

# WELCOME

## ACCESS – AN ISSUE UPDATE

October 12, 2007



# Today's discussion

- Marine Protected Areas
- The Florida Connection
- Cape Hatteras National Seashore
- Putting Together an Effective Campaign



**“...it’s about angler access  
to all waters and our future.”**

**Randy Lemcke, Vice President, Plano  
Molding Company, and ASA Board of  
Directors Chairman**



# Elements of a Healthy Sportfishing Industry...

- Healthy fish populations
- More anglers
- Increasing sales of equipment to fish and boat



# The Challenge of Marine Protected Areas to the Industry



# Marine Protected Areas – what are they?

- Marine Protected Area (MPAs) -- broad term applied to defined ocean areas under management scenarios which may or may not preclude fishing
- Marine Parks and Marine Conservation Areas -- allow some fishing, but are considered to be marine protected areas



# What are MPAs?

- Marine Reserves – In California areas in which all fishing is prohibited (no fishing zones)
- ***When most environmental groups suggest marine protected areas they are really proposing no fishing zones***

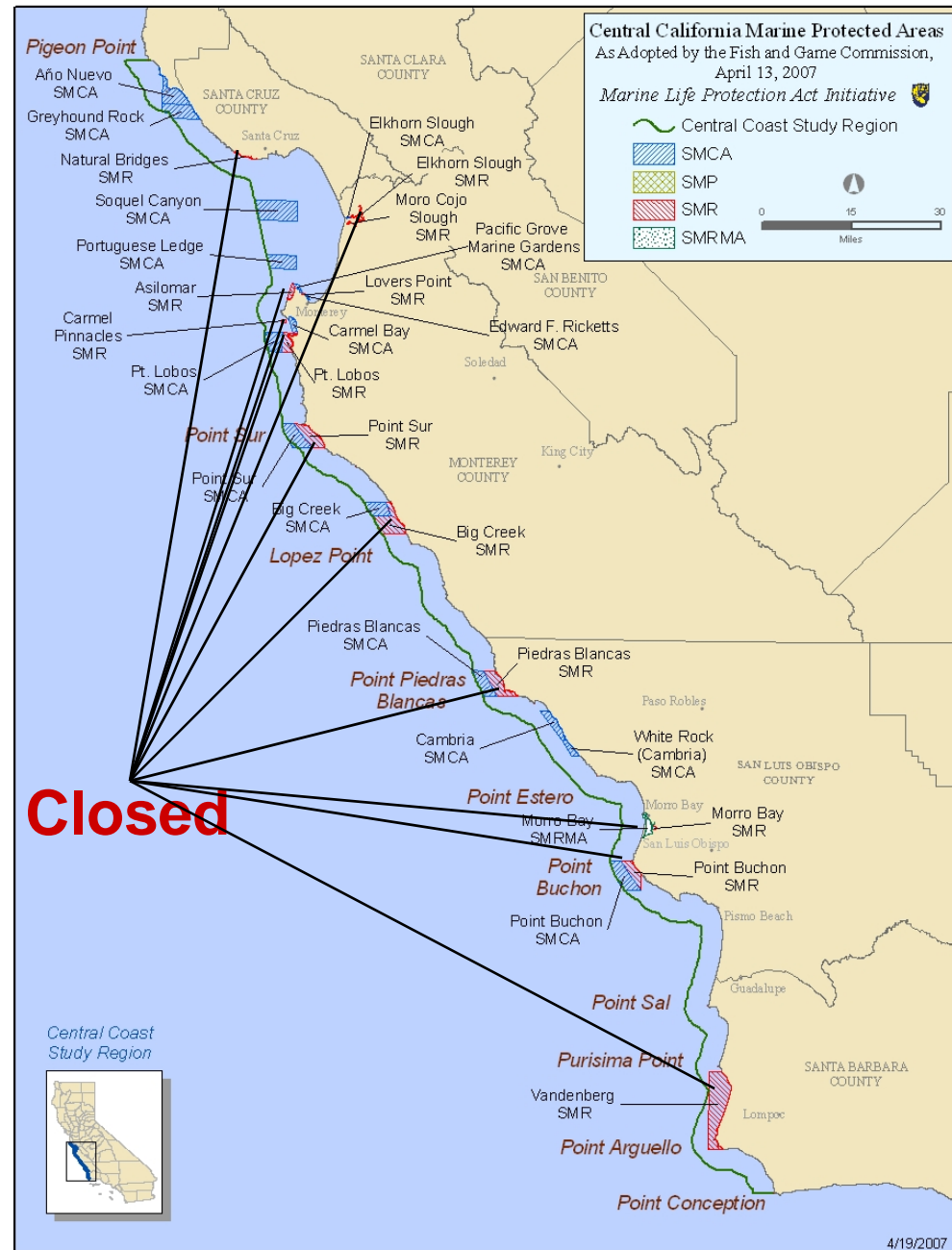


# California's 1999 Marine Life Protection Act – The Bellwether

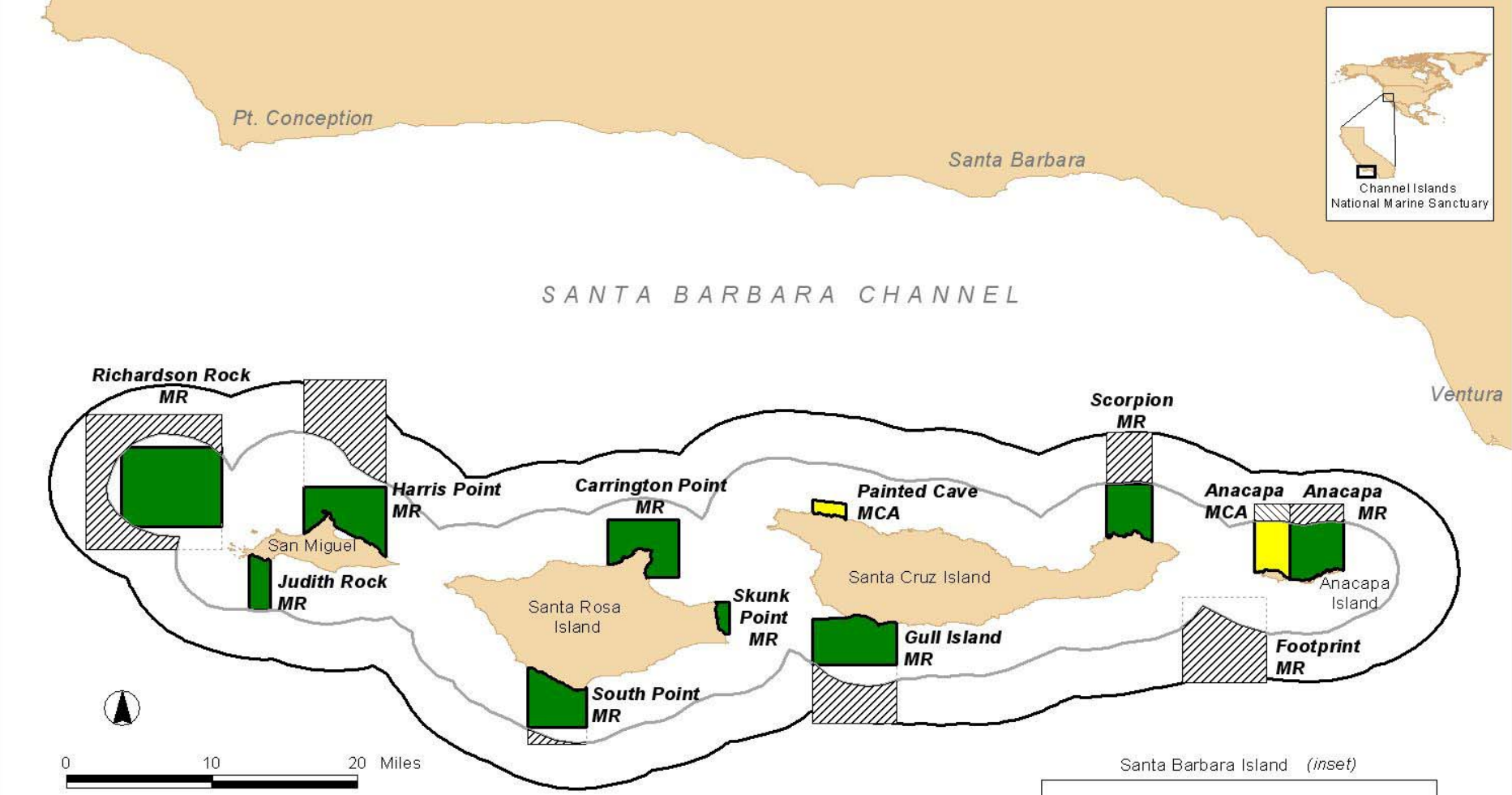
- Designed to “sustain, conserve and protect” California’s marine resources
- Implemented by designating ocean areas called Marine Protected Areas
- Process began in 2004 with revenues from the Resources Legacy Fund Foundation -- \$7.2 million
- Central California coast was the first MLPA study area






Sportfishing closures are 85 square miles of the total Central Coast study area but at least 40% of the best sportfishing areas.

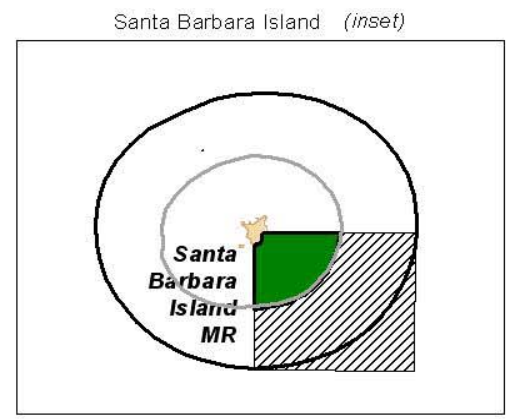


SMCA = state marine conservation area    SMP = state marine park  
SMR = state marine reserve    SMRMA = state marine recreational management area



-  Federal Marine Reserve
-  Federal Marine Conservation Area
-  State Marine Reserve
-  State Marine Conservation Area
-  State Boundary (Mean high water to 3nmi)
-  Sanctuary Boundary (Mean high water to 6nmi)

MCA -- Marine Conservation Area  
 MR -- Marine Reserve



Ventura

**California has closed 9% of its state waters and the MLPA process has only studied and designated one area of the state!**



# It's not just California

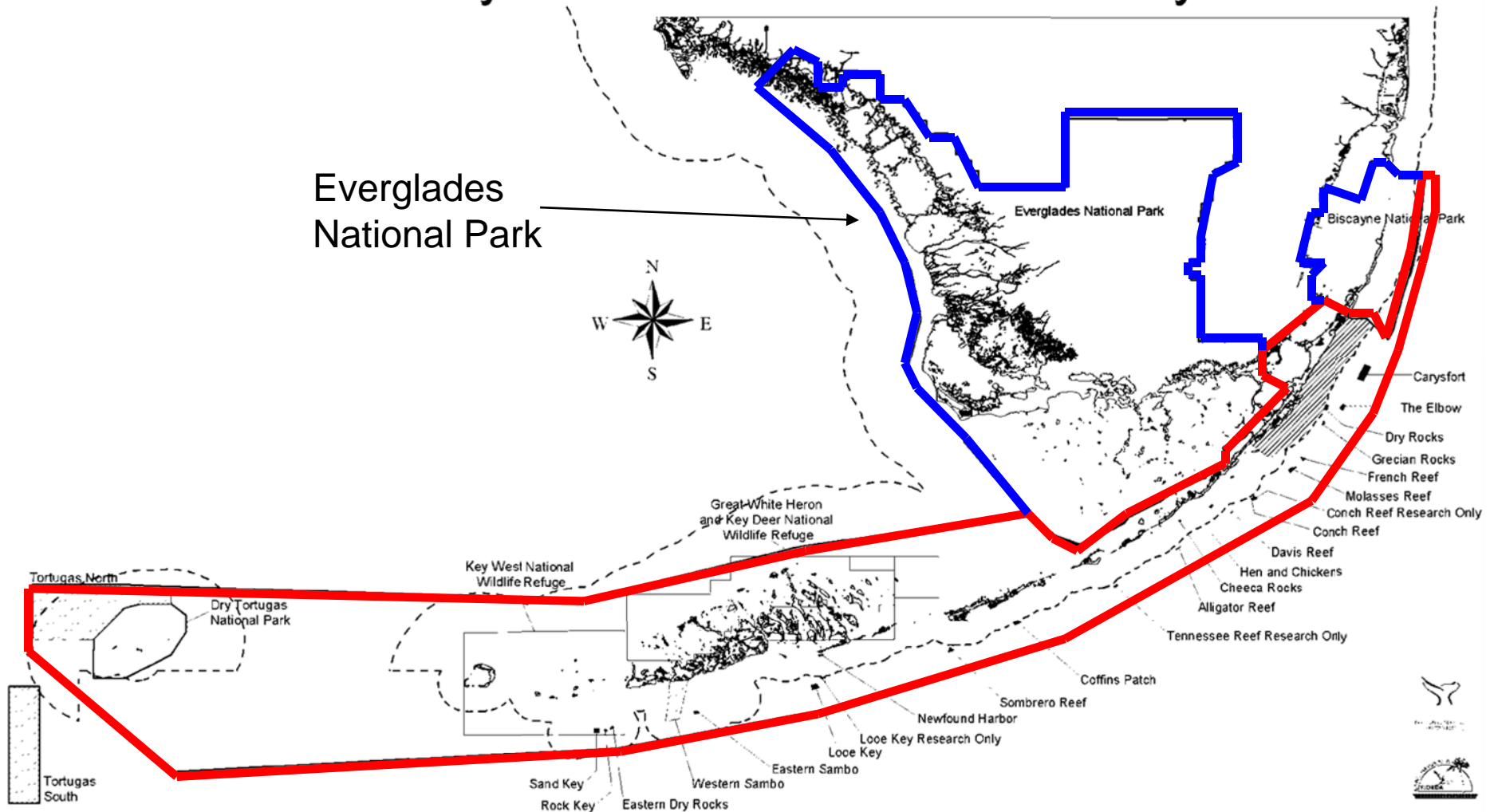
- Oregon
- Washington
- New Jersey
- Massachusetts
- Gulf of Mexico





# Overview of Florida Areas

## Florida Keys National Marine Sanctuary



# The Goal of the MPA Sportfishing Advocacy Campaign

To maximize the conservation benefit to the aquatic environment while minimizing unwarranted closures of waters to sportfishing.



# Actions

- Developed a plan for CA and beyond
- Actively engaged in CA w/local groups
- Have begun actions in Oregon
- Actively engaged at the federal level
- Actively seeking funds from other industries
- Actively seeking additional fishing and boating allies



# Cape Hatteras National Seashore

Patty Doerr  
ASA Director for Ocean  
Resource Policy



# Cape Hatteras National Seashore – North Carolina

- Proposed critical habitat (CH) designation under federal Endangered Species Act
- Off-Road Vehicle (ORV) Management Plan/ Negotiated Rulemaking



# Actions

- Coordinated meeting with Deputy Assistant Secretary for Fish, Wildlife and Parks
- Commented on proposed critical habitat designation
- Member of proposed ORV negotiated rulemaking



# Putting Together an Effective Campaign

Dan Kramer, President  
KPA Strategies  
El Dorado Hills, CA



# Campaign Goals

- Maximize the conservation benefit to the marine environment while minimizing unwarranted closures of California coastal waters to sportfishing caused by the MLPA.
- Support the sportfishing industry's coordinated effort to minimize MLPA impacts on anglers by vividly conveying, personalizing, and showcasing for key regulatory decision makers the consequences of closing or severely restricting access to many of California's best marine sportfishing areas.



# Key Strategies

- Create awareness of industry positives with key decision makers
- Create awareness of potential impacts – on a personal level – to individual association members
- Create awareness of potential impacts – on a personal and political level – to targeted decision makers



## Key Strategies (con't)

- Equip association members with the messages and tools necessary to easily make their opinions known
- Move decision makers to action toward our point of view



# What You Can Do

- Be media-savvy
- Become an activist
- Write to your local elected officials, newspaper
- Spread the word
- Ride the wave of timely news

