

Managing to Catch People

By Bruce DeYoung, Riverhead

How can charterboat captains improve their marketing practices? This question was the basis of a recent Sea Grant study of charter boat businesses. Information on business management patterns was gathered during dozens of interviews. The resulting management insights, gained through this research, can help charter boat captains to market themselves more effectively in the future.

Interviews with charter captains indicate that their business success often hinges on factors such as client loyalty and word-of-mouth recommendations. This factor is seen as important by Bob Patifio, a charterboat owner from Captree Boat Basin on Long Island. He observes, "people have to like you if they're going to be loyal to you. To like you, they have to get to know you. It's like being a politician who's running for reelection everyday!"

Unfortunately, when choosing marketing communication strategies captains sometimes forget that they perform a personal service. The research indicates that some charterboat captains are too often willing to pay the price of mass media promotion because their peers do. Since client loyalty and business referrals are not significantly influenced by media promotion, this management strategy seems shortsighted.

In contrast, the research reveals that successful charter captains work hard at developing individualized business relationships with their clients. Called "relationship marketing," this technique emphasizes attracting, maintaining and enhancing on-going relationships with clients. Increasingly used by professional service providers, relationship marketing techni-

ques concentrate on fulfilling the interests and needs of existing clients. The basic economic assumption is that higher business profitability is achieved by retaining loyal repeat customers instead of frequently replacing displeased clients. Since the majority of new business prospects are referred from previously satisfied customers, building a loyal clientele is especially important for charter enterprises.

How do successful charter captains feel about the notion of pampering customers to transform them into loyal clients? "It's important to remember this is a people business, not a fish business," says Montauk charter captain Bob Bozek. "If you don't serve your clients' interests, they'll stop being clients!" Fred

Kieser of the Babylon Captains Association agrees and contends that captains often yearn to be known as "top hook" in their port. But he notes, "catching the most fish isn't necessarily going to insure satisfied clients."

What promotes charterboat client satisfaction? Sea Grant research indicates that a number of factors are involved in this process. These include charterboat business reliability, staff responsiveness to client needs, the business's competency in communications, fishing technology and seamanship, the availability of good equipment and vessels for desired client sailing dates, and above all — staff courtesy. Almost all the evaluation factors clients use in appraising their chartering experience relate to "people encounters" with providers of the service. It's these relationships (or lack thereof) which clients use in deciding whether to repeat the experience and give positive word-of-mouth recommendations.

In sizing up charterboat marketing, Captain Joe Swift of the Lake Ontario Charterboat Association notes, "The Charter industry needs to recognize that its competition isn't necessarily in the next berth or port, it's the entire leisure sport sector." From his perspective, the loss of a dissatisfied charterboat client is not simply one less fare. Rather, it's the possibility of that person changing recreational pursuits and robbing the industry of dozens of future charter referrals or prospects!

"If captains don't wake up and market themselves realistically, there won't be many charter businesses to write publications for," asserts Captain Paul McElroy, editor of Charter

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Developing Bed and Breakfast Businesses

by Chad Dawson, Mexico

Throughout New York State, the number of Bed and Breakfast operations have been increasing dramatically over the last five years. The concept of opening up a private home as an alternative lodging is European in origin but many enterprising individuals have adopted this approach in the Northeastern United States. Generally, a Bed and Breakfast is a private home or renovated historic home that has been modified to provide overnight accommodations and a morning meal for several people.

The friendly hospitality of a bed and breakfast house may be found in a large country farmhouse or historic urban mansion. Furnishings range from a simple modern bed to Early American or Victorian antiques and bedroom furniture. Breakfast may be either continental-style or more elaborate cuisine with a full home-made meal.

The personal expression of each host makes each bed and breakfast house unique. This concept of hosts providing a few guests with a friendly and interesting atmosphere is the reason for the success of these businesses across the state. Bed and breakfast businesses are an alternative to more conventional hotel and motel lodging accommodations. The chance to become acquainted with a new area and different people via a bed and breakfast house is a good compliment to conventional lodging businesses and provides an additional local tourist attraction.

Many areas throughout the state have formed regional bed and breakfast business associations with the assistance of Cooperative Extension staff. A new Seaway Trail Bed and Breakfast Association was started in November 1985 and 32 operators in the 10 county area from Chautauqua to St. Lawrence Counties have become charter members. The Association combined marketing efforts into a Bed 'n Breakfast brochure for the Seaway Trail counties with the help of a Sea Grant Specialist. The networking of these businesses provides the opportunity for them to collectively address their insurance, zoning and building code requirements.

The development of bed and breakfast operations as a "home away

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What's New with the Brown Algae Situation

The "bloom" of brown algae that darkened the waters of Long Island and wrecked the season for some 500 baymen in the summer of 1985, has returned. But New York Sea Grant Institute researchers are hot on the trail of the organisms involved in this mysterious phenomenon, hoping to uncover its causes and effects.

"It truly is a mystery at this point," says Elissa Brown, Assistant Director for Research at NYSGI. "A search of the literature shows that there had never been a bloom of brown algae like this, until last year. We've had 'red tides' for years, but there had never been a 'brown tide' before."

When the phenomenon first appeared, in 1985, the great responsiveness of the Sea Grant system permitted NYSGI to award a grant immediately to Dr. Scott Siddall, of the State University of New York at Stony Brook. Dr. Siddall and Dr. Edward J. Carpenter, also of SUNY at Stony Brook, began studying the organism that was "blooming" in Long Island's eastern waters.

They isolated and measured the organism and, with a Sea Grant-funded graduate assistant, began investigating how to culture the algae in their laboratory, so that experiments can be performed on it.

The urgency of these investigations is reflected in the fact that, because the bloom kills the scallop crop, the income loss to Long Island's

baymen was estimated at \$1.3 million in 1985 alone.

Suffolk County officials recognize the urgency also. The county this year has funded Dr. Siddall and Dr. Carpenter, to see if there is any correlation between occurrences of the brown algae blooms and long-term meteorological and hydrographic phenomena.

"There may be global atmospheric events, such as the drought in Africa, that are bringing on these blooms," Ms. Brown said. "We just don't know for sure."

Suffolk County is also sponsoring further research by Dr. Siddall on the effects of the bloom on scallop larvae; and by Sea Grant Principal Investigator Dr. V. Monica Bricelj on the impact of various concentrations of the bloom on the ability of scallops and mussels to use the bloom as food.

Meanwhile, NYSGI is funding a new Principal Investigator, Dr. Elizabeth Cosper, along with Dr. Carpenter to conduct a 15-month-long study that will end in December of 1987.

One of the areas they will be looking into is the environmental characteristics that promote the bloom, and the novel features of the organisms involved that allow them to dominate the phytoplankton population in areas where the bloom occurs. They will also be trying to determine exactly how the water's salinity, temperature and nutrient composition affects the organisms' growth rates.

"These investigators are the leaders in the field," Ms. Brown says. "We are confident that Sea Grant research will eventually find the solution to this mystery, and that it will play a direct role in the restoration of a healthy clam and scallop harvest and in improving a major segment of the economy of Long Island."

SEAFOOD SOUNDINGS

There is an interesting new seafood newsletter called SEAFOOD SOUNDINGS. Contained in this newsletter is information about seafood species and recipes. Published 6 times a year, the cost is \$8.00. For more information contact Raquel Boehmer, Lobster Cove Rd., Monhegan Island, ME 04852.



Pain Relief Research

Slowly waving in the balmy waters of the Bahamas, are rare soft corals that contain pain-relieving agents stronger than morphine, and anti-inflammatory agents stronger than the most commonly prescribed drugs.

Three Sea Grant researchers were involved in this recent, startling discovery, and one—NYSGI Principal Investigator Dr. Jon Clardy—is now attempting to synthesize the pain-relieving substance.

Dr. Clardy, of Cornell University's Department of Chemistry, says the analgesic properties of the soft corals were discovered quite by accident.

"It was a Thomas Edison-type of discovery," he said recently. "Dr. Bill Fenical, of the Scripps Institute of Oceanography, and I were collecting the corals and sending them to Dr. Bob Jacobs, of the University of California at Santa Barbara. Bob was testing them for a wide variety of things—antibiotic and anti-tumor properties, among others—when he

discovered the analgesic and anti-inflammatory qualities.

"It was really just a lucky accident."

Dr. Fenical and Dr. Jacobs are both funded by the University of California Sea Grant Program.

Why were these rare corals the object of a collecting expedition by a chemist, anyway?

Dr. Clardy, who has been conducting structural and synthetic studies on marine natural products for NYSGI since 1985, explains that *Pseudopterogorgia elizabethae* was an obvious target for chemical studies.

"Polyps protrude from these corals both day and night," he says. "With hard corals, the polyps come out only at night; the rest of the time, they're retracted, and mechanically protected by the body of the coral.

"To a chemist, the conclusion to be drawn from this is that the polyps of these soft corals must be protecting themselves chemically, since they

lack the mechanical protection of the hard corals."

The soft corals, in other words, would seem to contain a very interesting variety of chemical properties.

Is this the development the pharmaceutical industry has been waiting for? Well, not exactly. Or at least, not yet.

The problems with the corals, according to Dr. Clardy, is that they are very rare, and difficult to culture. With Sea Grant support, he is attempting to synthesize them—to recreate their exact chemical formula in the laboratory. But he believes that synthesis is a long way off.

"What we have now is a lead," Dr. Clardy says. "There's still a lot of work ahead of us."

One can't help getting the impression, however, that both industry and the American people will eventually benefit dramatically from the Sea Grant research being done in this field today.

I Want More!

Please check the items which interest you and send to the appropriate Sea Grant Extension Program office. Checks should be made payable to **Cornell University**.

_____ **Catching More Charterboat Clients with Relationship Marketing.** 1986. Bruce DeYoung, 4 pp. no charge (Order from the Sea Grant Extension Program in Riverhead).

_____ **Educational Materials Catalog.** 1986. New York Sea Grant Extension Program, 25 pp. no charge (Order from the Sea Grant Extension Program in Ithaca).

_____ **Courtesy Is Contagious: Guidelines for Improving Your Tourism Hospitality Skills.** 1986. Chad Dawson, 12 pp. \$0.75 (Order from the Sea Grant Extension Program in Mexico).

_____ **Preparing to Go Party and Charterboat Fishing.** 1986. Robert Buerger, pamphlet, 4 pp. \$0.40 (Order from the Sea Grant Extension Program in Mexico).

_____ **Nassau County Coastal Recreation and Climate Guide.** November 1986. Robert Buerger, 30 pp. \$1.50. (Order from the Sea Grant Extension Program in Stony Brook).

Developing Bed & Breakfast Businesses

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from home" will continue to grow provided they are not regulated out of business. The opportunity to start a bed and breakfast, or be a guest, will only appeal to a small percentage of individuals but their success furthers the hospitality awareness needed to increase tourism. This can add to tourism diversity and the appeal of a community.

Coastal Zone 87 Conference

The Coastal Zone Symposium series has the purpose of bringing together many technical and professional disciplines to exchange information on Coastal and Ocean management and related matters. The next Coastal Zone conference will be held in Seattle, Washington, May 26-29, 1987. Symposium topics will cover the broadest range of concerns relating to data gathering, engineering, planning, development and regulatory matters and activities pertaining to the ocean. Over 600 presentations will be made, covering over 65 technical sessions. For more information, please contact Delores Clark, NOAA External Affairs, 11400 Rockville Pike, Room 638, Rockville, MD 20852; Phone, 301/443-8031.

Master Anglers

by David Green, East Aurora

How can we help to assure that the people who use the coastal waters of New York will do so with knowledge and care? One way to develop informed ethical recreational users of the coast is to start them off on the right track when they are young. 4-H, for many years, has tried to teach the young proper skills in their varied Natural Resources youth development programs. However, one difficulty in working with kids is getting good trained volunteer help. The Master Anglers program was copied from the Master Gardeners, another Extension program relying on volunteer support.

Master Anglers are trained by Cooperative Extension in the area of sport fisheries. The training program that was developed for them is typically 25-30 hours in the classroom covering topics such as ecology, fisheries management, safety, ethics and angling skills. The teachers are people recognized as knowledgeable in their subject area. Typically, these people come from D.E.C., Sea Grant, college faculty, or other professionals in the area of fisheries.

After completing this training, the students are certified as Cooperative Extension Master Anglers. Most importantly, they are asked to give back to the Cooperative Extension volunteer time close to the number of hours of instruction they received.

Since the development of the program in early 1985, two classes of Master Anglers have graduated. A core of 67 volunteers are now available to Extension Agents in Niagara and Suffolk counties. Although early, class organizers are impressed by the public's response to the concept and the success of the training, which has seen only three dropouts from seventy accepted applicants. Suffolk County Agent Bob Kent, who was primarily responsible for originating the concept, and who coordinated the Long Island class last spring, credits the success to a recognition of its merits by the people themselves. "No one ever offered this kind of information to these people before," Kent says. "They were eager to find out more about fishing, . . . typically hard to obtain without a lot of personal effort." Joe Urso, Niagara coordinator agrees, "why else would some 70 people make the special effort to attend week-in and week-out. They had to work around family, jobs and other interests to make the mandatory evening sessions." Once trained, Master Anglers can develop their own program related to the fisheries of their county or fill in when needed by the County Agent. This is determined by their talents and desires. The Master Anglers are informed of volunteer opportunities through a newsletter and "reunions," intended for exchanges of information and updating skills.

Urso and Kent have already used their volunteers extensively. Other counties have also heard the good news and want to get in on the action. New York's Columbia County is planning a training session for the fall. Inquiries about Master Anglers have come from Chautauqua and Tompkins Counties and as far away as Minnesota.

Kent and Urso feel that the success of the program will be shown through the years. "If it is as viable as Master Gardeners," they say, "there will be no boundaries for expansion."



Autumn Along Nassau County's Coast

by Bob Buerger, Stony Brook

The climatic conditions of coastal areas are usually associated more with the geographical boundaries of the region than to the man made borders of an area. However, within the borders of Nassau County, a unique social and physical environment exists that emphasizes the County's coastal recreation and climatic conditions.

Located on Long Island with New York City to the west and Suffolk County to the east, Nassau County's more than 300 square miles offer an abundance of coastal recreational opportunities. Of all counties in the United States, Nassau County is the most populous: the population is larger than 15 states and if it were a city, it would rank sixth largest in the nation. The County's 55,000 residents in 1900 have grown to almost 1.3 million in 1985.

Bordered by the sheltered water of Long Island Sound on the north and the pounding surf of the Atlantic Ocean on the south, Nassau County provides recreationists with over 200 miles of shorefront and almost 15,000 acres of municipal, state and federal parklands, much of which is located on the coast. More than 29,000 registered recreational boats attest to the importance of coastal recreation in Nassau County. Nassau County's bountiful coastal resources, complete with a varied four season climate, offer residents and visitors numerous year-round coastal recreation opportunities.

Autumn is a time of change in the coastal areas of Nassau County. Leaves go through their annual cycle of change from the many shades of green in September to the brilliant reds, oranges and yellows of October and early November, finally turning brown and falling from the trees by late November. Weather conditions also change noticeably during the fall. Average high temperatures of 75° F in September drop to 53° F by November. Winds that have mainly been southerly throughout the summer months become more variable and are frequently northerly during the fall. Accompanying this variability is an increase in wind speed. By November, windspeeds of 7 knots or more occur 80 percent of the time. Also, November is usually marked by the first snow of the season.

For recreationists, autumn weather provides a range of conditions suitable for almost all outdoor activities. Sunbathers and swimmers continue to flock to the beach in September with warm days (average daily high 75° F) and ocean water temperatures (average 67° F). Boaters also continue to enjoy excellent conditions throughout much of the fall. Off the south shore, precipitation occurs only 5-9 percent of the time, with visibility 2 miles or greater 94-96 percent of the time and waves 5 feet or less 94 percent of the time. In the Sound, precipitation frequency increases from 5 percent in September to about 8 percent by November. The protected nature of Long Island Sound allows for waves 5 feet or greater only 1 percent of the time or less in the fall months. North shore boaters also experience clear sailing during most of the fall due to excellent visibility (visibility 2 miles usually occurs only 2-3 percent of the time). With these conditions, motor and sailboats cruising coastal waters are a common sight on autumn weekends.

Sportfishing is at its best for many

species at this time of the year. Bluefish, striped bass, flounder, porgies and blackfish are all readily available to inshore and surf anglers. Offshore, large concentrations of tuna attract many deep-sea fishermen.

As the weather cools in November, beach crowds dwindle. Strolling on the beach, flying a kite, or just watching the surf still attract some fall visitors to south shore beaches. Surfers catch some of the best waves of the year during the fall. On the north shore wind surfers take advantage of excellent water and wind conditions (windspeeds 7-16 knots, 65-70 percent of the time), while flights of migratory waterfowl attract bird-watchers to coastal marshes for a close-up view of the northern visitors.

Although autumn is a season of changing weather, Nassau County's coastal areas continue to provide abundant recreational opportunities.

A complete year round recreation and climate guide for the coastal areas of Nassau County will be available in November from Sea Grant. For further information, see "I WANT MORE."

Autumn Recreation Weather Summary

Location	Sept.	Oct.	Nov.
<i>South Shore</i>			
Avg. max. temp. (° F)	75	65	53
Avg. min. temp. (° F)	59	49	40
Days w/temp. ≥ 90° F	1	0	0
Days w/thunderstorms	2	1	*
Days w/precip. ≥ .1 inch	5	5	7
Mean snowfall (in.)	0	0	*
Days w/visibility < 1/2 mi.	2	2	2
Wind 7-16 knots (%)	72	68	65
Wind > 16 knots (%)	4	8	15
Wind direction (A.M.)	NE	NE	NW
Wind direction (P.M.)	S	S	NW
<i>North Shore</i>			
Avg. max. temp. (° F)	75	65	53
Avg. min. temp. (° F)	61	51	41
Days w/temp. ≥ 90° F	1	0	0
Days w/thunderstorms	2	1	*
Days w/precip. > .1 inch	5	6	6
Mean snowfall (in.)	0	0	*
Days w/visibility < 1/2 mi.	1	1	1
Wind 7-16 knots (%)	72	71	71
Wind > 16 knots (%)	3	4	9
Wind direction (A.M.)	NE	NE	SW
Wind direction (P.M.)	S	NE	SW

*Less than .5 in., .5% or .5 days, whatever is appropriate.

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Industry Trade News. With this conviction, it's not just coincidental that McElroy's nationally distributed publication includes numerous articles on charterboat management. "It's good to see Sea Grant and industry leaders working together to strengthen charter business management," says McElroy.

Clearly, an important topic for charterboat captains is that of "managing to catch people!" To help captains in this undertaking, Sea Grant is publishing a charterboat marketing bulletin "Catching More Charterboat Clients with Relationship Marketing," (see I WANT MORE). Charterboat marketing workshops are also being scheduled to present research findings to captains. Be sure to catch these to improve your charter business profitability!

Report on Special Interest Programming 1985-86

The 4-H Youth Development Program offers a variety of special interest programs throughout Suffolk County. Special interest programs revolve around a particular subject, and last for a specified period of time. They are different from many traditional 4-H Clubs which have a general focus and meet all year.

The "Farming the Sea Program" which involves nearly sixty high school students from area high schools is one example of a special interest program. In this program students are growing hard clams and blue mussels in Stony Brook Harbor and Peconic Bay, and are participating in applied research programs which will provide scientific data to Sea Grant. These programs are being jointly sponsored by BOCES/SCOPE. In a new special interest program

slated to begin this fall, students will be learning about fisheries issues in a program entitled "Exploring Long Island's Fisheries Resource."

"Master Anglers" and "Master Birders" are two special interest volunteer programs conducted by 4-H with assistance from Sea Grant and the Seatuck Research Program of the Cornell Laboratory of Ornithology. Each program has just under thirty participants who are now conducting their own educational programs. Master Anglers have reached 235 youth and 35 adults so far, while Master Birders have reached 90 youth and 10 adults.

For additional information on 4-H special interest programs, contact Robert Kent, 4-H agent, at 516-727-7850.

Home Ports

Sea Grant Extension Program
Fernow Hall
Cornell University
Ithaca, New York 14853-3001
Tel. (607) 255-2811

Great Lakes

Sea Grant Extension Program
405 Administration Bldg.
SUNY/Brockport
Brockport, New York 14420
Tel. (716) 395-2638

Sea Grant Extension Program
Farm & Home Center
21 South Grove Street
East Aurora, New York 14052
Tel. (716) 652-5453

Sea Grant Extension Program
52 Sweetman Hall
SUNY/Oswego
Oswego, New York 13126
Tel. (315) 341-3042

Sea Grant Extension Program
Cooperative Extension Offices
Main Street
Mexico, New York 13114
Tel. (315) 963-7286

Marine Coast

Sea Grant Extension Program
Nassau County Cooperative Extension
Plainview Complex, Building J
1425 Old County Road
Plainview, New York 11803
Tel. (516) 454-0900

Sea Grant Extension Program
Cornell University Laboratory
39 Sound Avenue
Riverhead, New York 11901
Tel. (516) 727-3910

Sea Grant Extension Program
South Campus, Building H
SUNY/Stony Brook
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