



**The Coastal Society
2012 Annual Report**

Coastal practitioners gather at TCS 23 in Miami, Florida



Credit: Kristen Fletcher

From June 3-6, 2012, coastal practitioners gathered at TCS 23: Our Coasts, Our Heritage: Ecosystem Services for the Common Good.

TCS was honored to host William “Bill” M. Eichbaum, Vice President for Marine and Arctic Policy at the World Wildlife Fund US, as the Marc J. Hershman Keynote Speaker to kick off the conference.

The Opening Plenary on 40 Years of the Coastal Zone Management Act: Impacts and Innovations, moderated by Kristen Fletcher from Coastal States Organization, offered comments and discussion by panelists Rich Delaney, Center for Coastal Studies, Provincetown, MA, Danny Clayton, Florida Coastal Zone Management Program, Tallahassee, FL and Kristin Jacobs, Broward County, FL. Aspects of the panel discussions helped to inform a CZMA-themed Special Issue of the journal *Coastal Management*, which will be published in Spring 2013.

Benefiting from the conference location in a major port city, the closing panel, A Global Trend Towards Larger Ships and the Effects on Port Regions, was moderated by Hal Cardwell, PhD, U.S. Army Corps of Engineers, Institute for Water Resources, and panelists included Becky Hope, Miami-Dade County, Port of Miami, Thomas Jelenić, City of Long Beach, Port of Long Beach, Laura Reynolds, Tropical Audubon Society, Brian Walker, PhD, NOVA Southeastern University Oceanographic Center, and Morgan Wynn, JD, Natural Resources Defense Council, Santa Monica Office.

While TCS 23 was attended at lower participation levels, partially due to new travel restrictions for government employees, we were excited to share information with the broader coastal community through real-time Twitter supported by TCS Board Member Chad Nelsen, Surfrider Foundation, among others. “Live tweeting” at conferences is an increasingly common way to expand the reach and audience of a conference and provoke interactions both internally and externally. It has the ancillary benefit of creating connections and a community at the conference itself. Live tweeting is the act of using twitter to tweet your observations in real time.

We experimented with live tweeting the last TCS conference that was held in Miami using the hashtag #TCS23. For those not familiar with Twitter, hashtags are a means of labeling tweets so they can be aggregated or followed on a specific topic. Here are some of the stats from #tcs23. Over four days 147 tweets were written from 18 contributors. 100 were original tweets from conference goers, 35 were retweets and 14 were replies, implying some response to the tweet. Those tweets reached 20,187 twitter accounts and created 108,351 impressions. An impression is the total number of times tweets were delivered to twitter timelines. If you have been questioning the value of Twitter, following the live feed of a conference may be something worth trying.

Professional Mentoring Workshop

On June 3, 2012, TCS 23 held a session on Professional Mentoring as part of the TCS Education Committee's Leadership Skill Development Series. The half-day workshop provided a venue for professionals at all stages of their careers to learn about and discuss mentor-mentee relationships. This session built off previous TCS leadership events, such as the leadership workshop that was held two years ago at TCS 22, and included discussion about the need for and feasibility of a formal TCS-facilitated mentoring network.

Two panels were convened- one consisting of mentors from a variety of sectors and career paths, and the second comprising mentors and previous "mentees." In the first panel, mentors discussed their mentoring experiences and offered insight and advice to prospective new mentors. The second panel focused on mentees' experiences, with mentees providing insight into what works and doesn't work from the mentee perspective. The TCS Education Committee and Board of Directors continue to explore the feasibility of a TCS-facilitated mentoring program, which is envisioned to represent a variety of marine/ocean sectors, chosen from federal and state government, university, informal science education/outreach, NGO, and private consulting backgrounds.

TCS 23 Awards

TCS is pleased to again congratulate the recipients of awards given during TCS 23. These include:

Outstanding Service Award

Mike Orbach, Professor, Duke University Nicholas School of the Environment, former Director, Duke Marine Laboratory, President of TCS 1996-1998

Distinguished Service Award

Ellen Gordon, Environmental Writer, Editor, TCS Bulletin

Robert W. Knecht Award for Professional Promise

Julia Wyman, Staff Attorney, Marine Affairs Institute & Rhode Island Sea Grant Legal Program, Roger Williams University School of Law

President's Awards

Rick DeVoe, Executive Director, South Carolina Sea Grant Consortium

Paul Ticco, Monitor National Marine Sanctuary, NOAA Office of Marine Sanctuaries

Thomas E. Bigford Award for Best Student Presentation

Jolván Morris, Florida A&M University

Thomas E. Bigford Award for Best Student Poster

Michael Flynn, Richard Stockton College of NJ

Sea Grant Award for Best Student Presentation

Clara Rubin, University of Rhode Island

Partner Certificate of Appreciation

I. M. Systems Group

Enhanced Communications

Social Media



The TCS Communications Committee drafted a Social Media Policy, which was approved by the Board of Directors in November 2012. Be sure to [like us on Facebook](#) and follow us on Twitter at [@CoastalSociety](#) to join the conversation!

Membership Survey

In May 2012, the Communication and Membership Committees of TCS conducted an online survey of members to solicit their input and views on a number of issues related to current and future projects and programs of the society. Links to the web survey were distributed to all current TCS members, with a response rate of 29%. The survey gathered information from members on coastal issues of interest, benefits utilized by the members, preferences on future TCS initiatives including future conferences, and their views on regional meetings, white papers, webinars and other possible new activities that TCS should be engaged in.

Chapters section of TCS website

In 2012, TCS has also made a concerted effort to increase communications among chapters through [the new Chapters section of the TCS web site](#). This webpage was designed to assist TCS Chapters to share ideas, offer a way so that those seeking to form a Chapter can learn about other's experiences, and provide future officers of a Chapter with centralized location to find the Chapter history.

In the Regions



Taylor & Francis Group Educational Event Funding Competition

TCS Board members and members of the TCS Education Committee worked together to develop and implement a funding competition under the auspices of Taylor & Francis (T&F), which continues to provide \$5,000 toward activities that support T&F goals. Projects supported by these funds in 2012 included:



Queen Quet is the first elected Chieftess and Head-of-State for the Gullah/Geechee Nation. Credit: Gullah/Geechee Nation

“Interactive Workshop: De Island da We: Gullah/Geechee Coastal Sustainability – Celebrating the Living Environment of the Sea Islands” – submitted by the Gullah/Geechee Sea Island Coalition (St. Helena Island, SC). Event was held on January 28, 2012. Final draft report titled “Da Land da We: Gullah/Geechee Sustainability” was submitted by the coalition to TCS, and summarized the activities of the interactive workshop held on St. Helena and Hunting Islands, SC there in the Gullah/Geechee Nation.

“Ecosystem Modeling Workshop” – submitted by the Barnegat Bay Partnership (Toms River, NJ). The four-day ecosystem modeling workshop was held March 12-15, 2012 at Ocean County College in Toms River, New Jersey, co-hosted by the Barnegat Bay Partnership and National Oceanic and Atmospheric Administration.

The workshop brought together practitioners of ecosystem modeling and those interested in using these techniques to address management issues within the coastal zone. The first day of this workshop focused on the ways in which models in estuarine and near-shore coastal habitats can be, and have been, used to support ecosystem based management.



The subsequent days of the workshop consisted of a hands-on tutorial in the use of one particular modeling package (Ecopath with Ecosim, or EwE).



Credit: NOAA

CZMA 40th Anniversary Event

TCS members from Washington State—the first state to establish a federally-approved coastal management program under the CZMA in 1976—held a big bash to celebrate the 40th anniversary of the CZMA. The event provided attendees with an opportunity to learn more about the CZMA and Washington’s

CZM Program from a range of perspectives, and to reflect on challenges faced and opportunities for the future.

Speakers included: Patrick Christie, University of Washington; Kris Wall, NOAA; Brian Lynn, Washington State; Patty Charnas, Kitsap County; Fred Felleman, representing the Makah Tribe; and Terry Williams, The Tulalip Tribes. Generous support for the event was provided by Coastal States Organization, Washington Sea Grant, UW School of Marine & Environmental Affairs, NOAA, Washington State Department of Ecology, and the UW TCS Student Chapter.

Working toward financial sustainability

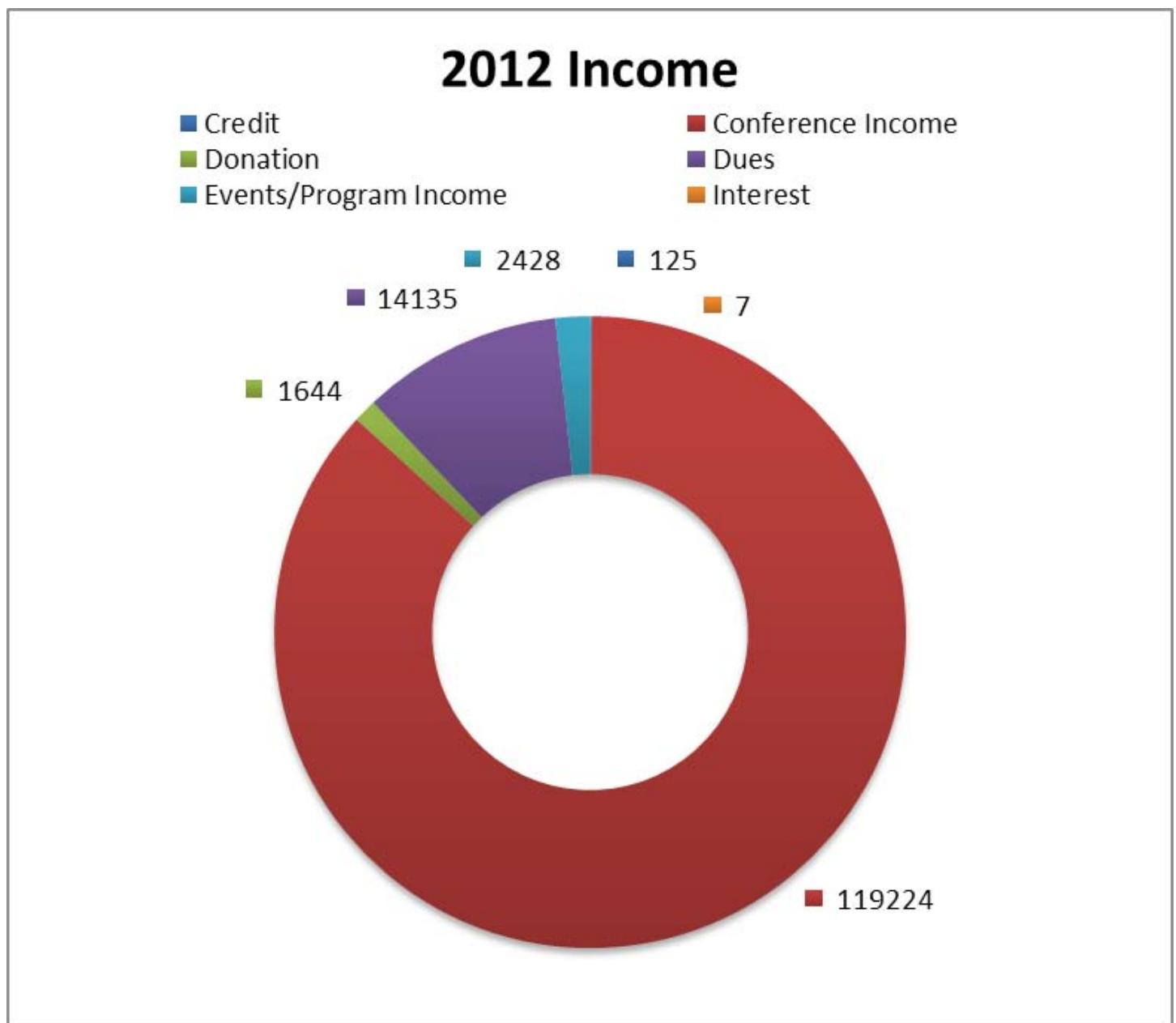
Like other non-profit organizations, TCS was affected by significant cuts in government funding and sponsorships and the overall state of the economy. As membership dues alone did not cover TCS operating costs, the TCS Development Committee explored a more diversified strategy toward financial sustainability to support tomorrow’s coastal leaders and strengthen today’s work to build vibrant, productive coastal communities.

2012 efforts included:

In Fall 2012, TCS launched its first Annual Giving Campaign, with a focus on individual giving. Supported by TCS member testimonials which are included on our website, TCS partnered with Network for Good, to accept online tax deductible donations.

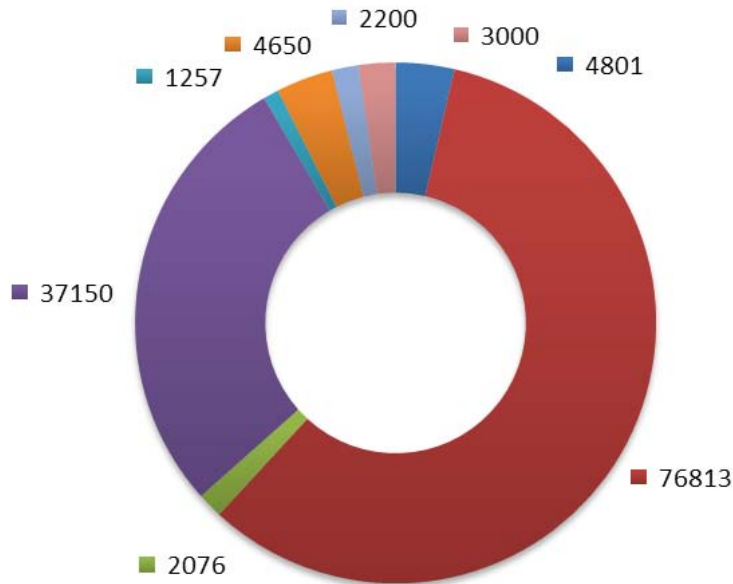
More than 75% of our donors contributed more than \$100, and we had 100% participation from our Board.

The 2012 campaign was a piloted effort. Plans call for a similar campaign to occur annually each fall as we continue to promote a long-term culture of giving within TCS. As part of our long-term revenue development, and to address increased costs for providing members benefits, TCS membership dues were raised \$10 for 2013. The modest increase was informed in part by a 2012 TCS Membership Survey. TCS strives to continue to offer affordable membership dues that are competitive with those of similar organizations.

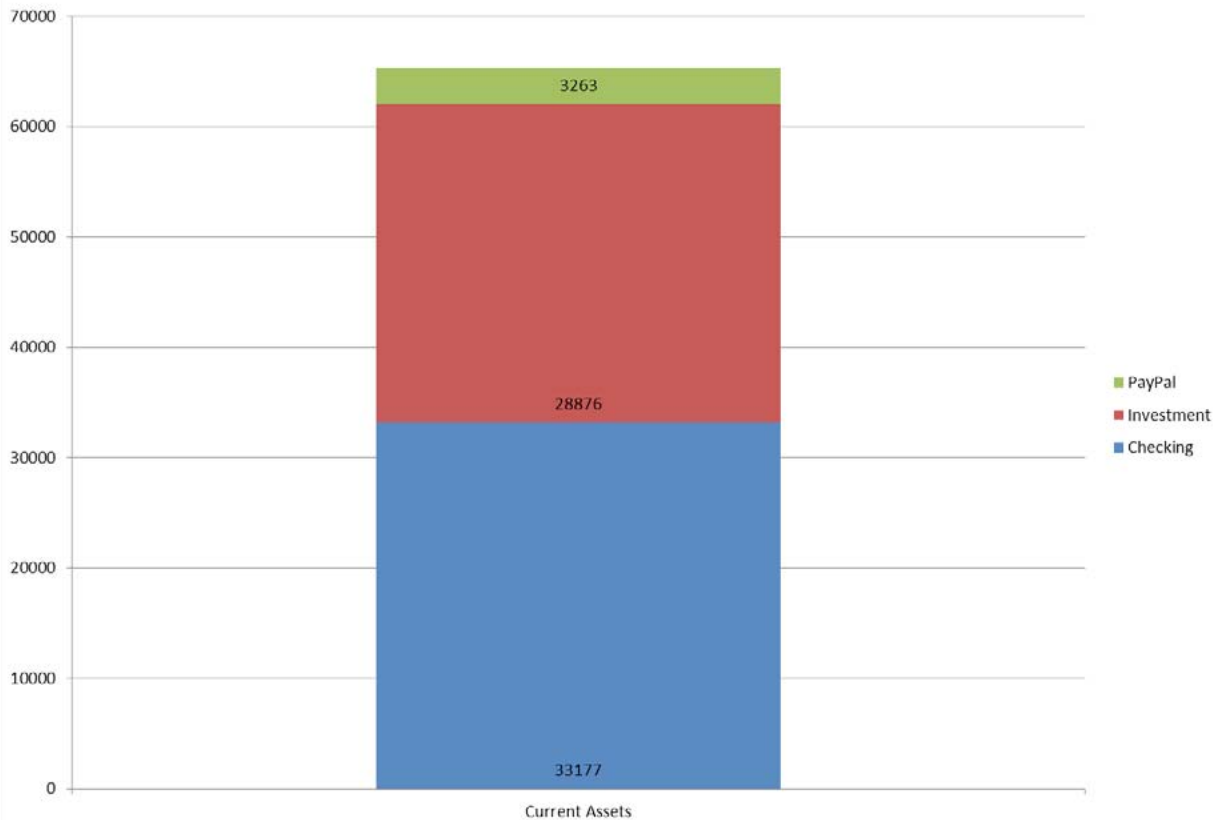


2012 Expenses

- Bulletin
 - Events/ Program
 - Insurance
 - Office Expenses
- Conferences
 - Executive Services
 - Membership Benefits
 - Professional Services



2012 End-of-Year Current Assets, \$65,316



2012 Board of Directors

Lisa C. Schiavinato (President), North Carolina Sea Grant College Program

Kate Killerlain Morrison (President Elect), Sargasso Sea Alliance

Jeff Benoit (Past President), Restore America's Estuaries

Jeff Smith (Treasurer), National Marine Fisheries Service

Chris Ellis (Secretary), NOAA Coastal Services Center

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Tony MacDonald, Urban Coast Institute at Monmouth University

Rebekah Padgett, Washington State Department of Ecology

Bhaskar Subramanian, MD Department of Natural Resources

Susan White, NC Sea Grant College Program

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Chris Ellis, NOAA Coastal Services Center

Rick DeVoe, S.C. Sea Grant Consortium

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Tony MacDonald, Urban Coast Institute at Monmouth University

Chad Nelsen, Surfrider Foundation

Rebekah Padgett, Washington State Department of Ecology

Brian Smith, NC State University Research Development Office