



Strengthen



Diversify



Honor



Annual Report on Operations

July 1, 2008 – June 30, 2009



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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

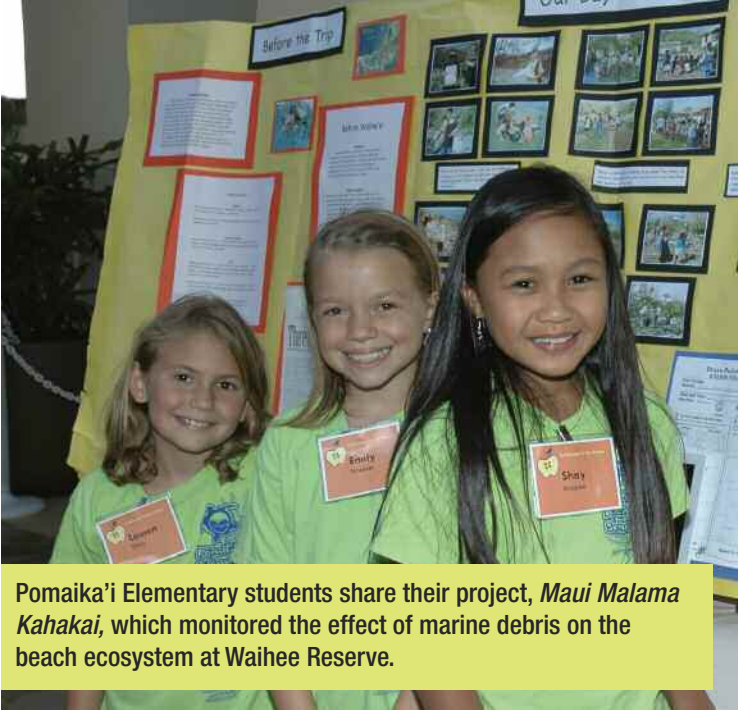
To provide leadership and vision in our community for the responsible design and development of a strong, sustainable, and diversified economy for Maui County



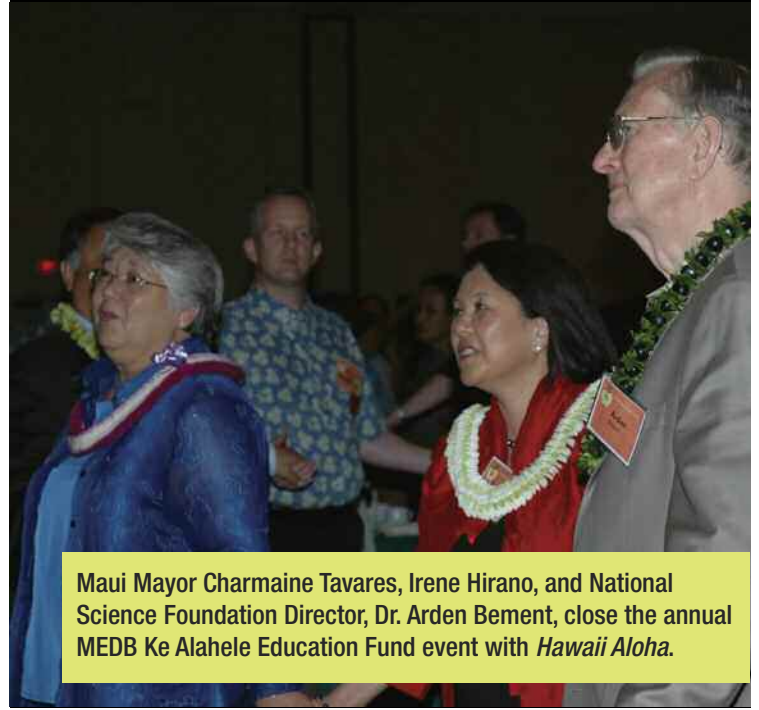
Sen. Inouye congratulates Steve Holaday, recipient of MEDB's Colin C. Cameron Award.



Ke Alahele Fund grant recipient, Maui Bunnies 4-H Club, demonstrate their First Lego League Robot.



Pomaika'i Elementary students share their project, *Maui Malama Kahakai*, which monitored the effect of marine debris on the beach ecosystem at Waihee Reserve.



Maui Mayor Charmaine Tavares, Irene Hirano, and National Science Foundation Director, Dr. Arden Bement, close the annual MEDB Ke Alahele Education Fund event with *Hawaii Aloha*.





Aloha

The past year continued to test our resiliency as a community.

The fragility of national—and local—icons shook our core. As an economic and community-development organization, we examined our role and our current actions and weighed potential new tasks that might help meet the unprecedented challenges our residents face. We were spurred by the belief in a better future and in our ability to contribute to a brighter future amid the chaotic economic climate and personal calamities swirling around us. As a result, we recommitted to projects that have proven value and set the course toward initiating new ones to address short term needs.

We are pleased to share representative outcomes of our work in 2008-2009.

The stewardship of Focus Maui Nui's core values and of its priorities relating to Education, the Environment, Infrastructure, Economic Development, Culture and Human Needs is a priority. These serve as our beacon as we make tough choices with fewer resources. It is a message that we reiterate weekly.

Business retention and assistance took on greater urgency this year—and added the approach of tapping our research capabilities to help businesses grow. Entrepreneurism is thriving on Molokai. The closing of Molokai Ranch and our prior exposure to inspiring businesses there led to our conducting a study to better understand their challenges and opportunities. Drawing on 90 interviews, the report enlightened us about Molokai's unique situation and confirmed the resourcefulness that is inherent in their community.

Education and workforce preparation within Women in Technology expanded its support to growth sectors in our economic base. WIT brought more

students and teachers than ever into the STEM career pipeline in Maui—and the State of Hawaii. The greatly expanded Goal 3 section in this report attests to how significantly WIT's menu and reach have blossomed. Our public and private partners are to be commended for unwavering involvement in the array of programs.

We are equally appreciative of the response to "A Pathway To Our Future" to benefit the MEDB Ke Alahele Education Fund. Generous supporters helped us raise \$186,000 at our annual fund raiser. It reaffirmed our community's commitment to strengthening science and tech education and ensured that the Fund will maintain its momentum as a catalyst for creative approaches to reaching our students. To date, the Ke Alahele Fund has reached over 3,200 students through 17 schools and 5 youth serving organizations.

Ultimately, education will be fundamental to our children emerging from this difficult period equipped to compete with their peers for rewarding careers. As emphasized in Focus Maui Nui, it must remain a priority.

The economic difficulties seem to have motivated all of us to dig deeper to serve the community we live in and care so much about. From one event to another, from one project to the next. . .one child, one teacher, one business at a time, we look forward to pulling together toward a healthier 2010.

A hui hou,

Jeanne Unemori Skog
MEDB President & CEO



Focus Maui Nui Youth Alliance member Kiana Atkinson provides testimony to the Maui County Council in support of the YA program.

Program Goal 1

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

Building Civic Engagement

Focus Maui Nui

2008-09 Youth Alliance (YA) focuses on Wellness and Community

Thirty-two Focus Maui Nui Youth Alliance members convened in November 2008 to take their first steps in becoming leaders of change in the Maui Nui community. The 13 returnees and 19 new members sported newly designed t-shirts, and showed off their high energy and dedication as they kicked off YA's fourth year.

- With "Wellness & Community" as this year's theme, Youth members gathered each month for a behind-the-scenes look at a number of relevant organizations and businesses.
- Each new monthly experience was accompanied by hands-on projects and activities aimed at giving them a greater understanding how our community works, as well as how wellness and the community are interconnected.

- Program activities kicked off with an introduction to the Sustainable Living Institute of Maui to learn ways to integrate renewable energy into education curriculum, infrastructure. Other highlights included Pacific Whale Foundation – importance of marine conservation for our ecosystem; First Hawaiian Bank – business of economics; Maui County Ag Fest – Evolution of agriculture in Maui County today and innovations for the future.

Youth Alliance: What students learned from their industry sessions

Dowling Company – "It made me think about how much more we can do to save our community, our state, and our planet." *Tyler Yamada, Freshman, Seabury Hall*

First Wind – "The future will revolve around an infrastructure based on renewable energy." *Reyn Yoshiura, Sophomore, King Kekaulike*

MACC and Pacific Radio Group – "...they practice Focus Maui Nui values by providing venues that support the diversity of cultures in our community" *Kristi Caberto, Sophomore, Lanai High*

Maui County government – "It's important for youth to speak up so the voice of the next generation is heard and our elders know we care about what is going on." *Tenajah Turner, Junior, Kihei Charter School*

IMPROVE EDUCATION
 PROTECT THE ENVIRONMENT
 ADDRESS INFRASTRUCTURE CHALLENGES
 ADOPT SUSTAINABLE ECONOMIC STRATEGIES
 MEET HUMAN NEEDS & PRESERVE LOCAL CULTURE

FOCUS MAUI NUI
 OUR FUTURE

Own it!

UNPLUGGED



LIVING 'OFF THE GRID' -- that is, without reliance on public utilities for things like electricity and water -- has jumped into national and local prominence over the past few years. The movement is growing as energy prices rise and the cost of off-grid technologies fall, with nearly 200,000 people unplugged nationally. The rural nature of Maui County, together with its climate and culture, has beckoned 'off the grid' communities since the hippie days of the 60s & 70s. It is estimated that there are around 600 such households in Maui Nui.



And technological advances in alternative energy options have unquestionably raised the bar. Still, for most of us living 'off the grid' is not an option.

But being smart about energy conservation in our 'on the grid' homes is a lesson we can learn:

Buy energy-efficient appliances

A fridge with the Energy Star rating uses 20 percent less energy than one without.

Wash your clothes with cold water

Nearly 90 percent of energy used when washing clothes comes from heating the water.

Switch to energy-saving compact fluorescent light bulbs

They use about one-fourth the energy.

Check out more

<http://www.together.com/us/ideas>

"In many cases it requires a few lifestyle modifications and a different day-to-day routine."

~ www.treehugger.com

FOCUS MAUI NUI is a community-driven vision for the future of our Islands, spearheaded by Maui Economic Development Board, Inc., a nonprofit organization dedicated to the economic well-being of Maui County. VISIT www.FocusMauiNui.com or CALL 808.270.6801



Pacific Whale Foundation – “They help preserve our local marine culture which very much has to do with the environment.” *Chelsea Gilchrist, Junior, Lahainaluna High*

Media campaign reaches over 138,000 readers per week

For the past year, FMN has been publishing a weekly series of informative articles and “VOICES” of the people ads in The Maui News, Maui Weekly, Lahaina News and Haleakala Times – including online versions.

- This year resulted in 104 individual pieces alone designed to inspire pride of community and place, civic awareness and action for the future.
- The campaign takes two approaches: 1) A major informational article every Wednesday in The Maui News; 2) a VOICES piece in the district tabloids that allows individual residents to share what they think is important to protect and preserve in Maui Nui.
- Ultimately the goal is to reinforce the role of Focus Maui Nui as a facilitator of community awareness committed to building a knowledgeable, engaged citizenry now and for the future.
- A revamp of focusmauinui.com has also been ongoing to increase current content and create an interactive component. FMN’s reach is now global.

Ka Ipu Kukui continues to attract young leaders

Thanks to the ongoing partnership between Decisions Maui and Focus Maui Nui, 13 members from the Ka Ipu Kukui leadership program successfully completed their first year of valuable new experiences guided by FMN’s community-inspired core values.

- The flagship class celebrated with a graduation certificate and a memento of achievement.
- Newly recruited members of the 2009-10 program opened activities with a two-day *halawai* (session). The program again attracted an outstanding mix of young leaders in technology, development, public safety, planning and more.

Community outreach keeps us in touch

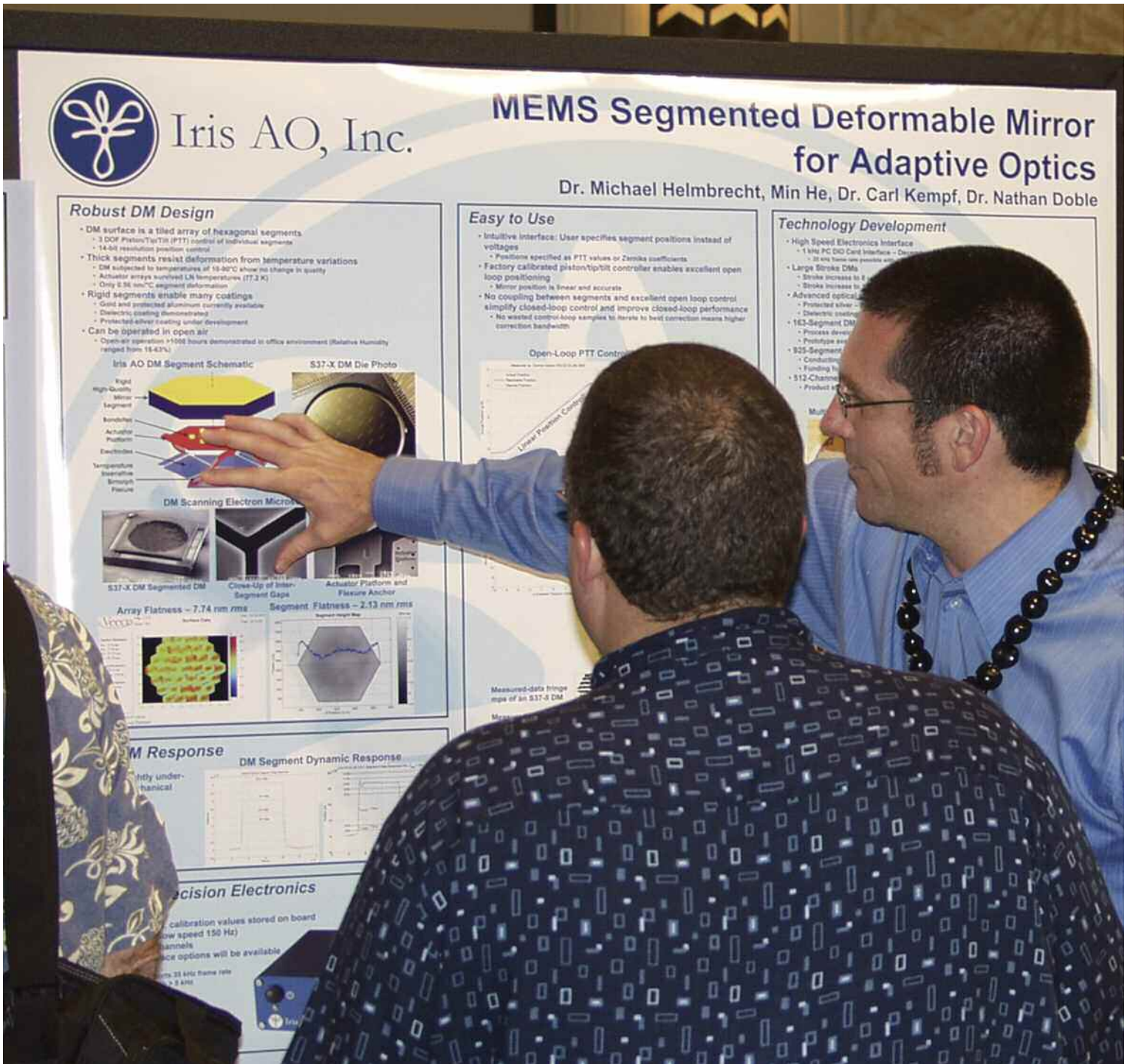
FMN utilizes a variety of methods to listen and give people a voice in the future of Maui County.

- These include presentations to civic and service organizations, polling at numerous community events and online surveys through our FMN website and Facebook page.
- FMN participated in 13 community outreach events during this fiscal year.

- The 86th annual Maui County Fair also provides an excellent opportunity to take the collective pulse on community concerns and priorities.
- This year we collected a record 1300 surveys with the help of MEDB staff, Youth Alliance members and for the first time – County candidates.



Youth Alliance members talk with Maui County Mayor Charmaine Tavares about how local government works.



Program Goal 2

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

Business Attraction

2008 AMOS Conference

September 17-20, 2008 – Wailea, Hawaii

Through the continuing efforts of MEDB, the AMOS Conference on Maui remains the premier conference in the nation devoted to space surveillance. The cross section of military, contractor, and academic participation in the field of space situational awareness is unmatched by any other conference in the world.

- Over 580 scientists, engineers and technical managers from around the globe attended the ninth annual AMOS keynote speeches and poster sessions – the highest attendance in conference history.
- During her opening remarks, MEDB President Jeanne Skog acknowledged the high level of technical expertise while emphasizing Maui's unique seminar experience which provides scientists, engineers and managers with an exceptionally beautiful venue to exchange the latest information, and forge partnerships.

- This year's series of conference sessions featured 80 technical papers covering a wide range of space-related topics including SSA Architecture, Instrumentation Design, Atmospheric, Adaptive Optics, Imaging, Astrodynamics and Orbital Debris.
- 2008 also highlighted 27 poster selections ranging from Simultaneous Single Site Color Photometry of LEO Satellites to Optical Studies of Orbital Debris to Autonomous Global Sky Surveillance with Real-Time Robotic Follow-Up.
- New digital archive available: 2008 AMOS abstracts have been uploaded to the Smithsonian/NASA Astrophysics Data System, a digital library for researchers in astronomy and physics. This will add well-deserved credibility in the astrophysics field to all technical papers submitted by AMOS authors.
- A special mahalo to our title sponsor, The Boeing Company, along with featured sponsor, Raytheon. Other conference sponsors included AGI, County of Maui, Lockheed Martin, Oceanit, Pacific Defense Solutions, SAIC, Northrop Grumman and Atmospheric and Environmental Research.
- For information on the 2009 AMOS Conference, go to www.amostech.com

Maui County Community Profile

To further develop economic diversity, MEDB launched a new online Community Profile in April 2009 to expand its reach to companies and individuals interested in Maui as a business location, especially in technology-related activities.

The profile at www.maui.com offers updated information on:

- Successful technology companies operating on Maui, including Pacific Biodiesel, Bioreal, Hnu Photonics, Trex and Akimeka.
- Incentives offered by the state and county for qualified technology and research projects, including enterprise zone tax exemptions and U.S. SBA HUBZone options.
- Costs of doing business along with exemptions and credits available to technology operations.
- Training programs available for workforce development, including options provided by MEDB's Women in Technology initiative.

- There also are links to details of community and cultural events, programs and services from entertainment events on the Maui Visitors Bureau calendar, social and business networking options and degree programs offered through Maui Community College and the University of Hawaii.

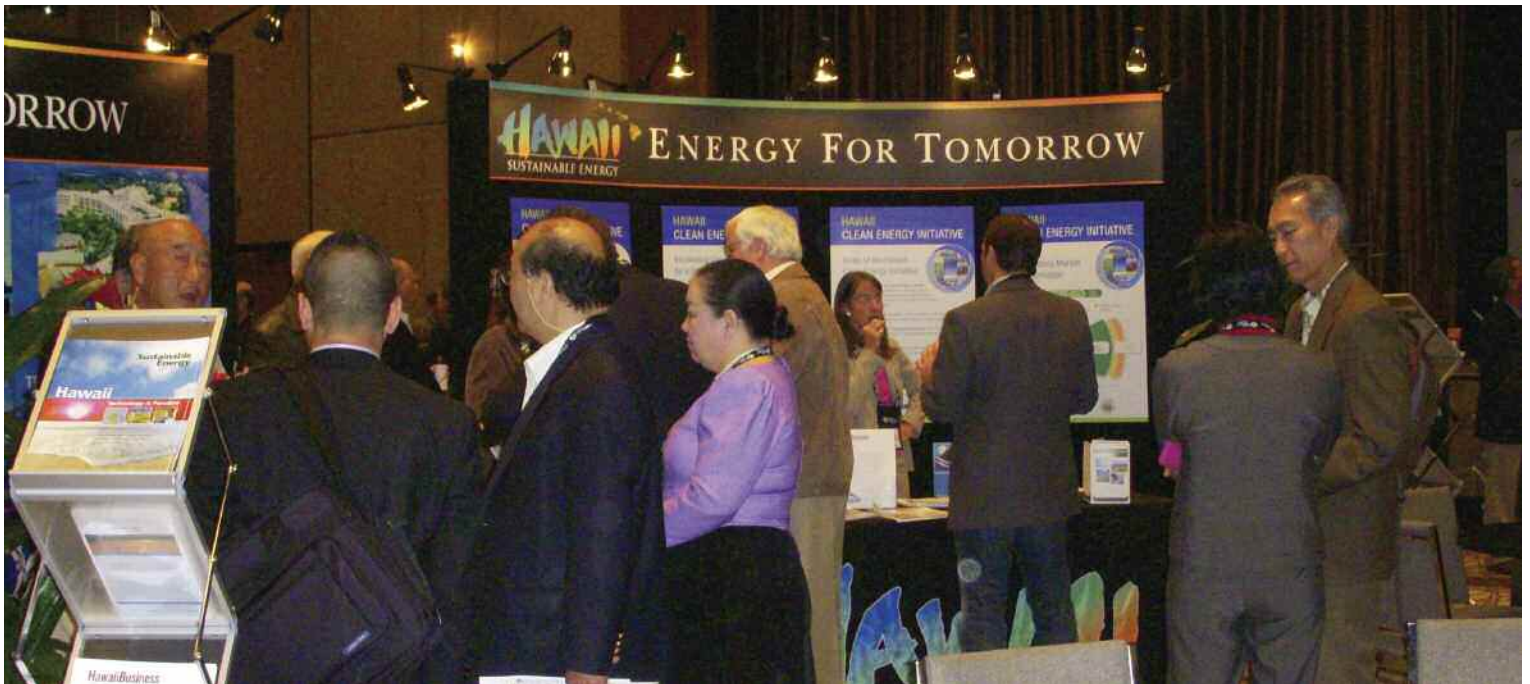
Given the breadth of information provided by the Maui County Community Profile, many on-island companies will find this resource invaluable as a recruitment tool. For anyone in- or out-of-state, it is a great way to get acquainted with the community.

2009 Renewable Energy World Conference & Expo

March 10-12, 2008 – Las Vegas, NV

More than 4000 renewable energy professionals from 75 different countries gathered in Las Vegas for the sixth annual Renewable Energy World North America Conference and Expo.

- As part of Team Hawaii, MEDB joined more than 225 companies exhibiting, a significant increase over a year ago.





- This year's attendance more than doubled, indicating the strong interest in renewable energy across the nation, from urban cities to rural communities like Maui.
- The keynote session featured Roberto Denis, Senior VP of Energy Supply for NV Energy who conducted a lively discussion on the economic stimulus, federal and state policy initiatives and technological breakthroughs.

25th National Space Symposium March 30 - April 2, 2009 – Colorado Springs, CO

The premier U.S. space policy and program forum addresses all sectors of space – civil, commercial, and national security. It remains an important annual venue for promoting MEDB's AMOS Conference and Hawaii's space-based assets among 8000+ participants from around the world.

- As part of Team Hawaii, MEDB exhibited jointly with AFRL and DBEDT's Office of Aerospace Development. The Hawaii booth with its Hawaiian music, flowers and shell lei was the undeniable center of attention among attendees.
- AMOS/MEDB staffers talked with key exhibitor prospects while AMOS giveaways attracted 200 business cards from targeted contacts.

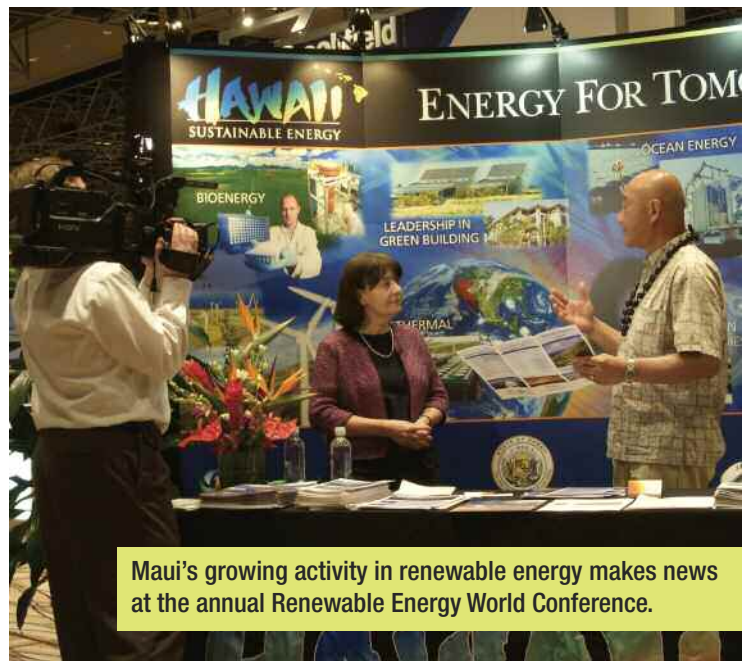
2009 BIO International Conference May 18-21, 2009 – Atlanta, GA

The world's largest biotechnology convention was attended by over 19,000 people including heads of state, congressional leaders, scientists, CEOs of biotechnology and pharmaceutical companies, teachers, and students.

- WIT Project Manager Jenilynne Salvador and MEDB's High Tech Maui Program Director, Tom Liu, joined colleagues from DBEDT and EDB at the Team Hawaii exhibit booth to promote business development for Hawaii-based biotech companies, as well as provide contacts and information for kama'aina who may want to come home to work.
- MEDB generated over 100 contacts in bio-energy, bio-ag, bio-med and agri-tech companies represented at the exhibition.



Project Directors Leilani Bulosan and Sandy Ryan acquaint National Space Symposium participants with Maui's space- and optics-related assets.



Maui's growing activity in renewable energy makes news at the annual Renewable Energy World Conference.



Business Assistance

Through its High Tech Maui program, MEDB assisted over 50 businesses that were interested in setting up or expanding in Maui County this year. They spanned a wide range of industry sectors including Agriculture, Beverage Industry, Dual Use, Federal Projects, Financial, Food, Medical Research, Renewable Energy, Space industries among others.

Federal Contracting Workshop

- With The Boeing Company's assistance, MEDB presented a second workshop for businesses interested in obtaining contracts with the federal government that went into depth on how to put a proposal together.
- Participants from diverse businesses signed up: construction, employment agencies, solar companies, machinists and more.
- The class of 40 was quickly filled in only two weeks, clearly demonstrating a need in the community. MEDB is looking to schedule more workshops related to federal contracting in the future.

High Technology Development Venture (HTDV)

As part of its focus to diversify and strengthen the local technology sector, MEDB has partnered with HDTV to build capacity among Hawaii-based small businesses to perform high technology work related to Department of Navy and Department of Defense programs.

- MEDB set up a series of meetings with Maui tech companies for Maurice Kaya, Director of Renewable Energy for HTDV.
- The productive meetings included Maui Electric to hear about the IUE technology; Hnu Photonics to see their new facility and latest products; Wesco (formerly Westinghouse) to review its Micro Inverter System designed to make solar PV installations scalable and more efficient.

BAE Systems

On April 1, 2009, BAE Systems, a contractor for the Air Force Space Command, took over the management of the Ground-based Electro-Optical Deep Space Surveillance (GEODSS) site on Haleakala.

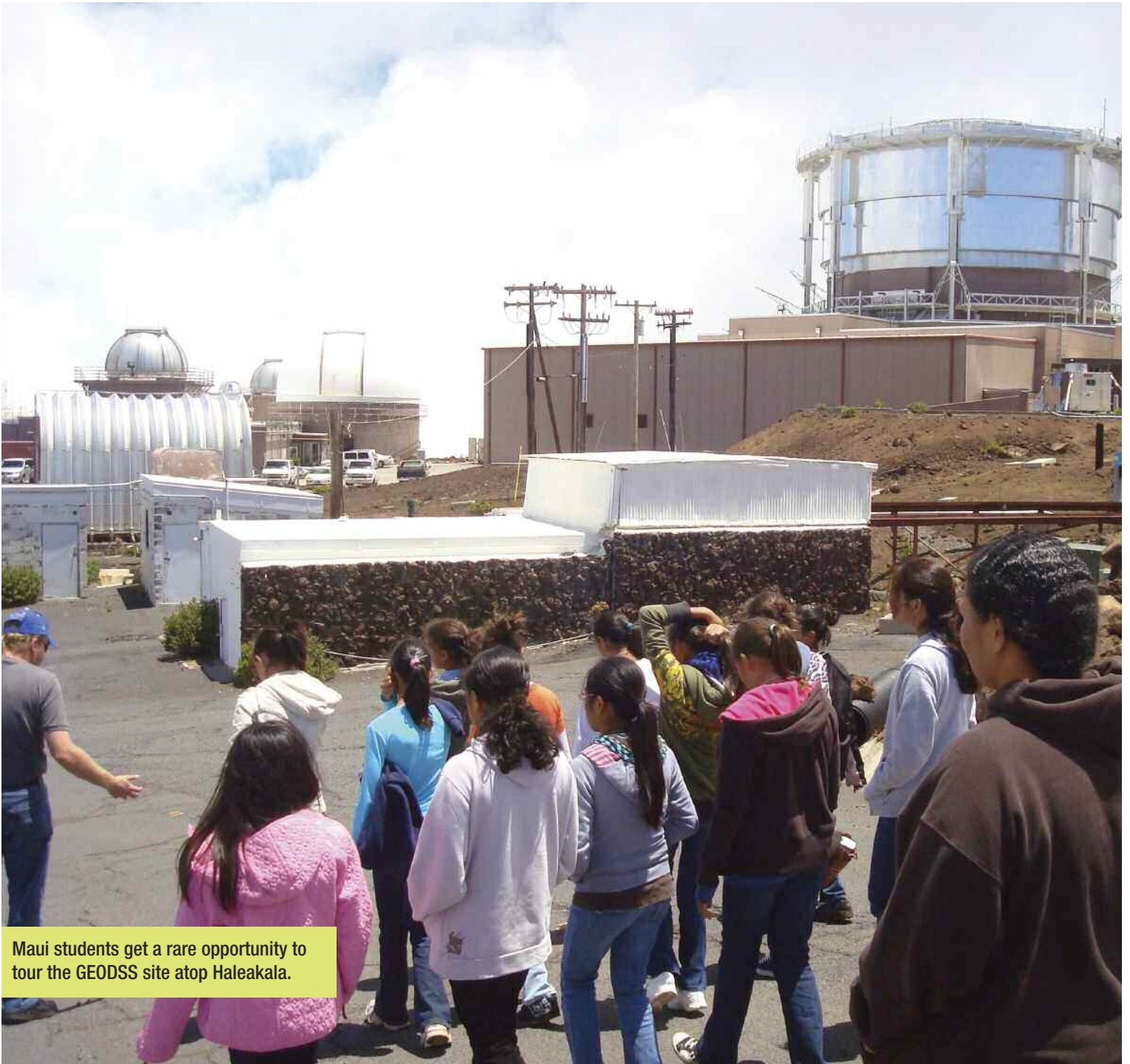
- GEODSS tracks more than 2,500 satellites utilizing three telescopes, highly sensitive digital cameras and advanced software. The imaging equipment is sensitive enough to pick up an object the size of a basketball at 20,000 miles.
- MEDB assisted BAE with the introduction ceremonies, marking the transference of GEODSS management responsibilities, as well as the cultural protocols of Haleakala. Mayor Tavares joined in welcoming BAE to the Maui community.
- BAE Systems committed ongoing support for local community programs, sponsoring all four of Hawaii's high school teams at the FIRST Robotics Championships this year.

Maui TechOhana

In partnership with the Maui office of the Hawaii Small Business Development Center, MEDB works to support small businesses and provide a monthly networking program showcasing new companies that are creating buzz.

The TechOhana lunch gatherings have become sold out successes during the year, offering such stimulating local presenters as:

- Joe Breman of International Underwater Explorations who presented an integrated visualization system for hydrographic and oceanographic data.
- Jim Loux of Bio Energy Systems of Hawaii whose company developed a method to use biomass from downed trees and invasive plants to produce electricity.
- Dan O'Connell founder of Hnu Photonics who has developed a number of innovative technologies in renewable energy, optics, directed energy and astronomy right here on Maui.



Maui students get a rare opportunity to tour the GEODSS site atop Haleakala.



Middle school students try their hand at mapping GIS coordinates during Excite Camp.

Program Goal 3

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

Strengthening The Education To Workforce Pipeline

Project EAST

By leveraging federal investment with Maui County funding and a state appropriation, MEDB has been able to expand the EAST service based learning model throughout the state, enabling students to gain real world STEM skills to compete in the global market place.

Maui County Industry Day

Over 100 EAST students from five Maui and Molokai high schools were given a relevant look into technology enterprise at the second annual Industry Day in September 2008 at the Maui Cameron Center.

- During the half-day event, students were able make the connection between the software programs they use in their labs with the very same technology used in businesses in Maui Nui-- from engineering design to computer-aided design; geographic information systems to 3D imaging; global positioning systems to webpage graphics

- Representatives from 3D Innovations, Pacific Disaster Center, Akimeka, and Sae Design offered a valuable overview of 21st century careers, while talking about the software they use and presenting examples of their work
- MEDB's Isla Young led the project management to expand the EAST model to Oahu, bringing on board Farrington, Roosevelt, McKinley and Mililani high schools. They joined their 11 neighbor island counterparts – a total of more than 4,400 students.

2009 EAST National Partnership Conference

The annual EAST National Partnership Conference took place March 2009, in Hot Springs, Arkansas.

- Thirty EAST students and advisors from Maui, Molokai, and Oahu joined over 2000 students from eight states to present their projects and compete for top awards.
- Seven Hawaii schools including Maui High, Baldwin High, King Kekaulike, Molokai High, Farrington High, Mililani High, and McKinley High schools participated in the prestigious awards competition and brought national recognition to Hawaii.
- Maui High School was chosen as one of the top four EAST programs in the nation, becoming one of top ten Founder's Award finalists. The over-

all award will go to the EAST school that best exemplifies the following criteria: Student Growth, Collaboration and Community Achievement, Innovative Use of Technology.

- King Kekaulike High took home a Superior Award with the other programs bringing home Awards of Excellence certificates.

RoboticsHawaii

Along with partner isisHawaii, MEDB's Women in Technology sponsors the RoboticsHawaii project to support many scholastic robotics programs throughout the state. The goal is to motivate students toward STEM careers by capturing and sustaining their interest in robotics at an early age.

Hawaii FIRST LEGO League (FLL)

The fourth annual Hawaii FLL Championship Tournament took place on Sunday, January 18, at the Blaisdell Arena and McKinley High School on Oahu. The tournament theme, "Climate Connections", focused on global weather patterns and conditions.

- Nearly 2,500 attended with 48 teams making it through state qualifying events to participate in the championship tournament.
- Maui sent its top five teams to the state tournament after MEDB partnered with Baldwin High to organize an exciting preliminary event with 500 attending and 13 FIRST teams from around the county vying for a spot.
- WIT funded capacity and equity training for more than 150 teachers and coaches on each island, yielding a significant increase in the number of girls, native Hawaiians and rural participants.

FIRST Robotics

In March 2009, the second annual FIRST Robotics Hawaii Regional tournament held on Oahu attracted robotics teams from all over Hawaii, the continental US, and beyond (Philippines and Mexico).

- EAST students from Maui High and Baldwin High participated in the regional qualifier to vie for a coveted spot at the 2009 National Robotics Competition in Atlanta, Georgia.
- Maui High's FIRST team not only qualified, they went on to take the Region's top robotics award. With only two weeks to raise over \$25,000 for

travel, the community came together to support the hometown team with top contributions from BAE Systems, Maui Electric Company, ROC, MEDB's Ke Alahele Education Fund, and UH Manoa's School of Engineering.

- With a personal visit to convey his congratulations, Sen. Inouye offered an inspiring send off to the Maui High FIRST team the day before they boarded the plane to Atlanta. "I will go back the to Senate and proudly tell my colleagues that the programs we are seeding are working," he said. "You are the impressive proof."

Hawaii Robofest

In April 2009, robotics teams displayed "green" presentations and robot demonstrations for the public on Earth Day held at the Hawaii Children's Discovery Center. Interestingly, more girls (55%) vs. boys (45%) took part in the engineering/computer-oriented event.



GeoTech for Hawaii Schools

Recognizing the need to incorporate innovation in the way science, technology, engineering and mathematics (STEM) is delivered, MEDB's Women in Technology project launched its GeoTech program, a statewide initiative to integrate the use of geospatial technology into local K-12 schools.

GIS Summer and 3D AutoCAD Software Camps

Middle and high school students interested in the latest GIS and AutoCAD 3D technologies signed up for two exciting summer software camps scheduled in Kahului in July 2008.

- Conducted by MEDB Project Manager Diana Papini Warren, the Geographic Information System (GIS) workshop helped students experience the same cutting-edge technology used by major community projects. They also took a field trip to gather GPS data to input into their GIS maps.
- Using project based learning, students gained an in-depth understanding of the principles of CAD and how it can be applied to engineering, design, scholastic robotics and other technology programs. Students also visited a local high tech company utilizing the CAD software.

MEDB's Women in Tech, the catalyst for GIS in Hawaii

In June 2009, Hawaii became the first state in the nation to provide the latest GIS software throughout its entire educational system, thanks to an unprecedented partnership agreement with MEDB's Women in Technology, ESRI, the world's leading GIS software developer, and the Department of Education.

- The new K-12 license will be coupled with the existing Higher Education license, every public school in Hawaii, from kindergarten through college, will be provided with ESRI's industry-standard GIS tools.
- State officials are enthusiastic about the potential for job creation through a greater emphasis on spatial literacy in Hawaii's educational system.

MentorNet

This national award-winning e-mentoring program has been especially effective for women and underrepresented groups by providing protégé matches with professional mentors and networks often unavailable to them in the male-dominated fields of science and engineering.

- WIT continues to sponsor this mentoring tool on each of the ten campuses within the University of Hawaii system.

Society of Women Engineers (SWE) Hawaii

WIT is the principle sponsor for the growing SWE Hawaii campus chapter whose focus encompassed outreach and education activities this year.

- **Speed Networking:** UH students met with industry professionals in "rounds" of one-on-one networking for education and career guidance
- **Robotics tournaments:** SWE members volunteered to assist organizers for robotics tournaments (FIRST LEGO League and FIRST Robotics)
- **2009 SWE Region A Conference:** In February, WIT sponsored the SWE Hawaii delegation at the 2009 conference held at Stanford University. Following the theme "Designing Our Future: Innovative & Integrative Engineering", workshops covered personal and professional development, up and coming technology, and collegiate-specific topics.



Excite Camp

The 8th annual Excite Camp event was held on July 15-18. WIT and parting entities Maui Community College, the UH Institute of Astronomy, Akimeka, Monsanto, Maui High Performance Computing Center, Northrup Grumman, Oceanit, Pacific Disaster Center, and the US Air Force hosted various Camp activities at a number of Maui sites.

- The primary goal of Excite Camp is to excite, educate as well as expose middle school students to science, technology, engineering and math (STEM) careers. Because of their under-representation in STEM, Native Hawaiians, girls and other minority groups were actively recruited.
- Over the course of three days, a total of 20 middle schoolers from Maui County participated in fun and challenging hands-on STEM projects, touring company sites, as well as visiting the the Faulkes Deep Space telescope and the AEOS telescope atop Haleakala.

Tech Careers Day: I Am The Future

Nearly 60 students from Maui County's high schools and over 55 students from local middle schools including Molokai and Lanai got one-on-one exposure to STEM fields at their respective Tech Career Days.

- Held at the Maui Research & Tech Park in Kihei, both High School and Middle School events were created to introduce and motivate students toward careers in science, technology, engineering and math (STEM).
- Co-sponsored by the County of Maui and the Air Force Research Laboratory (AFRL), the two-day sessions feature interactive sessions at high tech companies such as Akimeka, Boeing, Maui High Performance Computing Center, Monasanto, Oceanit, and Textron.

High Tech Maui Holiday Job Fair

The 7th annual High Tech Maui Holiday Job Fair was held at Ke Alahele – the MEDB Center in the Maui Research & Technology Park. WIT partnered again with Kama'aina Careers and the County of Maui to host the event.

- Held each year, the High Tech Job Fair offers students and former residents a chance to check out job opportunities while they are home for the holidays. At the same time, it gives Maui-based companies a way to

relay company information and recruit skilled kama'aina who are motivated to stay and live in Hawaii.

- Over 200 job seekers were given the opportunity to meet with employers and have their resumes reviewed. Interested participants were able to pre-register and submit resumes via the High Tech Maui website.
- Participating employers included: Akimeka, the Boeing Company, Hnu Photonics, Maui High Performance Computing Center, Maui Memorial Medical Center, Oceanit, Pacific Disaster Center, Northrup Grumman, Textron Systems and more.

Introduce a Girl to Engineering Day (IGED)

In February, 2009, WIT held its ninth annual Introduce a Girl to Engineering Day on Maui, in conjunction with National Engineering Week. Our mission is to increase interest in engineering among young girls and other under-represented groups, while raising awareness about the contributions engineers make to the community.

- Thirty 7th and 8th grade girls from Iao, Kalama, Lahaina, Kihei Charter and Maui Waena Intermediate Schools were invited to job-shadow local engineers from private sector companies and County of Maui engineering departments.



During Introduce A Girl To Engineering Day, students got hands-on experience in the field.



- The day-long event was a huge success. It included an educational video showcasing the various types of engineering careers, as well as a fun, hands-on engineering activity to build a “spaghetti bridge.”
- As a follow-up, WIT put together an after-school “Introduce a Kid to Engineering” event for inquisitive 2nd – 5th graders from the Wailuku Elementary Robotics Club.

Kama’aina Come Home

WIT partners with Kama’aina Careers to help bring Hawaii talent back into the island workforce.

- A major outreach effort is underway to re-concept and redesign kamaainacomehome.com into an interactive, user-friendly job “networking” website.
- The primarily goal is to integrate all the jobseeker resources into one cohesive interface to help Hawaii students graduating from mainland colleges and qualified Hawaii-born workers connect with STEM employers back home.
- Jobseekers can interact directly with company personnel, upload their resume for targeted consideration, compare companies, join a Facebook site to network with other kama’aina, as well as find a range of resources and information to make informed decisions.
- In February 2009, KCH made its first appearance at the University of Hawaii’s Career Fair in Manoa. Approximately 75 students and alumni stopped at the booth to get information about job opportunities in Maui County.
- Targeted mainland presentations continued this year with MEDB Project Manager Jeni Salvatore and Kama’aina Careers partner Jon Sakurai-Horita. They teamed up at six strategic venues across the nation from California to Washington D.C., connecting with more than 2,500 former Hawaii residents.

Tech Connect 3

Renewable Energy was the theme of the third annual 4-H Tech Connect event held on May 9, 2009 at Baldwin High School.

- WIT helped introduce renewable energy programs and practices to over 60 4-H participants at three tech companies on Maui. The goal was to create awareness and interest in possible green energy career paths.
- Participants visited the Kaheawa Wind Farm, Hnu Photonics and Pacific Biodiesel. Innovative renewable energy activities were provided by UH Manoa Engineering student and SWE officer, Jesse Willstrop.

Educating The Educators

Tools of the Trade Workshop

A&B Foundation tapped MEDB to join the Pacific Resource Partnership’s Tools of the Trade program.

- The week-long professional development workshop offered Maui teachers valuable insight into the many career paths available to students in the construction trades.
- WIT Director Leslie Wilkins presented a segment on recruiting female students into non-traditional occupations.



Educators in the Ag in the Classroom workshop extract DNA from agriculture specimens.



AEJEE/GIS Workshops

In an effort to introduce teachers to GIS using ArcExplorer (AEJEE) Software, WIT offered five two-day workshops on each of Kauai, Oahu, Maui, Lanai and the Big Island. A total of 43 teachers participated statewide.

- Day One included an overview of GIS and introductory, project-based geographic inquiry activities. On each island, GIS using professionals from the local community talked about their personal GIS career pathway and how they currently use GIS.
- Day Two started with a lesson outside on GPS use, then participants learned to transfer data from the GPS to the GIS.
- Participants continue to receive monthly GeoTech emails with tips on resources and upcoming events at www.womenintech.com



Teachers in MEDB's Energy Inquiry Workshop learn how to integrate knowledge from industry experts during a hands-on class activity.

Introduction to GeoTech online course

Project Manager Diana Papini Warren facilitated MEDB's first online professional development course -- Introduction to Geospatial Technologies.

- For eight weeks, 27 teachers statewide engaged in weekly two-hour live sessions via a distance-learning tool called "Eliminate vClass" that incorporates video, voice, and desktop sharing.
- Course content was presented through a series of guest speakers from the mainland and Hawaii. Discussion boards and other online resources were an important part of the distance learning environment.
- Teachers received GIS curriculum from ESRI Press, as well as GPS hand-held units to enhance learning.

New Island Energy Curriculum and Inquiry Workshops

- For several summers, WIT has been offering professional development workshops for Maui County teachers in scientific inquiry and progressive classroom techniques. Curriculum topics included energy efficiency, solar power, and wind power.
- In June 2009, WIT completed an Island Energy Inquiry Curriculum geared for teachers, grades 5 to 12.
- There were two overall goals: 1) Provide Hawaii standards-aligned scientific inquiry lessons; 2) Provide step-by-step guides to teach sustainable energy use using hands-on energy-related kits.

Agriculture Workshops

Approved by the Department of Education, MEDB's Ag workshops complement Maui's already flourishing Agriculture in the Classroom program.

- In October 2008, the second Ag in the Classroom workshop offered two days of presentations and field trips for over 20 teachers.
- They learned about career opportunities, and economic potential of agriculture on Maui, as well as curriculum resources to communicate information to students in the classroom.



- To date, over 360 students and teachers have participated in our exciting agricultural fieldtrips on Maui.
- Participating partners include Ali'I Kula Lavender Farm , Kupa'a Farms, Maui Community College Ag program, Monsanto, Native Nursery, and Waipoli Hydroponic Greens Pacific Produce.
- **Kupu Hou Organic Farms:** Kaitlin Madriaga and Nikolai Jones, King Kekaulike High, senior/junior -- native plant restoration, permaculture, and sustainability.
- **Hawaiian Commercial & Sugar (HC&S):** Aldrin Pastores, Maui High, junior -- GIS and GPS technology to integrate field maps, enter data in database.

Providing Real World Experiences

Project EAST Internships at Akimeka, LLC

- King Kekaulike High student, Leslee Mahoney, was responsible for the development of Akimeka's Web Educational outreach tool. She says that the internship was invaluable in developing her web design skills, as well as a future career path.
- Former EAST member and current University of Arkansas student Dani Prince has been developing and maintaining the Akimeka's Digital Bus website. In addition, Dani created a Women In Technologies presence on several social networking sites – Facebook, Twitter, etc.

Ke Alahele Education Fund Internship

- 2006 Maui High graduate and 2010 MIT physics major Caine Jette completed his Ke Alahele internship at the Maui High Performance Computing Center (MHPCC)
- His final presentation centered around a program designed to simplify network administrators and computer operator roles.

Agriculture/High Tech Internships

MEDB partnered with the County of Maui and the Maui County Farm Bureau to offer students an exciting and informative agriculture internship experience with a focus on high tech.

- **Kupa'a Farms:** Tyler Patrou, King Kekaulike High, junior – diverse farming from seed to harvest.

- **Makawao Mushroom Farm:** Wayatte Gouveia, King Kekaulike High, senior -- organic mushroom farming from seed to harvest.
- **Maui Electric:** Kalei Miller and Elena Abe, King Kekaulike High, seniors - - work with GIS department.



Akamai Internship Program

Each year, the Center for Adaptive Optics (CfAO) Akamai Internship Program offers Hawaii college students the opportunity to participate in an intensive eight-week introduction to research method and tools, with an emphasis on adaptive optics science.

- Fifteen interns from Maui, Oahu and the Big Island were selected for summer internships at a number of Maui high tech companies: Akimeka, Trex, Textron, Pacific Disaster Center, Oceanit, MHPCC, HnuPhotonics, and the Institute for Astronomy.



- Interns concluded their summer session with an oral presentation at the Student Symposium, held at the Maui Research & Tech Park on August 4th.

WIT Internship Oahu Program

WIT Oahu Summer internships launched in early June 2009 with seven University of Hawaii College of Engineering interns placed at the following partner companies:

- Archinoetics LLC
- Electricians Inc.
- Kiewit
- Oceanit
- Pearl Harbor Naval Shipyard
- Referentia



MentorNet Founder & CEO Carol Muller (second from right) presents e-Mentoring Award to MEDB Women In Technology Project.

Presenting STEM Models

Engineering Projects in Community Service (EPICS)

WIT and the EPICS High School at Purdue University have been looking at ways to enhance student exploration and interest in engineering careers.

- The EPICS partnership could supplement and enhance the current middle and high school project based, service learning programs supported by MEDB (e.g. Project EAST), adding a distinct engineering and design education capability.
- Ultimately, the goal of the program is to enable students to connect engineering with community needs, encouraging both volunteerism and interest in STEM careers.

Association for Gender Equity Leadership in Education (AGELE) 2008 Conference Peabody, MA – July 27-30, 2008

- The theme of the 2008 conference was *Building Leadership for Diversity in Education: Examining the Gender Intersect*. The conference attracts Title IX Coordinators from campuses across the nation.
- In keeping with WIT's mission of gender equity, Director Leslie Wilkins presented the following session: *Women in Technology: Building Systemic Change in STEM Education and Employment*.

2008 ESRI International User Conference San Diego, CA – August 2-5, 2008

The 2008 Education User Conference focused on administering and designing curriculum and degree programs; GIS in libraries and museums; education research and teacher education; community projects and partnerships.

- Isla Young, WIT program manager, gave two presentations highlighting Hawaii student projects. Topics included GIS mapping of local surf spots

for Maui's 911 system, and tracking handicapped accessible beaches, restaurants, and shops on Maui.

- In addition to the paper presentations, WIT participated in several interactive GIS activities during the conference. Several new contacts were made which will further enhance the MEDB led GeoTEch for Hawaii initiative.

The National Alliance for Partnerships in Equity (NAPE) and Women Work! The National Network for Women's Employment Conference

Arlington, VA – March 29 - April 1, 2009

- WIT Director Leslie Wilkins was invited to present a workshop at the 2009 conference entitled "Partners on the Path to Equity".

2009 WEPAN

Austin, TX – June 17-19, 2009

At the 2009 National Conference, 200 conference participants celebrated WEPAN's 20th birthday, as well as the grand opening of its new Knowledge Center.

- The 2009 Conference theme, *Center Stage: Effective Strategies for Recruitment and Talent Development*, brought together leaders from across the country to share best practices that will help transform engineering education for all women.
- The WIT team of Leslie Wilkins and Jenilynne Salvador presented a research paper -- *Kama'aina Come Home: Recruiting Engineering Talent with Hawai'i Roots*.



Kawai Kuluhiwa presents a paper on "Aligning Indigenous Culture with Science" at WEPAN.

Maui County Energy Alliance

Sustainable Energy: Strategies for Implementation
Recommendations from the Working Groups



Program Goal 4

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

Reaching Out Through Partners

Each year, MEDB works with federal, state and county officials, as well as organizations with similar goals to help expand our education to workforce objectives.

GPAC makes recommendations to Maui Island Plan

Three years ago, MEDB President & CEO Jeanne Skog became part of the 25-member General Plan Advisory Committee (GPAC) tasked with reviewing the County Policy Plan and the Maui Island Plan and making recommendations. Areas of focus included: Population, Heritage Resources, Economic Development and Housing.

- In March 2009, GPAC finished deliberations on key elements of the Maui Island Plan including the goals, policies, actions and growth.
- The deliberations on the development maps were the most difficult since they will limit the total area of developmental land and will require careful attention by both the Planning Commission and later, the City Council.

- Generally, the document promotes diversification of our economy, including policies on education and workforce to support that economic future.

Mayor meets with tech stakeholders

To get an accurate snapshot of the economic health of Maui Nui, Mayor Tavares and county administrators began meeting with stakeholders from various economic sectors including the visitor industry, construction and agriculture.

- In October 2008, MEDB gathered 20 tech companies and organizations to share their current challenges and opportunities as they strive to weather the economic downturn.
- While some companies alluded to reductions in some congressional initiatives, others reported on significant growth and resiliency going into 2009.
- MEDB along with the county's Office of Economic Development will work to address suggestions from stakeholders that emerged from the sessions.

Maui farmers learn food safety certification process

The Economic Development Alliance of Hawaii (EDAH) and the Hawaii Farm Bureau toured the state sharing educational workshops on the Radio Frequency Identification (RFID) and Good Agricultural Practices (GAP) certification processes.

- MEDB and the Maui County Farm Bureau hosted presenters from our respective state partnerships to introduce this program that places bar codes and tracking sensors within the labeling of farm products so they can be scanned at the point of entry into the distribution chain.

- EDAH has a grant available to farmers that would cover the audit of their practices and costs associated with satisfying certification requirements.
- RFID and GAP certifications are critical to farmers wishing to increase commercial activity to larger markets.

Chaminade University partners with Women in Technology

MEDB teamed up with Chaminade University to apply for a grant from Wright Patterson Air Force Base, capitalizing on WIT's strength in reaching women and underrepresented minorities.



Sen. Inouye congratulates Maui High's FIRST Robotics team on attaining coveted spot at the 2009 National Robotics Competition.



- WIT organized a full day of meetings between the university and tech-related companies on Maui who will host internships organized by MEDB and funded by this grant.

- Maui Nonprofit Directors Associations
- Maui Redevelopment Agency
- Maui Rotary
- Maui Youth Soccer League
- Maui Visitors Bureau
- Tri-Isle Resource Conservation & Development Council
- UH College of Engineering Dean's Council

Congresswoman Hirono provides economic insights

At the request of Congresswoman Hirono, MEDB gathered a cross section of about 40 community and business leaders for a briefing on the newly signed economic stimulus package.

- She outlined the amount of funding Hawaii can expect to see and described areas that it will support so community can take full advantage of it.
- Discussions later underscored the importance of finding solutions that will lessen the impact of the economic downturn on local families.

Participating in the Community

The MEDB staff is encouraged to assist the community through active participation in boards and groups. These activities help achieve our mission through the work of organizations with complimentary goals. In 2008-09, staff volunteered time as members of:

- A Keiki's Dream
- Business and Professional Women
- Economic Development Alliance of Hawaii
- General Plan Advisory Committee
- Hawaii Council on Economic Education
- Hawaii Womens Fund
- Hui Malama
- Maui 4-H
- Maui Chamber of Commerce
- Maui County Energy Alliance Steering Committee
- Maui Food Technology Center
- Maui Historical Society





Program Goal 5

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

Publishing Information

2009 STEM Hawaii Tabloid

The fourth annual STEM Hawaii Advertiser tabloid was published on April 8, 2009. This year's theme – Thinking Outside the Box – highlighted the ways educators, policy makers and business professionals alike are thinking beyond the traditional ways of teaching and learning to build the kind of skilled yet innovative workforce that will contribute and make a difference in these challenging times.

- One of the most compelling trends today is “service learning” -- bringing the community “back in” to education to refocus and revitalize the learning experience.
- WIT again was the lead sponsor for the tabloid, not only in funding but also in the presentation of relevant and innovative content to create greater awareness in the science, math, engineering and technology fields.
- The fourth edition was distributed as a newspaper supplement to 150,000 households across the state.

Entrepreneurship and the Future of Molokai

With support from the County Office of Economic Development and assisted by the Molokai Chamber of Commerce, MEDB Project Director John Harrisson spent more than six months developing a comprehensive report that identifies specific needs and entrepreneurial opportunities that can support the future economy of Molokai.

- He interviewed nearly 80 employers and self-employed individuals, in addition to public sector employees and other community stakeholders.
- The study is intended to learn firsthand how MEDB and other decision makers can best assist Molokai in realizing its economic potential.
- The report will be shared broadly countywide and presented to the members of the Molokai Chamber of Commerce.

Millennium Project

In an effort to better inform decision makers on Maui's water resources and plan for sustainable growth on the island, MEDB is collaborating with the Mil-



lennium Institute (MI), an international company that develops advanced analytical tools that support strategic economic, social and educational dialogues at community, national and global levels.

- The Project goals are: 1) Improve overall understanding of the water systems in Maui; 2) Provide the community with a simulation tool to make informed decisions and support policy formulation and evaluation.
- With assistance from an advisory group well versed in Maui County water systems and data, MI created a model that will serve as a planning tool for our community.
- The model can illustrate the impacts of potential policy decisions on society, economy and the environment and uncover unintended consequences before policy makers and the public commit to a solution.
- Future sectors to be explored include Energy and Education.

Hawaii Science & Technology Council issues report

The HSTC finally issued the long-awaited report on the state of science and technology across the islands.

- MEDB along with other county Economic Development Boards, assisted the consultants in gathering information for the report that assesses the sector from several perspectives -- revenue generation, job creation, SIC codes, etc.
- Women in Technology Director Leslie Wilkins led MEDB's participation in this effort, especially since WIT spearheads many of the leading STEM initiatives and programs statewide.
- An important benefit of this report: Maui County data is disaggregated to make the overall report valuable for decision making at the county level.
- Some impressive findings: 1) Over 20% of the state's tech workforce have Hawaii high school diplomas (up from 1% in 1999); 2) Maui alone employs 1,847 in high tech.

Market Segment	Growth Rate (2002-2007 emp.)	Average Earnings (2007)
Agricultural Biotech	6.4%	\$53,866
Astronomy	3.6%	\$70,951
Biotech/Life Sciences	2.3%	\$54,532
Defense/Aerospace	4.1%	\$76,697
Energy	8.4%	\$58,498
Environmental	4.0%	\$66,971
Film/Digital Media	0.2%	\$73,335
ICT	2.5%	\$75,056
Ocean Sciences	5.2%	\$53,959
Engineering	3.8%	\$80,799
Overall Tech	3.3%	\$63,623
Overall HI Economy	2.5%	\$45,963

Conference Papers and Publications

These WIT research papers have been accepted, presented and/or published at the following national conferences.

- **2008 AGELE Conference:** Women in Technology: Building Systemic Change in STEM Education and Employment
- **2009 Women in Engineering Proactive Network (WEPAN):** Kama'aina Come Home: Recruiting Engineering Talent with Hawai'i Roots



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