

# SHARON HURD

📍 Kapolei, HI 96707

## PROFESSIONAL SUMMARY **GOV. MSG. NO. 501**

Appointed to serve as Chairperson, Board of Agriculture, effective January 1, 2023. Prior position was as Business Development Program Manager where focus was on securing and administering federal grants to increase the quantity and quality of locally grown food and to enhance the competitiveness of Hawaii specialty crops. Demonstrated track record of achievement over 15 years of experience in state government, with the Department of Agriculture and 25 years in the private sector with Delta Air Lines.

### STRENGTHS

Fifteen years of experience with Hawaii agriculture. Wide range of knowledge with state and federal regulations, specializing in procurement, grant administration and contracting procedures.

Strong oral and written communication skills.

Working relationships with County Directors of the Office of Economic Development.

Collaborations with DBEDT on programs to market Hawaii products.

Extensive rolodex of contacts within the industry with 20+ commodity groups and associations. Contacts at the National level through participation with the National Association of State Departments of Agriculture

### RESPONSIBILITIES

- Administer 10 federal grants totaling \$10 million, two Grant-in-Aid Agreements, Act 313, and three branding programs
- Manage a Market Development Team of two Economic Development Specialists, two Grant Specialists, an intern and an Office Assistant.
- Served as Acting Administrator over three branches and 8 staff members of the Agricultural Development Division from May 2010 to June 2020, while the Administrator was on Special Assignment.
- Oversee Branch budget
- Maintain a listserv of 1000+ email addresses of agriculturalists to disseminate grant and marketing information

### WORK HISTORY

#### Hawaii Department Of Agriculture - Business Development Program Manager

*Honolulu, HI 04/2007 - Current*

Management oversight and operational control of grant programs intended to increase the revenue streams for farmers, ranchers, producers and commodity groups.

Grant Administrator for current federal grants:

Specialty Crop Block Grant Program (2010 - current) total funding \$6 million

and International level through Export programs.

Honored by staff-nominated Manager of the Year Award

Twenty-five years of logistics experience with Delta Air Lines and Delta Air Cargo.

Recognized by the Hawaii Tropical Fruit Growers and the Hawaii Floriculture and Nursery Association for Outstanding Service to their industry.

## EDUCATION

**University Of Hawaii Manoa**  
*Bachelor of Arts: Zoology*

**Roosevelt High School**  
Honolulu, HI  
*High School Diploma*

- Graduated with Honors
- Senior Class President

Micro-Grants for Food Security Program (2020-current) funding \$6.5 million

Current state general funded grants:

Sponsorship and Product Promotion (2010 - current) total \$1.5 million

COVID-19 Emergency Farmer Relief Program (2020) total \$450,000

Duties include applying for funding, contracting per State Procurement Rules, reviewing reports, tracking funding, meeting federal and state deadlines, closing of contracts.

Oversight of the Seal of Quality Program (SOQ), the Made in Hawaii with Aloha logo (MIHA) and the call-to-action "Buy Local, It Matters" (BLIM) campaign.

Collaborating with the Hawaii Tourism Authority to obtain sole ownership of the font used in the SOQ brand.

Partnering with the Department of Business, Economic Development and Tourism (DBEDT) to provide content and promotion for the "Buy Hawaii, Give Aloha" e-Commerce platform for SOQ and MIHA companies.

Served on the DBEDT Committee to quantify the impact of misuse of the Hawaii brand as per Act 253/2019. The contractor, SMS, was able to quantify the impact to Hawaii as a loss of \$14 million.

Administering the BLIM campaign via television, radio, print and social media using the "EAT LOCAL" message.

Serve as State Marketing Official (SMO) for the Western United States Agricultural Trade Association (WUSATA) to conduct activities on behalf of Hawaii agricultural products in international markets.

Prior to the pandemic, Hawaii conducted 7+ activities per year to attract international buyers and introduce Hawaii products via trade missions. The USDA Foreign Agricultural Service funded the activities. The markets targeted were those served by nonstop air service Japan, Canada, Korea, Hong Kong/China, Australia and the ASEAN countries.

Most activities in 2020/2021 were cancelled or postponed, with one virtual trade mission conducted with Taiwan.

Administered Act 153/2019 Hawaii Healthy Food Incentive Program.

The bill provided for \$100,000 as a dollar-for-dollar match for the purchase of local fruits and vegetables by SNAP participants. This "Double BUX" appropriation was the impetus for a USDA award that resulted in \$1.9 million in

total funding from the GUSNip Grant Program. CARES ACT funding added \$500,000 that was matched by philanthropy. Total funding to date for Double BUX is over \$8 million. Served as the Department representative to the Hawaii Government Complete Count Committee (Census2020) Served on the Media and Government Committees. Worked on the request for proposals for Census2020 promotion for which the Hawaii Community Foundation was selected.

In summary,

- Managed 50+ projects each year from concept through final delivery.
- Launched marketing and trade programs, secured funding and gathered functional and business requirements to support team and mitigate risks.

#### **Delta Air Lines Inc. - Cargo Sales Manager**

*Los Angeles And Honolulu, CA, HI • 10/1977 - 04/2003*

Honolulu Station was recognized as the top performing station in the Western Region and achieved high marks for increasing revenues that were over \$1 million per month with 5 - 7 scheduled flights daily.

Active in the Air Cargo Association of Hawaii

Served as President in 2001 - a milestone in the industry

Managed communications with US DOT, FAA, TSA, CBP and local Airlines Committee of Hawaii during and post-9/11.

Successful in managing the changes resulting from the government security mandates after 9/11, the economic downturn of 2008, the Japan triple disaster of 2011, and the natural disasters of 2018.

Transitioned from an all L-1011 fleet serving Hawaii to an all 767 fleet; significant because of the cargo configuration and amount of cargo that each aircraft could accommodate.

Maintained customer loyalty during the transition.

Demonstrated leadership by improving customer relationship with the cargo staff through joint sales calls where both sales and service would represent Delta Air Cargo to the customer.

#### **AFFILIATIONS**

Oahu Interscholastic Athletic Association Foundation  
Board Member  
Hong Kong Business Association  
Member and Past President  
Delta Kappa Gamma  
Member  
Delta Pioneers Delta Air Lines Retiree Group  
Member

## **BIG, BOLD**

Hawaii Farm Bill  
Use PA Farm Bill as template/model

Bipartisan Infrastructure Act - \$2.8 Billion -  
How can this benefit Hawaii Agriculture?

Hawaii as Tissue Culture Hub  
Resource for Florida, Puerto Rico, Gulf Coast  
to provide germplasm to recover from  
disasters

Hawaii as Immigrant Farmer Resource Hub

Sustainability explained  
2 circle Venn Diagram

Annual Signature Event for Agriculture