



HAWAII TOURISM  
AUTHORITY

*County Product Enrichment Program*  
**Capacity Building Workshop**

Wednesday, August 24, 2016 • 10:00am - 3:30pm  
Maui Arts & Cultural Center - Haynes Meeting Room

Gathering all current CPEP partners, mentors and other professionals to network, learn and share success stories from other program partners! Come talk story with the veterans in event planning and learn what it takes to sustain your events and programs. New this year will be a resource panel consisting of both State and County agencies to help answer event-related inquiries.

**Workshop Includes:**

**What Attracts the Visitors**  
**Hawaiian Culture & Tourism**  
**Resource Panel: State & County Agencies**  
**Engaging the Next Generation**  
**Growing and Sustaining Your Event**  
**Marketing & Advertising**  
**Best Practices - Keeping Maui County Green**

\*2016 RFP will not be discussed at this event. This workshop is strictly for capacity building purposes. A separate workshop for the 2016 RFP will be announced at a later date.

Seating is limited! Please complete the included Registration Form and send to [sharon.zalsos@mauicounty.gov](mailto:sharon.zalsos@mauicounty.gov) **no later than Monday, August 22.**

**All existing CPEP partners are required to attend.** If you are the CPEP point of contact for your organization but are unable to attend, you are highly encouraged to send a representative from your organization in your place.

For more information, contact Sharon Zalsos at (808) 270-7997.





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Haynes Meeting Room, Maui Arts & Cultural Center  
August 24, 2016 ▪ 10:00 a.m. – 3:30 p.m.

Opening Remarks

Caroline Anderson, HTA Marketing Brand Manager

Hawaiian Culture & Tourism: A Family Business

Kahaialii Brothers

Resource Panel: State & County Agencies

State of Hawaii: Department of Transportation - Harbor Division, Department of Land and Natural Resources, Department of Health

Maui County: Maui Police Department, Department of Fire & Safety - Fire Prevention and Ocean Safety Divisions, Department of Parks & Recreation

Q & A

Best Practices - Keeping Maui County Green

Rob Parsons, Environmental Coordinator, Mayor's Office of Economic Development

\*\*\*\*\* **LUNCH BREAK** \*\*\*\*\*

Growing and Sustaining Your Event

Nancy Cabral, 24<sup>th</sup> Annual Panaewa Stampede Rodeo

Engaging the Next Generation: Passing the Baton

Darryl Fujiwara, Community Event Organizer

\*\*\*\*\* **BREAK** \*\*\*\*\*

What Attracts the Visitors

Sherry Duong, Executive Director, Maui Visitors Bureau

Marketing & Advertising

Lynn Erfer, Maui Visitors Bureau

\*\*\*\* **CLOSING REMARKS** \*\*\*\*





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**Registration Form**

Program/Event Name: \_\_\_\_\_

Have you ever received CPEP funding?      Yes      No      I am unassociated with CPEP

If yes, how many years?: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

What do you look to gain from this workshop?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please complete and send to [sharon.zalsos@mauicounty.gov](mailto:sharon.zalsos@mauicounty.gov) no later than Monday, August 22, 2016.