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

commitment

contribution

1

10
Saving the birds
Theodore center helps avian oil victims recover

AJM ACTIVITIES STILL ON DESPITE OIL SPILL

OIL ANSWERS: ABOUT THE DEEPWATER HORIZON

WAVES OF OIL
BLACK TIDE INTRUDES ALONG ALABAMA BEACHES

By RYAN CEZASH
and ROBERT McCLENDON

GULF SHORES — Significant
spills of oil hit Baldwin County’s
30 miles of white sand beach
waterways Friday by torrential
runoff from the BP oil spill in the
Gulf of Mexico.

Shoalwater Bay area, southwest of
the beach, was already impacted
by oil, but the situation became
more serious Friday when oil
reached other areas.

The oil was first noticed on
the beach just before noon
Friday. The oil was found
spilling out of the beach
for several hours.

Gulf oil, not typical of the
type of oil found in Baldwin
County, was first noticed
on the beach around 1 p.m.

The oil was first noticed
at the beach around 1 p.m.
Friday. The oil was found
spilling out of the beach
for several hours. The
oil was first noticed
on the beach.

Gulf oil, not typical of the
type of oil found in Baldwin
County, was first noticed
on the beach around 1 p.m.

The oil was first noticed
at the beach around 1 p.m.
Friday. The oil was found
spilling out of the beach
for several hours.

Waters inside Perdido Pass now
affected by spill

FROM TURTLES TO TARBALLS,
BP oil reaches Alabama shores

Oil washes onto beaches near
Gulf Shores, Alabama, on
Friday. The oil was first noticed
on the beach around 12 p.m.

Gulf oil, not typical of the
 type of oil found in Baldwin
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 on the beach around 1 p.m.

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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
WE LIMIT PASSENGERS FOR A GREAT EXPERIENCE
RESPECT FOR NATURE • FEATURED ON NATIONAL GEOGRAPHIC
WWW.SANCTUARYCRUISES.COM
831.917.1042
Whalewatchers

Size 7
Reachability 9
Commit 7
Dogwalkers

Size 3
Reachability 4
Commit 3
Surfers

Size  3
Reachability  7
Commit  8
<table>
<thead>
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<th>Parameter</th>
<th>Score</th>
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<tbody>
<tr>
<td>Size</td>
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<tr>
<td>Reachability</td>
<td>7</td>
</tr>
<tr>
<td>Commit</td>
<td>9</td>
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Kayak/SUPers

Size 3
Reachability 7
Commit 7
Motorboaters

Size 3
Reachability 4
Commit 2
Sailors

Size 3
Reachability 6
Commit 5
<table>
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<th>Reachability</th>
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<tbody>
<tr>
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