

# MID-ATLANTIC BLUE OCEAN ECONOMY 2030

Exploring the prospects and challenges for emerging ocean industries to 2030

## *The Marine Science & Policy Series*



MONMOUTH  
UNIVERSITY

October 12-13, 2017 | Monmouth University | West Long Branch, NJ

## AGENDA

### **Goals and Objectives:**

- Identify the most important factors driving the future of the Blue Ocean Economy and enhancing the value of marine ecosystems
- Identify relevant observing, scientific and technological innovations that would strengthen the sustainable development of the ocean economy
- Articulate the importance of a healthy and thriving Mid-Atlantic Blue Ocean Economy to our quality of life and future prosperity, and communications strategies to carry these messages forward.

### **Thursday, October 12**

#### **Wilson Hall | Wilson Auditorium**

- 11:30 a.m.                    **Registration / Informal Kickoff Buffet Luncheon**
- 12:30 p.m.                    Welcome: *Monmouth University President Grey Dimenna.*  
Meeting Charge: *Tony MacDonald, Director, Urban Coast Institute*
- Major developments in Mid-Atlantic
  - Goals for the meeting/Statement of the meeting
  - Set up meeting structure, expectations and subthemes
  - Introduce cohosts, subtheme leaders/others
- 12:45 p.m.                    **What is the Blue Ocean Economy?**  
Speakers: *Mark Spalding, President, Ocean Foundation*  
*Dr. Charles Colgan, Middlebury Institute of International Studies*
- 1:15 p.m.                    **Blue Economy Vision for the Mid-Atlantic**  
Moderator: *Vice Admiral Paul G. Gaffney II, Monmouth University President Emeritus*  
Discussants: *Dr. Jerry Schubel, President & CEO, Aquarium of the Pacific*  
*Dr. Paul Doremus, Acting Assistant Secretary for Conservation and Management, NOAA*  
*Rear Admiral Linda Fagan, Deputy Commandant for Operations Policy and Capabilities, U.S. Coast Guard*
- 2:00 p.m.                    **Assessment and Trends Influencing the Blue Ocean Economy**
- Navigation/Marine Transportation – *Walter Kemmsies, JLL Research*
  - Offshore Energy – *Jim Bennett, BOEM, Chief, Office of Renewable Energy Programs*

- Fisheries and Aquaculture – *Dr. Dennis King, University of Maryland Center for Environmental Science*
- Ecosystem Services and Natural Resources – *Dr. Porter Hoagland, Woods Hole Oceanographic Institution*
- Recreation and Tourism – *Dr. Geoff Lacher, Tourism Economics*

3:15 p.m.

**Break**

3:30 p.m.

**Understanding Impacts of Changes in the Ocean Environment**

- Ocean Observations – *Dr. Scott Glenn, Rutgers University/MARACOOS*
- Climate and Ecosystem Change – *Dr. Jon Hare, Northeast Fisheries Science Center*
- Ocean Noise – *Dr. Howard Rosenbaum, Wildlife Conservation Society, and Dr. Brandon Southall, Southall Environmental Associates*
- Sea Level Rise – *Dr. Phil Orton, Stevens Institute of Technology*

4:30 p.m.

**Breakout Group Discussions**

Discussion Leaders: TBD

- What are the most important factors influencing future growth trends, and realistic assessment of commercial prospects?
- What are the relevant scientific and technological innovations – in place or in the pipeline – that would contribute to sustainable development?
- What are the key knowledge gaps and impediments to projected growth, and potential actions/resources to overcome them?

5:45 p.m.

**Adjourn**

6:00 – 8:30 p.m.

**Reception/Ocean Champions Celebration Dinner**

Wilson Hall | Versailles and Pompeii Rooms

Reception and seated dinner at which Monmouth University’s Ocean Champion Awards will be presented. Forum participants welcome.

Honorees: *Dr. Biliana Cicin-Sain, University of Delaware/Global Ocean Forum*  
*Barry Gold, Environmental Director, The Walton Family Foundation*

**Friday, October 13**

8:30 a.m.

**Light Continental Breakfast**

9:00 a.m.

**Report Out from Breakout groups**

Discussion leaders from each of the breakout groups: “What we heard” and action items.

9:30 a.m.

**Mapping and Visualization to Improve Understanding and Build Public Support for the Blue Ocean Economy**

Moderator: *Jay Odell, The Nature Conservancy*

Speakers: *Dr. Malin Pinsky, Rutgers University*  
*Dr. Patrick Halpin, Duke University*

10:15 a.m.

**Break**

10:30 a.m.

**Blue Ocean Economy — Effective Communication Strategies**

*Ms. Kristen Grimm, President, Spitfire Strategies*

- What are the messages and means of communication, key audiences that are most likely to galvanize for the Blue Ocean Economy and motivate necessary actions?

11:00 a.m.

**Blue Ocean Economy Communications Panel**

Moderator: *Ms. Grimm*

Discussants: Representatives with communications perspectives, various backgrounds (TBD)

12:00 p.m.

**Closeout Panel — What I Heard and Next Steps**

Moderator: *Tony MacDonald, UCI*

Discussants: *Lillian Borrone, Joint Ocean Commission Initiative*

*Dr. Donald Boesch, Joint Ocean Commission Initiative*

12:30 p.m.

**Adjourn**