

## **JIM MARTIN**

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Jim Martin serves on the board of directors of a number of fisheries conservation groups, including the Recreational Fishing Alliance, Sonoma County Abalone Network, and the Salmon Restoration Association. He has been a Groundfish Advisor to the Pacific Fishery Management Council for the past five years, working with a wide cross section of stakeholders on federally managed finfish. He graduated from the University of Virginia in 1981 with a B.A. in English Language and Literature, and is an award-winning author of four books, including a local guidebook titled *How to Fish the Mendocino Coast*. As a member of the Mendocino County Fish & Game Advisory Commission, he is a key communicator with the board of supervisors and familiar with the broad range of concerns in the north coast regional community.

Jim has committed time not only to the MLPA process since 2002, when he served on the Fort Bragg MLPA working group, but also to many other stakeholder processes, in roles such as: Groundfish Advisor to the Pacific Fishery Management Council; advising the DFG on the design of abalone punch cards; fighting for increased penalties on poachers through the legislature; and on countless recreational fishing issues over the last 10 years. He has lived on the Mendocino coast for 20 years and has been fishing for 45 years on the east coast and in northern California as a recreational fisherman.

After 30 years of fishing for salmon, rockfish, albacore, crab, abalone, mussels – from boats, kayaks, shore and in the water with a wetsuit – Jim decided he needed to give something back to the resource that had given him so much. He began as a volunteer at the World's Largest Salmon BBQ on the 4th of July weekends in Noyo Harbor, and became Vice President of the Salmon Restoration Association soon thereafter. Since then, he has helped raise hundreds of thousands of dollars for salmon restoration in Mendocino County.

Next, Jim became a member of the Mendocino County Fish & Game Commission in 2003, and also began volunteering with the Recreational Fishing Alliance, particularly on the implementation of the MLMA and the Nearshore Fishery Management Plan.

When his friend Randy Fry, then West Coast Regional Director of the RFA, was tragically killed by a white shark off the Mendocino Coast, Jim wanted to honor his legacy as a sportfishing conservation advocate and has carried out the position since 2004. Jim joined the Sonoma County Abalone Network (SCAN) board of directors in 2006. He is proud of the work SCAN does to preserve the abalone resource for the wise use and enjoyment of the public.

As the author of local guidebook, *How to Fish the Mendocino Coast*, Jim has researched a lot about the "regional profile" of our county and has spent many days fishing the entire north coast region.

His interest has been consistent throughout the MLPA process: work to help local fishermen and use their expert knowledge to craft MPA designs that meet the requirements of the law while minimizing the social and economic impacts to coastal communities. His work as a leader in the RFA has developed his ability to bring diverse interests together to achieve a common goal. It was in the interests of those members to set aside disagreements with commercial fishermen over gear types and allocation, to work together on the MLPA, and Jim was instrumental in getting RFA to become one of the founding members of the California Fisheries Coalition, which has played an important role in giving fishermen a real voice in this process. Jim currently serves as a Trustee for the Coalition.

Jim has a track record of working well with a wide range of constituencies. AB 1187 was passed to strengthen abalone poaching penalties only when the RFA, the NRDC and California Waterfowl worked together to make it happen. He sees himself as a conservationist, and has worked with local environmental groups to tackle issues such as wave energy, watershed restoration and poaching as a community.

Jim has ready access to local public radio and newspapers, and is a contributing member to internet sites like Humboldt Tuna Club and Spearboard.Com. His writing has appeared in outdoors publications like the Fishsniffer and Western Outdoors News. He meets regularly with divers and anglers at club meetings (Dolphin Divers in Sacramento, NorCal Skin Dive Club, CENCAL Dive Clubs, Humboldt Area Saltwater Anglers, North Coast Fishing Association, California Fisheries Coalition and Sonoma County Abalone Network). He has helped organize workshops and town hall meetings, and has testified for RFA before local elected officials at the Fort Bragg City Council, Mendocino County Board of Supervisors, the state Fish & Game Commission, and others.

*James Edward Martin*  
*West Coast Regional Director*  
*Recreational Fishing Alliance*  
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**Background Info:**

**Nomination for Jim Martin as a member of the North Coast Regional Stakeholder Group**

**Public Service in Fisheries:**

- 2006-date: Vice President, Sonoma County Abalone Network
- 2005-date: Trustee, California Fisheries Coalition
- 2004-2009: California Recreational Fishing At-Large representative to the Groundfish Advisory Subpanel to the Pacific Fishery Management Council
- 2003-date: Vice President, Salmon Restoration Association, SRA hosts "The World's Largest Salmon BBQ" every Fourth of July in Fort Bragg.
- 2003-date: Mendocino County Fish and Game Advisory Commission
- 2002-2003: MLPA Working Group, Fort Bragg Region

**Membership in Angling, Diving & Conservation groups:**

California Waterfowl Association  
North Coast Fishing Association  
Recreational Fishing Alliance (RFA)  
Sonoma County Abalone Network

**Recreational Fishing Advocacy:**

- 2004-date: West Coast Regional Director of the RFA
- 2001-date: Board of Directors, Recreational Fishing Alliance, NorCal Chapter
- Primary responsibility for press releases, brochures and articles.
- Cultivated media contacts as a spokesperson.
- Organized events, facilitated meetings, worked with local businesses and developed coalition-building and fund-raising strategies.
- Provided public testimony and coordinated attendance at regulatory hearings.
- Analysis of legislation and regulatory proposals for anglers and divers.
- Provided information on marine biology to constituents.

**Communication Skills:**

- Represented RFA members with public testimony at Fish & Game Commission, MLPAL, and PFMC
- Award-winning author
- Member of many internet message boards related to fishing & diving

**Education:**

B.A., English Language and Literature, University of Virginia, 1981  
Award: George Washington Prize for best short story (1981)