

# **SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL**

## **INFORMATION AND EDUCATION COMMITTEE**

**SEA PALMS RESORT & CONFERENCE CENTER  
ST. SIMONS ISLAND, GEORGIA**

**MARCH 7, 2013**

### **SUMMARY MINUTES**

#### **Information & Education Committee:**

John Jolley, Chariman  
Steve Amick  
Dr. Wilson Laney

Tom Burgess, Vice-Chairman  
Mel Bell

#### **Council Members:**

David Cupka  
Anna Beckwith  
Dr. Michelle Duval  
Doug Haymans  
Charles Phillips

Ben Hartig  
Dr. Roy Crabtree  
LCdr Scot Gibson  
Jessica McCawley  
Tom Swatzel

#### **Council Staff:**

Bob Mahood  
Kim Iverson  
Myra Brouwer  
Dr. Mike Errigo  
Dr. Brian Chevront  
Mike Collins

Gregg Waugh  
Amber Von Harten  
Anna Martin  
Dr. Kari MacLauchlin  
John Carmichael  
Julie O'Dell

#### **Observers/Participants:**

Dr. Jack McGovern  
Doug Boyd  
Karen Raine  
Cathy Sakas

Monica Smit-Brunello  
Dr. Bonnie Ponwith  
Pres Pate  
Martha Bademan

Other observers attached

The Information and Education Committee of the South Atlantic Fishery Management Council convened in the Frederica Room of the Sea Palms Resort and Conference Center, March 7, 2013, and was called to order at 2:15 o'clock p.m. by Chairman John Jolley.

MR. JOLLEY: I am the Chairman of the Information and Education Committee, and I would like to convene this meeting, if I may. We are pleased to have Kathy Sakas, the Vice-Chair of our Information and Education Advisory Panel. Has everybody had a chance to review the agenda? Are there any objections or additions or anything? Seeing none; then the agenda is accepted.

I think you have all had a chance to look at the meeting notes from 2012. Are there any corrections to the minutes of 2012? Any objections? If not; then the minutes stand. Today we are going to get some presentations; first of all on the update on the partnership of the outreach program that has been started.

Secondly, we are going to get a review and update on the joint meeting of the Law Enforcement and Information and Education Advisory Board. Lastly, we are going to get an update on the Information and Education Advisory Panel Meeting that we had back in February. I'm going to let Kim and Amber take over, and I think Kim is going to take over first on the report of our outreach objectives.

MS. IVERSON: I just wanted to give the committee members an update on two joint projects that we've been working; the Marine Resources Education Program or MREP. The workshops are scheduled for April. The science workshop is scheduled for this coming April 2 through 4. There is a postcard that is part of your briefing book materials/

Also the hard copies are available from the table out front to advertise and publicize this workshop. There are approximately 40 applicants now that have applied. The workshop is a three-day workshop focusing on science. The workshop will be held in Tampa. There is going to be a field trip associated with the workshop to the Florida Wildlife Resources Commission's Science Lab there, FWRI there in St. Petersburg.

I think that will be really a treat for the participants at the workshop. John Carmichael will be participating and representing the stock assessment process and the SEDAR program. There are quite a number of Science Center employees and other folks that will be involved in this first-ever MREP Southeast Workshop. There is a website that is given.

The website is on the post card. If you're interested in looking at the overall curriculum for this first workshop focusing on science, I would encourage you to take a few minutes and go to that website. There is a new section of the MREP program southeast – or a section of their website dedicated to the southeast project. The management workshop is going to be scheduled for October. It's a two-part workshop and the participants that are selected from the pool of applicants will hopefully be able to attend both the science workshop in April and then again the management workshops that will be scheduled in October.

We're excited about that. Also, I wanted to note that during our discussions with the Information and Education Advisory Panel in the meeting back in February, the AP members received an update on the workshop and provided some really good recommendations for this first-time

project. I forwarded those recommendations from the advisory panel to Alexa Dayton, who is the program coordinator through the Gulf of Maine Research Institute.

They have been reviewed by Alexa as well as Duane Harris and Bob Gill. Duane and Bob are both members of the Steering Committee and kind of spearheading this project, being in contact with the Steering Committee members and coordinating the curriculum and logistics along with Alexa Dayton for this first workshop in April, so I'll bring that to your attention.

I wanted to thank John Jolley. John was part of that advisory panel meeting and then responded in supplying Alexa with participants or possible participants for applicants for the workshop. We've had a good response and hopefully – I think there is a conference call today. I was unable to sit in on the call to review the applicants and then choose somewhere between 25 and 30 participants for this first science workshop.

The information should be getting back to those applicants soon as to the ones that are chosen. We are looking forward to participating in that workshop, and being part of the MREP. If anybody has any questions, I will be glad to answer those at this time. Again, there are copies of the postcards with a link to the website. It is a little bit difficult to find the specific page for the southeast program through the Gulf of Maine Research Institute website. I would encourage you to grab one of these for the direct link.

MR. CUPKA: I just had a quick question. I may have missed it, but do you know how many people actually applied on this first workshop, Kim?

MS. IVERSON: It is my understanding as of today there were about 40. There could have been a couple more. I do know that there are two seats that have been reserved for the Caribbean Council to have representation at this first series of workshops. I think at the last discussion there was going to be somewhere between 25 and 30 depending on the number of applicants that were chosen to participate.

MR. JOLLEY: That was pretty good because you were on a tight, short time notice.

MS. IVERSON: It was; it was a relatively short notification time. Again, the role of the councils in this – and I just spoke with Charlene Ponce with the Gulf Council. The program is by fishermen for fishermen. We wanted to help publicize the program, but at the same time not give any indication that it was a council-driven process. This is something that is driven by the fishermen and that steering committee with Duane Harris and Bob Gill at the helm. I think they've done a really great job of getting applicants within a relatively short period of time.

I did want to also mention the Managing Our Nation's Fisheries 3; the national conference is coming up May 7 through 9 in Washington D.C. Again, kind of reminder postcards; I like to have a hard copy from time to time to stick on my desk to remind me of the dates of the conference. If you haven't already registered, I would encourage you to register.

I'm on the communications workgroup for that conference, and I think that they can accept up to 600 participants and at last count there were between 300 and 350 registrants. I think some of the folks from NOAA are waiting as far as submitting their registration forms. The keynote speakers and the conference agenda and schedule are all available from their website.

Again, grab one of the postcards; go straight to the Managing Our Nations Fisheries 3. The keynote speakers and everything have been identified. I did want to point out that Amber has submitted a poster for consideration at the national conference. We haven't heard back at this point, but should hear back within the next week or so of whether those posters had been accepted.

I think we had really good response to the poster session. The councils will be represented there at the conference as part of the poster sessions. My understanding is we'll have a display; hopefully a new portable display in time for our national conference. If anybody has any questions, I will be glad to answer those at this point. I just wanted to give you an update and direct you to the website where the majority of the information is available.

MR. JOLLEY: Questions? Is there any further discussion on this issue? We are not required for any action, that's for sure. Why don't we move on to the joint meeting of Law Enforcement and Information and Education Advisory Panel?

MS. IVERSON: It was mentioned earlier we had a joint meeting on February 6 of the Information and Education Advisory Panel and the Law Enforcement Advisory Panel. It is the first such joint meeting that I am aware of. It was a really good experience, bringing together the communications folks. The outreach people with the Law Enforcement AP resulted in some very good recommendations.

I am going to walk you through that summary report; and again if you have any questions, we will be glad to entertain them. The first thing on the agenda for the joint meeting was outreach for vessel monitoring systems. In anticipation of this meeting, we wanted to be prepared to have some information available to the public on vessel monitoring systems.

Amber had put together a Q&A, a draft question and answer. It is a single page, front and back information sheet that provides general information about the systems. The Law Enforcement Advisory and I&E Advisory Panel provided a list of recommendations. I also wanted to note that Pat O'Shaughnessy's wonderful presentation that was given earlier this week has been recorded and we have access to that presentation to use as part of outreach efforts.

I understand that the file is relatively large. Hopefully, we'll be able to break the file up from the presentation, and also the Q&A session was recorded. That discussion would be available as an outreach tool. There was some discussion at the joint meeting that I believe NOAA OLE may be working on a similar FAQ and background information on VMS with some demonstration on how the vessel monitoring systems would work.

I don't know about the timing in that. I don't think that was identified, but hopefully that will be available as we move into public hearings coming up very soon; end of April or early May is my understanding. If anybody has any recommendations from the committee or the council on additional outreach efforts that you would like to see implemented or suggestions in addition to the recommendations that you see in the report, we would welcome those at this time.

MR. BELL: It's not a new idea, and I've talked to Pat about it. But to the degree that we can use success stories or experience particularly in fisheries where they have been established for

use for VMS for a while, and if there are fishermen that are willing to discuss that or share their positive experiences with VMS if they have them, that would be useful to have.

It would be nice for the fishermen to kind of hear it from the fishermen as opposed to hearing it from the law enforcement or the management perspective. I talked to Pat about that as far as trying to find those sorts of things. I think that would be useful in terms of again explaining how this isn't as bad as it maybe seems and it actually can be a good thing.

MS. IVERSON: Yes, and to that point, that was one of the recommendations, and we had a pretty good discussion on that at the joint meeting. Pat I think included some of those examples in his presentation, but it would also be good to have personal stories that would maybe be available and talk about the other assets that VMS brought to the table as far as safety and that type of thing.

One thing that Pat did stress at the joint meeting and I think he stressed it again here is that VMS is not designed primary to function as a safety tool. EPIRB is the number one safety unit on the vessel, but that VMS acts as a good backup. I'm hoping that OLE or the Regional Office will have something together maybe in time for our public hearings.

If you think on this and you have other ideas, please feel free to let Amber and I know about them; shoot us an e-mail if you have suggestions. I think that the joint AP members had a good discussion and were very helpful in guiding us in our outreach efforts. Moving along to the next topic that we discussed at the joint meeting was the update on our mobile application, our regulations' application.

As you remember, we discussed it briefly at the December meeting. We've moved forward in development of consolidating all of the council's regulations into a mobile application that is now available. I am going to turn this over to Amber, because she has done a yeoman's job in doing the edits and getting the application to the point where it is today. I just wanted to turn that over and let Amber walk you through where we are with that process.

MS. VonHARTEN: As Kim indicated and as you all know, we've been working on this mobile application, and I'm happy to report that it is now available on both the Android operating system, as well as iPhone and iPad. We just found out about the Apple Store. Doug is giving me a frowny face. What I was going to show you quickly –

MS. IVERSON: It is not available on Blackberry.

MS. VonHARTEN: It is not available in Blackberry, sorry, Doug. I was going to show you the Google Play Store, which is where you can download it for all the Android operating system phones. We just found out about the iPhone and iPad availability on Tuesday night while we were at dinner, so that was another reason to celebrate. Here it is here. The name of the application is SA Fish Regs.

We had much discussion about what we were going to call this application, because we were fortunate enough to be able to include not just all of the species that the council manages, but also some state-managed species like red drum and black drum as well as all the sharks, billfish and tunas.

We decided instead of calling it the council fish regulations, we wanted to make sure it was clear that this was for the South Atlantic, and that we just happened to be the agency that was fortunate enough to get it developed. Here is a little snapshot of the icon. You can click on it to install it. Here is a description of what it features.

It features fish identification information. We have the beautiful illustrations from Duane Raver that we have been using for a lot of our outreach materials that includes fish description, distribution size, and some life history information. Then, of course, it includes all the recreational and commercial regulations, a summary.

Now that we have this uploaded, we are going to be keeping this updated with all the current regulations. This hopefully will be a one-stop shop for folks to get the most recent regulations. We have the opportunity to be able to continually edit this whole application whenever we want, because we have a web editor that we use that is really easy that was developed by the application designer, Verona Solutions.

We can go in and edit it at any time. It also includes all the managed areas, Deepwater MPAs, Oculina Bank information, Deepwater Coral HAPCs, national marine sanctuaries, and then links to important fishery management contacts in each state as well as at the federal level; and then a little bit about the application and about the council and what we do, measuring guidelines for how to measure fish, a pretty good comprehensive resource for folks.

Here are some screen shots of the application. This is what the main page would look like. It also links to our Facebook page. Hopefully people will get more Facebook friends. You would just click on the fish ID regulations and this comes up. It has a listing of all the species and you can also search up here in the box.

Then this is what one of the profiles would look like. The recreational regulations are at the top, and if you scroll down the commercial regulations are below that. Then there is another picture of some of the species. We hope in the future that we can possibly start to add actual real photos of fish and not just illustrations, so that we can help folks identify these fish a little bit better. I really wanted to thank all the folks that provided input on the actual content of the application. It was a pretty thorough process, I feel.

I want to thank council staff, especially Jack and Anik Clemens and the other SERO staff that took time to review this. Martha also provided comments from her and some of her staff. OLE staff and agents throughout the region came from Richard Chesler. The Law Enforcement Advisory Panel reviewed this, and then, of course, Randy Blankenship and then the other HMS staff provided a pretty thorough review of all the tuna, billfish and shark information.

Please download it, please review it, let us know how you like it and give us some reviews so we can get some positive feedback. If you ever see anything – a five-star review from Brian Chevront, thank you. If you see any edits that need to be made or additions to content, if there is something wrong, please let us know. We're really excited.

MS. SAKAS: Okay, one of the things that came up while we were reviewing these applications was that we heard from some of our representatives, Coast Guard and DNR, that they actually

don't have Smartphones in the field. We thought this was – or at least I thought this was something that needs to be addressed. No official disrespect on that, but it just seems like that is the way the technology is going; and that it would be so handy if Coast Guard and other law enforcement entities had the availability of this information right there in their fingertips. It was just a recommendation.

MS. IVERSON: I also wanted to acknowledge Grays Reef National Marine Sanctuary and the Florida Keys National Marine Sanctuary for working with us. There are sections within the application that have PDF copies of regulations, as much as we could make them concise. I want to point out also that this is not the “end all be all” to all the regulations.

We had to do a summary, and so the Code of Federal Regulations remains the key source for information. But the beauty of this is that you can download it, you can update it before you go offshore, the same day, and then you will have the most recent regulations with you regardless of whether you're in cell phone range or not.

I think having that advantage as you head offshore is going to be wonderful. Amber has put together a postcard announcement with the QR code so you can just scan it and then you have the information that you need. We will get those postcards printed and out and start to publicize it. We are a little ahead of the schedule.

We didn't know that the Apple Version would be out quite so soon. We were really happy to get that phone call that it was ready, or the e-mail that it was ready to move forward. The Apple Platform looks a little bit different than the Android. When you download it, I think Anna downloaded it on her iPad, so we all see that it is formatted a wee bit different, but the information is the same.

This is a work in progress like our website or anything else anytime you have technology. We'll be adding to it. Verona Solutions, OV Verona out of Miami has been wonderful to work with and get this through. This is the same company I just remind you that the Gulf council used. We will have OV and Verona Solutions in the background to make changes and modifications.

If you are downloading other applications and you see features that you like that maybe we can incorporate later, please by all means let us know so we can make improvements. You will notice that with the special management zone section under managed areas, that it is just the CFRs right now, which is the legalese language. I want to work with the U.S. Coast Guard's Fisheries Training Center. They have a job aide in which they simplified that codified text, but we want to have it reviewed so that it is put in plain English, so it will be much easier to understand at some point. We didn't want to delay on that; we wanted to go ahead and get it out as soon as possible. Thank you to Amber for all the edits and all the folks that she acknowledged that did a really great review of this within a relatively short period of time.

MR. JOLLEY: I'm glad you have got Amber with some extra help.

MR. CUPKA: I was just curious; the non-council information on this application, will our staff be updating that as well? In other words, will all the updates be going through our staff?

MS. IVERSON: Yes; any information that will be included in this application will be edited through our staff.

MR. CUPKA: Not just council stuff but everything on there, our staff will be involved in updating it; correct?

MS. VonHARTEN: Yes. There is one thing I forgot to mention for any Android users out there. Because of the way Android deals with PDFs, which is what a lot of the managed area information and some of the other tabs on the application are, you actually have to download another free application, Adobe Air, in order for you to be able to read the PDF.

But it automatically prompts you to do that when you download our application. Essentially all people have to do before they leave the dock or if there are any updates made, they should get a notification just like you do on any other application that there is an updated available; download the update quickly and then they will have the most recent regulations before they head out, and it is available while you are out offshore.

MR. HARTIG: I was going to say I don't have an Android, but I have Neanderthal. But seriously, I have a friend who specializes in taking individual pictures of these species in particular. He has a lot of stuff published in different periodicals, magazines and his own stuff. I will get with him and see what he has as far as what we need and see if we can get them to you.

MR. JOLLEY: Very good. How did you like that demonstration; was that okay? Is there any more discussion? All right, we'll move on.

MS. IVERSON: Okay, during the joint advisory panel meeting we also took advantage of having the Law Enforcement AP members there to look at the council's website. As you know we are in the process of upgrading the website, and we asked for their input on what they wanted to include in the law enforcement section or the page.

Again, we want to emphasize that the council has a Law Enforcement Advisory Panel and that the council has a Law Enforcement Committee and works closely with law enforcement. Sometimes the public gets confused that the council is actually responsible for law enforcement. We wanted to make sure that page reflected the council's role in all of this and how they work jointly with law enforcement to prosecute or to implement regulations.

Most of the advisory panel recommendations were to add links and link more closely to information; and again publicize positive cases that are made and the work that the field officers do both at the state and the federal level. I will note that NOAA Office for Law Enforcement now has an updated website.

If you haven't visited in a while, you may want to take an opportunity to go there. They are moving forward to emphasize some of these positive stories in the cases that are being made and tell a story. That was some of the good information that was passed on to us. As part of the joint meeting, we also had an open discussion, it was really interesting, on how to best facilitate information to the field officers, whether it be at the state level or the federal level.



We have a list of recommendations there for you to review as part of the report. We talked about everything from simplifying some of the Fishery Bulletins. I think we're very fortunate that we do get Fishery Bulletins out of the Southeast Regional Office from NOAA Fisheries. To simplify some of that information for the field officers to use cross links as we reference for websites and available information; to have a calendar or a summary of opening and closings, which on our new website we will definitely have that feature; talking about when seasons open, seasons closed; when the annual catch limits are met, and the fishing years; having some basic information.

I think you will see a lot of this on our upgraded website. As Cathy mentioned, one of the challenges, it was a great opportunity to kind of get an overview of the assets that the officers have available to them and some of the challenges that they're facing. Some of them were as simple as having officers that had the technology to download or utilize the regulations application.

We kind of took for granted that would be something that all the officers would have access to. In some cases they have Smartphones or they may have tablets, but they are limited in their ability to use them and freely download applications. It was an open conversation and hopefully we can continue to have open dialogue and identify some of the things that maybe could be addressed to help simplify communications from the field officers down to the officers that are working. Again, this was at both the state and the federal level. I believe that concludes the joint portion, the summary report from the joint meeting of the Law Enforcement and the I&E AP.

MR. JOLLEY: Further discussion on these issues? The next item is the Information and Education Advisory Panel meeting that we had, and Kim is going to run that.

MS. IVERSON: Okay, and that summary report is also included in your briefing book. Some of the information we have just already touched on; the I&E AP members received an update on the Marine Resources Education Program, provided those recommendations as I noted have already been sent on to Alexa Dayton and the members of the steering committee.

They also received an update. Amber and I both attended a meeting of the Atlantic States Marine Fisheries Communications Group. It was a social media workshop held up in the Atlantic States Marine Fisheries Commission or ACCSP office, their new office, which is very nice and just outside of Washington D.C., back in January. It was a really helpful workshop.

We had representatives from the individual states, the ACCSP partners, Fish and Wildlife Service, NOAA Fisheries. Because we were in Washing D.C., we had headquarters folks that attended the meeting and academic representatives talking about social media. The end result in this has been help in how to better structure our website upgrade, and factors to consider as we go through that process.

I will mention now that we are in the process of getting our second proposal for the upgrade and completing the programming phase. We've got our site map completed and, of course, we'll be flexible with that site map, but hopefully we'll be moving forward within the next four months. That is the estimate I think that we'll be getting from the folks that are giving us the proposals, to go ahead and move forward and complete that exercise.

This social media workshop really helped us to consider the platforms and the social media tools that we want to integrate into our website upgrade. Kari provided an update on the Facebook page and the use of the council's Facebook page to the I&E AP members. Just this week, we've had a Twitter account that has not been active, so Amber has activated our Twitter account. For those of you that have Twitter accounts, you can now receive Tweets from the council.

The Twitter account information has been added to the Facebook page. If you haven't taken time to go to the council's Facebook page recently, we have 326 friends. That may not seem like a very impressive number, but I do know that many, many more people that don't necessarily friend the council are following the council's Facebook page. I don't know if you have any questions specifically to the Facebook page. If you do, maybe Amber or Kari can help answer some of those.

MR. HAYMANS: Mr. Chairman, I am again not on your committee; but since you asked the question about the Facebook page, I do have a question, because I was on it earlier today. I thought we had talked about having it open; i.e. not requiring a Facebook account to be able to view the entire page, and it is not that way.

MS. IVERSON: I'm going to defer to Kari to help answer that question.

DR. MacLAUCHLIN: It is as open as we can make it. If there is something that Facebook has where they want you to login or have an account, you do, but we have it open for anyone to view as long as they have a Facebook, and to comment actually. Anybody can comment.

MR. HAYMANS: I was just noticing this morning. I was looking for something on there and I clicked and it was like login. I am like, okay, I exited that out, I go somewhere else it says login. I quit after the second time. It could be operator error.

MR. BELL: I plead total ignorance of Facebook so my 19 year old is my IT consultant and she is not here right now. The term when you're "friended" or whatever; is there another term like tolerate or something, because I'm wondering if we're depending on a lot of friends?

MS. IVERSON: There is another term, Mel, and that would be "like".

DR. MacLAUCHLIN: Anna said if you try to do it and it gives you that dialogue box that says login, if you just hit close in the bottom right-hand corner, it will just close that and it will let you view the page. No, you can't change if you like. What the like does is if somebody likes the page, it will give them updates in their newsfeed. If we post something, it may show up in their newsfeed, but we have had some folks say that they are only liking us to keep an eye on us or something.

MR. HAYMANS: I will say that it was a little scary to be on there and all of a sudden notice that Kari is sitting over there taking a picture of this side of the room posting it online. Fortunately her iPhone has a very minimal focal length.

DR. MacLAUCHLIN: You mean that one.

MS. IVERSON: I would like to point out that it is an open dialogue, as we discussed, and the committee gave us directions on how to develop the Facebook page. We have open dialogue, and Kari does a wonderful job and Amber helps with answering some of these questions, but it was a recent question about VMS.

Amber is going to pull this information up, but Kari and Amber worked together to use this as an opportunity to provide information on the Facebook page as a Q&A; and it is pulled up now, but if you go to the Facebook page, so that it can informally have an open discussion about VMS, what it does, what it doesn't do, and that page can serve as an example of the outreach information that is available now for VMS.

It saves a lot of time and effort in answering individual questions, because you can direct those folks to that dialogue on the Facebook page. It is not just a Q&A type of thing or posting, and it is certainly not just one way. There is a lot of two-way communication and opportunity for outreach through that Facebook page; and certainly as we start dealing with VMS here in the very near future.

DR. MacLAUCHLIN: After the briefing book was posted, I will tell you we have people who are reading the entire briefing book and asking really specific questions. It is cool I think; you know that people are digging in. That VMS question was actually kind of something that you all talked about. They took the purpose and need and turned every statement into a question. It was a collaborative effort to answer it, but it was a really good question.

DR. LANEY: That brings to mind the question – I think we had some discussion when we were talking about this back at the December council meeting – is how much time are you finding that it is taking you to answer all these questions that you are getting on the Facebook site in particular? Do you feel like you are managing to work it into your schedules without it constituting an undue burden on the rest of the work that you have to do, knowing that you have very full plates already?

DR. MacLAUCHLIN: Well, I'll answer this. There are some questions that are a little more challenging to answer, and we have to e-mail some folks. I think I have learned a lot. I feel like it is on par with if someone e-mailed me that question, I would put in the time to answer that question; or, if someone called me and asked me that question, I would call Jack and go ask Myra and do everything that I do, anyway.

But what I like about it is when I post that response, it is not just to that one person. It is blasted out all over and it is probably a question that other people are interested in seeing the answer to. I think there are times where I do have to put a little more effort into finding the answer to a question, but I think it is definitely worth it. I also enjoy it and I've learned a lot.

MR. HARTIG: Certainly, we have got some VMS stuff on there. It seems like we should be working towards the MPA one now, I mean having that same thing and maybe get together with staff and some of the council members for a perspective thing. I see this evolving into maybe some time having a council member available on an announced time, perspective on a certain issue. That way you could educate a whole bunch of people real quick on what perspective you have on an issue.

MR. JOLLEY: Ben is going to be first.

MS. VonHARTEN: No, that is actually something that we talked about doing, maybe not through Facebook, but maybe even through Twitter, was having a live Tweeting event. Like even during a council session, where we are listening in, knowing what is going on in each committee meeting, and then people are tweeting in questions to us that we can hopefully answer.

Another idea was a Science Friday where we actually had a scientist that came in and talked about some of the research that is going on in the region and being able to do a live Q&A. Those are the kind of things that I was going to talk about in the outreach activities report that we are going to hopefully try to pick up in the coming year.

MR. HARTIG: If you did that on the radio, on my way home I would even listen to it.

MS. IVERSON: We can make it so you can participate.

MR. JOLLEY: Okay, where do we go from here?

MS. IVERSON: I just wanted to mention again that the website upgrade is continuing and hopefully we will have within the next four to six months we will have the proposal completed, and then the upgrade to the website as part of the report before you from the meeting. We included some background information and recommendations previously made from the I&E Advisory Panel.

We tried to incorporate those recommendations as much as possible. We've reviewed the new site map with the advisory panel members. We are moving forward again to implement what you see there before you and to get some input on interior design for the interior pages. We have had several conference calls with one person that has completed the proposal and working on the second now. I think we'll be moving forward very, very soon.

Again, and we've always emphasized this, if you have recommendations or ideas or thoughts, some things that you want to see incorporated in the website, please let us know. We will be incorporating Facebook. Part of our Facebook feed will be on the home page so that information will be more readily available, emphasizing our ability to Tweet and utilize social media tools, as well as the new application and the information that is available through the council office and the Facebook page as well.

In your briefing book materials, Attachment 3B, there is a proposed outreach activities' list for 2013 and 2014. Amber and I sat down together shortly after she came to work with the council as an outreach specialist and identified some outreach needs based on input that we've had from the committee and the advisory panel in the past and just general experience. Amber put together a draft list of outreach needs and a timetable. I think Amber will walk you through this quickly and then maybe give some comments.

MS. VonHARTEN: I'm not going to go through the whole list. It is a pretty lengthy list. But pretty much we knew that there was going to be some projects that were already in existence

from before I came on staff that needed to be completed like the mobile application and the website upgrade, trying to finish up those projects first, but then also expanding.

Traditionally, Kim has always had interns and an assistant, and this position is different from that. I am supposed to be an outreach specialist. The goal that I see for my position is to actually get out in the region and using different resources and different types of outreach tools to really get stakeholders involved.

Trying different things like YouTube videos, online presentations, the VMS presentation that we recorded is probably going to be our first try at that; also John Carmichael gave a great presentation at a North Carolina Sea Grant Fisheries Forum on data collection, and actually bycatch discard mortality.

We're going to have a recording of that from the North Carolina Sea Grant folks to also use as an outreach tool on data collection. Kim and I are planning on our data collection series of outreach materials. Also, the display that you see out front that we take around to meetings, we are going to upgrade that.

Also hopefully getting out and doing some town hall meetings, kind of like what these port meetings are proposing, so hopefully we can be involved in that. Then some other long-standing outreach projects with Oculina and SMZs; then just basic ongoing tasks that kind of are a daily basis kind of task that we are going to focus on. If anybody has any other ideas or suggestions, we are always open.

MR. HARTIG: Since we're live streaming out council meetings and such, maybe we get some questions that would be directed to Roy – you know, pick the best five to Roy's question-and-answer session and just answer five of those best questions or ten of those best questions during his question-and-answer period. It would be a way to get people more involved and interested and engaged and invested in the process. That may be something. I didn't ask Roy about that, but I think it could help connect the whole process together.

MS. IVERSON: Ben, are you saying that you would like to have that available like through the website or just have that streamed? We attempt to stream it now. We have it streamed as far as the response. Sometimes it is difficult to understand the questions from the audience.

MR. HARTIG: Well, on the Twitter stuff, aren't you talking during – I thought Amber said she started this meeting actually doing Twitter stuff. Through the Twitter account, couldn't you be getting questions that people would want to ask based on what we have done at the meeting or just either general questions about – couldn't you bring these two together? I'm not the tech guy here, but I'm just stumbling trying to connect people in the process.

MS. VonHARTEN: We can do that through Twitter and even Facebook, but I think Mike might have some options through the actual webinar.

DR. DUVAL: I was going to compliment Ben on his innovation in technology and trying to pull in the Twitter questions as they're coming in through the Twitter account into the Wednesday night listening sessions. I just want to thank you guys for everything that you do. I know that we don't have this committee meet – and I'm not on this committee – every council meeting.

But it's so nice to see that the suggestions that come around the table, that you guys are taking those in and really trying hard to implement them and just improve the communication that we have with the fishing community.

I know that is really hard for you guys, because you are almost a buffer between some of the really tough and unpopular decisions that we are making here and the public; and trying to communicate that in as informative and objective a manner as possible, without getting attacked for decisions that you are not making, I really appreciate everything that you guys do.

MR. JOLLEY: Yes good going, girls. Mike.

MR. COLLINS: We have the capability to do what Ben is asking right now. We stream the council meeting through "go to webinar". People have the ability to type a question immediately, I could bring it to Roy and he can answer them. We can do that right now. It is very easy to do.

MR. HARTIG: Yes just one more thing, when Mel asked a question and Kari answered it about the time it takes to answer these things and how much it affect workload; it affects my workload, I can tell you, just on e-mail. I'll be sitting down to do something for the council and I'll start reviewing my e-mails. I can't answer every e-mail, but there are compelling ones that I do answer, and I take the necessary time it takes to do that, and that's not unsubstantial. I understand the demands and the time load it takes to deal with these things.

MR. JOLLEY: I'd say amen to that Ben.

MS. IVERSON: One thing that I'd like to bring up; we were talking about the website, and this was brought up outside is in the latest issue of the Newsletter I tried to put together a comprehensive list of the amendments that are on the table right now. Quite frankly, I've been doing this for a while, and I've never seen this much on the table.

If it is difficult for us sitting around the table to understand it, certainly it is difficult sometimes for constituents to get their heads wrapped around what is being proposed in what amendment. We deal in the amendment world and numbers, and the public does not. For the most part, our constituents want to know what is being proposed and how it is going to impact them.

One of the key things I want to note; when the website is upgraded and one of the things that we'll have from our homepage is plans under development or what is on the table, or however we want to phrase it, so there will be a quick link from an icon on the homepage that will take you to the list of things that are being proposed and probably put them in some sort of sequential order into the timeline that you've established with each council meeting.

I think having that summary and then having a direct link to additional information, including the latest versions of documents that are under development in the briefing book materials, will be a great help and a great resource for you as council members and for us as staff to have access to that direct information that you can say; okay, this is what was discussed at the March meeting relative to MPAs under this amendment that is under development, and this is where we are with that process.

I think that will be very helpful. We have a wonderful library. We have all the FMPs; we have all the amendments. We have a notice of availability, the proposed rule, the final rules and that type of information. I see this new section of our website as being an equally helpful tool for things that are currently on the table. I just wanted to point that out.

MR. HARTIG: I would echo that. The way the website has changed and the access to the information on real time now; it is great. I'll get in a quandary and I'll be freaking out; I don't have this information. Mike will go it's on the website. Thanks for reminding me. That's critical, and I use that website quite a bit to make sure that fishermen can access the same kind of information that I'm trying to access. I do use a computer.

MS. IVERSON: That information is there. We just want to make it more accessible and easy to access and to understand how it is set up. We were really trying hard; because whenever we start making changes to the website, inevitably I'll get three or four e-mails from constituents that say, "Don't change anything. We love your website, it's great and I've just found this and I've found that."

We don't want to change it so much that people lose sight of the sections that are there, but want to improve what is already existing and modify it and clean up some things as well. Here in the next few months you are going to see a big difference. It is going to be one of those things; we'll have a beta file.

We're working frantically in the background or diligently I should say to get this up. Then like the application, suddenly it will appear. We'll continue to have input from the council members, and as Amber noted you are always welcome to e-mail us, Cathy, any of our advisory panel members always have input at any given time.

With that, I would go through the last item quickly touching on one thing that is near and dear to all of our hearts, strategic planning. We have been going down this road for our outreach and education program for a while now. We did update our advisory panel on where we stand and what we wanted to hopefully achieve. We are going to utilize Amber's strategic planning experience to develop more of a communications operations plan.

The Gulf of Mexico Fishery Management Council has a similar plan that we have looked at. At the I&E AP meeting we determined that we'd like to put together a few of our AP members that have experience in strategic planning and come up with an operations plan of sort for our next meeting.

They I&E AP members also asked that they meet maybe perhaps this fall, again if possible. We'll be working with Bob and Mike on budgeting and seeing if that is a possibility; at least to move forward with some of this strategic planning, I don't know. Amber, did you have anything you wanted to add? If anybody has any questions on that, I believe that covers the I&E AP report.

MR. MAHOOD: Just kind of to reinforce the use of the website when you get a question from the public. I talked with a gentleman yesterday for about 15 minutes, and I still can't believe people who never heard of the council. You still get those calls, and, of course, they want to know everything.

This was a person who is in a business associated with the fishing business. I still would have thought out of Miami he might have had some inkling of who we were. I did direct him to the website to see what we're doing, what amendments we have in process, when we're meeting and all these types of things that people are interested in.

Also, I started giving him all the background of the council, and then I said, well, that is on the website, too. He e-mailed me later and said, "Boy, thank you." Yes, there is a lot of information there. I always forget that sometimes myself and start explaining things to people, and it is much easier for them to actually go and read it and get a much better idea of what we're doing.

MS. SMIT-BRUNELLO: I would like to chime in. I think I've told you many times before how helpful I think the council's website is, and I use it frequently for many things. I also have a suggestion. I think if Ben started Tweeting, he would be trending very soon. Ben should start Tweeting.

MR. MAHOOD: Monica one thing I use, and it is very useful, that comes out of the Southeast Region is the Fisheries Bulletin. It is always over on that right-hand corner. If you want to know what some of the latest things are, and many times I try to refresh myself, you can just go to that and click on it. It gives you a very quick synopsis.

It is hard for me now to remember what amendments are approved and not approved and in process myself because we have so many going, but you can go to that and you can see when the notice of availability went out. You can see when it was approved, when the regulations will be implemented. That is a really good section. It is on our website but it comes out of the region and it is very useful.

MR. JOLLEY: Additional comments, insight? Cathy, would you care to give us a few comments?

MS. SAKAS: Well, I'm really appreciative of the opportunity that you all are giving input at this particular time to the Education and Information staff here. I want to parrot what Dr. Duval said. This is a very hard-working team, as you all know. I'm so delighted that Kim now has help. This was all on Kim. With the addition of Amber, it has just amplified the opportunity and the implementation of getting that outreach out there, which is so incredibly important.

The work that you all do on this council is for naught if it is not getting out to the people that are actually affected by it. This is your team over here and they really are a hard-working team. They've taken all of the input that the advisory panel has given them, the I&E Advisory Panel, and done a beautiful job of implementing all of those suggestions.

I know you all have given them suggestions, too. I just want you to really appreciate that everybody on the staff of the management council is hardworking. We all know that, but these ladies have done an uber job of getting the yeoman's long list done. Thank you for doing such a good job. It's been a pleasure to serve on the advisory panel.

MR. HARTIG: I neglected to mention just one thing. Going through this public hearing process since I got back on, we've seen the level of people attending just plummet based on a number of



things. You all know what it is, but specific ways to get input, if I could have a window where I could get with the fishermen in my area to talk about a specific amendment, that would be helpful.

Fishermen work on a day-to-day basis based in our area on weather. You've heard me say a number of times in this meeting that we're really tied to the number of trips we can make, and that is very important. Whenever I have a meeting with these fishermen or we have just a general meeting usually for a dock authority, we try to time it with the weather.

I got together, and I didn't know how many people were going to come, but the guys were on their radio and that night 40 fishermen showed up, which is significant. This is just 40 fishermen. These are 40 full-time commercial fishermen who make 100 percent of their living from commercial fishing. Some way to maybe evolve as we go through this, to be able to get more focused participation without having to name a specific date in certain regions, for people who want to do it that way may be a way to get better participation in the process.

MR. JOLLEY: We get weather reports every day. That is a good idea; we just have to learn how to coordinate it. Bob, I think you've got some last comments.

MR. MAHOOD: Ben's discussion about his e-mail exchanges spurred Mike into reminding me that there is a new directive out relative to FOIA and council business. This came out of the region. It's a new policy directive effective February 19, 2013. Basically all documents relating to a matter within a council's jurisdiction and that is discussed or disseminated must be collected by the council staff to maintain in the council record-keeping system.

A document written or received by an individual council member also reflects council business if it relates to a matter within the council's jurisdiction and the document is specifically discussed or disseminated at a council meeting. If you are communicating by e-mail with a fisherman about council business that you're involved in, you need to cc, in this case, Mike.

It also says the Executive Director is responsible for collecting all records from council members and maintaining that record in accordance with the Federal Records Act. We have been through a number of FOIAs here lately where we have been providing this type of information. I think this is more specific, Monica, to council members and their e-mail correspondence with constituents relative to council business.

MS. SMIT-BRUNELLO: Yes, I think that's correct. I recall when this came out. I'm not extremely familiar with it. I'll get familiar with it and get you some more information if I need to. But, yes, Mike, I'm glad you brought that up. Thank you.

MR. MAHOOD: Now, any kind of personal exchange, we don't need you to send it to Mike; but if it has to do with business, please copy Mike on your e-mail and he will be able to archive it. He is our official record keeper at the council office. He is the one that puts together the FOIA information when we get that request from the Regional Office. I would ask you do that or else they will come carry me off in handcuffs, I guess, since I didn't collect it from you.

DR. LANEY: Bob's comment reminds me to just let everybody know that the Department of the Interior has moved well into the 21<sup>st</sup> Century and we are now on a Google Chrome-based

Bison Connect E-mail System that literally saves every single keystroke on our keyboards. Anything we are sent is going into a cloud somewhere and we aren't at the moment even permitted to delete any e-mails that we receive. Just bear that in mind when you send things to those of us in the Department of Interior.

MR. HARTIG: We talked about that at the CCC meeting. It seemed to me a little more specific, but I'll get with Mike and we'll discuss it.

MS. IVERSON: I just wanted to get back to what Ben had suggested as far as our public hearing process, because I think that is something that is very important. It is certainly something the staff has discussed informally in trying to come up with some solutions. One of the things on the activity schedule for the outreach for Amber's position and to help us facilitate better outreach is to perhaps have informal meetings with constituents.

We've talked about port meetings as far as the visioning process and that type of thing. Speaking of the legal ramifications, any time that the council plans any kind of meeting, we don't have the liberty of planning it around weather last minute if it is going to be something that is run by the council. We have to do a Federal Register Notice and put notices out and open it to the public. That is a good thing, but it also ties hands.

We've talked about some ways of maybe facilitating informal exchange of information as part of a meeting that is already planned; for instance, a Charter Captains Association that meets the first Tuesday of every month or a fishing group that meets or an NGO that happens to have a planned meeting where we could be invited to help talk about some of the issues that are currently on the table and get that information out.

I want you to know that as staff members we've discussed it. We recognize the need to get more participation in our public hearings. We just came back from a series of public hearings where the participation was low. You saw that on reports back from the staff. It is something that we're aware of; and please as you think about this – we can certainly use social media and we're reaching a targeted audience through social media, but we recognize that is not going to take the place of face-to-face interaction and open discussion.

Then we have constituents that don't have access to computers, that don't have access to these social media tools. We want to keep all of that in context. If you have recommendations or know of a way that we can help facilitate that information, by all means I think I speak for all of our staff that we welcome those comments not just from an outreach standpoint.

MR. BELL: This might be a question for Bob or Monica, but in my normal job, my day job, I get a lot of questions. I get questions about fisheries regulations, what's going on. I get questions, for instance, about, well, are we going to have a red snapper fishery this year or not. That is in the context of my normal job, so I answer those. But I don't know; is that close enough to council business; or if I'm providing information related to – I guess I'm providing information related to anything going on in the process, like where we are with a particular – like with black sea bass or something; does that then cross the line to need to cc, Bob, do you think?

MS. SMIT-BRUNELLO: Yes, maybe. Maybe you just draw a line in your mind; do you know this information because you're a council member or do you know it because of your "day job",

as you figure, and then just try to put it in either one of those categories and then make the decision as to whether to copy Mike.

DR. DUVAL: Similarly, Monica, all of us who are the state agency representatives are in a similar situation. Our Records Retention Act prohibits us from deleting any e-mail for at least 24 hours until it can be incorporated into our e-mail systems archival process. I am with Mel; gosh, I hate to pollute Mike's e-mail inbox with every single e-mail that I get from someone just asking a standard question about a size limit or something like that that is implemented by the council and by the region.

All my stuff is FOIA-able, no matter what. It gets recorded and obviously I'm happy to provide whatever is considered to be necessary, but maybe just think about that; and if you can advise those of us who happen to get those kinds of questions on a very regular basis, that would be great, thanks.

MR. JOLLEY: Yes, and I think that would be especially useful for those of us who are new to the system, Monica.

DR. LANEY: Monica, how far afield does this go? I'm thinking about the fact that several weeks ago Michelle and I were on a panel for the North Carolina Sea Grant Marine Recreational Fisheries Forum, and we were both there in our capacity as council representatives and other involvement within the whole fishery management process, and I believe that meeting was recorded. Does that fall under the scope of FOIA as well when we're participating in a public forum like that but in our official capacity?

MS. SMIT-BRUNELLO: Maybe. Let me look at the policy again and then let me think about it a little bit, and I'll try to give you a little bit better advice by tomorrow in full council.

MS. McCAWLEY: My questions are along those same lines. Are you saying that the council wants e-mails that anyone in our agency receives like the Executive Director of the Agency or of the commissioners? Should I be trying to obtain those e-mails and sending them to the council? Outside of e-mails, what about letters? We often get actual hard copy snail mail letters that we respond to where people are giving their opinion about council items and votes and stuff. Do you want copies of that, also?

MS. SMIT-BRUNELLO: Yes, those are good questions so let me try to give you some more information by tomorrow. As Roy points out, your director I think is the official council representative and you are his – I believe it is a he – his designee. Let me get you a little bit more information and then we'll talk again tomorrow.

MS. BECKWITH: I was just going to mention how I handle the e-mail correspondence for those of you that are not in official capacities for directorships and such. I have three e-mail accounts. I have one for my business, one for my state commission, and one for the federal council; so all associated e-mail is compartmentalized to an individual e-mail address. That's how I handle it.

MR. JOLLEY: Good idea; I wish I'd known that earlier. Again, I think we need to move this thing along and conclude our part of it. I suspect we don't have any other business; we've exhausted this subject I think at this point. I want to thank staff and especially Cathy for being

here. Is there anything pressing that has to be continued? If not; then, Mr. Chairman, I'll turn the meeting over to you.

(Whereupon, the meeting was adjourned at 2:27 o'clock p.m., March 7, 2013.)

Certified By: \_\_\_\_\_ Date: \_\_\_\_\_

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Julia Byrd - julia.byrd@safmc.net

## SEDAR Admin/Outreach

Andrea Grabman  
andrea.grabman@safmc.net

## Administrative Officer

✓ Mike Collins  
mike.collins@safmc.net

## Financial Secretary

Debra Buscher  
deb.buscher@safmc.net

## Admin. Secretary /Travel Coordinator

Cindy Chaya  
cindy.chaya@safmc.net

## Purchasing & Grants

✓ Julie O'Dell  
julie.odell@safmc.net

# PLEASE SIGN IN

So that we will have a record of your attendance at each meeting and so that your name may be included in the minutes, we ask that you sign this sheet for the meeting shown below.

## SAFMC Council Meeting: Information & Education Committee Meeting March 7, 2013 St. Simons Island, GA

<u>NAME &amp; ORGANIZATION</u>	<u>AREA CODE &amp; PHONE NUMBER</u>	<u>EMAIL ADDRESS</u>	<u>P.O. BOX/STREET CITY, STATE &amp; ZIP</u>
<i>Ruby Johnson</i>	<i>386-239-0918</i>	<i>RJ2009@aol.com</i>	<i>32120-9351</i>
<i>Ken Stimp</i>	<i>282-390-9520</i>	<i>margie.rdc@gmail.com</i>	<i>VA DC</i>
<i>Gauthier Mathi</i>	<i>252-444-5291</i>	<i>gmathi@edf.org</i>	

South Atlantic Fishery Management Council  
4055 Faber Place Drive, Suite 201  
North Charleston, SC 29405  
843-571-4366 or Toll Free 866/SAFMC-10



## Attendee Report      GoToWebinar

Generated

Mar 11, 2013 12:23 PM PDT

## General Information

Webinar N: Webinar ID

SAFMC Co: 5.51E+08

Actual Star Actual Duration (minutes)

Mar 07, 20      648

Clicked Reg Opened Invitation

81      34

Total Attended

37

## Session Details

Attended	Interest Ra	First Name	Last Name	Email	Registratio	Join Time	Leave Time	In Session I
Yes	34	Karla	Gore	karla.gore@	Mar 07, 20	Mar 07, 20	Mar 07, 20	534.15
Yes	28	herman	von harten	capt_bo@t	Mar 07, 20	Mar 07, 20	Mar 07, 20	262.02
Yes	28	john	larson	john@beac	Mar 07, 20	Mar 07, 20	Mar 07, 20	458.1
Yes	48	Gerald	Pack	gerald@sa	Mar 07, 20	Mar 07, 20	Mar 07, 20	423.2
Yes	27	kate	michie	kate.michi	Mar 07, 20	Mar 07, 20	Mar 07, 20	141.05
Yes	30	Samantha	Port-Minne	sport-minn	Mar 04, 20	Mar 07, 20	Mar 07, 20	601.73
Yes	40	david	plowden	dplowden@	Mar 07, 20	Mar 07, 20	Mar 07, 20	396.62
Yes	31	Rick	DeVictor	rick.devict	Mar 07, 20	Mar 07, 20	Mar 07, 20	506.03
Yes	26	Frank	Helies	fchelies@v	Mar 07, 20	Mar 07, 20	Mar 07, 20	317.32
Yes	29	Julia	Byrd	julia.byrd@	Mar 04, 20	Mar 07, 20	Mar 07, 20	302.7
Yes	60	Anthony	Ausstin	redress@e	Mar 07, 20	Mar 07, 20	Mar 07, 20	131.07
Yes	24	Emily	Muehlsteir	emily.muel	Mar 07, 20	Mar 07, 20	Mar 07, 20	70.87
Yes	45	Vic	Lloyd	vic_lloyd@	Mar 05, 20	Mar 07, 20	Mar 07, 20	285.48
Yes	31	m	c	mec181@y	Mar 07, 20	Mar 07, 20	Mar 07, 20	630.1
Yes	23	a	g	andrea.gra	Mar 07, 20	Mar 07, 20	Mar 07, 20	195.45
Yes	28	Anne	Eich	annemarie.	Mar 06, 20	Mar 07, 20	Mar 07, 20	437.08
Yes	31	scott	sandorf	scott.sand	Mar 07, 20	Mar 07, 20	Mar 07, 20	458.75
Yes	31	jack	holland	jack.hollan	Mar 07, 20	Mar 07, 20	Mar 07, 20	336.45
Yes	25	Jeanna	Merrifield	jeannam@	Mar 07, 20	Mar 07, 20	Mar 07, 20	262.32
Yes	31	Anthony	Bresnen	anthony.br	Feb 15, 20	Mar 07, 20	Mar 07, 20	525.63
Yes	60	Jack	Cox	dayboat19	Mar 06, 20	Mar 07, 20	Mar 07, 20	546.13
Yes	25	Steve	Turner	steve.turn	Mar 07, 20	Mar 07, 20	Mar 07, 20	274.73
Yes	28	todd	phillips	tphillips@	Mar 07, 20	Mar 07, 20	Mar 07, 20	497.25
Yes	38	bobby	cardin	finchaser3	Mar 07, 20	Mar 07, 20	Mar 07, 20	612.75
Yes	66	Gretchen	Martin	gmartin@e	Mar 07, 20	Mar 07, 20	Mar 07, 20	70.12
Yes	64	barrett	colby	bcolby3@c	Mar 06, 20	Mar 07, 20	Mar 07, 20	563.75
Yes	42	Tony	Lamberte	tony.lambe	Mar 07, 20	Mar 07, 20	Mar 07, 20	503.75
Yes	20	Matthew	Ruby	warriorfish	Mar 07, 20	Mar 07, 20	Mar 07, 20	491.63
Yes	38	susan	gerhart	susan.gerh	Mar 06, 20	Mar 07, 20	Mar 07, 20	556.57
Yes	28	Anik	Clemens	anik.cleme	Feb 15, 20	Mar 07, 20	Mar 07, 20	371.88
Yes	38	Don	Hesselman	don.hesseli	Mar 07, 20	Mar 07, 20	Mar 07, 20	171.53
Yes	40	phil	steele	phil.steele	Feb 15, 20	Mar 07, 20	Mar 07, 20	446.52
Yes	25	Rich	Malinowsk	rich.malino	Mar 07, 20	Mar 07, 20	Mar 07, 20	201.4

Yes	48	stephen	holiman	stephen.hc	Mar 07, 20	Mar 07, 20	Mar 07, 20	525.18
Yes	60	Nikhil	Mehta	nikhil.meht	Feb 15, 201	Mar 07, 20	Mar 07, 20	498.88
Yes	28	Joseph	Ballenger	ballengerj@	Mar 07, 20	Mar 07, 20	Mar 07, 20	531.93
Yes	25	DAVID	GLOECKNE	david.gloec	Mar 07, 20	Mar 07, 20	Mar 07, 20	287.37
No		deb	buscher	deb.busche	Mar 07, 2013	01:21 PM	EST	
No		NICK	FARMER	nick.farme	Feb 15, 2013	03:44 PM	EST	

\*If an attendee left and rejoined the session, the In Session Duration column only includes their first vis

City	State	Unsubscrib Questions Asked by Attendee
Sarasota	FL	No
Charleston	SC	No
port canav	FL	No
Atlantic Be	FL	No
St. Petersburg	FL	No
Saint Peter	FL	No
wilm	NC	No
St Pete	FL	No
Tampa	FL	No
Charleston	SC	No
hubert	NC	No
Tampa	FL	No
Atlantic Be	FL	No
mtp	SC	No
chas	SC	No
St. Pete	FL	No
st petersbu	FL	No
Wilmington	NC	No
Titusville	FL	No
Tallahassee	FL	No
Newport	NC	No
Miami	FL	No
austin	TX	No
fort pierce	FL	No
Wilmington	NC	No
merritt isla	FL	No
St. Petersburg	FL	No
Charleston	SC	No
st petersbu	FL	No
Saint Peter	FL	No
Morehead	NC	No
st petersbu	FL	No
Saint Peter	FL	No

st. pete	FL	No
St. Petersburg	FL	No
Charleston	SC	No
Miami	FL	No
north charl	SC	No
ST PETERS	FL	No
it.		