



The Coastal Society  
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The Coastal Society is an organization of private sector, academic, and government professionals and students dedicated to actively addressing emerging coastal issues by fostering dialogue, forging partnerships, and promoting communication and education.

Dear Potential Sponsor,

The Coastal Society (TCS) is holding its 19th international conference in Newport, Rhode Island, on May 23 - 26, 2004, at the Hyatt Regency Hotel. The conference theme is "*Measure for Measure: How do we gauge coastal stewardship?*" and will focus on how coastal managers, resource users, law and policy makers, educators and students, and other coastal community members measure and assess coastal resources, functions and human impacts.

The four topic "tracks" or sub-themes are:

- Coastal Land Use
- Governance Structures
- Habitat and Ecosystems Management
- Water Quality

The keynote address at TS 19 will refer to the overall theme directly. Dr. Jeremy Jackson will present his work on Shifting Baselines – a campaign to educate the public on our change perception of the coastal and ocean environment. It will be thought provoking and should provide a timely and relevant focus for the conference. A second plenary session will address responses to the reports from the U.S. Oceans Commission and the Pew Oceans Commission.

Enclosed is a package of information about the upcoming conference and The Coastal Society for your review. We are writing to determine if your organization is interested in co-sponsoring the conference. Your organization has demonstrated an interest in coastal issues and a willingness to address environmental issues in a manner consistent with the TCS mission of fostering dialogue, forging partnerships, and promoting

communication and education activities with the broader public. We believe TCS's 19th International Conference provides an excellent opportunity to further that mission with support from a diverse group of public and private entities.

If you are interested in co-sponsoring the conference after reviewing the additional information found on this page, please contact the TCS Executive Director, Ms. Judy Tucker at 703-768-1599 or [Coastalsoc@aol.com](mailto:Coastalsoc@aol.com)

Sponsorship arrangements are subject to review by the TCS Board of Directors.

We greatly appreciate your consideration and look forward to your participation in the conference.

Sincerely,

John Duff  
President