



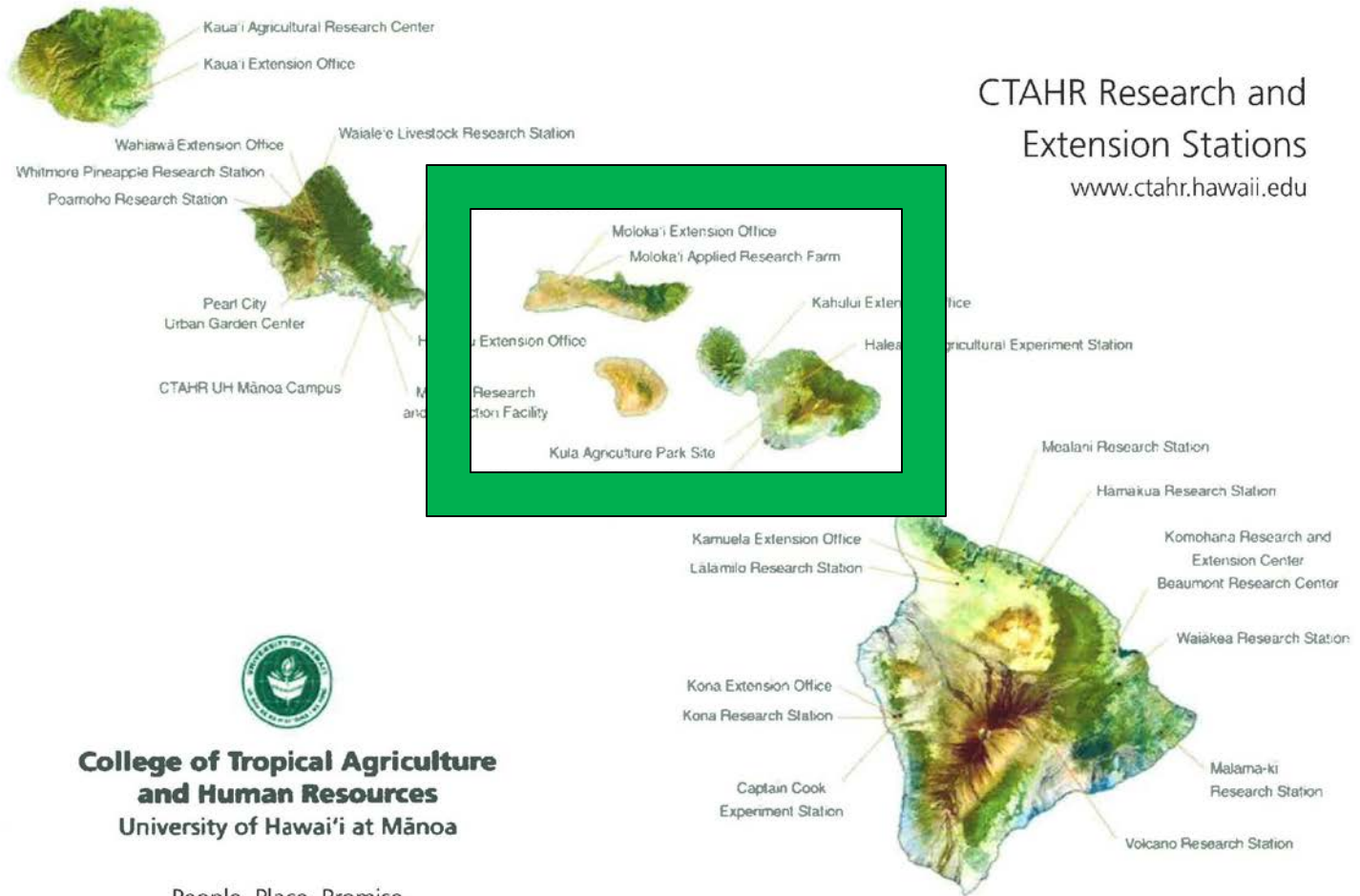
County Level Advocacy & Partnership Leads to Increased \$\$\$ for Extension Programs!

Cindy Reeves, PhD, MPH

Maui County Administrator

College of Tropical Agriculture and Human Resources

University of Hawai'i at Mānoa



CTAHR Research and
 Extension Stations
www.ctahr.hawaii.edu



**College of Tropical Agriculture
 and Human Resources**
 University of Hawai'i at Mānoa

People, Place, Promise



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Neither Federal, State nor County Support is increasing for Cooperative Extension

UH Maui County budget incurred a 3% recision in 2014, has now been flat through 2019.

- Historically, none of Hawaii's counties contribute to Cooperative Extension (only State & Fed)
- Maui County is the only HI County with a budget line
- Hawaii State Legislature has cut University of Hawaii funding significantly over the past five years
- There is no national resource that documents the %-Fed/State/County contributions to County Cooperative Extension programs (APLU or ECOP?)



Why had Cooperative Extension budget line been cut from \$80K to \$40K?

Initiate those hard discussions and listen...

What was learned:

- Maui Cooperative Extension had become irrelevant
- Agents doing the same things in the same way they had for decades
- No reports received for at least two years
- Same projects being put forward year after year—no results or next steps; how are County \$\$ being used to benefit the County?
- Didn't even use all \$80K....why give more?



Next Steps...

Needed to get CE ask into the Mayor's Budget!

Only one week remained until deadline for Mayor's budget to be finalized and sent to the County Council





WE ARE CTAHR

Landscape and Turfgrass
Integrated Pest Management *Economic Development*
Intergenerational Programs *Family Financial Security*


UH CTAHR MAUI COOPERATIVE EXTENSION

4-H Youth Programs *Food Safety* *Master Gardener Helpline*
Nutrition and Health *Ag and Natural Resources*
Cut Flowers *Invasive Species*
Edible Crops





The Result...



**Cooperative
Extension line item
in the Mayor's 2015
budget was increased
to **\$100,000!****

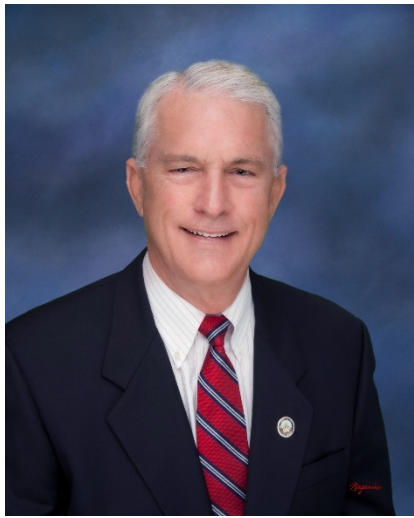


Next Steps...

1. Mayor's 2015 budget sent to the County Council for review and approval
2. Council member and Budget Chair, Hokama, cuts the Mayor's budget, across the board, back to 2014 figures
3. Cooperative Extension is now back to square one with a \$40,000 budget line....

The Challenge:
How to get the CE budget
increased in an austere
budget year?

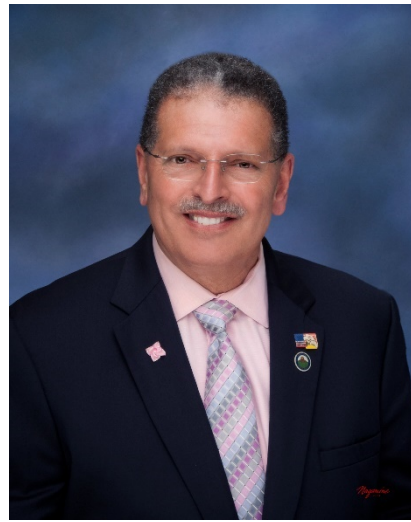




Mike White,
Council Chair



Don Guzman,
Vice Chair



Michael Victorino



Elle Cochran



Robert Carroll



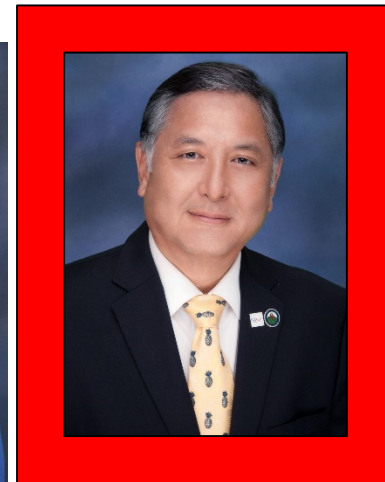
Gladys Baisa



Don Couch



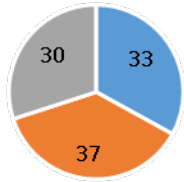
Stacy Crivello



Riki Hokama

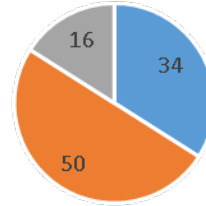


New Mexico, Dona Ana County (pop. 213,460)



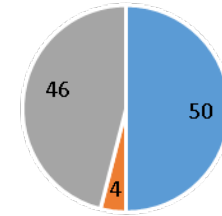
■ County ■ State ■ Federal ■

Washington, Benton County (pop. 184,486)



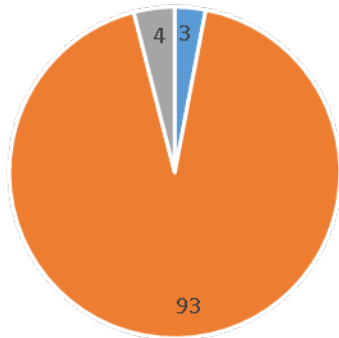
■ County ■ State ■ Federal ■

Montana, Yellowstone County (pop. 154,162)



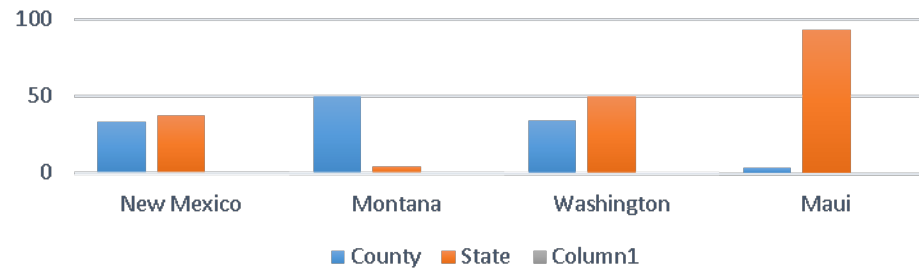
■ County ■ State ■ Federal ■

Hawaii, Maui County (pop. 160,202)



■ County ■ State ■ Federal ■

State & County Budget Contributions to County Cooperative Extension (%)



Next Steps...

- Stage is set for Council Budget hearings
- Maui OED Director phones me, advises that I testify during the Council budget hearings, for any hope of funding....April 22...first testimony.

***Recognize the importance of networking and developing mentors...it pays off!

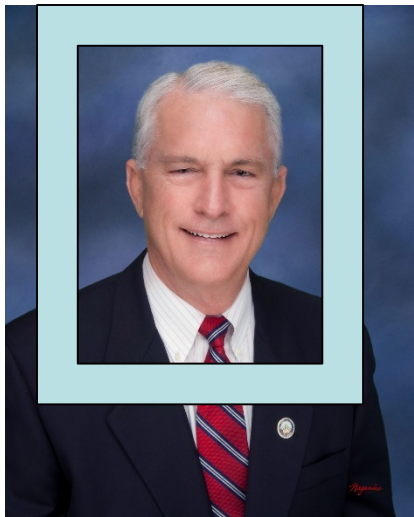
- Testimony #2 on April 29 in support of entire OED budget
- Testimony #3 on May 1 to increase CES budget line



The Result...

**Cooperative
Extension line item
in the Maui County
2015 budget was
increased to
\$100,000!**





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Robert Carroll



Gladys Baisa



Don Couch



Stacy Crivello



Riki Hokama



Yay, we won! What's next?

- Sent handwritten thank-you's to ALL Council Members
- CES project selection changed to a Statewide competition open to all CTAHR Extension Specialists and Agents willing to work in Maui
- Recruited Director of OED and her Ag Advisory staffer to serve as reviewers of the proposals
- (18) proposals received; (7) included in overall proposal



Funding is bringing more researchers and projects to Maui County, while meeting County needs:

- **Effectiveness of cassava as an axis deer hedge-fence to protect interior farm crops.**
- **Survey of lobate lac scale on Maui, Molokai and Lanai**
- **Evaluation of 'ulu (breadfruit) varieties on Maui and Molokai.**
- **Succession planning for Maui's Ag-related businesses**
- **Isolation and characterization of probiotic bacteria in poi manufactured in Maui.**
- **Development of two 4-H Livestock Day Camps and a 2-day overnight camp for Maui & Molokai clubs**
- **Improve disease control in Protea, Leucadendron, and Leucospermum crops on Maui**
- **Protection of East Maui Watershed Against Miconia**



Plus, I got to replace this ancient tractor...



...with this lovely new little Kubota!



...our first new vehicle in 12 years!



...as well as install \$27,000 of new distance teaching video & sound equipment, air conditioners and new tables in our teaching classroom!!



Further leveraging relationships...how can we help the County meet their needs, while fulfilling our mission?

- Leveraged an RFA grant opportunity by partnering with OED and Maui Chamber of Commerce on a matching-grant to fund the development of an online marketing website based on the Made in Maui County annual event!
- Grant was funded by USDA Ag Marketing Service
- OED and Chamber get year-round marketing for Maui County agricultural value-added product farmers and vendor participants in the Made in Maui County event.



2nd Annual
**MADE IN MAUI COUNTY
FESTIVAL**

FRIDAY, NOVEMBER 6, 2015 • 2PM - 6PM & SATURDAY, NOVEMBER 7, 2015 • 8AM - 4:30PM

MAUI ARTS & CULTURAL CENTER, ONE CAMERON WAY, KAHULUI, MAUI



Presented by:



Maui County's
BIGGEST
product show!

2015 EVENT PROGRAM AND RESOURCE GUIDE



VISIT THE HAWAIIAN AIRLINES TABLE IN THE YOKOUCHI PAVILION AND ENTER TO WIN **120,000 HAWAIIAN MILES!**



Obtained funding to convert static web pages into a dynamic vendor marketplace with 24/7 marketing capacity...

Made in Maui County Marketplace: <http://www.madeinmauicounty.com/>



2016 MADE IN MAUI COUNTY FESTIVAL

HOME ABOUT US FAQ THE BUZZ ACTIVITIES VENDORS FOOD TRUCKS SPONSORS NEWS CONTACT

2014 VENDORS

Over 130 **PRODUCT VENDORS** showcased their awesome products during the Made in Maui County Festival:

- 808 Clothing** – T-shirts and hats screen-printed & embroidered w/ original Maui artists' designs
- 808 Shells** – Phone cases w/ laser-engraved and full-color designs done by local artists
- Aloha Botanicals Maui** – Tropical plants, orchids, bonsai, edible-fruit bearing plants & trees
- Aloha Letterpress** – Letterpress printed stationery w/ custom designs using antique printing presses
- Aloha Spiced Cacao** – Unsweetened CoCo Cacao, Cookies n' Cream Hot Chocolate, CoCo Cacao Frappe; Mu Biles
- Aloha Wizard's Wands & Canes** – Hand-carved wood products
- alohahonu** – Hawaiian/English children's picture books w/ plush toy
- Alohi Images Maui** – Island-inspired photography note cards
- Amata Jewelry Studio** – Gold/silver and semi-precious/precious gemstones jewelry
- Angel Built Jewelry** – Unique handmade jewelry with artistic wire sculpting, gemstones & pearls



Arts & Crafts ▾

Home & Living ▾

Food & Beverages ▾

Fashion & Apparel ▾



Made in Maui County Marketplace

Welcome to the Made in Maui County Marketplace – your online directory for quality products made by talented and skilled artisans based on Maui, Molokai and Lanai. Our sellers have to meet the rigorous standards of authenticity established by the annual **Made in Maui County Festival**, Maui County’s largest product show. This shopping resource connects you with our Festival vendors year-round. Whether you’re looking for authentic Hawaiian goods, souvenirs or shopping for one-of-kind gifts made with aloha – we have it here.

READ OUR LATEST BLOGS!

'Alohi Maui: More than Skin Deep

Pack Your (Sail) Bags! - There's a Bag For That

Na Koa Brand: Keeping Hawaii Close to Your

all i see is ART by Leah M. Santos

What does Maui County CES get???

Truly a Win-Win Outcome...

- CES is now seen to be clearly supporting the actual needs of Maui County. Our projects supported by County \$\$\$ were actually chosen by the County Agency decision-makers.
- The MIMC grant partnership met specific needs of the County and Business sector by providing resources beyond their limited budgets (web design, staffing, computers)
- CES is seen as strongly supporting our local ag producers with year round marketing of their value-added products beyond the annual event.
- UH Manoa CTAHR gets our logo on the website, partners provided 100% of the match, we received indirect cost benefits and travel for presentations!





**CES now has good friends in the
County Government and the
Business sector who are more than
willing to extol our virtues to
decision-makers at every
opportunity!**



translating research

Transformational Education

civic engagement

FOOD SAFETY

water conservation

COOPERATIVE EXTENSION

TRUSTED RESOURCE

Rural

URBAN

national network

ONLINE

train the trainer

seminars

Leadership Development

agriculture

ENERGY

ENVIRONMENT

ranching

HEALTHY PEOPLE

ask-an-expert

HORTICULTURE

Disaster preparedness

FORESTRY

learning tools

farming

nutrition

Small Business

4-H youth development

webinars

FAMILY WELL-BEING

community economic vitality

Local Access

All 50 states
District of Columbia
U.S. territories

part of Land-grant University System