



# Annual Report on Operations

July 1, 2005 - June 30, 2006

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**Strengthen**



**Diversify**



**Honor**



**MAUI ECONOMIC DEVELOPMENT BOARD, INC.**

# Annual Report on Operations

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July 1, 2005 - June 30, 2006

## **Our 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

## **Our Mission**

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

## EXECUTIVE SUMMARY

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Every MEDB year seems to take on a character of its own. The 2005-2006 year was no exception.

*Ke alahela*, Hawaiian for “pathway,” set the theme for our major endeavors, the most prominent of which was the completion of our new home—and pathway. The arduous journey that began nearly four years ago gave way to a memorable blessing and celebration.

We started down another path this year, with the launch of the MEDB Ke Alahela Education Fund. Grantmaking to strengthen science and technology education is the natural next step for MEDB. Targeted to educators and students, the fund builds on our history of education and workforce preparation for the 21<sup>st</sup> Century. Thanks to the dedication of the Education Committee headed by Curt Leonard and Michael Reiley, we reached our first-year goal in just two weeks.

Yet another opportunity came forward this year, causing us to take a different turn on a path we were already on. We have managed the AMOS Conference for the Air Force Research Laboratory since 1999. The AMOS Conference is now an MEDB conference, offering new possibilities for growing the event, engaging more local vendors, integrating more experiences for participating scientists and expanding business development.

Women in Technology, our industry-led project secured new funding. 4H was added to our network of partners delivering technology education. And middle schools will now have their own Tech Careers Day. Economics and the environment will come together in a unique four-day seminar just for K-12 educators. It is a first for Maui.

Marked by windmills that are now part of our vista, heightened interest in renewable energy activities further broadened research and development on Maui. Space surveillance, supercomputing, information systems, and agritech continued as promising paths to living wage jobs for our residents.

Focus Maui Nui forges new ground as it perseveres. WalkStory with its multiple station design provided an innovative way to gather resident views on the General Plan 2030 update. Over 220 in the community responded.

This is our world, circa 2006. New pathways. New journeys. Over 6,000 reached through MEDB programs—and hopefully empowered.

See you in our 25<sup>th</sup> year,

The Board of Directors and Staff of MEDB



Focus Maui Nui supporters sign wave before WalkStory event

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## PROGRAM GOAL ONE

Build **community consensus** for economic development priorities in Maui County, guided by the vision and values of Focus Maui Nui

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*“Focus Maui Nui is really moving from a one-time process to a constant presence—a way for residents to continually meet on neutral ground to discuss ideas, opinions and options.”*

**Barbara Haliniak**, Molokai Chamber of Commerce

### PROGRAMS

#### Focus Maui Nui (FMN) Phase III

- In February 2006, about 40 community leaders, including members of the Focus Maui Nui Advisory Team, came together in a **strategic planning retreat** to determine what Focus Maui Nui’s next steps should be to sustain its vision and values. The outcome was a specific list of recommendations of short and long term actions to continue the progress to achieving the vision.
- The **Focus Maui Nui Index** will provide our community with a precise set of indicators of our progress toward achieving the vision of Focus Maui Nui. The indicators align with the Key Strategies of Focus Maui Nui: Improving Education, Protecting the Environment, Addressing Infrastructure, Seeking Targeted Economic Development, and Perpetuating Culture and Addressing Human Needs.
- FMN reached out to the community with a series of **WalkStory** interactive events providing residents the opportunity to bring a broad community voice to the **General Plan 2030**.
  - The first **WalkStory** session attracted a diverse group of participants who spent 20 minutes at each of six stations designed to get each person’s viewpoint on land use planning.
  - **WalkStory** helped residents better understand how the General Plan will impact the growth and development of the County.
  - The engaging process was designed and facilitated by Focus Maui Nui; the funding and support were provided by the County’s Planning Department/Long Range Division and MEDB.
- With the help of the Maui Farm Bureau, FMN secured a booth in the Horticulture Building at the 2005 County Fair. Visible location plus hard work of staff and volunteers garnered over 750 surveys to keep a finger on the pulse of residents related to the core values identified by Focus Maui Nui. Similarly, our presence at The Ulupalakua Thing and the MEO Senior Fair **helped build awareness** and gather another 100 surveys.



- Focus Maui Nui began its unprecedented **Youth Alliance**, a partnership between Maui Nui’s youth, educators, and community and business leaders to empower our youth to become an active voice in shaping our community.
  - The pilot program brought 15 high school freshmen, sophomores and one junior together from Maui, Molokai and Lanai.
  - The first cohort reflected Maui’s rich academic, geographic, cultural and socio-economical diversity.
  - The pilot program was implemented in the second semester of the 2005-06 school year with meetings occurring once a month on a Saturday for six hours.
  - Thanks to Ben Franklin, Digital Images Maui, Four Seasons Resort, HC&S, Kanepu’u Preserve staff, The Lanai Company, Lanai Expeditions, Lanai Youth Center, Ron and Phyllis McOmber, Surfside Deli, and Brad Ward.

*“I also am learning that being involved can be fun”*

**Christopher Fernandez**, Youth Alliance 2005-06 Member, Testimony to Maui County Council

## PUBLICATIONS

### **Stepping Forward 2006 Report**

Eight-page tabloid published in *The Maui News* brought the community up to speed on Focus Maui Nui’s three-year progress.

- Front-page story highlighted the launch of the Focus Maui Nui Youth Alliance program.
- Over 30,000 copies have been distributed.
- Goal is to get report out to all employees and associates of MEDB’s business network.

### **High Tech Maui Newsletter**

The MEDB-sponsored technology newsletter **showcases Maui’s technology** to the world, students, public and private sector.

- Features publicized Maui County’s technology activity relating to agriculture and the environment (Pacific Biodiesel, BioReal) at annual Bio2005 international conference in Philadelphia.
- High Tech Maui’s website ([www.hightechmaui.com](http://www.hightechmaui.com)) received a facelift and is getting 30,000 hits a month.

### **Wiliki O Hawaii Article**

*Wiliki O Hawaii* newsletter is published by the Hawaii Council of Engineering Societies, an association of the 13 major engineering societies in the State of Hawaii with over 2,000 members.

- WIT Oahu was asked to create the lead article in April issue highlighting isisHawaii/WIT partnership, online mentoring successes and STEM mission.

## Focus Maui Nui in the Media

- As of September, FMN's successful monthly column in Maui News became a **weekly column** highlighting a business, organization or relevant topic that demonstrates FMN action strategies in our community.
- FMN Strategies provided framework for Mayor's AKAKU TV program on what the county is doing to address concerns of community.
- Publicity effort for WalkStory was extensive including multiple email blasts, flyers at events, canvassing merchants, sign-waving, editorial, telephone banking.

### 'Green' hotels do their part to help protect the environment

Like Focus Maui Nui, a growing number of Maui County hotels have identified the preservation of the environment as part of their commitment to the future of our islands.

Environmentally conscious "green" hotels have implemented dedicated programs to reduce their impact on the 'aina and our natural resources. These practices range from comprehensive recycling to an environmental stewardship program that has been recognized as one of the finest in the North American hotel industry.

The programs basically follow the three R's:

- Reduce (consumption of electricity, gas and water)
- Recycle (aluminum, glass, paper, cardboard, etc.)
- Reuse (products that don't get disposed of in the first use)

"Currently, the island of Maui has limited recycling opportunities," says Christof Luedi, Regional Vice-President and General Manager of the Fairmont Kea Lani Maui who has the Fairmont's Green Partnership program firmly in place.

Own it!



*"Businesses, especially the hotel industry, should consider it an obligation to recycle."*

> *Chris Luedi, General Manager, Fairmont Kea Lani*

FOCUS MAUI NUI OUR FUTURE

FOCUS MAUI NUI IS A COMMUNITY-DRIVEN VISION FOR MAUI COUNTY. FOR ASSISTANCE WITH YOUR ACTIONS, CONTACT MAUI ECONOMIC DEVELOPMENT BOARD, INC. AT 808.875.2300, WWW.FOCUSMAUINIUI.COM.



Focus Maui Nui weekly column featured in *The Maui News*



Focus Maui Nui – Spin the Wheel and learn about our community



Hands-on activity demonstrates the principle of displacement at Tech Careers Day: I am the future



Ke Alahele: The MEDB Center commemorated its opening with a traditional blessing and program



## PROGRAM GOAL TWO

Inspire, support and promote **innovation** in economic development throughout Maui County

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*“Overall quality of the papers was very good and attendance made for excellent networking.”*

T. S. Kelso, Center for Space Standards & Innovation (AMOS Conference participant)

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### **MEDB's new headquarters – Ke Alahele – officially opened its doors on July 6, 2006.**

U.S. Senator Daniel Inouye joined an estimated 200 guests to commemorate the building – the first new structure to be built at the Maui Research & Tech Park in ten years.

- 32,000 sq. ft. of office space was completed for \$10 million to help meet demand of Maui's growing tech industry.
  - In addition to MEDB, tenant neighbors include Akimeka, the Pacific Disaster Center, SAIC, Virtual Radiologic Corporation.
  - The Ke Alahele Education Fund was established to stimulate community investment in broadening career pathways (especially in science and technology) for Maui County residents.
  - Fund met its goal of \$25,000 from the technology community in just a few short weeks.
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## **BUSINESS DEVELOPMENT**

### **Maui TechOhana**

In partnership with the Small Business Development Center, MEDB worked to revitalize and improve the monthly networking program .

- The **TechOhana lunch gatherings for local businesses** featured speakers ranging from the Pacific Disaster Center to the partners in the Kaheawa Wind Power project to the state Department of Taxation.

### **Maui Agribusiness**

MEDB is exploring a project to bring agriculture into the classroom and apply our expertise and networking in education to the process.

### **Maui Food Technology Center (MFTC)**

Envisioned as the **premier laboratory in Hawaii** for food science, the Maui Food Technology Center concept achieved several milestones.

- MEDB has served on the working board since its inception.
- MFTC officially received its nonprofit status in 2005, allowing it to seek funding and operations support.

- The Center received an Economic Development Administration (EDA) grant for planning and development.
- The concept was one of eight finalists in the Chaminade College Hogan Business Plan Competition.

### Embry Riddle Aeronautical University

MEDB assisted in launching Embry Riddle's Masters in Technical Management Program on Maui that combines both technical and managerial disciplines in its studies.

- The program helps companies retain employees who might have otherwise gone off island to continue their education.
- Classes began in September 2005 with 15 students participating in the two-year program.
- All are employees of Maui-based companies such as Boeing LTS, Textron, Trex, Akimeka, Monsanto and Maui Rural Development Program.

### Air Force Research Laboratory (AFRL) Research Council

MEDB provided operational support for the five-day meeting in which AFRL's Det 15 provided briefings on Maui's technology capabilities including the High Performance Center's Software Application Institute in Space Situational Awareness, as well as a tour of AEOS and GEODDS.

- The Research Council is comprised of chief scientists from the nine AFRL technology directorates and the Air Force Office of Scientific Research.
- Dr. Mark Lewis, Chief Scientist of the U.S. Air Force, was among those who attended.

### The Federal Network

MEDB belongs to and staffs the Federal Network, a consortium of defense-related businesses on Maui. They convene to work together on common interests including developing business partnerships, speaking with a **common voice on critical industry issues** and sharing lessons learned.

- MEDB's goal is to make use of group's strengths, including its world-class research & development, to take high tech development to the next level.
- A good test case for the group came early in 2006 when the group worked together to support a Navy University Advanced Research Center at the University of Hawaii.

### Lanai Women's Center

MEDB received a federal grant from Health Resources and Services Administration (HRSA) to support the ongoing efforts of the Lanai Women's Center to plan and develop a federally qualified health center (FQHC) in Lanai City.

- With the generosity of private donors, foundations, Lanai Company and businesses, and the **dedication of the Lanai Women's Center** board of directors, Lanai Women's Center is blossoming.
- LWC received its 501(c)(3) nonprofit designation.
- WIT Director Leslie Wilkins represented MEDB at the opening celebration of the interim facility, Jodi's Place in March 2006.

### Maui Film Festival at Wailea

- MEDB is just one of a bevy of cosponsors for this annual world-class event. We also assist with the flow of funds from the State of Hawaii.
- MFFW garnered **over 686,630,000 media impressions** (valued at \$48,526,964).
- More than 60 films were presented.
- Tributes were presented to actors Joan Allen, Patricia Clarkson, Michelle Yeoh, Jessica Beil, and John C. Reilly.

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**Through its High Tech Maui program**, MEDB assisted over 20 businesses who were interested in setting up or expanding in Maui County and have 30 prospects we are currently tracking. These businesses represent a wide range of industry sectors including: Ag Bio, Agriculture, Beverage Industry, Dual Use, Federal Projects, Financial Industry, Food Industry, Industrial Air Filtration, Medical Research, Nano Technology, Nutraceutical Industry, Pharmaceutical Industry, Renewable Energy, Software Development, Space Industry, Telecom, and Value added Ag.

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## BUSINESS ATTRACTION

### 2005 National Association of County Officials (NACO) Conference

- MEDB joined with Maui Visitor's Bureau to couple its business/community development message with the County's visitor message to 3,000 participants in Honolulu, Hawaii.
- Maui County's GIS program was a featured presentation, clearly demonstrating that we have a lot to share with other communities.
- **Renewable energy and workforce development** activities on Maui also attracted keen interest and leads.

### 22<sup>nd</sup> National Space Symposium

- WIT and High Tech Maui teams showcased optics, astronomy and surveillance work on Haleakala at the annual conference in Colorado Springs, Colorado.
- Trip piloted a **Kama'aina Come Home event** in Denver where team made connections with individuals curious about tech jobs that might bring them home.

### Bio 2005 Annual International Convention

- MEDB joined the State, industry representatives and other EDBs as Team Hawaii to exhibit at the world's leading biotechnology convention in Philadelphia, Pennsylvania.
- Conference and exhibition attracted about 20,000 attendees from 61 countries and all 50 states.
- MEDB received **over 100 leads for the bio-energy, bio-agriculture, bio-med and agri-tech companies** we represented at the exhibition.

### 2005 International Society for Optical Engineering (SPIE) Conference

- MEDB joined with colleagues from DBEDT and EDB in San Diego, California to exhibit at the annual conference that focuses on optics and astronomy.
- Hawaii booth was both well positioned and distinctive to the 5,000 who attended.



### 2005 Society for Advancement of Chicanos and Native Americans in Science (SACNAS)

WIT Director Leslie Wilkins joined six Akamai interns who presented posters at the judged exhibition in Denver, Colorado.

- Akamai delegation included five UH Manoa engineering students and one UH Hilo astronomy student.
- Partnership with Center for Adaptive Optics (CfAO) makes the NSF funding available to support this opportunity for Hawaii students to network and gain career guidance.

### 2006 American Society for Engineering Educators (ASEE)

ASEE is the premier engineering education organization in the nation.

- This year, MEDB presented a peer-reviewed paper showcasing its “Tech Careers Day: I am the future” program at the annual conference in Chicago, Illinois.
- Hawaii will be hosting the 2007 conference on Oahu, June 24-28, expecting more than 4,000 conferees.

### 2006 National Science Foundation Service-based Learning Conference in Engineering

At the NSF Service-based Learning Conference at the National Academies of Science in Washington, D.C., Leslie Wilkins presented the Project EAST model to 250 attendees from academia, government and industry.

- EAST was the only model focused on the high school vs. collegiate level.
- **Two outstanding EAST students** – King Kekaulike’s Shanoa Miller (Fire Ant Project) and Lahainaluna’s Karen Galano (A Keiki’s Dream website) helped with Poster Session after the presentation.
- Students also had the opportunity to meet Senators Inouye and Akaka.

### Tech Enterprise 2006

Thanks to an engaging presentation by Daron Nishimoto of Trex Enterprises at the annual Honolulu-based conference, **MEDB and KEDB were touted** as examples of how industry in Hawaii should network.

- Three other Maui companies (Ambient Micro, Peletex, Akimeka’s Digital Bus project) either presented or were in attendance.

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### A NEW PATH FOR MEDB: AMOS Conference

The internationally recognized signature event for the optical, computing and space surveillance communities attracted over 575 industry, academic and government professionals—a 17% increase over last year.

- Although it continues to work closely with the Air Force, MEDB is now responsible for organizing and presenting four days of AMOS sessions featuring over 90 technical papers and tours to the Maui Space Surveillance Complex (MSSC).
  - Numerous smaller meetings were held indicating the business and project development value of the conference.
  - Three of the Akamai interns made a formal technical presentation to an audience of over 50 conferees.
  - In October, AFRL awarded MEDB a multi-year contract to manage its educational and community outreach activities.
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Oceanit talks with prospective candidates at High Tech Maui Holiday Job Fair



An Excite Camper tests her PVC telescope



## PROGRAM GOAL THREE

Prepare Maui County's residents to compete for **21<sup>st</sup> century careers** by improving Maui County's capacity to educate, train and provide skill-based experiences

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*"I really enjoyed being a mentor this year! All the camp sessions seemed to engage the girls' interests in the areas of science and technology—especially Kawai's integration of chants and the Hawaiian culture into their daily activities. Personally, I learned a lot about all the different job opportunities available to young women, who like me, are interested in pursuing a career in the sciences."*

**Taryn Takahashi**, Excite Camp Mentor,  
Baldwin High 2006 Valedictorian and Stanford University Freshman

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**Women in Technology (WIT) receives national award:** At the 2005 International Economic Development Council (IEDC) conference, the Women in Technology Project won the Excellence in Economic Development Award in the Best Practices category, pop. 50,000-200,000. MEDB CEO, Jeanne Skog, and WIT Director, Leslie Wilkins, traveled to Chicago to accept the prestigious award on September 27, 2005.

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### BUILDING THE PIPELINE...from education to workforce

#### Project EAST

- WIT partnered with the Molokai Chamber of Commerce and the County to bring **EAST to Molokai** and to work on economic and financial literacy.
- All of EAST labs on Maui are collaborating on an **island-wide project using GIS/ESRI technology** to map: locations of defibrillators on island; high risk trails where injuries tend to occur; local surf spots, indicating official and local names.
- EAST students also had **hands-on training** using state-of-the-art ESRI Arc View 9.1, a Geographic Information Software (GIS). GIS technology is currently one of the top three fields in the country. Maui's EAST students are among the very few Hawaii students learning this technology prior to college.
- In a special ceremony at the county building in April 2006, Mayor Alan Arakawa **proclaimed Project EAST Week**, recognizing the recent national achievements by Maui EAST high schools.
- Thanks to funding from the County of Maui and support from the Women in Technology (WIT) Project, students from Baldwin, Lahainaluna, King Kekaulike, Kihei Charter and Maui High Schools were able to travel to the seventh **annual EAST Partnership Conference** in Hot Springs, Arkansas. They joined 1,700 other students from six states in presenting their school projects and competing for awards.
  - The King Kekaulike Project EAST team led by facilitator Emily Haines-Swatek

received a top Award of Excellence based on student growth, community service, collaboration and innovative use of technology.

- Lahainaluna and Kihei Public Charter High Schools EAST teams also garnered high honors, receiving superior ratings for their presentations.

***“Project EAST gave my son a sense of place. His sole purpose for attending school was to spend time in his EAST lab. Thank you to MEDB for providing my son with this tool for success.”***

*Mrs. Bauer, Baldwin High School parent*

### isisHawaii

- WIT’s major partnership with isisHawaii on Oahu has allowed isisHawaii to expand its scope of services beyond the flagship One+One Student e-mentoring program.
- **New strategic alliances** are expected to bring more resources and opportunities in a wide range of formats, strengthening WIT’s overall STEM education and career exploration mission.

### Invention Factory

- WIT/Oahu is the grant partner for Archimedes Project Hawaii’s **Invention Factory**, a pre-engineering program for middle and high school students.
- WIT helped Invention Factory with recruitment for SY 2006-7, finding nine middle and high schools on Oahu eager to commit to the toy modification workshops.
- Workshops introduce electrical engineering skills to students through modifying an electronic toy, making it accessible to a child with a disability.

### Excite Camp

- At the 6<sup>th</sup> annual Excite Camp, 20 Native Hawaiian middle school girls participated in hands-on science and engineering activities, hosted by nine tech companies.
- Goal is to **educate and excite girls in STEM fields**, while building self-esteem through aligning culture and science.
- 2006 Camp activities were led by Kawai Kuluhiwa, a recent astronomy graduate from UH Hilo, who integrated her native Hawaiian culture into every aspect of the three-day program.

### Introduce a Girl to Engineering Day

- At the 6<sup>th</sup> annual event, over 30 middle school girls paired up with a variety of engineers from the public and private sector to get their first real exposure to this innovative and diverse field.

### Tech Careers Day

- MEDB hosted 60 students at the 8<sup>th</sup> annual event, a 20% increase over last year.
- Public and private students interested in science and technology careers participated, including contingents from Hana, Lanai and Molokai High Schools, who stayed overnight with MEDB support.
- Students visited with companies at the Maui Research & Technology Park, then traveled to the Haleakala summit to tour the Space Surveillance facilities.

### Physics Fun Day

- A first on Maui: MEDB **partnered with American Physical Society** to feature national

laboratories from Rutgers University, Los Alamos, Notre Dame, Argonne, Florida State and many more.

- Activities included a special teacher resource table, a Physics Olympics for middle and high school students and a lecture at McCoy Theater by Lawrence Krauss, author of *The Physics of Star Trek* and other best sellers.

### Maui GIS (Geographic Information Systems) Day

- November 19<sup>th</sup> was the first ever Maui GIS Day, which tied in with the national event and attracted hundreds of residents at the Kaahumanu Shopping Center.
- Four Maui Project EAST schools, Akimeka's Digital Bus and the Pacific Disaster Center all demonstrated the use of GIS technology.

### Annual High Tech Holiday Job Fair

- The 4<sup>th</sup> annual 2005 Fair was another big success with **200 job-seekers** attending.
- 20 employer partners were pleased with the high caliber of applicants.
- Since the Fair began, there have been over **60 placements**.

### CfAO Akamai Internships

- 2005 interns completed enriching eight-week program by each submitting required abstract, resume, Powerpoint presentation and poster describing their work.
- Select interns presented their projects at the AMOS Conference student session, receiving comments and encouragement from an elite scientific audience.

### MentorNet

- Available at all nine University of Hawaii campuses, over 100 participants were served in the MentorNet community and one-on-one protégé program.

### Society of Women Engineers (SWE)

- WIT sponsored a **17-member University of Hawaii, Manoa College of Engineering delegation** to the 2005 annual Society of Women Engineers Conference.
- Due to its exceptional student leadership and WIT support, SWE Hawaii again earned regional honors for highest retention and outstanding sectional participation in national and regional events.
- Student participants gained valuable career guidance and interviews for positions with the nation's top engineering employers.

### UH College of Engineering

- WIT ensured the neighbor islands were represented by sponsoring 35 students and teachers to the **first middle school College of Engineering event**.
- 200 students participated in the engineering-related games and activities.
- WIT continues to fund neighbor island high school participation at the annual College of Engineering Expo, now in our 4th year of sponsorship.

### Kama'aina Come Home

- Hawaii students graduating from mainland colleges can look forward to a new Maui connection to find available STEM jobs.
- This is a collaborative effort between Maui Economic Development Board and Kama'aina Careers, a Hawaii job referral company based on the West Coast, to **build a qualified workforce pool** for Hawaii.
- In April 2006, a WIT team attended the National Space Symposium Conference along

with Jon Sakurai-Horita of Kama'aina Careers, debuting the reinvigorated Kama'aina Come Home program in Denver, Colorado.

- The initiative will also appear at job fairs and college events in Los Angeles and San Diego this summer where employer representatives will be presenting STEM opportunities and resources to students and “local-born” professionals interested in returning to Hawaii to fulfill their career objectives.

## EDUCATING THE EDUCATOR

### Inquiry-Based Workshops

- In collaboration with Dr. Barry Kluger-Bell of the San Francisco Exploratorium, WIT presented **a first-ever two-day Science Inquiry-based Workshop for Maui teachers.**
- Motivating students to ask questions is the preferred method of teaching science.
- Over a dozen teachers learned the inquiry method and participated in the hands-on activities.
- A follow-up workshop guided teachers in implementing the inquiry techniques they learned into their classroom environment.
- DOE accredited the workshop, conveying professional development credits.

### Science & Technology Education Exchange

- This partnership with CfAO brings **post-doctoral students** together with Maui's High Tech companies.
- More than 100 attendees in the Exchange's interactive sessions yielded project concepts for the Akamai internships, usually the most difficult part of the program's preparation.

### American Samoa Training Team

- At request of WIT's Department of Agriculture grant officer, Director Leslie Wilkins traveled to American Samoa as part of a training team to **present education and workforce development models** that have found success in Hawaii's rural communities.

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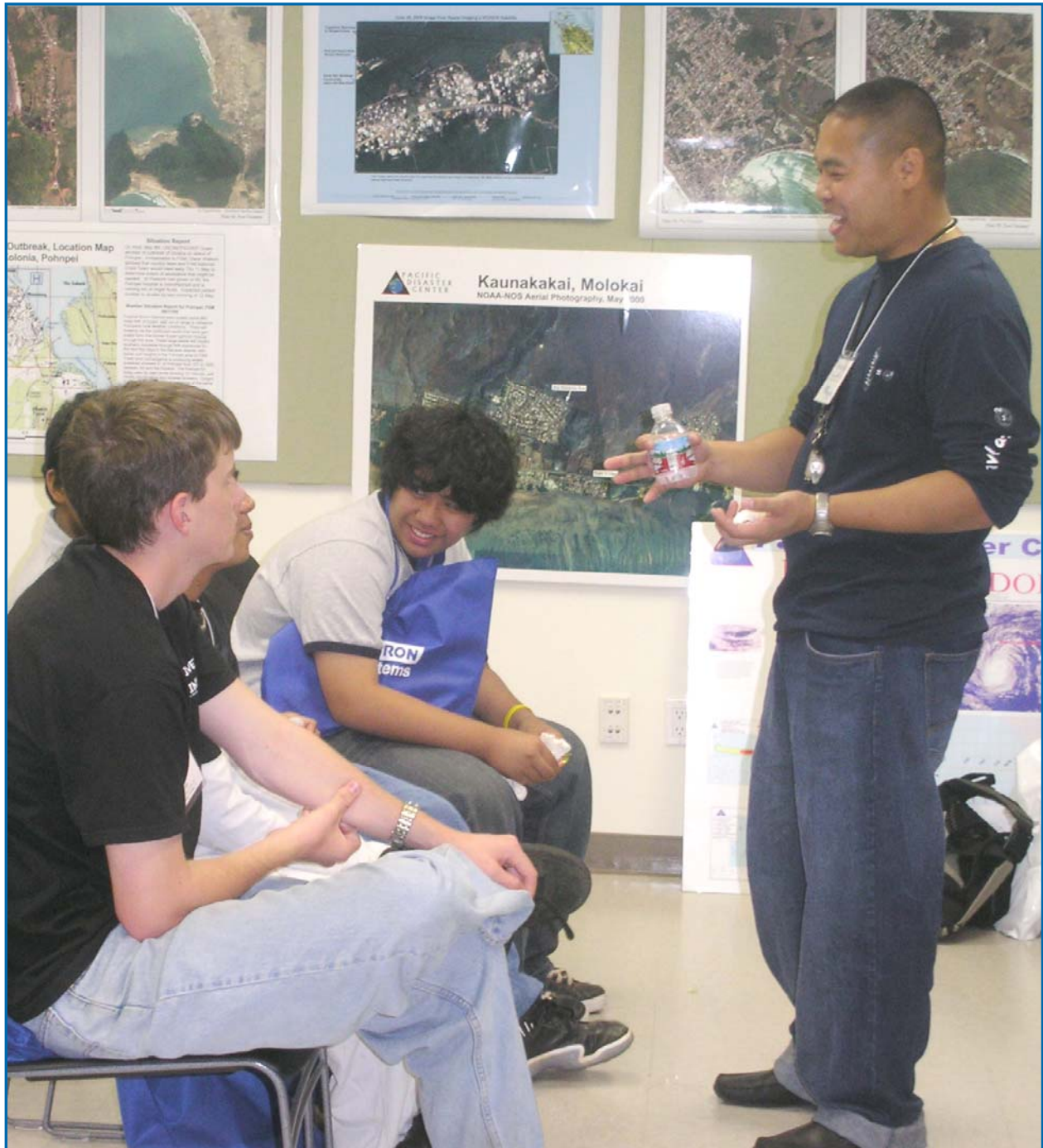
**Native Hawaiians comprised forty-four percent** of the total number served by MEDB-led STEM education initiatives last year. Aimed at increasing the only 6% representation of Native Hawaiians enrolled currently in STEM fields in the University of Hawaii system, we are working towards our mission to bring under represented groups into the STEM pipeline.

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Lahainaluna High School students participate in national EAST Conference





Ron Vioria shares “how I got my start” with high schoolers at Tech Careers Day



## PROGRAM GOAL FOUR

Expand support for **policies and funding** that ensure the availability of sustainable, living wage jobs throughout Maui County

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*“Engaging youth in the solutions to the problems they see...strengthens the entire community.”*  
Diane Omura, Peer Education Coordinator, Baldwin High School, Maui

### REACHING OUT THROUGH PARTNERS

MEDB staff participates in several organizations with complementary missions and goals. These include A Keiki’s Dream, Maui Chamber of Commerce, Hawaii Council on Economic Education, Maui Visitors Bureau, Mental Health Association, Tri-Isle R C & D Council, Women’s Fund of Hawaii, Business and Professional Women USA, Economic Development Alliance of Hawaii, State EPSCoR Committee, Nonprofit Directors Association, Hawaiian Immersion, and 4H.

#### Economic Development Alliance of Hawaii (EDAH)

EDAH, the statewide nonprofit organization formed by the four EDBs in Hawaii in 1999 to effect statewide programs collaboratively.

- EDAH’s board underwent **strategic planning** to determine our priorities for the next five years.
- The Chair and the President of each EDB serves on the EDAH board.
- The result was an aggressive agenda to become a key economic development leader and information resource in the State of Hawaii to **build the innovation industry** and to increase fund development to achieve that goal.
- Current projects include grants assistance to businesses engaged in **ornamental fisheries, agriculture, and biotech.**

#### Economic Literacy

A community more informed about the economy and economics translates to more informed decision making on policies and resources to support the future we desire. Toward this end, we collaborated on two workshops.

- Hawaii Council on Economic Education (HCEE). MEDB is working with HCEE to bring a unique professional development experience to Maui for Hawaii’s teachers.
  - The Foundation for Teaching Economics will present its **“Environment and Economy Institute,”** a four-day, expenses paid workshop focusing on economics content, reasoning and developing a critical thinking teaching model.
  - To complement classroom experience, MEDB is coordinating Maui Case Study field trip to Maui Land & Pine, the Pu’u Kukui watershed and the Nature Conservancy to demonstrate business **spearheading environmental practices.**
- **Sugar Industry in Hawaii: An Economics Unit.** This unit will empower educators to

teach economics through the lens of a relevant Hawaii-based industry.

- This workshop will enable each participant to learn about the sugar industry in Hawaii; to understand the economic concepts that underlie and explain the development and market changes of sugar in Hawaii; and to develop specific activities and lessons that can be used in Middle and High School classes to address the DOE's Economic Standards.
- MEDB will begin marketing the course to K-12 teachers in Maui County.

### **MECO's Integrated Resource Planning (IRP) Process**

MEDB is part of an advisory group to help define **long range recommendations for power** in community which has significant implications for Maui's economy.

- Group has nearly completed the short and long term energy scenarios for Maui County, which is to be submitted to the Public Utilities Commission.

### **Economic Momentum Commission**

The Commission developed 25 tactical **action recommendations to sustain Hawaii's economic health** and address challenges ranging from affordable housing to public school facilities, environment to economic diversification.

- CEO Jeanne Skog represented Maui on the Commission.
- Resulting consensus on the education and workforce development area included:
  - More partnerships between education and business
  - Improved articulation of credits between community colleges and UH Manoa
  - Expansion of project-based learning
- The Final Report was presented to the Governor and the general public in December 2005. The full report can be found at [www.emc-hawaii.com](http://www.emc-hawaii.com).



Taking the High Tech Maui message to the National Space Symposium Conference



Middle school Excite Campers learn about the inner workings of a computer by taking one apart



Focus Maui Nui Youth Alliance paint their vision for Maui's future



Focus Maui Nui Youth Alliance experience life in Lanai



## PROGRAM GOAL FIVE

Provide **research and analysis** on economic issues that promote informed decision-making within the Maui County community

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*“If we continue to get the word out, our voices will be heard...then real change will not be far behind.”*

**Kahele Dukelow**, Po'okela Program Coordinator, Maui Community College

### **MEDB 2005 Tech Industry Assessment Report**

Annual survey provides a view of size and **projected growth of the tech industry** as a local employer and revenue producer.

- 22 technology companies in Hawaii participated in the 2005 survey.
- Responses pointed clearly to an upward trend in growth, and continued expansion in total employees, women and local hires, salary and revenue.
- Keys to increased employment in STEM fields: Jobseekers want 1) Education 2) Opportunity to gain experience.

### **“What is STEM?” Tabloid**

This April 2006 tabloid insert was produced by the WIT Oahu team in partnership with the *Honolulu Advertiser* and a host of sponsors.

- The publication featured results of 2006 WIT Industry Assessment Report and current STEM education initiatives underway.
- Overview of current and future prospects for a growing technology workforce in Hawaii.
- **Circulation: 150,000 households statewide**; overrun copies are still being distributed to schools, educational events, legislators and like-minded organizations.

### **WalkStory 2006**

- Countywide community interactive events provided valuable input in the General Plan update in alignment with the five Focus Maui Nui strategies.
- First compilation of community input will be drafted into the Maui Island Plan 2030, then into **Maui County's General Plan 2030**.
- Goal is to provide a social, economic, cultural and environmental framework for decision makers that is aligned with residents' needs and concerns.

### **Mayor's Task Force on Cruise Ships**

- CEO Jeanne Skog chaired a diverse public/private task force with Maui County Office of Economic Development Coordinator, Lynn Araki-Regan to determine the impacts and benefits of cruise ships to Maui.
- Completed 18 months of work which will hopefully initiate a formal review, study and



action.

- The task assessed the cruise ship presence from multiple perspectives: social, environmental, economic, cultural, infrastructural, security and safety, health, political.

#### **Published Papers in Academic and Technical Conference Proceedings**

- “Building Industry/Education Partnership’s for Tomorrow’s Workforce – Tech Careers: I am the future,” American Society of Engineering Educators, June 2006, Chicago, Illinois.
- “isisHawaii: The power of One+One brings girls into the science and engineering pipeline,” Women in Engineering Programs & Advocates Network, June 2006, Pittsburgh, Pennsylvania.
- “Project EAST (Environmental and Spatial Technology): High School to High Tech,” ESRI International User Conference, August 2006, San Diego, California.



Akamai Intern presents results of her work to participants at the 2005 AMOS Conference

# APPENDICES

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