

HELLO, MY NAME IS
BART

- Third term
- San Mateo County
- Team Ocean ~9 years
- Engineer/Marketing–life science, tech start-ups
- Interests
 - Human/wildlife interactions/respect
 - Accessibility
 - Brown pelicans
 - Crab fishery





RECREATION

Early 16th century, from re-”again”+ creation

The sense of mental or spiritual consolidation

Activity done for fun beyond work time



Boat Rides



Boat Rides

Ball Sports



Sealquestrian



Gymnastics



Body Surfing



Goofing Around



Marketing Exercise

1. Identify Segments- size them
2. How to reach
3. Commitment, how move to...

Quid pro quo- Added Value- What's in it for me?

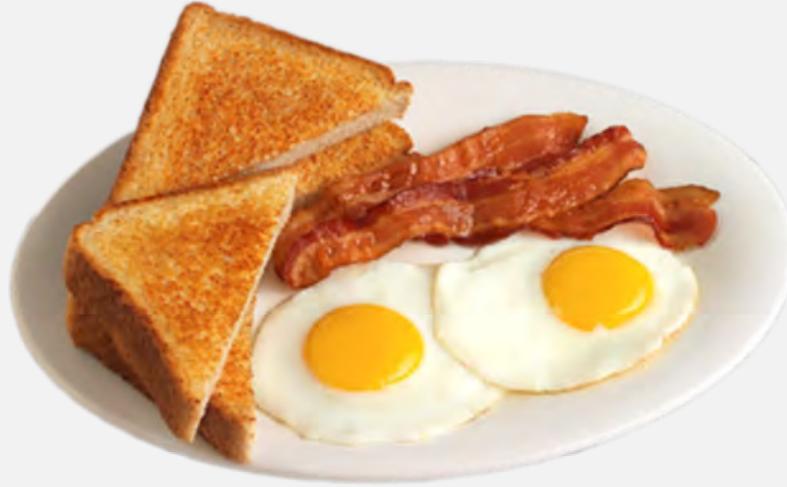
Management by walking around

Identify- Problems

Understand- listen

Solve- Educate/Communicate/Legislate

BUY IN



contribution



commitment

1

10





Saving the birds

Theodore center helps avian oil victims recover/ 2A

- AJM ACTIVITIES STILL ON DESPITE OIL SPILL/5A
- OIL ANSWERS: ABOUT THE DEEPWATER HORIZON/5A



WAVES OF OIL

BLACK TIDE INTRUDES ALONG ALABAMA BEACHES



Thick, blackish-brown oil washes ashore Friday on the white sands at the west end of Gulf Shores near Little Lagoon in this still image from a Photo-Floptiator video. Barely visible in the beach are two people and a couple of four-wheelers. The image was captured from aboard an Alabama National Guard helicopter and depicted one of the worst instances of oil coming ashore on state beaches.

By RYAN DEZEMBER
and ROBERT McCLINTON
Staff Writers

GULF SHORES — Significant stretches of Baldwin County's 32 miles of white sand beach were flooded Friday by a trickle of oil that shaded ashore, marking the worst contamination to date on Alabama's coast.

Shortly after 1:30 p.m., rank-colored waves began cresting over a long-shore sand bar at Gulf Shores' public beach as hundreds of swimmers and sun-bathers looked on.

The oil stretched out parallel to the beach for perhaps 200 yards as it crept into the shallows. The rankish patch was preceded by a brown tint, the rough gelatinous masses appeared to flicker as if oil slicks of tiny fish were darting across its surface.

Crowds began to gather at water's edge, unknowingly standing in flecks of oil, snapping cell phone photos, while lifeguards craned out shabbers' warnings.

A chilling but short-lived rain arose as the sheets walked onto the beach, leaving tide lines in droplets and splashes.

From Fort Morgan to east of Orange Beach, shiners, though less abundant, swam played out Friday afternoon. The second-time walked from upturned heads to solid strips that quipped hundreds of yards.

Gulf Shores News Page 10A

FROM TURTLES TO TARBALLS

Waters inside Perdido Pass now

MORE ON OIL





SLOW



WHO RECREATES IN MBNMS

Beachgoers
Whalewatchers
Dogwalkers
Surfers
Birdwatchers
Kayakers/SUP
Motorboaters
Sailboaters
Outrigger paddlers
Swimmers/triathletes
Wind/Kitesurfers
Pilots



Not us.



Not us.



Not us.



Beachgoers



Beachgoers



Beachgoers

Size	10+
Reachability	1
Commit	3





WHALES

ALL YEAR TRIPS AT 10 **➔**

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Whalewatchers

Size	7
Reachability	9
Commit	7



Dogwalkers

Size	3
Reachability	4
Commit	3







Surfers

Size	3
Reachability	7
Commit	8

Birdwatchers

Size 3
Reachability 7
Commit 9





ALLSTAR

STARBOARD









Kayak/SUPers

Size	3
Reachability	7
Commit	7

Motorboaters

Size 3
Reachability 4
Commit 2





Sailors

Size	3
Reachability	6
Commit	5

Size 2
Reachability 6
Commit 7







Kiteboarders/Windsurfers

Size	1
Reachability	5
Commit	3