning any fuel for electricity. Instead, generating 100% renewable, clean energy thorough wind, water, and the sun.



**Isla Young** | Program Director  
 ...continuing to make a true impact on our states students & teachers - helping to connect the dots to an awesome STEM career & future.

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**maueconomic**  
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