

Florida Chapter of The Wildlife Society
 Summer Executive Board Meeting
 AECOM Offices, Orlando, Florida
 August 4, 2010
 Final

Attendees: Patrick Delaney, Erin Myers, Stefanie Nagid, Arnold Brunell, Dale Gawlik, John Humphrey, Larame Ferry
 Absent: Bill Giuliano, Brian Scheick, Tim Hall, Student Chapter Representative

Topic	Discussion	Action
Call to Order	President A. Brunell called the meeting to order at 9:15 am.	
Reading of the Winter Board Minutes	Discussion on membership – should it be per calendar year (now) or 12 months after payment is received? TWS membership is now 12 months from when paid. FLTWS should do whatever makes more sense for recording keeping – ask B. Scheick . By-laws say dues must be paid by April 1 st (grace period) since calendar year. Bring by-law changes [e.g., membership, how budget committee is defined, add Education to Information Committee] to fall meeting for vote. D. Gawlik and A. Brunell will work on by-law changes. Also, Committees should do a thorough look at the by-laws to see if there are revisions that should be made. D. Gawlik motioned to approve minutes as amended. L. Ferry seconded. Minutes approved.	<ul style="list-style-type: none"> ➤ Committee chairs should do thorough review of by-laws and identify potential revisions. A. Brunell and D. Gawlik to compose proposed by-law changes and bring to fall meeting for vote. ➤ Minutes approved.
Report of Treasurer	E. Myers reviewed the Treasurer’s Report (Addendum 1). E. Myers wondered if we could increase the limit from \$12,000 to \$15,000 of “surplus” money we need to put into the endowment fund. Look into previous discussions and whether or not this is an option.	<ul style="list-style-type: none"> ➤ Can we opt to increase surplus figure to go into endowment fund? ➤ Report approved.
Report of Committees		
<i>Audit</i>	Will follow next set of elections.	
<i>Awards</i>	No activity. Any ideas to promote awards or receive more nominations? Do not have to be TWS members or even in state to receive the awards. Talk to T. O’Meara to see if we should promote more (i.e., more than a single e-mail requesting nominations).	<ul style="list-style-type: none"> ➤ Does T. O’Meara have ideas on how FLTWS could promote awards?
<i>Certification</i>	No report.	
<i>Conservation</i>	President-Elect will be liaison to the Florida Wildlife Federation (FWF). Communication group between FLTWS and FWF will include the FLTWS Conservation Coordinator, President, President-Elect, Manley Fuller, and Preston Robertson. We should define what we would like to coordinate and cooperate on. Taking advantage of their advocacy and their utilization of our expertise. We should consolidate all issues on a “Conservation Committee” web page. Utilize the FWF RSS feed and have on our conservation homepage. B. Bolt to help design. D. Gawlik thinks that regional conservation committee members would be a good idea to have as an addition to the Conservation Committee Chair. B. Bolt is working on black bear management plan; waiting for reviews from few	<ul style="list-style-type: none"> ➤ Define what we would like to coordinate/cooperate with FWF on. ➤ B. Bolt to work with Website Committee to design

	others; comments due by August.	Conservation Committee webpage.
<i>Education & Information</i>	<p>Facebook update: ~80 who follow FLTWS. Newsletter continues to go out in November and May. Website continues to be updated with job advertisements, news of interest, events, etc.</p> <p>Potentially seek help with this committee, asking anyone interested to contact L. Ferry. Outline what this person would do. Potential assistance with helping update website information and making sure information is up-to-date, locating/sharing news of interest for posting on facebook, website, or newsletter, co-editing newsletter, etc.</p>	
<i>Fundraising</i>	<p>Start considering some low maintenance things (e.g., toward end of the calendar year, send reminders to previous sponsors). Now giving sponsorship advertisement on our website.</p> <p>Raffle discussion: what items would we raffle (e.g., shotgun, gift card)? We could post on internet and do mailing. E. Myers, L. Perrin, M. Ausley, and J. Humphrey to discuss ideas, how handled, etc. Reach out to broader audience than FLTWS members.</p> <p>Greater Everglades Ecosystem Restoration – look to their sponsors as potential FLTWS sponsors.</p>	➤ E. Myers, L. Perrin, M. Ausley, and J. Humphrey to brainstorm fundraising ideas to reach a broader audience.
<i>Membership</i>	No report.	
<i>Nomination and Elections</i>	S. Rockwood and the committee have been working on potential list of candidates and are still adding candidates. All six positions are up for re-election. Vice President is the only one that's not. We need at least two candidates for each position. January would be good goal to send out an e-mail announcement requesting members notify S. Rockwood if they would like to be more involved, potentially be candidate for positions, etc.	➤ In January, send out e-mail announcement to membership requesting they contact S. Rockwood if interested in being potential Board candidate or would like to be more involved.
<i>Program</i>	<p>Did post-conference survey. Sent out less than 100 surveys and had 22 respondents. Summary is Addendum 2. S. Nagid will show in graphic form. Know who was new member, current member, and those who didn't want to become a member – S. Nagid can forward.</p> <p>Come up with questions for spring conference to distribute immediately after via e-mail. Send to all members but have question, "Did you attend the FLTWS Spring 2011 conference?" in separate group than those who didn't. Analyze separately. Will be following year's pre-conference review.</p>	➤ S. Nagid to show post-conference survey in graphic form and identify survey questions for post spring conference, which we will send out immediately after conference via e-mail.
<i>Resolutions and Public Statements</i>	No report.	
<i>Scholarship</i>	Holly Ober , Professor at UF, is taking over in M. Zondervan's absence. M. Zondervan left a lot of instructive information. H. Ober will begin distributing announcement information in September and will try to find contributors very soon. Will leave undergraduate scholarship at \$2,000. Work towards potential	➤ H. Ober to begin seeking scholarship contributors

	graduate scholarship; conduct a feasibility assessment. If we receive \$1,000 (match for our \$1,000), funds after \$1,000 will go towards graduate student scholarship (\$1,000 - \$2,000). \$250 level sponsorship would get them recognition for the scholarship.	soon. Graduate scholarship? Conduct a feasibility assessment.
<i>Student Chapter</i>	No report.	
<i>Website</i>	Make sure to cc S. Stiegler whenever submitting web requests to P. Delaney . E. Myers received a letter saying we were not PCI compliant. We would be liable for any credit card fraud. Issue is how we store credit card information (electronically). Have an option to delete credit card information once transaction is processed. Will not have to pay extra fees. Good with this approach and P. Delaney and E. Myers will coordinate to set-up.	➤ All: cc S. Stiegler when submitting website content to P. Delaney . ➤ E. Myers and P. Delaney to research options to be PCI compliant.
OLD BUSINESS		
\$500 Travel Grant	Typical system: President would have the first opportunity to use \$500 grant; after that it would be offered to other board members and then others based on evaluation by the Board.	
Membership Drive	We should be aggressive in membership drive. Offer catchy prize (e.g., iPod touch ~\$200; gift certificate to TravelCountry.com – one of our sponsors); for someone who recruits the most members during certain time period. If we recruit 10 new members it will cover the prize. Want to award prize during the spring conference. If people tie, then have random drawing. Recruits would identify who recruited them. Keep the initiative up annually if successful. We could also have an incentive (e.g., t-shirt) for those who recruit one new member. A. Brunell will work with B. Scheick on details.	➤ A. Brunell and B. Scheick to outline details of membership drive.
Membership Services	New Ideas – FLTWS booth/poster/vinyl banner could display at other relevant conferences/meetings. Get one person in each region – find conferences happening in your area each year – if we know people that will be there, ask them to take FLTWS materials. Possibly take store to sell items? Determine which conferences the Executive Board and Committee members go to – aim to have someone bring materials if they plan to attend. Members have requested a GIS workshop (S. Nagid has idea for instructors), need to locate a facility. A. Brunell will see if we could utilize FWRI. FAU and FSU have nice labs and could be options. S. Nagid will look into facilities, number of people allowed, cost, etc. What types of GIS study/subject are we offering? Basic or advanced? B.Scheick, J. Humphrey, S. Nagid, E. Myers, and L. Ferry to design vinyl banner (wildlife images, logo, mission, website).	➤ Board and Committee Members - take FLTWS materials to meetings/conferences or identify attendees who can. ➤ S. Nagid and A. Brunell to research potential facilities for GIS workshop. ➤ Design vinyl banner.
Strategic Plan Initiatives	Will revisit again during fall meeting. Focus on strategic plan and utilize it as our guide.	➤ Revisit strategic plan at fall meeting.
NEW BUSINESS		
Conference Planning	2010 Fall Meeting – S. Nagid and J. Humphrey discussed conference planning document. We will try to provide meals (e.g., light breakfast), possibly linens	➤ Potentially advertise

	<p>(from rental company), caterer, etc. and include in registration fee. Send “save the date” announcement out by early September. Guessing ~30 participants. Aim is to have conference that will pay for itself. E. Myers will go through IFAS to determine if we qualify for CEUs. Have room for 68 people. Average registration fee is \$40-\$60. Will aim for \$40. If people just want to come to the workshops (no breakfast, no social, etc.), they still have to pay full registration fee. Announce on Facebook and website. Potentially advertise in the FWC Community Relations Office newsletter. Other agencies and newsletters we could utilize?</p> <p>2011 Spring Conference – S. Nagid and J. Humphrey reviewed MPG Meeting Consultant’s document – Addendum 3. MPG assists in locating hotels for our events. We tell them what our interests are and they will do the legwork, compare hotel options for us, get us to the contract, menu, etc. All free of charge. Beth Miller works for this company. S. Nagid wants to take advantage of their services for the spring conference 2011.</p> <p>S. Nagid reviewed long term conference planning document (Addendum 4). A. Brunell stated future Boards may have other interests, so he has issues accepting more than a year in advance of conference locations. Begin dialogue with Georgia Chapter of The Wildlife Society for future conference coordination.</p>	<p>conference in FWC’s Community Relations Office newsletter and/or identify others.</p> <p>➤ Discuss future conference coordination with Georgia Chapter.</p>
Meeting adjourned	Meeting was adjourned at 3:15 pm.	

Addendum 1

**THE WILDLIFE SOCIETY
FLORIDA CHAPTER
SUMMER BOARD MEETING
AUGUST 4, 2010
TREASURER'S REPORT**

SECTION I. GENERAL SUMMARY (1/1/10-8/2/10)

Balance as of 8/2/10	\$42,712.10
Balance as of 8/17/09	\$23,439.93
Net Change	(+) \$19,272.17

Allocation of Assets

Checking Accounts	\$21,320.83
Morgan Stanley Endowment Fund as of 8/2/10	\$21,291.27
Petty Cash	\$ 100.00
TOTAL	\$42,712.10

SECTION II. 2010 SPRING MEETING SUMMARY

Expenses:

Advertising (printing and postage)	\$ 179.40
Program Printing	\$ 256.59
Meeting Facilities and catering	\$ 4,752.60
Awards (Plaques)	\$ 109.90
Student Scholarship + Student Paper Award	\$ 2,100.00
Overhead (supplies + Credit fees)	\$ 347.38 (\$147.38+ \$200.00)
Total	\$ 7,745.87

Income:

Registration	\$ 9,328.00 (106 registrants)
Extra Dinner tickets	\$ 72.00
Sponsorship	\$ 4,800.00
Merchandise sales	\$ 517.00
Raffle	\$ 486.00
Silent Auction	\$ 517.00
Scholarship (FWF (\$250)+Fall mtg(\$429))	\$ 679.00
Total	\$ 16,399.00

NET GAIN **\$ 8,653.13**

SECTION III. Prescribed Grazing Workshop 2010

Expenses:

Supplies (folders, printing, nametags)	\$75.25
Food (Morning break (\$45.00, Lunch \$401.30, Water)	\$ 452.46
Total	\$527.71

Income:

Registration (45 Registered)	\$1,575.00
Total	\$1,575.00

NET GAIN Total **\$1,047.29**

NET GAIN FLTWS **\$ 523.65**

SECTION IV. DETAILED SUMMARY OF INCOME AND EXPENSES (1/1/10–8/06/10)

Category Description	1/1/2010- 8/6/2010
INCOME	
Donation	-342.00
Fire Course Income	3,693.58
FSEC Campaign	185.67
Membership Dues	3,575.00
Merchandise Sales	1,131.10
Prescribed Grazing Wkshp	1,528.16
Scholarship Spponsorship	250.00
Spring Conf 10 Income	14,807.00
TOTAL INCOME	24,828.51
EXPENSES	
Uncategorized	64.80
'08 Nat'l Conf Expense	405.00
Corporate status	80.00
Debit Fee	709.41
Fire Course Expense	3,037.00
Merchandise Exp	
Other Merchandise Exp	425.12
TOTAL Merchandise Exp	425.12
Misc	25.29
Overhead	
Postage	48.16
Other Overhead	48.97
TOTAL Overhead	97.13
Prescribed Grazing Wkshp Expense	765.61
Spring Conf	7,597.84
TOTAL EXPENSES	13,207.20
OVERALL TOTAL	11,621.31

Addendum 2

TWS Spring Conference Tallahassee Follow-up Survey

- 1) What was your primary reason for attending the conference:
 - a) conference theme
 - b) networking with individuals within your field
 - c) location relative to where you work/live
 - d) learning more about The Wildlife Society
 - e) recommend by a friend or FL TWS member
 - f) other (write in)

- 2) What part of the conference did you find the **most to least** appealing (1-6 scale, 1=most, 6=least): - 22 responses
 - a) conference theme content – most
 - b) field trips/workshops – most
 - c) networking opportunities – most
 - d) social events – 3rd most
 - e) location relative to where you work/live – most
 - f) cost relative to other meetings of similar interests – tied with most and 3rd most
 - g) other (write in):
 - number and quality of papers is #1
 - poster session

- 3) What part of the conference would you like to see enhanced in future conferences (mark all that apply): - 18 responses (4 skipped the question)
 - a) conference theme content – 3rd most = 6 (33.3%)
 - b) field trips/workshops – most = 8 (44.4%)
 - c) networking opportunities – 2nd most = 7 (38.9%)
 - d) social events – 4th most = 5 (27.8%)
 - e) location relative to where you work/live – 4th most = 5 (27.8%)
 - f) cost relative to other meetings of similar interests – least = 4 (22.2%)
 - g) other (write in):
 - information on local area for families and/or spouses
 - enhance number and quality of contributed papers and student papers
 - maybe more of a dinner the first night for networking

- 4) Identify what types of conference advertisement you received (mark all that apply): - 22 responses
 - a) Email – most = 20 (90.9%)
 - b) website – 2nd most = 14 (63.3%)
 - c) direct mail out of letter/card/other – least = 0 (0%)
 - d) word of mouth – 3rd most = 12 (54.5%)
 - e) notification at another TWS or other meeting – 4th most = (9.1%)
 - f) other (write in): no responses

- 5) Of the types of conference advertisements you received or encountered, which were the **most to least** useful in your decision to attend (1-5 scale, 1=most, 5=least): - 20 responses (2 skipped the question)
 - a) Email – most
 - b) website – 2nd most
 - c) direct mail out of letter/card/other – least
 - d) word of mouth – 3rd most
 - e) notification at another TWS or other meeting – 4th most

- 6) Which of the following was the **most to least** important factor in deciding to attend the conference (1-5 scale, 1=most, 5=least):
 - a) conference theme – most
 - b) networking with individuals within your field – most

- c) location relative to where you work/live – 3rd most
- d) learning more about The Wildlife Society – least
- e) cost of the meeting (registration/hotel) – 3rd most

7) Who was responsible for funding your attendance at the conference:

- a) myself
- b) my employer
- c) both
- d) FL TWS grant/scholarship/fee/fee waiver
- e) other (write in)

8) Are you a member of The Florida or National Chapter of The Wildlife Society (mark all that apply): - 22 responses

- a) Yes – Florida Chapter – 16 (72.7%)
- b) Yes – National – 11 (50%)
- c) Yes – Florida Chapter, became member at conference – 2 (9.1%)
- c) No, not a member of either – 3 (13.6%)

9) Are you interested in attending future conferences/business meetings: - 22 responses

- a) Yes (continue to next questions) – 22 (100%)
- b) No (end of survey) – 0 (0%)

10) What regions of the State would you be willing to attend conferences and/or business meetings (check all that apply): - 22 responses

- a) FL Panhandle – 17 (77.3%)
- b) North Central FL – 16 (72.7%)
- c) Northeast FL – 16 (72.7%)
- d) Central FL (Tampa to Canaveral) – 16 (72.7%)
- e) Southwest FL – 12 (54.5%)
- f) Southeast FL – 12 (54.5%)
- g) FL Keys – 12 (54.5%)

11) What topics and or workshops would you be interested in having at future conferences/business meetings (please fill in): - 11 responses (11 skipped the question)

- a. Climate change and impacts to wildlife; strategies for dealing with climate change that can be researched and implemented now
- b. Fl scrub, coastal communities, forest to bay, prescribed fire
- c. Reef/seagrass/ocean ecology, habitat restoration, public/private partnerships
- d. Certification (issues surrounding), marine conservation and protection/oil drilling, long-term protection policies for conservation lands
- e. If on a coast, shorebird or dick identification workshop. Have not seen much about marine wildlife at TWS conferences, we live in Florida, it would be nice to incorporate some marine wildlife. Local flora would be of interest as well.
- f. GIS, wetland restoration, various naturalist field ID kinds of workshops (i.e. plant, bird, herp, fish ID)
- g. Ecosystem services
- h. Ecological restoration (of course as it would pertain to wildlife habitat improvement!).
- i. Prescribed fire, endangered species recovery, habitat management
- j. Everglades restoration
- k. Herp related or wetland ecosystem themes

12) Would you be willing to take an active role in helping to plan/organize future conferences/business meetings: - 17 response (5 skipped the question)

- a) Yes (please fill in name and email) – 4 (23.5%), but only two provided contact information
Becky Bolt (mary.r.bolt@nasa.gov)
thall@turrell-associates.com
- b) No – 13 (76.5%)

*Note: SurveyMonkey can only do 10 questions so the two in gray text were deleted.

TWS Spring 2010 Post-Conference Survey Results Summary

1. The most appealing parts of the conference were the theme, field trips/workshops, networking opportunities, and relative location.
2. Parts of the conference they would like to see enhanced included field trips/workshops, networking opportunities, and theme. Other write in comments included enhancing local information for families and the number of contributed /student papers.
3. Advertisement that 90% of the respondents received was email. The website and word of mouth were also high (>50%), but none of the respondents received a direct mail-out of the post cards or flyers.
4. The most useful conference advertisements to the respondents were email, website, and word of mouth. The least useful was the direct mail-outs.
5. The most important factors for respondents to decide to attend were the theme, and networking. Location and cost were ranked in the middle and learning more about TWS was the least important.
6. Only 2 respondents became a member of FLTWS at the conference and 3 are not members.
7. All 22 respondents stated they are interested in attending future FLTWS conferences.
8. It was pretty equally divided across the state as to where the respondents would attend a conference. North Florida had >70% of the vote, but south Florida had 54.5% of the vote.
9. There were many topics of interest for future conferences. Main themes centered on climate change, coastal communities, marine wildlife, restoration/recovery, wildlife/plant ID, and ecosystems.
10. Only 4 people said they would like to assist with conference planning, 2 of them are already on the Board or a Committee (Becky and Tim) and the other 2 didn't leave their contact information.

Recommendations:

1. Focus on theme, field trips/workshops, and networking possibilities for conferences. Location and cost does not seem to matter as much.
2. Mail-outs may not be very useful. Email and the website are working well.
3. It doesn't appear that many of the nonFLTWS members responded to the survey (3 of them). Our results could be biased and we may need to keep trying different strategies to reach non-members.
4. Incorporate the suggested themes in the conference as well as field trips/workshops.

Addendum 3



MEETING
CONSULTANTS

Your Hotel Site Selection Specialists

You're busy, we can help...

HOTEL SITE SELECTION

Working with MPG is simple. And best of all, our site selection service comes at no cost to you! Here is the step-by-step process.

STEP 1

We have an in-depth conversation with you to review your requirements, attendee preferences, group history, desired locations and budget allotments.

STEP 2

We create a customized blueprint of your group's specifications and distribute a request for hotel proposals in the region of your choice.

STEP 3

We receive responses, review them for accuracy and record all pricing into a comprehensive report.

STEP 4

We work in concert with you to compare responses and narrow the field to the best two or three options.

STEP 5

We arrange for a site visit at the remaining properties under consideration so you can make a final decision.

STEP 6

We go to contract on your behalf, and conduct a thorough crosscheck of every last detail until we obtain an accurate agreement that's in your best interest.

Let's face it. . . you're busy.

You already have enough to do. As an extension of your team, MPG takes on the labor-intensive, time-consuming task of locating, evaluating and contracting appropriate sites for your meetings. Our industry reputation and volume buying power allow us to negotiate great rates and special pricing considerations well below our competitors.

Whether you're new to the industry or a seasoned professional, there are five proven benefits from using our FREE Site Selection Service. We Save You Time. MPG's experienced hotel contract specialists conduct detailed, customized hotel searches in an expedient and efficient manner. We do all the leg-work and provide you with a comprehensive hotel recap so you can make an informed decision.

We Save You Money. We use a specialized bidding process to expand the competitive set of hotels vying for your group. That's why we get you the best rates and the most discounts. Guaranteed. On top of that, we help prevent costly mistakes and reduce the risk of food and beverage minimums, cancellation and attrition penalties. Let us put MPG's expert buying power to work for you.

We Know the Hotel Business. As hoteliers and meeting planners, our contract specialists have an extensive knowledge of the hospitality industry. We make it our business to research all locations that meet your needs. We know which hotels are willing to negotiate and by how much. Quite simply – we know the hotel business. It's what we do.

We Make it Easy for You. You only have to explain your program details once to MPG instead of repeatedly to numerous hotels. We not only save you time, we eliminate potentially embarrassing mistakes.

We're Here for You. We're on the job from beginning to end. We help with room block monitoring, overflow needs and trouble shooting. We provide knowledgeable guidance and expert advice whenever you need it.

With more than 25 years of experience in meeting planning and hotel sales, we are here to save you time, energy, money, and to make your job easier. The best part is...our service is completely FREE!

CLIENTS & COLLEAGUES

"I have worked with the meetings professionals at MPG for over a decade on several different conferences and workshops. The planning team at MPG has saved me and my colleagues countless hours of labor, hard work and money while providing excellent meeting/conference support.

"Whether we are booking a meeting for 50 or 1000, they know what is out there and how to get us astounding deals at high quality hotels across the country. Not only do they know the hotel business, they are certified meeting professionals, so they know what fits in a room, how to maximize efficient and effective use of facility space, and what types of facilities/space structure works or does not work. They understand the flow of people, and meeting space requirements associated with meal functions, exhibits, poster displays, workshops and registration needs. Bottom line, they know how to block space that effectively accommodates our group's needs.

"Without a doubt, these professionals are experts at laying the ground work for a successful meeting. They save you time, the hassle and headache of negotiating a hotel contract ... and, their service is absolutely free. What more could you ask for ... excellent services, skilled professionals and free?"

-- G. Ronnie Best, PhD, PWS
Coordinator
USGS's Greater Everglades
Priority Ecosystems Science

"As a Convention and Visitors Bureau representative, I work with meeting planners from across the country and I can honestly say the hotel contract specialists at MPG are some of the most organized contract negotiators I have ever worked with. They are thorough, detailed and simply put, they know what they're doing. They leave no stone unturned to find the perfect hotel match for a group. I highly recommend anyone considering booking a meeting to take advantage of MPG's site selection service. They are seasoned professionals and make the process easy and stress free. Let MPG help you . . . you'll be glad you did!"

-- Patricia Smith, Sales Manager
Visit Baltimore
Baltimore, MD

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Addendum 4

FL TWS Conference Long Term Location Planning

This is a working document that should be edited as locations are approved by the Board. The below locations are strictly suggestive, unless stated as confirmed with the date the Board approved them.

Fall 2010

Hugh Taylor Birch State Park, Fort Lauderdale – confirmed 8/4/10

Spring 2011

Tampa Bay – confirmed 8/4/10

Going to use MPG for site selection – confirmed 8/4/10

Fall 2011

St. Augustine

St. George Island State Park

Gainesville – Prairie Creek Lodge

Live Oak – Camp Weed

Spring 2012

West Palm Beach

Panhandle

Fall 2012

Gainesville

Central FL area like Kissimmee, Titusville, etc...

Spring 2013 – Joint FL/GA TWS Conference

Amelia Island Plantation, Amelia Island

Jacksonville Beach

Possible Alternative Locations

Corbett WMA youth camp, West Palm Beach

Pine Jog Educational Facility, West Palm Beach

Harbor Branch Oceanographic Institute, Fort Pierce

Biscayne National Park, Homestead

Everglades National Park, Homestead

Chokoloskee, Everglades City