



GREEN FINS

Newsletter

Newsletter : Volume 1 Issue 1

Greeting to every member of GREEN FINS, this newsletter is the first issue after so many years of absence have passed. On this returning occasion, we persistently pursue the same missions and goals with the strong intention, that is to say, creating collaboration among environment- friendly dive businesses. These businesses will not only mindfully observe and oversee the coral reefs condition but also conduct their businesses in compliance with the mindful of environment-friendly concern as agreed upon in project guidance. Besides, the GREEN FINS project (Thailand) is implemented by the Phuket Marine Biological Center (PMBC) and we also carry out the improvement of the code of conduct to conform to new circumstance. Following up on our news by accessing our website: www.greenfins-thailand.org.

Editor



Voive of Volunteer

By Kate Hutchison

The first time I saw the ocean, I was 11 years old. My parents embarked on what they viewed as a major trip from upstate New York to Barnegat Beach, New Jersey, to visit my uncle, Father Robert, a retired priest. My uncle took me crab fishing and I was awestruck by the seemingly boundaryless body of water surrounding me. As we set the crab baskets, my uncle explained that it's possible to have a career studying the ocean. From that moment on, I knew exactly what I wanted to do with my life.

Against my father's wishes for me to pursue a much more practical major, I went on to get a bachelor's and a master's degree in Marine Biology. When I told my dad I wanted to be a marine biologist he remarked, "Kate, that is something only the Kennedy's do." This, of course, made me want to pursue my dream even more. I had the extreme good fortune to attend Southampton College, which, at the time, was part of Long Island University but today is part of the State University of New York at Stony Brook. My professors were not only great at teaching, they were and remain good friends and wise mentors who coached me well.

I loved my short career in marine biology. My master's thesis was on age, growth and reproductive biology of various shark species and I published several papers on the topic. . I made a living working for a company called Ocean Genetics, where I grew algae that we collected from around the world for pharmaceutical screening by the pharma giant, Merck. One Friday afternoon the CEO of Ocean Genetics called a meeting and told us we had run

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Getting Started from page 1

Kate Hutchison is left

out of money, and today is our last day. I had a big car payment and needed to find work fast, so I quickly took a job as a technical writer for a biotech company.

There was no web browser, no smartphones, no ipods at that time. But I made a discovery that would change the course of my career. I turned on a Macintosh computer. I took dozens of desktop publishing, illustration and graphic design classes and I was astonished at what you could produce on a Mac. Thus began my career in marketing and I never looked back. I went on to become a Chief Marketing Officer (CMO) for software and hardware companies, including BEA, Citrix, VMware and Polycom. The Internet boom happened on my watch at BEA and I recall thinking, one day I will use this good fortune to return to marine biology and give some of it back to a worthy cause.

On March 15, 2013, I resigned from my well paid position as CMO of Polycom to self-fund a volunteer role at the Phuket Marine Biological Center (PMBC) in Phuket, Thailand. Dr. Larry Liddle, my former adviser and good friend from Southampton College helped make the connection for me.

I am here for five weeks to work on a project called Green Fins aimed at educating and training local dive shops on environmentally friendly dive practices to help protect and preserve the coral reefs in Thailand.

As fate would have it, the project is a perfect match for my marine science background and my marketing skills. Together with the Green Fins team, we've revamped the branding, written a press release and enlisted dive operators to provide testimonials. We've revised some of the collateral to make it simpler, less technical and more user friendly. I've given a presentation to a few folks in Khao Lak, Thailand, on the mission of the program. Next task is an update to the Green Fins web site and a webinar to promote the program. All things I would do in a given day as a marketing professional.

When I was a student, many people would ask me about my research and quickly comment on how smart they thought I was. I'm sure my IQ is average, at best. It's just a different vocabulary that can be off putting. What I have found fascinating and common between both science and high-tech marketing is that it's much more effective to speak a language that everyone can understand and learn from. Engineers at the companies I've worked at would often complain that I've overly simplified the value proposition of the product and left out all the whiz bang features. They're right. The simpler it is, the easier it is to remember.

So, after many years, it seems my two distinct career paths have crossed and I've found a common intersection. I underestimated how meaningful it would feel to volunteer and help organizations/programs that are in need of assistance. And I'm deeply grateful that I can return to my first love to make a meaningful contribution.

GREEN FINS – *Environmentally Friendly Dive Practices: Customer Do's and Don'ts*

Green Fins Member to Champion These in Briefings and Post Prominently in All Areas

7 Things Divers Must NOT Do:

1. Touch or step on coral
2. Feed the fish
3. Litter
4. Wear gloves
5. Chase, touch, spear or capture any marine life
6. Place cameras on reefs or move marine life to capture a better shot
7. Collect marine life for souvenirs – it is illegal to remove coral from the water or beach

7 Things Divers Must Do:

1. Practice buoyancy control and photography skills away from the reefs
2. Ensure gauges, regulators and other equipment are secured and do not trail over reefs
3. Avoid stirring up sediment
4. Hold on to rocks or dead patch reefs if you need to hold onto something
5. Respect marine life and shoot photographs without altering or disturbing the environment
6. Fin slowly backward to avoid causing damage to reefs
7. Support conservation and champion best practices to protect and preserve our reefs

The Green Fins approach for monitoring and promoting environmentally sustainable scuba diving operations in South East Asia

By : Chloe V. Hunt, James J. Harvey, Anne Miller, Vivienne Johnson, Niphon Phongsuwan

An expansion of coral reef tourism around the world has resulted in growing concern about the associated environmental impacts. Coral reefs, and other coastal habitats, are threatened by a variety of direct and indirect impacts caused by irresponsible snorkelling and scuba diving practices. Green Fins is a conservation initiative that works with dive centres to promote a set of standards for environmentally sustainable dive tourism activities. Through the implementation of the Green Fins Code of Conduct and a robust assessment system to monitor compliance, it aims to reduce the impact of stressors to reefs and associated ecosystems, thereby enhancing their resilience to larger scale threats. A network of Green Fins certified dive centres has been successfully established across the popular diving region of South East Asia. This paper presents an overview of the Code of Conduct and associated assessment protocol, and using the Philippines as a case study, evaluates and demonstrates its effectiveness as a comprehensive and sustainable management tool for the protection of marine ecosystems. The findings from the Philippines indicate that implementation of the Green Fins approach promotes compliance with environmental standards and may significantly reduce the impact of the diving industry on the marine environment.

Please see on <http://www.sciencedirect.com/science/article/pii/S0964569113000719>

Activities

The seminar on coral reefs conservation and restoration and how to apply Reef Watch method as the coral reefs survey method is the knowledgeable way to create collaboration among environment- friendly dive businesses by The GREEN FINS project. The seminar has been intended to consecutively hold for 4 occasions, the first seminar was already held on March 30, 2013 at Raja Island, Phuket. The second seminar was held on April 12, 2013 at Sea Fan Guesthouse, Khao lak, Phang Nga. The third was held on May 15, 2013 at Zeavola Resort, Phi Phi Island, Phuket. The last was held on May 28, 2013 at Pru Nai municipality office, Koh Yao, Phang Nga. The primary aim of the proposed seminar series is to educate every dive business and diver about the marine ecosystem and also encourage and promote the reduction of human induced damage to coral reefs.



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อบรมผลิตน้ำยาเอนกประสงค์บนเรือหัววี

The seminar on how to make eco- friendly multi purpose detergent has occurred by using natural raw materials, chemical free and no chemical added. The prospect of making this eco- friendly multi purpose detergent is to initiate the cut of chemical use on boats. Even though it is a new challenge to all members which leads them to being aware because they are assigned to personally make it, however, it causes stir over members. The multi purpose detergent can be used as dishwasher or general purpose detergent substitute.

The GREEN FINS project offers this seminar on 3 occasions consecutively, the first held at Raja Island, Phuket, the second held at Khao lak, Phang Nga and the third held at Phi Phi Island, Phuket.



GREEN FINS NEWSLETTER Advising Editor : Niphon Phongsuwan

Editor : Petchrung Sukpong | Sujaree Chaiyaboon | Narupon pueanpinij | Kate Hutchison

Website : www.greenfins-thailand.org E-mail : reefwatchthailand@gmail.com