

# **2012 SCNBTA & SCPIA Annual Conference**

*Leap into Nature,  
Fall for South Carolina*

March 13 & 14, 2012

Sea View Inn

Pawleys Island, S.C.



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### ***The Sea View Inn, Pawleys Island, S.C.***

[WWW.SEAVIEWINN.COM](http://WWW.SEAVIEWINN.COM)

A charming oceanfront inn located on Pawleys Island, Sea View Inn has been welcoming guests to its tranquil setting for almost 60 years. Built in 1937, Sea View Inn features 20 rooms in the main house and adjacent cottages. It is a peaceful getaway with white sand beach lapped by gentle waves, long porches with rocking chairs for inspired conversation, as well as meeting and dining space overlooking the splendor of the sea.

Directions to the Sea View Inn:

**From Columbia:** Take 378 to 261, through Wedgefield and Pinewood to Manning. Then take 521 through Greelyville and Andrews to Georgetown. Follow Hwy 17N through Georgetown, to Pawleys Island. Take a right at the Exxon Hot Spot and you'll dead end at the beach. Turn left and Sea View Inn will be on your right.

**From Charleston:** Hwy 17N approx 60 miles to Georgetown. Continue through Georgetown on Hwy 17 approx 13 miles to Pawleys Island. Turn right at the light onto the South Causeway just before the Exxon Station (Hot Spot) in Pawleys Island. Dead end at the beach and turn left on Myrtle Ave. We are approx 1/4 mile on the right.

**From Myrtle Beach:** 25 miles south on Hwy 17 - Turn left onto North Causeway at the light at the BP Gas Station (BP gas station located on the right--but you will be turning left) in Pawleys Island. Dead-end at the beach and turn right. Sea View Inn is 4 light poles past the Pawleys Island Chapel.



## Tuesday, March 13, 2012

- 11:00 a.m. – 12:30 p.m.** Conference Registration
- 11:00 a.m. – 12:00 p.m.** SCPIA Board/Business Meeting  
*(meeting to take place at landing/boat ramp prior to Sandy Island paddle)*

### Field Trips

- 1:00 p.m. – 5:00 p.m.** Sandy Island Kayak Tour – Black River Outdoors Center  
*(meet at Wacca Wache Marina at 11:00 a.m. for the SCPIA Business Meeting, or meet at 12:30 p.m. if just participating in the paddle.)*
- OR-
- 1:00 p.m. – 5:00 p.m.** Hobcaw Barony Property Tour – The Belle W. Baruch Foundation  
*(meet at registration table at 12:45 p.m. or Baruch Property Discovery Center at 1:00 p.m. )*

### Evening Activities

- 5:00 p.m. – 7:00 p.m.** Conference Registration resumes
- 6:00 p.m. – 7:00 p.m.** Dinner
- 7:00 p.m. – 11:00 p.m.** Campfire Social *(with music, snacks, & beverages)*
- 7:00 p.m. – 11:00 p.m.** SCNBTA Silent Auction & SCPIA Raffle
- 7:00 p.m. – 11:00 p.m.** Local entertainment with musical guests *The Highliners*



## Wednesday, March 14, 2012

<b>7:15 a.m. – 9:00 a.m.</b>	Conference Registration
<b>7:30 a.m. – 8:30 a.m.</b>	Breakfast ( <i>room check-out by 10:00 a.m.</i> )
<b>8:30 a.m. – 8:45 a.m.</b>	Conference Welcome Kathie Livingston & Edward Deal <i>SCNBTA President SCPIA President</i>
<b>8:45 a.m. – 9:15 a.m.</b>	Tourism Trends and Forecasts for 2012 – Sally Hogan & Nora Hembree Battle
<b>9:15 a.m. – 10:15 a.m.</b>	Southeastern Estuaries and Tidal Creek Ecosystems: Current Status and Future Concerns – Fred Holland
<b>10:15 a.m. – 10:30 a.m.</b>	Break
<b>10:30 a.m. – 11:00 a.m.</b>	Promoting Stewardship Through Recreation: The Waccamaw River Blue Trail – Christine Ellis
<b>11:00 a.m. – 11:45 a.m.</b>	So You Want to Lead a Trip? A Look at Risk Management in Outdoor Pursuits – Joshua Hall
<b>12:00 p.m. – 1:00 p.m.</b>	Lunch
<b>12:30 p.m.</b>	Silent Auction & Raffle Close
<b>1:00 p.m. – 2:00 p.m.</b>	Amazing Animals – Jerry Walls
<b>2:00 p.m. – 2:30 p.m.</b>	MarketMaker: Expanding Marketing Opportunities for Nature-Based Tourism Businesses– Amber von Harten
<b>2:30 p.m. – 3:00 p.m.</b>	Silent Auction & Raffle Ticket Winners Announced
<b>3:00 p.m. – 3:45 p.m.</b>	SCNBTA Board/Business Meeting
<b>3:45 p.m.</b>	Adjourn

## Field Trips/Activities

### **Hobcaw Barony Property Tour—The Belle W. Baruch Foundation**

This three hour van tour requires little walking but includes highlights of Hobcaw's history. Once eleven plantations, the property was bought in 1905-07 by Bernard Baruch, native South Carolinian and Wall Street financier. At this winter retreat he and other millionaires hunted ducks, deer and wild turkeys throughout the 17,500 acres. The van stops for a tour inside his 1930 mansion that played host to politicians, generals and newspapermen as well as Winston Churchill and President Franklin Roosevelt.



In addition to Hobcaw House, tours include a drive by the home and stables of Bellefield Plantation, Friendfield Village, the last 19th century slave village on the Waccamaw Neck and travel a portion of the original King's Highway. Join Senior Interpretor, Lee Brockington as she leads the tour and shares information on history, coastal ecology, wildlife and endangered species.

If carpooling from the Sea View Inn, meet at the registration table at 12:45 p.m.; otherwise, meet at 1:00 p.m. at the Discovery Center on the Baruch Property (Hwy 17). Driving directions from Myrtle Beach/Pawleys Island: Take Highway 17 south. Hobcaw Barony will be on the left one mile past DeBordieu Colony. From Georgetown, take Highway 17 north one mile. Hobcaw Barony will be on the right one mile out of Georgetown.

### **Sandy Island Kayak Tour—Black River Outdoors Center**

The tour, sponsored by the Black River Outdoors Center, will leave from Wacca Wache Marina for a paddle out to Sandy Island. There will also be a short walking excursion into the island to explore a Carolina Bay. Please wear shoes that are good for walking and can get wet and/or muddy. This is a beautiful area with some very unique plant and animal life. The highlight of the trip is a large patch of carnivorous pitcher plants that grow in the Carolina Bay.



Black River Outdoors Center had single and tandem kayaks available for people who need to borrow a boat. Contact Paul at 843-546-4840 or at [info@blackriveroutdoors.com](mailto:info@blackriveroutdoors.com) to reserve a kayak. Meet at Wacca Wache Marina at 11:00 a.m. for the SCPIA Business Meeting, or, if only participating in the paddle meet at 12:30 p.m.

Driving Directions from Pawleys Island: Take Highway 17 north towards Murrells Inlet. When you reach the split for 17 bypass & business keep to the left (the bypass route). Continue north until you reach the first stoplight. Turn left at the light onto Wachesaw Road. Follow Wachesaw Rd for a few miles, and we will meet at the large parking lot on the right side. The landing is 1/10 of a mile past the parking lot, but there is limited parking at the landing, so we will stage at the parking lot before launching boats.

Driving Directions from Myrtle Beach: Take Highway 17 south until you reach Wachesaw Road. There will be a brown sign for Wacca Wache Marina before the turn. Turn right onto Wachesaw Road. Follow Wachesaw Rd for a few miles, and we will meet at the large parking lot on the right side. The landing is 1/10 of a mile past the parking lot, but there is limited parking at the landing, so we will stage at the parking lot before launching boats.

### **Campfire Social Musical Guests: *The Highliners***



Join us for a campfire social with musical entertainment from The Highliners. Members of the band include Dan Gilligan (guitar, vocals), Steve Banta (bass, vocals), Walt Polinski (saxophone, guitar, vocals), and Matt Ellis (drums, congas, percussion). The Highliners have been playing around the south strand area for over 15 years. They play an eclectic mix of original tunes, old-timey bluegrass, blues, jazz, ska, and latin musical styles. The band is a local favorite and is sure to please. You won't want to miss out!

## Presentations

### **Tourism Trends and Forecasts in 2012—Sally Hogan and Nora Hembree Battle**

Join representatives from the Georgetown County and the Myrtle Beach Area Chambers of Commerce for an informative presentation where tourism trends and forecasts for the coming year will be shared with the group.

Sally Hogan is the tourism manager for the Georgetown County Chamber. She grew up in New Bern, N.C. and

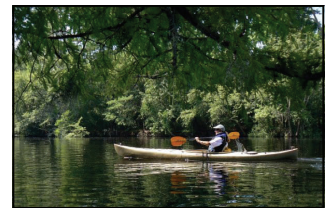


attended Appalachian State University in Boone, N.C. where she majored in Commercial Recreation and Tourism. Upon graduating in 1991, Sally was recruited by Rank Hotels North America to Kingston Plantation in Myrtle Beach, S.C. Sally also worked at two other vacations resorts in the Myrtle Beach area over the next 14 years – Litchfield Plantation and Pawleys Plantation. In 2008, Sally went to work with the Georgetown County Chamber of Commerce to market tourism in the County. The Chamber works hand in hand with the Tourism Management Commission to let vacationers know about our “secret spot” on the Coast of South Carolina.

Nora Hembree Battle is the media communications manager in the marketing department of the Myrtle Beach Area Chamber of Commerce and Convention and Visitors’ Bureau. She received a B.A. degree in Journalism and Mass Communications from the University of South Carolina in 2010 and began working for the MBACC/CVB. Currently, she is responsible for all local and statewide media relations and also assists in garnering positive media coverage promoting the Myrtle Beach area in national and regional publications. In addition to assisting with the Myrtle Beach area’s marketing plan and strategy, she also maintains the destination’s blog on VisitMyrtleBeach.com. Nora grew up in the North Myrtle Beach area, recently married James Battle and now resides in downtown Conway.

### **Promoting Stewardship Through Recreation: The Waccamaw River Blue Trail—Christine Ellis**

Join us for a presentation from the Waccamaw RiverKeeper about the development of the Waccamaw River Blue Trail. Christine Ellis will provide a brief overview of Winyah Rivers Foundation and the Waccamaw RIVERKEEPER® Program and discuss the partnership project to establish the Waccamaw River Blue Trail in South Carolina. She will also discuss efforts in South Carolina to promote land conservation and natural resources stewardship, and efforts to expand the Blue Trail upstream into North Carolina to realize a bi-state paddle trail to promote recreation, conservation and stewardship of this biologically important coastal plain river.



Christine is the Waccamaw Riverkeeper with Winyah Rivers Foundation, a nonprofit environmental education and advocacy organization and a member of the international Waterkeeper Alliance organization. Since 2006, she has been educating and advocating for the protection of the lands and waters of the greater Winyah Bay watershed with a focus on the Waccamaw watershed, a coastal plain river in North and South Carolina. Since 2009, she has partnered with American Rivers, Pee Dee Land Trust and other organizations to establish a paddle trail on the Waccamaw as a vehicle to promote recreation, land conservation and stewardship of this important watershed. Ms. Ellis has a MS in Environmental Management and a BS in Zoology.

## Presentations

### **Southeastern Estuaries and Tidal Creek Ecosystems: Current Status and Future Concerns—Fred Holland**



The shorelines of tidal creeks are renowned for their natural beauty and are preferred sites for human habitation. Impairment of tidal creeks therefore has the potential to have important cultural and social impacts. Meandering shallow tidal creeks and associated intertidal wetlands, are located at the interface of terrestrial, freshwater and marine ecosystems. These complex systems are the dominant estuarine habitat in the Southeast. Tidal creeks within these systems have diverse characteristics that result in complex ecosystems of many shapes, sizes, and ecological characteristics. A continuum of creek types occurs from intertidal headwaters to the coastal ocean and these unique ecosystems provide everything from nursery habitat to being important pathways for dissolved pollutants. Increases in the amount of impervious surfaces associated with sprawling coastal development increases the rate and volume of non-point source pollution loadings and is the major threat to tidal creeks. Salt marsh creeks are the primary hydrologic link between salt marshes and deeper estuarine waters. These creeks are critical for delivering marsh productivity and recycled nutrients on the tidal changes. Impediments to tidal flushing, dredge and fill operations and sea level rise are major threats to salt marsh creeks and should be the focus of their restoration activities. Join us for an informative presentation from Dr. Holland where he will discuss some of the issues surrounding the health of tidal creeks and the cultural and social implications.

Dr. Holland is a retired ecologist who was formerly the Director of the NOAA's Hollings Marine Laboratory (HML) and the Center of Excellence for Oceans and Human Health at the HML. He also was the Director of the Marine Resources Research Institute of the South Carolina Department of Natural Resources and served as Vice President with Versar Inc, a environmental consulting firm in the Wasington D.C./Baltimore, MD area. Dr. Holland has a BS degree from The Citadel and MS (Biological Sciences) and PhD (Marine Science) from the University of South Carolina. He has spent his career studying the impact of human activities on estuarine ecosystems and the services they provide humans. For the past 15 years he has focused his research on defining the linkages between land use in coastal watersheds and the quality of the marine environment and human well-being.

### **Amazing Animals—Jerry Walls**

Amazing Animals is a S.C. Coastal Animal Rescue & Educational Sanctuary sponsored program to educate people of all ages about the animals that we share our environment with, and how to positively interact with them.

Amazing Animals owner, Jerry Walls brings his programs to you with live specimens along with museum quality displays of wildlife. With a Bachelors Degree in Science from Florida State University, Jerry is a naturalist, nature writer, and birding/nature guide. Join us for this fun and educational program.



## Presentations

### **So you want to lead a trip? A look at risk management in outdoor pursuits— Joshua Hall**

Josh will discuss with us what it takes to lead an outdoor trip successfully and the numerous factors associated with it. He'll include details on staff training and risk management issues in the outdoor industry and everything we need to take into consideration before doing so.



Josh began his career with Charleston County Park & Recreation Commission in 1996 as a summer camp counselor for the Adventure and Teen venture camp programs. Over the next two years, while working for Charleston County School District, he continued his relationship with CCPRC's outdoor program as one of the first part-time Climbing Wall Assistants and a facilitator of the Challenge Course. In 1998 Joshua began his full time career with CCPRC as the Outdoor Program's Youth Coordinator and Camp Director. In 2002 he became the Water Coordinator and was a member of the team that worked to get CCPRC's Outdoor Program Accredited by the Association for Experiential Education (AEE). CCPRC is the first, and still the only, park and recreation to be accredited by AEE. In 2005 Joshua was promoted to the Manager for the Outdoor Program, a position he currently occupies. Joshua is most happy when he is teaching in the outdoors and sharing his knowledge with both youth and adult. He is a current Board of Director for the American Canoe Association (ACA) and chair of the ACA's Coastal Kayak Committee. Over the years at CCPRC Joshua has been a part of expanding the camp program to North Charleston Wannamaker County Park and developing a relationship with Charleston Community Sailing to add sailing as an activity for the Adventure and Teen Venture Camps. As the current chair of the agency's East Coast Canoe & Kayak Festival, he has continued the tradition of establishing this event as the premier paddlesport event, not only on the east coast but the country as a whole.

### **MarketMaker: Expanding marketing opportunities for S.C. nature-based tourism businesses—Amber von Harten**

Amber von Harten, S.C. Sea Grant Extension Specialist, will deliver a presentation about MarketMaker, a national integrated web-based portal for promoting and marketing food products and businesses. Traditionally, the program has focused efforts on assisting farmers and fishermen find buyers for their food products and assisting consumers find food products. Currently, there has been interest in developing a similar marketing portal for tourism related businesses including agri-tourism, charter fishing, nature-based tourism and hunting to assist these businesses with promotion and market development.



This presentation will provide a brief introduction on the use and features of South Carolina MarketMaker and will highlight the newly developed portal for charter fishing. Participants are encouraged to provide feedback on the applicability of this type of marketing tool for nature based tourism businesses.

Over the past eight years as the marine fisheries specialist for the S.C. Sea Grant Extension Program, Amber Von Harten has developed and delivered research-based outreach and technical training programs for marine fisheries stakeholders, including the recreational and commercial fishing industry. She has worked extensively with the commercial fishing industry in South Carolina and the South Atlantic region on projects ranging from economic assistance funding projects and seafood marketing to working waterfronts access land use planning initiatives, fisheries management and cooperative fisheries research. Currently, she is working on a NOAA marine debris project and a seafood and fishing marketing project called MarketMaker. Prior to her current position, she served as the research coordinator conducting conservation, education and research programs for the Center for Coastal Ecology & Pritchards Island, a remote barrier island field station owned by the University of South Carolina.

## 2012 SCNBT A and SCPIA Annual Conference Registration Form March 13-14, 2012 at the Sea View Inn

The **deadline** to register and pay for the conference is **March 2, 2012**. Completed registration forms, field trip forms, and checks (made out to the **SCNBTA**) can be mailed to the Conference Coordinator, April Turner, at S.C. Sea Grant Consortium, 287 Meeting Street, Charleston, S.C. 29401. **Sorry, no credit card payments accepted.**

We encourage participants to stay on the property at the Sea View Inn for the special conference rate of **\$135.00/person** in a **shared** room, or **\$175.00/person** for **single** occupancy. Single occupancy rooms will be assigned on a first come first served basis. Please note that a **meal plan** (dinner, breakfast, and lunch) and all applicable **taxes** are **included** in the above rates. A meal plan is also available for purchase by Conference attendees who **do not** stay at the Sea View Inn for **\$50.00/person**. All of the rooms in the main house and most cottages have private half baths, but the many shower facilities are shared, located throughout the house and outside in close proximity to the cottages.

A **discounted** conference registration fee of **\$55.00** is available to those who **lodge** at the Sea View Inn and register by **February 17, 2012**. The **regular** conference registration fee is **\$75.00\***. The registration fees include the following activities: field studies, speaker presentations, campfire social, silent auction and raffle, entertainment, and more! Please note that additional conference registrants from the same organization are eligible for a reduced rate of **\$45.00 per registration!** \*Please note that **registration is required** for all participants with a choice of Option A (lodging with meal plan) or Option B (meal plan only).

Non-SCNBTA members attending the conference may become a SCNBT A member for the introductory rate of \$25.00 (50% off the annual fee).

For additional conference information or registration questions contact April Turner at **(843)953-2078**; [april.turner@scseagrant.org](mailto:april.turner@scseagrant.org) or Kristina Wheeler at **(843)437-1180**; [kristinalpoole@gmail.com](mailto:kristinalpoole@gmail.com). For more information about the conference location, Sea View Inn, please visit [www.seaviewinn.com](http://www.seaviewinn.com).

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## 2012 SCNBT A and SCPIA Annual Conference Registration Form March 13 - 14, 2012 at the Sea View Inn

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Business you represent (if applicable): \_\_\_\_\_

Phone: \_\_\_\_\_ Web site: \_\_\_\_\_

Are you a SCNBT A member? \_\_\_\_\_ SCPIA member? \_\_\_\_\_ Both? \_\_\_\_\_

Are you a field trip leader or conference presenter? \_\_\_\_\_

## 2012 SCNBTA and SCPIA Annual Conference Field Trip Registration Form March 13, 2012

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please indicate your activity preferences below by checking the space to the left of the activity of your choice. Black River Outdoors Center has single and tandem kayaks available for people who need a boat for the Sandy Island Kayak Tour. **Contact Paul at 843-546-4840 or at [info@blackriveroutdoors.com](mailto:info@blackriveroutdoors.com) to reserve a kayak.** For the **Sandy Island Tour** meet at the launch site (Wacca Wache Marina) by **12:30 p.m.** for a 1:00 p.m. departure. To participate in the **Hobcaw Barony Property Tour** please meet at the registration desk by **12:45 p.m.** to carpool or at the Discovery Center, Hobcaw Barony at **1:00 p.m.** Details regarding activities can be found in the activities section of the conference program.

\_\_\_\_\_ 1:00 - 5:00 p.m. Sandy Island Kayak Tour

\_\_\_\_\_ 1:00 - 5:00 p.m. Hobcaw Barony Property Tour

<b>SCNBTA Membership Fees (optional)</b>	<b>Quantity</b>	<b>Price</b>
New SCNBTA membership (\$25)	_____	_____
Renewal of SCNBTA membership (\$50)	_____	_____
<b>Conference Registration Fees</b>		
Early Bird Conference Registration (\$55.00)* <small>(*rate available for those that register by Feb. 17 &amp; stay at the Sea View Inn)</small>	_____	_____
Regular Conference Registration (\$75.00)	_____	_____
Additional registrations (\$45.00)	_____	_____
Lodging (includes 3 meals & applicable taxes)		
Shared room (\$135/person)***	_____	_____
Single occupancy (\$175/person)	_____	_____
Meal Plan (\$50/person) <small>(includes 3 meals, no lodging)</small>	_____	_____

**Total:** \_\_\_\_\_

(Make checks payable to SCNBTA)

\*\*\* If you have a preference for a roommate please list here \_\_\_\_\_