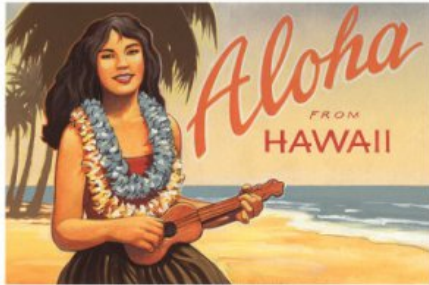


SUMMER AT SHIDLER

Pacific Asian Lecture Series



DATE: Tuesday, **July 22**, 2014

TIME: 4:15-5:30 PM,

VENUE: BusAd **G-103**, Shidler College of Business

Hawaii: Trailblazing the Conservation Economy

Mr. Mark McGuffie

Enterprise Honolulu, Managing Director

This seminar explores the potential of how Hawaii's richness in bio-diversity may lead the way in the conservation economy, by improving natural resources, job creation, and communities. The International Union for Conservation of Nature (IUCN) collaborates world-wide to find reasonable solutions for pressing environmental and developmental challenges. The IUCN conducts the World Conservation Congress (WCC), a global event that collectively brings together governments, civil societies, academia and businesses to tackle conservation issues at a local, national, and global level every four years. Hawaii is selected to host the next WCC in 2016, which is the first time the conference is to be held in the United States since the founding of IUCN in 1948. Showcasing Hawaii's unique location, culture, and environment, Hawaii is a perfect attribute for the congress. Some estimate that the conference will bring 8,000 delegates to Hawaii causing an impact of \$37.7 million in visitor spending and \$3.6 million in tax revenues.

Mark McGuffie is Managing Director of Enterprise Honolulu, the Oahu Economic Development Board, a private non-profit organization established in 1988 which envisions a prosperous Hawaii. Practicing, sharing and living the values of aloha, providing insight to care for Hawai'i and its future. Much of his work is directed toward connecting experts of Environmental System Design, Conservation, Food and Clean Energy Initiatives, Sustainable Tourism and Community Leadership Development. He is practitioner of servant leadership, helping to build healthier communities in Hawaii and beyond.

*All PALS lectures are **FREE** and open to the public. RSVP not required. Street or visitor-paid parking is available.*