



Managing Stress in the Marine Trades: What Can You Do?

by Stephen Lopez, Sea Grant Specialist in Lower Hudson Valley

The image of marine businesses as non-stressful environments orchestrated by relaxed proprietors lounging at dockside in sportshirts and khakis is, of course, ridiculous to insiders. The fact is, marine businesses tend to be highly demanding professions with relatively low financial returns.

Another potentially more damaging myth seems to persist within the trade, however. That myth is that hard work, sunshine and the invigorating sight, sound and smell of water are adequate cure for on-the-job stress. Indeed, few marine trade business people recognize stress for its debilitating or deadly consequences until the first signs appear. Even then people ignore stress until it eventually incapacitates or kills them.

Most people recognize that heart disease is related to stress. However, other diseases may be stress related also. Alcoholism, arthritis, circulatory and many other afflictions are aggravated or caused largely by stress in individual situations. Suicides and

homicides are also closely linked with stress as are depression and other emotional complications.

Sources of Stress

What are some of the common sources of stress in marine businesses? Many marine businesses are family run. This often means that family members are expected to work longer, harder and with less pay than regular employees. Also, the dual role of parent as mother or father as well as boss often creates conflict. In one role the parent is an advisor, in the other he or she can be a tyrant. It's difficult not to carry over these role contradictions into family life outside business. The result is a lot of unhappy families.

Another source of stress is the uncertainty of nature. A bad winter may cause severe and costly ice damage, putting financial strain on the business. A bad storm may have similar effects. Poor weather may shorten the season — already only four precious months or less in length. The

adverse financial impacts of events beyond the individual's control can cause high levels of stress for which there is no convenient foe to vent the stress on. An employee, a business associate or a loved one may be the unlucky recipient of undeserved, negative feeling. This can further complicate a difficult business situation.

One last example: marine businesses seem to have tremendous swings in time commitment required due to their seasonality. For some people, the need to spend little time on business may be as stressful, if not more so, than spending long hours working. For others, the hard months may be the active ones and by the end of the season frazzled nerves may spark unpleasant interchanges with customers or employees marring an otherwise positive relationship. Sometimes others are understanding, sometimes not. It is important to minimize these unfortunate incidents.

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"Angling" for Visitors

Lakeshore Communities Promote Their Sportfishing Resources

by Mike Voiland,
Sea Grant Specialist at Brockport

Back in the early 1970s, as the first runs of Lake Ontario salmon and trout returned to the Salmon River, merchants from the riverside village of Pulaski in Oswego County sent a "special message" to anglers throughout the country.

In an attempt to build the tourism market in their hometown, the businessmen simply printed and distributed thousands of bumper stickers boldly touting Pulaski as "The Salmon Capital of New York State." Their effort paid off. Soon enough, it seemed that if there was anything the public associated with Pulaski, N.Y., it was big salmon and great fishing.

Today, after years of slow but sure development by the State Department of Environmental Conservation, the lake's sportfishery stands at the threshold of blossoming into one of New York's outstanding recreational and tourist attractions. Like Pulaski, many other communities have sought to capitalize on the new resource by launching promotion and advertising campaigns — campaigns targeted to attract anglers into their communities from across the state and country.

Prompted by fishery advisory groups (see *Coastlines* Sept./Oct. 1979) now existing in all lakeshore counties, chambers of commerce and planning, tourism and economic development agencies have produced flyers, posters, fishing maps, ads and bumper stickers to "sell" their area's chief attributes and advantages to the prospective angler. Some villages, like Sodus Point, have installed new, colorful road signs at village limits, welcoming traveling fishermen. The Wayne County Public Information Office has spread the word and idea that Wayne is "Trophy County" and that big fish and access sites are easy to find along its shore. As explained

by Marj Perez, information officer: "We've got great fishing and a number of good access points within or near the county. We want fishermen from New York and surrounding states to identify Wayne County with these advantages."

Promotional programs in Monroe and Orleans Counties recently benefited from a linkage with the Rochester Institute of Technology, made through Sea Grant's Brockport office. As part of their coursework, tourism business students at RIT provided fishery boards in both counties with marketing plans,



themes and logos. These professional-quality marketing and design studies, normally worth some \$30,000 on the private market, were incorporated into the counties' promotional plans. County fishing interests hope that the new themes — "Fish & Feel Free" for Orleans and "A Fish For All Seasons" for Monroe — will soon take hold in the minds of the public and in specific market areas.

In almost all cases, completion and success of sportfishery promotions depend upon a melding of public and private interest and activity. No two communities have carried out their promotions in quite the same fashion. But certain critical ingredients are universal — enthusiasm, cooperation, volunteerism, community pride and a desire to better the economic lot of the locale.

Assistance in understanding and coordinating a fishing-oriented promotional campaign is available through your nearest Sea Grant Extension office. A new Sea Grant research publication, *A Market Segmentation of New York's Great Lakes Anglers*, can be provided and might prove useful in focusing advertising programs. See **I Want More**.

Get a Taste of Marine Life at Sea Grant/4-H Camp

by Linda O'Dierno,
Sea Grant Specialist in New York City

Do you know youngsters aged 12 to 17 who have fallen under the spell of Jacques Cousteau?

This summer, Sea Grant and 4-H are piloting a five-day marine camp program that will provide youngsters with the opportunity to explore the wonders of the marine world.

Starting with a Project Adventure Course on July 26, the youngsters will form teams to learn the importance of cooperation and process skills necessary for the success of the program. A clambake on the beach with nautical music and sea chanties will top off the first day.

Second-day activities will include collecting marine specimens, snorkeling, setting up salt water tanks, and playing games that illustrate ecological principles such as food webs and adaptations. Each evening, there will be a meeting with counselors to review activities and share experiences.

Other highlights of the program will be a square dance; a session on celestial navigation including making a compass and an astrolabe; learning maritime crafts such as macrame, scrimshaw, sailor's valentines, and embroidery; tasting the foods sailors ate such as hard tack and Joe Froggers, a molasses cookie; learning about foods made of seaweed gelatin and fish protein; visiting a shellfish hatchery, a commercial fishing center and marine laboratory.

Sound great? For kids and adults alike, the answer is yes. But where is it and how much will it cost?

The program will be held from July 26-30 at the Nassau County 4-H Camp on Long Island Sound in Riverhead and will cost \$100 per youngster excluding transportation.

Educators interested in the program should call Sea Grant Specialist Linda O'Dierno at area code 212-587-9722. Plans are now being made for a leader training weekend on May 21-23 during which youth leaders will learn many of the marine activities included at the camp. According to O'Dierno, space is limited, so call now.

Prepare for Next Year's Erosion Now

by Chuck O'Neill, Jr.,
Sea Grant Specialist at Brockport

"Land awash is land to be lost to the hungry sea." So sayeth an old Welsh sea chanty.

The relief felt by residents of New York's coastal areas with the arrival of warm weather may cause many to overlook the idea that they could be facing renewed shoreline erosion next year. If you aren't thinking about preparing for that erosion now, you should be!

In general, there are two ways a shoreline landowner can begin preparing for next year's erosion. First, the old adage, "an ounce of prevention is worth a pound of cure," is true when dealing with coastal erosion. Spring and summer are the seasons to look at coastal property to identify any up-to-now neglected erosion problems. Is a bluff being undercut by wave action? Are sand dunes or a sandy beach migrating offshore or along the shore? Is the edge of a lawn or patio marching over the lip of a slope?

If these or other erosion problems are identified, a landowner now has summer and fall to plan corrective action, to locate a marine contractor, and to complete any work that is beyond the "do-it-yourself" level before winter descends. Time is on the landowner's side, slipshod emergency measures can be avoided and money saved in the long run.



Two methods of erosion control: a do-it-yourself project building gabions; and a construction project using concrete bulkheads. Both measures can save your money now and your shoreline property next year.



To know what you're getting in frozen fish products, look for the registration and grading marks.

How Much Breading? How Much Fish? Read Your Package Labels

by Glenna Kopphen,
Sea Grant Specialist in Ithaca

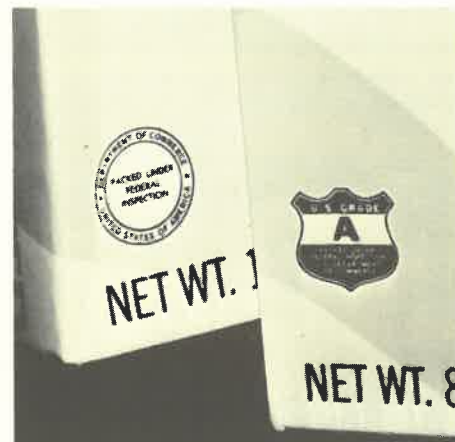
In the frozen fish case at the supermarket, labels advertise products that are batter dipped, breaded, French fried, batter fried, not to mention fillets, sticks, portions and cakes. If given the choice of fresh or frozen fish, the decision is even more complicated. What can you do?

Read the labels on the package. Labels contain vital information for the price-and-quality conscious consumer.

Products having the Federal Inspection mark or the words "packed under Federal Inspection" contain clean, wholesome fish. Breaded products with this mark can include up to 50 per cent breading by weight, but the actual amount varies according to packer.

The U. S. Department of Commerce establishes grading standards for fishery products. The Grade A Shield on frozen raw breaded fish sticks and portions indicates the product contains 72 and 75 per cent fish by weight. Grade A frozen fried breaded sticks or portions must contain 60 and 65 per cent fish and frozen raw and frozen fried breaded scallops not less than 50 per cent.

Certain products have standards of identity. For example, regular breaded shrimp must contain 50 per cent shrimp by weight, while lightly breaded shrimp are required to



contain 65 per cent. Standards of identity insure a uniform product because legally the ingredients must conform to a standard recipe. However not all products on the market are inspected and graded. Marks of inspection and grading assure the buyer of a certain quality product.

If 65 or 75 per cent of a breaded product is fish, the remaining 25 to 35 per cent is breading or batter. Breading gives fish products that highly desirable crunchy texture and feel. The cost, however, is increased amounts of sodium, fat and calories, especially in the precooked products. The sodium content of battered-breaded products can be two to three times higher than fresh fillets.

Know Your Fish

An objective Sea Grant in New York has long sought to fulfill is to encourage the use of fish by consumers. We do this in many ways: by providing funds to university faculty to conduct research on new fish products; by working with commercial fishermen to improve the quality of their catch; and by helping consumers to know more about fish and its preparation.

Recently, Sea Grant sponsored five workshops for home economists, dietitians, food service personnel from private agencies, and food and nutrition agents from Cooperative Extension. The purpose of these workshops was to explore the idea that fish is a nutritious, low-calorie, convenient, economic food with gourmet and kid appeal that is often overlooked by consumers. During the two-day sessions that were held in Albany, Syracuse, Buffalo, Nassau County and Saranac Lake, participants learned about common and less common species and how to prepare them from their raw state into enticing, cooked entrees. Says Sea Grant Specialist Glenna Kopphen who helped organize the workshops, "We wanted participants to feel comfortable in learning how to handle fish so they themselves could teach others."

To further popularize information on the nutritional value of fish, Coastlines features the theme, Know Your Fish with two articles by Glenna Kopphen.

Frozen fillets are often dipped in a brine solution for cleaning and for better preservation during storage. Brining frozen fillets increases the sodium content compared to fresh fillets. Excess sodium, not salt, in the diet is believed to increase the risk of hypertension, for some people. This may be a consideration when purchasing fresh, frozen or breaded fish products.

Breaded products contain other ingredients such as flavor enhancers like monosodium glutamate (MSG) and modified starch which helps the batter adhere to fish. If sodium alginate, carboxymethyl cellulose (CMC), dextrin or calcium chloride is on the label, the fillet was probably dipped in a water-based gelling solution before breading or freezing to prevent dehydration and oxidation during frozen storage.

To know what you're getting for your dollar, look for the inspection or grading mark on frozen products, read the label, and consider fresh fish as an alternative to frozen. The choice is yours.

Fast-Food Fish — What's the Hitch?

by Glenna Kopphen,
Sea Grant Specialist in Ithaca

With people leading more active lives, fast foods are the logical choice for a speedy meal. But, dieters who think of the fish sandwich as a low calorie substitute at the fast food restaurant need to look again.

An analysis by Consumer Reports of the nutritional content of fast foods served at Burger King, McDonald's, Arthur Treacher's, Long John Silver and other restaurants reveals some interesting figures. These findings compare the amount of calories, sodium, fat, vitamins, minerals, and protein in fish and non-fish fast foods these days.

Calories. Surprisingly, fish entrees contain more calories than the normal size hamburger or cheeseburger. Fish at Burger King has 584 calories, at McDonald's 383 calories, Arthur Treacher's 439 calories, Long

John Silver's 438 calories compared to an average 279 calories for a normal size hamburger or cheeseburger.

Calories in Burger King's "whopper" and McDonald's "big mac" exceed those in fish items. However, Burger King's "whaler" at 584 calories runs close behind McDonald's "big mac" at 591 and Burger King's "whopper" at 660. A substitute for either of these might be Burger King's "chopped beef steak" at 445 calories or a roast beef sandwich averaging 360 calories at Roy Rogers, Hardee's or Arby's

Sodium. Calories aren't the only factor to consider. Take sodium, for example.

At Long John Silver's, a 7½-ounce serving of fish has 1,333 milligrams of sodium, while Arthur Treacher's 5¼-ounce fish contains 421 milligrams. Compare these extremes with Burger King's "whaler" at 968 milligrams and McDonald's "fillet-of-fish" at 613 milligrams. Neither hamburgers, chopped-beef sandwiches nor chicken have any advantage over fish in sodium content.

Fat. Most fresh fish is low in fat and, if cooked at proper temperatures, absorbs very little fat from cooking oil. If cooking temperatures are too low, fish, particularly breaded fish, absorbs some of the oil.

For example, a 6-ounce serving of fresh fish like cod contains about .5 grams of fat. But, in a fast food fish entree, the oil content in fresh cod is higher — 18 grams in a 4½-ounce McDonald's "fillet-of-fish," and 34 grams in Burger King's 7-ounce "whaler." Compare these figures with those for a roast beef sandwich having 12 to 17 grams of fat and large hamburger having 22 to 41 grams.

Vitamins and Minerals. Fresh fish is a noted source of vitamins and trace minerals. Fish entrees have more phosphorus, about half the niacin, and less iron than hamburger entrees.

Fish fillets at Long John Silver's and Burger King provide 133 per cent and 60 per cent of the daily need of vitamin B₁₂. Arthur Treacher's and McDonald's fish provide only about

half the vitamin B₁₂ as hamburger in a serving size about half the weight. Thiamine and riboflavin are higher in hamburger, but Burger King's "whaler" and McDonald's "fillet-of-fish" are not far behind, supplying 40 and 20 per cent respectively of the daily need for adult women.

Protein. According to accepted nutritional standards, one meal should provide 30 per cent of the body's daily need of protein. With fish servings ranging from 4½ to 7½ ounces, a fast food meal of fish provides from 35 to 72 per cent protein needed daily.



Here's a comparison of the protein which is needed by the body daily, supplied by these different fish meals: McDonald's 4½-ounce "fillet-of-fish" with the lowest amount at 35 per cent; Treacher's "original" with 46 per cent; Burger King's "whaler" at 48; and Long John Silver's at 72.

What this means is this: all of the above fish meals provide at least one-third of the daily protein requirement. And since most Americans consume two times the protein needed daily, chances are the remaining 70 per cent will be met.

So for those who want speedy meals and who are counting calories, fast food fish may not be the best choice. Fresh fish that can be prepared quickly and easily at home does offer fewer calories, less sodium and fat, more vitamins, minerals and protein.

Highlights from New York's 1982 Fishermen's Forum

by Chris Smith, Sea Grant Specialist in Riverhead

Some 700 commercial fishermen attended this year's Fishermen's Forum held at the Suffolk County Community College's Eastern campus in Speonk, New York.

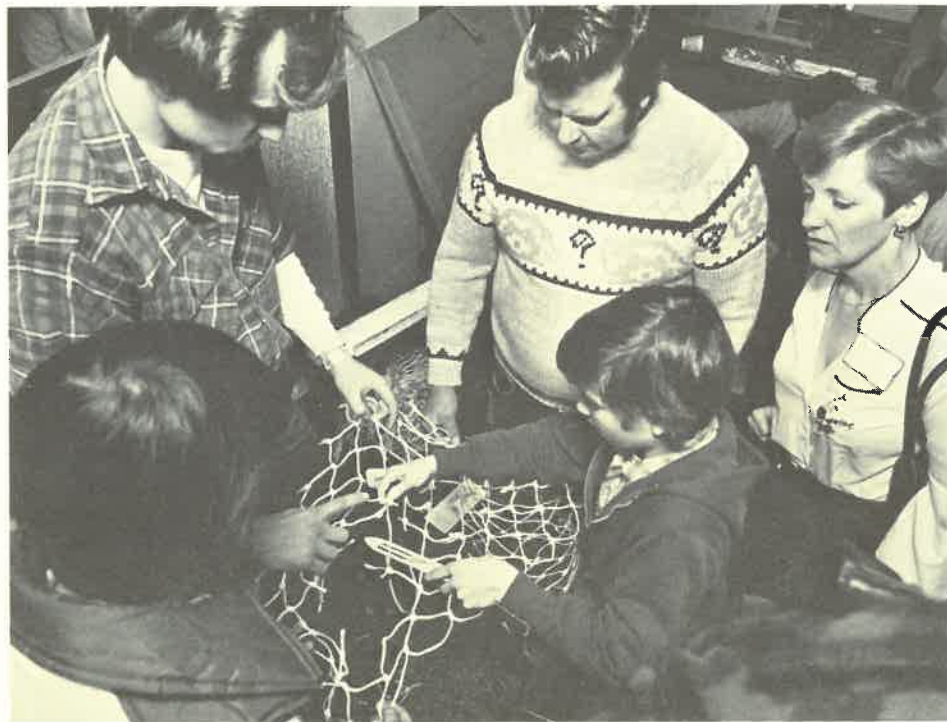
The two-day event was kicked off with introductory remarks by Sea Grant Specialist John Scotti who introduced the moderator for the morning session, Rich Miller, executive secretary of the Long Island Fishermen's Association. This session featured discussions on fishery development at the county, regional and national levels.

Other morning speakers included: Kerry Muse, Mid-Atlantic Fishery Development Foundation; Martin Lang, Town of Southampton supervisor; John Behan, state assemblyman Owen Johnson, state senator, Kenneth La Valle, state senator; Jake Dykstra, Pt. Judith Co-operative.

At the three-hour, mid-day session about 50 exhibits were set up to display the latest gear, equipment, and services available to the fishing industry. Films on squid jigging, fish farming, and developments in Japan's fishing industry were featured.

The afternoon's program consisted of concurrent workshops which addressed topics of importance to all facets of the fishing industry. Speakers from as far away as Newfoundland, Canada, presented information on passive fishing techniques, trawl design and performance, lobstering, electronics, shellfish farming, seafood processing, and fuel economy. Planning for this year's forum was a joint effort of members of the fishing industry and Sea Grant staff.

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This scene from the 1981 Long Island Fishermen's Forum illustrates the "hands on" opportunity to learn of new skills and products by visiting the numerous displays and demonstrations.

Forum Exhibits Offer Important Information

by Michael Duttweiler, Program Coordinator in Ithaca

A walk through the more than 50 exhibits and displays accompanying the Long Island Fishermen's Forum was a sure way to get "caught up" in the excitement of the rapidly changing fishing industry. In a brief time and with little effort one could experience the newest squid jigging equipment, highly sophisticated electronics devices, the latest financial packages available from area lenders or a full menu of other topics, products and services.

Both attendees and displayers viewed the exhibits as an important part of the forum. One fisherman observed: "Sometimes I can't believe how fast gear and accessories are changing. This is a great way to learn about new developments and see new products." A displayer remarked that "small companies have a hard time making their products known. Events like the forum are one of the best ways we have to demonstrate our wares."

Entries in this year's exposition included: informational displays by management agencies, fishermen's associations, marketing firms and organizations that assist fishermen; gear and accessory manufacturers; vessel design, manufacturing and repair firms; electronics equipment distributors; and a variety of marine

services and supply vendors.

Recognizing the importance of exhibits to the success of the forum, Sea Grant decided to contact displayers to learn their views of the forum and suggestions for improvement. As of this writing, approximately 65 per cent had returned a brief mail questionnaire. All but two respondents indicated that the exposition was a success in their view — although many suggestions for improvement were offered. Informational displays distributed up to 300 publications each. Some retailers made sales on the spot with several reporting several thousand dollars in gross sales and one reporting leads that could result in \$85,000 in sales. All recommended that the exposition be maintained as a significant component of next year's forum.

There is one recourse if you were not able to attend — or if you did but did not make the rounds as carefully or thoroughly as you would have liked. Forum organizers John Scotti and Chris Smith at our Riverhead office maintained a complete list of exhibitors and would be glad to provide suggested contacts for any particular topic you would like to explore. Hope to see you at next year's new, improved exposition.

New Materials Produced by New York Sea Grant

Seven publications and one slide-tape program produced during 1981 are now available for purchase or borrowing. To order, see **I Want More.**

• **Promoting Coastal Tourism through Vacation Packages**, a four-page fact sheet, makes suggestions on how and why a community can develop vacation packages to gain tourist dollars. Steps to develop cooperative advertising and brochures are included along with names and addresses of trade organizations which can help.

• Want to adopt a park, clean up a river, preserve an historical site or revitalize a part of your neighborhood? **Property Stewardship: Getting Involved in Community Development**, a 16-page, illustrated publication, tells how community and neighborhood groups can assume control over underutilized or poorly used properties to bring them to more productive use. Many good ideas are discussed.

• **Lake Ontario's Recreational Climate** is 25 pages packed with information on temperature, wind and precipitation along with specific sugges-

tions for year-round recreation on Lake Ontario's shores. A fold-out map showing harbors, wildlife areas and state parks plus addresses of historical societies, chambers of commerce and Sea Grant offices are included.

• When used together, **Oil Analysis: A Maintenance Technique for Modern Machinery**, a color slide program, and **Equipment Protection through Oil Analysis**, a four-page fact sheet, provide in-depth information on keeping modern engines and machinery in good repair. Through oil analysis, a method of testing lubrication oil for the presence of metal, sand, dirt, water or other contaminants, repairs on engines can be predicted before failures occur. These materials are intended for anyone who owns or operates modern machinery including marine equipment. To order the slide program, write the Audio-Visual Resource Center, 7 Research Park, Cornell University, Ithaca, NY 14850.

• **Holding and Handling Baitfish: Suggestions for Baitfish Retailers** includes eight pages of practical hints

to help avoid common problems in keeping baitfish in good shape for sale. Topics include holding facilities, control of temperature, oxygen and light, tank holding capacities and diseases.

• **Marketing the Fish You Catch** outlines a strategy for making commercial fishing prosperous. The author questions the wisdom of selling fish to dock buyers and advocates marketing directly to the retailer. Although this means higher costs for refrigeration, loading and transportation, the fisherman has more control over price.

• **Gateway to the Sea**, 12 articles on managing our coastal resources including biological and environmental concerns, shoreline use and current issues, was originally a lecture series in celebration of the Year of the Coast. Articles are by staff from the New York Merchant Marine Academy, New York Aquarium, Osborn Laboratories of Marine Sciences, Marine Sciences Research Center at Stony Brook, National Marine Fisheries Service, Sea Grant and various universities.

I Want More!

Additional information is available from New York Sea Grant. Please check the publications which interest you and send to your nearest Sea Grant Extension Office. For publications having a charge, make checks payable to Cornell University:

- _____ **Promoting Coastal Tourism through Vacation Packages**, L. Parks, 1981, 6 pp., 15 cents.
- _____ **Property Stewardship: Getting Involved in Community Development**, S. Lopez, 1981, 16 pp., \$1.75.
- _____ **Lake Ontario's Recreation Climate**, R. B. Buerger, 1981, 28 pp., 25 cents.
- _____ **Equipment Protection through Oil Analysis**, G. Feldman, 1981, 4 pp., 20 cents.
- _____ **Holding and Handling of Baitfish: Suggestions for Baitfish Retailers**, M. Duttweiler, 1981, 8 pp., 25 cents.
- _____ **Marketing the Fish You Catch**, J. Conrad, 1982, 6 pp., 50 cents.
- _____ **Gateway to the Sea**, L. O'Dierno, editor, 1981, 120 pp., \$2.00.
- _____ **A Market Segmentation of New York's Great Lakes Anglers**, T. L. Brown, 1981, 46 pp., \$2.00.
- _____ **Controlling Bluff Groundwater along the Great Lakes**, B. DeYoung and L. Brown, 1979, 6 pp., 15 cents.
- _____ **Guidelines for Selecting a Marine Contractor**, B. Doyle, 1980, 4 pp., 15 cents.
- _____ **Aquaculture 1980: A Digest of Research in the Sea Grant Program, Other Government Agencies, Industry, and Foreign Countries**, University of Delaware Sea Grant College Program, 1981, 43 pp., free.

What Can You Do?

The most important single thing you can do is to objectively and analytically recognize stress and situations stressful to you. Very often just recognizing stress can be self-assuring and help defuse a situation. There seems to be some truth in the old saying "misery loves company." Recognizing that not only yourself but literally everyone else suffers to some degree from stress will help ease guilt feelings and will foster empathy for others who do not control stress well.

While most of us cope with stress unconsciously, it can be useful to take a few minutes and, as objectively as possible, list the most stressful aspects of our lives. It is important to try and define the real root of stress, not just the apparent cause. Consulting a close friend may be helpful but a word of caution — don't encourage frankness and then take insult at a well intended observation.

A second step is to do a similar exercise, listing those things that you find most enjoyable or relaxing. They may be aspects of work or non-work related recreation.

With these two lists in front of you, mark those aspects of your life that you would most like to emphasize over the next few years. For example, if you would like to concentrate more in the sales aspect of business and relax by sailing more or spending more time with your family, mark these items with an "X".

Next, rank the negative influences on you life in order of priority for eliminating them altogether or to as great a degree as possible. Your conclusions may be as startling as that you should change professions; or as relatively simple as that you need to find someone else to do the bookkeeping. You may only realize what you thought you already knew — that you should take longer vacations on a sailboat or that you need to spend more time with your family.

Do It!

The purpose of this exercise is for you to actually make a commitment to act! Make it simple. Take one negative influence on your life and plan to decrease it over the next year. Take one positive influence and plan to increase it over the upcoming year. Don't throw away your list. Take it out again on New Year's eve, 1982, update it if necessary and select two more influences to act on. Do it! Why not start right now?

Editor's Note: Sea Grant Specialist Stephen Lopez, author of this article which appeared originally in "Amidships" section of **Long Island Boating** and is reprinted with the publisher's permission, is now located at Sea Grant's newest office in New City. This office will serve the needs of the Lower Hudson River counties. The address is: Sea Grant Extension Program, Rockland County Cooperative Extension, 87 Maple Ave., New City, N.Y. 10956.

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