

**NATIONAL SEA GRANT ACADEMY  
SESSION II  
October 4-9, 2009**

**4-H Camp Timpoochee  
4750 Timpoochee Lane  
Niceville, FL 32578  
(850) 897-2224**

*To build capacity of Sea Grant Extension to  
meet the needs of America's coastal community*

**Goals**

- To improve the knowledge and skills of Sea Grant Extension Professionals
- To provide information critical to a career as a Sea Grant Professional
- To provide a national perspective on the role of Sea Grant within NOAA
- To instill a Sea Grant ethos among Academy participants
- To encourage the pursuit of lifelong learning

**Objectives - To have Sea Grant Extension Academy participants:**

- Understand Sea Grant organizational structure
- Understand and apply extension fundamentals in their local programs
- Learn the basic extension process skills that will meet their client needs
- Become aware of common administrative and management procedures



### Sunday, October 4, 2009

2:00 - 6:00 pm	Registration and Check In
6:00 pm	DINNER
7:30 pm	Informal Social, Discussion and Networking

### Monday, October 5, 2009

7:00 to 8:00 am	BREAKFAST
8:30 am	Introductions, Overview of Session II Agenda, Review of Session I
9:00 am	Individuals review/discuss their logic models (small groups)
10:15 am	BREAK
10:30 am	Individual review/discuss their logic models (small groups) continued
11:30 am	Logic Models – General Discussion (all)
NOON	Lunch
1:00 pm	Moving to End Point, Exit Strategy
2:00 pm	Advocacy vs. Honest Broker
2:45 pm	BREAK
3:00 – 5:00 pm	Advocacy vs. Honest Broker (continued)
6:00 pm	DINNER Evening on your own

### Tuesday, October 6, 2009

7:00 - 8:00 am	BREAKFAST
8:30 am	Individuals review of one of their major program activities
10:00 am	Break
10:15 am	Individuals review of one of their major program activities
Noon	LUNCH
1:00 pm	Grantsmanship
2:15 pm	Travel to Navarre Beach Marine Science Station (NBMS)
3:30 pm	Field Tour and Discussion of NBMS
5:00 pm	Shrimp Boil, Outdoor Marine Activities at NBMS
8:00 – 9:30 pm	Travel back to Camp Timpochee

### Wednesday, October 7, 2009

7:00 am to 8:00 am	BREAKFAST
8:30 am	Working with Advisory Committees
9:30 am	Communications 101 (letters, email, telephone, social networks)
10:15 am	BREAK
10:30 am	Logic Model: From Planning to Implementation
11:15 am	Tour and demonstrations at Marine Science Center
NOON	LUNCH
1:00 pm	Development of a Marine Sport Fishing Program
2:00 – 5:00 pm	Field Experience – Marine Sport Fishing Project
6:00 pm	BBQ Cook Out on Beach Evening on your own

### Thursday, October 8, 2009

7:00 - 8:00 am	BREAKFAST
8:30 am	Working with Media
10:00 am	BREAK
10:15 am	Working with Media (continued)
11:00 am	Open Discussion
NOON	LUNCH
1:00 pm	Field Trip Experience – The Coastal Dune Lakes Project
5:00 – 7:00 pm	Social and Dinner on the beach Evening on your own

### Friday, October 9, 2009

7:00 – 8:00 am	BREAKFAST
8:30 am	Open Discussion Addressing Unanswered Questions
10:00 am	Evaluation and Wrap-up
10:30	Check Out
	Travel Safely

## Instructors

Karen Blyler, 4H Marine Environmental Education Coordinator, University of Florida

Bruce Delaney, Director, Natural Resources Leadership Institute, University of Florida

James Hurley, Asst. Director for Research and Outreach, Wisconsin Sea Grant College Program

Michael Liffmann, National Extension Leader, NOAA National Sea Grant College Program

Brian Miller, Director, Illinois-Indiana Sea Grant College Program

Brooke Saari, Okaloosa-Walton Counties Sea Grant Agent, University of Florida IFAS Extension

Charlene Mauro, Coordinator, Navarre Beach Science Marine Science Station

Mike Spranger, Associate Director Extension and Education, Florida Sea Grant College Program and Associate Dean for Environmental and Natural Resource Programs, University of Florida IFAS Extension, Cell Phone: 352-562-1390

Chris Verlinde, Santa Rosa County Sea Grant Agent, University of Florida IFAS Extension

Carl Wernicke, Opinion Editor, Pensacola News Journal

Dorothy Zimmerman, Acting Communications Director, Florida Sea Grant College Program