

BLUE VISION CONFERENCE

JULY 11-13 2004

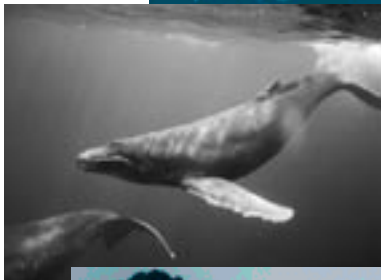
Common Sense Solutions to the cascading threats facing our seas and coastal communities do exist, but it will take a blue movement to realize them.



In the wake of two historic reports from the Pew Oceans Commission and U.S. Commission on Ocean Policy, please join with hundreds of leaders and activists from coastal and ocean citizen groups, educators and others coming to Washington D.C. to make a difference.

Seaweed (marine grassroots) activists can be a powerful constituency for change

while also educating our lawmakers on the need to put the blue back in our red, white and blue. Celebrate the 4th and then plan to join in this new wave of activism.



Jurys Hotel, Washington DC—On Dupont Circle

Due to space constraints registration will be on a first-come, first served basis.

BLUE VISION CONFERENCE

JULY 11–13 2004 • Jurys Hotel, Washington DC

preliminary agenda

DAY ONE: SUNDAY, JULY 11

9:00–9:30 Coffee, tea, danish, bagels.

9:30–10:00 **Welcome** Conference organizers and sponsors.

10:00–10:30 **Why We Need an Ocean Ethic and a Blue Movement**

Keynote Speaker (TBA) focus on the two Commission reports, this once-in-30-year opportunity and how to make it a reality. He/she will discuss the fact that the oceans are at a crossroads—multiple problems/concerns/stresses—that require immediate and effective action by grassroots (seaweed) citizen groups, elected officials, etc. . . .

10:30–10:45 Coffee break

10:45–12:15 **Summary of The Pew Oceans Commission Report and U.S. Commission On Ocean Policy Draft Recommendations** Review of commissions' reports and discuss ways to build political support for key recommendations.

Moderator: Peter Douglas (Executive Director, California Coastal Commission)

Andy Rosenberg and Paul Sandifer (U.S. Commission on Ocean Policy), Roger Rufe and Eileen Claussen (Pew Oceans Commission)
Followed by Q & A

12:15–1:45 Lunch (provided) **Blue Frontier Awards Presentation** during lunch
Awards for Science, Media and Hero of the Seas. Science: winner, Ransom Myers (Dalhousie U.) presented by Andy Rosenberg. Journalism: winner, *Naples Daily News* ("Deep Trouble—The Gulf in Peril" 15-part series), Presented by Eugene Linden. Hero of the Seas: to be announced at luncheon.

1:45–3:00 **Proposed National Governance** Proposals from the two Commissions

Moderator: Warner Chabot (The Ocean Conservancy)

Janis Searles (attorney, Oceana) *Invited*, Chris Mann (Center for Sea Change), Terri Garcia (National Geographic) *invited*. Follow-up discussion with floor mics.

3:00–3:10 Short Break

3:10–4:15 **Regional Programs That Work**

Moderator: Mark Davis (Restore Coastal Louisiana)

Curt Spalding (Save the Bay), Priscilla Brooks (Conservation Law Foundation) *invited*, Mike Sato (People for Puget Sound) *invited*

4:15–4:30 Break

4:30–5:45 **Break Out Sessions: What the Commissions Recommend the good, the bad, and the missing (what other solutions are needed)**

Panels of 3-4 with a moderator. 45-50 minute presentations. 25-30 minutes Q&A.

Fishing—Improving Fisheries Management

Moderator: Steve Ganey

Gerry Leape (NET), Zeke Grader (Pacific Coast Federation of Fishermens Associations), Lee Crockett (Marine Fish Conservation Network), Josh Eagle (Stanford U.) *invited*

Sustainable Coasts

Moderator: Dawn Hamilton (Coast Alliance)

Sprawl: Dana Beach (SC Coastal Conservation League) *invited*; **Subsidies, development:** Beth Millemann; **Habitat restoration:** Mark-Wolf Armstrong (Restore Americas Estuaries) *invited*; **Watershed planning:** Tom Schueler (Center for Watershed Protection)

Pollution Reduction

Moderator: Sarah Chasis, (NRDC)

Non-point nutrients, etc: Todd Miller (NC Coastal

Fed.) *invited*; **Toxics:** Cyn Sartou (Gulf Restoration Network) *invited*, **Shipping/ports:** Russell Long (Blue Water Network), **Oil:** Bob Shavelson (Cook Inlet Keeper)

Aquaculture & Invasive Species—How the Commissions differ/what we think is still needed
Moderator: Ellen Athas (The Ocean Conservancy)

Rebecca Goldberg (Environmental Defense) *invited*, Peter Shelly (Conservation Law Foundation) *invited*, Linda Sheehan

Energy & Ocean Science

Moderator: Mike Hirshfield (Oceana)

Global warming: Billy Causey (Manager, Florida Keys National Marine Sanctuary), Ocean observing systems: Linwood Pendleton (UCLA) *invited*, Jerry Schubel (Aquarium of the Pacific), Lisa Speer (NRDC)

5:45–6:15 Wrap-up, review of tomorrow's agenda.

7:00 **Celebration of the Sea Recepton U.S. Botanic Garden Conservatory**

Greeting, Representative Frank Pallone (D-NJ), other ocean champions
Good music & tasty sustainable seafood



DAY TWO: MONDAY, JULY 12

- 8:30–9:00** Coffee, tea, danish, bagels.
- 9:00–9:15** Welcome, overview of the goals for today's sessions.
- 9:15–9:40** **Review of Blue Vision Recommendations**
Presentation of the key reforms needed as informed by the previous day's breakout sessions.
- 9:45–11:00** **Congressional Panel: Congressional Actions to Address Coastal and Ocean Issues**
Rep. Sam Farr (D-CA), Curt Weldon (R-PA), Senator John McCain (R- AZ) *invited*. Discuss potential hearings, legislation in this Congress and the next Congress in response to ocean commissions.
Followed by Q & A
- 11:00–11:15** Coffee break.
- 11:15–11:45** **Administration Priorities for Coastal and Ocean Issues**
Jim Connaughton (Chairman, White House Council on Environmental Quality)
The Administration's preliminary response to the US Commission on Ocean Policy Q&A
- 11:45–12:15** **Democratic Candidate's Priorities for Coastal and Ocean Issues**
Heather Zichal (Kerry Campaign Environmental Advisor) *invited* Q&A
- 12:15–1:45** Lunch (provided) **The Blue Beat: Movements and Media—What Reporters Want** during lunch
Moderator: Jackleen deLa Harpe (Metcalf Institute for Marine and Environmental Reporting)
David Malak (*Science* magazine), Eugene Linden (*Time* magazine), Seth Borenstein (Knight Ridder newspapers), Jeff Burnside (WTVJ Miami) *invited*
- 1:45–2:15** **Congressional Options Today**
Moderator: Beth Milleman
Jerry Leape (NET), Karen Whalen (NRDC)
- 2:15–3:30** **How We Build a Seaweed Campaign for an Oceans Act and Good Policies**
Moderator: David Helvarg
Chris Evans (Surfrider), Buck Bagot (field organizer, national housing campaigns), Cindy Zipf (Clean Ocean Action), Buffy Baumann (US PIRG)
- 3:30–3:40** Break
- 3:40–4:40** **Blue Vision Principles Discussion** Review of key principles for Blue Vision Field Campaign
Moderator: Stuart Smits (Blue Frontier Campaign). Floor discussion

Quick Break
- 4:45–6:00** **Break Out Sessions: Beyond the Beltway**
Panels of 3-4 with a moderator. 45-50 minute presentations. 25-30 minutes Q&A.
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| Expanding Our Blue Constituencies
Moderator: Tony McDonald (Coastal States Organizations)
Business: Roger Berkowitz (Legal Seafoods);
Religion: John Hill (United Methodist Church);
Labor: Steve Stallone (ILWU) <i>invited</i> ; Health: Jane Delgado (National Alliance for Hispanic Health) <i>invited</i> ; Recreation: Drew Richardson (PADI) <i>invited</i> | Market-Based Campaigns and Direct Action
Moderator: Diane Wilson (Calhoun County Resource Watch) <i>invited</i>
Seafood choices: Vikki Spruill (Seaweb); Exxon campaign: John Passacantando (Greenpeace);
At sea actions: Paul Watson (Sea Shepherd Society); The Citicorp agreement: Randy Hayes (Rainforest Action) |
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- 6:00–6:30** **How We Implement Our Campaign Tomorrow**
Session to prepare for Capitol Hill office visits the next day. Copies of basic materials will be provided. Also plans for August recess home district lobbying, regional conferences after fall elections, etc. . . .
- 6:30** Hotel Bar Caucuses

Dinner on your own



DAY THREE: TUESDAY, JULY 13

- 8:30–9:00** Buses to Capitol Hill.
On buses: Review basics of lobby visits for those who need it.
Pass out additional materials.
- 9:30** Hill Briefing, Capitol Hill Meeting Room. Coffee, danish, etc . . .
Welcome and address by Co-Chairs of House Ocean Caucus, Senators, etc . . . (TBA)
- 10:30–3:00** Lobby visits
- 3:00–4:00** Debriefing. Meet back at a pre-ordained location (on the Hill) to debrief, discuss, share insights, etc. . . .
Plan follow-up district visits during August recess. Cheer successes.

DATES AND ITINERARY The conference will take place Sunday July 11 and Monday July 12. Capitol Hill lobby visits will take place all day Tuesday July 13.



REGISTRATION Please Print or Type
Registration Form and Agenda also available at www.bluevizmeet.com

Name _____ Title _____

Organization (if any) _____

Mailing address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____ Website _____

Who are your senators _____

Who are your members of Congress _____

Have you met with them or their DC staff members in the past? Yes _____ No _____

Will you contact them for a meeting on July 13? Yes _____ No _____

Would you like help setting up a meeting with them? Yes _____ No _____

Two-Tiered Registration Fees

Member of organization with annual budget below \$1 million—\$100 (\$150 after June 10)

Member of organization with annual budget over \$1 million—\$200 (\$250 after June 10)

Total Fee Enclosed _____

Make Checks Payable to *Ocean Awareness Project, Inc.*

Mail to: Blue Vision Conference, Ocean Awareness Project, PO Box 19367, Washington DC 20036

If you wish to use a credit card call 202-546-9554.

Questions Call David Helvarg 202-387-8030 or Dawn Hamilton 202-546-9554

HOTEL INFORMATION

JURYS HOTEL 1500 New Hampshire Avenue, N.W., Washington DC 20036

Phone 202-483-6000 Fax 202-328-3265

On historic Dupont Circle, convenient to a range of restaurants, shops, taverns and bookstores.

Located on redline Metro stop. Make your reservations early. Tell them you're with the Blue Vision Conference for the special conference rate \$120 a night single occupancy, \$135 double occupancy. For more details on hotel see bluevizmeet.com



Blue Vision Conference Co-Sponsors to date Blue Frontier Campaign, Coast Alliance, Natural Resources Defense Council, The Ocean Conservancy

Scholarship Supporters to date Oceana, Project AWARE

Organizations planning to attend as of April 11 Blue Frontier, The Ocean Conservancy, Surfrider Foundation, Coast Alliance, Waterkeepers Alliance, NRDC, Clean Beaches Council, Pacific Coast Federation of Fishermens Associations, Marine Fish Conservation Network, California Coastal Commission, National Environmental Trust, Gulf Restoration Network, Defenders of Wildlife, Seaweb, Society for Conservation Biology, Turtle Island Restoration Project, Littoral Society, Greenpeace, Sea Shepherd Society, Clean Ocean Action, Calhoun County Resource Watch, Restore America's Estuaries, Environmental Defense, Legal Seafoods, Reef Relief, Aquarium of the Pacific, San Diego Bay Council, Assateague Coastal Trust, Coalition to restore Coastal Louisiana, Florida Institute of Oceanography, U.S. PIRG, Hawaii Audubon Society, Cook Inlet Keeper, Oceana, Save Our Shores, Save The Bay, WildLaw, Project AWARE, Duke University Marine Lab, Center for Sea Change, Manta Publications.