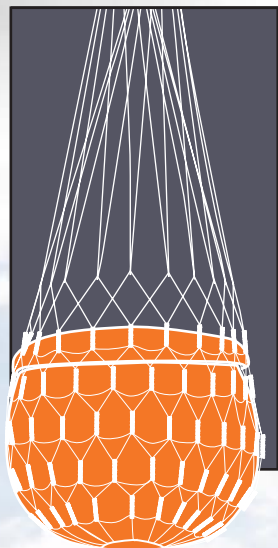


‘Umeke Kā’eo

A Well Filled Calabash, A Well Filled Mind

HAWAIIAN ISLANDS LAND TRUST

N E W S L E T T E R



Our focus turns to Conservation on an Iconic Scale

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'Umeke Kā'eo is the newsletter publication of Hawaiian Islands Land Trust, a 501 (c) 3 non-profit organization committed to land conservation in Hawai'i.

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Musings from the E.D.

— Anders F. Lyons

In October, board, staff, and founding few members gathered to discuss the future operating model of the Land Trust. We first reaffirmed our commitment to protecting ecologically significant habitat, farm and ranchlands, culturally significant areas, and lands that provide public access to recreational and natural areas. It was also decided to add significant view corridors to our portfolio of conservation criteria as a way to provide urban and suburban areas the benefits of land protection. After all, for some, access to land is not just a physical experience, but a visual one as well.

Over the course of the retreat, the most significant paradigm change came with a resounding vote of unanimous support: the Land Trust must begin to operate proactively to truly have conservation impact. Despite our successes

—we currently protect over 17,500 acres across Hawai'i—it was determined that we have outgrown a responsive model that waits for conservation opportunities to present themselves.

As a matter of course, it was determined that HILT must invest in identifying the “iconic landscapes” across Hawai'i in need of permanent protection and begin work towards this goal. This process creates an even more preliminary starting point than before—introducing ourselves to landowners, educating them on the benefits of conservation, and nurturing the positive relationships that will affect their decision to protect their lands.

Personally, the thought of protecting iconic landscapes makes me exhilarated with the sheer potential that the Land Trust can affect, for our 'āina and all the people of Hawai'i. I invite you to join us in achieving this exciting new vision.

We're Social!

Three times annually you receive our newsletters, but we have a conversation going year around. You're invited to the discussion!

Join us on Facebook, Twitter (@HILandTrust), and Instagram (@HILandTrust) for news and tidbits—we are always up to something fun, and love sharing updates and photos from our conservation lands.

What's better, through social media, we get to listen. Share your comments, thoughts, wishes, and stories with us, we're at your fingertips!



On the cover: This stunning view of Pu'u O Hoku Ranch on Moloka'i captures the nearly 3000 acres of conservation land protected with Hawaiian Islands Land Trust—nearly the entire east end of the island! Photo: Ron Chappell

Good Things Growing



Macadamia nut farm in Ka'u and sweet potatoes on Hamakua Springs Country Farm.

The Land Trust is working in partnership with the Farm and Ranch Land Protection Program (FRPP) to help purchase conservation easements on five very different landscapes that all have one thing in common—agriculture. From the green slopes of North Kohala where cattle graze above ocean cliffs, to the coffee and macadamia orchards of South Kona and Ka'u, to the intensive agricultural fields of Hamakua Springs Country Farm in South Hilo, to traditional kalo lo'i on Maui, these lands fit our mission of “protecting the places that sustain us” to a T.

Once complete, these projects represent 815 acres protected in perpetuity. These easements are made possible by a conservation program funded by the US Department of Agriculture under the Farm Bill. FRPP is a voluntary program in which matching funds are provided to state or local governments, or non-profits such as our own to purchase conservation easements on farms and ranches. In order to qualify for the easement purchase, the landowners must agree to protect their natural resources and keep their land in agriculture.

FRPP will fund up to 50% of the fair market value of the conservation easement. In most cases, the landowner agrees to donate 25% of the value of the easement and the remaining 25% easement value is raised by the organization holding the easement.

An FRPP easement not only assures that land remains in agriculture, but it also protects the watershed, the soils, and the open spaces. Agricultural easements encourage innovative practices and the efficient use of water and land to contribute to the security and sustainability of Hawaii's food resource. Although the FRPP program has been in place for a number of years, few landowners are aware that it exists. With the help of Natural Resource Conservation Service's Kevin Kinvig in Honolulu and Mike Brady on Maui, and with the interest of an increasing number of landowners, the FRPP program provides HILT an outstanding opportunity to help protect Hawaii's farms and ranches. For more information on FRPP, or other federal conservation programs, visit www.nrcs.usda.gov/programs.

HILT Happenings

Maui

Rancher and ag easement donor Pardee Erdman has joined Hawaiian Islands Land Trust's board of directors. He is patriarch of the multi-generational, family-run Ulu-palakua Ranch. True stewards to the land, Pardee and his family made headlines in 2009 by voluntarily donating the largest conservation easement in Hawai'i, over 11,000 acres. He's embraced the Land Trust's expansion statewide by providing outreach to fellow ranchers and large landowners across the islands. He is a strong supporter of education and conservation on Maui, and we are honored to have his friendship and service to our board.

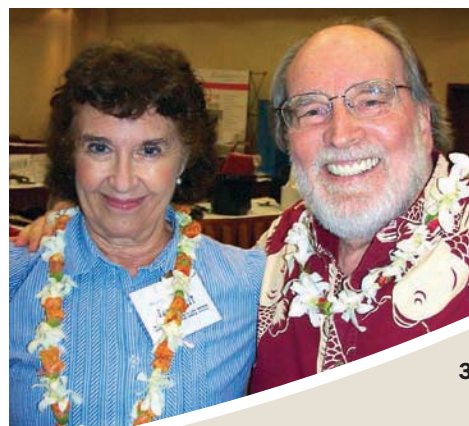


O'ahu

Speakers at TEDxHonolulu this October shared their ideas and passions, among them was HILT director of conservation Scott Fisher. The conference was themed City 2.0, a day of urban inspiration. Talk topics spanned citizenship, traffic solutions, energy efficiency, and connecting with nature. With examples from his own life, Scott presented the idea of healing one's self and community through actively healing our natural areas. Can we begin to care for land as we do our own skin, he questioned. “It was neat to see such a broad array of solutions to our islands most pressing problems being shared. The entire experience was pretty exhilarating,” says Fisher. Videos of presentations, including Scott's, should be available soon. Check www.tedxhonolulu.org, or follow us on Facebook for links.

Hawai'i Island

In early November ranchers and farmer from across Hawai'i gathered in Kona for the Hawaii Cattleman's Council Annual Convention, and HILT was there. We took the opportunity for some face time with the movers and shakers in the ag industry—and a smattering of local politicians (it is an election year.) The two-day event offered presentations on issues like invasive species, drought, and marketing trends. We appreciated the opportunity to educate conference goers on our initiatives to help secure Hawai'i's working ag lands in perpetuity.



Currents



HILT Annual Picnic

We were blessed with great weather, great friends, and a wealth of good vibes for our Annual Picnic this September. Over 200 folks from our HILT 'ohana gathered at the Waihe'e Coastal Dunes & Wetlands Refuge for a barbeque lunch, guided hikes, and keiki activities. This year's event was especially sentimental for us as we were bidding a fond farewell to our retiring executive director, Dale Bonar. Many came to share their aloha with the leader that was instrumental in creating a ground swell for land conservation in Maui County. (See Dale's reflections in the accompanying sidebar.)

We are very grateful to the many local businesses that donated to the success of the Annual Picnic: Mana Foods, Star Soda/ Pepsi Co., Kihei Ice, Patti Cakes Bakery, Menehune Water, Whole Foods Market Kahului, George Kahumoku, Benny Uyetaki, Joel Katz, Jonathan Starr, Maui Huliau Foundation, Fern Duvall, Skippy Hau, West Maui Watershed Partnership, Pacific Whale Foundation, Maui Printing Company, and all our volunteers. Your generosity warms our hearts!

Photo: Monica George | Sara Smith

Dale's Retrospective

A quote from renowned Chicago architect Daniel Burnham has always resonated strongly with me: *"Make no small plans, for they have no magic to stir men's souls."* The Land Trust's past decade of growth certainly exemplifies the sentiment. I am still in awe of the astounding progress we have made. What pleases me most is not just the 17,500 acres protected statewide, but achieving the rarefied status of a professional, nationally accredited organization that is recognized and respected both locally and nationally for our work.

Such status does not simply come from the numbers of acres protected. In my 20 years of work in the field, I've seen a significant change to the mission of land conservation across the nation. There's been a shift from the simple metrics of "bucks and acres" to including more community-directed benefits of education, collaboration and service. Thousands of students and volunteers have experienced the special places we protect, staff members serve on local and state boards and commissions, and we collaborate closely with many local and national nonprofits and governmental agencies to expand public appreciation for conservation and the special quality of life we are so fortunate to experience.

It has been a great privilege to serve our island community in this work. Another quote comes to mind as I hand over the helm, as American essayist Clarissa Oaks said, *"Great ships, when moored in harbor are safe, there can be no doubt. But that is not what great ships are made for."* I am assured of the bright future of the Land Trust.



Greater Good: Conservation on an Iconic Scale

The Land Trust must achieve greater good with its limited resources—this was the unanimous sentiment from our statewide board retreat this past October. In contrast to our long-held operations model, our new marching orders are bold and direct: HILT must begin to work proactively to identify and save Hawai'i's most iconic and endangered landscapes.

As an organization, our conservation work has primarily been dictated by projects that have “walked through the door,” meaning we were approached by willing landowners interested in protecting their lands. Then each project would go through an evaluation process where both feasibility and conservation effect are taken into account. Once evaluated and approved, HILT would then begin the conservation process/ due diligence phase—one that can be as resource draining for a one-acre parcel as it is for a thousand acre parcel.

Hawai'i's landscape has incurred dramatic changes in the last 50 years. What can the Land Trust affect in the coming 50 years to have the most relevance to the community we serve and offer the greatest public benefit? There are still lands that, if lost to development, would forever cast a great shadow of regret across the hearts of those of us who know and love Hawai'i. With this in mind, it was determined that we must have a more thoughtful focus to our limited resources and targeted approach to conservation work.

There are examples that suggest the overwhelming benefit of such an approach, for instance what would the Waikiki skyline be without the pristine silhouette of Diamond Head in the distance? While Diamond Head is “the” iconic Hawai'i landmark (it's on the State quarter after all), there are areas on every island that are just as significant to their communities such as, Honolua Bay on Maui and Coco Palms on Kaua'i.

A paradigm shift like this demands a period of focused organizational growth, and as we approach the new year, we are retooling our work plan. Our conservation councils are discussing and identifying iconic lands most in need of protection on their islands. Staff is looking for grants and funding sources and reviewing outreach strategies. And the board is evaluating their collective skills and connections.

As we move forward with our planning, we need your feedback. What does iconic mean to you? What qualities make a property iconic? What areas on your island should the Land Trust look to protect? We welcome your suggestions, as well as your thoughts on this new direction for the work of Hawaiian Islands Land Trust.

Tell us:

What land would you most like to see protected?

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Giving Matters

Places that Sustain Us: Waihe'e Refuge

-Dale B. Bonar, Ph.D



This past Annual Picnic at Waihe'e Refuge was a wonderful walk down memory lane that, in many ways, exemplified the overall success of the land trust over the years. I first visited the old Waihe'e Dairy site in 2001, it was immediately obvious that this special place of cultural, historical, environmental and recreational significance was exceptionally worthy of conservation. Maui Coastal Land Trust had just been formed, and for a new, relative unknown organization with no previous history of land protection, the prospect of raising over \$5 million to acquire the parcel was, to say the least, a daunting undertaking! However, our founders were an "undaunt-able" group who, by the time I arrived in May 2002, had already identified \$1 million of county open space funding for the project. By the end of that same month, aided by DLNR's Fern Duvall and Jennifer Higashino, we met with powers-that-be from DLNR and USFWS, and with the gentle support of Senator Inouye's staff, had submitted another \$2 million of federal grants that were ultimately received. Over the next two years we lined up the remaining acquisition funding from NOAA coastal protection funds, the new Maui County Open Space Fund, and private donations.

Despite our success, there were still large hurdles threatening our preservation effort, including project district requirements that had been put in place in the 1990s when the land was approved for development as a destination golf resort, and the fact that the property had several small, clouded title kuleana parcels (about 3.4 acres of the 277 acre total). Fortunately, the Land Use Commission modified requirements to suit permanent, non-development preservation, and most surprising to me, we convinced the USFWS and NOAA federal agencies to release funding, even though they typically require only clear-title warranty.

Simultaneously, there was an outpouring of support from the Maui community to clean the beaches, replace invasives with native vegetation, restore roads and buildings, and make it a welcoming place for students and residents to enjoy and learn. Nesting green sea turtles, native monk seals, endangered water birds and native plants have since returned, confirming how important it was that our acquisition and stewardship was successful. The stars aligned, and I know the ancients smiled—it was meant to be.

Buy in to Buy Back the Beach

SAVE THE DATE: 12th annual Buy Back the Beach Benefit Luau is January 26, 2013!

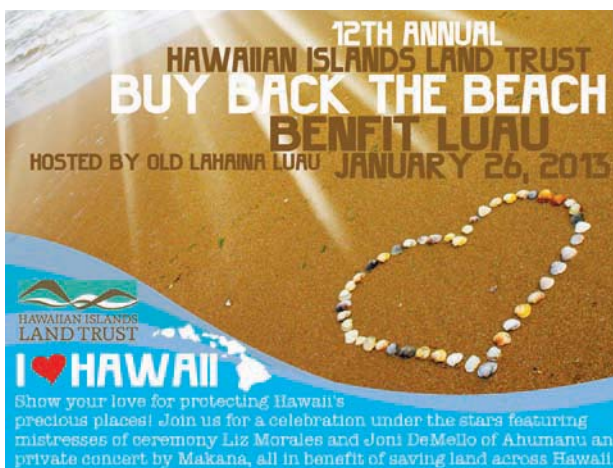
The benefit, hosted by Old Lahaina Luau, is the Land Trust's biggest fundraiser of the year—one that makes waves across the State. The night of Hawaiian food, music, and dance features the "Adventures for the 'Aina" live auction, headlining entertainment, and menu samplings from the Luau, Aloha Mixed Plate, Leoda's Kitchen & Pie Shop, and Star Noodle.

Event sponsorships are available for \$5,000. The call to save land in Hawaii is strongly supported by the community. Align your business with a cause that has stoked the passion and will of our island residents. Your business will receive full publicity benefits in the gala's extensive traditional and social media promotions, a table of eight at the event, and much more. Call Sara at (808) 244-5263 for more info.

Table sponsorships are available for \$1200. Your table of eight will be recognized in event signage, program, and official mahalo ad. Space is limited and table assignments are first come first serve. Book early for the best seats!

If nothing else, join us for a fun night! Individual tickets are \$150 and are on sale now at www.hilt.org.

HAWAIIAN ISLANDS LAND TRUST



Many Ways to Give Thanks

As we head into the holiday season our thoughts tune-in to pie, roast turkey, family meals, counting our blessings, and sharing our gratitude with one another. It's the time of year we take stock of what is important to us, then make year-end gifts to the charities fulfilling the work that most resonates with our values and passions. We'll be mailing out a letter soon. When it reaches you, take inventory of all the benefits conservation land provides: clean air and drinking water, wide-open natural areas, places to connect with nature to surf, fish, soak up the sun, and so much more. With these blessings in mind, consider making an additional gift to Hawaiian Islands Land Trust.

There are many ways to give thanks. A straight cash donation is one, and depending on your personal circumstances, there are others. Consider supporting our conservation work through a gift of stock. When you transfer stocks to us you do not pay capital gains taxes and the Land Trust is able to reap the full price of the stock. Depending on your tax bracket, this could mean the value is up to 30% more when making a stock gift. Another way is to name HILT as a beneficiary of your trust account or life insurance policy. These are real gifts with real impact on our conservation capacity.

As you prepare for the holiday season, count the Land Trust among those with which you will share your gratitude. Your generosity makes a lasting difference.

Planning to Pay It Forward



Imagine your life is a pebble thrown into a pool. What kind of rings would it generate in its wake?

Prearranging support for the Land Trust at the time of your passing perpetuates the gift of your life in way that will resonate for generations to come. Donating your house, property, financial assets, or other tangible assets to the Land Trust is of profound benefit to our operations, aiding us in our promise of perpetuity.

The work to preserve the precious places of Hawai'i personally resonates with many of us who love the islands. Some, like Jackie Brainard of Maui and Katherine Alexander of Kaua'i, will make it their legacy. By naming us in their will, Brainard and Alexander are giving in a way that will have a lasting and permanent impression on the landscape of Hawai'i.

If you have named Hawaiian Islands Land Trust in your will or are interested to know how to incorporate the organization into your estate planning, please contact Anders Lyons at (808) 244-5263 or anders@hilt.org.



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Photo: HILT | Jennifer Luck

Save the Date!

HILT Calendar of Events

December 4 - Kaua'i

Free, guided hike through the Waiakalua conservation area along the beautiful Kilauea coastline. Call (808) 755-5707 for reservations.

December 28 - Maui

Moonlight hike at the Waihe'e Coastal Dunes & Wetlands Refuge. Call (808) 244-5263 for reservations.

January 12 - Maui

Free, guided hike at the Waihe'e Coastal Dunes & Wetlands Refuge. Call (808) 244-5263 for more information.

January 15 - Kaua'i

Free, guided hike through the Waiakalua conservation area along the beautiful Kilauea coastline. Call (808) 755-5707 for reservations.

January 26 - Maui

12th Annual Buy Back the Beach Benefit hosted by Old Lahaina Luau. Purchase tickets at www.hilt.org or (808) 244-5263.

March 9 - Maui

Free, guided hike at the Waihe'e Coastal Dunes & Wetlands Refuge. Call (808) 244-5263 for more information.

March 19 - Kaua'i

Free, guided hike through the Waiakalua conservation area along the beautiful Kilauea coastline. Call (808) 755-5707 for reservations.