



Live Internet Broadcast Brings Students & Scientists to NYC's Jamaica Bay Marshes

In September 2006, thousands of students in classrooms across the U.S. joined New York Sea Grant (NYSG) for an interactive virtual tour of the dynamic urban estuary in the heart of metropolitan New York City. The real-time EstuaryLive program, hosted by New York and New Jersey Sea Grant, was broadcast via the Internet from the edge of Jamaica Bay's Big Egg Marsh in Queens, NY. The web-based field trip was sponsored by the NY-NJ Harbor Estuary Program and involved broad participation from many partners, including students, teachers, scientists, park rangers, educators, agency personnel, and local community leaders.

After many months of planning, the two Sea Grant programs welcomed more than forty middle and high school students from New York and New Jersey to the shores of Jamaica Bay. As the students worked with scientists and educators to seine for marine life, test water quality, examine plant adaptations and model sediment movement, they presented their findings to their on-line peers. The goal of the broadcast was to highlight the functions of coastal wetlands, the fragile nature of Jamaica Bay's marshes, and the roles we all can play as stewards of the estuary.

More than 250 schools from 35 states, representing at least 15,000 students, signed up to participate in EstuaryLive



Laura Bartovics, NYSG's NY-NJ Estuary Outreach Coordinator, holds the microphone as a local high school student shares her thoughts on stewardship during the 2006 EstuaryLive broadcast from Jamaica Bay in Queens, NY. Photo: Dany Doiron, NPS/SCA

from Jamaica Bay. During the hour-long broadcast, participating students submitted more than 300 email questions to the on-site field trip leaders. With help from a crew behind the scenes, a number of these questions were answered live on the air. On-line viewers spanned grade levels 3 to 12, showing that the program appeals to a broad audience.

This national program, sponsored by the National Oceanic and Atmospheric Administration and the U.S. Environmental Protection Agency, kicked off a series of events celebrating National Estuaries Day. Jamaica Bay was one of only four sites across the U.S. selected to host an EstuaryLive field trip for the 2006 program.

New York Sea Grant is a cooperative program of the State University of New York and Cornell University.

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NYSG: Helping Sportfishing Businesses Make Connections

New York Sea Grant (NYSG) helped to bring the sportfishing industry one step closer to achieving the goal of improved public access to information about sportfishing opportunities. A marine sportfishing guide was published in response to a list of public awareness activities identified by the sportfishing industry at a Spring 2005 meeting facilitated by NYSG.

In Spring 2007, NYSG facilitated a meeting between sportfishing industry leaders and the Stony Brook University Small Business Development Center where a request was made for assistance to develop a business plan to create a public awareness program. As a result of these discussions, a group of sportfishing industry representatives formed a coalition through which sportfishing businesses will work together to improve public perceptions about sportfishing.

New York Sea Grant is facilitating this new coalition - the New York Sportfishing Awareness Council (NYSAC). One of NYSAC's first actions was to convey the coalition's needs to the Suffolk County Commercial and Recreational Fishing Task Force.

Coalition members are committed to work together to address the following needs:

- Programs to help the public to fully embrace sportfishing as a family-oriented pastime that features many different water-based options for recreation
- Awareness programs to educate residents and visitors about sportfishing opportunities that exist at various locations in the marine district
- Establish outlets at major ports of entry (e.g., domestic and international airports) where the public can locate information about sportfishing opportunities
- Partner with other industries (e.g., tourism, hotel) to assist sportfishing businesses to bring awareness programs to new audiences
- Highlight the significant economic contributions of sportfishing to New York State and coastal communities
- Enhance the dialogue process with legislators to identify barriers that prohibit the growth and overall health of sportfishing in the marine district, and work together to find solutions.



*The public has many options to fish in the marine district.
Photo: Bob Strovink, 2006*

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COSEE Great Lakes Makes a Splash in New York!

New York Sea Grant has helped to make the first year of the Centers for Ocean Sciences Education Excellence (COSEE) Great Lakes (GL) a productive and exciting one for educators. COSEE GL is co-funded by the National Science Foundation, the National Oceanic and Atmospheric Administration, and the National Sea Grant College Program.

As the Lake Ontario leader and Lake Erie co-leader, Sr. Extension Specialist Helen Domske spent the first year working with teachers and scientists involved with two day-long workshops, two week-long courses, and a web-based computer workshop.

The first course for teachers was offered aboard the U.S. Environmental Protection Agency's research vessel, the *R/V Lake Guardian*. This maiden voyage for 16 teachers, six scientists and four Sea Grant educators focused on Shipboard and Shoreline Science on Lake Erie.

Two day-long Erie Canal workshops were held in partnership with the U.S. Fish and Wildlife Service and their Lower Great Lakes Fishery Resources office. More than 40 educators were involved in learning about invasive species and the role that the Erie Canal plays as a vector for the movement of exotic species.



*Helen Domske (far right) is shown teaching about invasive species aboard the R/V Lake Guardian during the COSEE Great Lakes course for teachers.
Photo: Lauren Makeyenko, NYSDEC*

In August, a week-long course taught nine Great Lakes educators about tropical marine ecology in Roatan, Honduras. With the ocean focus of COSEE, NYSG wanted to show a connection between the Great Lakes and the ocean. The teachers immersed themselves into coral reefs, tidal pools and other ocean environments.

The year ended with a web-based inservice program that NYSG helped provide to more than 400 educators. The evaluations and follow-ups have been very positive and teachers have shared their COSEE experiences with students and other teachers. Teachers have used PowerPoint presentations and other educational materials to transfer what they learned through COSEE GL to their students.

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New York Sea Grant: Helping the Seafood Industry Enhance Product Safety

The seafood industry is important to New York. In 1999, the industry contributed more than \$7.9 billion to the state's economy and employed 96,000 New Yorkers. To remain competitive and to prosper, the industry must use science-based systems to maximize the safety and quality of its products. New York Sea Grant (NYSG) maintains an active extension program that helps the state's seafood industry implement effective strategies to enhance food safety and quality.

NYSG's outreach activities for the seafood industry include formal training, workshops, newsletters, and direct technical assistance. These programs involve collaboration with industry representatives, federal and state regulatory agencies, the National Sea Grant network, and universities.

NYSG has developed and manages a national Internet training course for seafood business operators and federal and state food safety inspectors to enable them to meet the training requirement of the federal Food and Drug Administration (FDA)'s Seafood HACCP (Hazard Analysis Critical Control Point) regulation. More than 2,500 individuals from 49 U.S. states and 30 foreign countries have completed this course since 2002.



Early morning buyers evaluate quality seafood products at the New Fulton Fish Market in the Hunts Point area of the Bronx. Fulton is the largest wholesale seafood market in the U.S.

Photo: Jack Mattice, NYSG

NY Sea Grant's Seafood Specialist was an invited speaker on *Listeria* controls in food processing plants at three national conferences attended by more than 500 individuals from food processing firms and regulatory agencies in 2006.

NYSG, the New York State Department of Agriculture & Markets, and the New Fulton Fish Market conducted on-site training workshops to help the market make a successful transition to its new \$86 million facility in the Bronx and comply with all state and federal regulations.

NYSG is leading a collaborative project with five universities and the FDA to develop a new Internet training course in English and Spanish to teach basic Good Manufacturing Practices (GMPs) for all food processors. This course will help firms meet training requirements that are likely to be added to the FDA's basic GMP regulation when it is revised in the near future.

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Nissequoque River Watershed Stewardship Initiative Underway

A pilot stewardship program for the Nissequoque River watershed on Long Island is implementing the principles of the Long Island Sound Stewardship Initiative and advancing the mission of the Long Island Sound Stewardship Act of 2006.

A 25-member Nissequoque River Steering Committee is coordinating stakeholder activities aimed at improving stewardship of natural, recreational, and ecological resources in the watershed. The committee includes:

- New York Sea Grant (NYSG)
- Regional Plan Association
- New York State Department of Environmental Conservation
- New York State Office of Parks, Recreation & Historic Preservation
- Suffolk County
- Town of Smithtown
- Villages of Nissequoque, Head of Harbor and the Branch
- residents, marinas, developers, and civic and environmental groups.

Better education and communication among stakeholders is helping reduce or eliminate stakeholder and agency activities that can often work at cross purposes and even hinder the successful stewardship of ecological and recreational resources.

Collaborations with the Regional Plan Association and NYSG Long Island Sound Study Outreach Coordinator Kimberly Graff, Chair of the Outreach Subcommittee of the Nissequoque River Steering Committee, which consists of local teachers, nonprofit



*Ron Gelardi of the New York State Department of Environmental Conservation offers a guided nature walk along the Nissequoque River in November.
Photo: Robert Freudenberg, Regional Plan Association*

organizations, and State Parks staff, assisted with advertising and implementing an October 2006 public meeting at which more than 70 watershed residents learned about the stewardship project and provided input to the project leaders. In November, a Nissequoque River State Park nature walk attracted 20 hikers.

Under Graff's guidance, the Subcommittee is now working on eight action items that include establishing a speakers bureau, developing an education work group, and creating publications to engage the community in stewardship of the watershed. These actions will be combined with action items from the other four subcommittees to form a Stewardship Action Plan. The plan will articulate a comprehensive vision for the watershed. NYSG will continue to be involved in the implementation of the plan.

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NY Sea Grant Welcomes the World's Marine Educators, Under Secretary to Brooklyn

The National Marine Educators Association (NMEA) brings together those interested in the study and enjoyment of the world of water — both fresh and salt water. NMEA provides a valuable focus for marine and aquatic studies worldwide. The local chapter, the New York State Marine Education Association (NYSMEA), exists to promote marine awareness and encourage the growth and exchange of instructional resources within the scientific, commercial, and educational communities. Several New York Sea Grant (NYSG) staffers are members of NMEA and NYSMEA.

In July 2006, more than 500 educators from around the world attended the week-long NMEA annual conference, hosted by NYSMEA at Long Island University's Brooklyn campus and Kingsborough Community College. Vice Admiral (Ret.) Conrad C. Lautenbacher, Under Secretary of Commerce for Oceans and Atmosphere, attended the conference, provided the keynote, and interacted with NY Sea Grant educators at a breakfast meeting.

NYSG staff was very involved in the detailed planning of the conference, staffed exhibit tables and provided presentations. NYSG Long Island Sound Study Outreach Coordinator and NYSMEA board member Kimberly Graff served as exhibit chair. NYSG NY/NJ Harbor Estuary Outreach Coordinator Laura Bartovics and Peconic Estuary Program Technical Outreach Coordinator Shana Miller made a joint



*Learning about NYSG's educational efforts at the 2006 NMEA conference is keynote speaker Vice Admiral (Ret.) Conrad C. Lautenbacher, Under Secretary of Commerce for Oceans and Atmosphere (center), with NYSG staffers (l to r) Kimberly Graff, Barbara Branca, Laura Bartovics, and Helen Domske.
Photo: Mark Oswell, NOAA Fisheries Service*

presentation on EstuaryLive and staffed an exhibit on the annual September web-based learning event. NYSG Coastal Education Specialist Helen Domske spoke on the newly-funded Centers of Ocean Sciences Education Excellence Great Lakes Program. NYSG Communications Manager Barbara Branca staffed an exhibit, provided event details to Vice Admiral Lautenbacher, and coordinated a press release which brought a Fox News crew to the Kingsborough campus.

These NYSG efforts showcased to a globally-based audience NYSG's multi-faceted programming and demonstrated NYSG's commitment to education and service to marine educators.

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Sea Grant/State/Local Business Partnership Develops Hudson River Interpretive Signs

The lower Hudson River includes a 153-mile tidal estuary from Troy, NY, to the Battery in New York City. The estuary supports a vital recreational boating industry. From fishing tournaments for striped bass each spring to fall foliage cruises, the Hudson is a popular tourism destination. While some communities along the Hudson have interpretive centers where residents and visitors alike can learn about the rich cultural, historical and ecological importance of the River, many people access the waterway through commercial marinas where there is little or no interpretive information.

Public education through interpretation encourages stewardship of New York's natural resources. In partnership with the Hudson Valley Marine Trades Association (HVMTA) and the New York State Department of Environmental Conservation Hudson Estuary Program, New York Sea Grant (NYSG) developed a series of interpretive signs centering on cultural, historic and ecological issues specific to the marina location. NYSG worked directly with marina managers, operators and staff to scope the project. These boating community leaders were engaged and involved in selecting sign topics, text, images and sign material. The selection of sign placement locations at marinas was based on existing information kiosks at marinas, areas of high visibility and rates of customer foot traffic.



Above:
Harbormaster
Krystal Cerna
displays sign panels
at Haverstraw Marina
(with approx. 1,000
boat slips, the largest
marina on the
Hudson). Right: an
interpretive panel
featuring common
Hudson River plants
and stewardship tips.
Photos: Nordica
Holochuck, NYSG



By September of 2006, 30 signs were installed at nine marinas in four counties (Rockland, Orange, Ulster and Greene) bordering the Hudson. Thousands of marina customers now have access to basic information on ecological research and Hudson River stewardship. The sign designs are available - for use in public education projects - to HVMTA members (representing more than 35 marine-related businesses), boat clubs, and Hudson River environmental organizations.

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I FISH NY: Sharing the Facts & Fun of Fishing in New York City and Long Island

Though New York City (NYC) and its surrounding metropolitan areas make up 57 percent of New York's population, only a fraction of natural resource allocations go to this region. To address this problem, New York Sea Grant (NYSG) and the New York State Department of Environmental Conservation (NYSDEC) partnered to create I FISH NY, an urban recreational fishing program that encourages NYC and Long Island (LI) residents to conserve aquatic resources by learning about and going fishing. In 2005, NYSG hired two full-time recreational fisheries specialists, one in NYC and one in LI, to implement and augment the groundwork established by NYSDEC staff. Independently, each specialist addresses the unique challenges of their region.

I FISH NY — New York City

I FISH NY-NYC maintains its presence in city schools, visiting more than 1,400 students with an in-class program that is followed by a fishing trip. More importantly, the program has created innovative teaching materials, including a Go Fish! card game that introduces students to the diversity of the fishes found in New York State.

Through partnerships, the program has expanded its outreach. For example, to create long-term relationships with students and help realize the stewardship mission, I FISH NY-NYC worked with the NYSDEC After School Conservation Club.



This young cub scout shows off his first fish, caught at an I FISH NY Boy Scout clinic. Photo: NYSDEC

I FISH NY's public programs have also expanded. Eight public events in 2007 will double the number held in 2005-2006.

I FISH NY — Long Island

With schools facing tight budgets and time restraints, I FISH NY-LI has partnered with the Board of Cooperative Education Services in Nassau and Suffolk counties to offer free in-class programs to supplement existing party boat fishing trips. Students are introduced to local fish species, proper fish handling techniques, and safety procedures during a pre-trip visit. Aboard fishing vessels, I FISH NY covers internal anatomy, fishing regulations, and stewardship practices. During our first year in the classroom, we fished with more than 1,100 students. As the program grows, we plan to provide resources for teachers, including teacher training, loaner rod programs, and online lesson plans.

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Controlling Pathogens in the Peconic Estuary Drainage Area

Pathogens are disease-causing viruses, algae, bacteria, and other organisms that can affect humans as well as wildlife. Pathogen discharges to Peconic Estuary waters are of concern due to the health risks associated with consumption of contaminated seafood or water contact and ingestion. Animal waste in storm-water runoff is a primary source of pathogen contamination. Significant economic losses have resulted from the need to close or restrict shellfish beds.

The New York Sea Grant Nonpoint Education for Municipal Officials Program (NYSG NEMO) responded to these issues by delivering a Peconic Municipal Pathogen Control workshop. The aim of the workshop was to advance the capacity of local governments to mitigate the impacts of pathogen contamination in local embayments. Representatives from village, town, and county governments participated. During the workshop, NYSG NEMO identified pathogen sources and discussed best management practice recommendations, including those contained in the Peconic Estuary Program's Comprehensive Conservation and Management Plan.

NYSG NEMO also provided strategies for implementing multi-pronged programs with an integrated focus on pathogens. Specific practices discussed included



Pathogen contamination poses serious economic and human health concerns. This notice warns against harvesting shellfish from uncertified waters. NYSG NEMO is assisting municipalities in the Peconic Estuary drainage area in building on their efforts to implement pathogen controls. Photo: Eileen Keenan, NYSG NEMO

geese waste and pet waste control, local laws, post-construction site design, pollution prevention for municipal facilities and operations, and public education and involvement programs. In addition, NEMO explained the ways in which the tools and methodologies previously developed for four Peconic subwatershed management plans could be replicated to control pathogens in other Peconic drainage areas.

Post-workshop surveys reflect the intent by participants to initiate collaborative efforts with neighboring municipalities and to apply for funding for pathogen control projects. One town requested a NEMO pathogen control presentation for its Board. New York Sea Grant NEMO looks forward to continuing to facilitate effective pathogen control programs on the East End as well as throughout Long Island.

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Helping Fisheries-Dependent Businesses Cope with VHS Impacts

The acronym VHS stands for viral hemorrhagic septicemia - a serious viral disease that causes mortalities in wild and hatchery-raised fish. The discovery of a new strain of the VHS virus (VHSV genotype IVb) in the Great Lakes prompted the federal Animal and Plant Health Inspection Service (APHIS) to implement stringent regulations restricting live fish transport across state and international boundaries. Unfortunately, these regulations designed to protect wild fish have created unintentional economic hardships for fisheries-dependent businesses, such as fish processors and bait harvesters.

As of April 2007, New York State businesses were restricted from transporting live, high-quality bullheads from a Canadian commercial netter to New York where the fish are processed and sold. Bullhead dinners are a popular menu item for restaurants and a source of revenue for not-for-profit organizations. The economic impact of VHS on this bullhead market is more than \$170,000 annually. Although a limited commercial bullhead fishery exists in Lake Ontario, it cannot meet restaurant demand.

Because of this economic impact, New York Sea Grant organized a meeting with APHIS, the New York State Department of Environmental Conservation, the New York State Department of Agriculture and Markets, fish disease experts, and representatives of U.S. Senator Hillary Clinton, Congressman John McHugh, NY Senator James Wright, and NY Assembly members Diedre



*Brown Bullhead are a popular dinner menu item for New York restaurants and not-for-profit organizations.
Photo: J. Scarola, New Hampshire Fish & Game Department*

Scozzafava and Darrel Aubertine. The meeting was designed to find middle ground that would protect the fisheries while allowing businesses to stay afloat.

As direct results of the meeting,

- NY fish processors were able to locate sources of emergency, low-interest loans,
- NY fish processors were able to identify a Canadian processor to supply them with fresh processed bullhead, but at a 50 percent loss,
- NY Sea Grant developed an effective euthanization procedure that would allow the NY processors to transport Canadian fish to New York plants for processing and sale, and
- leadership by Senator Clinton and Congressman McHugh led to the timely issuance of less stringent VHS regulations related to bait fisheries. The revised regulations allowed bait harvesters located adjacent to their bait sources at risk of going out of business to continue to sell bait.

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New York Sea Grant: Defending Against Invasive Species

“Biological pollution” - hundreds of invasive species in the Great Lakes and in our estuaries and marine waters - costs New Yorkers millions of dollars annually in environmental degradation and economic, aesthetic, and public health impacts. For two decades, New York Sea Grant (NYSG) has been the “go to” organization for research-based outreach information on preventing, identifying and controlling aquatic invasive species.

In 2006, NYSG took on a leadership role helping NY cope with dry-land invasives as well. As a member of the NYS Invasive Species Task Force, Sea Grant helped craft a report on the impact of invasive species on NY with recommendations to the Governor and Legislature on how to respond to the invasive species threat.

NYSG is developing a NYS Invasive Species Clearinghouse and is co-chairing an Invasive Species Program Work Team, which will help guide invasive species research and outreach at Cornell University. Together, NYSG and Cornell Cooperative Extension (CCE) constitute the largest, most comprehensive research-based education outreach program in the state. Working together, under the



Asian longhorned beetles, first found in NY in 1996, attack horse chestnut trees, maples, and other hardwoods, and could cause more damage than Dutch elm disease, chestnut blight, and gypsy moths combined. Economic impacts could reach \$138 billion per year.
Photo: Kenneth Law,
USDA APHIS PPQ,
<http://www.forestryimages.org>

The invasive aquatic plant, giant hogweed can make a bad case of poison ivy seem like a mild itch.

Photo: Terry English,
USDA APHIS PPQ,
<http://www.forestryimages.org>



direction of Sea Grant Sr. Extension Associate Chuck O'Neill, NYSG and CCE are developing a statewide outreach program to help stakeholders deal with invasions by aquatic and terrestrial plants, animals, insects, and pathogens.

Surface water-dependent industrial, power generation and drinking water plants save hundreds of millions of dollars utilizing NYSG information. Elected officials use Sea Grant information to make invasive species-related decisions which affect the lives of millions of New Yorkers. To reduce the introduction and spread of invasive species, New Yorkers are changing the way they think about which pets to buy, which plants to use in landscaping, which bait to fish with, and which agricultural products to consume. Stakeholders are learning ways to protect the state's agricultural, forest, aquatic and “built” resources, human and animal health, and economy from the negative impacts of invasive species through NYSG's research-based education outreach program.

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New York Sea Grant Spearheads First-Ever Great Lakes-Wide Dune Conference

For the first time ever Great Lakes dunes system researchers, educators and resource managers gathered from eight states and Ontario, Canada, to discuss the needs of the system on a comprehensive scale. The dunes system is vital to Great Lakes Basin environmental, ecological, tourism and economic interests.



A sense of connectedness - particularly among those from geographically-isolated areas - was created by those attending the first Great Lakes Dune Conference in October 2006 in Traverse City, Michigan. Similarly, the sharing of cross-discipline resources and challenges now supports comprehensive planning and more effective interaction with the diverse audiences interested in the future of the fragile dunes system.



Above: Lake Ontario's eastern shore dunes. Left: the New York contingent to the first Great Lakes Dune Conference. Photo: Mark Breederlund, Michigan Sea Grant

The Great Lakes dunes system provides habitat for rare plants and animals; provides shelter from the Lakes' storm energy for an immense complex of wetlands with its own diversity of flora and fauna; and, although itself subject to erosion, protects a much larger area of shoreline and lowland properties. In New York, for example, the dunes system protects adjacent wetlands creating a complex while providing habitat for such rare and endangered plant and animal species as Dune Willow, Sand Cherry, Champlain Beachgrass, Northern Harrier and Black Tern.

In cooperation with several partners, New York Sea Grant (NYSG) Steward

Coordinators secured funding, and planned and implemented this groundbreaking conference and its resulting products: post-conference discussions, the www.nysgdunes.org/confhompage.htm website, a Great Lakes Information Network-hosted listserv, a dune session and posters at the 2007 International Association for Great Lakes Research Conference at Penn State University in May, and development of a Sea Grant Great Lakes Network Committee.

Funding from the U.S. Environmental Protection Agency's Great Lakes National Program Office via the National Fish and Wildlife Foundation, with additional contributions from NYSG and the Great Lakes Water Studies Institute of Northwestern Michigan College, made the Great Lakes Dune Conference possible.

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NYSG: Helping Marinas with Environmental Best Management Practices

New York's marinas and boatyards provide the infrastructure that supports a \$2.4 billion dollar recreational boating industry. These waterfront facilities are an important part of the state's economy. Because of its waterfront location and the nature of its business, the marina and boatyard industry faces increasing regulation of its operations and is being asked to do more to control potential sources of pollution from marine facilities.

These marine-based businesses usually have limited staff (often only two or three full time employees with other responsibilities) making it economically impossible to devote large amounts of time to environmental management. The industry requested New York Sea Grant's help to develop a centralized source of information on environmental practices and regulations to help them address this growing problem.

New York Sea Grant (NYSG) Specialist Jay Tanski obtained a \$65,000 grant from the U.S. EPA and, with guidance from an advisory committee of industry, agency and NGO (Non-Governmental Organization) representatives, developed the New York Sea Grant Marina Environmental Best Management Practices (BMP) website (<http://seagrant.sunysb.edu/marinabmp>).

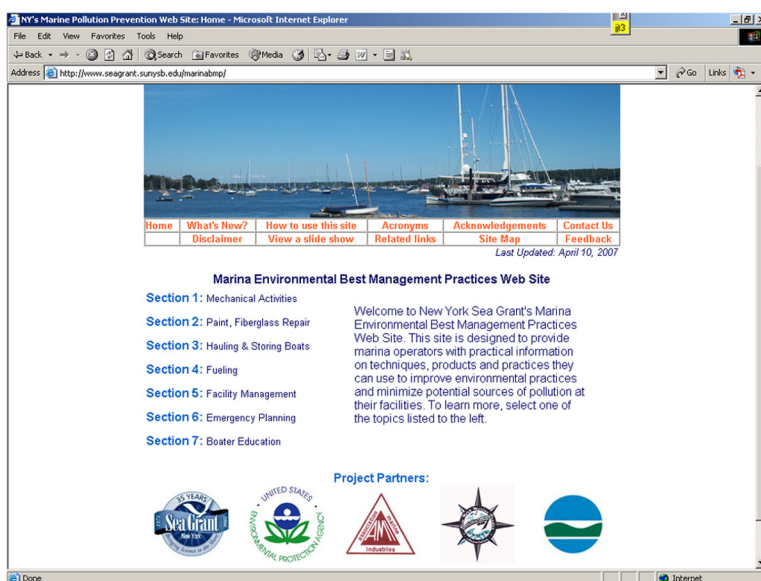
NYSG also conducted an analysis

The Sea Grant Marina Environmental Best Management Practices website provides operators with a wealth of information in one place.

of boat bottom washing water with Stony Brook University chemists and developed educational signage on boat fueling to provide previously unavailable information on emerging problems identified by the industry.

Two regional marine trades associations said they will use the web site, with almost 500 pages of information and 300 links to external sources of information, as the basis of educational efforts for their members. One association is printing the fueling information signs printed for every member with fueling facilities.

Four of six marinas evaluating the project incorporated one or more pollution prevention BMPs based on information obtained from the site. A consultant working with a New Jersey marina association used the bottom wash water results to help to develop a \$75,000 demonstration project on wash water treatment methods.



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New York Sea Grant: On the Air with Coastal Issues and Information

In early 2006, New York Sea Grant's Recreation/Tourism Specialist initiated a six-month pilot initiative with WWNY TV 7, a CBS and Fox affiliate in Watertown, to bring Sea Grant's "message" to the morning masses. Airing during one of the highest rated TV blocks in the "wake-up hours" - the 6:30-7am stretch, the live interviews feature such topics as clean and safe boating, invasive species, diving, the Lake Ontario Dune/Salmon River steward program, shoreline land issues, coastal tourism, and marine safety. These monthly "chats," potentially reach 10,000 viewers in Jefferson, Northern Oswego and Southern St. Lawrence counties.

WWNY Producer Jack Miller notes, "The interviews have exposed a large number of people to the wide variety of coastal issues being addressed by programming that New York Sea Grant organizes and participates in."

As a result of the pilot effort, WWNY renewed the series through 2006 and into 2007. Says Miller, "I look forward to working with Sea Grant on other topics in the coming months."

Before or after the television interviews, NYSG personnel visit WTNV Radio 790 AM in Watertown and are heard by Morning Show listeners and commuters. NYSG's five-minute



NYSG's David White (left) talks with WWNY TV 7 Morning News hosts Beth Hall and Jeff Cole about boating safety. Photos courtesy of WWNY TV 7, Watertown

segment, now a regular feature, usually airs during one of the show's highest rated times, the 7:30-8 am slot.

The interviews conducted by WTNV Radio News Director Nathan Lehman and Morning Show Host George Neher are relaxed in nature and cover a great deal of information, often in a light-hearted manner that helps listeners remember "who to call" for more details on everything from diving sites to invasive species.

Neher says the NYSG series has helped local listeners realize the value of their own backyard. "People are often not aware of the advantages of their own area. They vacation elsewhere so the Sea Grant series is good for sharing information about local coastal resources," Neher says.

New York Sea Grant is a cooperative program of the State University of New York and Cornell University. Sea Grant Extension administration is located at 112 Rice Hall, Cornell University, Ithaca, NY 14853.

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