

Imperial County Cooperative Extension welcomes new 4-H Representative Anita Martinez.

The University of California Cooperative Extension has hired a new 4-H Program Representative that oversee the 4-H Youth Development Program for the Imperial County.

Anita Martinez started her position on Jan 2, 2020. Her responsibilities will include oversight, compliance, marketing and growth of the current 4-H program. She will also focus on major outreach to underserved populations in the Imperial County and on working with the business community for partnership opportunities.

Anita is a life-long Imperial Valley Resident with roots in Heber, where she attended grade school before graduating from Southwest High School in El Centro. Anita graduated with a Bachelor of Science in Business Management with an emphasis in Marketing. She has served in various roles, such as Marketing Supervisor for a casino, Marketing Director for an agriculture company and off-road race team, and Marketing Director for two major credit unions.

Before taking on this role, she was employed as the Chief Executive Officer at the Holtville Chamber of Commerce, where she successfully redesigned and organized the 2018, and 2019 Carrot Festival.

As a former 4-H member, she remained a strong advocate of the 4-H Program and was a project volunteer until she decided to start a new club in her home town of Heber, CA. Dogwood 4-H Club, named after the road that links most major Imperial Valley Cities, was proudly founded in 2013 with only 12 members. Since then, it has grown to just over 18 families, serving as many as 34 members.

As the new 4-H Representative, Anita is excited to share her knowledge and help expand the program to new families and members that can enjoy the benefits of the program. She is looking forward to helping leaders expand on youth/adult partnerships and opportunities and to attract new adult leadership to the program.

Anita can be reached at (442) 265-7711.

