

North Central Coast Regional Stakeholder Group

Bud James

Please consider me as a nominee to the Stakeholder Group.

1. Nominee name and complete contact information, including email address
Robert "Bud" James
Sunnyvale, CA

2. A short statement to confirm how the applicant meets the selection criteria

I am a native Californian and an active Scuba Diving Instructor, diving since 1969. All told, I now have well over 4,000 scuba dives and countless hours free diving. I dive nearly every weekend and take at least two diving vacations a year. I regularly dive the Northern Central Coast and love the bio-diversity of Nor Cal. I am currently the President of the Dive Club of Silicon Valley (www.dcosv.com) which has 180+ members. I am an active aquatic educator: PADI (Professional Association of Diving Instructors) Master Instructor (#6554), NAUI (National Association of Underwater Instructors) Instructor (#5353), and DAN (Divers Alert Network) Instructor. I am active in the dive community and participate by being a member of Bay Area Divers (1,500 members), and Ships To Reefs. I teach a Specialty class with the Dive Club nearly every month. It's a fun group, very active, with people who just love California diving. My kind of folks!

I am active with REEF (www.reef.org) and participate in the annual Fish Count with our Dive Club. REEF's mission, to educate and enlist divers in the conservation of marine habitats, is accomplished primarily through its Fish Survey Project. The Project was developed in 1990 with support from The Nature Conservancy (TNC) and guidance by the Southeast Fisheries Science Center of the National Marine Fisheries Service (NMFS). The REEF Fish Survey Project allows volunteer SCUBA divers and snorkelers to collect and report information on marine fish populations. The data are collected using a fun and easy standardized method, and are housed in a publicly-accessible database on REEF's Website. These data are used by a variety of resource agencies and researchers.

I am also a member of Reef Check. The Reef Check Foundation is an international non-profit organization dedicated to conservation of two ecosystems: tropical coral reefs and California rocky reefs. With headquarters in Los Angeles and volunteer teams in more than 80 countries, Reef Check works to create partnerships among community volunteers, government agencies, businesses, universities and other non-profits. Reef Check goals are to: educate the public about the value of reef ecosystems and the current crisis affecting marine life; to create a global network of volunteer teams trained in Reef Check's

scientific methods who regularly monitor and report on reef health; to facilitate collaboration that produces ecologically sound and economically sustainable solutions; and to stimulate local community action to protect remaining pristine reefs and rehabilitate damaged reefs worldwide.

I began my life-long pursuit of analyzing and protecting California's underwater beauty as a Research Marine Biologist for So. Cal. Edison. My partner (Dr. Jake Patton) and I dove the entire Southern California coast from Mexico to Point Conception doing a detailed tri-depth marine biomass inventory. Our research was part of an environmental study Edison requested to aid them in determining where to site future Electric Power Plants. We dove 3-5 dives a day, 3-5 times a week for about 18 months. I learned a lot about California and its amazingly rich biodiversity. So many stories – so much beauty. It created a permanent etching in my mind about how important it is to care for Mother Ocean and all her inhabitants.

I love California diving, it is remarkable and unique in all the world. If by my participating in the Marine Life Protection Act Initiative I can help preserve AND share the beauty that is truly some of the best that California offers, then I want to further participate in whatever capacity I can. I have attended town meetings; I have participated in the public Fish & Game hearings; I have spoken at various meetings; I have made and continue to make presentations to my Dive Club; I speak to my students and other Instructors constantly; I have written emails and faxed and mailed letters; and more. I am PASSIONATE about what I consider to be one of California's greatest assets – its coastline and ocean. Let me help.

3. Where appropriate, identify current and past affiliations with stakeholder groups active in marine resource management

I am not a member of any of the stakeholder groups other than the general public.

4. A brief summary of past involvement in the MLPA or similar public processes to provide advice on natural resource policy or planning

I have attended town meetings; I have participated in the public Fish & Game hearings; I have spoken at various meetings and hearing about the MLPAs; I have made and continue to make presentations to my Dive Club; I speak to my students and other Instructors constantly; I have written emails and faxed and mailed letters; and more.

5. Willingness to commit the time for full participation

I am very willing to make time including taking vacation time from work to help this process in protecting our California marine environment.

6. Descriptions of the organizations and individuals with which the nominee will communicate

- Dive Club of Silicon Valley
- Bay Area Divers
- Scubaboard
- Aquatic Spirit website
- Diver Dan's Instructors (30 Scuba Instructors plus 60 Assistants and Divemasters, influencing thousands of new and experienced divers a year)
- Reef Check
- REEF
- Ships 2 Reefs
- The Recreational Fishing Alliance
- Anyone who will listen

7. Specific communication and outreach mechanisms to be utilized (give examples)

- Website (I have my own website, AquaticSpirit.com)
- Instructional Platform (I teach a Specialty class every month of every year)
- Dive Club of Silicon Valley – presentations & email
- Diver Dan's Instructors (30 Scuba Instructors plus 60 Assistants and Divemasters, influencing thousands of new and experienced divers a year)
- Bay Area Divers - email
- ScubaBoard - email
- Reef Check - forums
- REEF – forums
- Ships 2 Reefs - forums
- The Recreational Fishing Alliance - email
- Articles for print in Scuba Diving Magazine and others
- Creative ways yet to be determined

8. Areas of knowledge or expertise relevant to the project

- Scuba Instructor and avid Diver
- Saltwater and Fresh Water Fisherman
- Marine Biologist
- Passionate Ocean Sport enthusiast
- Team player