

The Southeast Florida Coral Reef Initiative

presents:

Coral Reefs and Sustainable Marine Tourism:



Southeast
Florida
Coral Reef
Initiative

Acting above to protect what's below.

Protect Your Business By Protecting Your Reef

This six-hour workshop, conducted over one day or two evenings, is designed to give those in the marine tourism industry an understanding of emerging issues, and show how to best incorporate the lessons learned over the past several years into your business or organization. This project is funded by NOAA and the Florida Department of Environmental Protection.

What Will The Program Cover?

- The Socioeconomic Value of Coral Reefs
- Results of the Latest Scientific Research
- Global and Local Threats to Coral Reefs
- Innovative Local Solutions
- How to Market Sustainability

When and Where?

Wednesday, May 3, 2006 (8:30 AM to 4:00 PM)

Broward County Extension Office, 3245 College Ave., Davie, FL 33314

Saturday, May 6, 2006 (8:30 AM to 4:00 PM)

Barry University, Landon Student Union Bldg., 11300 NE 2nd Ave.
Miami Shores, FL 33161

Wed. and Thurs, May 10-11, 2006 (evenings, 6:00 to 9:00 PM))

Palm Beach County Extension Service, Clayton Hutcheson Bldg., 599 N.
Military Trail
West Palm Beach, FL 33415

Who Should Attend?

Dive retailers and charter boat operators, dive industry professionals, ecotourism operators, chambers of commerce, fishing charter operators and crew members or anyone involved with marine tourism.

For more information on registering for this free workshop please contact:

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What is SEFCRI?

The state of Florida contains a substantial portion of the United States' coral reef ecosystems and is committed to the preservation and protection of the biodiversity, health, heritage, and social and economic value of coral reef ecosystems and the marine environment. With guidance from the US Coral Reef Task Force, the Florida Department of Environmental Protection and the Florida Fish and Wildlife Conservation Commission coordinated the formation of a team of interagency marine resource professionals, scientists, non-governmental organizations and other interested stakeholders to develop local action strategies (LAS) which identify priority actions needed to reduce key threats to coral reef resources. The Southeast Florida Coral Reef Initiative (SEFCRI) Team first gathered to develop a LAS in May 2003, targeting coral reefs from Miami-Dade County, through Broward and Palm Beach, to Martin County. This region was chosen because its reefs are close to an intensely developed coastal region, with a large and diverse human population. Even though local reefs are exhibiting the same signs of degradation that have been documented in other parts of the world, prior to development of the SEFCRI, there was no coordinated public education or management plan proposed for reefs located north of the Florida Keys.