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**FOR IMMEDIATE RELEASE**

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**INTERNATIONAL FOUNDATION OF EMPLOYEE BENEFIT PLANS RETURNS TO HAWAII FOR 61<sup>ST</sup> ANNUAL EMPLOYEE BENEFITS CONFERENCE**

*– The Foundation is expected to welcome more than 6,000 visitors to Hawai'i –*

**HONOLULU** – The International Foundation of Employee Benefit Plans will hold its [61<sup>st</sup> Annual Employee Benefits Conference](#) from Nov. 8-11 at the [Hawai'i Convention Center](#) on O'ahu. A tradition since the 1970's, the Foundation continues to host the conference in Hawai'i every five years. The conference is expected to welcome more than 6,000 attendees, staff, sponsors, exhibitors and board and committee members to the state of Hawai'i.

"We continue returning to Hawai'i for our Annual Employee Benefits Conference because immediately upon exiting the plane we feel the Aloha spirit," said Michael Wilson, the Foundation's chief executive officer. "The warm and welcoming atmosphere captures everyone, creating a comfortable environment for learning and working."

As the nation's largest employee benefits conference, this year's International Foundation Annual Conference is expected to generate an economic impact for the State of Hawai'i of more than \$28,906,783 million in total spending and \$2,803,958 million in tax revenue. In addition, it is anticipated that many conference attendees and staff are traveling with their families and are expected to extend their time in the Hawaiian Islands for vacation, further enhancing the Foundation's economic impact on the state's visitor industry.

"We are honored to continue our relationship with the Foundation, who is a great example of an organization that maximizes the unique benefits of what Hawai'i and the Hawai'i Convention Center has to offer to enhance their program," said Randy Baldemor, chief operating officer for the Hawai'i Tourism Authority. "We wish them a successful and productive meeting this week."

The Annual Conference offers a unique opportunity for labor, management, and administrative representatives of benefit funds to receive the education they need in one place. Networking opportunities, more than 100 educational sessions, and renowned keynote speakers make this a must-attend event for those in the employee benefits industry. This year's keynote speakers include:

- Marcus Luttrell, best-selling author and decorated Navy Seal
- Scott Christopher, author, speaker and actor
- Michael Allosso, professional training, coaching consultant and contractor

-more-

As an educational association committed to providing a retirement security framework to its participants, the Foundation recognizes the critical role literacy plays in taking that first step toward a secure future. With this mission in mind, the Foundation is giving back to Hawai'i's local community by making a \$15,000 donation to Hawaii Literacy, an organization that works to equip individuals with the ability to read and write through classes taught solely by volunteers.

The International Foundation of Employee Benefit Plans is the premier educational organization dedicated to providing the diverse employee benefits community with objective, solution-oriented education, research and information to ensure the health and financial security of plan beneficiaries worldwide. The Foundation has more than 33,000 multiemployer, corporate and public sector members representing over 25 million lives. For additional information, visit [www.ifebp.org](http://www.ifebp.org).

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### **About Meet Hawai'i**

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for business meetings, conventions, and incentive programs. The marketing efforts of the Meet Hawai'i team are overseen by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's tourism agency. HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For information about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit [MeetHawaii.com](http://MeetHawaii.com).

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