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

Dr. Jenna Jambeck

2017 Shorecombers Trash Blast Leader's Workshop



*Your leadership is critical and urgent.
Please join Shorecombers and local
cleanwater leaders just like you 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

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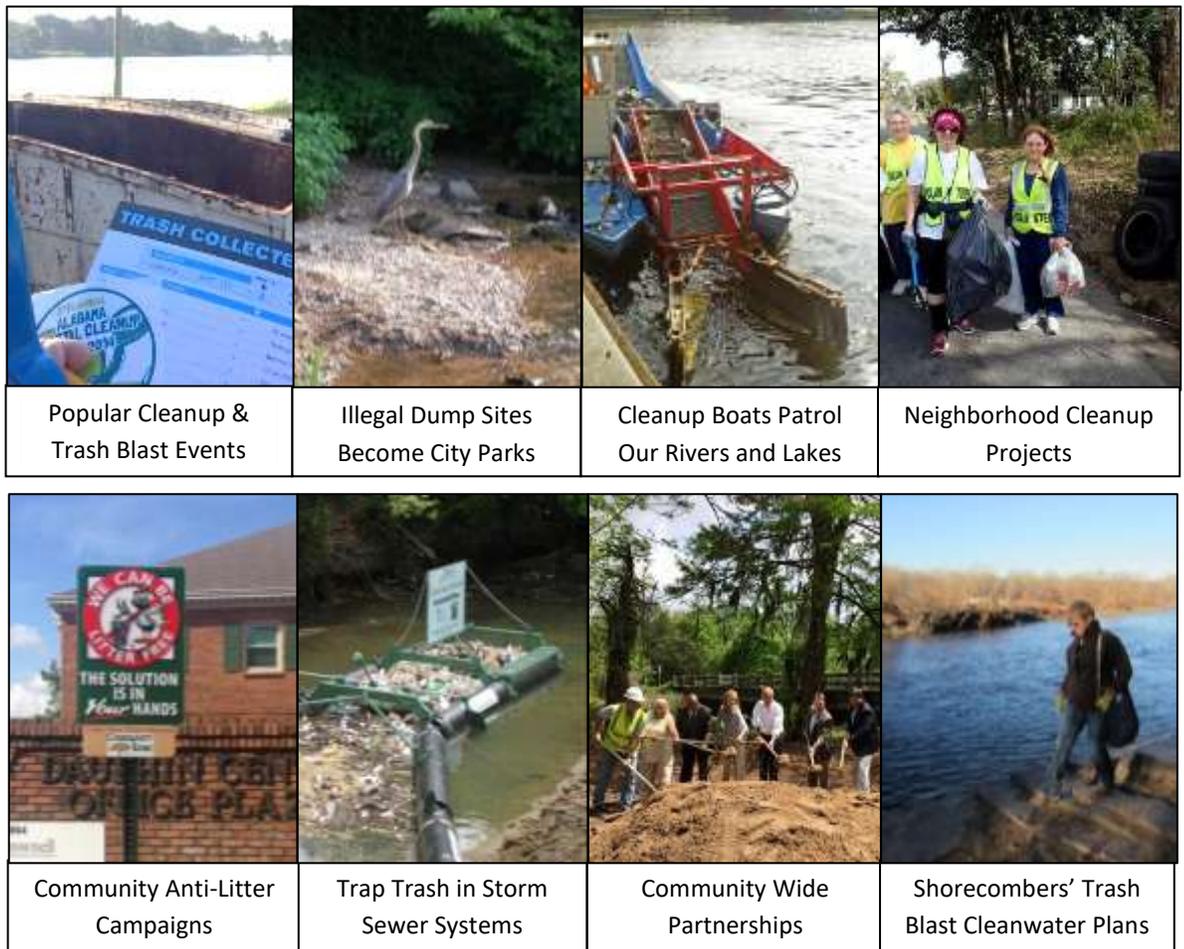
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How does 17 billion pounds of trash get into the ocean?



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 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 workshops 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.

And all of the activity can be fun because the solution to ocean trash is in our communities. Thousands of volunteer groups around the world are committed to cleaning their favorite rivers, creeks, and shorelines. Shorecombers has proven that with a small amount of training these volunteer groups can become powerful clean water organizations capable of keeping all their community's trash out of the ocean.

Shorecombers started in the summer of 2015 with a pilot training program, followed quickly with two 10-week online workshops. In all we trained over 50 clean water leaders to keep more of their trash out of our ocean using the Shorecombers Trash Blasting Program integrating them into the cleanwater movement. Our graduates are creating fun, inspiring and sustainable plans that bring in more funding, sponsors and volunteers for a stronger impact.

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!

"Before Shorecombers training, Ocean Hour was a young fledgling organization, the three year old dream of an impassioned environmentalist. We had a solid core of volunteers and a regular beach cleanup commitment but lacked the know-how to get to the next level.

Shorecombers was instrumental to Ocean Hour at a critical time in our growth. Shorecombers was key to bringing focus and structure to Ocean Hour. The precise and succinct coursework offered by Shorecombers helped us pull together a plan. Shorecombers showed how the use of stakeholders, business plans and constant management assessment were important tools for our non-profit organization to reach milestones and set future goals." Sharon Gincauskas and Barbara Mozur, Ocean Hour Florida and winners of the 2016 \$10,000 Florida Gulf of Mexico Alliance Gold Star Grant.

How Do You Fit into 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.

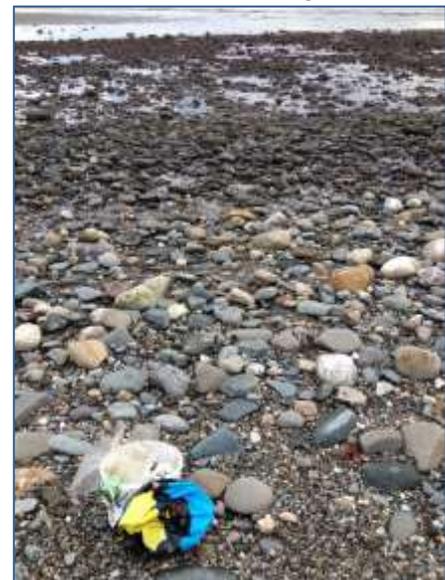
At the top of the industry, you have National Governmental Agencies and Global Non-Profits enforcing regulations and offering grant programs to manage resources such as funding, sponsors, technology and volunteers. These agencies are creating programs for regional agencies and local organizations to 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.



How do I take the Two Step Shorecombers Leadership Program?

I've been working with some incredible people to combine webinars, teleconferences, virtual communities and solid training programs into a global classroom that you can access from your living room or your clean water program office. Together we have made the Shorecombers Leadership Program both flexible and affordable, while adding even more material and study aids. This is a strategic planning and program building course. Lessons learned in our course and practiced in your clean water organization can be applied to many other industries and disciplines. This course will help you further your career.

Three courses are being loaded onto Udemy.com. You can take these any time before or during the workshop. The courses are:

Build Partnerships with Key Stakeholders; Learn How to Successfully Keep Your Trash Out of Our Ocean @\$55. There are four sections to this first Udemy.com course on building partnerships: Leadership Styles, Appreciative Inquiry, Stakeholder Development and Creating Your Preliminary Goals.

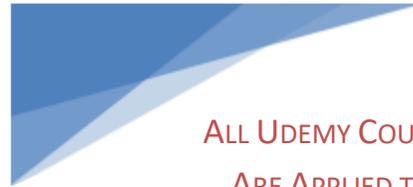
You most likely found out that you can't do this work alone. But how do you get others onboard? Or how do you increase the capacity of your organization? You build strong partnerships.

Learn How to Find the Gold in Your Territory @\$75. There are four sections to this second Udemy.com course on characterizing your territory: what is a watershed, don't reinvent the wheel, fill in the missing information, get into the field with your own surveys and a review of my homework. Now we are mapping out our territory and driving, biking, boating, hiking and walking the area looking for trash and cleanup opportunities. Physically your territory is limited to the area that drains into the waterbody that you are protecting (or to the ocean currents that wash the trash up on your shorelines). So we want to find maps and surveys that show us this territory. Programmatically your territory covers the types of activities that you will do such as cleanups, education, and/or community outreach.

Learn How to Set Clear Goals and Brainstorm Powerful Solutions @\$75. This course is in the process of being loaded up to Udemy. The first step in identifying the broad trash blasting goals with your stakeholders, is to answer the question "What do we want to happen as a result of our plan?" As you do this, you'll also identify environmental and program indicators that can be used to measure progress toward meeting those goals such as a reduction of trash in your hot spots or the number of volunteers picking up trash or the number of people in the community who know about the waterbody. Then you can dive in and brainstorm solutions.

Take the Work Deeper with the Optional 7 Week Coaching Session @\$2000

- Two group coaching tele-sessions are available during the week
- Each student/group has one hour of FREE individual coaching each week.
- Stay abreast of industry information, hear interviews with subject matter experts, and have time for detailed questions and answers to keep your program running smoothly
- Bonus instructional videos that are not included in the Udemy.com course



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Take all three Udemy courses and reduce the 7wk tuition from \$2000 to \$1795. Just email your course completion certificates to us. Finish during the 7 Weeks of Coaching, we'll send you a rebate.

Trash Blast Leaders 7 Week Coaching Schedule

03/06 - 04/21

Sun	Mon	Tues	Wed	Thur	Fri	Sat
Weekly study materials highlighted on Udemy.com				Group Coaching Questions and Answers		Group Coaching Questions and Answers
Online Forum	Online Forum	Online Forum	Online Forum	Online Forum	Online Forum	Online Forum

14	• Group Coaching Sessions via Webinar	24	• FREE Weekly Individual Consulting Sessions
3	• Courses on Udemy.com	7	• Bonus Instructional How-To Videos
2	• BONUS Teleseminars with Industry Leaders	24/7	• Moderated Online Forum