

The **most important** stories on the **planet**.

And in **your town**.



# SEJ Miami

## *21st Annual Conference*

Society of  
Environmental  
Journalists

hosted by the  
University of Miami  
**Oct. 19-23, 2011**

"The **SEA**, the great unifier, is man's only hope. Now, as never before, the old phrase has a literal meaning: we are all in the same boat."

*Jacques Cousteau*



"The Everglades is a test. If we pass it,  
we may get to keep the planet."

Marjory Stoneman Douglas



## Welcome to Miami. Bienvenidos a Miami.

You're going to hear about a lot of "firsts" regarding the 2011 SEJ Miami conference. Come to Miami to be a part of it all.

- ▶ The Society of Environmental Journalists has never had an annual conference in Miami, or in Florida, or - for that matter - in a subtropical climate.
- ▶ We've never had our conference surrounded by marine features like turquoise surf, world-famous beaches, and one of the largest reef systems in the world.
- ▶ We'll be saturated in the Florida sunshine where the average October high temperature is 83 degrees. That's not a typo: 83.
- ▶ Spend an evening on South Beach as an SEJ VIP at what may be America's most high profile eco-fashion show ever, and learn what the fashion industry is doing to address sustainability.
- ▶ Meet journalists from throughout the hemisphere - Chile, Venezuela, Brazil, Argentina and more - and learn what issues they face reporting on the environment.
- ▶ There's only one Everglades. Even if you've been to America's "river of grass," you'll never have a chance to see it like we've arranged.
- ▶ And there's no city in the world like Miami, with its fascinating mix of cultures, Miami Fusion cuisine, people watching, art galleries, and eye-popping South Beach nightlife.

The conference agenda will be jam-packed with global issues. Panels will take place overlooking - and only a few feet above - the Atlantic Ocean and famed Biscayne Bay. So, icons of sea-level rise, acidification, climate change, overfishing, pollution, urban issues, and maritime debates will literally be right outside the massive windows of the InterContinental Miami hotel.

### Bring your pad and pen!

**Our mission this year is to invite speakers who will deliver such newsmaking information that you'll be filing stories left and right from this conference. We've added writing workshops that will be especially appealing to freelancers. And we'll have special arrangements for broadcasters.**



Our South Florida field trips will be remembered for years. Another first, we're taking a group of journalists inside Aquarius, the world's only undersea research lab nine miles off Key Largo. We'll dive on a reef in a marine protected area. We'll tag sharks. We'll zoom into the Everglades on airboats and muck around in swamp up to our waists. We'll try to catch wild pythons. We'll witness a category 5 hurricane roar inside a wind tunnel near the National Hurricane Center. We'll see, and maybe dine at, one of the most advanced aquaculture facilities in the world. We'll even take journalists catch-and-release fishing the old-fashioned way - on boats that leave right from the hotel docks. We'll take you touring lovely Biscayne Bay in an eco-friendly yacht. And after the conference, we're working on trips that include Cuba, the fascinating Florida Keys, and more.

Be a part of **SEJ history**. Come to Miami **October 19-23**.

Conference co-chairs: **Jeff Burnside**, NBC Miami; and **Angela Posada-Swofford**, U.S. correspondent, *MUY Interesante* magazine

**Society of Environmental Journalists**





Advance registration is required for all Thursday tours. Attendance on each tour is strictly limited, so registering early is important. Departure times vary (see below), but all Thursday tours will return to the InterContinental Hotel about 5:00 p.m. Planning was still under way at the time of printing, so please visit [www.sej.org](http://www.sej.org) for more details. For those looking for some exercise, tours 1 and 6 are your best options. Other tours involve moderate exercise. Tours 7 and 9 are best suited for wheelchair accessibility.

### 1. Dive on a Reef, Visit an Undersea Lab

*(6:30 a.m. departure, \$100 fee, includes lunch and boat rental)*  
Scuba divers, you have an unprecedented opportunity! Our first dive will be a rare trip into the waters just outside Aquarius, the only undersea research lab in the world, anchored 55 feet below the surface. If conditions are right, a lucky group of divers will be allowed inside Aquarius – a first. On the next dive, discover a groundbreaking coral nursery among the first to actually grow threatened corals and transplant them onto dying reefs. Underwater video provided free. **Drive time – 2 hours. A valid dive card is mandatory for this trip. If you haven't been on a dive in the past year, you are strongly encouraged to attend a one-day refresher, like a PADI or NAUI-approved course. Bring your own dive gear, or rent it on site for an additional fee. SEJ members given preference.**

### 2. Tag Wild Sharks With Your Bare Hands

*(6:30 a.m. departure, \$95 fee, includes lunch and boat rental)*  
Just as shark populations worldwide are under intense pressure, due to the demand for shark's fin soup in Asia, researchers are learning more than ever before. Join us as we tag along with Neil Hammerschlag, one of the nation's foremost shark experts, as he searches for sharks off Florida's shores. Capture video and stills on the water as you try out cutting-edge scientific techniques. Help take muscle samples, biopsies, fin clips, and blood draws from sharks, while also helping to measure and attach satellite tags on the animals. Along the way, you'll encounter some of the species lurking in the waters off Islamorada, including blacktip, bull, lemon, nurse, blacknose, tiger and great hammerhead sharks. **Drive time – 2 hours. SEJ members given preference.**

### 3. Big Sugar, Big Cleanup, Big Lake: The Sugar Industry, the Everglades Cleanup and Lake Okeechobee

*(7:00 a.m. departure, \$35 fee, includes lunch and boat rental)*  
Join this panoramic trek to the north edge of America's Everglades, its 730-square-mile headwaters lake and the massive sugarcane region in between. This trip will highlight agriculture's Everglades impacts, the government-led cleanup of nutrient pollution and the inherent conflict of one of the nation's largest freshwater lakes providing flood control, water supply and wildlife habitat. We'll visit the "machinery" of the Everglades cleanup: vegetation-powered filter marshes and diesel-fueled pump stations. Rolling through a vast farming landscape, we'll talk to sugar growers about their environmental BMPs, climb the Herbert Hoover Dike to learn about its vulnerabilities and take a boat ride on Lake O. **Drive time – 4 hours.**

### 4. Everglades National Park: Pythons, Gators and Billions for Restoration

*(7:30 a.m. departure, \$40 fee, includes lunch and boat rental)*  
Visit the alligator-rich, python-plagued wilderness of Everglades National Park, a forbidding wilderness struggling with water shortages, invasive species, and other consequences of South Florida's population boom. We'll take a boat up Tarpon Creek into Coot Bay and Whitewater Bay to look for alligators, crocodiles, manatees and mangrove cuckoos. We'll meet Burmese pythons – constrictors that can reach lengths of up to 20 feet - that have established themselves in the park, killing native wildlife. We'll get wet walking through the sawgrass of the park's Pahayokee section. And we'll wrap up with a walk down the Anhinga Trail, where a boardwalk winds through one of the most wildlife-rich sections of the park. **Drive time – 3 hours.**

### 5. Gone Fishing: Sportfishing, Tourism and the Challenges of Protecting Fish Stocks

*(8:00 a.m. departure, \$60 fee, includes lunch and fishing boat rental)*  
Recent studies found recreational fishing is having a significantly larger impact on the overfishing crisis than was previously thought. Yet progressive recreational fishing organizations are among the leaders in moving toward sustainability. So get out on the water for a day in the Florida sunshine, do some catch-and-release fishing in "the sportfishing capital of the world," and see what onboard experts say about protecting their future catch. Fishing boat will leave directly from docks near the hotel. **Drive time – 0 hours.**

### 6. A Swamp Slog with Clyde Butcher

*(8:30 a.m. departure, \$30 fee, includes lunch)*  
The Everglades is a uniquely magical place, and the ultimate case study in our abusive relationship with nature. There's no better introduction to the Everglades than a knee-deep hike through Big Cypress Preserve with the legendary photographer Clyde Butcher. And there's no better introduction to the Everglades story than a bus trip along historic Tamiami Trail, from Miami's urban core and exurban sprawl through Indian country and the River of Grass. On the ride to Clyde, experts will explain what happened to South Florida's ecosystem and how the government is trying to fix it, with stops at a proposed skyway that could help restore Everglades flows, and at the national park that's keeping part of the dream alive. Wear long pants, long sleeve shirts and crappy shoes; you'll get some swamp on you! **Drive time – 3 hours.**

### 7. Today's News, Tomorrow's Nukes

*(9:00 a.m. departure, \$30 fee, includes lunch)*  
Big changes could be in store for the U.S. nuclear industry and America's energy policy in light of Japan's nuclear disaster. Join us for a tour of the Turkey Point nuclear complex along Biscayne Bay, just 24 miles south of Miami, after which you can expect an in-depth discussion about nuclear power's future. Turkey Point has two of America's oldest 104 reactors, online since 1972 and 1973. What wear-and-tear issues do they face that are common to other aging reactors as they approach the end of their original 40-year licenses and prepare for their 20-year extensions? This site also is seen as one that could play host to two of the newest breed of reactors. Finally, a love story everyone can enjoy: Learn, and possibly see from airboats, how the American crocodile got off the endangered species list because of 162 miles of Turkey Point cooling canals that serve the dual purpose of providing the largest crocodile habitat in the U.S. **Drive time – 2 hours.**





## 8. South Florida and Sea-Level Rise

(9:30 a.m. departure, \$30 fee, includes lunch)

Southeast Florida, where the elevation rarely exceeds six feet, is one of the world's largest urban areas most vulnerable to sea-level rise. Join us as we see actual impacts, hear street-by-street predictions and learn of Miami-Dade County's mitigation projects and planning efforts. We'll stop at the County's Emergency Operations Center to learn about the deadly synergies between sea-level rise and hurricanes and how the EOC works with media on hurricane coverage. We'll visit a salinity control station to discuss effects of sea-level rise on canal flow, flooding and salt-water intrusion into drinking water aquifers. And we'll drive through an array of neighborhoods differing in elevation, socio-economic conditions and potential sea-level rise impacts, offering real-world examples of the social, economic and environmental pressures facing planners as they struggle for Miami's future.

**Drive time – 3 hours.**

## 9. Eye of the Hurricane: The National Hurricane Center and the New "Wall of Wind"

(10:00 a.m. departure, \$30 fee, includes lunch)

Join us for a tour of the latest in hurricane research and forecasting, featuring scientists who fly into the center of the storm; meteorologists who predict the paths and intensities of the world's largest storms at Florida International University; and scientists delving into the reason houses and other buildings blow apart during hurricane-force winds. We'll meet with the director and top scientists at the National Hurricane Center, witness a Category 5 hurricane in the new wind tower at the hurricane think tank and discuss vast improvements in airborne technology used to measure the strength and direction of hurricanes and the latest theories on how to predict when hurricanes strengthen. **Drive time – 1 hour.**



SEJ's 2011 annual conference officially begins Wednesday afternoon, October 19, with our opening reception, followed by dinner, special welcomes and surprise guests.

### Wednesday, October 19

Before the official beginning, we offer two workshops concurrently from 8:00 a.m. to 4:00 p.m. on Wednesday, as well as an afternoon meet-and-greet session with European and Latin American journalists. Please see [www.sej.org](http://www.sej.org) for more details.

#### All-Day Workshop 1: Video Training

Join a team of SEJ instructors for hands-on video training. Our day will begin with an overview on multimedia concepts, camera techniques and video-gathering tips. Then head out to the University of Miami campus to try your hand at shooting interviews and collecting b-roll. After lunch, we'll reconvene in a UM computer lab where instructors will walk participants through the editing process using a variety of software platforms. It's the perfect introduction to expand your multimedia repertoire and begin honing your video journalism skills. You'll need your own camera – a Flip camera or digital camera with video

capability will work, but not a cell phone. **Pre-registration and \$60 fee required. Lunch included. SEJ members only.**

#### All-Day Workshop 2: Covering the Green Economy

Join veteran journalists and other experts for a daylong exploration of tracking the business dealings and the money behind sustainability efforts. In these sessions, sponsored by The Donald W. Reynolds National Center for Business Journalism, you'll find methods for spotting greenwashing, tips for dissecting the market for new product labeling, and tactics for finding the mega-government grants awarded to projects that foster alternative energy. You'll also learn how to interpret financial information behind some of the top green companies, the skills to read sustainability reports and how to follow government money targeted for your coverage area. **Pre-registration and \$60 fee required. See [www.sej.org](http://www.sej.org) for details. Lunch included. Space is limited.**

#### Afternoon Ice-Breaker with International Guests

European environmental journalists will join Latin American journalists and SEJ members for this meet-and-greet gathering. Informal discussion will include the different, and similar, challenges facing environmental journalists on either side of the Atlantic and how they try to deal with them.

#### Opening Reception and Dinner at The InterContinental Miami

What better way to slip into the Miami scene than drinks and dinner with friends at a fabulous venue overlooking Biscayne Bay? And, who better to welcome us to the Sunshine State than renowned author **Carl Hiaasen** and his vivid and humorous tales of South Florida's environment and "wild" life? University of Miami President **Donna Shalala** will also welcome us, and we expect visits from Hollywood celebrities and a Cousteau or two during this festive and eye-opening evening that's certain to include surprises big enough for even jaded journalists to gasp.

**Pre-registration and \$25 fee required.**

### Thursday, October 20

Tours: See previous page for details on SEJ's 2011 field expeditions across South Florida.

#### Independent Hospitality Receptions and Ride-and-Drive Preview

Wind down after the tours with food and drink and good conversations with old friends and new acquaintances as you wander the receptions and displays and photo and art galleries. This year we're bringing back the eco-auto show, with prototype alternative vehicles you can test drive. Please visit [www.sej.org](http://www.sej.org) beginning in August for details.

### Friday, October 21

#### Breakfast Plenary – Communicating Science: Challenges and Opportunities in a Rapidly Changing World

From climate change, to nuclear disaster, to ocean collapse, bridging the chasm between science and society has never been more urgent. Engage with a panel of leading scientists and journalists to discuss how reporters can work with scientists to bring the latest, most relevant and most accurate information to readers, listeners and viewers.



## Opening Plenary – Fish Fight

Scientists have been warning for a decade that the modern era – with overfishing, offshore oil and gas drilling, and global warming – has depleted many fish stocks to dangerously low levels. Federal and regional managers in the U.S. have begun to respond, imposing curbs on fishing across the country and working to devise new approaches to governing the sea. But these measures have prompted an outcry both from some of the people who fish for a living, and those who serve up these catches at restaurants. Panelists will include high-profile marine scientists, a working fisherman and prominent seafood chain CEO. All of them will grapple with the question: have we reached the limits of the sea's abundance, or is there more beneath the waves?

## Network Lunch

Choose a discussion table on a wide range of timely topics and reporting tips, or join a breakout session with lively newsmakers.

## Beat Dinners on South Beach, and a VIP Film Fest

This year we're offering beat dinners like you've never seen before. We'll start on the sandy shores of South Beach, where you can mingle for mojitos before walking up Lincoln Road, a famous pedestrian thoroughfare chock full of delicious delicacies and unparalleled people-watching. Dine over the daily sustainable catch or authentic Cuban cuisine as you discuss emerging environmental issues or talk shop about the craft of journalism. Later, conference goers are invited to attend the world premiere of the first-annual South Florida Environmental Film Festival at the historic Colony Theater. A VIP "green carpet" awaits conference attendees, who will be escorted to their seats to screen the latest in environmental filmmaking.

## Saturday, October 22

### Lunch Plenary – Flood, Sweat and Fears: Climate Change and Extremes

Climate change goes extreme and gnarly. In 2010, we saw one weather system that killed thousands of people with a record heat wave in Russia and cataclysmic flooding in Pakistan. Some have tried to connect it to climate change. Could it have happened without climate change? And speaking of flooding, Miami and South Florida would be mostly gone with a meter of sea-level rise. When scientists talk about a four or five degree temperature increase, that's a change in averages. Where it really hits home is the extremes – flooding, storms, heat waves, precipitation – and in the slow and steady increase in sea-level rise. We'll look at both in an area that could be considered ground zero for climate extremes and impacts from elevated sea levels.

### Mini-Tour Adventures

Sign up on-site beginning Wednesday afternoon for SEJ's popular mini-tours. Options this year may include: Cutting-edge aquaculture; bird and dolphin watching; wildlife trafficking airport warehouse; green urbanism and environmental justice; biking South Beach; mangrove kayaking; cruise ships impacts; alternative yachts; and "green" golf courses.

### A Night to Remember: SEJ's Annual Awards Ceremony, an Eco-Fashion Show and an After-Party

It's Fashion Week in Miami and you're invited to join us for a night of glitz and glamour with an environmental twist! SEJ's annual awards ceremony will take place under stars and swaying palms at the Miami Beach Botanical Gardens, where attendees can walk the grounds, admire the tropical flora and "graze" on a sustainable

smorgasbord of food. After dinner, we'll gather in a giant outdoor tent for the main events – our presentation of SEJ's annual awards for reporting on the environment, followed by a fashion show like none before. Some of the fashion world's hottest designers, selected because of their trendsetting sustainable business practices, will gather to show their latest lines of eco-friendly threads. After the show, the dancing begins, and we'll mix and mingle with celebrities and fashionistas in SEJ's first After-Party!

**Pre-registration and \$35 fee required.**



Sunday, October 23

### Fairchild Garden and Authors Programs and Pitch Slam

Fairchild Tropical Botanic Garden is full of compelling stories for journalists. It's one of the world's premier gardens, internationally renowned for its headline-grabbing research, conservation, horticulture and education programs. Fairchild combines the beauty of its location with its role as a living museum, laboratory, center of learning and conservation research facility. Fairchild plays an important role in preserving biodiversity; the garden's scientists and staff are contributors to an intense global effort to identify, understand and conserve plants and endangered plant species. We'll have a sumptuous breakfast with exotic tropical fruits while we listen to renowned authors discuss the rich environmental history of South Florida. Then, we'll get to tour the gardens and hear from researchers. And, of course, the book publishers pitch slam will be back by popular demand. Check the web for updates.

**Pre-registration and \$25 fee required.**

### Post-Conference Tour 1 – Unlocking the Florida Keys: Development, Coral Reefs and Marine Research in Paradise

The 120-mile ribbon of islands known as the Florida Keys offers something nothing else in the continental United States can: a subtropical paradise without leaving the country. The Keys boast some of the world's best fishing, diving and snorkeling, the 2,900-square-mile Florida Keys National Marine Sanctuary, the third largest barrier reef system in the world, and endangered species not found anywhere else – including the diminutive Key deer, Lower Keys marsh rabbit and Key Largo woodrat. Yet it's all listed as an Area of Critical State Concern. We'll learn how residents, local and state officials, and scientists are trying to strike a balance between development and protecting natural resources, like the rare hardwood hammock and endangered sea turtles. We'll snorkel amid the region's colorful coral reefs, kayak over emerald waters, watch unmatched sunsets under waving palm trees, experience the joy of locally caught seafood and learn why these islands are the most laid-back place in the country.

**This tour departs Miami following the Sunday authors program and returns to Miami by 1:00 p.m. on Wednesday, October 26. The \$400 fee covers transportation, lodging and some meals and equipment rentals. Deadline to sign up is August 19. Caution: Do Not Book Your Flight until this tour has been confirmed on August 24. Deadline to cancel with refund (less \$25 processing fee) is September 19.**





## Post-Conference Tour 2 – Visit Paradise Before It's Paved: Cuba Opens Its Doors... to What?

In this rare opportunity to visit communist Cuba, journalists will gain access to a host of fascinating and timely stories. From the Zapata Swamp to the Isle of Youth, and from the world's tiniest bird and smallest frog to large crocodiles, Cuba is home to amazingly intact tropical ecosystems and a pile of rare and endemic species. In addition, the Jardines de la Reina reefs are reputed to be "just as Columbus saw them." But, how long can this last? We'll start our visit at Varadero, where Cuba's existing tourism business is heaviest, and then head into some of the relatively pristine areas. We'll visit Cuba ahead of the touristy resorts, and meet with journalists, top scientists and political leaders to learn what lies ahead. Details were still being worked out at the time of printing. Please check [www.sej.org](http://www.sej.org) regularly for updates about this incredible tour option. **Size will be strictly limited. SEJ members only.**



Check [www.sej.org](http://www.sej.org) for updates on sessions and speakers beginning in July.

### THE CRAFT

- ▶ Journalist Access and the Business of Writing
- ▶ A Storytelling Playshop: Can the Environment Be Funny?
- ▶ Entrepreneur's Pitch Slam: Bring Your Ideas to Investors
- ▶ Media Critics Dissect Science and Environmental Journalism
- ▶ Social Media Gets Bigger: What's New? What's So 2010?
- ▶ EPA, NASA and Other New Databases and Online Tools
- ▶ The New Communicators on the Environment
- ▶ These Pictures ARE Worth a Thousand Words
- ▶ EJ Investigation Skills: How to Tame the Data Monster

### LATIN AMERICA

- ▶ U.S., Mexico, Cuba: New Collaboration on Offshore Drilling
- ▶ Do Tropical Forests Have a Future?
- ▶ Connecting Mining Frontier to the Corporate Hometown
- ▶ Caribbean Environment: From Cuba's Paradise to Haiti's Nightmare
- ▶ Mapping Earth from Space: NASA and Other Space Eyes
- ▶ Everglades Around the Globe

### THE OCEAN

- ▶ The BP Spill and the New Future of Offshore Drilling
- ▶ Ocean Acidification and Coral Reef Impacts
- ▶ The Day after Tomorrow: Changing Atlantic Ocean Currents and Future Climate
- ▶ Aquarium Trade in Your Backyard
- ▶ Dolphins: Why They Just Can't Catch a Break
- ▶ Deep Oceans and Biomedical Prospecting

### WILDLIFE AND NATURAL RESOURCES

- ▶ Army Corps: Environmental Restoration or Dredging?
- ▶ Everglades: Big Sugar, Big Money, Big Restoration
- ▶ Florida's Iconic Mega-Fauna
- ▶ Invasive Species: From Ballast to Backwaters

### ENERGY AND CLIMATE CHANGE

- ▶ Climate Change As a Cultural Issue
- ▶ Critters and Climate Change: Winners and Losers
- ▶ Let the Sunshine In... Gainesville's Remarkable Energy Plan
- ▶ Climate Change and Indigenous Peoples on the Frontlines
- ▶ Energy Subsidies: Where's the Money Going?

### POLLUTION AND SOLUTIONS

- ▶ Untold Environmental Success Stories in Industry and Government
- ▶ Diseases and Chemicals: Are Environmental Exposures Fueling Our Worst Epidemics?
- ▶ Kids These Days... Looking Out for Their Own Future
- ▶ Sustainable Chefs: Reducing the Footprint of Your Dinner Plate

### THE NATION

- ▶ Future of Environmental Regulation: Budget Cutting Fever
- ▶ Busting the Bad Guys: Criminal Enforcement of Environmental Laws
- ▶ Clean Water Act: Who's in Charge?
- ▶ Does the Environment Impact Ethnic Groups Disproportionately? Does Anyone Care?

### THE GLOBE

- ▶ Environmental Threats Hit Home: It's the Food, Stupid!
- ▶ Covering Disasters Without Becoming One
- ▶ Bringing Antarctica to the Tropics
- ▶ China Green: Has It Gained the Edge in Environmental Tech?
- ▶ Real Eco-Tourism: What Is It? Is Anyone Outing the Fakers?
- ▶ Water, Water Everywhere...



Register Online at [www.sej.org/node/7952](http://www.sej.org/node/7952)

Secure online payment: Pay online at the payment link displayed when you fill out your online form.

### What? No Registration Form?

SEJ wants to save both money and trees, so we're asking people to **register online**.

If you have problems with the online form, contact SEJ at [sej@sej.org](mailto:sej@sej.org) or (215) 884-8174 to have a form emailed, faxed or mailed to you.

Questions? Call (800) 878-5131 (U.S.) or (517) 485-2309 and ask for SEJ conference registration.

Registration can be confirmed only when payment is received.

**Cancellation Policy:** If you cancel your registration in writing by Sept. 19, 2011, you will receive a full refund less a \$50 processing fee. Non-attendance does not constitute cancellation. Substitutions may be made.

Email, mail or fax your request for cancellation to:  
Convention Management Services, Inc.  
SEJ Conference  
500 Business Centre Drive  
Lansing, MI 48917  
Email: [rsmith@artcraftdisplay.com](mailto:rsmith@artcraftdisplay.com)  
Fax: (517) 485-4178

**Current members only:** You may include your dues payment of \$50 (students, \$40; Canadian members, \$45; Mexican members, \$35) with your registration fee. You must already be a member of SEJ to renew with conference registration.



## Conference Registration Fees

Member rates apply to SEJ members only. SEJ membership is restricted to journalists, professors and students. Read SEJ's eligibility criteria here: [www.sej.org/eligibility](http://www.sej.org/eligibility). If eligible, apply online at [www.sej.org/get-involved/join](http://www.sej.org/get-involved/join). **Membership applications submitted after Sept. 19, 2011, may not be processed in time for the conference.**

Membership applicants: do not include your new member fees with conference registration. You must apply as directed above.

<p><b>Members</b> On or by 8/19/11 <b>\$195</b> 8/20/11 or later <b>\$240</b></p>	<p><b>Single day</b> (Please specify which day) On or by 8/19/11 <b>\$110</b> 8/20/11 or later <b>\$120</b></p>
<p><b>Students</b> <b>\$80</b> (Membership is not needed for student rate. However, students may be eligible for membership. See above for information on joining SEJ.)</p>	<p><b>Non-members</b> Save money! Subscriptions to SEJ's quarterly newsletter, <i>SEJournal</i>, include conference fee discounts for up to three people per professional subscription.</p>

## SEJournal Subscription Rates

- ▶ **Corporate: \$200** (saves 10% off non-member registration fees for up to three people)
- ▶ **Government: \$80** (saves 30% off non-member registration fees for up to three people)
- ▶ **Nonprofit: \$75** (saves 30% off non-member registration fees for up to three people)
- ▶ **University: \$55** (saves 50% off non-member registration fees for up to three people)
- ▶ **Small nonprofit: \$50** (saves 50% off non-member registration fees for up to three people)
- ▶ **Individual: \$45** (saves 50% off non-member registration fees for the individual subscriber)

To take advantage of subscriber discounts, subscribe today by including your subscription fee with your conference payment. Please contact SEJ at [sej@sej.org](mailto:sej@sej.org) or (215) 884-8174 if you are unsure about your category.

<p><b>Individual, University, Small Nonprofit Subscribers</b> (annual budget of \$1,000,000 or less) On or by 8/19/11 <b>\$510</b> 8/20/11 or later <b>\$560</b></p>	<p><b>Single Day</b> (Please specify which day) On or by 8/19/11 <b>\$210</b> 8/20/11 or later <b>\$235</b></p>
<p><b>Nonprofit/Government Subscribers</b> On or by 8/19/11 <b>\$710</b> 8/20/11 or later <b>\$780</b></p>	<p><b>Single Day</b> (Please specify which day) On or by 8/19/11 <b>\$290</b> 8/20/11 or later <b>\$325</b></p>
<p><b>Corporate Subscribers</b> On or by 8/19/11 <b>\$910</b> 8/20/11 or later <b>\$1,000</b></p>	<p><b>Single Day</b> (Please specify which day) On or by 8/19/11 <b>\$370</b> 8/20/11 or later <b>\$415</b></p>
<p><b>Non-Members without Subscription</b> On or by 8/19/11 <b>\$1,050</b> 8/20/11 or later <b>\$1,150</b></p>	<p><b>Single Day</b> (Please specify which day) On or by 8/19/11 <b>\$450</b> 8/20/11 or later <b>\$550</b></p>

## Important Deadlines

- Aug. 19:** Deadline for early discount registration
- Aug. 19:** Deadline to book Post-Conference Tours. (Caution: do not book your flight until your tour has been confirmed! The Post-Conference Tours will be confirmed by Aug. 24.)

**Sept. 19:** Deadline to cancel conference registration for refund less \$50 processing fee (see cancellation policy)

**Sept 28:** Deadline to book rooms at the InterContinental Miami

## LODGING

SEJ's main conference hotel where most conference events will be held:



# INTERCONTINENTAL<sup>®</sup>

## MIAMI

100 Chopin Plaza, Miami, FL, 33131

For the first time ever, SEJ's attendees will lodge and attend sessions in the best our host city has to offer. The InterContinental Miami Hotel is a four-star hotel in downtown Miami, five minutes from South Beach. Each of the 641 guestrooms has spectacular views of downtown Miami and Biscayne Bay. Three restaurants are on site, and dozens more are within walking distance. The swimming pool is heated with a deck overlooking the bay where guests can order a cocktail and lunch from the poolside Blue Water Restaurant. SEJ guests receive complimentary internet access in both sleeping and conference rooms and have free access to the hotel's 24-hour fitness center.

- Only 7.5 miles from Miami International Airport (MIA)
- Just 25 miles from Fort Lauderdale International Airport (FLL)

### Rate

**\$189/night** (plus 13% tax) (Single/Double)

Triple: **\$219** / Quad: **\$249**

(Please note that a \$3 fee will be included daily to cover housekeeping.)

Reservations: **800-327-3005** (For group rate, say you are with SEJ or Society of Environmental Journalists.)

Book online through SEJ's website: [www.sej.org/initiatives/sej-annual-conferences/AC2011-lodging-transportation](http://www.sej.org/initiatives/sej-annual-conferences/AC2011-lodging-transportation).

Front Desk: **305-577-1000**

Deadline to book at this rate: **Sept. 28**

## TRANSPORTATION

For any transportation questions, call The InterContinental at **305-577-1000** and ask for the concierge.

### Miami International Airport (MIA)

[www.miami-airport.com/home.asp](http://www.miami-airport.com/home.asp)

Just 20 minutes from The InterContinental Miami. Catch a cab to the conference hotel for \$25-30. Or call ahead to reserve a seat on Super Shuttle (**305-871-2000**), which regularly runs vans from the airport to downtown hotels for \$18.

### Fort Lauderdale International Airport (FLL)

[www.fortlauderdaleinternationalairport.com/](http://www.fortlauderdaleinternationalairport.com/)

Only 25 miles away from The InterContinental Miami. Cabs to the hotel will run \$55-60. Or call ahead to reserve a seat on Go Shuttle Express (**954-561-8888**), which will get you there for \$21.





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**Carl Hiaasen**

**Society of Environmental Journalists**

Founded in 1990, SEJ is the world's oldest and largest membership association of professional journalists, educators and students dedicated to more and better coverage of environmental issues. SEJ's mission is to strengthen the quality, reach and viability of journalism across all media to advance public understanding of environmental issues. As a grassroots educational group dedicated to the highest standards of public service journalism, SEJ is independent and nonpartisan. All SEJ programs, publications and services are designed and organized by journalists. The group has more than 1,500 members working in print, broadcast and online news media throughout the U.S., Canada, Mexico and 27 other countries. Their reporting reaches millions of readers, listeners and viewers worldwide, on a daily basis. For more information visit [www.sej.org](http://www.sej.org).



**Miami**

Iconic, warm, sexy, environmentally fascinating. A city shaped by water, toughened by hurricanes, sweetened by tropical fruits. A true meeting point of hemispheric cultures, and home of legendary critters. A region facing enormous environmental challenges, South Florida needs to show its true grit and decide its future now. Because, whatever road it takes will shape the fate of the largest subtropical wilderness in the United States, the largest continental coral reef in the nation, and the largest diving and fishing industries in the tropics. Friendly, spicy, exotic, green and pink and

turquoise, Miami will be an unforgettable conference venue – so interesting that we anticipate many of you will add a few days to your trip to see the Florida sights. We'll have lots of tips for you, starting with this: Bring sandals and shorts and sunglasses. Average October daytime temperature is 83 degrees.

**The University of Miami**

One of the nation's leading research universities, the University of Miami is a vibrant and diverse community with 15,600 undergraduate and graduate students from around the world. Founded in 1925, UM has grown from its main campus in Coral Gables to include the Miller School of Medicine campus near downtown Miami, the Rosenstiel School of Marine and Atmospheric Science campus on Virginia Key, and two campuses in southwest Miami-Dade County. The University's vast and energetic research enterprise attracted nearly \$339 million in external funding in FY 2010. In 2010, *U.S. News & World Report* recognized UM as the No. 1 school in Florida, ranking it No. 47 in its listings of "America's Best Colleges"; it also cited several of its programs in "America's Best Graduate Schools." Led by President Donna E. Shalala, UM is accelerating its progress in all key areas—teaching and learning, the discovery of new knowledge, and service to the South Florida region and beyond.

**UNIVERSITY OF MIAMI**



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 For information on how you can help, contact Beth Parke at 215-884-8174 or [sej@sej.org](mailto:sej@sej.org).

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