



smei Sales & Marketing Executives
honolulu International Honolulu

SMEI Honolulu welcomes Frank Haas,
Dean for Hospitality, Business, and Legal Education at Kapi'olani Community College.

Tourism at a Crossroads

Frank Haas is Dean for Hospitality, Business, and Legal Education at Kapi'olani Community College. He has taught courses in tourism marketing and destination management as well as the Executive Development in Tourism (EDIT) program for travel professionals and has been involved in planning projects for tourism, government, and non-profit organizations. His tourism planning projects include work in Singapore, Thailand, Morocco and Guam. He is currently conducting tourism training for the Abu Dhabi Tourism Authority in the United Arab Emirates.

Prior to joining the Kapi'olani Community College, Frank was Assistant Dean and Senior Instructor at the University of Hawai'i School of Travel Industry Management where he taught courses in Destination Development, Resort Management and Hospitality Marketing.

From 2002-2007, Frank served as Vice President and Director of Marketing for the Hawai'i Tourism Authority, the state's lead tourism agency. He was responsible for overseeing \$50 million in marketing programs and contracts including domestic and international leisure marketing, the Hawai'i Convention Center, sports, and the Hawai'i Arts Season. His marketing career in Hawai'i includes advertising and marketing positions in tourism, fast food, and high tech. In 1999-2000, he was national chairman of the 40,000 member American Marketing Association.

Frank earned an undergraduate degree in journalism with a major in advertising and an MBA with a major in marketing, both from Northwestern University and started his career working on Procter & Gamble advertising accounts at Leo Burnett in Chicago.

Frank has a long history of community service in Hawai'i and currently serves on several Hawai'i community boards including American Marketing Association, Read to Me International, Hawai'i Book and Music Festival, Hawai'i State Art Museum, and Historic Hawai'i Foundation. On the national level, he recently served on an advisory board for the U.S. Census and has spoken at national and regional conferences on tourism and marketing.

TUESDAY

Nov. 16th, 2010

REGISTRATION & NO HOST COCKTAILS

5:30 pm - 6:30 pm

DINNER & PROGRAM

6:30 pm - 8:30 pm

THE KAHALA HOTEL & RESORT

5000 Kahala Avenue

VALIDATED PARKING:

Free Parking

RSVP

www.smehonolulu.com

Or call 942-7000

Deadline: Friday November 12, 2010

Online Resources:

www.SMEIHonolulu.com



Facebook.com:
SMEI Honolulu



LinkedIn Grupe ID:
SMEI_Honolulu



Twitter:
SMEIHonolulu

Mahalo to our sponsors



Registration Form

TUESDAY
Nov. 16th, 2010

The Kahala Hotel
5000 Kahala Avenue



Name	Company	Title	Telephone	E-mail

Early Registration

SMEI Members: \$60
 Students: \$60
 Non-Members: \$70

At the door

Members: \$65
 All Non-Members: \$75

Save \$5 by registering through our website!

SMEI Dinner Menu

November 16, 2010

First Course

Mixed Green Salad with Toasted Walnuts and Cranberry Vinaigrette

Entrée

Roasted Turkey Roulade Stuffed with House Smoked Maple Bacon and Chestnut Stuffing, Rosemary Scented Gravy, Brussel Sprouts and Candied Yams

Vegetarian Entrée

Assorted Fall Vegetables with Chestnut Stuffing and Candied Yams

Dessert

Pecan Pie with Maple Ice Cream

Mahalo to our trade sponsors:



SMEI Honolulu Members: _____

Guests/Non-Members: _____

Reserve vegetarian meals for:

Register in advance by web, email, fax (942-7005) or mail.

All credit card payments MUST be made online at
www.SMEIHonolulu.com

Enclosed is my check for \$ _____

Please make checks payable to:

SMEI Honolulu

Questions?

Contact our Executive Director

Stephanie Uyeda

phone: 942-7000

email: stephanie@smeihonolulu.com

Mail check & registration form to

SMEI Honolulu

P.O. Box 61172

Honolulu, HI 96839