

North Coast Stakeholder Group Nomination

Nominee: Michael Han

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I have been connected to the California coast since I was a child. My passion has always been the saltwater environs off our shore. I've made countless trips out of Bodega Bay, Fort Bragg, Shelter Cove, Eureka and Trinidad for the past 20 years. During this time frame I have gained personal knowledge of each of their fisheries as well as a personal flavor of each port.

I also operated my own commercial salmon troller out of Bodega Bay while attending college. I worked the coast from Morro Bay to Eureka and gained an intimate knowledge of all ports in-between. I am still plying these same waters, albeit, for a different purpose yet with the same passion.

As my father passed on to me his passion and knowledge with respect to a sustainable fishery, I too feel the importance to commit to the next generation.

Career

I am the Chief Operations Officer for Water Resorts Incorporated, responsible for 6 marinas in the north state. Over 20 years ago, I started as the General Manager of Jones Valley Resort and Marina. At that time I had 3 vandalized houseboats, a dilapidated wood dock and no employees. We grew at a healthy clip through the years. We peaked in 2007 at 7 marinas with 248 employees in season, a rental fleet of 210 vessels and a Service Department to support such, 8 retail stores, 968 boat slips and moorages, a boat yard building custom vessels, 2 restaurants and a campground. As C.O.O. I have the complete responsibility for overseeing all operations along with assisting with the development of long-term strategic goals.

I have over two decades of positive experience in dealing with various federal government agencies such as the Bureau of Reclamation, U.S. Forest Service, E.P.A., Fish and Wildlife Service, Water Quality Control along with various state and county agencies.

On a professional note, I have served on a variety of boards: Shasta Cascade Wonderland Association, Marina Recreation Association, Shasta Lake Business Owners Association and the Shasta County Tourism Advisory Council. On a personal note, I have served on the North State Catholic Advisory Council, the Boosters Club for Bishop Quinn High School, and coached both soccer and football for 6 years at the high school level.

Collaborative Processes

I feel confident working in a collaborative manner with others in reaching a collective interest. We all share the same passion, with a slightly different perspective to ensure a sustainable fishery and a sustainable biosphere offshore.

I also feel the need for balance with vested interests and groups. It is essential that we think a little more globally in the big picture of our coastline as opposed to ones personal vested interests.

My work experience with the U.S. Forest Service has always been from the perspective of implementing the preferred alternative from a criterion of three alternatives. This methodology works so well I have incorporated the process with my General Managers and their mid management in our business. I expect to experience rejected alternatives and new criteria to be met through the MLPA process. I feel there will be little difference than what we experience in business development and growth.

My collaborative experiences include working with the U.S. Forest Service and the development of their Federal Marina Standards, their Hazardous Marking Program and also with the Boardstock event. I have worked with U.S. Fish and Wildlife in their localized efforts on Shasta Lake with the Bald Eagle Project back in the early 90s when the eagle was listed as endangered. I also have participated for many years with the Department of Fish and Game on their fish rearing programs on both Shasta Lake and New Melones reservoir. Lastly, I am involved with the Cow Creek Watershed Management Group, which focuses on resource conservation.

Relevant Knowledge and Expertise

I feel the various contacts I have made over the past 20 years in the ports mentioned above would benefit from my involvement with the North Coast MLPA.

I am confident I could develop a comprehensive involvement with all of the marina operators within the region based on my past 20 year experience in marina management. I feel it's important to recognize the economic component within each port for the community's viability. I would also want to include all of the boat dealerships in Northern California in which their customer base recreates within the proposed North Coast MLPA region.

Affiliations

I have been affiliated with the Marina Recreation Association for twenty years. This association is comprised of the majority of the private marinas in the California. If selected, I would provide updates to their board at their scheduled meetings throughout the year. They endorse my nomination as a stakeholder.

The Northern California Marine Association is another affiliation in which I will communicate the processes of the stakeholders group. This association is comprised of the boat dealers and yacht brokers in Northern California. I also have their endorsement in my nomination as a stakeholder.

The Western Boaters Safety Group is another affiliation endorsing me as a stakeholder. They exist to inform and deepen boater's commitment to safety, advocacy and education in boating.

The California Yacht Brokers Association in which I am a new member of also endorses my nomination as a stakeholder.

Another affiliation I have is with is the Humboldt Area Saltwater Anglers. Although, I am not their delegate, they do support my pursuit for a seat as a stakeholder.

Time Commitment

I am committed to the complete process of the term as a stakeholder for the North Coast MLPA as long as there's adequate notification of dates. I look for every opportunity to head to the coast to fish or to network with the contacts I've made through the years. I am also looking forward to the whole "stakeholder" experience as well as the networking opportunity.

Should you have any questions please don't hesitate to give me a call. I will be visiting family from December 11th until January 4th on Oahu and have my cell phone with me.

Respectfully,

Michael Han