
*“An estimated 17 billion pounds of trash
flow into the ocean every year.”*

Dr. Jenna Jambeck

2016 Fall Shorecombers Trash Blast Leadership Program



*Your leadership is critical and urgent.
Please join Shorecombers and 50 local
cleanwater leaders as we create Trash
Blast Programs to keep our ocean clean.
Your efforts will make a measureable
and sustainable difference.*

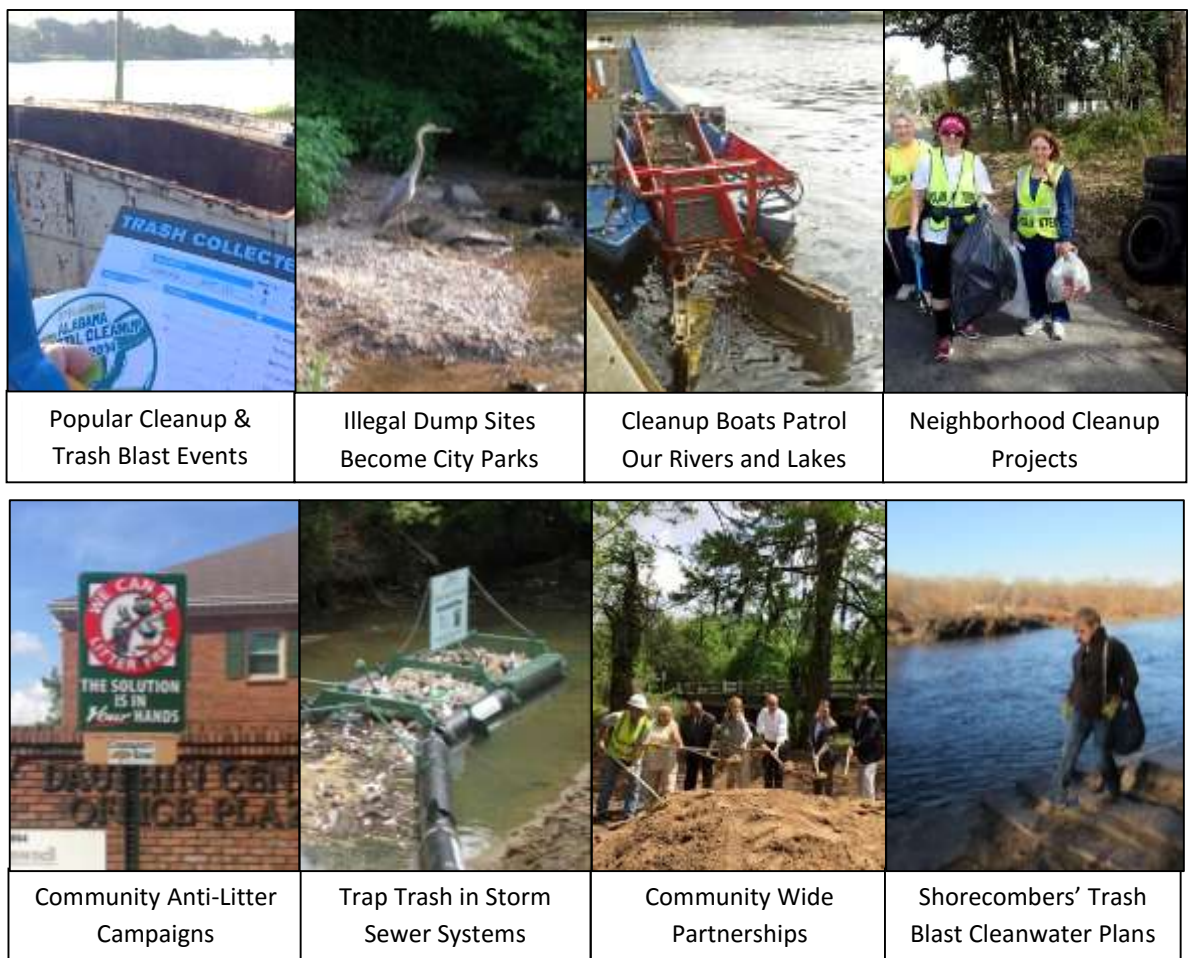
BJ Smith, MBA CFM
shorecombers@bellsouth.net
251-455-1859
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How does 17 billion pounds of trash get into the ocean?



How do we keep our ocean trash free? Your leadership is urgent and crucial!

Clean water programs for small organizations are often limited to managing annual shoreline cleanups. This grossly underestimates your leadership abilities. Shorecombers offers a series of dynamic online facilitator led courses for you the front line volunteers who are dedicated to saving your piece of paradise be it a beach, river, creek, lake or wetland. We aim to answer the often asked question: "How can I make the biggest difference?"



Much of the litter on the ground in our communities ends up in our rivers. The trash in the river is on the way to the ocean. The ocean needs leaders like you to step up and blast the trash with dynamic clean water programs.

Shorecombers is the social enterprise tooling up clean water and water dependent groups to clean up our water ways. We work side by side for 10 weeks to develop a personalized clean water management plan and program that keeps your waterbody clean forever. It's time to move beyond just picking up trash a few times a year towards stopping the trash all together with sustainable programs you love.

In our online workshop you will master the skills to dramatically increase your effectiveness with a clear plan of action. You will develop and expand on you programs to gather more funding, sponsors and quality volunteers making you more sustainable and effective.

According to BJ Smith, founder of Shorecombers "You don't have to be a clean water group to make a difference. We train individuals and groups who care about clean water. They can be surfers, birdwatchers, anglers, boaters, or people who live along the river and sea shore. We train small groups and individuals because they are the foot soldiers most likely to carry out the work on the ground."

I don't have much time, how do I know if this is the right course for me?

This course is for you if you want to:

- Get out of the rut of cleaning the same places over and over again every year
- Work smarter not harder, be proactive and not reactive
- Empower future advocates to create program continuity (freeing up your time)
- Become great organizers, create action plans and manage large projects
- You demand measurable results and long term thinking
- Learn on your own time and in a dynamic group setting
- You want an organized approach to learning and the information must be specialized to your needs, your particular water body and shoreline, you want to know specifically how to clean-up your community
- Control local program development by creating dynamic and popular events all while doing what you love

This course is for you if you want to get maximum effect with no more wasted time. This is for you if you want to be confident and prepared when you speak to the community and to potential funders and donors about trash and how your organization is saving the day for future generations. This is for you if you want to be recognized as the leaders and experts on trash by City Hall and the Environmental Community. This is for you if you want to get the grant and foundation funding that you deserve. This is for you if you want a steady stream of quality volunteers ready to activate year round.

BJ Smith, founder of Shorecombers



I am the entrepreneur and broadcaster who created this social enterprise to clean up our watersheds, rivers and ocean. This will involve programs that make the work fun, lucrative, playful and easy for everyone to get involved. My highest intention is to inspire people to engage in their communities creating beautiful clean clear rivers, lakes, shorelines and a clean clear ocean. The end result of all this activity is clean water.

I am excited to bring my entrepreneurial roots to the service of clean water. I started my career in filmmaking, photography and international business. In 2005 after Hurricane Katrina made a strong glancing blow on my home town of Mobile, Alabama and a dead-on hit to Coastal Mississippi, I decided to work in the community recovery efforts. When I was a child I could remember the devastation along the Mississippi Coast after Hurricane Camille and I knew that everyone's help would be needed. Because of my business experience I was sent out as a technical asset to assist recovering communities who were short on personnel. In the recovery, I worked with community groups, non-profits and governmental agencies to start non-profits, build housing and economic redevelopment task forces, green-ways/blue-ways and even redesigned a municipal finance program to help a community attract and keep more grant funding.

Along the way, I went to a SeaGrant Bays and Bayous symposium and was moved by the passion and joy of the presenters and the attendees. It made me want to find out what was happening with my own community's urban river. Just days later, I joined the Dog River Clearwater Revival, a longstanding nonprofit dedicated to cleaning up our urban river and began a journey that led me to understand the myriad ways of managing the flow of trash from the land to the sea. In time I became President of the nonprofit for a year and like most of you, I have organized and managed trash cleanup events and picked up a lot of trash. But it became obvious that there were better ways to manage the trash.

You Are Here in the Cleanwater Movement

If you think about a map of the cleanwater movement seen from the moon, you might see an incredibly congested and disorganized map of duplicated programs and resources going to waste. But as you zoom the map down to view your community and your favorite waterbody the detail improves and you see more programs and issues that relate specifically to you and your organization. There may still be confusion and it may seem like there is no place for you to build the perfect program for your group, but as we zoom the map closer and closer to your waterbody, the detail becomes rich, vibrant and full of possibilities.

As you work through the Trash Blast program these global organizations, programs and issues begin to take on local names, faces and the possibility of you making a difference

in your spare time while doing what you love to do starts looking very real. That focus, that personal cleanwater program for your organization, neighborhood, and waterbody is what you will get from the Shorecombers Trash Blast Leadership Workshop.

At the top of the industry, you have National Governmental Agencies and Global Non-Profits enforcing regulations and offering grant programs to manage resources such as funding, sponsors, technology and volunteers. These agencies are creating programs for regional agencies and local organizations to implement. And you are the strong base of the pyramid, you are the local leaders who live, work and play on the waterbody.

Why Watershed/Catch Basin Management Planning?

A watershed/catch basin refers to the land that feeds a waterbody. Rain falls on the land and flows across the land into the waterbody. This means that we all live on a waterbody. Watershed management planning is a method of research and analysis that brings all the stakeholders together to develop programs that keep the water going to the waterbody clean and healthy. And yes this is a very cool thing!

Each watershed/catch basin hosts many organizations all interested in keeping their shorelines, rivers, beaches, wetlands, neighborhoods and more clean. Without collaboration we get tension, duplication of efforts, or worse yet – no effort at all as one group assumes the other group is taking care of the trash.

Watershed/catch basin Trash Blast plans are about much more than having volunteers pick up shoreline trash once a year. Programs can include projects such as: inland cleanups, anti-litter campaigns, educational programs, stormwater management, floating litter traps, and cleanup boats. We all have a role to play in keeping our lands and waters clean. Planning is a naturally collaborative action that transparently divines how we will best work together in building sustainable local clean water programs.

Is this really effective? Can I make a difference?

Shorecombers is here to energize you, the broad base of the cleanwater movement. We develop strong confident leaders with well researched programs and broad stakeholder support. Instead of creating more Litter Cleanup Organizations and more layers of governance; we offer organizations, groups, and clubs of all types the chance to develop clean water programs that fit naturally into their existing structure. You care about the ocean and your waterbody. We start with that local waterbody. We clean the lands and waters that feed your waterbody and that cleans the ocean!



What do I learn in the 10 Week Shorecombers Leadership Program?

Recent developments in combining webinars, teleconferences, virtual communities and solid training programs have brought a global classroom into our living rooms.

This is a 10 week virtual workshop. Early each week we load study materials onto an exclusive website and the students meet for an interactive lecture via conference call. The lecture call is recorded. If you can't make the meeting, you can listen later.

Participants work together and post questions in a chat room managed by experts which provides rapid answers to questions. Three group coaching tele-sessions are available during the week, where the students can get more personalized assistance. As a bonus each student group has one hour of FREE individual coaching.

To look at it from another vantage point. This is a strategic planning course. Lessons learned in our course can be applied to many other industries and disciplines. This course will help you further your career.

Coaches are on board to ensure all your questions are answered quickly and correctly. Having trouble with your plan? Call into one of three group coaching sessions a week. Afraid of losing momentum after the class is finished? Sign up for the Trash Blasting Graduate Forum with monthly teleseminar calls to keep you abreast of industry information, hear interviews with subject matter experts, and have time for detailed questions and answers to keep your program running smoothly. Trash Free Seas will take dedication and fun.

Apply for a Scholarship!

COST OF THE WORKSHOP IS \$2000; APPLY FOR A SCHOLARSHIP AT WWW.SHORECOMBERS.ORG!



Trash Blast Leadership Workshop Winter 2016

09/26 - 12/02

Sun	Mon	Tues	Wed	Thur	Fri	Sat
Weekly study materials loaded to website	Group Coaching Questions and Answers	Lecture Webinar/ Teleseminar		Group Coaching Questions and Answers		Group Coaching Questions and Answers
Online Forum	Online Forum	Online Forum	Online Forum	Online Forum	Online Forum	Online Forum

10	• Live Training Sessions via Webinar	2	• Instructional How-To Videos
10	• Recorded Training Sessions for Your Library	2	• BONUS calls with industry leaders
30	• Group Coaching Sessions via Webinar	1	• FREE Individual Consulting Session
10	• Weekly Lesson Plans and Handouts	24/7	• Moderated Online Forum