



## 2009 ANNUAL REPORT

### Overview

The Friends of Hawai'i Volcanoes National Park (FHVNP) is a non-profit, community-based, membership organization based on the Big Island of Hawai'i. Our goal is to connect people to Hawai'i Volcanoes National Park (HAVO) through education, volunteerism, and philanthropy. We strive to work as a partner with the park to:

- offer year-round educational adventures through the Hawai'i Volcanoes Institute.
- provide educational opportunities to enhance public appreciation, enjoyment, and stewardship of the park's valuable resources.
- provide a volunteer workforce for designated park tasks, such as forest restoration and maintenance of the historic 'Ainahou Ranch.
- support specific projects, programs, and events that enrich visitor and community experiences within the park.
- administer grants and raise funds for agreed-upon park activities, including the Junior Ranger Program and annual Kilauea Cultural Festival.

With the support of Superintendent Cindy Orlando and FHVNP Park Liaison and Chief of Interpretation Jim Gale (among many others), our organization continued to grow and thrive in 2009.

### Park Partnerships & Funding Support

#### THE ANNENBERG FOUNDATION

The Annenberg Foundation and Mr. Charles Annenberg Weingarten visited HAVO in March with a small film crew to showcase non-profit efforts in the park. Mr. Weingarten's current philanthropic venture is Explore, a groundbreaking initiative that makes use of traditional broadcast, film, and new media outlets to provide links for special funding for groups throughout the world that work tirelessly and selflessly on various local causes. In his role as kumu hula of Hālau Hula Kalehuaki'eki'eika'iu, FHVNP Board President Ab Valencia spearheaded a cultural presentation at Kilauea caldera that was witnessed by Mr. Weingarten and his crew. After the presentation, FHVNP was informed that the park would receive a \$25,000 donation to continue the work of the "Nene Recovery Project" and for cultural presentations.

## KILAUEA CULTURAL FESTIVAL

The Friends provided volunteers, staffed an informational booth, and solicited memberships at the 29<sup>th</sup> Kilauea Cultural Festival. Held on July 11 at the Kilauea Military Camp front lawn, the annual festival was supported in part by a \$13,500 grant from County of Hawai‘i Department of Research and Development and Hawai‘i Tourism Authority. In partnership with HAVO, FHVNP once again administered the grant.

## NATIONAL PUBLIC LANDS DAY

The Friends had a strong turn-out for National Public Lands Day on September 26. A cadre of volunteers collected donations at the front entrance stations (in lieu of entrance fees on this fee-free day), staffed a FHVNP booth to sell Friends products and promote membership, and assisted with service projects in the park. Additional donations were made by several tour companies in lieu of their usual entrance fees for the day. HAVO graciously re-directed their portion of donations toward further development of the Hawai‘i Volcanoes Institute.

## “THE NATIONAL PARKS: AMERICA’S BEST IDEA”

On September 27, PBS-Hawai‘i and PBS stations throughout the U.S. began airing “The National Parks: America’s Best Idea,” a six-episode film series directed by Ken Burns. Concurrently, the park showed the series over six consecutive nights at the Kīlauea Visitor Center. FHVNP staffed a booth with Friends information and products for all six nights. In conjunction with the broadcast, FHVNP partnered with the park to take out a one minute “interstitial” ad, which included a blurb on FHVNP, for the PBS-Hawai‘i airing. The Friends contributed \$5,000 toward the \$10,000 ad, which is included in the series’ frequent re-broadcasts on the PBS network.

## DIGITAL MOUNTAIN 2009 (DM•IX)

As a tie-in with the Ken Burns series, the park sponsored Digital Mountain 2009: It’s My Park (DM•IX). The National Park Foundation provided a \$15,000 America’s Best Idea Grant to help support the project. During the summer, middle and high school students from Ocean View to Kaimu produced videos that reflected their perspectives on HAVO. DM•IX was designed to engage, inspire, and equip youth with digital media skills, while strengthening their ties to HAVO. Nine student films premiered at the first annual DM Film Festival on September 19 at the Kīlauea Visitor Center. FHVNP was a co-sponsor of the project and provided funding for major prizes for the film festival competition.

## **Hawai‘i Volcanoes Institute**

In January, FHVNP successfully launched the Hawai‘i Volcanoes Institute. The Institute evolved out of the popular educational field seminar series that FHVNP offered for nearly a decade. With the move to Institute status, FHVNP has stepped into the national arena. Parks

like Yellowstone, North Cascades, Yosemite, and Acadia, among many others, have well-established and thriving educational institutes operated by their not-for-profit partners.

Over 400 people attended 17 programs during the Institute’s inaugural year. Many of the non-member attendees joined in order to get the member discount or as a result of experiences during the programs. Participants hailed from Hawai‘i Island (65%), Neighbor Islands (20%), and the continental U.S. and other countries (15%).

Educational adventures held during the year were:

- 1/17/09      *An Introduction to Birds of Hawai‘i*  
with Nick Shema
- 1/24/09      *A Mushroom Hunt*  
with Don Hemmes
- 2/7/09        *Holoholo Hualalai*  
with Hawai‘i Forest & Trail & Rob Pacheco
- 2/28/09      *A Day in the Rain Forest*  
with Tim Tunison
- 3/21/09      *Hiking the Park’s Subalpine and Alpine Zones*  
with Tim Tunison
- 4/14/09      *After Dark in the Park: “The Future of the National Park Service”*  
with NPS Chief Historian Dwight Pitcaithley
- 5/6/09        *Historic Chapters in Park Resource Management*  
with Bryan Harry & Don Reeser
- 5/9/09        *Basic Birding Techniques*  
with Jack Jeffrey
- 5/18-20/09   *Hiking through Park History*  
with Sierra McDaniel, Jadelyn Moniz-Nakamura & John Stallman
- 6/19/09      *From Endemic to Exotic:  
Midsummer’s Eve at the Pana‘ewa Rainforest Zoo & Gardens*
- 7/25/09      *Monitoring Kilauea’s Vital Signs*  
with Mike Poland & Jeff Sutton
- 8/1/09        *Pu‘uloa Petroglyph Walk*  
with Andrea Kaaawaloa-Okita
- 8/1-2/09      *Gems of Hawaiian Evolution*  
with Rob Robichaux, Sierra McDaniel & Patty Moriyasu
- 10/10/09     *Big Day Birding in the Park*  
with Nick Shema
- 10/17-18/09 *Kahuku Photo Expedition*  
with Dave Boyle, Charlene Meyers & Jim Gale
- 11/15/09     *Napau Trail Hike*  
with Adrian Boone
- 11/21/09     *Partners in Protection*  
with Eldridge Naboa & Mililani Browning

The Institute was supported in part by a \$13,000 grant from County of Hawai‘i Department of Research and Development and Hawai‘i Tourism Authority and a \$5,000 grant from the Hawai‘i 50<sup>th</sup> Anniversary of Statehood Commission.

Programming partners included HAVO, U.S. Geological Survey, Hawai‘i Forest & Trail, Hawai‘i Council for the Humanities, Pana‘ewa Rainforest Zoo and Gardens, Kīlauea Lodge, Volcano Winery, Three Mountain Alliance, University of Hawai‘i–Hilo, and The Nature Conservancy. Corporate and in-kind donations with a value of over \$30,000 made this inaugural year a success, finishing the year solidly in the black with carry-over cash of \$8,000+ for 2010.

Thanks to the huge and growing network of community support, the Hawai‘i Volcanoes Institute is off to a strong start. Because individuals, businesses, and organizations continue to partner with us—providing a wealth and variety of resources—our growing Institute will continue to offer high-quality programs to residents and visitors at good value, expanding appreciation and support for HAVO.

## **Forest Restoration**

In 2009, 46 volunteers put in 532 hours removing invasives and planting natives during seven Forest Restoration Projects sponsored by FHVNP and coordinated by park personnel throughout the year. On January 31 and February 21, volunteers worked on invasive plant removal (faya, guava, ginger, and berry) along the Crater Rim Trail east of Chain of Craters Road. On March 7, determined volunteers joined Propagation Specialist Susan Dale to plant 150 plants, including lobelias and rare mints, on a very wet day near the Thurston Lava Tube. On May 15, volunteers once again joined Dale, this time for a planting project at the Kahuku unit of the park, placing over 250 plants in an enclosure to increase the diversity of native trees. On August 28, Dale and Inventory and Monitoring Biological Science Technician Corie Yanger led volunteers in planting 12 varieties of native understory plants, including three rare species along the eastern boundary of the Mauna Loa strip in Kīpuka Ahi. On October 23, volunteers joined Botanical Field Technician Avery McChristian to plant the herb ‘ala‘ala wai nui and the palapalai fern to add ground cover diversity in the manele zone of the Mauna Loa strip. On November 28, Botanist Sierra McDaniel led volunteers in increasing the diversity of locations where rare or uncommon native species grow at the Kahuku unit of the park, by planting four understory species in forest fragments contained within a 10-acre enclosure.

In addition to organizing and co-leading these volunteer projects, members of the Forest Restoration Committee represented FHVNP on September 12 at the Volcano Art Center’s Forest Fair. The booth showcased our volunteer work and provided information on the Friends, the park, and invasive plants in the Volcano area. Plus, on September 26, in conjunction with National Public Lands Day, three Friends forest restoration project leaders assisted Natural Resources Management Chief Rhonda Loh with a group of volunteers in removing over 800 faya, strawberry guava, and blackberry plants in the Keanakakoi Special Ecological Area.

## **‘Ainahou**

The Friends continued their role in providing volunteer assistance and leadership in the ongoing maintenance of the historic ‘Ainahou Ranch House and Gardens. Free walking tours were offered at ‘Ainahou in July, August, and early September. Trained volunteer guides led these behind-the-scenes tours, which explored the ornamental gardens, taught about area geology and history, and explained how the Mauna Ulu eruption resulted in the park’s acquisition of this 6,324 acre mid-elevation ‘ohi‘a woodland.

## **Membership**

FHVNP and Hawai‘i Natural History Association (HNHA) embarked a cooperative venture with the Reciprocal Discount/Benefits Agreement that was launched June 1. This program provides HNHA staff and board members discounts on FHVNP-sponsored programs and seminars at FHVNP member rates (which represents a discount of between 15%-30% on most programs). In exchange, HNHA offers a courtesy discount to FHVNP members of 15% on non-sale item purchases at HNHA’s retail outlets and website. In addition, FHVNP started offering reciprocal discounts to our members at non-profit partner associations. Because of FHVNP’s membership in the Association for Partners for Public Lands (APPL), our members now receive 10%-20% discounts at the more than 50 participating cooperating and interpretive associations, which operate over 100 retail outlets. FHVNP actively promotes these partnerships and discounts via our printed publications, direct mail inserts, and website.

At the end of 2009, FHVNP’s membership count stood at 282 current, paid-up members. The Membership Committee initiated a mailing in November to lapsed members that garnered successful results. The solicitation to approximately 250 people resulted in 32 lapsed member renewals, a 12.8% response rate. In November, the board approved new membership fees, categories, and benefits to become effective in early 2010.

## **Fundraising**

FHVNP hosted our annual 4<sup>th</sup> of July silent auction fundraiser at the Cooper Center. Due to our new PayPal account, we were able to accept credit card donations for the first time, and many people took advantage of this method of payment. Over 30 businesses and organizations and 20 individuals generously donated more than 150 auction items, including beautiful original artwork, a hotly contested bicycle and telescope, and some exciting tours and gift certificates. These contributions help support the work of FHVNP, the Volcano Community Association, and the Cooper Center.

Vanguard Charitable Endowment Program received a recommendation from an advisor to award a donation to FHVNP. The Friends subsequently received a check for \$2,500 for “general operating expenses” from Vanguard. We are grateful for the donation that was specifically awarded from The Cotter’s Charitable Fund in memory of Nancy and Hank Taylor.

## **Website**

The Friends website increased in functionality, relevance, and user-friendliness in 2009. The new PayPal account allowed us to begin accepting credit card payments for donations, memberships, product sales, silent auction sales, and Institute registrations. New Administrative Assistant Julie Mitchell re-wrote, re-organized, and added content to the site, and Board Vice President and webmaster Nick Shema posted these changes. The updated site is much easier to navigate and features up-to-date information, which is added on a regular basis. Highlights include an online logo wear shop, a complete events listing page, and links to other sites (such as HAVO).

## **Board, Staff & Associates**

As of December 31, the board of directors consisted of:

### EXECUTIVE COMMITTEE

- Irenio ‘Ab’ Valencia, President
- Nick Shema, Vice President
- Diana Kelley, Treasurer
- Marilyn Nicholson, Secretary

### BOARD MEMBERS

- Melanie Baca
- Carol Bebb
- Nancy Chaney
- Mark Johnson
- Patty Kupchak
- Marta Lepas
- Paul Morgan
- Natalie Pfeifer
- Ann C. Peterson
- Rosemary Schatzlein

Formerly on the board were Casey Jarman, who resigned in April, and Esther Arinaga and April Scazzola, both of whom stepped down in September. Helen Wong Smith resigned from the board in November, when she was hired by HAVO as an archivist.

### BOARD MEETINGS

The board met for five regular meetings in 2009 (on February 21, April 25, June 27, August 29, and November 7) plus the Annual Meeting (on September 12). The Annual Meeting included a talk entitled “Evolutionary and Ecological Aspects of Nene” by guest speaker Paul Banko,

Wildlife Biologist, USGS, Pacific Island Ecosystems, Kīlauea Field Station. All meetings took place at HAVO's Education Center.

## COMMITTEES

As of December 31, standing committees were:

- Archives Committee (Melanie Baca, Chair)
- Development Committee (Ann C. Peterson, Chair)
- Executive Committee (Ab Valencia, Chair)
- Forest Restoration Committee (Mark Johnson, Chair)
- Institute/Programs Committee (Nick Shema, Chair)
- Membership Committee (Natalie Pfeifer, Chair)
- Volunteer Committee (Rosemary Schatzlein, Chair)

As of December 31, other committees were:

- Institute Advisory Committee (Caroline Garrett, Chair)
- 'Ainahou Committee (Alana McKinney, Chair – who reports directly to HAVO / Marta Lepes, Liaison – who interfaces between the committee and the Friends board)

## STAFF

Brian Lux was hired as the Institute Coordinator in January. Administrative Assistant Rowan Hill moved off island mid-year and was replaced by Julie Mitchell, who joined the organization in June. Both positions are part-time and are based out of a small office in Quarters 19 that the park generously allocated for our use.

## **Professional Development**

A \$3,500 grant from the Hawai'i Community Foundation funded a Joint Board Development & Training Session with Ray Murray. The training was designed to better define and implement the partnership between FHVNP and HAVO, and created an opportunity for the partners to become better acquainted with one another and to identify the respective roles and responsibilities of board members and park administrators. Over the session, held March 13 & 14 at the Pahala Plantation House, channels of communication were opened to enhance ongoing collaborations between the park and the Friends.

FHVNP also received a \$5,000 grant from the Hawai'i Community Foundation through their Organizational Capacity Building program to develop a strategic plan. A two-day strategic planning retreat was facilitated by consultant Al Rodrigues, who assisted in the preparation of the strategic plan. Attendees included Friends board members, staff, and associates, plus HAVO staff members. It was held October 3 & 4 at the Pahala Plantation House.

Marilyn Nicholson attended the Promoting Outstanding Nonprofit Organizations (PONO) Reunion on O‘ahu in January, partially funded by a \$100 travel scholarship from the Hawai‘i Community Foundation. Ab Valencia attended the APPL Partnership Convention and Trade Show in Baltimore, Maryland from March 1 to 4. Rosemary Schatzlein attended the Volunteer-In-Parks (VIP) training session at HAVO on December 2 & 3. And FHVNP and HAVO personnel attended a special presentation entitled “The Psychology of Giving” by Dr. Sam Ham on December 10.