

Winter
2006

NAMA Newsletter

NORTHWEST ATLANTIC MARINE ALLIANCE



A 35-foot storm surge picked up these fishing boats and deposited them nearly a mile from the ocean in the middle of a stand of pines.

NAMA Provides Humanitarian Relief to Mississippi Commercial Fishermen Impacted by Hurricane Katrina

Following in the footsteps of its highly successful fundraiser for victims of the Indian Ocean Tsunami, NAMA implemented a similar effort for fishing communities impacted by Hurricane Katrina.

Teaming up with the Cape Cod Commercial Hook Fishermen's Association shortly after the storm hit, NAMA corralled the support of 14 other fisheries organizations from across the country in putting out a distress call to aid fishermen who lost homes, boats, and property in the storm.

Soon after, pledges and checks from New England and beyond started rolling in. A total \$24,835 was raised by December, and St. Joseph's Credit Union (a

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Happy New Year and welcome to 2006.

Looking back on 2005, NAMA spent significant time on gathering and delivering humanitarian aid, first with the tsunami in South Asia and then Hurricane Katrina here in the United States. Each time, NAMA proved that a strong network of dedicated and caring individuals can make a difference. NAMA raised over \$150,000 for the tsunami effort and \$25,000 for Katrina, focusing our aid toward helping commercial fishermen, their families, and their communities. NAMA employees were able to travel to the stricken areas and bring relief first hand to the victims. Both efforts were successful and personally rewarding and I want to thank everyone who contributed and helped.

Closer to home, NAMA completed the second phase of the Fleet Visioning Project in early December. For the first time in recent memory, individuals from across the entire region (as far south as Long Island, NY) and many stakeholder groups came together to decide on a vision for the future of the groundfishing fleet. Now, linked together with the biological goals we are all seeking to achieve at sea, the Northeast's groundfishery has a road map to success on land. Once again, I must thank the hundreds of people who took the time to fill out a survey, and attend local workshops and the final regional workshop. Without that commitment, this project would have failed. I also would like to recognize NAMA staff and board of trustees, Aria Group, Andrus Family Fund, the Surdna Foundation, Maine Community Foundation, and Sailor's Snug Harbor Foundation for their steadfast support and dedication to the Fleet Visioning project.

Looking forward, NAMA has established five goals for 2006 and beyond:

To advance credible, accountable and inclusive community based marine resource management in the northwest Atlantic Ocean

To identify and foster lasting organizational relationships with those that support NAMA's purpose and principles

To develop programs, products and / or opportunities for financial incentives to be reaped by a dedicated and supportive membership.

To strengthen NAMA's effectiveness, credibility and political influence.

To develop a long range sustainable funding plan that ensures the financial soundness and security of the organization.

Accomplishing each will present a considerable challenge, but understanding how they are related to our larger goal of improving the way we take care of the northwest Atlantic Ocean helps organize and strategically focus our work.

A Call to Action Here at Home

As we reflect back on the work NAMA accomplished abroad over the past year, the time has come to raise awareness of the tsunami of questionable management decisions and hurricane of social and economic strife that face our coastal fishing families in New England. The time is now to gather aid for the fishing

families of New England and to provide an open, honest forum where a new management plan can be developed.

Unfortunately, we must hurry. Each and every move by management is focused on eliminating more fishermen to benefit a few who have access to capital and political influence.

The most recent onslaught of challenges has contributed to a sense of apathy among our most important constituents. I have never seen such a lack of hope in all the years I have been involved with fishing. This must change and it starts with you!

After ten full years under the current management approach, there still aren't any fish. This too must change and it also starts with you! NAMA will be there to help. NAMA worked with you to craft a vision for the future of the groundfishing fleet of New England. Now is the chance to implement that vision.

If you want to have a say, if you want to fish in the future, and if you want the resource to be available for future generations, you must become active. You must stand up and say: "No More!" No more will we buckle and accept rules that continue to deplete the resources as well as independent fishing families. No more will we accept a lack of accountability for foolish management decisions. No More! will be the battle cry for 2006.

The time has come for our generation to say No More! so that someday we can say yes to our children and grandchildren. Yes, you can go fishing; yes, you can go to college; and yes there are sustainable, well-managed resources in the Gulf of Maine of which we are the stewards. YES! YES! YES!

The time is now. Join NAMA as a subscriber. Participate in our meetings and give direction to a growing network of individuals and organizations who are tired of being put down, manipulated into arguing with one another, and fighting over the scraps. The time is now to take back our fisheries and rebuild the resource and our communities.

Together and only together can this be achieved. The time is now for you to stand up for what you believe in and speak clearly of the things you care deeply about. It's time to realize that working together we can make a difference. We must make a difference before it's too late.

Sincerely,



Craig A. Pendleton
Coordinating Director



Houses flattened, cars abandoned on the side of the road, debris spread in every direction, and 90-foot steel draggers deposited like toy models in the forest is what we saw. I was in Sri Lanka six months after the tsunami and, in my estimation, the damage to the land property is comparable.

-NAMA Communications Director, Mike Crocker

partner in the effort) wrote a \$165 check to make it an even \$25,000.

In October, ABC Television agreed to put a notice regarding the fundraiser on its "A Better Community" website, which is dedicated to raising awareness about grassroots efforts to build stronger communities nationwide.

As a result of the coverage, a number of Mississippi fishermen contacted NAMA to applaud our effort and pledge support. During these conversations, it was brought to our attention that, despite equal or greater damage in Mississippi, news coverage and the government response was disproportionately focused on the levee breach in New Orleans and damage to Louisiana's commercial fishing fleet.

As with the tsunami relief effort, we were faced with the difficult decision of how to best apply limited resources in the face of so much need.

After consulting with our partners, we decided that distributing money to fishermen in Mississippi would have the most important impact.

We then contacted Sen. Trent Lott's staff in Washington, D.C. to identify a partner in Mississippi to assist with the distribution of money. Additionally, Quincy Hentzel-Germann, Director of Governmental Affairs for the Maine Credit Union League put us in touch with staff at the Gulf Coast Community Federal Credit Union in Gulfport, MS, as a local financial partner in the effort.

On the recommendation of Sen. Lott's Chief of Staff, we called Corky Perret, Director of the Mississippi Dept. of Marine Resources (MSDMR).

At our request, the

agency asked Mississippi fishermen to fill out a survey about the hurricane damage they sustained and then culled through the returns to identify 25 people who most needed help. We then had the opportunity to call each of the fishermen selected to inform them that they would receive \$1,000 for the holidays.

"Making those phone calls was very rewarding," said NAMA Coordinating Director Craig Pendleton. "They were so appreciative, you could hear in their voices that this money had come just in time."

On December 15, Craig and Mike Crocker, NAMA's Communications Director, flew to New Orleans and then drove to Gulfport. What they saw shocked them.

"That drive was eye opening," Craig said. "For 70 miles

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NAMA's Craig Pendleton hands a check for \$1,000 to a Mississippi commercial fisherman who lost his boat during Hurricane Katrina, 25 fishermen in all received \$1,000 checks.

Fleet Visioning Project Holds Final Workshop

The groundbreaking effort finds consensus in five key areas of the fishery: diversity, economic viability, governance, and environmental resilience.

The Northeast region has voiced its vision for the future of the groundfish fleet. After 11 meetings of diverse stakeholders from Winter Harbor, Maine to Long Island, New York, it is clear what industry values in a strong groundfish fleet.

In all, 250 individuals shared their thoughts through surveys, 65 participated at area workshops, and 22 participated at the full regional workshop in early December. Researchers, commercial and recreational fishermen, management personnel, conservationists, shoreside business owners, and other community members participated.

“NAMA recognized early on that the region’s vision for the future of the fleet had to be developed by all stakeholders working together,” said Jen Levin, the project’s coordinator. “We are

very pleased with the participation and the community’s dedication to the vision as we move forward into implementation.”

Continuing to work together and finding ways to realize the vision is the industry’s next challenge.

“This has to go forward and there are a number of groups



and efforts ongoing to solve the problems that we’ve addressed here. We need to maintain contact with the other folks in this room,” said one participant. Another added, “As I work with my counterparts in DC on the reauthorization of Magnuson Stevens Act, I’ll be keeping this project and its outcomes in mind.”

The community is poised to work together to develop innovative ways of realizing the vision. Since the final Fleet Visioning meeting December 6, groups have already met to discuss management options that will achieve the industry’s desired future for the fleet.

The final report, which is a comprehensive review of the vision, its development, what it means, and how to achieve it, will be available early in 2006.



Fleet Visioning Project Director, Jen Levin, helps stakeholders discuss next steps at the final project workshop held in Danvers, Mass. in December. Participants reached consensus in five key areas pertaining to the fishery.

A Christmas Story

Sometimes things happen in life that really make you wonder...

When Mike Crocker, NAMA's Communications Director, traveled to Sri Lanka in the wake of the tsunami, he was fortunate to be greeted by Ryan Senaratne, an old friend from graduate school who is originally from the island nation's capital, Colombo.

"Ryan lives in California now and only returns home every three or four years, so the timing was very much serendipitous," Mike said.

Ryan's father, Royal, is an architect and, after the tsunami, he and some colleagues donated substantial time and money to design and build houses for fishermen and other members of a coastal community whose homes were destroyed by the waves.

"Ryan's family was kind enough to put me up for a few nights before a conference I attended was to begin and I was invited to the groundbreaking ceremony for their their housing project," Mike said.

After returning home, Mike appeared on local and national media to publicize his trip in an effort to raise more money for victims. One of the stories was picked up by National Public Radio and aired in late June.

Shortly after, Mike received a phone call from Peter Gerbic, who lives in upstate New York, requesting more information about NAMA's Sri Lanka fundraiser. He asked that it be in the form of a letter, since he did not have access to email or the Internet.

Accordingly, Mike wrote a page-long letter describing the relief effort and his visit, put it in the mail, and forgot about it.

Five months later, in late December, Mike received an email from his friend Ryan with photos of the mostly completed housing development that was begun back in June.

"Sadly, my father is not sure if he will be able to finish the project because fundraising has become very difficult and the budget is \$10,000 short," he wrote. (\$10,000 US has the purchasing power of approximately five times that in Sri Lanka.) "Do you know of any sources of money so that my father may finish the houses? These poor people have been homeless for almost a year."

Mike knew the opportunities were few. All of the \$140,000 raised by NAMA had been dispersed and the fundraising landscape had grown bleak with the passage of time and new attention focused on Hurricane Katrina. But he told his old friend that he would look into it.

The next day, a snowy Friday before Christmas, Mike ran into the office to pick up a few things before taking off for the holiday. As he sat in his chair, the phone began to ring. It was Peter Gerbic,

the man from New York, who had inquired months earlier about NAMA's Sri Lanka fundraiser.

"Hey, I got your letter a while back and I was very impressed with the great work your organization did. Sorry for the delay, but I'd like to make a contribution now, if you'll still have it," he said.

Mike happily accepted his offer and said would make sure it got to people in Sri Lanka who most needed it. "I hope you don't find this rude," Mike added. "But may I ask how much you would like to give?"

"I'm writing out a check now for \$10,000," Gerbic said. "I hope this helps."

Shortly after Christmas, NAMA received a check for \$10,000 from The Edward & Verna Gerbic Family Foundation.

The next day, the money was transferred to a charitable account in Sri Lanka set up by Royal Senaratne. He said in a matter of weeks 20 families made homeless by the worst flood in recorded history will move into new homes.



Royal Senaratne gives instructions to workers at a groundbreaking ceremony in June 2005.

In Other News . . .

NAMA Awarded \$65,000 from the Kendall Foundation

The Northwest Atlantic Marine Alliance was awarded \$65,000 over 18 months from the Trustees of the Henry P. Kendall Foundation, based in Boston.

Kendall was one of NAMA's earliest supporters and has consistently provided the organization with operating support for its work to promote fisheries conservation and stewardship in the Gulf of Maine.

"I consider the consistent support we have received from a foundation as presti-

gious as Kendall as an endorsement of NAMA's unique ability to get good work done in this fishery," Craig said.

In a letter from the Trustees, NAMA's contribution to "collaborative management strategies" in the region was cited as one reason for the award.

Collaborative management engages citizens and others in developing alternative management ideas that agencies have the authority to adopt and modify based on scientific and public review.

The strategy carries the distinct advantage of fostering a sense of shared ownership of the problems (and finding solutions for) the fisheries problems faced by our region.

Last year, NAMA's "Gulf of Maine Inshore Fishery Conservation and Stewardship Plan," an ecosystem-based approach to managing the region's nearshore groundfish stocks, was incorporated into The New England Fishery Management Council's comprehensive plan for managing fish stocks as a "frameworkable" item, putting it on a fast track for consideration at a later date..

Additionally, NAMA just wrapped up the Fleet Visioning Project, a collaborative effort by and for the region's fishing communities to build consensus around economic and social goals for the future.

Snowe and Allen thank NAMA for its bold leadership over the past decade

On November 4, NAMA celebrated its tenth anniversary with alliance members and friends in York, Maine.

For a decade NAMA has been working with diverse stakeholders in the Northeast's commercial fishing community to develop rules and regulations that protect fish stocks and the fishing communities that depend on them.

A letter from Maine Senator Olympia Snowe written in honor of the anniversary, said that "NAMA's bold ideas for cooperative management have invigorated fishing communities throughout New England and are helping to chart a course forward on complex issues before us."

Furthermore, Maine Rep. Tom Allen prepared a video for the event, highlighting NAMA's "exemplary leadership on tough fisheries issues over the past decade."

As New England's fishing communities continue to struggle with making ends meet while stocks rebuild, NAMA has distinguished itself by calling for a collaborative approach to problem solving that brings fishermen, scientists, managers, environmentalists, and other stakeholders

together at the same table.

NAMA's approach has proved invaluable on a number of divisive fisheries issues over the past decade, such as the distribution of \$5 million in federal disaster aid to the groundfish industry, creating an ecosystem-based management plan for the inshore Gulf of Maine, and convening the whole fishing community to develop a vision for its future.

Attending the event were longtime supporters of NAMA, many of whom became involved with the organization at its inception in 1996.

Peter Shelley, an attorney with the Conservation Law Foundation and former NAMA Board Member, reflected on his ten-year relationship with the organization.

"It has been a great pleasure to work with such far-thinking and energetic people over the past decade. For an "environmentalist" like me to come and celebrate NAMA's impressive accomplishments, is

Before the anniversary celebration NAMA staff met with the Board of Trustees for two days as part of the annual strategic planning session. Five goal statements were developed to help organize and focus the organization's work over the next year.

2006 Goal Statements

- A. To advance credible, accountable and inclusive community-based marine resource management in the northwest Atlantic Ocean.
- B. To identify and foster lasting organizational relationships with those who support NAMA's purpose and principles
- C. To develop programs, products and / or opportunities for financial incentives to be reaped by a dedicated and supportive membership.
- D. To strengthen NAMA's effectiveness, credibility and political influence.
- E. To develop a long range sustainable funding plan that ensures the financial soundness and security of the organization.

a testament to NAMA's inclusiveness and dedication to doing things differently in the fishery," he said.

As it turned out, Peter's wife, Stephanie, won a painting done by acclaimed maritime artist Alan Gardener at the party's raffle.

there is a swath of complete destruction. And that's just 70 miles. We were told that similar damage lines the coast all the way to the Florida border."

The next day Craig and Mike participated in a press conference at the Gulf Coast Community Federal Credit Union to distribute the checks in person. The public relations director at MSDMR invited media and the event was carried that night on local television and the next day in Gulfport's newspaper.

Bill Walker, the executive director of MSDMR, spoke to the audience of fishermen gathered on behalf of Corky Perret, who was testifying before Congress about the damage his state's fishing industry sustained.

"Fishermen have a proud tradition of coming to each other's aid; this is a wonderful example of the brotherhood our country's commercial fishermen share," he said.

Following the event, staff from MSDMR had arranged a driving tour of the coastline, so Craig and Mike could see the destruction up close and personal.

"Houses flattened, cars abandoned on the side of the road, debris spread in every direction, and 90-foot steel draggers deposited like toy models in the forest is what we saw. I was in Sri Lanka six months after the tsunami and in my estimation the damage to the land property is comparable," said Mike.

NAMA has proposed a grant to bring a team of New England fishermen versed in the politics of fisheries recovery back to Mississippi to assist (and learn from) the state's fishermen as both groups confront similar long-term challenges.



Crocker and Pendleton pose with a 'Big' check along with representatives from the Mississippi Department of Marine Resources during a ceremony in Gulfport.



ACT TODAY! In order to serve you better, NAMA has developed a "Subscriber Program." NAMA's subscribers come from many walks of life, including fishing, research, conservation, and education, and they share a common desire to manage our marine resources sustainably and fairly. We believe this can be accomplished by promoting collaborative approaches to fisheries research and management, where the fishery's diverse community is united by a shared sense of responsibility for building a resilient northwest Atlantic ecosystem. We cannot do this without your help. Please consider supporting our efforts to to protect fish and fishing communities for future generations.

I subscribe to NAMA's Principles and my \$35 subscription fee is enclosed,

Your Signature

Date

Support NAMA's Programs! NAMA works on a multitude of programs that benefit fishermen and the resource. Your tax-deductible contribution and support will enable us to continue to promote and advance excellence in fisheries management, science, and harvesting through networking, information-sharing, visits to Capitol Hill, and maintaining a resource center in Saco, Maine.

Enclosed is \$_____ to assist NAMA in continuing its excellent work in advancing the welfare of fishermen and the resource in the northwest Atlantic.

Detach this form and mail it with your check to: The Northwest Atlantic Marine Alliance; 200 Main Street, STE A; Saco, ME 04072 Or, visit us online at www.namanet.org to subscribe or donate by clicking on the Network For Good icon.

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Staff and Directory.....

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