

MAUI ECONOMIC DEVELOPMENT BOARD, INC.

Annual Report on Operations

July 1, 2004 - June 30, 2005



Strengthen ■ Diversify ■ Honor



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Our 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

Our 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

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EXECUTIVE SUMMARY

Welcome to a retelling of MEDB's life in 2005! We often describe ourselves as a project-based organization. As such, we regularly work through all forms of challenges—and triumphs—on the way toward meeting our goals. Our story this year, crafted in relation to the goals which have guided us for the past three years, reflects all of these as well as the sometimes unexpected, but equally desirable results.

Some outcomes were especially satisfying given the circuitous path and patience they took to achieve. The “Maui” in MEDB always included Molokai and Lanai. This year, our tri-isle outreach saw more activity than ever in our history. Whether our actions called for a speech on Focus Maui Nui at the Molokai Business Summit or fund development assistance for the Lanai Women's Center or workshops on agribusiness marketing dollars from the Rural Economic Transition Assistance program, we relished a myriad of opportunities to be a part of the spirit in each of these sister communities.

Workforce and education partners again enabled us to expand innovative models. We sponsored development of a curriculum based on the Maui sugar industry to enhance the relevance of economics to teachers and their students. Women in Technology reached hundreds of boys and girls across the state to overcome stereotypes associated with careers in science, technology, engineering and math. The Holiday Job Fair transformed introductory conversations with employers into jobs for residents. To date, over 60 jobs in tech companies have been filled through our efforts. And Senator Inouye's speech on the floor of the U.S. Senate exclaimed the value of MEDB's workforce initiatives. How gratifying to hear such praise from one of our key supporters!

We addressed the need for more capacity in high technology in more tangible ways as well. MEDB's new building broke ground—finally—in February 2005. The milestone event included our federal, state and county partners and supporters. It was a moment three years in the making. In spite of a very tough construction climate, the end is in sight as is the beginning of a new era for MEDB.

The building represented yet one of the many goals articulated and met in our 2002 Strategic Plan. So 2005 became the year to reflect and assess where we had come and where we now ought to head. MEDB's diverse board of directors came together through two-day strategic planning retreat and drafting process to shape a robust set of objectives for the next five years. As importantly, the retreat served as a springboard for weaving the principles of Focus Maui Nui into MEDB's long term objectives.

None of the achievements described in this Annual Report would have been possible without our partners and dedicated staff. We gratefully acknowledge all of you and look forward to the many more occasions of working again with you to ensure as our vision states "a future of abundant opportunities."



One wonderful and timely footnote to our year: MEDB's founding president, Donald G. Malcolm, came to visit. His leadership and perseverance in our first 10 years set the precedent for patient innovation in economic development that remains with us today.

GOAL ONE

Establish and maintain programs in new and existing areas and sectors where MEDB can add value

With a mission of strengthening and diversifying Maui's economy, MEDB initially focused on guiding the development of high technology. Springboarding from many successful programs since then, MEDB is now using its experience and expertise to develop a wide range of economic and community-building projects to ensure a rewarding future for our county.

Each year under the High Tech Maui banner, MEDB takes its business message to nationally recognized scientific and technical conferences on the mainland. Targeting gatherings where our federal and natural assets would most likely create interest, MEDB partners with other organizations to leverage resources, promote awareness and produce valuable leads. Highlights for the 2004-2005 year include:

- National Association of County Officials Conference (NACO), Phoenix: Co-exhibiting with the Maui Visitors Bureau, we highlighted the technological and space-related assets on Maui as a pre- or post-conference stop when the annual meeting comes to Hawaii in 2005. Presenting a spectrum of collateral about Maui County's community and

business development resources, we received great response from many of the 5000 county officials who attended.



High Tech Maui discusses the business side of paradise with business prospects.

- **The International Society for Optical Engineering (SPIE) Annual Conference**, San Diego: Focusing on remote sensing technology, astronomy, optical systems engineering, signal and image processing, SPIE was an excellent fit for Maui's tech assets. The conference and trade show helped increase awareness of our world renowned optics-related and astronomy industries in Hawaii, particularly on Maui and the Big Island.
- **21th National Space Symposium**, Colorado Springs: The Symposium attracts the major players in space-relevant industries year after year. MEDB's Hawaiian-themed booth drew much attention from this year's 6,500 attendees and increased awareness of the technology industries on Maui. We were able to make valuable contacts and distribute High Tech Maui and AMOS newsletters, literature on the Maui High Performance Computing Center (MHPCC), astronomy and space surveillance. It also promoted awareness for our own international AMOS Conference held annually in Maui.
- **Bio 2005 Annual International Convention**, Philadelphia: MEDB attended the world's largest biotechnology gathering that attracted almost 19,000 representatives from 50 states and 56 countries. During the four-day event, we created awareness for Maui County's technology activity with a focus on agriculture and the environment through Pacific BioDiesel and BioReal.

Like most economic development organizations, MEDB also assists prospective and existing businesses with navigating the local landscape. Over the course of any given year, we help companies with site selection, introduction and referrals, workforce placement and marketing. In the past year, MEDB assisted over 25 companies including

a food science laboratory, optics laboratory and science education kit venture.

This year, High Tech Maui added agriculture producers on Molokai to its list of **entrepreneurs seeking assistance**. Staffers traveled to the island to help a Molokai salt farm startup assess its needs and do whatever is necessary to get started as a business.

MEDB is currently moving into the next phase of helping the **Lanai Women's Center (LWC)** achieve comprehensive health care for the women and families of Lanai. Through our collaboration, the Center was recently awarded its first grant from the Women's Fund, part of the Hawaii Community Foundation. We will also be instituting a pilot enrichment program for LWC with our Women In Technology Project. Lessons learned from this pilot effort will go a long way in designing future offerings under the Lanai Women's Center.

At the beginning of 2005, the county's Office of Economic Development awarded MEDB a planning grant for the development of the **Maui Food Technology Center**. MEDB has also received approval from the Economic Development Administration of the U.S. Department of Commerce for planning support to enable the center to refine its strategic plan, secure partnerships and outline curriculum with the Maui Culinary Academy at the Maui Community College.

Once realized, the Center is envisioned as the premier laboratory in Hawaii for food science and food science education that attracts

and grows the next generation of Hawaii farmers and agri-businesses. Other core services will include food product development, food science information, food and flavor development consulting services.

"Molokai needs assistance from MEDB in taking the Molokai Entrepreneurs and their projects to the next level."

**Molokai Kuha'o Business Center Newsletter
May 26, 2005**

GOAL TWO

Develop and promote technology and its applications as an industry for Maui and the state

Maui's technology industry has grown from an estimated 150 workers in 1982 to nearly 1,200 today, taking in an estimated \$145 million in 2005 and paying workers an average salary of \$60,000-\$70,000 per year.

After two years of funding explorations, construction bids, planning approvals and other fiscal milestones, MEDB finally broke ground for its new 35,000 sq. ft. building in February 2005. Created to add more capacity to Maui's expanding technology industry, the new space will represent a 30% increase to the existing 102,000 sq. ft. of total working area within the Maui Research & Technology Park.



Representatives from U.S. Economic Development Administration, County of Maui, and MEDB's Board of Directors were on hand for the building groundbreaking.

Working with the Small Business Development Center, MEDB moves into its fourth year of the Maui TechOhana program, providing technology networking opportunities and business assistance services. This year, the group's breakfast meetings

featured speakers from various state and private companies including the Department of Taxation, Oceanit, Hawaii Technology Development Venture (HTDV) and Ambient Micro.

"I can't credit MEDB enough for their professional assistance and encouragement. Without their help, our company wouldn't be in business today!"

**Scott Weeker, President,
Ambient Micro**

Embry Riddle Aeronautical University has gratefully acknowledged the assistance of MEDB's staff and directors, Maui Community College, Mayor Arakawa, Chair Dain Kane and others as they formed the first cohort for their **Master of Science Technical Management** program.

Tapping into the local business network to facilitate recruitment, MEDB helped bring 15 students into the masters program, nearly all from the Maui Research & Technology Park.

Managed by MEDB, the **AMOS Technical Conference** is held every September and has become internationally recognized as a signature event in the optical, computing, and space surveillance communities.

The 2004 record-setting attendance increased by 20% over the previous year, drawing nearly 500 participants from government agencies, the scientific community and international organizations.

- The seven-day agenda offered participants four on- and off-Maui tours (including PMRF on Kauai, Mauna Kea on the Big Island), four evening tutorials, four days of technical sessions, a video premier, poster sessions,

student presentations and two standing-room-only classified sessions.

- A popular component of the conference was the student session. Seven outstanding students were selected from the intensive eight-week **Akamai Internship Program** to formally present the results of their work in a conference setting. The successful internship program is a partnership between MEDB, the Center for Adaptive Optics and Maui Community College.
- It is estimated that the event contributed **more than \$1 million** into Maui's economy. As hoped, the event is also opening doors for new business opportunities.



Scientists have an opportunity to network with colleagues at the AMOS Technical Conference.

AMOS is the only conference that focuses on optical space tracking. The overall technical quality of the presentations is excellent.

**AMOS Conference Participant
September 2004**

MEDB's Women In Technology (WIT) team presented **three research papers** at the national joint conference between the Women in Engineering Programs & Advocates Network (WEPAN) and the National Association of Minority Engineering Program Administrators (NAMEPA):

- *Tapping the Rich Diversity of the Community Colleges: Akamai Summer Internship Program – An REU Model at Maui Community College*
- *Sustained Gender Equity High School Programs Enrich Pipeline of Female Future Engineers*
- *Engaging Middle School Girls by Aligning Culture and Science*

This year the theme for the conference was “Leveraging our Best Practices: Hitting the Parity Jackpot.” More than 600 engineering faculty, women and industry partners participated in the April 2005 Las Vegas event.

WIT also attended the **American Society for Engineering Education (ASEE) Conference** held in June 2005 in Portland, Oregon. MEDB Vice President Leslie Wilkins presented **two papers** focusing attention on Hawaii's technology sector and building interest in the 2007 ASEE Conference to be held in Honolulu:

- *Early and Sustained Gender Equity Programs Enrich Pipeline of Female Engineers*
- *Excite Camp 2004: An Updated Look at Integrating Science and Native Hawaiian Tradition*

The ASEE is made up of more than 12,000 deans, professors, instructors, students and industry representatives. Through its published research papers, WIT is being recognized as part of the national body of research on women in the sciences.

GOAL THREE

Support and enhance educational and workforce development programs that prepare Maui County's youth and adults for the jobs of the 21st century

If Maui is to thrive, tomorrow's workforce must reflect the full diversity of our island demographics in gender and ethnicity.

The Women In Technology Project (WIT) anchors MEDB's workforce development initiatives. WIT's multi-track program models are building the pipeline from education to work—ensuring that women, girls and underrepresented minorities have more opportunities to be engaged in science, technology, engineering and math (STEM).

Middle and High School Programs: Planting the seeds early

Now in its fourth year in Maui County, Future Scientists of

America (FSEA) continues to be warmly received by existing member schools while expanding to alternative and after-school programs in such rural areas as Molokai and Kipahulu, Maui.

In March 2005, 18 lucky Kalama Intermediate FSEA students were invited to visit the giant telescopes atop Haleakala, as part of their tour of the U.S. Air Force Research Laboratory's Maui Space Surveillance System.

Recognition in Congress

In his floor statement to the U.S. Senate on July 19, 2004, Senator Dan Inouye recognized the work of WIT Director Leslie Wilkins, her team and partners in bringing Hawaii's women into emerging STEM fields. "At a time when we face a shortage of skilled STEM workers who are U.S. citizens, women provide an untapped national resource to fill the workforce pipeline," he stated.



Kalama Intermediate was one of 60 schools selected nationally by Northrop Grumman to be part of its DiscoverE program. The focus of the program is to encourage minorities, and women to enter the technology field.

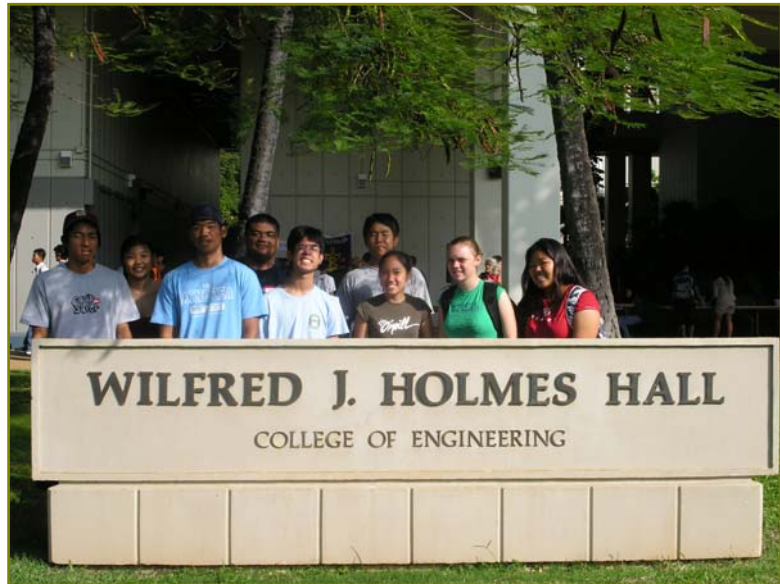
WIT continues to fund the annual enrollment and training fees for all seven Project EAST programs on Maui, Kauai and the Big Island. More than 400 students each year are reaching new heights in this service learning, self directed team environment steeped in cutting edge technologies. WIT negotiated an agreement to add AutoCAD to the tools available in the EAST labs this year—Baldwin high school students designed the plans for their new school library.

Thanks to funding from the County of Maui and support from the WIT Project, five Maui high schools and one middle school on Kauai were able to attend the sixth annual **EAST Partnership Conference** held in Arkansas. Three Maui schools – King Kekaulike, Kihei Charter and Maui High – earned the highest ratings possible at the conference for their outstanding high-tech projects.

The Hawaii contingent was among 160 **Project EAST programs** from Arkansas, Illinois and Louisiana who showcased their technology and problem-solving skills in “real-world” community service projects. Approximately 1,500 students participated in the event.

Locally, WIT is partnering with the Molokai Chamber of Commerce to bring the EAST program to Molokai.

On Oahu, WIT and isisHawaii are providing mentoring support for participating female high school students on two levels – on-site mentoring and eMentoring -- via active local STEM professionals matched with students in off- and/or online partnerships. Currently, 100 industry mentors are matched with student mentees.



WIT brought high school students to the UH Engineering Expo

In Spring 2005, isisHawaii used a \$50,000 WIT grant to expand its successful eMentoring student program to female STEM students on the Neighbor Islands.

Also on Oahu, WIT continues to collaborate with **The Archimedes Project Hawaii** to host monthly toy modification workshops for middle and high school students. This is an introduction to electronic engineering where students develop basic skills to modify an electronic toy, making it accessible for a child with a disability. Electrical engineering students at the University of Hawaii Manoa serve as mentors to the student teams. This year, 75 students participated in the first six workshops.

“Before this camp, I thought science and engineering was the boringest thing ever. Now I see that it’s not, and if I get involved in science now (also math), there will be many opportunities for me in the future.”

Kaulana Ryan
Grade 8, Kalama Intermediate

At the fifth annual **Excite Camp**, 20 middle school girls of native Hawaiian and Pacific Islander ancestry participated in fun and challenging

hands-on science, technology and engineering projects.

The activities included disassembling and reassembling an actual computer, touring the Maui High Performance Computing Center, learning about astronomy of the Native Hawaiians and visiting the Haleakala-based Space Surveillance System used for tracking satellites. This year, eight tech companies at the Maui Research & Technology Park opened their doors to students during the three-day event.

As part of National Engineers Week, WIT along with the Hawaii Society of Professional Engineers – Maui Chapter and the County of Maui, teamed up to host the 5th annual **Introduce a Girl to Engineering Day**. Girls from four middle schools on Maui were matched with engineers from the county and private sector and allowed to job shadow them throughout the day. On Oahu, the U.H. student chapter of the Society of Women Engineers (SWE) partnered with WIT for outreach activities. All students reported the experience gave them a better understanding of the engineering field and the steps they would need to take to pursue a career.

Similarly, nine companies including Akimeka LLC, the Boeing Company, Monsanto and the Maui High Performance Computing Center, opened

their doors to over 50 high school students for the 7th annual **Tech Careers Day: I am the Future**. In addition to site visits and job shadowing, attendees listened to a panel of young professionals with Hawaii “roots” who explained how they got started and answered questions.

Bringing Kama’aina Home

- High Tech Maui Job Fair attracted more than 800 participants in the last three years
- The 15 featured companies hired more than 60 attendees
- Job-seekers can now pre-register and upload resumes online through our website
- Event attracts more than 80% kama’aina

College programs: Building Hawaii’s future workforce

More than 200 participants attended the 3rd annual **High Tech Maui Holiday Job Fair** held during the 2004 Christmas holidays. Attendees had the opportunity to pre-register and submit resumes online via the High Tech Maui Website, speeding up the screening process for employers.

College students, recent graduates and experienced workers met with representatives from Akimeka, Boeing, County of Maui, Maui High Performance Computing Center, Northrop Grumman, Oceanit, Pacific Disaster Center, Science Application International Corporation, Trex Enterprises, Textron Systems and Verizon Hawaii.

With WIT support, the University of Hawaii’s **Society of Women Engineers (SWE)** has begun to revitalize its student association starting with its October 2004 participation at the National SWE conference held in Milwaukee, Wisconsin. Six local officers attended.



Middle school girls got a taste of what it is like to be a transportation engineer working for the County Highways department.

At SWE's Spring Symposium, WIT Oahu provided resume building, interviewing skills and professional development workshops for 30 participating engineering students. Twenty-three high school students participated in SWE's recruitment track and Science Bowl contest.

FACT

Mentoring has proven to be the key intervention strategy for keeping women in the science and engineering pipeline.

WIT Oahu will soon coordinate an advisory panel made up of local industry leaders to help guide the UH student-run organization in meeting its objectives for the future.

The Women In Technology also supports programs at Maui Community College such as the **Ke Alahaka Summer Bridge Program** targeted at high school students and recent high school graduates of Native Hawaiian ancestry. Students are given an opportunity to take a course in Biotechnology or Web Publishing at MCC during the summer while earning college credits and a cash stipend at the completion of the six-week program.

To enrich the students' experience in the field of study they have selected, WIT provides technical support by arranging field/site visits with companies in the Maui Research & Technology Park. Companies who generously contributed their time and expertise this year included Monsanto, BioReal, Maui High Performance Computing Center, and Pacific Disaster Center.

MentorNet is the national award-winning e-mentoring program to address the retention and success of women and minorities in engineering and science. Since introducing the program throughout the entire University of Hawaii system, WIT continues to fund e-mentoring as an effective strategy for increased retention of women

and under-represented minorities in technical and scientific departments.

This year, WIT helped recruit and register over 70 interested students, sponsoring the fees for applicants on all nine Hawaii college campuses. Since 2001, nearly 200 Hawaii students have participated in the online e-mentoring program.

Apprenticeships/Internships: Providing job-ready skills and higher-paying opportunities

Each year, WIT partners with the **Center for Adaptive Optics (CfAO)** and Maui Community College, to support its highly successful **Akamai Internship Program**. These intensive eight-week internships introduce students to scientific research methods and tools with an emphasis on adaptive optics technology. Participating Maui technology employer hosts included Akimeka LLC, Maui Community College, Maui High Performance Computing Center, Maui Scientific Research Center, Northrop Grumman, Oceanit, Pacific Disaster Center, Textron Systems and Trex Enterprises.

The program culminates at the prestigious AMOS Technical Conference held annually in Wailea, where the top students are selected to present

their outstanding projects. This year, five Akamai interns were given the honor of presenting in front of an audience of 100 attendees from all over the world.

The Women In Technology Project on

Oahu has been collaborating with the Archimedes Hawaii Project (AHP) to develop the **Archimedes Summer Internships** that offer classroom instruction, as well as real-world work experience. The pilot program recruited four electrical engineering students from local and mainland colleges, and put them through a rigorous 4-week instructional workshop, followed by a 4-week internship at participating high tech companies in Honolulu. The concept evolved from AHP's Invention Factory, a hands-on learning

"Archimedes Hawaii Project and Women In Technology encourage students to get involved in science and technology and that's something we strongly support. It's good for all of Hawaii's technology industry."

**Nelson Kanemoto, President and CEO,
Referentia Systems**

environment designed to let students experience the discipline and pressures of a real workplace. Since its inception, WIT has distinguished itself nationally for its leadership in encouraging more women and girls into apprenticeships in nontraditional occupations. WIT's success with attracting women to apprenticeships with the **International Union of Elevator Constructors (IUEC)** is especially noteworthy.

Our assistance with the recruitment of female candidates this year resulted in five women moving into coveted elevator apprenticeships with Hawaii employers. One of the apprentices who scored extremely high in the testing was Grace Keahi of Molokai, who accepted an apprenticeship with Otis Elevators. Kim Sato, who recently completed her initial level of the 5-year elevator apprenticeship, became the first woman in Hawaii's history to be inducted into the IUEC—four others have since followed.



Apprentice Grace Keahi on the job with Otis Elevators.

FACT

Women in non-traditional fields such as construction, typically earn 20% to 30% more than they would in traditional female occupations.

GOAL FOUR

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

It is vital that the citizens of Maui become active participants in deciding the direction of our county's economic future. And it is MEDB's job to develop ways to foster that constructive dialogue.

Phase II of Focus Maui Nui found traction in 2004-2005. Thanks to collaborative efforts from government leaders, educators, business, nonprofits, and dedicated neighbors, our community-based vision is now serving as a guidepost for action. At its core, Phase II has been about:

- Communicating FMN's values, priorities and strategies to the community
- Triggering sustainable action
- Reporting progress back to community

It became clear that injecting FMN's findings into county organizational planning processes and strategic deliberations would ensure sustained action. To penetrate those processes we needed to gain "audience" with the gatekeepers of those processes, e.g. the Mayor, government department heads, nonprofit executive directors. In the

"The Focus Maui Nui findings were instrumental in helping Hana Partners identify what the people here were primarily concerned about and what we needed to do to address them."

Ray Henderson, Hana Partners



Focus Maui Nui was invited to present its findings to the Maui County Council.

private sector, business owners, general managers, trade organization and service group presidents would be targeted.

Some of our plans did not yield the anticipated results but those moments were offset by unexpected outcomes and opportunities from a cross section of groups. Through persistent visibility and partnerships, Focus Maui Nui is becoming as we hoped, part of the consciousness—and conscience—of our community.

Here are the primary lessons learned from Phase II:

- **Getting into planning and decision-making processes** is the best way to ensure ownership and sustained action.
- Keeping Focus Maui Nui in the **community consciousness is critical**. Hard copies of reports and other materials, news articles and TV are still the most effective way to disseminate information.
- **Moving groups or individuals to action** takes more steps than anticipated. Deciding to NOT BE passive is the first step; next step is to commit to take action; the third step is to decide on what action.
- **Finding funding mechanisms** that can support multi-year planning and implementation is the most effective way to sustain the program.
- **Bridging language barriers** demonstrates FMN's intent to include everyone and reach out to those not normally involved in community issues. We're fortunate to have found individuals with the expertise to translate our executive summary into Ilocano and Spanish. Our contacts are further leading to opportunities such as a Filipino talk radio show to talk with these groups about Focus Maui Nui
- **Sharing FMN data and results** have been helpful to other nonprofit organizations as a resource to secure funding for their projects.
- **Reaching youth** is the next logical and essential step to achieve sustainability to the Focus Maui Nui "movement."
- Using the personal **one-on-one or small group approach** begun in Phase I continues to be effective in Phase II.



Exhibits at malls and events provide Focus Maui Nui excellent exposure in the community.

- Educating part-time residents and newcomers in local concerns helps achieve their desire to blend into and support the community.
- Finding key individuals who have become **inspired advocates** is invaluable. Whether it is the Mayor talking to the county council, a small business handing out Focus Maui Nui flyers or an Advisory member offering free booth space at the County Fair, every effort has a multiplier effect.
- Underscoring the value of **widespread input into community issues**, Focus Maui Nui's success has initiated other opportunities for MEDB involvement, e.g., cruise ships, the General Plan, health care, etc.

FMN outcomes became the foundation of the update of the **Comprehensive Economic Development Strategy (CEDS)**—a requirement of the U.S. Department of Commerce's Economic Development Administration for any communities wishing to be eligible for EDA funding. Built on Focus Maui Nui, the report was presented to a statewide audience made up of economic development professionals.

A highlight of Focus Maui Nui's ongoing outreach to all of Maui County was the presentation of our findings at the **Molokai Business Summit** whose primary goal is to strengthen entrepreneurship on Molokai. About 50 business participants learned

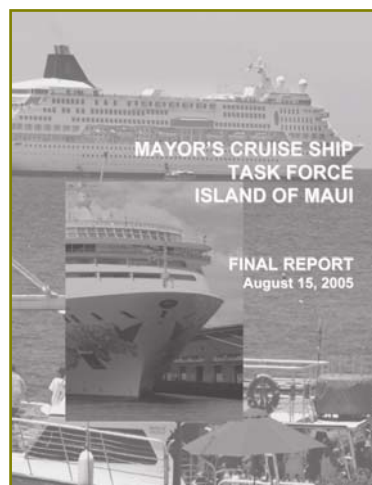
about FMN action strategies, as well as listened to presentations from Surfing Goat Dairy, the Lavender Farm and economist Paul Brewbaker.

The concern about the capacity of our young people to understand the complex issues that will affect them as adult decision makers prompted MEDB to launch an on-going **Economic Literacy program**.

- This year, MEDB joined 4th graders at Kamehameha Schools for a **Mini-Society Market Day**. After a semester of understanding how enterprises work, students practiced starting one themselves by creating and marketing their own product.
- Working with economic instructors, MEDB has also developed an **economics curriculum around the sugar industry in Hawaii**. The publicity is already drawing teachers for an economics workshop to be held in summer 2005.
- MEDB continues to facilitate **teacher workshops and student experiences in economics** while garnering over \$40,000 in programming with Stock Market Simulation, teacher training on Molokai and teacher training in financial literacy.

In keeping with its overall mission, MEDB has become an integral part of Maui County's economic planning process spanning a range of issues:

- MEDB joined the Advisory Group for Maui Electric's **Integrated Resource Planning process (IRP)**. The IRP was created to define the long-range recommendations for the development of energy power in our community and has significant implications for our economy.



Mini-Society entrepreneurs sell their wares at Market Day.

- MEDB President, Jeanne Skog, became part of a 24-member **Economic Momentum Commission** to identify eight to ten tactical actions to soften Maui County's landing after the economic boom.
- MEDB issued the results of its informal **Superferry survey** to the press, as well as to elected officials. Findings indicated support for the Superferry concept in spite of the need to address infrastructural capacity at the harbor and other challenges.
- Jeanne Skog chaired the **Mayor's Cruise Ship Task Force**. In addition to meetings with individual resources, the Task Force held two community hearings to obtain public opinion on the cruise ship activity on Maui. Ultimately, the task force will recommend actions that maximize community benefits and minimize the impacts of cruise ships.

GOAL FIVE

Gather and analyze economic information, determine appropriate actions, and communicate information in most effective format to our community

A community cannot operate without effective communication. MEDB strives to organize and convey comprehensive, accurate and timely information so Maui people can make informed decisions.

Overall, outreach tools are essential to keeping **Focus Maui Nui** in the community consciousness and have evolved to a point where they are necessary considerations in future planning. The FMN project demands a multi-pronged effort to ensure reaching as many residents in our community as possible. This area is possibly one of the most challenging as we moved past Phase I.

With renewed support from *The Maui News*, the Focus Maui Nui newspaper profiles evolved to a large quarter page **monthly column** beginning in March 2005. We were excited about the column as it gave us a great deal of flexibility on topics, as well as formatting options (photos, sidebars, graphics, etc.).

We finished the Molokai and Lanai versions of the **Final Report**. These took longer to develop than originally planned because of

the need to be sensitive to the unique identities of these communities while remaining true to the overall, aggregate results.

We revitalized the **Focus Maui Nui website** (www.focusmauinui.com), giving it a more engaging face and making it much more interactive. We have continued to add reference documents to the Resources section that relate to the five key strategies.



Focus Maui Nui branded the "Own It!" logo to promote a sense of individual action.

We developed a **PowerPoint presentation template** to ease our preparation for the numerous presentations scheduled each year. This has allowed us to tailor for audiences with greater ease. Presentations have ranged from county boards and commissions, to the Long Term Care Initiative planning conference to the Annual Meeting of the Board of Realtors.

Exhibiting at a variety of community events was very worthwhile in building awareness. Maui Electric Company invited Focus Maui Nui to provide a display booth at their annual four-hour community fair at the Kaahumanu Shopping Center. It also gave us a chance to test run a one-page FMN survey which 160 residents filled out. We followed this up with a presence at the Senior Fair and the Maui County Fair. Over 600 residents filled out surveys on the most important challenges facing Maui County today.



High Tech Maui's summer newsletter featured Maui's growing agri-tech industry.

Since 2004 was an election year, MEDB saw the opportunity to engage the public in a community-wide effort to **get out and vote**. In addition, we believed that educating the candidates on Focus Maui Nui was crucial in providing guiding principles for decision-making in the county's future. To address both concerns, MEDB partnered with the Maui Chamber of Commerce to sponsor two public forums where candidates could give their

opinions on important community issues.

The *High Tech Maui Newsletter* continues to be a successful conduit to bring Maui's technology story to the world. Not only distributed to students, government and private business, the publication is also seen globally through presentations and conferences, and is regularly

sent to organizations in Japan and Canada by request. Recently, it helped publicize Maui County's technology activity relating to agriculture and the environment at the annual Bio2005 International Conference in Philadelphia.



Residents stop while shopping to learn more about Focus Maui Nui.

Through active membership in a variety of organizations, MEDB offers its perspective to other economic development-related activities in the community. These on-going interactions occur regularly between the Maui Chamber of Commerce; Tri-Isle Resource, Conservation and Development; Maui Visitors

Bureau; and Hawaii Council on Economics Education.

GOAL SIX

Ensure economic development in Maui County is culturally and environmentally appropriate

The people of Maui care about its unique multi-cultural traditions and equally precious natural environment. In looking at ways to strengthen our economy, MEDB must also look to solutions that work in harmony with our cultural heritage and the protection of the 'aina.

The Air Force Research Laboratory (AFRL) enlisted the help of MEDB and its outreach multimedia expertise, to create “A Sense of Place”—an orientation program for AFRL employees and contractors. Familiarizing staff with the host culture has gone a long way to strengthen the mutually beneficial relations between the Air Force and Hawaiian community.

At the core of the program is a 50-minute film entitled “Sense of Place: Haleakala” written and produced by veteran filmmaker Jay April. The video premiered at the 2004 AMOS Conference complete with hula halau performances and children speaking fluent Hawaiian to a mesmerized audience of

150 conferees. In early 2005, the film debuted at the Maui Arts and Cultural Center, attracting a



The Sense of Place film premiere was preceded by a presentation of hula kahiko by Ka Pa Hula o Ke Kula Kaiapuni o Maui.

crowd of over 900.

The video and accompanying reference booklet are intended to enlighten the general public on the historical and cultural significance of Haleakala and includes strong archival and original footage, as well as interviews with Native Hawaiian cultural practitioners.



Excite campers tour the AEOS telescope at the summit of Haleakala.

Now in its fifth year, Excite Camp targets middle school girls of native Hawaiian and Pacific Islander ancestry and invites them to experience the marriage of science and culture, with a special focus on astronomy and optical science.

Over the course of three days, 20 girls from various middle schools in Maui County participated in fun and challenging hands-on science and engineering activities, experiencing cutting-edge technologies of Maui-based technology companies firsthand.

Students also toured various high-tech companies at the Maui Research & Technology Park. A highlight this year, was a presentation of state-of-the-art GIS and GPS satellite mapping technologies and their use in international disaster management.

The Camp culminated in a rare visit inside the

Haleakala Observatories to view up close the Mees solar telescope and Faulkes Deep Space telescope, both operated by the University of Hawaii and U.S. Air Force.

A world-class film festival, the annual Maui Film Festival at Wailea aligns itself with MEDB's cultural mission. Not only does the film festival screen critically-acclaimed American and international films, it also features Hawaiian storytelling through chant, mele and hula prior to each film premiere.

MEDB co-sponsored the 2005 event which boasted an impressive array of more than 60 films and tributes to top attending celebrities such as William H. Macy, Jake Gyllenhaal, the Wilson brothers, Helen Hunt, Laird Hamilton and Dave Kalama. The Festival drew more than 22,000 guests, up 10% from last year, as well as national press and an estimated \$21 million in visitor dollars for Maui.

GOAL SEVEN

Maximize potential for economic development through collaboration with statewide organizations

With Hawaii's strong assets of centralized location, cultural diversity and lush environment, MEDB finds cooperative efforts with public and private sector organizations both efficient and desirable to enhance economic development.

MEDB serves on the board of the **Economic Development Alliance of Hawaii (EDAH)**, a statewide nonprofit organization initiated by economic development boards throughout Hawaii. Since restructuring two years ago, EDAH has progressed significantly in securing federal and other funding, allowing grassroots efforts on each island to receive the awards more directly via their respective economic development boards.

EDAH budget for the upcoming year exceeds \$2 million and is definitely producing results. Four Maui **aquaculture** companies are receiving grants secured by Senator Inouye from the Pacific Tropical Ornamental Fish program. MEDB supported business training workshops on Maui in October 2004 for the new ornamental fish farms. With assistance by Senator Inouye, **Rural Economic Transition Assistance (RETA)** funding was disseminated to support diversified agriculture projects across the state. Grants were awarded to two Maui and two Molokai companies.

Through President Jeanne Skog's leadership on the **Hawaii Council on Economic Education (HCEE)** Board, we continue to strive toward economic literacy goals statewide. In 2004, the Economic and Financial Literacy Conference hosted by the HCEE challenged Hawaii's **private sector to create new ways to foster financial life skills within the workforce.**

Using networking, one-on-one meetings, conference calls and TechOhana presentations, MEDB also helped network entrepreneurs to funding and business support available through **Hawaii Technology Development Venture (HTDV)**. As a result of this year's efforts, **four Maui companies received over \$1.1 million** in awards and business consultations from HTDV.

MEDB has provided interim fiscal sponsorship for the Hawaii Women's Fund this past year as it re-established grant making guidelines and built funding capacity. Leslie Wilkins serves on the board as HWF will award \$50K by the end of 2005 to grassroots organizations empowering Hawaii's women and girls.

APPENDICES

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