



# PACIFIC RIM CONCEPTS LLC

## *Professionals in meeting and event design*

45-520 Kamooalii Street | Kaneohe, Hawaii 96744  
Phone: 808-864-9812 | Toll free: 1-866-211-3427 | International: 1-858-712-8776  
Email: [prc@hawaii.rr.com](mailto:prc@hawaii.rr.com) | Website: <https://www.pacificrimconcepts.net>

**Pacific Rim Concepts** mission is to offer personalized service in meeting and event planning, provide value, and exceed expectations... to ensure that your event be successful and rewarding. Whether you are hosting a virtual conference or an in-person convention of thousands, we offer personalized service for all your meeting and event planning needs.

Going into our 20<sup>th</sup> year of service, we are a full-service event planning company, starting with event concept to execution, and every logistic and detail in-between. Based in Hawaii, Pacific Rim Concepts has mobile capabilities and has serviced events and conferences in Guam, Saipan, Samoa, Japan, Costa Rica, and the neighbor islands. Pacific Rim Concepts also specializes in Green conferencing.



***Have Pacific Rim Concepts bring Aloha to your next event!***

### About Our Team

Pacific Rim Concepts started in December 2000 and has over 60 years of combined leadership in event planning; convention service; hospitality; food and beverage; and catering. This meeting and event design team has expertise in "front of the house" hospitality for positive guest experiences to "back of the house" logistical planning up to the finest detail. Our strengths are in logistical planning from the very intimate to the very large, in a controlled venue, or off-property in an outdoor setting.



#### **Lee-Ann Choy, Owner & President**

Prior to opening Pacific Rim Concepts, Lee-Ann was on the opening team of the Hawaii Convention Center managing the Events Department. She has over 30+ years of experience in the travel industry including conference management at the Hilton Hawaiian Village. She is experienced in registration systems, trade show set up, food & beverage catering, meeting and production arrangements. Lee-Ann teaches Event Management & Marketing at her alma mater, the University of Hawaii, School of Travel Industry Management. She is also President of TIM International, the alumni association of the UH School of Travel Industry Management. Outside of her business, she continues to share her expertise and heart for service in her church and community.



#### **C. Haunani Maunu-Hendrix, Associate**

Of native Hawaiian ancestry, Haunani has been immersed in a career in travel with a tangible passion for integrating heritage and culture. She has extensive experience with hotel sales and marketing and served as Director for various Hawaii properties. She has held key management positions as destination management companies operating groups, meetings and citywide conventions. In her career, she has designed custom itineraries for the non-profit National Park Conservation Association, National Geographic Kids and the Smithsonian Institute. She is a board member with Aloha Festivals and University of Hawaii Kapiolani Community College School of Travel Industry Management. Haunani is a graduate of Eastern Washington University with a Bachelor of Fine Arts degree.

***Let Pacific Rim Concepts LLC plan your next event and be a part of your Team.***

## Our Services

### Audio visual & lighting design and management

With over 20 years of experience working with audio visual and lighting contractors, we have the knowledge to manage this high-ticket item. We can offer ideas to stir the senses and create the “look & feel” of the event.

### Budgeting, financial management

We will work with you in creating your event budget and manage it. We can provide financial collection services (including credit card collection) and disbursements. We will offer a list of resources for the best price and service and negotiate contracts on your behalf.

### Concept design and theme creation

Tell us your ideas and objectives, and we will work with you in creating a theme and designing an event.

### Decorations, entertainment and hospitality coordination

Design, selection, and negotiation for decorations and entertainment to fit your theme and budget, we have a variety of creative and entertaining resources.

### Food & beverage menu design and service management

Our strength is in this area, from working in hotel kitchens and banquet facilities for many years. We take your ideas, and work with the creative chef's in a menu design your guest will remember.

### Graphic design, printing & mailing services

Graphic design, printing and mailing services are available for your logo, brochures, invitations, flyers, posters, programs, etc.

### Hospitality coordination is the “Aloha” spirit.

We always place a little bit of “Aloha” in each event we coordinate.

### Marketing, public relations and advertising

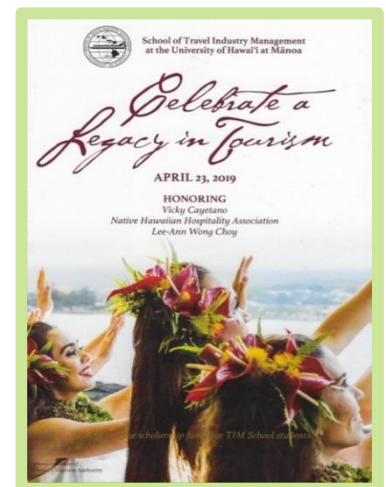
Private or public, every event needs to be announced. Let us help you get the word out, and build attendance.

### Meeting space management

With so many events under our belt, we will take a facility and maximize it to its greatest potential for your use, for the best price, and make it unique for your event.

### Programming, directing, and execution for LIVE or VIRTUAL programs

A speaker or presentation is only as good as the director. We will work as a liaison between the audio and lighting technicians, presenters and entertainers. Our virtual production team will manage the virtual platform set up; video and audio settings, attendance, breakout rooms, polls, question & answer / chat discussions. Cues are not to be missed!





## Registration

Creating or working with existing data bases to get the word out, we will manage your invitation list; collect registration with CVENT on-line reporting & tracking software; coordinate and manage the on-site registration desk with on-demand badge printing; QR code attendance tracking and ticketing. Registration integration with Zoom and other platforms available. [CVENT Event Management Certified]

## Speaker hospitality and coordination

We'll hold their hand, and coordinate your speakers travel arrangements, biography & presentation collection, and add a touch of "Aloha".

## Sponsorship and donation campaigns

We will work with you on preparing databases, letters and forms, and assist in the follow up for sponsorship or donation campaigns.

## Staffing and support services, security

Need help. We can provide staffing for the event. We will prepare a manpower schedule and job descriptions to fit your event. Training also available.

## Trade show, exhibition sales & coordination

Sharing of ideas, products and services... the newest gadgets. We will work with you on preparing a list of exhibitors to invite, prepare the exhibitor prospectus, collect the registration, manage the communication and coordinate the decorator services and set up.



## Travel, lodging, tours and transportation services

We will help arrange contracts or programs for travel to get the people to your event; stay at the facility or take them on tours.

## Venue search and selection

Video, satellite facilities, convention centers, hotels, private clubs, educational institutions, unique locations, indoor or out-door... we will take your ideas and find the right location for our event.

## *Be a GUEST at your own event!*

For more information on how we can arrange your special event, visit [www.pacificrimconcepts.net](http://www.pacificrimconcepts.net) or call 808-864-9812.



## Portfolio and References

Local or international; public or private; intimate or city-wide; corporate; association; government; educational; scientific; fundraising; gala; trade show exhibition; festival; gala ... we've done it.



Actus Lend Lease

'Ahahui o nā Kauka – Pacific Regional Indigenous Doctors Conference (PRiDOC)

American Institute of Architects, Honolulu Chapter

Amway Japan\*

Asia Pacific Homeland Security Summit\*

Association of Tropical Biology & Conservation

Bishop Museum\*

Centennial - Korean Americans Immigration

Chamber of Commerce of Hawaii

Chinese Chamber of Commerce\*

Environmental Protection Agency PIEC \*

Hawaii Association of Independent Schools\*

Hawaii Academy of Family Physicians\*

Hawaii Congress of Planning Officials\*

Hawaii Conservation Alliance

Hawaii Dental Association

Hawaii Energy

Hawaii Food & Wine Festival\*

Hawaii Fire Chiefs Association

Hawaii Geographic Information Coordinating Council\*

Hawaii Public Health Association\*

Hawaii State Department of Health, various branches\*

Hawaii State Department of Land & Natural Resources, Division of Aquatic Resources

Hawaii State Department of Transportation

Hawaii Tourism Authority – Hawaii Tourism Conference\*

Hawaii Youth Symphony\*

Honolulu Firefighters Foundation

IBEW 1186

International Coral Reef Symposium

Mayor's Asia Pacific Environmental Summit\*

National Oceanic Atmospheric Administration\*

New Hope Christian Fellowship\*

Pacific Islands Fisheries Group – Hawaii Fishing & Seafood Festival\*

PACAF Korean War Air Power Symposium

U.H. Alumni Association

U.H. School of Travel Industry Management\*

U.S. Coral Reef Task Force

Western Pacific Regional Fisheries Management Council\*

World Conservation Congress 2016 - International Union for Conservation of Nature

\*Repeat Client

<https://hawaiieventscoalition.com/>





November 4, 2020

Ms. Lee-Ann Choy  
Pacific Rim Concepts, LLC  
45-520 Kamooalii St.  
Kaneohe, HI 96744

Dear Ms. Lee-Ann Choy,

Thank you for your support and expertise at the HSBA Virtual Bar Convention held on Friday, October 16, 2020. Your support and enthusiasm contributed to the success of this year's Convention and added great value to the experience for those in attendance.

As our event planner, you are the driving force behind our success. We could have not done it without the help from you and your amazing team. We would love to hear any additional feedback from you and your team to continue making our event better.

We would also like to acknowledge receipt of your generous door prize donations of Hawaiian Music CDs for the Annual Meeting. The donation is not deductible as a charitable deduction. Should you need additional information, please contact your financial advisor. Again, thank you for your support and donation at the 2020 HSBA Bar Convention. We look forward to working with you again for our 2021 HSBA Bar Convention.

Sincerely,

Adrienne K. Hayashi  
Director of Programs & Events

Tara-Ann Pacubas  
Member Services Coordinator

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1100 Alakea Street, Suite 1000 • Honolulu, HI 96813 • Phone: (808) 537-1868 • Fax: (808) 521-7936 • <http://HSBA.org>





## **'Ahahui o nā Kauka**

677 Ala Moana Blvd., Suite 1015

Honolulu HI 96813

Phone 808.548.0270

E-mail [huikauka@gmail.com](mailto:huikauka@gmail.com)

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Kim Ku'ulei Birnie

Lee-Ann Choy  
Pacific Rim Concepts LLC  
45-520 Kamooalii Street  
Kaneohe, HI 96744

December 20, 2019

Dear Lee-Ann,

Please forgive this very delayed letter of appreciation. On behalf of the 'Ahahui o nā Kauka, we would like offer our sincerest, deepest mahalo nui (thank you very much) for the tremendous work and incredible support you and your Pacific Rim Concepts team offered to us for the 9<sup>th</sup> Biannual Pacific Rim Indigenous Doctors Conference. The conference, held July 12-17, 2018 in Hilo, Hawai'i attracted a diverse group of over 300 indigenous physicians, medical students and healthcare providers from around the Pacific.

Our conference presented special challenges for your team, including accommodating a variety of indigenous protocols and cultural activities, incorporating multiple meeting sites, both community and university based scattered around the island along with transportation, provision of all meals and taking care of our families and guests, many of them international visitors. There were many last minute changes due to the large number of late registrations as well. Finally, we had to meet all the requirements of a medical education conference offering 28.5 AMA PRA category 1 CME credits!

As can be expected with a conference as complex as ours, there were some challenges along the way, but you and your staff remained calm and upbeat throughout it all. We appreciated your flexibility as well as the network of people that you were able to bring together to make our conference the tremendous success that it was. We still run into conference attendees, even on a recent trip to Aotearoa (New Zealand), who rave about what a fantastic conference it was. You can see from the evaluation material included that the conference was not only educational but deeply moving and spiritual as well.

Please know that we are very grateful for all you've done. We give you and Pacific Rim Concepts our strongest recommendation if you should need that in the future. Please feel free to share my contact information as a reference. I'm sure, when PRIDoC returns to Hawai'i in 2028, we'll be in touch!

Aloha,

  
Martina L. Kamaka, MD



# NATIONAL TROPICAL BOTANICAL GARDEN

Chartered by Congress to Create a National Resource in Conservation, Research, and Education

November 11, 2016

Lee-Ann Choy  
Pacific Rim Concepts LLC  
45-520 Kamooalii Street  
Kaneohe, HI 96744

Aloha Lee-Ann,

It is my great pleasure to write this letter of support for you and the team at Pacific Rim Concepts LLC. Over the past decade you and your team have done an excellent job in organizing the Hawaii Conservation Conference which has been held at the Hawaii Convention Center. It was because of the top-notch work that you did with the our local conservation conference, which attracts 1,000+ people each year, that I asked you to jump in and help us with the International Union for Conservation of Nature's World Conservation Congress which Hawaii just hosted from September 1-10, 2016)

As the Vice-Chair of the WCC National Host Committee / Hawai'i 2016 ("Host Committee"), a Hawaii nonprofit corporation created to assist the State of Hawaii in carrying out its hosting obligations, I knew we needed the very best talent to pull off this huge and very complex Congress. Hawaii had never seen anything like it with 10,000 delegates from 192 countries and simultaneous translation into 3 languages not to mention over 2,000 events/sessions over five days ... it was mind-boggling!!!

I am very proud to say that it was at my recommendation that the Host Committee agreed to hire you as the Professional Congress Organizer (PCO) for this high-profile event. I am even prouder to say that you did an outstanding job and to this day I am still getting compliments about how smooth everything went and how well it all worked. In the months running up to the Congress you made the planning look easy and during the Congress, while we were all exhausted, you seemed to have an endless supply of energy and solutions for everything that came up as a problem.

As the PCO you had enormous responsibility including: Manage and coordinate all operational aspects of delivering the Congress as described in the Hosting Agreement. Work with IUCN Congress team and the Hawaii destination support services such as the Hawaii Convention Center, hotels, transportation companies, AV and IT contractors, and Congress Team contractors such as the Chief Interpreter, Chief Rappator, Translators, Facilitators, Photography & Video, Security services and federal agencies, as well as overseeing the volunteer team program; Manage WCC affiliate social and parallel events; Assist procurement process for contractors and venues; Coordinate Opening Reception (catering by over 20 restaurants); Management of exhibition set up and services.

Lee-Ann I can honestly say that we could not have pulled this off without you. Not only did you fulfill every aspect of your job with a professional skill second to none, but working with you, even when the pressure was on, was truly enjoyable and you were always very professional.

As a result of this experience, I have the highest confidence in writing this letter of recommendation for you and am happy to communicate directly with anyone who might have any questions about our experience in working with you. With much aloha and appreciation,

Chipper Wichman,  
Vice of the WCC National Host Committee / Hawai'i 2016  
President and CEO of the National Tropical Botanical Garden

August 19, 2015

To Whom It May Concern:

It is my pleasure to recommend Pacific Rim Concepts as an events coordinator, particularly to government agencies.

Over the years, they have provided us with services for important City events, including the Hawaii Congress of Planning Officials statewide conference, and a Permit Symposium for developers and contractors. We have recommended them to other county and state planning departments.

Their services reflect a high degree of initiative, responsiveness, and conscientiousness. They are also very patient—with respect to waiting for the procurement process, waiting for key decisions to be made, and waiting for invoices to be paid. They are also very flexible in negotiating the scope of their contract, understanding the limits of government resources.

Finally, Jon and Lee-Ann are calm, friendly people who significantly reduce the stresses of hosting an event, especially when an organization has little, to no experience in handling this kind of responsibility.

Should you have any questions, you may contact me at 768-8053 or [ksokugawa@honolulu.gov](mailto:ksokugawa@honolulu.gov).

Sincerely,



Kathy Sokugawa  
Chief Planner, Planning Division  
City and County of Honolulu



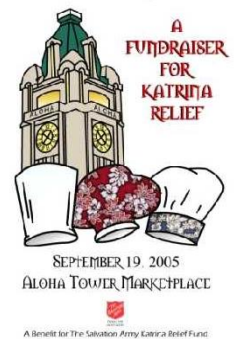
## A Wave of Aloha



## CHEFS FOR HOPE



## CHEFS FOR HOPE



## *"A Labor of Love"*

It starts with an unfortunate disaster, caught off-guard, in another part of the world... a tsunami, an earthquake, or a typhoon; natural disasters, lives lost, homes destroyed, a tug at our hearts to reach out and help however we can, even though we are so far away.

The spirit to love and help a neighbor in need prevails from these islands, as chefs and restaurants, and the supporters in catering & event service business' collaborate for one night to raise funds for these disaster relief missions. A phone call or email, and in just 2 short weeks, the event is pulled together. All food & beverage, furniture & linens, entertainment, audio & video equipment, paper goods, printing, flowers, parking, everything donated.

The first event, Wave of Aloha (January 2005) exceeded expectations and raised over \$200,000 with over 2,000 attendees. Then, just 9 months later a 2<sup>nd</sup> disaster fundraiser for the victims of Katrina – generous support, generous donors raised over \$136,500. In 2011, disaster struck Japan; and in 2013, the Philippines.

The formula remains steadfast, one will not do it without the other – Chai Chaowasaree rallies his friends, Lee-Ann Choy of Pacific Rim Concepts pulls all of the other logistics and details together. To this day they still chuckle how fate put them together. Chai announced the fundraiser in a Sunday Dining-Out ad, than Lee-Ann called to offer assistance. They've never really worked together before, but the trust and respect for each other's talents and gifting, and with all the support of the industry professionals and purveyors, together they are able to accomplish and execute a gastronomical and entertaining fundraising event in a few weeks.

Thank you to all those who participated and supported these fundraising events, we could not have done it without you.

