



DOLPHIN SMART TRAINING WORKSHOP
Oahu
September 2011

Time: 6:00 pm to 10:00 pm

Purpose: To ensure all participants receiving recognition through the Dolphin SMART program are trained to a minimum knowledge standard.

Objectives:

- (1) Ensure participants understand the Dolphin SMART program and criteria;
- (2) Ensure participants understand incentives for being Dolphin SMART or *Proud Supporters*;
- (3) Provide participants with background information on the Marine Mammal Protection Act and how Dolphin SMART aids conservation;
- (4) Provide participants with an understanding of and ability to recognize normal wild dolphin behaviors versus disturbed behaviors, as well as how to responsibly view dolphins;
- (5) Provide participants with information about local research on wild dolphin populations;
- (6) Ensure participants have information to provide training to their captain and crew members; and
- (7) Ensure participants have information to provide appropriate education messages to their customers.

When	Sessions	Who
6:00- 6:10 pm	<u>Welcome:</u> <ol style="list-style-type: none"> 1. Introductions 2. Review agenda and training objectives <p>Total: 10 minutes</p>	Laura McCue
6:10- 6:30 pm	<u>Dolphin behaviors:</u> <ol style="list-style-type: none"> 1. Basic dolphin biology and common myths 2. Discuss natural behaviors and those vulnerable to disturbance 3. Review behavior cards 4. Questions (5 minutes) <p>Total: 20 minutes</p>	Laura McCue
6:30- 6:50 pm	<u>Program Overview:</u> <ol style="list-style-type: none"> 1. Program History 2. Program mission, goals, and objectives 3. Criteria 4. Application 5. Evaluation/renewal process 6. Participation incentives – DS Participant 7. Proud Supporters Program 8. Responsibilities – participant and sponsors 9. Questions (5 min) <p>Total: 20 minutes</p>	Jessica Powell
6:50- 7:00 pm	BREAK	
7:00- 7:15 pm	<u>How does Dolphin SMART Aid Conservation</u> <ol style="list-style-type: none"> 1. Threats to dolphins from human interactions 2. Harm to dolphins from human interactions 3. Dolphin SMART's role in conservation 4. Questions (5 min) <p>Total: 15 minutes</p>	Laura McCue
7:15- 7:45 pm	<u>MMPA Overview:</u> <ol style="list-style-type: none"> 1. Review and explain pertinent USC and CFR laws, rules, regulations, and prohibitions, as well as Truth and Advertising Laws 	Paul Newman (OLE)

	<ol style="list-style-type: none"> 2. Review MMPA permits/exemptions 3. Review and discuss penalties associated with MMPA violations 4. How to report potential violations 5. Vicarious liability issues 6. Questions (5 minutes) <p>Total: 30 minutes</p>	
7:45-8:00 pm	<p><u>Viewing Guidelines and Techniques:</u></p> <ol style="list-style-type: none"> 1. Review viewing guidelines outlined in the program criteria 2. Discuss additional techniques for maximizing viewing while minimizing disturbance 3. Questions (5 minutes) <p>Total: 15 minutes</p>	Jessica Powell
8:00-8:10 pm	BREAK	
8:10-8:25 pm	<p><u>Advertising Guidelines:</u></p> <ol style="list-style-type: none"> 1. Review advertising guidelines 2. Appropriate vs. inappropriate advertising 3. Questions (5 minutes) <p>Total: 15 minutes</p>	Courtney Vail
8:25-8:35 pm	<p><u>How to become Dolphin SMART:</u></p> <ol style="list-style-type: none"> 1. Review the steps to becoming Dolphin SMART 2. Review Dolphin SMART participant recognition 3. Review how to maintain program participation in the new calendar year 4. Questions (5 minutes) <p>Total: 10 minutes</p>	Laura McCue
8:35-8:50 pm	<p><u>Dolphin SMART Proud Supporters:</u></p> <ol style="list-style-type: none"> 1. Proud Supporter Eligibility 2. How to become a Proud Supporter 3. What it means to be a Proud Supporter 4. Questions (5 minutes) 	Cheryl Bonnes

	Total: 15 minutes	
8:50 - 9:05 pm	<u><i>The Business Value of Dolphin SMART</i></u> 1. What is “Cause Marketing” 2. Current research findings 3. Incorporating Dolphin SMART into your business 4. Questions (5 min) Total: 15 minutes	Courtney Vail
9:05-9:35 pm	<u><i>Local Dolphin Research:</i></u> 1. Provide information on local wild dolphin research 2. Questions (5 minutes) Total: 30 minutes	Julian Tyne
9:35- 9:45 pm	Closing/Questions	All