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

Dr. Jenna Jambeck

2018 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

All Rights Reserved by Shorecombers LLC

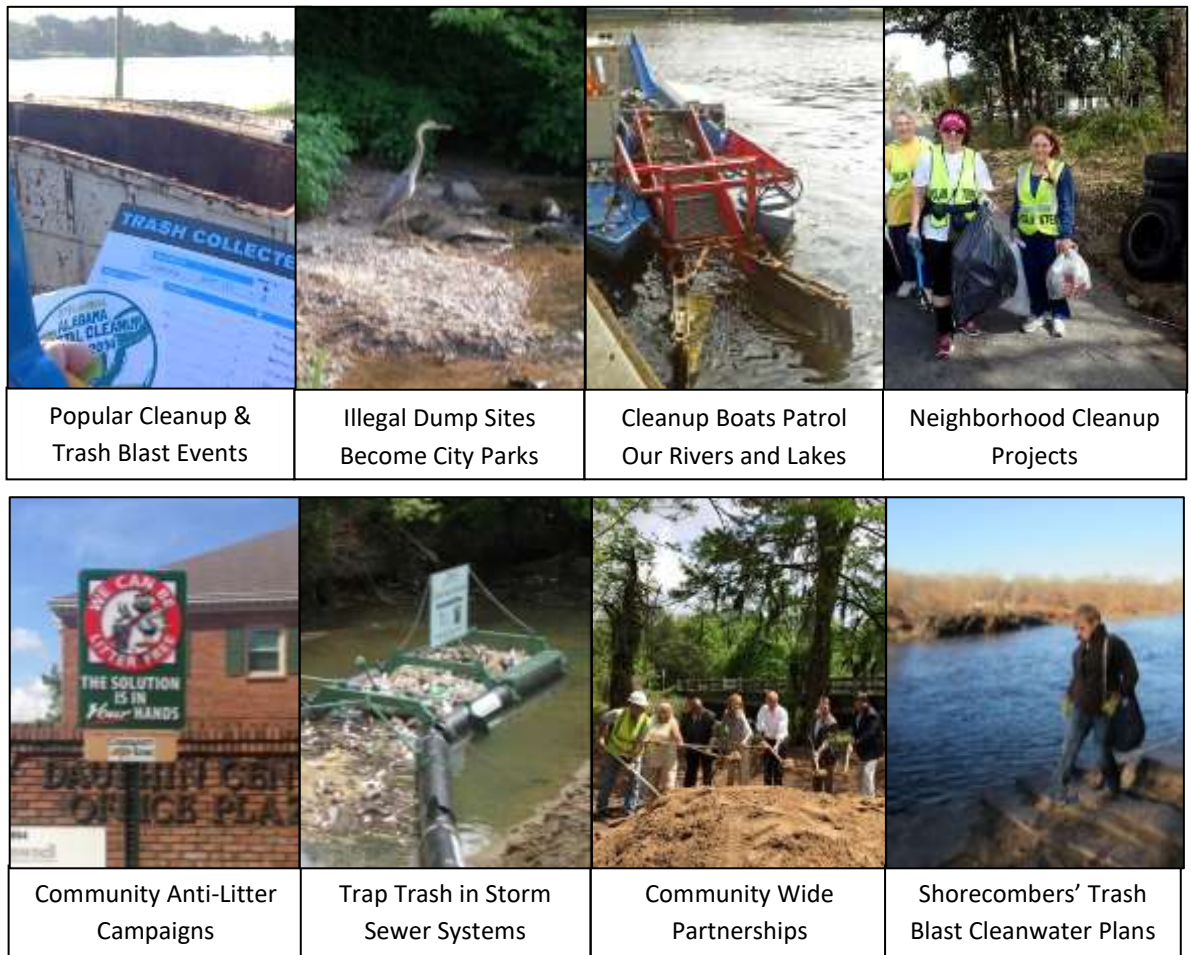
01/30/2018

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.

