

President's Corner



It is hard to believe that this year's Great Bay 5K road race was the 13th year of this event. Time has certainly flown by, and the race has certainly grown. In 1999, the first year the race was run, there were 280 finishers, including former Olympian (and local resident) Lynn Jennings. This year's race had 815 finishers. We have capped the race at 1,000 entrants, being sensitive to the inconvenience to neighborhood residents and the capacity at the Great Bay Discovery Center (where the race ends). In the last 3 years, the race has reached its registration limit. The race has become the largest annual fundraiser for the Great Bay Stewards.

That this year's Great Bay 5K was a success is due, in part, to our terrific sponsors, including Sprague Energy, Coca-Cola, People's United

Bank, Unitil, Durham Marketplace, The Exeter Area New Car Dealers Association, and Federal Savings Bank. The race is also a success because of the friendly and helpful volunteers recruited by Anne Taylor, and the fabulous post-race food organized by Natalie Fortin.

The Great Bay 5K is more than just a fundraiser for the Great Bay Stewards: Having the race finish at the Discovery Center was a strategic decision that provides a low-key introduction to the Center for scores of runners from all over the region. Hosting the kids' Fun Run at the Discovery Center also ensures that we bring families to the campus. Every year we hear from parents who are delighted to find this wonderful facility, and who can't wait to bring their kids back to spend more time exploring all that the Discovery Center has to offer. As the 'friends group' to the Great Bay National Estuarine Research Reserve, which includes the Great Bay Discovery Center, we love to hear comments like that!



Shannon O'Brien, Great Bay Stewards Administrative Coordinator

Only the final accounting for this year's Great Bay 5K remains to be done. Meanwhile, the race committee has already had its wrap-up meeting, and is looking toward next year's race – scheduled for Saturday, October 27, 2012.

In other news, the Great Bay Stewards welcome the following new members to the Board of Trustees: Dan Balfour, Jean Eno, Jack O'Reilly and Ed Roy. We look forward to experience and insights they will bring to the Board as we continue our work on behalf of the Reserve and The Great Bay. And we also welcome Shannon O'Brien, our new Administrative Coordinator, who is already making significant contributions to our organization.

Although it hardly says enough, I want to say 'Thank You!' to Peter Wellenberger for his tireless efforts on behalf of the Great Bay National Estuarine Research Reserve and the Discovery Center. We have been very fortunate to have someone with Peter's vision and dedication leading the charge to protect and improve Great Bay and its surroundings. On behalf of the Great Bay Stewards, Peter, I hope you enjoy every moment of your well-earned retirement.

Jay Diener
President, Great Bay Stewards



To access the Great Bay Stewards website, scan this QR ("quick response") code with your smartphone!



PLEASE JOIN US!

All interested parties are cordially invited to become Great Bay Stewards. Members receive Great Bay Matters and other pertinent mailings.

Annual dues may be paid by check made payable to the **Great Bay Stewards** and sent to: Membership Committee, 89 Depot Road, Greenland, NH 03840

- Guardian \$150 Protector \$75
 Steward/Family \$35 Student \$20 Other \$ _____

name _____
address _____
town _____
state _____ zip _____
email _____

T witters and Facebooks, and Blogs, oh My!

Social media platforms have increasingly engaged our attention over the past few years. You might be of the rapidly shrinking population who is unsure of what a “Tweet” is, or you might be an aficionado of these technological platforms, updating, blogging, and posting your daily activities and thoughts to the masses. Even those of us who are familiar with a tool such as Facebook, might be unaware of how widespread social media is.

The term social media refers to mobile and web-based technologies that create interactive dialogue, i.e. communication tools. One must possess the hardware to participate in this interaction, such as a smart phone, personal computer, or tablet, and then access the various software and applications. Interacting via social media technologies has become prevalent within our modern society and is evident on television shows, commercials, billboards and magazines. This convenient form of dialogue translates especially well into marketing the professional environment, providing users, visitors and interested parties with an immediate information outlet they are growing to rely on at home and work.

The NERRS is no exception to this widespread shift in communication to include more variety of social media applications, although for some Reserves, this transition has been occurring at a slower pace than others. Recognizing a gap in the System, GBNERR Manager, Peter Wellenberger recently gave a presentation titled

FUN FACT: Facebook has grown from over 100 million users in August 2008 to over 750 million users in July 2011, with an average user connected to about 80 community pages, events, or groups.



“Marketing the NERRS Using Social Media and Other Techniques”, at the annual NERRS managers’ meeting in Silver Springs, MD. Peter’s excitement about the topic encouraged some managers to join a workgroup dedicated to the identification of social media in the NERRS. From there, his enthusiasm was so infectious that others, me included, couldn’t resist participating. The workgroup surveyed all 28 NERRS to identify which social media platforms were being used and to see how, as a System, we might increase the number of visitors at Reserves, more effectively market and promote the mission of the NERRS, and increase recognition both internally and externally. The results showed that 19 of the 28 Reserves use Facebook, 11 stream content (through YouTube, podcasts, webcasts, etc.), 7 use Twitter, 6 use Flickr and 6 use Blogs. There was a small handful of Reserves with very little/no use of social media.

Great Bay NERR was about average in terms of these results, mostly relying on Facebook for social media interaction. The GBNERR Facebook page is updated several times monthly, with postings of events and programs. Since focusing on developing the Facebook page in the late spring 2011, the ‘Likes’ by followers have increased from just over 100 to over 250. The goal for the GBNERR Facebook page is to increase the interaction with visitors and users commenting on GBNERR’s posts or mentioning them in their own posts. This increase in activity by users would be relatively evident in the number of ‘Likes’.

To aid in the number of visitors accessing these sites, a GBNERR QR code has been created. QR’s, or “quick response” codes, are a type of barcode. You most likely have seen these square-shaped codes on advertisements, in magazines, or in television commercials. A smart phone is able to scan the code with an appropriate application and a media window is immediately opened to whatever the code corresponds to, such as a website, a Facebook page, an advertisement, etc.

One potential application could be to include QR’s on visitor informational kiosks that correspond to a podcast or YouTube video. Imagine walking your dog along the Sweet Trail in Newmarket, stopping at one of the interpretive signs and being able to scan the QR code to learn more about the history and impact of beaver to the Crommet Creek, or seeing a key to identifying a particular plant or bird species.

The capabilities of these technologies are really only just beginning to be explored by the NERRS and the future possibilities are endless!

Shannon O’Brien
Naturalist, GBNERR

GBNERR QR CODES



Linked to “Social
Media in the NERRS”
Fact Sheet



Linked to GBNERR
website

Destination: *The Great Lakes*

The Lake Superior National Estuarine Research Reserve (LSNERR) in Wisconsin and the Old Woman Creek National Estuarine Research Reserve (OWC NERR) in Ohio represent a unique environment unshared by the other 26 Reserves. As these two sites are both located in the Great Lakes region, you might be asking yourself how they can be considered estuaries (ecosystems found where upland waters meet the sea). The type of environment representative of these two sites is considered a 'freshwater estuary'. Freshwater estuaries are located where freshwater rivers meet very large freshwater bodies, like the Great Lakes. One major difference between brackish-water estuaries and freshwater estuaries is tidal influence. Coastal estuaries are governed by tidal changes daily, whereas freshwater estuaries are primarily storm-driven; both are dynamic systems.

LSNERR is the newest NERR, officially designated in October 2010. The Reserve encompasses 16,697 acres in the northwest corner of Wisconsin, where the St. Louis River flows into the largest of the Great Lakes, Lake Superior. LSNERR is divided amongst four, non-contiguous land components and portions of connecting waterways. An array of habitats are represented by LSNERR, including uplands and submerged lands; riparian and riverine habitat; riverine islands; emergent freshwater marshes, interdunal wetlands, and scrub swamp; hardwood forests; and dunes.

Subsequent to its designation as a Reserve last October, LSNERR has begun implementing objectives outlined by its Management Plan to be accomplished within the first five years. Following these guidelines will aid in the development of the LSNERR, taking steps closer to its vision of being "an international leader in advancing understanding and stewardship of Great Lakes freshwater estuaries and coastal resources".

In contrast with its Great Lakes neighbor, OWC NERR encompasses 573 acres (the smallest of the Reserves) and was



Old Woman Creek National Estuarine Research Reserve, Ohio .

designated in 1980. It's located on the south-central shore of Lake Erie, three miles east of Huron. OWC NERR encompasses a variety of habitats including freshwater marshes, swamp forests, a barrier beach, a riparian stream, and upland forests, and is also considered a freshwater estuary. Visitors can enjoy observing waterfowl and shorebirds from the trails and the barrier beach located within the Reserve. The Mike DeWine Center for Coastal Wetland Studies serves as another site for public visitation and educational programs, and also contains research laboratories and the Reserve's administrative offices.

For more information about these two sites and other Reserves, please visit the NERRS website, www.nerrs.noaa.gov, and check out the NERRS Reserves tab located on the top-right of the homepage.

Shannon O'Brien
Naturalist, GBNERR