Bishop Museum Welcomes New President

On October 1, Bishop Museum was pleased to welcome Dr. William Yancey Brown as its new president. Dr. Brown comes to the Museum after serving four years in the Clinton Administration as the Science Advisor to the Secretary the Interior, followed by a position with the National Audubon Society as vice president for science policy and director of the living oceans program. He has also served in leadership positions for the Environmental Defense Fund and the World Wildlife Fund, and has been a trustee of several non-profit boards, including The Ocean Conservancy, which he chaired, and the Environmental Law Institute.

"Dr. Brown's great expertise in leading non-profits, and in directing programs and grants, combined with his substantive background in environmental science, and law and policy, makes him the perfect fit for Bishop Museum," Museum Board Chairman Mark Polivka stated. "His well-rounded experience serves the Museum greatly in all areas important to its mission, from community programs and preservation of Hawaiian culture, to scientific and research endeavors."

Brown first came to Hawaiʻi in the early 1970s as a National Science Foundation Fellow. While here, he studied the ecology of seabirds on Mānā Island offshore of O'ahu, and taught laboratories in anatomy and physiology.

"My earlier time in Hawaiʻi gave me a keen sense of appreciation not only for its fantastic flora and fauna, but especially for its unique cultural and historic wealth," Brown said. "Bishop Museum offers me the opportunity to contribute in very meaningful ways in all those areas, and that was the biggest attraction for me."

(Continued on page 5)

Maui Ocean Center Supports University of Hawaiʻi Hawaiian Internship Program

Maui Ocean Center is proud to partner with the University of Hawaiʻi Hawaiian Internship Program. Hannah Bernard, Maui Ocean Center's new director of education, applied to UH for an intern to engage in educational and cultural research at the aquarium and was delighted that the Maui Ocean Center was selected as the host company for native Hawaiian, Noa Kekuʻewa Lincoln's summer internship program. Lincoln is a junior at Yale University, majoring in environmental engineering. He is a graduate of Kamehameha School and a native of the island of Maui.

The University of Hawaiʻi Hawaiian Internship Program (UH-HIP) is an academic experiential internship program for undergraduate students of Native Hawaiian ancestry. The pro-
The Hawai‘i Museums Association (HMA) announces the completion of Hawai‘i Museums and Cultural Attractions, a comprehensive listing, by island, of 97 museums and cultural attractions throughout the state of Hawai‘i. The 112-page directory lists museums and attractions that have permanent exhibits of historical, cultural, environmental or educational value, and are open to the public on a regular basis.

The island-by-island listings include contact information, public and office hours, admission fees, descriptions of collections, facilities and visitor accommodations such as parking and handicap access. An appendix listing all of the institutions that offer rental facilities either to members or for general public use is also included.

Hawai‘i Museums and Cultural Attractions was created as part of a continuing effort to assist museum participation in tourism—Hawai‘i’s largest industry. The directory also reflects HMA’s mission to provide a means of exchanging information and ideas among Hawai‘i museums; to encourage interest in and promote museum activities; and to promote professional and institutional standards for Hawai‘i museums as educational and cultural centers.

The directory is one in a series of promotional pieces planned in response to repeated requests from the tourism industry for museums to clearly communicate the range of programs, services and facilities available to the public, and for museums to work together to package and jointly promote their programs.

Other planned group promotions include a full-color brochure and an expanded web-site, both geared toward visitors, and press kits and familiarization tours for travel agents and writers. The directory is designed to be a resource for use by members of the travel and tourism industry.

The initial distribution of the directory will be to all participating museums, the Hawai‘i Visitors & Convention Bureau (HVCB) and its island chapters, the Convention Center, the Hawai‘i Tourism Authority, travel agents, hotels, concierges, meeting planners, ground transportation and tour operators, tourism industry publications, public and Hawai‘i state university libraries and the media.

Hawai‘i Museums and Cultural Attractions was created with funding provided by the Institute of Museum and Library Services, a federal agency that fosters innovation, leadership and a lifetime of learning; and the generous support of the Cooke Foundation Limited and the State Department of Business, Economic Development & Tourism and the Hawai‘i Tourism Authority.

For additional information or links to many of the museums listed in this directory log on to: www.http://openstudio.hawaii.edu/hma/default.html

For a copy of the directory, contact Anne Smoke, (808) 988-7814 on O‘ahu or write to: Directory Editor, Hawai‘i Museums Association, P.O. Box 4125, Honolulu, HI 96812-4125.

Seeking Donations for Speaker Gifts

Anyone interested in offering a gift for speakers at the January Impact Seminar can contact Anne Smoke at 988-7814. Gift Certificates, coupons, day passes, gift shop items or discounts or anything museum related will make a nice contribution to the gift bags that will be given to each of the speakers. Donors will be recognized in press releases and on the seminar printed programs.

There will be seven speakers at the seminar from various walks of the travel industry and funding organizations. Donations will be taken through January 25. Mahalo for your consideration!
HMA NEWS

Hawai‘i Museums and Cultural Attractions

HMA Marketing Brochures Soon to Roll Off of the Presses

The first phase of product development for museum marketing tools is nearly complete as the Hawai‘i Museums and Cultural Attractions four-color brochures roll off of the presses. Intended to be a companion piece to the recently printed HMA directories, but geared more toward visitors than industry professionals, the brochures include 66 color photos of various museums throughout the state of Hawai‘i, and listings for 97 museums.

In addition to the distribution through HVCB as well as the various Island’s visitor bureau offices, brochure distribution includes insertion of 80,000 in Spirit of Aloha, the in-flight magazine of Aloha Airlines for the months of January and February.

Hawai‘i Museum Association members will each receive a quantity of brochures to distribute at their reception desks, in press kits or in any way they feel will best help to market Hawai‘i’s museums and cultural attractions.

The completion of the brochures fulfills another of the primary initiatives identified in the “Plan to Create Museum Marketing Partnership.” The plan, developed by Deborah Pope and the HMA marketing consortium, helped to secure a series of grants from DBEDT and Hawai‘i Tourism Authority; the Institute for Museum and Library Sciences (IMLS); the Hawai‘i Community Foundation (HCF), including Cooke Foundation and the Atherton Family Foundation; and the Gerbode Foundation. Next steps in the plan include updating the HMA Web site and creating partnership opportunities between Hawai‘i museums and the tourism industry.

Brochure delivery is expected at the end of December. HMA members will receive their brochures by the middle of January, 2002.

SAVE THIS IMPORTANT DATE

Wednesday, January 30, 2001
for the HMA IMPACT SEMINAR

Hawai‘i Museums Association is holding an Impact Seminar on Wednesday, January 30, 12:30—4:30 at the Honolulu Academy of Arts Theatre to hear from industry experts on how museums can best deal with the impact of a crisis like 911. Bringing attendance back up, educational healing programs, fundraising during a bad economy and security will all be addressed.

We will send you registration details in the beginning of January.

Please send your name and names of any of your staff you wish to have attend and an address to <asmoke@lava.net> or fax to 988-7814 and you will be added to the mailing list.
SPECIAL REPORT

HMA Members Respond

At the 2001 Annual HMA Meeting and Workshop, attendees had an opportunity to talk together about HMA to suggest activities and services the organization could be offering museum professionals in our state. The following are their comments, as compiled by Linda M. Colburn, who facilitated the session. If you would like to add your comments to the discussion, you can do so by e-mailing the HMA board c/o <glagoria@tcmhi.org>, or drop us a line at P.O. Box 4125, Honolulu, Hawai‘i 96812. To participate in HMA’s online community, you can visit http://openstudio.hawaii.edu/hma/hmalist.html. The present and future of the Hawai‘i Museums Association depends upon your input and participation. Mahalo!

A cursory review of the completed surveys suggested three broad categories for grouping of responses.

Communications:
- Convene regular gatherings of the membership to facilitate networking and “talk story” sessions
- Improve communication infrastructure within the organization - create updated museum directory
- Use events to increase membership in HMA and the level of HMA member participation/involvement

External Relations/Public Relations:
- Marketing strategy to increase organizational visibility
- Focusing on partnerships with other complementary organizations

Financial/Organizational Capacity Issues:
- Offer specific programs to encourage career and professional development
- Technical assistance for operational capacity (internal for HMA/external – for member organizations)
- Address issues associated with the economics of the field

The following notes were transcribed from participant comments:

COMMUNICATIONS: Ideas and Recommendations
- Consider incorporating lunch and a regular meeting schedule
- Rotate meeting sites—visit member facilities
- Brown bag lunches could keep expenses down.
- The Education Committee approach to handling tasks worked well—build on that
- Manage the size and composition of the groups to suit the location and purposes of the meeting

E server or List serve tools could simplify communications among and between members
- Use current technology to update members about issues/activities
- Provide technical assistance to one another electronically
- Use technology to post calendar of events, fundraisers, other information for shared member/public access
- Select and activate strategic links to other sites that tie in to HMA goals and objectives
- Build an HMA website/help members build their own web sites.
- Link to HMA site?

Calendar of Events and Programs:
- Post on HVCB – Hawaii.com
- Access calendar of events
- Submit information about activity
- Use the calendar of events to avoid scheduling conflicts
- Use the calendar as a tool to capitalize on partnerships/promote collaborations/events
- Focus on serving the Museum community – not just HMA members – this will attract members to HMA

MEMBERSHIP:
- HMA courtesy discount program—

(Continued on page 5)
SPECIAL REPORT

HMA Responds
(Continued from page 4)

What does HMA offer now?
• HMA has profile and recognition
• HMA has a Board
• HMA publishes and distributes a newsletter quarterly
• HMA membership is available to organizations, individuals
• HMA membership triggers reciprocal admissions to member facilities.
• Although originally intended to foster professional development and networking among and between museum staff/professionals—there may be other ways to offer a version of this courtesy to "non-professional" or certain classes of membership.
• Short term two week visitor pass—issued by HMA with formula for distribution of proceeds among stakeholders
• Recently lost coordinative capacity provided by paid staff when grant ended
• Successful track record of grants performance—consider project specific grants in future for capacity building, specific initiatives.
• Partnership potential exists with the University of Hawai‘i

What can participants do to begin to build membership?
• Actively explore partnership opportunities to engage Directors, Trustees and staff of prospective member entities.
• Tell 5 people about the HMA—personally promote the organization to colleagues and peers.
• Sponsor familiarity lunches with PR firms, marketing firms, concierges and other visitor industry links to better understand what their customers want from an organization like HMA.
• Consider developing a 5 stop package—involving five member organizations
• A concierge event
• Target meeting planners to attract large group referrals
• Develop spouse programs/options for major conferences.
• Revisit Mission Statement and By Laws for reaffirmation or update.

Bishop Museum
(Continued from page 1)

Kelvin Taketa, president and CEO of the Hawai‘i Community Foundation, first met Dr. Brown when he worked for the Nature Conservancy in Washington, D.C., and Brown was in the private sector. “Having known Dr. Brown for 15 years, I’m very familiar with his career, and excited by the potential for growth his leadership will bring to Bishop Museum,” said Taketa.

Brown says his three initial priorities are expansion of the museum to better meet general education objectives; doing the best the Museum can to serve the native Hawaiian community; and keeping the Museum’s scientists on the cutting edge of excellence. He says he hopes to strike a good balance between programs and exhibitions that serve educational purposes, and programs that emphasize research.

“I’ve worked with outstanding experts throughout my career, and having now met the Bishop Museum staff, I feel fortunate to be again surrounded by knowledgeable, dedicated people, and confident that together, we will meet our objectives,” Brown said.

Brown was vice president for environmental planning and programs at Waste Management, Inc., the world’s largest waste management company, and was the architect of its comprehensive environmental policy. Brown was also a principal at Hagler Bailly Consulting, where he supervised international projects undertaken by the firm for U.S.AID, the Asian Development Bank, the World Bank and private sector clients.

Brown is a graduate of University of Virginia, and of Johns Hopkins University, where he received his Masters degree. He graduated from the University of Hawai‘i with a doctorate in zoology in 1973 and from Harvard Law School in 1977. Brown is married to Mary McLeod, and has two daughters, Julia and Emma Brown.
Maui Ocean Center

(Continued from page 1)

The Maui Ocean Center's partnership with University of Hawai'i is a program designed to support students interested in the marine environment and the professions within the dynamic field. The internship engages two separate projects involving vastly different aspects of the marine ecosystem. The first project focuses on Hawaiian names of common marine organisms and the traditional uses of them while the second project involves monitoring and experimenting with coral fragments to assist in coral reef rehabilitation. All interns participating in the UH-hip program are paid by their host agencies for the work they do throughout the summer. The Irma Penniman Kahn Foundation generously provided the funding for Lincoln's research at the Maui Ocean Center during his 10-week period.

"I have a deep-seeded love of the environment which spawns from the fact that I was practically raised outdoors. After years of conducting studies in the laboratory at Yale, I am anxious to get out in the field and apply all of the classroom knowledge that I have acquired through the arts of research, observations and analysis," says Lincoln. Maui Ocean Center served as Lincoln's facility over the course of 10 weeks to conduct extensive research on coral rehabilitation and the correct Hawaiian names, pronunciations, cultural connections and traditional uses of the marine life featured at Maui Ocean Center.

Through a literature survey and detailed interviews with Hawaiian elders and local fishermen in the community, Lincoln collected more information about the mythology, rituals and Hawaiian traditions that bond our island culture so closely with the ocean.

Lincoln shared the information that he collected with the staff at Maui Ocean Center during three educational seminars at the aquarium. In turn, his valuable research will be communicated by the aquarium's ocean naturalists to the large population of visitors and local residents that visit the aquarium on a daily basis.

The new information that the Maui Ocean Center staff will learn from Lincoln's research will enhance their ability to teach and heighten each guest's experience at the aquarium. "I hope that my approach will emphasize the respect and care the Hawaiians carried for the ocean and instill this respect in the staff and in turn, to all who visit Maui Ocean Center," says Lincoln. "The value of this research extends beyond the factual information that we obtain through the process, I hope that our findings will provide us with a link to the Hawaiian cultural connection to the ocean."

In addition to Lincoln's studies on the proper names of Hawaiian marine life, he worked closely with Maui Ocean Center's curatorial staff and Eric Brown, one of the state's leading marine life experts, to execute new experiments that will benefit the aquarium's coral reef rehabilitation program. Coral reefs are the foundation for most other marine life in our near shore waters. Obtaining as much information as possible on coral mortality and growth is essential to the success of the rehabilitation program. "We are committed to perpetuating the longevity of coral reefs in Hawai'i," say Hannah Bernard, education manager at Maui Ocean Center. "Our curatorial staff collects many different species of coral fragments from the ocean and works very hard to propagate these fragments in the exhibits at the aquarium."

Maui Ocean Center's parent company, Coral World International, has been a world leader in rehabilitating damaged reefs.

According to Lincoln's research thus far, the three fundamental factors that effect coral mortality and growth are exposure to light, the intensity of water currents in the ocean and ocean depth.

Lincoln is currently studying the implications of these factors on coral growth and will create a manual from his research that will serve as a guide for future students to carry on his work at Maui Ocean Center. "Having a better understanding of how corals grow and how the aquarium can create optimal conditions that facilitate maximum growth is a key element to the success of the coral rehabilitation program at Maui Ocean Center," says Lincoln. Successful rehabilitation of coral fragments at Maui Ocean Center results in returning those corals to the ocean to promote the longevity of coral reef ecosystems in our waters.

"Maui Ocean Center is dedicated to building awareness and respect for Hawai'i's precious undersea world," says Maui Ocean Center general manager, Steve Still. "People take care of the things that they love and value in their lives. Maui Ocean Center strives to facilitate the learning process that inspires dedication to and conservation of Hawai'i's marine ecosystem. It is our mission to actively foster understanding, wonder and respect for Hawai'i's marine life. We believe that this knowledge and appreciation will empower us all to preserve our fragile ocean environment for generations to come."

For information please contact the Maui Ocean Center: 192 Ma'alaea Road; Ma'alaea, HI 96793; telephone (808) 270-7085, facsimile (808) 270-7070, email info@mauioceancenter.com or visit our website at www.mauioceancenter.com.
Asian American Places Grants

The Western Office of the National Trust for Historic Preservation is pleased to announce a special grant round for preservation projects related to historic Asian American places in the West, including Alaska, Arizona, California, Hawai‘i, Idaho, Nevada, Oregon, Washington, and the Pacific Island territories. Applications are due March 1, and awards will be announced during Preservation Week, May 12-18, which coincides with Asian Pacific American Heritage Month. Funding for this grant round was made possible by contributions from National Trust Advisors from the Western Region.

For more information and to obtain application guidelines, please contact Anne Gailliot, NTHP Western Office, 8 California Street, Suite 400, San Francisco, CA 94111, 415-956-0610, <anne_gailliot@nthp.org>.

New Postal Policy

The US Postal Service intends to irradiate selected mail to sterilize it from possible anthrax contaminations, using high energy electron irradiation technology. This could cause damage to research specimens and museum collection items. For more information, please see http://www.si.edu/scmre/mail_irradiation.html.

Wanted Niihou Editor

HMA is seeking an editor for its quarterly newsletter. Position pays $225.00 per issue. Interested individuals should contact HMA President Georgianna Lagoria at the Contemporary Museum for more information, phone (808) 526-1322. Deadline: January 31, 2002.

Save This Date

The HMA annual conference, Partnerships & Collaborations, is tentatively set for May 23–24, 2002. For more information contact Inger Tully at 808/572-6560 or <hui@maui.net>.

HMA seeks Marketing Input

Anne Smoke is interested in rebuilding a marketing consortium to plan the next phases of the Marketing Partnership plan. HMA asks for only one to two hours per month, your expertise and great ideas.

The mission of the marketing consortium is to identify the current marketing needs of Hawai‘i’s museums then plan and prioritize the next steps to increase visibility of Hawai‘i’s museums among visitors and travel industry professionals.

Meetings will be held once per month, beginning in February. An informal fact-finding discussion about marketing ideas and opportunities will be held during the January Impact Seminar.

Contact Anne via e-mail <asmoke@lava.net> or by phone at 988-7814. She’s looking forward to hearing from you.

Update on What’s Brewing for HMA

Inger Tully, our Director-at-Large from Hui No‘eau Visual Arts Center on Maui, is diligently planning our swiftly upcoming conference for 2002. Keep an eye on your mail boxes for conference news. If you have any ideas you would like to share for the conference, please let her know. She can be reached at <hui@maui.net>.

We are getting ready to reach out for new members and to find new ways to better serve all of our membership. To that end, Malia Baron, HMA O‘ahu director, would like to put a call out to anyone interested in helping on the HMA membership committee. Folks from Kaua‘i, Maui, Lana‘i, Moloka‘i and the Big Island—let her know what your needs are! Or better yet, jump in and help us create a great membership drive. Please contact Malia at <mbaron@bishopmuseum.org> if you would like to participate this year.

Malia is also working on pulling together a few lunch/pauhana get-togethers. She would like to bring in special speakers to give these gatherings some focus and talk story with colleagues. If you have someone at your museum or business who you think would like to chat with us, please let Malia know.

If you have any questions about HMA, please ask your closest representative or fellow HMA-List members. And make sure to check out the HMA website at http://openstudio.hawaii.edu/hma.

Save This Date

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**Fall/Winter Calendar**

**JANUARY**

- **15** Deadline, IMLS—General Operating Support Grants: www.imls.gov; 202/606-8539


**FEBRUARY**

- **1** Deadline, Hawai‘i Council for the Humanities (HCH): preliminary regular grants, mini grants, planning grants, and research assistance grants for projects and activities beginning after March 1: http://planet-hawaii.com/hch/; 808/732-5402


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**Hawai‘i Museums Association**

The Hawai‘i Museums Association is a non-profit corporation dedicated to communication and cooperation among the staffs and supporters of Hawai‘i’s museums.

Membership is open to all individuals, educational institutions, historical organizations and museums interested in the growth and development of the museum profession and its activities in the State of Hawai‘i.

To apply for individual membership, send a check for $35 with your name, address/zip code, home and business phone numbers, organization and your position title to: Hawai‘i Museums Association, P.O. Box 4125, Honolulu, Hawai‘i 96812-4125. Information on membership is also available on our web site http://openstudio.hawaii.edu/hma/

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**Nuhou**

**Editor:** Susan Shaner

**Adviser:** Jennifer Saville

**Design, Production & Distribution:** Susan Shaner

**Hawaiian Language Advisor:** Keola Cabacungan

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