

Alaska Travel Adventures

Juneau

OPERATIONS MANUAL



Whale Watching Adventures

Juneau



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Whale Watching Adventures

CONFIDENTIAL COPY NUMBER _____

TO COPY OR DUPLICATE ANY PORTION OF THIS MANUAL IS
A VIOLATION OF THE EMPLOYEE AGREEMENT.

THIS ENTIRE HANDBOOK MUST BE RETURNED TO
ALASKA TRAVEL ADVENTURES INTACT.



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Alaska Travel Adventures' History

Alaska Travel Adventures, (ATA) was founded in 1978 by Martin H. Behr in Palo Alto, California, for the purpose of providing Alaska visitors with a variety of Alaskan outdoor adventures. Over the past four decades, we have provided over a million clients the opportunity to experience Alaska's natural beauty and spirit of adventure in a safe and comfortable manner. We pioneered many new concepts in Alaska travel, including van safaris, active luxury cruises, active shore excursions and safari base camps. ATA has received high marks from major Alaska tour operators, cruise lines and wholesalers.

Our summer staff now numbers nearly 300 employees including management, sales, escorts, drivers, and naturalists. ATA has operations in Anchorage, Juneau, Ketchikan, Redmon, Juneau, and Skagway.

Our participants are not exclusively younger people, nor are they necessarily experienced in outdoor activities. All our trips feature personalized attention and provide participants with a chance to actively experience Alaska's natural world. It is our intent to continue to provide Alaskans and Alaska visitors with high quality adventures for all ages.

You are valued team members and have become part of the rich history of Alaska Travel Adventures. We're glad you are here! We're going to have a great season!

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ATA Tour Policy



Chapter 1

Risk Management

Chapter 2

Environmental

Chapter 3

Employee Conduct



Risk Management

Learning Objectives

- ✓ Become Informed about ATA Safety Culture
- ✓ Identify High Risk Areas
- ✓ Become Aware of ATA Tour Policy
- ✓ Discuss How a Proactive Approach to Safety Mitigates Risk
- ✓ Learn How to Manage an Incident & Follow Incident Reporting Protocol

Introduction

Customer and staff safety and security is the highest priority of Alaska Travel Adventures, Inc. (ATA), and safety related policies are strictly enforced. ATA safety related policies and procedures, and an attitude-belief-values system that makes safety our Number 1 Priority, combine into realistic best practices to be carried out by field staff. We devote much effort in training our field staff to execute our tour product with a high level of professionalism. We also utilize high quality equipment which is maintained in a safe and clean condition. ATA management has over 30 years of experience operating adventure tours, marine excursions, restaurants, campgrounds, and vehicle rental operations. We communicate effectively in numerous ways to ensure that all

participants are made aware of any potential dangers. This extends to all areas of our operation including accommodation of the disabled as directed by the American Disabilities Act (ADA). Our Full Alaska Travel Adventures, Inc. General Risk Management Plan is in the Employee Handbook, which must be read, and acknowledged by signature by every ATA employee pre-employment.

ATA Safety Culture

The Way We Do Things Around Here. A proactive approach to safety is paramount to operating safe Whale Watching Adventures tours. Alaska Travel Adventures' approach to safety starts when

customers meet our Customer Service staff on the docks and is executed with intentionality throughout the tour. ATA's senior management has developed an appreciation and understanding of the risks involved, and we manage proactively to ensure that any risks are removed or minimized.

Customers

Itineraries

Our tour itineraries are structured to ensure the safety and security of our customers and personnel. We consider any potentially hazardous activities and have an operating plan to address these for each tour. We provide information in advanced on our tour data forms. We also alert the customers prior to their encounter of any known risks. Some of the common risks that might be encountered on our tours include uneven terrain, getting in and out of vehicles, rafts, kayaks, canoes, boats, navigating steps, hazards associated with navigating unmaintained roads (potholes, water crossings, stops, wildlife in the road). For this reason, tours must be delivered as structured in the itinerary with no deviation. The only allowed deviation is to avoid a safety hazard, such as incoming hazardous weather, bear on trail or to deal with a sick customer.

Health

Any person with guest contact is not permitted to participate in the tour if they are sick or symptomatic. This includes ATA personnel as well as customers. ATA personnel are required to practice good hygiene. If a customer becomes symptomatic on tour, every effort will be made to immediately provide separate return transportation for the customer. Transport vehicles will be disinfected, and hand sanitizer provided for the customers and ATA personnel.

Staff Qualifications

ATA is regarded as a leader in the Alaska Shore Tour Industry. We are vetted by all our cruise ship partners as well as independent sellers of shore tours. Staff Qualifications and Certifications ensure that all ATA field staff meet minimum industry

standards and must be maintained throughout your period of employment with Alaska Travel Adventures.

Pre-Employment Paperwork

Employees will be given pre-employment paperwork to be completed prior to working as an ATA Employee. All pre-employment paperwork must be completed in its' entirety prior to employment. Pre-employment paperwork includes the Employment Contract, DOT Qualification Form & Driver Questionnaire, Payroll Information, ATA Equipment List, Health Questionnaire & HIPAA Statement, Pre-Employment Drug Test Referral and State of Alaska Information.

Handbook & Naturalist Manual

All employees must read and acknowledge the ATA Employee Handbook and Operations Manual before leading clients on adventure tours. The Employee Handbook outlines Alaska Travel Adventures policies and procedures applicable to every ATA employee. The Naturalist Manual outlines Alaska Travel Adventures policies and procedures specific to each tour product. Both the Handbook and the Manual must be read in their entirety and acknowledged by the employee before any hours are recorded.

Marine Operator License

Vessels will be operated by a U.S. Coast Guard Master licensed operator (minimum 25 Ton Master's License) and FCC Radio Operators License. Licenses shall be valid during the entirety of the employee's Employment Agreement dates.

First Aid & CPR

ATA requires all naturalists, deckhands, marine operators, and drivers to be First Aid and CPR trained. First Aid and CPR certifications shall be valid during the entirety of the employee's Employment Agreement dates.

Drug Testing

ATA requires all Juneau staff who work on a whale watching vessel to pass their Pre-Employment Drug Test and be enrolled in Maritime Consortium. Employees who are not enrolled in Maritime Consortium can in no way be an active member of

the crew onboard a whale watching vessel (Captain or Deckhand) or perform any safety sensitive function. Employees who are enrolled in Maritime Consortium are subject to Random Testing throughout their employment period with Alaska Travel Adventures.

Staff Training

ATA requires all staff to participate in training and demonstrate competency prior to leading tours. Naturalists must be checked off by the captain prior to leading their first tour. Elements of staff training in Juneau that must be evaluated include:

- ✓ Deckhand Training including a successful “Man Overboard” Rescue
- ✓ Tour Operations
- ✓ Customer Service
- ✓ Operating Procedures

Watercraft

US Coast Guard Regulations

ATA operates watercraft tours in accordance with all United States Coast Guard regulations as a minimum standard. Watercraft tours are equipped with watercraft repair, emergency, first aid, and biohazard kits. Coast Guard regulated vessels have a current, approved certificate for carrying passengers (COI). This document is located on the vessel with a copy maintained in the corporate office located in Juneau, Alaska. The document stipulates the maximum number of passengers to be carried, the minimum safety equipment and crew required, and any operation restriction. ATA stores the number of life jackets indicated as maximum capacity on the vessel COI, in a location that is readily accessible and immediately available. On open watercraft tours, ATA requires all participants and personnel to always wear life jackets while on or near the water. All motorized watercrafts have rescue flotation devices that can be thrown and retrieved from the boat, routinely inspected fire extinguishers appropriate for the size of the boat, the appropriate number of distress flares that are of an approved type and readily available, and first aid kits. Rafts, kayaks, and canoes are equipped with throw ropes, and first aid, and emergency kits accompany each tour. Communication is available

via radio and/or cell or satellite phone. ATA boats are clean and seaworthy in all respects for the intended use. Boats are inspected prior to the departure of each tour.

Lifejackets

Adult and child lifejackets are required by USCG regulations on all whale watching vessels. There must always be sufficient lifejackets for all persons onboard the whale watching vessels. When leaving the harbor to begin the whale watching tour, the captain and/or deckhand will give a brief explanation of where the lifejackets are located and how to put them on in the event they become necessary during a fire, sinking or other emergency.

Deckhand Training

All whale watching deckhands are required to undergo training for fire, abandon ship and man overboard situations. Regular drills will be conducted by the captain and USCG officials may board the vessel at any time to evaluate the crew’s preparedness.

Marine Conditions

ATA monitors weather conditions so that additional precautions can be taken as needed up to and including canceling the tour. The captain and crew shall be continuously monitoring the marine forecast for possible hazardous conditions well in advance of, and during, tour operations. Any forecast winds of Beaufort Scale Force 4 (Winds 17-21 Knots) or above, or any other hazardous marine condition, will trigger a high Alert Status in which Marine Operators may delay, modify, or cancel the tour.

The conditions of the marine forecast must be cross-checked with actual conditions on the water before cancelling a tour. As the marine forecast for Stephens Passage covers a wide area, wind direction, velocity, and duration, in addition to direction of tidal flow will all factor into the sea state in our area of operation. Our tour operates in inland waters area covered by the marine forecast. Marine Operators shall be monitoring the NOAA Marine Forecast for Stephens Passage intermittently throughout the day of operations. The following sources shall be used for the most accurate data:

- ✓ VHF Radio – Channel WX1/21B
- ✓ National Data Buoy Center – Point Retreat Light

When an Alert Status has been triggered, ATA Marine Conditions Policy is to enact the following procedure:

- ✓ Marine Operator AND Director of Operations / VP of Operations communicate by phone or in person.
- ✓ Marine Operator must evaluate conditions in the field. Safety of the vessel and ATA personnel shall never be compromised by an on-water evaluation.
- ✓ If the safety of the vessel, crew or passengers would be compromised by operating the tour, the Marine Operator, may cancel the tour.
- ✓ When a decision to cancel a tour is made, the Marine Operator shall immediately contact the ATA Main Office who will make Transportation and Customer Service teams aware of the cancellation.
- ✓ CSRs will alert the appropriate ship personnel and OTCs that the tour has been cancelled for the safety of the passengers due to hazardous marine conditions.
- ✓ All assigned field staff will be made aware that the tour has been cancelled. If cancellation has been made during a day of tours, any passengers or field staff who are on tour shall be brought back to Statter Harbor at the earliest opportunity using the appropriate route and vessel.

Radio Use

Radios provide valuable communication between ATA personnel and with the cruise ships. For marine operations, they are required by the USCG. It is important to treat the radios with care as they are delicate and expensive pieces of equipment.

All radio operators must abide by appropriate FCC radio regulations. Radios will be used for business purposes only and under the supervision of the trip manager. Unauthorized use of company radios will not be allowed. Radios are not private! Use discretion when relaying any information via radio. When reporting sensitive information, state so and give other staff the opportunity to either turn their radio down or excuse themselves from customers.

Under no condition will profanity or abusive language be tolerated when using radios.

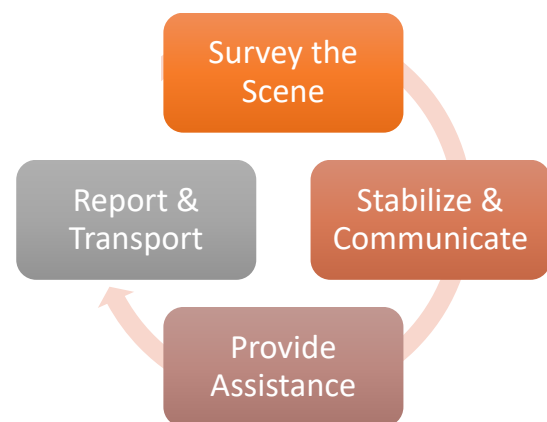
Discharge of Oil, Black/Grey Water and Garbage

The discharge of oil is prohibited by federal law. Notify the Captain immediately if you notice a discoloration on the water near or around the vessel. The discharge of garbage is strictly regulated by federal law and no garbage of any kind is allowed to be thrown overboard on the vessels. Black and Grey water will not be discharged into the water. The overboard valve will always remain in the closed and locked position with the key in the possession of the captain. Black & Grey water will be pumped from the vessel at the pump station located in Auke Bay. Garbage will not be discharged into the water. All garbage will be disposed of in the dumpster located at Auke Bay

Incident Management

Alaska Travel Adventures makes safety and customer service our number one priority. Prioritizing safety is the key to prevent incidents from occurring during our operations. While doing everything we can to prevent any incidents, as a staff member you may be called upon to mitigate or manage an incident.

How to Manage Incidents



An incident (accident or emergency) can take place while at Statter Harbor or while underway on vessels. In the event of an incident where personal injury or mechanical damage has occurred, REMAIN

CALM. The next steps apply to all situations you may encounter in the field:

Survey the Scene

Mechanism of Incident (MOI) - The Mechanism of Incident is what caused the accident or emergency. The MOI may still present a hazard and therefore needs to be evaluated. Mechanism of Incident can be related to a medical injury or environmental hazard.

Number of People - Evaluate how many people are involved with this incident, where are they located and if there is any further risk to their safety.

Safety - As a leader, your primary responsibility is to keep yourself and any unaffected clients safe. After ensuring your personal and (unaffected) clients' safety, take steps to ensure the affected client(s) safety before attending to any equipment issues.

Stabilize the Situation

If the MOI is Present. If the MOI is present, proceed with caution and handle the situation with care. If possible, move yourself and all clients from the MOI into a safe location. If not possible to move an affected client to a safe location, move unaffected clients to safety, do not put yourself and risk and communicate the incident to EMS.

If the MOI is Not Present. If there is no hazard to either the customers or yourself, proceed to Communication & Providing Assistance.

Communicate

Incidents at Statter Harbor. Enact the following communication protocol for incidents that may occur at Statter Harbor:

- ✓ In an emergency, contact EMS. After contacting EMS, immediately enact ATA Incident Communication Protocol first. The Captain/Manager will advise you on the next steps to take with any customers or ATA personnel involved in an incident.
- ✓ In a non-emergency situation, immediately enact ATA Incident Communication Protocol. The Captain/Manager will advise you on the next steps to take with any customers or ATA personnel involved in an incident.

Incidents Aboard Whale Watching Vessels. Enact the following protocol for incidents that may occur

aboard the vessel. **Full rescue procedures can be found under the Rescues of Tour Procedures (Section 4, Chapter 2)** If a situation arises where an accident or incident occurs involving an inflatable vessel, it is the responsibility of the vessel's Master to follow proper reporting procedures. The vessel operator shall report the following accidents/incidents to their manager and to the proper U.S. Coast Guard authorities: Any injury which involves medical treatment beyond basic first aid, loss of engine power, loss of steering, loss of life, sinking, collision, capsizing or swamping, pollution, and any accident causing more than \$25,000 in damage.

Mechanical Issue or Boating Accident: If self-rescue by returning the vessel to the Statter Harbor is possible, enact the ATA Incident Communication Protocol below.

- ✓ In non-emergency situations, the Marine Operator shall contact Statter Harbor, who may be able to provide assistance such as towing to the marina. Immediately following your initial call with Statter Harbor, enact ATA Incident Communication Protocol and communicate the issue as well as plan for rescue.
- ✓ In an emergency, the Marine Operator shall contact the contact guard by hailing on VHF Channel 16. As soon as the vessel is cleared from the emergency, enact ATA Incident Communication Protocol.

Injury Aboard the Vessel:

- ✓ In a non-emergency situation, enact the ATA Incident Communication Protocol as soon as the Marine Operator is in cell phone range.
- ✓ In an emergency, contact EMS immediately. As soon as EMS has been contacted, enact ATA Incident Communication Protocol.

ATA Incident Communication Protocol:

In an emergency always contact EMS first. In case of Statter Harbor emergency, call 911. In case of watercraft emergency contact the Coast Guard on VHF Channel 16. Notification for further medical attention shall follow these steps:

1. CALL 911 or the COAST GUARD (CHANNEL 16)
Have available:
 - a. Your name
 - b. Injured parties name
 - c. Location you are calling from.

- d. Nature of incident
 - e. Extent of emergency
 - f. Type of assistance required.
2. Maintain radio contact until you have received assistance or have been relieved by a supervisor!

In non-emergency situations, or after contacting EMS in an emergency, contact ATA personnel in the following order.

1. Lead Captain/Operations Manager
2. Director of Operations.
3. Vice President of Operations. The Vice President will conference with the President of the company and then communicate directly with Juneau Captain and Shore Excursion personnel.

Make no statements and volunteer no information to the press. A spokesperson from the Juneau office will deal with any media attention, the public and authorities.

Provide Assistance

In case of an injury to a customer, provide the Level of Care as qualified by your medical certification. Care shall be continuously provided until the customer has returned to the ship and has been met by Shore Excursion personnel. In the case of a minor injury, the customer may want to continue with the tour. If participating in the remainder of the tour does not cause further harm or compromise the tour for the remainder of the participants, the customer shall be allowed to continue the tour. Naturalists shall closely monitor the client while giving the rest of the tour.

Incident Report Form

All incidents need to be documented on the ATA Incident Report Form and accompanied by photos. An ATA Incident Report Form must be filled out for any incident, no matter the severity. Paper copies of the Incident Report Forms are in vessel binder. ATA personnel must gather the needed information from the client(s) involved in the incident, as well as (non-ATA personnel) witnesses to the incident. The ATA Incident Report Form includes a section for statements by a witness. Have witnesses write down their statement, including their name and address if possible.

All incidents need to be completed through the ATAapp once in service range. The employee will

complete the incident reporting form based on what was completed on the paper form. There are no exceptions to filling out an Incident Report Form. Incident report forms and all corresponding photos must be given to the Captain & Manager who will send to Juneau. A copy of this report shall be provided to the Forest Service.



Environmental Policy

Learning Objectives

- ✓ Become Informed about ATA Environmental Policy, Goals & Objectives
- ✓ Identify areas in which sustainability can be implemented.
- ✓ Inform Naturalists of Reduce, Reuse and Recycle Actions
- ✓ Educated Naturalists & Marine Operators on Wildlife Viewing Policies
- ✓ Naturalist Field Staff's Management of Climate Change Topics

Introduction – ATA's Vision

At Alaska Travel Adventures, we have a deep respect for and commitment to protecting the environment in which we live and work, and to reducing our contribution to global climate change. Our goal is to minimize our environmental footprint while delivering exceptional operational results. We are committed to the development and implementation of environmentally responsible programs, policies and practices within our organization. These include energy, water and fuel conservation, decreasing GHG emissions, waste reduction and responsible procurement practices. ATA makes every effort to minimize any adverse effects on the environment. We instruct our

customers on the appropriate behavior and ensure we comply with all government regulations.

Goals & Action Plan

Environmental Goals

ATA pledges to reduce fuel consumption and GHG emissions associated with climate change by 40% between 2015 - 2025, and to eventually achieve zero emissions from vehicles as technology develops. We rely on vehicles to deliver products and services to our guests. We recognize that reducing our fuel use and emissions will have a substantial positive impact on the environment. We partner with our suppliers, maintenance providers, vehicle manufacturers, clients, and

governmental organizations to educate our employees and our clients on environmental impacts, develop ways to improve operational efficiency, and implement new technologies when feasible.

Advocate and employ energy management efforts to reduce consumption and our contribution to GHG emissions. The energy we consume is a finite natural resource and contributes to climate change. We work to reduce our environmental footprint and advocate for renewable energy sources, which address climate change while also contributing to the environmental health of the communities in which we operate.

Recognize clean water as another finite natural resource and implement management practices that reduce water consumption and waste.

Minimize waste production, promote reduce/recycling and have an ongoing commitment to the efficient use of materials and resources.

Protect and preserve the natural environment in which we operate in by practicing “Leave No Trace” principals.

Ensure that we source, where possible, items for purchase from suppliers with a proven commitment to sustainability and the environment, including the use of “green” chemicals and non-toxic cleaning supplies.

Participate in local efforts and organizations where we can help shape the dynamics of sustainable practices. Work with our business partners and government agencies to improve sustainable practices through efficiency and cooperation with a shared vision.

Environmental Action Plan

ATA is continuously moving towards achieving the Environmental Goals established by senior management and has established the following Action Plan to do so. All employees shall be aware of the action plan and take steps individually and collectively towards these goals. If an employee shall observe or take part in actions that are contrary to our environmental goals, they shall alert their supervisor immediately.

- ✓ Replace existing vehicles, with lower GHG emission vehicles, every time a vehicle is replaced. As technology advances, our goal is to eventually achieve zero emissions from vehicles.
- ✓ Emphasize the environmental benefit of reduced GHG emissions through our practice of incorporating an element of “human powered” transportation in all tour programs using canoe, rafting, kayaking and hiking components.
- ✓ Utilize appropriately sized vehicles for each group in order to minimize our carbon footprint.
- ✓ Maintain our fleet of vehicles to achieve efficient, environmentally friendly operation. Maintain a zero-tolerance policy when it comes to fluid leaks or mechanical deficiencies that adversely affect the environment.
- ✓ Ensure a Reduce/Reuse/Recycle program is available and enforced.
- ✓ Incorporate reusable food service items and snack containers, wherever practical.
- ✓ Reduce water consumption by installing adjustable spray adapters on all hoses, reusing grey water for vehicle washing and eliminating excessive soaps and car wash detergents and training employees on minimizing water use for vehicle maintenance.
- ✓ Maintain procurement policies that utilize suppliers with a proven commitment to sustainability and the environment. Purchase from local, environmentally sustainable sources whenever feasible.
- ✓ Practice “Leave No Trace” principles.
- ✓ Encourage employees to come up with innovative ideas that improve our sustainability and reward them for their efforts.
- ✓ Create less waste through paperless transactions when possible.
- ✓ Inform our guests about our commitment to the environment and educate them on the use of our recycling bins, Leave No Trace practices, and our commitment to reducing the effects of climate change.

Recycling Policy

Alaska Travel Adventures is committed to operating an environmentally responsible business. Part of our responsibility, as good corporate citizens, is to ensure that a recycling program is maintained at our offices, and other physical locations where we conduct our business. Our goal is to Reduce, Reuse and Recycle as often as possible.

Recycling Plan

Alaska Travel Adventures has a recycling program that encompasses all our physical locations. Each location must have clearly labeled recycling bins to separate food scraps, aluminum, cardboard / paper and waste.

Each employee will have a paper recycling container at their workstation to encourage recycling. A paper recycling bin will be located next to all copy machines and printers.

All locations will nominate a point person to educate and encourage employees to participate in the recycling program and provide any further education required.

Employees will be instructed on the proper sorting and use of the provided recycling bins.

A waste reduction training will be given for all employees to educate them on simple ways to reduce their waste production:

- ✓ Printing double sided.
- ✓ Reusing paper if possible
- ✓ Utilizing electronic documentation wherever possible to avoid printing.
- ✓ Using silverware, cups and plates that can be washed and reused rather than plastic or paper.
- ✓ Remove paper coffee cups, paper plates and plastic silverware from breakrooms.
- ✓ Posting signs in the break rooms to encourage reuse.
- ✓ Change snack container from Styrofoam to a reusable container.
- ✓ Burn all paper and cardboard waste.

In addition to day-to-day recycling, the following will also be recycled with approved vendors when required:

- ✓ Toner/Ink cartridges, computers, and electronic waste.
- ✓ Cooking Oil
- ✓ Motor Oil/Hazardous waste
- ✓ Batteries

In Tour Food Service Areas:

- ✓ Use Paper Cups and Bowls that are manufactured from recycled materials.
- ✓ Encourage guests to reuse paper products and only set out what is necessary for group size.
- ✓ Protect paper supplies (bowls, cups, napkins) from environmental factors including rain, wildlife, and improper storage.
- ✓ Provide the means and instruction for our guests to recycle with bins and signage to educate them how to properly separate recyclables.

A list of approved recyclables is found in **Appendix B**. This list is displayed above recycling bins in the warehouse order to assist employees. Juneau maintain a weekly schedule for the recycling bins will be transported to the appropriate community recycling center and deposited.

Leave No Trace

Alaska Travel Adventures has a deep respect for the land and water on which we operate. Our company is committed to minimizing our impacts on the environment and encouraging sound environmental practices by our employees and customers. We do not own the land on which we operate the Whale Watching Adventures tours. While we are the primary users of the boardwalk trail, it is open to public use. It is important that we share it with other users in a respectful manner that preserves the enjoyment of all.

As a naturalist, it is your responsibility to help maintain and protect the environment in which we operate. The below principals shall be always followed to preserve the land for those who follow. Every effort shall be made to minimize encounters with others on land and water. Alaska Travel

Adventures is a proponent of, and strictly abides by, Leave No Trace Principles. All naturalists shall be aware of LNT principles and guidelines, especially as relates to the Tongass National Forest and surrounding marine environment.

Plan Ahead & Prepare:

- 1) Know the regulations and special concerns for the area you'll visit.
- 2) Prepare for extreme weather, hazards, and emergencies.
- 3) Schedule your trip to avoid times of high use.
- 4) Visit in small groups when possible. Consider splitting larger groups into smaller groups.
- 5) Repackage food to minimize waste.
- 6) Use a map and compass to eliminate the use of marking paint, rock cairns or flagging.

Travel and Camp on Durable Surfaces:

- 1) Durable surfaces include established trails and campsites, rock, gravel, dry grasses or snow.
- 2) Protect riparian areas by camping at least 200 feet from lakes and streams.
- 3) Good campsites are found, not made. Altering a site is not necessary.
- 4) In popular areas:
 - a. Concentrate use on existing trails and campsites.
 - b. Walk single file in the middle of the trail, even when wet or muddy.
 - c. Keep campsites small. Focus activity in areas where vegetation is absent.
- 5) In pristine areas:
 - a. Disperse use to prevent the creation of campsites and trails.
 - b. Avoid places where impacts are just beginning.

Dispose of Waste Properly:

- 1) Pack it in, pack it out. Inspect your campsite and rest areas for trash or spilled foods. Pack out all trash, leftover food, and litter.
- 2) Deposit solid human waste in cat holes dug 6 to 8 inches deep, at least 200 feet from water, camp, and trails. Cover and disguise the cat hole when finished.
- 3) Pack out toilet paper and hygiene products.
- 4) To wash yourself or your dishes, carry water 200 feet away from streams or lakes and use small amounts of biodegradable soap. Scatter strained dishwater.

Leave What You Find:

- 1) Preserve the past: examine, but do not touch cultural or historic structures and artifacts.
- 2) Leave rocks, plants, and other natural objects as you find them.
- 3) Avoid introducing or transporting non-native species.
- 4) Do not build structures, furniture, or dig trenches.

Minimize Campfire Impacts:

- 1) Campfires can cause lasting impacts to the backcountry. Use a lightweight stove for cooking and enjoy a candle lantern for light.
- 2) Where fires are permitted, use established fire rings, fire pans, or mound fires.
- 3) Keep fires small. Only use sticks from the ground that can be broken by hand.
- 4) Burn all wood and coals to ash, put out campfires completely, then scatter cool ashes.

Respect Wildlife:

- 1) Observe wildlife from a distance. Do not follow or approach them.
- 2) Never feed animals. Feeding wildlife damages their health, alters natural behaviors, and exposes them to predators and other dangers.
- 3) Protect wildlife and your food by storing rations and trash securely.
- 4) Control pets at all times or leave them at home.

Be Considerate of Other Visitors:

- 1) Respect other visitors and protect the quality of their experience.
- 2) Be courteous. Yield to other users on the trail.
- 3) Step to the downhill side of the trail when encountering pack stock.
- 4) Take breaks and camp away from trails and other visitors.
- 5) Let nature's sounds prevail. Avoid loud voices and noises.
- 6) Chose paddle routes that avoid other boats on the water.
- 7) Keep your group in close control to minimize impacts on other users.

Wildlife Viewing

The wildlife of Southeast Alaska is unparalleled! Waters teem with marine mammals including Humpback Whale, Orca, Stellar Sea Lion, Harbor Seal and all five species of wild Salmon. Baranof Island and its surround small islands are home to Brown Bear, Alexander Archipelago Gray Wolf, and Juneau Black Tail Deer. It is a privilege to observe wildlife in their natural environment and wildlife viewing opportunities are a primary reason our customers take part in a cruise and participate in shore excursions. In return for that privilege, it's our responsibility to be respectful of both wildlife and habitats, work to protect these habitats and educate our customers on responsible wildlife viewing practices.

ATA's Wildlife Viewing Policies

Alaska Travel Adventures follows current best practices as developed by departments governing the public's interaction with wildlife. NOAA Fisheries and NOAA's Office of National Marine Sanctuaries have developed the **Ocean Etiquette** program to promote ocean stewardship more effectively. The Alaska Department of Fish and Game publishes **Wildlife Viewing Ethics**. Anyone who visits, works, or plays in the Tongass National Forest and surrounding marine environment has an opportunity to make a difference in protecting these ecosystems.

Knowing how to interact with wildlife can help you make the right decisions when you encounter wildlife. Without paying attention to how you interact in the environment, you are running the chance of putting endangered species, federally protected species, and thousands of other species' lives at risk. Each time someone visits the wilderness environment, they have the wonderful opportunity to encounter wildlife. However, the unfortunate potential to harm our land and marine life and resources exists with every visit. We have listed below a set of general marine wildlife viewing guidelines. To learn more about the Ocean Etiquette program and more specific guidelines and regulations pertaining to activity, sanctuary or species group follow our links.

Wildlife Viewing Guidelines

Learn Before You Go. Read about the wildlife, viewing sites and local regulations to get the most from your wildlife viewing experience. Many species live only in specific habitats such as estuaries, coral reefs, sand dunes or the open ocean. Seasonal and daily cycles also influence when and where an animal may be located. Research on the internet, buy regional viewing naturalist books, talk with residents, and hire local naturalists to increase your chances of seeing marine wildlife.

Keep your distance. Use binoculars, spotting scopes and cameras with zoom lenses to get a closer look. Wildlife may be very sensitive to human disturbance, and if cornered, they can harm the viewer or leave the area. If wildlife approaches you, stay calm and slowly back away or place boat engines in neutral. When closer encounters occur, do not make sudden moves, or obstruct the travel path of the animals - let them have the unhindered right of way.

Hands Off. Never touch, handle, or ride wildlife. Touching wildlife, or attempting to do so, can injure the animal, put you at risk and may also be illegal for certain species. The slimy coating on fish and many marine invertebrates protects the animal from infection and is easily rubbed off with a hand, glove, or foot. Avoid using gloves when diving or snorkeling to minimize the temptation to touch. Remember, wild animals may bite, body slam, or even pull you underwater if startled or threatened.

Do not feed or attract wildlife. Feeding or attempting to attract wildlife with food, decoys, sound, or light disrupts normal feeding cycles, may cause sickness or death from unnatural or contaminated food items, and habituates animals to people. Habituated animals are vulnerable to vessel strikes or vandalism and can be dangerous to people.

Never chase or harass wildlife - Following a wild animal that is trying to escape is dangerous. Never surround the animal, trap an animal between a vessel and shore, block its escape route, or come between mother and young. When viewing from a

boat, operate at slow speed, move parallel to the swimming animals, and avoid approaching head-on or from behind, and separating individuals from a group. If you are operating a non-motorized vessel, emit periodic noise to make wildlife aware of your presence and avoid surprise.

Stay away from wildlife that appears abandoned or sick. Some marine animals, such as seals, leave the water or are exposed at low tide as part of their natural life cycle – there may be nothing wrong with them. Young animals that appear to be orphaned may be under the watchful eye of a nearby parent. An animal that is sick or injured is already vulnerable and may be more likely to bite. If you think an animal is in trouble, contact the local authorities for advice.

Wildlife and pets don't mix. Wild animals can injure and spread diseases to pets, and in turn, pets can harm and disturb wildlife. For example, wild animals recognize dogs as predators and quickly flee when they see or smell dogs. If you are traveling with a pet, always keep them on a leash and away from areas frequented by marine wildlife.

Lend a hand with trash removal. Human garbage is one of the greatest threats to marine wildlife. Carry a trash bag with you and pick up litter found along the shore and in the water. Plastic bags, floating debris and monofilament line pose the greatest risk to wildlife.

Help others to become responsible wildlife watchers and tour operators. Speak up if you notice other viewers or tour operators behaving in a way that disturbs the wildlife or other viewers or impacts sensitive habitats. Be friendly, respectful, and discrete when approaching others. When operating a boat, led by example and reduce your speed in areas frequented by marine wildlife, anchor properly and encourage others to do the same. Violations of the law shall be reported to local authorities.

Whales, Dolphin & Porpoise

Alaska Travel Adventures follows “The Humpback Whale Approach Regulation” which has been in effect since July 2001 and requires that you:

- ✓ Not approach within 100 yards of a humpback whale.
- ✓ Not place your vessel in the path of oncoming humpback whales causing them to surface within 100 yards of your vessel.
- ✓ Operate your vessel at a slow, safe speed when near a humpback whale.
- ✓ Federal law prohibits pursuit of marine mammals.
- ✓ Remain at least 100 yards from marine mammals.
- ✓ Time spent observing individual(s) shall be limited to 30 minutes.
- ✓ Whales shall not be encircled or trapped between boats, or boats and shore.
- ✓ If approached by a whale, put the engines in neutral and allow the whale to pass.
- ✓ Even if approached by a marine mammal, offering food, discarding fish or fish waste, or any other food item is prohibited.
- ✓ Do not touch or swim with the animals. They can behave unpredictably and may also transmit disease.

While viewing whales, dolphins and porpoise, your actions shall not cause a change in the behavior of the animals. Assume that your action is a disturbance and cautiously leave the vicinity if you observe behaviors such as these:

- ✓ Changes in swimming such as rapid changes in direction, speed; erratic swimming patterns.
- ✓ Escape tactics such as prolonged diving, underwater exhalation, underwater course changes, or rapid swimming at the surface.
- ✓ Female attempting to shield a calf with her body or by her movements.
- ✓ Surface displays. . . like tail slapping or lateral tail swishing at the surface.

Be Aware - Whales may surface in unpredictable locations.

- ✓ Breaching and flipper-slapping whales may endanger people or vessels.
- ✓ Feeding humpback whales often emit sub-surface bubbles before rising to feed at the surface. Stay clear of these light green bubble patches.
- ✓ Noise may help whales know your location and avoid whale and vessel collisions. For example,

- if your engine is not running, occasionally tap the side of the boat with a hard object.
- ✓ If you need to move around a whale, do it from behind the whale.
 - ✓ Vessels that wish to position themselves to allow whales to pass the vessel shall do so in a manner that stays fully clear of whale's path.
 - ✓ Marine mammals are more likely to be disturbed when more than one boat is near them.
 - ✓ Avoid approaching marine mammals when another vessel is nearby.
 - ✓ Marine mammals shall not be encircled or trapped between boats, or boats and shore.
 - ✓ Always leave marine mammals an escape route.
 - ✓ When several vessels are in an area, communication between vessel operators may reduce the potential for disturbance.
 - ✓ Limit your time with any individual or group of marine mammals to 30 minutes.
 - ✓ Your vessel may not be the only vessel in the day that approaches the same animal(s). Please be aware that cumulative impact may occur.
 - ✓ Vessels traveling in a predictable manner appear to be less disturbing to animals.
 - ✓ Pursuit of marine mammals is prohibited by law.
 - ✓ Never attempt to herd, chase, or separate groups of marine mammals or females from their young.
 - ✓ Avoid excessive speed or sudden changes in speed or direction in the vicinity of whales.
 - ✓ The departure from a viewing area has as much potential to disturb animals as the approach.

Seals, Sea Lions & Sea Otters

While viewing seals, sea lions & sea otters your actions shall not cause a change in the behavior of the animals. Assume that your action is a disturbance and cautiously leave the vicinity if you observe behaviors such as these:

- ✓ Increased movements away from the disturbance; hurried entry into the water by many animals, or herd movement towards the water
- ✓ Increased vocalization, aggressive behavior by many animals towards the disturbance; several individuals raising their heads simultaneously.

- ✓ **KEEP YOUR DISTANCE**
- ✓ Use extra caution when viewing seals and sea lions that are on land or ice, as harassment may occur at distances greater than 100 yards.
- ✓ When encountering seals or sea lions hauled out on land or ice, avoid making the animal(s) aware of your presence: keep noise low, stay hidden and stay downwind.
- ✓ Pups are often left alone while the mother feeds. They are not abandoned and shall not be disturbed.
- ✓ All major Steller sea lion haul outs and rookeries throughout Alaska are protected by regulation. Extra caution is needed in these areas to prevent harassment of Steller sea lions in their critical habitat. Critical habitat includes the air, land and sea surrounding the site to 3,000 ft (0.9 km) in all directions.

Federal Law & Marine Mammals

The **Marine Mammal Protection Act** prohibits the TAKE of all marine mammal species in U.S. waters. Take means "to harass, hunt, capture, or kill, or attempt to harass, hunt, capture, or kill," and harassment means "any act of pursuit, torment, or annoyance which has the potential to injure a marine mammal or marine mammal stock in the wild; or has the potential to disturb a marine mammal or marine mammal stock in the wild by causing disruption of behavioral patterns, including, but not limited to migration, breathing, nursing, breeding, feeding, sheltering." TAKE includes feeding or attempting to feed a marine mammal in the wild. Some exceptions are made for authorized scientific research and subsistence hunting by Alaska Natives.

The **Endangered Species Act** prohibits the TAKE of species listed as endangered or threatened. The definition of TAKE under the Endangered Species Act adds the terms harm, pursue, shoot, wound, trap, and collect to the Marine Mammal Protection Act definition of TAKE.

Climate Change

As a naturalist, you may receive many questions about climate change. Please refer to the following information to help naturalist your discussion:

Why do glaciers form? - In Southeast Alaska, maritime climate and coastal mountains create favorable conditions for glaciation. Moist air flows toward the mountains, rises and releases snow and rain. Average annual snowfall on the Juneau Icefield exceeds 100 feet. Mild Southeast Alaskan summers cause winter snow accumulation to exceed summer snowmelt at higher elevations. Year after year, snow accumulates, compacting underlying snow layers from previous years into solid ice. Mendenhall Glacier is one of the many large glaciers that flow from the 1500 square mile expanse of rock, snow and ice known as the Juneau Icefield. As glacial ice continues to build, gravity pulls the ice down slope. The glacier slowly scours the bedrock and grinds down its 13-mile journey to Mendenhall Lake.

Is the glacier retreating? - Yes. A neo-glaciation period began 3,000 years ago and ended in the mid-1700s. At this time, Mendenhall Glacier reached its point of maximum advance, its terminus resting almost 2.5 miles down valley from its present position. Mendenhall Glacier started retreating in the mid-1700s because its annual rate of melt began to exceed its annual total accumulation. The icefield's snowfall perpetually creates new glacial ice for Mendenhall Glacier and this ice takes 200-250 years to travel from the Juneau Icefield to Mendenhall Lake. Water depth at the glacier's terminus is 220 feet. At this rate, the glacier would take several centuries to completely disappear. For Mendenhall Glacier to advance, the icefield's snowfall needs to increase, the glacier's rate of melt needs to decrease, or both.


What happens after the glacier retreats? - As Mendenhall Glacier retreats and uncovers bare rock, the wind carries seeds and moss spores onto barren land. Alder, willow, and cottonwood tree seeds systematically grow in deglaciated landscapes. Low-nutrient glacier debris depends on flowering lupine and alder to fix nitrogen in the

soil. All species add organic matter to the soil as they are overtopped and shaded out by other species. Spruce and hemlock ultimately rise to close the forest canopy, eventually creating an old growth forest. Encompassing almost 350 years, this sequence of plant succession provides habitat for an increasing number of plants and animal species.

What evidence do glaciers leave behind? - The base of Mendenhall Glacier works like a giant piece of sandpaper. As the ice flows towards Mendenhall Lake, the glacier picks up rocks that become imbedded in the ice from the valley floor. The glacier scrapes these rocks across the bedrock creating grooves and striations. The glacier's erosive power changes the landscape and scrapes much of the soil and rock from the valley walls. Rocks scoured from the surrounding valley walls can fall on to the glacier and be transported down valley. This process can create dark debris lines called moraines on the edges and, where two glacier branches come together, down the center of the glacier. As the glacier continues its path towards Mendenhall Lake, it carries debris like a conveyor belt and deposits it in the lake. As it moves the glacier also grinds up rock to a fine powder called rock flour silt that escapes with glacial melt water and creates the lake's murky color.

Remember, “climate-change” and “global warming” are two different topics that can both become political and personal to guests very quickly. Do not use this as an opportunity to express political beliefs or opinions. While the causes of a changing environment and climate are still not concretely proven, climate change is a very real thing that we see daily in Southeast Alaska. Once upon a time, the lake was under hundreds of feet of ice. The rounded hills, secession of lakes without a connecting river and extreme topography of the land around the lake are the evidence to support this claim. Obviously, great change has occurred to the location over the years, and those changes are continuing.

If you sense that the discussion is becoming heated or has the potential to generate conflict between you or your guests, quickly steer the discussion in



another direction. When discussing climate change issues with guests, please keep the following guidelines mind:

- ✓ Know what you are talking about and stick to the facts.
- ✓ Cite your sources.
- ✓ Don't mix science and politics.
- ✓ Share what we do as a company to minimize our environmental impact (refer to our Environmental Sustainability Policy).

It is important that all of us consider how we can mitigate climate change in our own lives and

businesses. Climate Change Mitigation refers to efforts to reduce or prevent emission of greenhouse gases. Mitigation can mean using new technologies and renewable energies, making older equipment more energy efficient, or changing management practices or consumer behavior. All these tools are utilized by Alaska Travel Adventures in the operation of our vehicles, offices, and tours, and are summarized in our Environmental Sustainability and Climate Change Policy, which can be viewed at our website.



Employee Conduct

Learning Objectives

- ✓ Become informed about ATA Employee Conduct Policies
- ✓ Identify areas of compliance and ensure naturalist conduct meets standards.
- ✓ Provide guidelines for the use of ATA vehicles.
- ✓ Provide guidelines for accepting gratuities and complimentary tours.
- ✓ Ensure cohesive and cooperative working environment.

Introduction

Alaska Travel Adventures has a team of over 250 seasonal workers across our operations in Southeast Alaska and Anchorage. Employee conduct is critical to providing excellent customer and employee experiences in all ATA locations. As an employee your behaviors are crucial to providing a safe and respectful work environment in which all employees can thrive, and our operations are successful. The Employee Conduct policies in this manual apply to ALL seasonal workers, regardless of position or experience. *Our Full ATA Employee Conduct Policy is in the Employee Handbook, which must be read, and acknowledged by signature by every ATA employee.*

Dress & Appearance

It is important Whale Watching Adventures Staff be distinguished from clients and look professional, organized, and clean. Every effort has been made to select items of clothing that are functional, practical, appropriate, and affordable. Each employee, regardless of position, will be expected to follow this policy. The following is the **ATA Uniform & Grooming Standard**:

- ✓ **Grooming.** Hair must be kept neat and in a conservative manner.
- ✓ **Piercings.** No piercings are acceptable other than two lobe earrings.
- ✓ **Jewelry.** Approved jewelry includes wedding rings and a watch. No other jewelry is permitted.
- ✓ **Tattoos.** All Tattoos shall be covered.

Uniform

The following is a list of approved Alaska Travel Adventures uniform items, and conditions regarding these items. No Substitutions are permitted.

Captains Uniform

- ✓ Black Pants
- ✓ Black Shoes
- ✓ White Captain's Shirt w/lapel**
- ✓ Captain Hat**

Naturalist uniform

- ✓ Black ATA Baseball Hat*
- ✓ Red ATA Jacket**
- ✓ Red ATA Polo Shirt (2)*
- ✓ Black Pants
- ✓ Black Shoes

Uniform items with a (**) are issued to the employee by Alaska Travel Adventures. These items are required to be returned in good condition at the end of the season. Uniform items with a (*) are issues to the employee and do not need to be returned at the end of the season. All uniforms will be issued to the employee at the front office using the ATAapp. Employees will be charged the replacement cost of the item if they do not return items that 'Must be Returned' in good condition at the end of the season.

Drug & Alcohol Policy

Alaska Travel Adventures is committed to a drug-free environment. Our full Drug & Alcohol policy is covered in the Employee Handbook. Juneau personnel are operating on United States Coast Guard approved vessels. USCG and US Department of Transportation regulations are applicable to these vessels and prohibit the use, sale, distribution, manufacture, or possession of illegal drugs. They also prohibit the use of Marijuana, which is legal in the State of Alaska. To facilitate enforcement of the provisions of this policy, this company will use every legal means to deter and/or detect violations including, but not limited to, urine, breath, or blood testing of Captains, Crewmembers, Naturalists, and

independent contractors as required by DOT and USCG under the following circumstances:

- ✓ **Pre-employment.** A condition of hiring a new employee is the passing of a pre-employment drug test.
- ✓ **Reasonable Suspicion.** In situations where the employer is aware of facts that would lead him/her to suspect the drug policy has been violated, a drug test will be conducted.
- ✓ **Post Incident.** In case of a "serious marine incident" as defined in 46 CFR Part 4, the employer must determine who shall be tested.
- ✓ **Random.** Any time during an employee's work schedule, he/she is subject to an unannounced random test for the illegal use of drugs.
- ✓ **Periodic.** As required upon license renewal, usually exempt as in 46 CFR Part 16.220.
- ✓ **Return to Duty.** An employee who tests positive may be terminated by the employer, or alternatively, if directed to counseling or rehabilitation, as a condition of continued employment, must submit to unannounced drug tests for a specified period.

Our company supports the necessity for maintaining a Drug-Free Policy and pledges to abide by the provisions of this document and DOT/Coast Guard drug and alcohol testing rules. This company will take appropriate disciplinary action, including the possibility of termination of employment and/or services as well as possible suspension of United States Coast Guard license and/or merchant Mariner Document, and legal prosecution, for violations of this policy. We understand that The Maritime Consortium, Inc., is also required to notify the U.S. Coast Guard in the case of any positive tests. We further recognize that chemical dependencies are a personal concern for many individuals and accordingly encourage drug abusers to immediately seek professional help such as is available through the confidential services of an Employee Assistance Program (EAP).

Gratuities & Comp Tours

There are many benefits to working for Alaska Travel Adventures. These benefits include working with amazing people, working, and living in the one of the world's most beautiful places and fun activities we offer as a team. In addition to competitive pay, naturalists may earn gratuities, invitations aboard cruise ships, discounted tours and tours we will take as a team.

Gratuities

Tips can and may be a significant supplement to your income. They are an indicator of the quality of your tour delivery. "Tip Jars" or any other soliciting for tips or other gratuities will not be condoned or tolerated. Alaska Travel Adventures does not have a company policy for dividing tips between Captains, Naturalists & Support Staff. Determining any system for dividing tips is between the employees working the tour. The company does not, nor is it required to, report your tips to the Internal Revenue Service. You are required by law to claim your tips as income.

Invitations Aboard Cruise Ships

If you are invited by a client, cruise ship personnel or one of the suppliers to have dinner or drinks aboard a cruise ship, you must get approval from the Director of Operations. Do not wear your work uniform. Slacks, socks, shined shoes, and a pressed shirt or a skirt and blouse are minimum requirements aboard ships.

Comp'd & Discounted Tours

If you are offered a complimentary or discounted product by a local merchant, tour operator, or transportation carrier, you must check with the Director of Opet prior to accepting. Products and services at free or discounted rates are not to be solicited, it may jeopardize the company's ability to arrange them for a larger staff outing.

Crew Tours & Rates

We often arrange with other companies for their crew to take part in ATA tours at discounted rates. Any crew tours and discounted rates for ATA tours must be approved by the Captain/Manager. Do not promise any discounted rates to friends, peers, companies, or Shore Excursions staff. If a request is being made of you by another organization, please direct the request to the Director of Operations.

ATA Personnel

Chapter 1

Job Descriptions

Roles

Responsibilities

Team Approach





The Crew

Learning Objectives

- ✓ Develop understanding of ATA’s “All Hands On Deck” Philosophy
- ✓ Develop understanding of each staff member’s role on the team
- ✓ Develop understanding and take ownership of your role and responsibility.
- ✓ Discover how we can succeed as an operation.

Introduction

Working in Alaska can be a dream come true for seasonal workers and full-time employees alike. As an ATA Juneau staff member, you are part of a team that works together to service over 100,000 customers each season. While each member of our team has a specific role to fill, ATA is an “all hands-on deck” operation in which no task is too small for any member of our team. The job descriptions listed in this section outline the responsibilities of each position so that field staff understand their primary responsibilities as well as understand how our Juneau team functions.

Captain/Operations Manager

Under the direction of the President and Vice President, the Captain/Manager assumes overall responsibility for all facets of the Alaska Travel Adventure’s whale watching operation in Juneau. The Captain/Manager is a working operator, the Senior Captain, provides the primary leadership for the success of ATA’s tour products. Duties include but are not limited to the following:

Leadership. Works under ATA Leadership to drive value and exceptional experiences for our customers; cultivates a positive work culture and seasonal experience for employees by leading, inspiring and supervising, mentoring, and developing staff; and maintains a climate that attracts and retains quality personnel. The captain leads and develops team of Captains and Naturalists by maintaining core values.

Risk Management - Provides leadership to the Juneau team to ensure compliance of ATA policies and procedures; and develops and implements safety policies and procedures, as well as reporting, evaluation, and follow-up.

Tour Delivery - Maintains a high level of performance and a current 25 ton USCG license applicable for the operation of the vessel; passes all drug tests required by the USCG consortium, consisting of a pre-hire test and random drug tests administered throughout the season; operates inflatables in a professional, legal and safe manner, making sure they are properly equipped; maintains and repairs any equipment necessary for the operation of the tour; serves as an example to other staff in delivering tour products at a high level; works in conjunction with the Lead Naturalist deliver quality training of naturalists and related field staff; works with the Lead Naturalist in auditing naturalists' tour narrative and presentation and participate in employee evaluation sessions; evaluates all field staff for compliance and or meritorious service; monitors and adjusts tour logistics and staging; and monitors program safety and inform the Vice President of any unsafe or potentially unsafe conditions or procedures.

Operations - Supervises, directly and indirectly, all whale watching staff to ensure compliance with all permit requirements, federal, state and local laws and any marine or land use requirements; maintains a positive relationship with state and local authorities, and ensure compliance with our special use permit; leads Operations Team to ensure vessels are in standard working order, are clean and organized at all times to perform work; and works in conjunction with the Juneau team to ensure capital equipment is properly maintained and tour ready.

Administrative Tasks - Oversees employees performing financial/administrative duties such as approving scheduling and timesheets, and properly coding expenses.

Community & Business Development - Maintains a positive relationship with Statter Harbor personnel and other tour operators, confirming the quality of our tour products and a high level of

customer service; and actively participates and positively represents Alaska Travel Adventures in the community of Juneau.

Customer Service - Works as part of the leadership team to ensure delivery of excellent tours and customer service; maintains a high level of appreciation for guest satisfaction and assist in the day-to-day management of service recovery processes; assists in resolving Lost and Found and Guest Incidents and responding to various forms of customer feedback (Comment Cards, Trip Advisor, Princess Tour Ratings, etc.); communicates in a timely manner with the Field Operations Supervisor and Dock Operations Supervisor of all passenger related issues; and complies with the company dress and appearance policy (this includes wearing and maintaining in a clean and neat condition the required uniform and equipment)

Ancillary Sales - Works to with staff to display and actively sell ancillary products including t-shirts and stickers; and assists Field Operations Supervisor to ensure compliance and timely reporting of the merchandise sales plan.

Whale Watching Captain

Under the direction of the Captain/Manager, a Whale Watching Captain assumes overall responsibility for the safe and enjoyable operation of an ATA whale watching vessel. Duties include, but are not limited to the following:

Leadership. Works under ATA Leadership to drive value and exceptional experiences for our customers; cultivates a positive work culture and seasonal experience for employees by leading, inspiring and supervising, mentoring, and developing staff; and maintains a climate that attracts and retains quality personnel.

Risk Management - Manage risk and ensures compliance with ATA policies and procedures.

Tour Delivery - Maintains a high level of performance and a current 25 ton USCG license applicable for the operation of the vessel; passes all drug tests required by the USCG consortium, consisting of a pre-hire test and random drug tests administered throughout the season; operates

vessel in a professional, legal and safe manner, making sure they are properly equipped; maintains and repairs any equipment necessary for the operation of the tour; serves as an example to other staff in delivering tour products at a high level; and monitors program safety and informs the Lead Captain of any unsafe or potentially unsafe conditions or procedures.

Operations - Works in conjunction with the Juneau whale watching team to ensure capital equipment is properly maintained and tour ready.

Customer Service - Works as part of the whale watching team to ensure delivery of excellent tours and customer service; maintains a high level of appreciation for guest satisfaction and assist in the day-to-day management of service recovery processes; assists in resolving Lost and Found and Guest Incidents and responding to various forms of customer feedback (Comment Cards, Trip Advisor, Princess Tour Ratings, etc.); communicates in a timely manner with the Lead Captain of all passenger related issues; and complies with the company dress and appearance policy (this includes wearing and maintaining in a clean and neat condition the required uniform and equipment)

Ancillary Sales - Works to with staff to display and actively sell ancillary products including t-shirts and stickers; and assists Field Operations Supervisor to ensure compliance and timely reporting of the merchandise sales plan.

Lead Naturalist

Under the direction of the Captain/Manager the Lead Naturalist is responsible for tour quality and the overall efficiency of Whale Watching Tours. The Lead Naturalist is a working naturalist who has leadership responsibilities.

Culture - Works as part of the leadership team to cultivate a positive working environment and amazing seasonal experience for whale watching employees; assists the Captain/manager in planning and delivering employee experiences; leads naturalist staff by maintaining core values; works as part of the leadership team to ensure compliance of ATA policies and procedures by field staff.

Customer Service - Works as part of the leadership team to ensure delivery of excellent tours and customer service; maintain a high level of appreciation for guest satisfaction and assist in the day-to-day management of service recovery processes; assist in resolving Lost and Found and Guest Incidents and responding to various forms of customer feedback (Comment Cards, TripAdvisor, Princess Tour Ratings, etc.). Communicates in a timely manner to the Lead Captain of all passenger related issues; and complies with the company dress and appearance policy (this includes wearing and maintaining in a clean and neat condition the required uniform and equipment.)

Tour Delivery - Serves as an example to other naturalists in delivering tour products at a high level; works in conjunction with the Captain/Manager to deliver quality training of naturalists and related field staff; assists the Captain/Manager in auditing naturalists' tour narrative and presentation and participate in employee evaluation sessions; evaluates all field staff for compliance and or meritorious service; monitors and adjust tour logistics and staging; and monitors program safety and informs the Captain/manager of any unsafe or potentially unsafe conditions or procedures

Field Operations - Assists Captain/Manager to maintain a positive relationship with the local authorities, and ensure compliance with our permits; assists Captain/Manager to ensure compliance with all permit requirements, federal, state and local laws, and any marine or land use requirements; assists Captain/Manager to ensure and maintain a positive relationship with Juneau Ports & Harbors; assists the Captain/Manager in ensuring storage unit and storage yard is kept in standard working order and work area is clean and organized at all times; assists the Captain/Manager in ensuring the float house is in standard working order and area is clean and organized at all times; performs trail maintenance & repair; performs maintenance, repair and servicing of equipment; ensures that equipment and supplies are available in sufficient quantities for the field staff to perform its designated tasks; ensure a high level of sanitary practices and general hygiene.

Administrative - Assists Captain/Manager in staff scheduling and vetting of timesheets.

Ancillary Sales - Works with staff to display and actively sell ancillary products including t-shirts and stickers; assists Captain/Manager to ensure compliance and timely reporting of the merchandise sales plan.

Naturalist / Deckhand

Under the direction of the captain and Lead Naturalist, the Deckhand is ultimately responsible for the delivery of an enjoyable adventure experience. Duties include, but are not limited, to the following:

Culture - Maintains core values and is a positive and contributing member to organizational excellence.

Customer Service - Works as part of a team to ensure delivery of excellent tours and customer service; maintains a high level of appreciation for guest satisfaction; and communicates in a timely manner to the captain of all passenger related issues.

Tour Delivery - Complies with all ATA policies and procedures; participate in all relevant training exercises to be fully prepared to offer top quality tours; loads and unloads the necessary equipment for delivery of the tour; outfits customers efficiently, maintaining positive customer service throughout the process; instructs riding in the vessel in a safe manner; assists passengers with supplied personal equipment and with loading and unloading and; delivers of emergency first aid treatment as required.

Field Operations - Helps maintain the vessel, always keeping clean and neat; cleans and maintains equipment and facilities; repairs equipment; monitors program safety and informs the captain of any unsafe or potentially unsafe conditions or procedures; and ensures compliance with permit requirements, federal, state and local laws, and any marine or land use requirements.

Ancillary Sales - Actively sell ancillary products including t-shirts and stickers.

Tour Procedures



Chapter 1

Pre-Tour Procedure

Chapter 2

Tour Procedure

Chapter 3

Post-Tour Procedure



Pre-Tour Procedures

Learning Objectives

- ✓ Gain understanding of tasks which need to be completed before passengers arrive.
- ✓ Take ownership in the “all hands-on deck” approach of Alaska Travel Adventures
- ✓ Learn role and responsibilities to conduct efficient pre-tour operations.
- ✓ Ensure compliance with operating permits.

Introduction

Providing a high-quality tour is the goal of ATA. This can be done with the cooperation of the staff and crew. To maintain consistency in the quality of the tour, the following is a list of procedures that are to be followed pre-tour.

Arrival Times & Timekeeping

It is crucial to arrive at Statter Harbor on time. All staff members shall arrive a few minutes before the start of their shift to clock in and be ready to work at the time they are scheduled. It is important that all members of the team arrive on time as every member has a job to do and the team must work efficiently to complete all tasks on time.

Captains and Deckhands will be scheduled to arrive at Statter Harbor approximately 1 hour prior to the

start of the first tour. This timing is historically accurate and give field staff ample time to be able to complete all pre-tour procedures.

All staff must record their start time using the ATA app. All employees must complete all timekeeping steps including clocking in, clocking out, completing, and approving their shift by the end of the day.

Pre-Tour Workflow Overview

Listed below is an overview of the workflow for the start of each day of operations. The Juneau team works together to accomplish all pre-tour tasks in

an efficient manner. Each of these items is covered in detail in this chapter.

Pre-Tour Workflow

1. All Employees Clock-in for Work
2. Captain & Deckhand - Prepare vessel, completing Pre-Trip Vessel Inspection using the ATAapp.
3. Pre-Tour Briefing

Vessel Preparation

The Captain and Deckhand are scheduled to arrive 1 hour prior to the first tour time on their daily schedule. Upon arrival, the operator and deckhand shall complete the Pre-Tour Vessel Inspection in the ATAapp. The checklist (also located in Appendix C of this manual) includes the following:

- First, inspect all below deck voids for water or fluid leaks.
- Check fluid levels (engine oil, coolant, and jet hydraulic) and add fluids as needed.
- Check fire extinguishers and fire suppression system.
- Inspect and clean sea strainers if needed.
- Make certain raw water valves are OPEN.
- Check fuel levels, freshwater tank level and black water tank level.
- Start engines to warm up (check log to see if boat was fueled on previous day)
- Test Buckets & Steering
- Visually inspect the vessel for cleanliness and rectify any deficiencies.
- Inspect & Check the head for proper function. Make sure it is clean and stocked.
- Turn on and check operation of VHF radios and listen to weather report. (WX1)
- Check battery charge on the handheld radio and set channels on the permanently mounted radios to 16 and 66
- Turn on and check Navigation Equipment
- Turn on and check Audio/PA
- Certain emergency equipment is kept onboard under the leftmost forwardmost passenger seat. This includes a complete USCG compliant first aid kit, emergency signaling devices and

appropriate paper charts for the area of operation.

- Be certain that the vessel binder is on the back of the helm chair and the COI is visible.
- Each vessel will carry all required U.S. Coast Guard equipment. Equipment list must be checked daily.

Equipment List:

- Life Ring (2)
- Boat Hook
- B II Fire Extinguisher (3)
- Adult Life Jackets (50)
- Child Life Jackets (12)
- Manual Bailing Device
- VHF Radios (3)

Daily Briefing

After the vessels have been inspected the captains and deckhands will meet briefly to discuss the logistics of the day. Items that need to be covered during the briefing are as follows:

- ✓ Daily Logistics & Whale Sheet
- ✓ Tidal Information - High & Low Water Timings for the day.
- ✓ Any questions or concerns by staff.
- ✓ Any personnel changes that will happen due to work shifts.

Whale Sheet & Communication

The ATAapp's Whale Sheet lists all departures for the day, the number of guests expected, the bus number and driver who is assigned to the tour. Whale watching staff are responsible for checking the sheet during the day to stay aware of updates to counts, drivers and bus numbers.

Tour Procedures

Learning Objectives

- ✓ Gain understanding of all tasks to be completed during the tour.
- ✓ Take ownership in the “all-hands-on-deck” approach of Alaska Travel Adventures.
- ✓ Learn roles and responsibilities to conduct efficient tour operations.
- ✓ Develop customer service centered approach to delivering tours.
- ✓ Engrain a safety-first mindset which is in alignment with ATA Safety Culture
- ✓ Ensure compliance with NOAA and Wildlife Viewing Policy

Introduction

The tour experience starts as passengers disembark from their bus and are met by an ATA Naturalist. The passenger(s) shall understand our tour will be high quality experience from the moment they are engaged by ATA personnel. During a tour in which vessels are used, ATA strives to provide a safe and enjoyable experience for all passengers.

Communication with the Docks

When a tour departs from downtown, the dock representatives sending the tour will send a text message to the whale watching group. This text will include the name of the ship, the guest count, bus number and time of departure from the dock. Multiple ships and tours are combined on whale watching departures so team members should

expect to get multiple updates per departure. Whale team members will check the whale sheet to confirm that the information received is correct. Whale team members will query the dock representative if there are any discrepancies between the Whale Sheet and the information sent by text message.

Meeting the Guests

When guests arrive, it is imperative that you are prepared to give them 100% of your attention. It is your responsibility to greet the passengers at the top of the ramp when their busses arrive. Welcome them and gather them closely together so they will not get confused and walk off with another tour company. Get them excited about their adventure.

Always remind them that there is a bathroom on the vessel to encourage them not to spend too much of the tour time using the portable toilets at the marina. Once everyone is ready, lead them down to the vessel, where the captain will greet them and assist with getting everyone on board. Always offer help to passengers who may be in a wheelchair or assisted walking device. Do your best to make sure the tours depart on time but keep a level head as the situation at the marina can get chaotic. Many tour busses arrive at the same time. When you have all guests seated aboard the vessel, do a headcount twice to ensure all scheduled guests are accounted for and give this number the captain.

Loading & Unloading

The Marine Operator will provide a brief welcome and introduction, and then load the clients onto the vessel in a safe and orderly manner with the Deckhand's assistance. Once the clients are loaded, check for stray clients and any personal articles that may have been inadvertently left on the dock. Once the operator ensures that all clients have been loaded and equipment is stowed properly, the deckhand will assist with untying the vessel. Always follow these procedures when loading and unloading guests:

- ✓ Make sure that the vessel is secured tight to the dock prior to loading/unloading passengers.
- ✓ Crewmembers will assist each passenger on and off the vessel. At least one crewmember must always be at the loading gate to assist passengers onto the boat from the dock in a safe and orderly manner.
- ✓ Offer a hand or arm to assist with the transition from the dock to the vessel. If the customer does not take your hand or arm, hold their arm and assist them on/off the vessel.
- ✓ Once passengers are on the vessel, advise them to watch their step as they enter the door.

Pre-Trip Safety Announcement

Passenger Safety Orientations (PSO) are given through the vessel's public address system at the onset of the trip. The PSO must include instructions on the following topics:

- ✓ The location of emergency exits, life jackets, life jacket donning instruction placard, emergency instructions placard, fire extinguishers, life raft embarkation area, and life rings.
- ✓ Passengers should always follow the instructions of the crew.
- ✓ Passengers will remain seated while the vessel is underway and that the captain will make an announcement when it is safe for passengers to move about the cabin and exterior viewing deck.
- ✓ At no time will passengers be allowed on the bow deck of the vessel, unless instructed by crew during an emergency.
- ✓ Smoking is not allowed on the vessel.

Foul Weather & Rough Seas

The following procedures apply when there is foul weather and/or rough seas:

- ✓ Make sure All weather tight doors, hatches & vents closed to prevent taking on water. This does not include vents required for running machinery.
- ✓ Keep bilge's dry to prevent loss of stability.
- ✓ All passengers and crew wear life preservers in conditions of very rough seas, or if about to cross a bar under hazardous conditions.
- ✓ If you are in perilous danger, notify Coast Guard and nearby vessels of your status.

RESCUE – Fire Onboard

Although a fire on board the vessel seems unlikely, it is possible. The best way to reduce the danger is to hold the required monthly practice drills. ATA may hold unannounced drills. The following is a list of actions to be taken in case of such an emergency:

1. Sound the alarm or alert passengers to fire. Have them don life preservers.
2. Maneuver vessel so wind doesn't spread fire.
3. Shut off air supply to fire by closing hatches, doors, and vents where feasible. Shut off fuel supply if the fire is in a machine space.
4. Discharge fixed fire system in closed unmanned spaces as appropriate.
5. Gather portable extinguishers and discharge at base of fire.
6. Notify Coast Guard and nearby vessels of your status.

7. If fire cannot be contained, prepare to abandon ship.

RESCUE – Abandoning Vessel

Only in a dire emergency shall the vessel be abandoned. If, at all possible, try and remain aboard the vessel. In situations where people are in danger by remaining onboard abandoning ship may be the only option. The following is a list of directions to follow shall the need arise:

1. The Operator shall inform the Coast Guard of the situation and give all pertinent information. If possible, radio another zodiac operator and/or trip manager to appraise them of the situation. Radio other boats on channel 16 for assistance.
2. Calmly inform everyone to check that their lifejackets are secure.
3. Move passengers to the safest and most convenient exit.
4. Other inflatables in the area shall remain in the area and follow any directions the manager may have. Inflatables will be used as life rafts.
5. In most conditions the operator shall be last off the vessel.
6. Before exiting, a sweep needs to be made of the vessel for remaining people.

RESCUE – Person Overboard

The following is a list of directions to be followed during a man overboard situation:

1. Immediately yell man overboard and point toward the person in the water. Maintain directional contact with the person.
2. Have another person toss a flotation device to the person in the water.
3. As the vessel turns around maintain visual contact with the person in water.
4. Only as a last resort shall another person enter the water. If necessary, the person shall be attached to the vessel by a lifeline or throw ring.
5. Keep the person away from the propellers. (Put vessel into neutral or if necessary, turn off engines).
6. Pull the person aboard and perform the necessary first aid.

7. If available, another inflatable might be of assistance in this type of situation. Maintain contact with them.
8. Contact the manager so that the Coast Guard, EMTs and ship personnel can be notified.

RESCUE -Grounding or Flooding

The following is a list of directions to be followed in the case of a grounding or flooding:

1. Don life preservers
2. Ascertain damage.
3. Notify Coast Guard and nearby vessels of your status.
4. If flooding, do not move vessel. Attempt to stop or control flooding.
5. If it is a small hole, try to plug it with an object.
6. If it is a large hole you may try to slow the flooding by putting a blanket, cushion, or other object on the outside and let the water pressure plug it up.
7. If not flooding, ascertain damage and, if possible, slowly return to port.
8. If the vessel is sinking, prepare to abandon ship.

Mechanical Failure / Loss of Power

The following is a list of directions to be followed in the case of a grounding or flooding:

1. Determine if vessel is in imminent danger due to grounding, rough weather, or fire.
2. Notify Coast Guard and nearby vessels of your status.
3. Don life preservers.
4. Deploy anchor if necessary.
5. Repair problem or request tow back to port

Medical Emergencies

The following is a list of directions to be followed in the case of a grounding or flooding:

1. Determine if vessel is in imminent danger due to grounding, rough weather, or fire.
2. Notify Coast Guard and nearby vessels of your status.
3. Don life preservers.
4. Deploy anchor if necessary.



Post-Tour Procedures

Learning Objectives

- ✓ Gain understanding of tasks which need to be completed to ensure equipment is properly cared for and maintained.
- ✓ Identify High Risk Areas
- ✓ Become Aware of ATA Tour Policy
- ✓ Engrain a Proactive Approach to Safety

Introduction

It is important to follow post-tour procedures to comply with our operating permit, manage company resources and preserve company equipment. Following post tour procedures will aid in preparing properly for the next day's tours.

Vessel Shut Down

It is the Marine Operator's responsibility to ensure the vessel is properly stowed for the night and ready for the next day's operations. The vessel shall be fueled and sprayed down daily. It is imperative that all issues be address in an expedient manner so that tours do not have to be cancelled due to mechanical issues with the vessels.

PM Shutdown for Sea Star, North Star and Majestic Star: Complete the following Shut-Down Procedures in the ATAapp.

- Spray Down Vessel
- Fuel Vessel (Note: Log Fueling in Logbook)
- Freshwater Engine Flush
- Turn Off Batteries
- Report / Handle any Mechanical Issues
- Notate what items were used if Emergency Box was opened.

Tour Reports

Deckhands will fill out Tour Report for each departure. Tour reports will be completed in the ATAapp.

Clock Out

All hourly wage employees shall clock out each day. Employees shall clock out at the time they are scheduled as the schedule allows ample time to perform post-tour tasks. The ATAapp's "Clock Out" process involves three steps:

1. Clock Out of your shift and declare any breaks.
2. Complete Your Shift
3. Approve Your Shift.

It is the employee's responsibility to consistently clock in and clock out on time, complete, and approve their shift each day. Managers can make corrections, but consistent errors will not be tolerated and will be considered for the employee's bonus evaluation.

Narratives



Chapter 1

Whale Watching Narrative



Whale Watching Tours

Learning Objectives

- ✓ Gain a general understanding of information to be presented on tour.
- ✓ Give sample narratives which can be expanded as knowledge expands.
- ✓ Ensure consistency in naturalist staff's tour narrative and delivery.

Introduction

Narration is an important part of the tour experience. Passengers disembarking from cruise ships have a 10,000-foot view of Alaska. Our tours give them the opportunity to *experience* Alaska “up close” and you as a naturalist or Marine Operator bring that experience alive. A good narrative will include a varied, interesting, and entertaining presentation about humpback whales, orcas, Dall's and harbor porpoise, stellar sea lions, harbor seals, bald eagles, and other birds. Developing a quality narrative presentation is an ongoing process, and the following outline will assist you in getting started.

The information in the ‘Ecosystem’ section of this manual is a great starting point for information on topics you may cover. Our focus on the tour is the marine wildlife so pay special attention to the Fauna chapter of that section. You can also do research on your own but any information that you intend to add to the narrative (beyond what is provided in this

manual) shall be submitted for approval by the Captain/Operations Manager.

Aboard the Vessel

The captain will give the safety briefing as you exit the harbor, but after that the presentation is the naturalist's responsibility. The captain may wish to give brief narrations at points throughout the tour; you should always work with your assigned captain to ensure a seamless back-and-forth flow. The tour is a partnership and should always give that impression.

It is not intended that naturalists memorize a canned presentation. We encourage you to put your

own spin and personality into your narratives, but we do expect you to know enough about the topics to speak intelligently about them and provide enough dialogue to create an atmosphere of camaraderie within the group. Conversation should be casual and free flowing. Do not burden the passengers with a lecture but respond to questions and lulls in the conversation. If the clients are talking among themselves, let them. Don't be afraid to ask questions of the clients; get them talking about themselves.

Your goal is to educate and entertain. The passengers should ideally learn a lot without realizing it; they should leave feeling like they had a wonderful time. You must stay engaged with them during the entire tour as much as possible. You will need to be able to talk about things as you see them and fill in gaps while the captain is traveling from one group of whales to the next. If there aren't many whales around, you'll want to be able to confidently discuss a variety of other topics to keep guests engaged.

Point out where you are going as you go there. Most of the time, we head north into either Favorite Channel (on the east side of Shelter Island) or Saginaw Channel (on the west). Point out the NOAA building and explain their role in scientific research and conservation of our humpback whales. This is a good time to discuss our whale viewing guidelines, so the guests understand our limitations and that the safety and comfort of the whales comes first.

You may also point out Admiralty Island and the Point Retreat Lighthouse and talk a little about each. You should also point out some basic facts about our glaciers and how they influence our ecosystem. The captain will very often stop at the buoy, Little Island or Benjamin Island to view stellar sea lions, so you should be able to talk about those as well. But most of your narrative should focus on our humpbacks, as that is the only species we are guaranteed to see. If orcas are sighted or known to be present in the area, talk about them only if you know the guests will be able to see them. Of course, if the guests want to hear about orcas or any other specific topics, do talk

about them. When watching whales, it's best to pause your narration so guests can enjoy them without distraction. Circulate among the guests so they can ask you questions if they wish; otherwise, stand back and let them enjoy the whales.

Remember, many guests have been waiting years to see a wild humpback, sea lion or even just an eagle. You must maintain enthusiasm for what you are viewing no matter how many times you've seen it before. It's important to respect the reverence of seeing these majestic animals in their natural habitat. Guests will look to you to know how to react; if you are enthusiastic, they will be too. Throughout the tour, check floors for garbage and monitor the cleanliness and condition of the marine head.

If you notice a potential mechanical problem, calmly and quietly inform the captain. They will decide when and if to inform the guests of any issues that might cut the tour short.

During slow times or lulls in the conversation other topics can be discussed. These may include other ports and ATA Tours, the customers' experiences on the ship, how you came to be working in Alaska for the season and general differences between living in Juneau and the lower 48. Please remember to be positive and professional in your conversation.

Tour Wrap-Up

On the way back to the harbor, feel free to give guests recommendations of restaurants, shops, and other activities for them to enjoy in Juneau. However, it's crucial to "read the room." If your guests are busy chatting, sharing photos and videos, or taking a nap, let them know that they should simply enjoy the journey back to the harbor and you are always available for questions. Leave yourself ample time to prepare the vessel for docking.

Once the captain has safely docked the vessel, you will escort the guests back up to the bus. Thank them for joining you and wish them happy travels on the rest of their trip. Make sure the bus driver has accounted for everyone before greeting your next tour or returning to the vessel.

Ecosystem



Chapter 1

Intertidal Zone &
Species

Chapter 2

Fauna

Intertidal Zone & Species

Learning Objectives

- ✓ Build field staff's depth of knowledge in content areas they will be delivering
- ✓ Understand how natural phenomena have affected Juneau and the surrounding area.
- ✓ Gain an understanding of the various flora and fauna of Juneau.

Intertidal Zone *(Sources: 1, 4 & 9)*

Intertidal areas may seem like rocky, sandy or muddy wastelands upon first glance; however, they teem with life large and small, complex and simple, colorful and camouflaged. Because of the biodiversity, the intertidal area is easier to understand when broken down into smaller sections, or zones.

Splash Zone - The “splash zone” is everything that is subjected to saltwater spray from incoming ocean currents and waves but rarely is submerged, even with the highest of tides.

Upper Intertidal Zone - The “upper tidal zone” is the top third an area affected by the tides. It encompasses areas that are mostly above water but does flood for a few hours each tide cycle. Some of the inhabitants of the area include barnacles, limpets, periwinkles, and lichens. This is the most

barren area in the intertidal zone due to the lack of water for marine creatures, and the high salt content, which keeps most land plants and animals from inhabiting the area.

Mid Intertidal Zone - The “mid-tidal zone” is an area that is submerged for the same amount of time that it is exposed during a tide cycle and is the best area to find tide pools. Some of the more common sea creatures you will find include hermit crabs, anemones, sea stars, mussels, chitons, and small fish called sculpin.

Lower Intertidal Zone - The “lower tidal zone” is everything that is submerged more often than not. The lower intertidal zone is the most obscure of all the intertidal zones as it is only visible at very low tides and for a short time. In this area you will find sea urchins, shrimp, crab, sponges, hydroids,

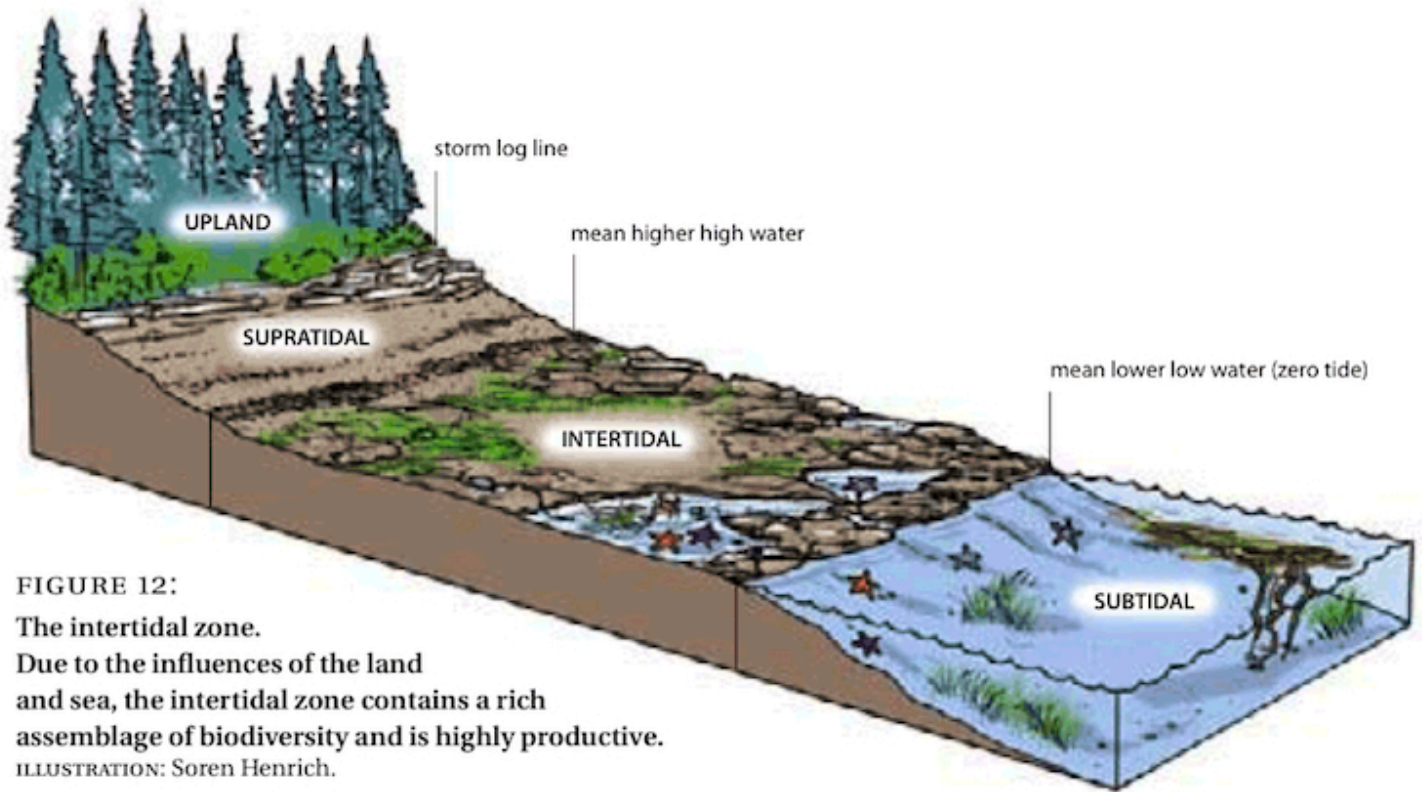


FIGURE 12:
The intertidal zone.
 Due to the influences of the land and sea, the intertidal zone contains a rich assemblage of biodiversity and is highly productive.
 ILLUSTRATION: Soren Henrich.

octopus, sea cucumbers, brittle stars and many types of fish in addition to all the marine life listed above. This is also where kelp will first start to grow. When you get the opportunity to take clients into this area warn them to watch their footing; the kelp can be very slippery.

Sub-Tidal Zone - Finally, the “sub tidal zone” is the area just beyond what is influenced by the tide.

Juneau experiences 20'+ tide swings routinely (on spring tides - near new and full moons), we also experience tide swings as low as 10' (on neap tides - near quarter phases of the moon). Therefore, the five zones of the intertidal area are not “hard and fast” nor clearly defined. They are simply generalities.

While there are hundreds upon hundreds of species that can be found in intertidal zones, below are a few selected species or families of species that will aid in educating our guests about these incredible areas. Since the biology of intertidal areas is so diverse, we'll take a “top-down” approach, starting first and foremost with the creatures and organisms one can find in the upper tidal zone. (Yeah, we're

ignoring the splash zone. There's not enough exposure to ocean water to harbor intertidal life and the salinity of the breaking waves kill any species reliant upon freshwater like trees, berry bushes and ground cover plants.)

Upper Tidal Zone Species

The upper tidal zone is typically dominated by rocks that are covered in acorn barnacles. Many gastropods can be found along the exposed rocks or in the tide pools left behind by the receding tide. Moving towards the mid-tidal zone, hermit crabs and chiton become easy to find.

Acorn Barnacle (*Balanus glandula*) -



Believe it or not, barnacles are in the same family of species as crabs and shrimp. They are arthropods, meaning they have jointed limbs and an exoskeleton that covers

the body like armor. Acorn barnacles have specialized legs that sweep through the sea catching

plankton for the animal to eat. Acorn Barnacles are typically white in color but can be an ashen or grey color as well. They are no larger than 3/4 of an inch in diameter and 3/8 of an inch tall

Gastropods



Plate Limpet (left) Ribbed Limpet (right)



Mudflat Snail (left) Channeled Dogwinkle (right)

The word gastropod means “stomach foot”, so anything in this family is defined by a “foot” that transports the animal via locomotion. Snails and limpets are the most common examples of gastropods found in the intertidal areas. While there are dozens upon dozens of subspecies that can be found, below are a few pictures of snails and limpets.

Chiton



Like snails and limpets, there are many subspecies of chiton in the intertidal areas around Juneau and Camp Coogan. Chiton,

regardless of size or color, all have a series of 8 plates that line their back. These plates, or valves, are bound by an outer girdle. Depending upon the subspecies, chiton can be incredibly bright and obvious or camouflaged in natural colors. The Lined Chiton (pictured: *Tonicella lineata*) is one of the most common and colorful

Mid-Tidal Zone Species

The mid-tidal zone can host all sorts of life. Upper tidal creatures can blend and merge and coexists with species found in lower zones, and curious creatures from the deep can rest in shallower areas as well. The Thatched barnacle can be found in the mid-tidal zone, as can the Pacific Blue Mussel. Eelgrass and Rockweed become common too.

Thatched Barnacle (*Semibalanus cariosus*) –



The Thatched barnacle is very similar in appearance to the Acorn barnacle, just larger (as seen in the photo to the left). They grow to be up to 2.5 inches tall and can

be 2 inches in diameter. They have the same color range as the Acorn barnacle but tend to be more of an off-white color rather than the milky-white color of their smaller relatives. The Thatched Barnacle is often found at lower sections of tidal areas than the Acorn Barnacle, but the two can commonly be found occupying the same area.

Pacific Blue Mussel (*Mytilus trossulus*) –



As its name implies, this mussel is predominately blue-black in color and may have some brown coloration as well. The Pacific Blue Mussel can grow to be 4.5 inches

long and has a distinct smooth shell. The animal feeds on plankton by filtering up to 3 liters of water through its gills per hour. This mussel was an important food source to many northwest cultures and can still be harvested today, however any and all shellfish harvested in the Juneau area shall be tested for Paralytic Shellfish Poisoning before being consumed. PSP is a common toxin in shellfish that forms when the “perfect cocktail” of various different algae accumulate within the species, making it unfit for human consumption.

Surf Grass (*Phyllospadix scouleri*)



Surf Grass and other types of eelgrasses (*Zostera* genus) inhabit rocky areas of coastline and provide important habitat for many invertebrates and small

fish. The plant also serves as a valuable food source for some oceanic life, and the Salish and Haida were known to eat the sweet flavored grass either raw or dried for winter consumption.

Rockweed (*Fucus gardneri*)



Rockweed with deflated receptacles can be seen on the left, while inflated receptacles are displayed on the right

Also known as bladder wrack, pop weed, popping wrack, Rockweed commonly anchors onto rocks in the mid-tidal zone, but can also be found washed up on the shoreline, marking previous high tide marks. The plant has yellow-green to olive/brown-green blades with a visible midrib. The swollen tips of the blades, or receptacles, contain the reproductive gametes of the plant. The receptacles shrink when the tides recede and squeezes the gametes out (gametes are male or female germ cells that can attach to the opposite gender and reproduce). When the tides come back in, the gametes pair and reproduce.

Lower Tidal Zone Species

The lower tidal zone features many of the “exciting” creatures that most people associate with intertidal areas. Things like sea stars, anemones, crabs, sea urchins, sea slugs, and much more call this area home.

Lower Tidal Zone - Anemones

Plumose & Giant Plumose

(*Metridium senile* and *Metridium giganteum*)



The Giant Plumose is seen in both its white and orange colorations on the left while a Plumose is resting just below the water in a tide pool at Bugge Beach.

These are the two main types of anemones that cover the dock pilings at Statter Harbor Marina. They’ve been noted to be especially fond of pilings but can also be seen anchored to steep rocks in the lower tidal zone. They can be white, yellow, orange, or a rusty color. The Plumose anemone is seldom larger than 4 inches tall and has less than 100 tentacles, while the Giant Plumose can be up to 40 inches long and often has over 200 tentacles. Two cool facts are that they can migrate, and that clones can grow from tissues that are left behind when the animal moves.

Moon Glow Anemone (*Anthopleura artemisia*)



Also known as the burrowing anemone, the Moon Glow is an incredibly vibrant anemone that can be any color of the rainbow is easily identifiable by the white bands that wrap around the animals’ tentacles. These bands give the anemone a radiant or “glowing” appearance. They can be up to 2 inches in diameter and are often found in tide pools or in sandy areas, and commonly have sand or bits of shell covering them. They become visible, though sparsely, at the mid-tide zone but are much more common in the

lower and sub-tidal zones. Can be observed as individual or in clusters.

Giant Green Anemone

(Anthopleura xanthogrammica)



This emerald green anemone gets its unique coloration due to microscopic green algae that live inside of the animal's tentacles. They grow

to be 12 inches in diameter and can be 12 inches. They reside in rocky areas of the lower tidal zone down to 50 feet below sea level. While the Giant Green Anemone can reach full size at age 14-15 months, they can live up to 30 years in captivity. The anemone can be seen in the photo to the left.

Lower Tidal Zone - Sea Stars

Sea stars are commonly found attached to rocks that are within a few feet of the water level at low tide. While Southeast Alaska is home to a wide array of these mostly carnivorous creatures, two species of stars are far more common and visible to our Camp Coogan naturalists. One is the Leather Sea Star, seen in the photo to the left stalking its favorite meal, the Giant Green Anemone. This photo was taken while the tides were at ebbing (receding) at 3 feet, with the anemone being about 8 feet below the waterline.

Leather Star (*Dermasterias imbricate*)



Also known as the Leatherback or the Garlic Star, Leather Stars get their two common names because the star itself feels like wet leather and has a

tendency to smell slightly like sulfur, or garlic. It ranges in color from grey and brown to orange and a rusty red, often in a mottled pattern. They reside in the lower tidal zones to depths of 500 feet below sea level and feed on various anemones and urchins.

Purple Star (*Pisaster ochraceus*)

Also known as the Common Star or the Pisaster Star, the star can be orange, yellow, white or brown (despite their name). Purple is by far the most



common color with orange being the second most common. They typically have 5 arms but can have anywhere from 4 to 7 limbs. They are easy to identify because

of their network of white calcareous plates that line and stiffen the body. Purple stars can be found from the mid-tidal zone down to 300 feet below sea level. Their diet consists of a lot of shellfish or bivalves, such as mussels, barnacles, snails and chiton.

Sub-Tidal Zone Species

The sub-tidal zone is an incredibly diverse and active area just beyond what is affected by the tides. Kelps, algae and other plants create homes for a wide array of life including small schools of fish who seek protection from larger predators. Many other species of oceanic fish or mammals, like the halibut, feed in these shallower waters. Since we discuss the various types of mammals and fish that may reside or feed in the sub-tidal zone in another section, we'll keep it simple and highlight two common and important plants

Bull Kelp (*Nereocystis luetkeana*)



Also known as Bullwhip Kelp, this amazing plant anchors itself to the rocky ocean floor with a small but strong holdfast that connects to the main, singular stipe that

can grow up to 118 feet on its own. At the end of the hollow stipe, or stalk, is a circular float that can be up to 7 inches in diameter. Elongated blades extend from the float for up to another 15 feet. Overall, this plant can grow to be over 130 feet in length. What even more amazing is that the entire thing is edible. The blades can be dried and consumed like any other type of kelp chip or crushed into salads. Dried seaweeds and kelps are high in iron, which is known to help remove radiation from the body, which could be especially useful after surviving chemotherapy for some individuals. The stipe can be pickled, cooked, or eaten raw. In addition to its edibility, Bull Kelp often grows in large thickets known as "kelp

forests” which provide habitats for various small fish, gastropods, and much, much more. When the plant is dislodged or detached from the holdfast, it floats to shore with incoming tides. Since the end of a stipe, float, and the start of the blades resemble a torso, head and hair, the kelp would be used to make dolls and other toys for children of all ages, across all time frames.

Small Perennial Kelp (*Macrocystis integrifolia*)



Also known, ironically, as the Giant Kelp) - With “macro” in the scientific name and “Giant” in its secondary common name, why this plant is known as the “small”

perennial kelp is slightly confusing and beyond me. Compared to the Bull Kelp which can grow to be well over 130 feet in length, this kelp could be considered “small”, maxing out at roughly 100 feet in length. It is a well branched, brown to olive-green plant that has numerous floats or air bladders per stipe with blades extending off of them. The Pacific Herring commonly lays its eggs on these blades and seek shelter within large clusters of the plant from other predators. This plant is also edible, as most brown and green “seaweeds” or plants are. Drying the blades is the most common way to prepare the plant, however some Asian markets tend to view egg-laden leaves to be a delicacy.

General Kelp Information

Bull kelp and ribbon kelp are the two most common kelps you will see. Both are edible, and the bull kelp is often made into pickles. Bull kelp can grow to be over 100 feet long in just 3-4 months. Its thin stipe is buoyed on the surface of the water by a float that is the size and shape of a light bulb. Bull kelp usually lives only one year, breaking loose in the storms of winter and ending up on beaches in long mats, where it provides a home for sand fleas.

Edibility - Kelp is a favorite food of spiny sea urchins and can be eaten by humans. The kelp is dried (90% of its weight is water) and the blades become brittle. After soaking in water, they can be used to wrap sushi, or as a substitute for cabbage in cabbage rolls. Different kelps vary in flavor, but all

Fauna

Learning Objectives

- ✓ Build field staff's depth of knowledge in content areas they will be delivering.
- ✓ Gain an understanding of the various fauna of Juneau and SE Alaska

Marine Wildlife (Sources: 1, 17 & 19)

Orca Whale (*Orcinus orca*)



The Orca Whale has a predominantly black body except for a white belly and a few white patches behind the mammal's eyes.

Males are generally larger than females, averaging about 13000 pounds and 27 feet in length. Females are slightly shorter at 23 feet in average length and generally weigh half as much as males. Males also have taller dorsal fins, reaching up to 6 feet high while female dorsal fins are generally smaller than 3 feet. Despite being much smaller overall, females can live up to 80

years in the wild which is about 30 years longer than the opposing gender. Based upon the health of the pod Orcas have a long gestation period of 16-18 months, and most births occur between fall and spring. Females become sexually active around 11-18 years old and have offspring every 3-8 years.

They can live, travel and hunt in pods of up to 40 other whales and feed cooperatively. They can be both brutal and cunning, as they have been known to attack larger mammals like the humpback whale from multiple angles in addition to temporarily beaching themselves along the shoreline to grab a seal or sea lion resting upon a rookery. The orca habitat is believed to be world-wide, yet they

generally seem to favor colder waters over warm waters.

Orcas have long been recognized as both incredibly intelligent. Their grace and mental agility has led to some problems for the species, as many Orcas around the world have been captured for the purpose of entertaining humans at aquariums or other exhibits through trained performances.

Humpback Whale (*Megaptera novaeangliae*)



The Humpback Whale is another relatively common mammal to see in the oceans. Known for their spectacular displays of “bubble feeding”, this massive mammal can eat up to 1.5 tons of krill and fish in a single summer day.

They can weigh over 35 tons and reach lengths of over 50 feet. They have a 40–50-year lifespan and migrate great distances each season, going from fertile feeding grounds off the Alaskan coast in the summertime to warmer waters near California and Hawai’i in the wintertime (not all whales migrate, as Humpbacks can be seen year-round off the Alaskan coast). The Humpback will mate in the wintertime, with groups of males encircling a female and take turns competing for the female by breaching, tail slapping/flapping and potentially even singing. Humpback songs are often long and complex, lasting 10-20 minutes and can be repeated for hours. The songs vary by population and gradually change over time.

Humpbacks sometimes form small groups or partnerships during their migrations or while hunting in the summers, but they generally travel or hunt individually. Bubble feeding is their most common type of feeding method. The Humpback will swim under a large school of fish in a circular motion, blow bubbles along the way. As the bubbles rise, they trap and enclose the fish allowing the whale to swim straight to the surface from below the pod with an open mouth, catching hundreds, if not thousands, of fish in a single mouthful. Unlike

the Orca whale, the Humpback has baleen instead of teeth, allowing the mammal to strain the water out of its mouth while trapping the fish inside.

Seals & Sea Lions

There are a few different types of seals and sea lions that are found in Southeast Alaska, but the two most common are the Harbor Seal and the Steller Sea Lion.

Harbor Seal (*Phoca citulina*)



Also known as the Common Seal. The color of the Harbor Seal varies, with some individuals being an off-white color while others can be a dark grey or

brown. Most Harbor Seals have multiple colors along their body in addition to several spots of varying sizes and color. Mature seals are 5-6 feet in length, weigh 180-300 pounds, and can live for up to 35 years. Males are generally larger than females.

They are very opportunistic feeders, mainly consuming various types of fish like Herring or Salmon. Known as being agile and graceful swimmers, they can dive up to 1600 feet deep for a duration of 20 minutes and spend up to 80% of their time in the water during winter. In the summer months, they will spend less time in the water and more time on land as seals give birth to pups in the early summer (May – July). Females have one pup per year and the pups can swim shortly after being born.

Steller Sea Lion (*Eumetopias jubatus*)

Also known as the Northern Sea Lion) - The Steller Sea Lion varies greatly in size between males and females. Females weigh close to 600 pounds on average while males can weigh over 1200 pounds. Females tend to live up to 30 years in the wild, which is about a decade more than the average male. They reside in the northern region Pacific Ocean and can swim up to 75 miles non-stop before resting on rocks or rookeries. Pups are born in June and will be reared by their mother for up to 3 years.

Steller Sea Lions are listed as a “near threatened” species by the International Union for Conservancy of Nature (IUCN). Historically, they were hunted for both their meat and their skin. Sea Lion skins would be made into clothing or stretched and wrapped around kayaks and canoes to allow the vessel to move more easily in the water. Despite being an important animal to many native cultures, populations of the mammal didn’t begin to noticeably or severely decline until the 1970’s. With the rise of commercial fishing, many of the fish species Sea Lions historically have eaten are less abundant than before, causing the animal to shift its diet away from fatty fish like herring and salmon to leaner fish like sturgeon. The leaner diet doesn’t allow for the mammal to accumulate enough fat to last the winter, causing a decline in the population. This is known as the “junk food theory”.



Fish (Sources 1, 9, 10)

The waterways and fisheries surrounding Juneau and Baranof Island are some of the most productive in the world. While there are many types of land and marine mammals in addition to numerous types of fish species, the salmon is the keystone species of the Tongass National Forest. Humans, Bears, Eagles, Sea Lions, Whales, scavengers, and various other species consume the salmon both out in the open ocean and annually in the freshwater rivers, creeks, and streams that scatter the Pacific Northwest.

Juneau and southeastern Alaska is one of the only watersheds in the world to have all five types of saltwater salmon reside locally. While each of the five types of salmon are anadromous, meaning they migrate from saltwater to freshwater to spawn, they have different and distinct spawning cycle. Despite this, all Salmon species follow the same general phases: When an adult fish is ready to spawn, they swim from the salty ocean into the freshwater stream they were born in. They stop

eating and swim against the current until they find an ideal location to dig a Redd. A redd is a small hole or depression in the sand or bedrock of a stream where the female will lay the eggs. Once the eggs hatch, they are in their Alevin stage. They remain under the soil and gravel and receive nutrients from the remains of the eggs they hatched from. Once they emerge from the bedrock, they are called Fry. The Fry develop quickly and begin to get their distinct patterns and colorations when they enter the Parr stage. Parr can spend 1-3 years in freshwater streams or lakes (depending on the specific subspecies) before turning into a smolt and heading out to sea. When a fish is ready to begin the migration into salt water, it becomes a smolt. Smolts leave their freshwater homes weighing only ounces and grow rapidly once they reach the sea. Each subspecies of salmon is outlined below:

Chum (*Oncorhynchus keta*)



Also known as the Dog or Calico Salmon. The top photo is a Chum spawning male and the bottom photo is a Chum in its ocean form.

The Chum is the most widely distributed subspecies of salmon. An average adult Chum will weigh 10-13 pounds and is about 24-28” long (size varies, as some have weighed over 30 pounds). In the ocean, the Chum has a blue green, speckled back as well as a light colored stomach. Their tail is highly forked with no speckling of spotting on it. Chum change

color upon entering freshwater to spawn. They develop a kype (a hooked snout) as well as a green, yellow, and red color scheme. Vertical striping is visible on the side of the fish.

The Chum spawning season typically lasts from July until November, making it one of the longest and latest spawn cycles for salmon. Fish stop eating upon entering freshwater creeks and swim upstream until they find an ideal spot for their redd. Once the female digs a redd, it will lay her eggs, wait for a male to fertilize them, cover the redd, and guard it until the fish is too weak to hold its position in the stream. Embryos hatch after 3-4 months. Alevins emerge after an additional 2-3 months in the gravel and head to sea shortly, thereafter, forgoing the year or two that some salmon species spend in lakes or streams. Their average life span is 3-4 years.

Sockeye (*Oncorhynchus nerka*)



Also known as the Red salmon. The Kokanee salmon is the landlocked relative of the Sockeye in the continental United States/Canada.

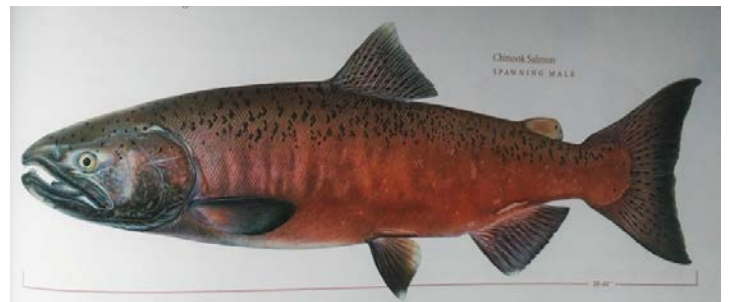
Averaging about 6 pounds in weight and 24 inches long, the Sockeye is one of the most recognizable species of salmon. In the oceans, Sockeye have a dark green back with no spotting or speckling and turn a magnificent red color throughout most of their body when they enter rivers to spawn. The head, end of the tail, tip of the dorsal fin and

sometimes the stomach of the fish are an olive-green color.

The Sockeye spawn usually starts in July and lasts until September. Females will lay 2000-5000 eggs in redds that will hatch over the winter. The alevin emerges from the gravel in spring and spend anywhere from 1 to 4 years in freshwater lakes or streams as fry before beginning their migration to the ocean. Despite the duration of their stay in freshwater, sockeye smolts weigh only ounces when they enter the oceans and grow rapidly throughout the next 1-3 years of their life. In total, a sockeye can be up to 7 years old when it spawns.

The largest and longest Sockeye recorded weighed 16 pounds and was 31 inches in length. They are notoriously hard to catch with fishing lures because they feed on plankton rather than other fish.

King (*Oncorhynchus tshawytscha*)



Also known as the Chinook or Black mouth salmon.

Another long living subspecies, the King salmon can live to be 3 to 7 years old when it spawns. The local Charr King Salmon Derby is the official start to salmon season for the summer and typically occurs during the last two weekends in May, as well as the first weekend of June. Their spawning season lasts until September, however fishing seasons for the King salmon are usually restricted and shortened to protect and preserve the fish. It is typically the most sought-after fish on sport fishing excursions, along

with the halibut, and can weigh as much as 126 pounds. On average, they typically weigh about 30 pounds. The Charr Derby overall winner usually sits around 42-45 pounds each year, with a comfortable couple pound lead on the second and third place fish.

King Salmon have a yellowish-green back with large spots on both the back and tail when they are in the ocean. They have black coloration on the inside of their mouth, giving the fish the nickname of “black mouth” (in addition to Chinook). When they enter the rivers and start to swim to their spawning grounds, they will develop a yellow and red hue on the sides and belly of the fish. Females will disperse anywhere from 3000-14000 total eggs in multiple redds before becoming too weak to maintain position in the stream. Like the rest of the salmon species, eggs will hatch after 3-4 months and alevins will emerge after an additional 2-3 months in the bedrock. King salmon will rear in freshwater lakes or streams for a year before migrating to sea as smolts. They spend anywhere from 1 to 5 years in the ocean before swimming upstream to spawn.

Silver (*Oncorhynchus kisutch*)



Also known as the Coho

Coho and Chum salmon are very similar in terms of size: the Coho or Silver salmon averages 8 to 12 pounds in weight and is 24-31 inches long. The largest Coho caught and recorded weighed 31 pounds. One amazing fact worth mentioning is that

the Silver salmon can “leap” up to 6 feet in the air. Obviously, that can be a very useful skill as the salmon tries to navigate potentially rocky and shallow sections of streams on their way to their spawning grounds.

Silver salmon spawn from July until November and prefer to enter river and creeks during times of runoff. Females lay between 2400 and 4500 eggs in redds before the male comes and fertilizes them with his milt (sperm). Embryos will hatch after 90-120 days. An additional alevin period of up to 3 months occurs. Silver salmon will spend 1 to 3 years in the creek or stream it was born in before migrating to a freshwater lake where it can spend up to 5 years before heading to the sea as a small smolt. Some Coho only spend 6 months at sea before returning to the freshwater spawning grounds, but two years in the oceans is more common.

Silver salmon have large, dark spots scattered throughout the steely-green section of their upper back. Much like a King salmon, the Silver salmon have a swath of yellow then red coloration develop under the existing green of their backs when they start to spawn. The two are easy to tell apart however, because the King salmon has large, dark spots on its back *and* tail while the Silver salmon only has spots on its back.

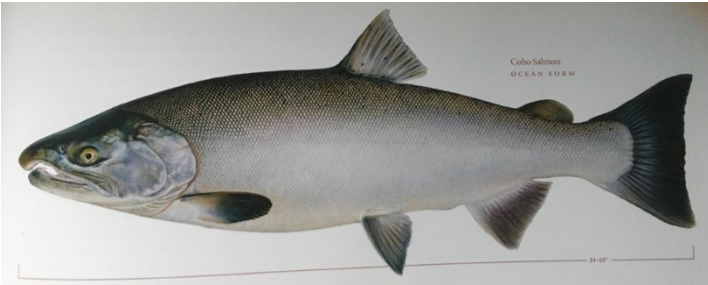
Pink (*Oncorhynchus gorbuscha*)



Also known as the Humpy or Humpback

Ironically enough, the pink salmon is the least colorful of the salmon species. It has a steely-blue hue to the top of its back, along with large, black spots that continue through the tail. The average

size of a Pink salmon is about 5-8 pounds and roughly 18-24" in length.



The Pink salmon has the shortest lifespan on average of the salmon species. Adults will begin to their spawn in June and will lay/fertilize up to 2000 eggs before dying off. Once Alevins emerge from the gravel bedrock of the stream they were hatched in, they quickly smolt and head to the sea where they will live for roughly 18 months before beginning their migration back into freshwater. When a Pink salmon enters freshwater, their appearance and shape change as the coloration on their back depends into a rich, vibrant blue. They develop a large "hump" between their head and dorsal fin (hence the nickname "Humpy") in addition to a hooked snout (kype).

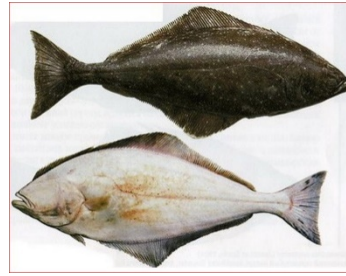
Pacific Herring (*Clupea pallasii*)



One of the most important fish to the ecosystem, the Pacific Herring is a small, schooling fish that is silver in color. They are

the main source of prey for almost every fish or mammal in the ocean. Salmon, whales, seals, and sea lions consume large amounts of herring and are used by humans as a bait fish for salmon and various bottom feeders such as halibut and crab. Herring spend their days in deeper sections of water and feed in shallow bays and coves at night. Herring fertilizes externally, with eggs attaching to underwater vegetation and rocks. The Juvenile fish stay in separate schools in sheltered bays and coves until they are 2-3 years old before migrating out to sea to join other schools of mature herring.

Pacific Halibut (*Hippoglossus stenolepis*)



Halibut have been recorded at over 8 feet long and 500 pounds but are typically considered "too fatty" for palatable human consumption when weighing over 120 pounds. They are born as

upright individuals with eyes on opposite sides of their head (much like any fish) but begin to settle along the ocean floor by the age of 6 months. As they settle, one eye begins to migrate to the opposite side of the head. (They are opportunistic omnivores who are believed to have settled on the bottom of the ocean to easily watch potential prey swim above. Settling along the bottom also allows the fish to efficiently search the ocean floor for crabs and various shellfish.) The fish also loses all coloration on the side of its body that is closest to the ocean floor. Halibut prefer water temperatures of 35-45-degree Fahrenheit and generally live less than 1000 feet deep. Mature Halibut will spawn in deeper waters, and feed in shallow waters. They spawn from November until March and can lay up to several millions of eggs depending on the size of the fish. The eggs are fertilized externally, hatch after 15 days, and can potentially drift hundreds of miles in the ocean's currents from where they were fertilized. They occupy most of the North Pacific Ocean, being found off the shores of California and Japan and as far north as the Bering Sea.

Mammals (Sources: 1, 17, 18)

Baranof Island is one of the largest islands in the Alexander Archipelago. It is the 10th largest island in the United States and is large enough to support Wolf, Brown Bear and a host of other mammals and birds.

Coastal Brown Bear

(*Ursa Arctos*)



Brown bears are separate from Grizzlies, as they live closer to the coastlines of the SE Alaska rather than inland. They can grow up to 1,500 lbs. and have adaptable diets that mostly consist of salmon during the spawning season. Brown bears have an exceptionally acute sense of smell, exceeding that of dogs. Contrary to popular belief, bears are not nearsighted. Their eyesight and hearing are comparable to humans. They can run in short bursts up to 40 mph (64 kph) and are excellent swimmers. By all indications, bears are extremely intelligent and most have individual personalities.

Juneau Black-tailed Deer

(*Odocoileus hemionus sitkensis*)



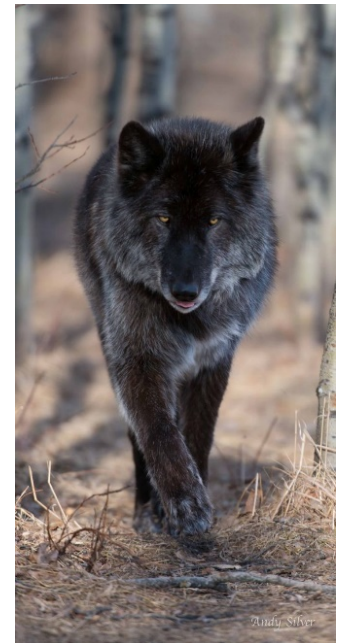
Due to the geographic isolation of the area and the harsh environment, this subspecies of the mule deer is often smaller than its relatives. Males are about

120 pounds on average while females are closer to 80 pounds and can live for 10-15 years. Females will produce fawns annually starting at age 2. Mating occurs in November and fawns are born in June. Juneau Black-tailed deer fawns are incredibly cute and furry when born, weighing in at 6-8 pounds and standing no taller than a large house cat.

Alexander Archipelago Wolf

(*Canis lupus ligoni*)

A rare yet important species to the ecosystem, the Alexander Archipelago wolf is thought to be a relative of the Great Plains Wolf (*Canis lupus nubilus*) and arrived in Alaska after following the migrations of deer (eventually becoming the Juneau Black-tailed Deer) north. They are 30 to 50 pounds in weight and have an average height of 2' tall. From nose to tail, they are roughly 3.5' long.



As a keystone species of the local environment, wolves are the ultimate predator and help keep populations of deer and even black bear at healthy capacities. The Alexander Archipelago wolf is currently being studied to determine its status as an endangered or threatened species, as a 1994 population survey estimated that roughly 900 wolves lived in all Southeast Alaska.

Mountain Goat (*Oreamnos americanus*)



Mountain Goats can live to be about 18 years old, but a 12 year life span is closer to the average. Males can weigh around 300 pounds while females are usually just shy of 200 pounds. They are excellent climbers and live along the ridgelines and mountain tops of the island. They breed from late October to early December and offspring are born around May and rarely have twins.

Birds (Sources: 8, 9, 16)

Steller's Jay (*Cyanocitta stelleri stelleri*)

About 8-12" tall, this beautiful bird is a relative of Ravens and Crows and is also very intelligent. It features a black body with a blue, crested head. They are opportunistic carnivores in the wild, but they will eat almost anything the chef sets on the table at Cook Camp (again, related to scavengers like the Raven). Steller's Jays are often in small groups of 3-4 at the lake but are commonly spotted in larger groups elsewhere. They coordinate strategic attacks and assaults from multiple fronts upon the helpless chef, who can only cover the food in defense.



The Steller Jay, like its relatives, is a very common bird throughout much of the hemisphere. As such,

multiple subspecies have formed within the "Steller's Jay" family. *Cyanocitta stelleri carlottae* is the subspecies common to the Haida Gwaii area, and *C. stelleri macrolopha* is common in the southern Rockies. Here, we have *C. stelleri stelleri*.

Raven (*Corvus corax*)



Averaging 24" from head to tail, this all black bird is one of the most common and well known birds of the Pacific Northwest, as with many other regions of the world. The raven is a very playful and intelligent bird that has been observed sliding down snowfields, using their bodies as a sled. They have been known to carry and drop sticks in the air for another bird to catch and do the same back to them in a game of catch that any child or dog would be envious of. Ravens have been known to recognize specific individuals, both human and raven, and are known to playfully interact with other animals like bears, wolves, and seals. They are opportunistic omnivores, meaning that they will play the scavenger role if there is an easy target like a dead salmon stuck on some rocks or French fries in the Plaza parking lot.

Ravens have a 20-25 year life span, and mate for life. They court in January and nest in March. The female will stay in the nest and be fed by the male while incubating the eggs. Three to seven eggs will hatch after three weeks and the chicks will be helpless, featherless, and blind (altricial). The chicks develop quickly and are flying after about 4 weeks (usually sometime in June).

Ravens are an important bird to many native cultures throughout the Pacific Northwest. Known as the trickster in many myths, the raven is responsible for some awful things, yet is also responsible for some very positive things. Ignoring the negatives and focusing only on the positives, the Raven is credited with stealing the sun, moon, and stars one at a time from a chiefs' bentwood box in many variations of the myth regarding the creation of light on earth. The Raven is also one of the two main clans in the Tlingit culture. Following a matrilineal system, if a person was born from a Raven clan mother, they would be considered a Raven and must marry into the opposite clan (Eagle clan).

Seagulls (*Laridae* family. *Many types*)

While there are many different types of seagulls in the area, the family is notorious for being intelligent and complex birds. They stomp on the ground to stimulate rainfall which brings worms to the surface of the earth and have been known to drop shelled creatures onto rocks to break them and eat what's inside. They mate for life, and unlike the ravens, both the male and the female will take turns incubating the eggs. Seagulls have complex verbal and nonverbal communications and are one of the few birds to be able to drink salt water. A special gland located above their eye flushes the salt from their system through an opening near the base of the beak.

Bald Eagle (*Haliaeetus leucocephalus*)

Bald Eagles are the national bird of the United States of America and can weigh between 6.5 and 14 lbs at maturity. They have wing spans ranging from 70 to 90 inches (5'10" to 7'6") and excellent eyesight. Eagles in the Juneau area will perch on large, tall trees along the shoreline and watch for salmon swimming below. They will swoop down and catch a fish with their strong talons and fly back into the surrounding canopy to eat the fish. Snagging their fish from the water is not always the best fishing method, as captain Paul likes to point out on tours; "sometimes their eyes are bigger than their stomach and they have to swim their catch back to shore".



Bald Eagles mate for life and not only reuse their nest but add onto it each year. The size of the nest near a mating pair is a good way to guess the age of the birds, as younger birds will inevitably have smaller nests. Eagles will mate in April and May by circling each other mid-air, locking talons, and free falling to earth in a spiraling path. The two birds let go moments before reaching the earth/sea below and will fly away to reproduce. Incubation lasts roughly 35 days, and 2 or 3 eggs total are laid a few days apart from each other. Typically, only the strongest will survive. "Weak" individuals are either starved or thrown from the nest.



Juvenile Bald Eagles will begin flying roughly 75 days after hatching and generally become independent creatures shortly thereafter, allowing the parents to reproduce again next spring. The juvenile phase will last for 3-5 years, at which point the eagle will lose the multi-toned brown, fluffy plumage and gain its symbolic white head and tail,

separated by a brown body. They can live to be about 30 years old.

Ducks



There are many different types of ducks that are commonly found in southeast Alaska. Pictured below are a few examples of the various duck species in the area.

Pictured from left to right with the male being the more colorful bird are the Mallard (*Anas platyrhynchos*); Harlequin (*Histrionicus histrionicus*); and Bufflehead (*Bucephala albeola*)

Loons



Loons are diving birds who feed on fish and are more commonly found in Southeast Alaska. They have an eerie call that will become recognizable very quickly to naturalists who find themselves at the lake in the morning. Below are the Pacific Loon (*Gavia pacifica*, left) and the Common Loon (*Gavia immer*, right)

Red-breasted Sapsucker Rufous Hummingbird

(*Sphyrapicus ruber* and *Selasphorus rufus*)

The Red-breasted Sapsucker is the most common woodpecker seen in the forest here. It has a red head and breast region, a black back and wings, and a mottled grey and black stomach. Females have some

white spotting or coloration on their back and wings and juveniles will have brown heads. They nest in cavities of various trees and lay 4-7 eggs per year. Sapsuckers will fly to a tree, typically a western hemlock because of the particularly sweet sap, drill into the trunk, and drink the sap just below the bark. The Rufous Hummingbird is commonly found near the Red-breasted Sapsucker, as they often feed from the same holes as the woodpecker has already carved. A migratory bird that spends winters in the south, the Rufous Hummingbird is an opportunistic feeder consuming sap and nectar from various flowering plants. Males are typically a bright orange color, while females tend to have green backs, a mottled white and grey neck/stomach area, and orange swaths of color under the wings and on their side

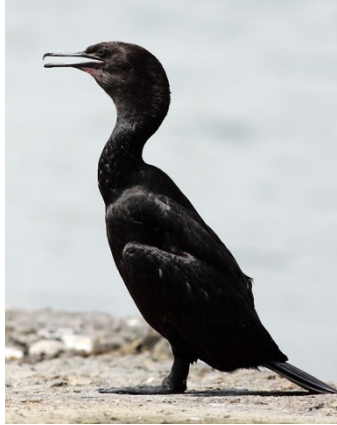


Songbirds

With so many different families and groups of birds in the Tongass National Forest, this is the largest and broadest category of birds encompassing various species of Thrush, Warblers, Buntings, Swallows, Sparrows, Chickadee, Juncos, Wrens, and so much more. Below are a few pictures of birds within this category that are commonly seen in the locations ATA operates out of. From left to right is the Barn Swallow (*Hirundo rustica*), Swainson's Thrush (*Catharus ustulatus*) and the American Robin (*Turdus migratorius*).

Marina Birds

Found along the saltwater coastline more than near bodies of fresh water, the Belted Kingfisher (*Megaceryle alcyon*) and the Pelagic Cormorant (*Phalacrocorax pelagicus*) are commonly seen while



taxiing out of Statter Harbor Marina. They both target small fish like the Pacific Herring or salmon smolts just reaching the sea. The Belted Kingfisher (bottom left) can be up to 13 inches tall and the Pelagic Cormorant (bottom right) can be up to 26 inches tall

Great Blue Heron (*Ardea herodias*)



The Great Blue Heron is a large bird that can stand up to 4 feet tall and have a wingspan of up to 6 feet. They tend to nest in colonies in the upper canopies of old growth forests hunt for fish by either perching on a branch above the water, or by standing on an object just above the water like an exposed rock in

a rolling creek.

How to Make a Tour



Chapter 1

The Ultimate ATA
Staff Member

Hard Skills

Soft Skills

Knowledge

How to Make A Tour

Learning Objectives

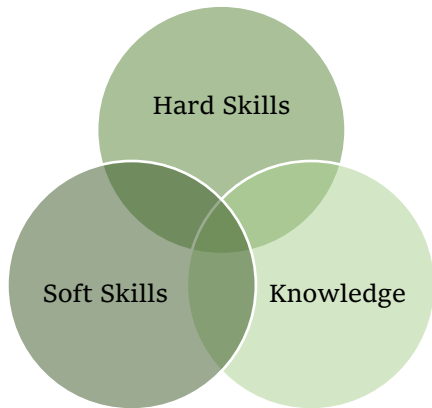
- ✓ Make each and every tour an amazing experience!
- ✓ Understand how Hard Skills, Soft Skills & Knowledge combine to make the ultimate ATA Team member.
- ✓ Identify areas that staff members shall self-evaluate and look to improve
- ✓ Understand criteria for which staff will be evaluated.

Introduction

Who is the Ultimate ATA Staff Member? You can be. What makes an individual the ultimate staff member? Someone who embodies the notion of a “positive & contributing Member of the ATA Team in Juneau who is dedicated to the success of our operation”. No single personality type, gender, age, or background makes an individual the ultimate staff member. Furthermore, we as an organization need people from different backgrounds to contribute and come together as a team to make ATA successful!

You have been chosen to be part of a high-performing team in Juneau that provides the ultimate tour experience for our customers. It is often the smallest of details or everyday courtesies

that can "make a tour". In reading through this manual, there is a large quantity of information to absorb, and it may seem overwhelming. Fortunately, there are team members surrounding you who have the knowledge and experience to deliver our tours at a high level immediately. There are other team members who, through training and time on the job, will develop into a staff member who delivers tours at a high level. High performing members of our staff, while coming from varied backgrounds and having different personality types, have ownership of **Hard Skills, Soft Skills & Knowledge**. These three professional skills combine to form the necessary skill set to perform the job.



ATA encourages personal development and engages in a system of training, evaluation and feedback which promotes professional development of all staff members. As you seek to grow, and are developed as a staff member, it is important to identify areas of strength and areas of potential improvement. In areas where you have a high level of competence, seek to help other team members to grow. In areas of potential improvement, be intentional in your growth by seeking help from more experienced team members, engaging in study, and practice.

Hard Skills

Deckhands and Marine Operators all have Hard Skills which must be acquired and maintained to perform at a high level.

Vessel Operation & Maintenance - This hard skill may seem specific to USCG Captains who have been hired as Marine Operators for ATA. However, staff members who have been hired as naturalists work on the vessel as deckhands and must develop skills loading and unloading passengers, tying the vessel off on the docks, location of emergency equipment and assisting the operator in emergency procedures.

Rescue - All whale watching team members receive training and drill in rescue procedures including how to deal with a fire and man overboard procedures.

Radio Skills - All whale watching team members receive training in the operation of a handheld VHF radio. Marine Operators must have current Radio Operators Permit and be able to competently operate the on-board radio.

Navigation - All whale watching team members receive training on using a nautical chart and piloting using landmarks to stay on designated routes. Deckhands are also responsible for aiding the Marine Operator in spotting obstructions including floating logs, wildlife, and rocks.

First Aid & CPR - All ATA staff members are required to have a current First Aid & CPR certification during their term of employment. ATA staff members shall engage in study and practice to remain current on their First Aid & CPR skills.

Incident Management - All ATA staff members receive training on Incident Management policy and procedure. Continue training will be offered throughout the season in management of incidents. This includes the proper filing of incident report forms.

Equipment Maintenance & Upkeep - All ATA staff members receive training on proper equipment maintenance and upkeep and are expected to follow proper equipment handling procedures.

Dealing with Wildlife - All ATA members receive training on proper handling of encounters with wildlife. Specifically, OCEAN Etiquette and Federal Law pertaining to marine mammal encounters and dealing with encounter with Black Bear.

Equipment Maintenance & Upkeep - All ATA personnel who drive company vehicles must have a valid license and be registered in the company insurance program. Conservative driving skills are necessary for safe operation of our vehicles.

Personal Equipment & Grooming - All ATA personnel shall equip themselves to remain comfortable and as dry as possible. Personal equipment shall be maintained to meet ATA Employee Conduct Policy, so our staff looks and acts professional, Clients expect clean fingernails, clean and neat uniforms, calm and informative personnel who know what they are doing.

Weather & Environmental Awareness - Due to the nature of operating in the Marine Environment, all whale watching personnel shall develop a basic understanding of local weather patterns, how to understand a marine forecast and the basic effects of wind and tide on their working environment.

Soft Skills

Soft Skills are the personal attributes that enable someone to interact effectively and harmoniously with other people. As an ATA staff member, your soft skills are directly related to the level of customer service which is offered to our customers. The higher level of soft skills implemented by all staff involved with the tour, the better served our customers will be. Listed below are soft skills which Marine Operators and Naturalists shall constantly self-evaluate and work to improve:

Tour Delivery

As you read through the Procedures and Narrative Sections of this manual, you come to understand that multiple personnel are involved with delivering a high-quality tour experience. Although personnel will have different delivery styles, there are common qualities that all shall share:

- ✓ **Be enthusiastic:** If the naturalist and captain are enthusiastic about the product, the clients will be also.
- ✓ **Clear Voice** - Speak calmly, clearly and at a level that can be heard by all passengers without “shouting” or “yelling” at the passengers.
- ✓ **Coverage** - Deliver coverage of the material, especially as pertains to safety issues. As you learn your narrative, it is acceptable to use an index card or other aid. If using an aid, be sure to use it discreetly such as looking at the card to remind yourself of the content while walking to the next stop, so you don't have to read off the card while delivering the narrative. Practice your narrative while not leading tours.
- ✓ **Confident Presence** - There is some truth to the saying “fake it ‘til you make it”. This does not mean you shall misinform customers, but that you shall present yourself confidently even though you don't feel confident. If you don't know some specific piece of information, give a general answer. If you have no idea, say so. This is particularly important if someone later in the tour might be able to provide a correct answer to the same question and make you look foolish. Become comfortable with a simple narrative and remember that you will grow as a naturalist

through the season. Remember that tours are fun and have fun with your clients.

- ✓ **Pacing** - Be directive in pursuit of the itinerary and several tools are provided to you so that you are well informed of tour timing. The Marine Operator and Naturalist shall always be in control of the group. Never shall the clients be asked what they would like to do or be given a choice of alternate activities. In these cases, schedules are missed, some will get what they want but some will be disappointed. It is almost always safer to stick to the plan. If you are directive in the pursuit of the itinerary you will complete the tour at the designated time: If a tour is advertised as one- and one-half hours, a one hour tour will almost always make the client feel cheated, conversely, if the tour goes two hours, the client will often miss connections for lunch, dinner, the next tour, or planned shopping. There is nothing like being on the money, but as a rule of thumb, a near miss is acceptable.

Relating to Customers

A positive experience with their captain and naturalist “makes” the tour for many customers. Develop positive rapport by speaking directly and shaking hands if possible. Comments shall be made loud enough for all to hear, clients shall be asked questions about themselves. These are techniques for creating a positive client feeling.

- ✓ **Present a positive attitude toward the product:** Each client has the desire and the right to believe that their decision to purchase a particular tour product was the best possible allocation of their time and money. Don't suggest that other programs, even those operated by our company are of better quality. Also, do not mention that their tour could have been better if the weather or some other element had been different.
- ✓ **Involve the clients:** Clients shall have a sense of participation. Encourage them to participate to the extent of their ability. Even sedate people are bored with a sedate tour program.
- ✓ **Prepare the client for what to expect:** Most people dislike surprises. If you let them know

what to expect during the tour, in a positive manner, it will build anticipation, instead of wariness.

- ✓ **Be responsive to the client needs:** To the extent possible within the itinerary, we shall be attentive to the need for bathroom facilities, protection from the elements, the need for personal contact, and specific information. At least appear to make the attempt to meet these needs. Avoiding a client that is having a "bad time", reinforces that feeling.
- ✓ **Keep your personal problems personal:** If you have a problem, don't share it with the client, do talk to the management. Clients don't want to know if your mother is sick, you work too hard, etc. Items of this type are sure to make clients feel uncomfortable and bring their spirits down.
- ✓ **Be cautious when talking about yourself:** While clients will often ask you questions about yourself, they don't want a year history. Answer their questions, but not at the expense of your narrative, or letting them talk about themselves. Be sensitive to when they have had enough of any topic.
- ✓ **Be discrete in accepting gratuities:** Even in an offhand manner, begging is tactless and insulting.

Working with Unhappy Customers

There are a variety of reasons that I customers may not be a "good place" while on tour. While the vast majority of customers will be pleasant and looking to have an amazing experience, some customers may be unhappy or act unsatisfied. Avoiding a customer who is having a "bad time" is a sure way to continue the negative experience. Being positive and doing your best to provide an excellent experience is the best way to deal with an unhappy customer. When a customer has a specific complaint, following the **BLAST** acronym is the prescribed ATA method for handling the situation:

- ✓ **B - Believe.** When a customer is unhappy, a natural reaction is to become defensive or justify your actions. Your evaluation that a customer is "correct" or "incorrect" is immaterial at this point - the reality is that they are upset. The first step in dealing with an unhappy customer is to

come alongside them and believe they have a valid complaint.

- ✓ **L - Listen** Without becoming defensive or declaring they are right or wrong, listen to the complaint. Pay attention and make them know you hear their complaint and understand they are not pleased.
- ✓ **A - Apologize.** Apologize for the error which has made them upset or for the situation that they are in.
- ✓ **S - Satisfy.** Ensure the customer that you will take the next step in dealing with the situation. If possible, be specific.
- ✓ **T - Thank.** Thank them for confiding in you and make sure your follow-up with the action you proposed in the "Satisfy" stage of working with this unhappy customer.

Dealing with Negative Situations

If things go wrong, admit responsibility. Often your only chance to save the tour is to assume the blame for an error or omission yourself. It is not easy for the client to stay angry with someone who is not around; but much harder if someone they know openly acknowledges responsibility. Blaming others is unprofessional.

At some point during the season, a negative situation will occur which you are not the direct cause. For example, a bus could get lost on the way to the marina and not deliver your customers with enough time to deliver the entire tour or a co-worker makes a mistake which has affected your tour group. It is important not to engage in "blaming" or "shaming" other staff members or other companies. It is unprofessional, does not reflect positively on you, and "bad mouthing" other people or companies can create issues in the community. Be supportive of teammates, other companies, and products, this shows professionalism, good taste, and improves our image as well as theirs.

When dealing with a negative situation, be positive and always consider how you can make the most of the present opportunity, giving our customers the best possible experience despite the circumstances.

Adverse Weather Conditions

At some point during the season, we will encounter bad weather. How we deal with the situation will determine how the clients perceive the tour and the company. Employees shall maintain a positive attitude about the conditions. Never make negative comments about the conditions. Clients often will take on the attitude of the people they are with. If the staff treats it like an adventure, the clients will also. If the staff sees it as being a negative trip, you will inevitably get complaints. Attempt to keep clients as dry as possible. For example, the nature hike shall try and stay under cover of the trees and guests shall be provided raingear under the cover of the outfitting tent.

Attitude

How you approach the season, and each day of the season, will make your employment a positive or negative experience. If you look forward to each day - the people you'll meet, the beauty of the forest, the wildlife you have the privilege to view, the awesome people you work with - you will have a great season! **Arrive on Time & Be Prepared to Work:** In Juneau, early is on time, on time is late and being late to work is a trait that will require retraining. Our customers, your teammates and leadership all deserve 100% effort and being on time and prepared for work is elemental. If one member of the team is late to work, it has a cascading effect on the day which is not acceptable.

Arrive on Time & Be Prepared for Tour: All clients expect their drivers, dock representatives, sea kayak naturalists and captain to be waiting for them on arrival. Failure to do so creates a feeling of anxiousness that lingers well into the tour. Requiring a client to wait is perceived as a waste of their money.

Personal & Group Awareness - Your actions influence the people around you. You can choose to have a positive or negative effect by the way you interact with coworkers, customers, and members of the community. If there are points of conflict with a coworker, attempt to bring them to a positive resolution or take the issue to a supervisor for conflict resolution.

Work Ethic - Alaska is a "work hard, play hard" kind of place and Alaska Travel Adventures is a work hard, be safe, have fun kind of company. We will work extremely hard to provide the best tours, have fun while delivering tours, make the most out of living in Alaska when not on tour! Show up each day ready to work hard and you will be rewarded with an amazing season!

Success Driven - Look to be successful at your position! Our tours are rated by the cruise lines, and we collect comment cards on which naturalists are evaluated by our customers. Alaska Travel Adventures has a system of rewards including the "Alaska Summit" award, Employee(s) of the month and a year-end performance bonus. There are also financial incentives for positive tour/naturalist TripAdvisor reviews and selling merchandise. Naturalists who do an excellent job on tours may receive gratuities as well.

Knowledge

Clients have reason to expect their captains and deckhands to know about the cities in which their tour takes place, local native people, the company operating the tour, locations and attractions of special interest, and unique elements of flora and fauna. Information provided in this manual, training materials, staff training, and personal research are all required to perform your job at a high level. Be intentional in increasing your knowledge by engaging in study and practicing delivery of information. Knowledge in the below areas shall be self-evaluated and will be evaluated by your supervisor.

Weather Systems - An understanding of the weather that makes SE Alaska a temperate rainforest.

Geology - An understanding of how the landscape in the area came to be via tectonic motion and glaciation.

Geography - Have a basic awareness of Alaska geography and specific knowledge of SE Alaska including location of Juneau.

Tides - Have a basic understanding of the cause of our semi-diurnal tidal cycle, awareness of high and

low tide for the day and how to predict the height of water at a specific time.

Fauna - An understanding of what animals, birds, and organisms are, and are not, in the Juneau area and how the size of an island can determine which type of wildlife it can support.

Native Cultures - A general understand of the matrilineal structure of the clans, as well as which three main cultures are in the area and some of their defining characteristics/traditions/values and mythology.

Alaska History - Prove a general understanding of the history of the State and its acquisition by the

United States from Russia, its subsequent territorial status, when it became a state.

Juneau - Provide a general understanding of how Juneau started - both in terms of Native Cultures and populations that occupied the mouth of Juneau Creek and in terms of Western influence. Understand the historical economy of the area, as well as some of the more storied sections of town.

Employee Acknowledgment

This manual's contents reflect a general description of the procedures and rules for employment in the Juneau Whale Watching Adventures program. I acknowledge receipt of this manual. I agree to familiarize myself with these procedures and rules and to always comply with their provisions. I understand that the contents of this manual are proprietary and agree not to reproduce or distribute this material in any way.

Employee Name _____

Employee Signature _____ Date _____

Appendix A – Tour Descriptions

Best of Juneau

Description: Come face to face with one of the only glaciers accessible by road, marvel at a humpback whale the size of six elephants and top it off with a scrumptious all-you-can-eat adventure featuring wild Alaskan salmon grilled over an alder wood fire. At the Mendenhall Glacier, explore trails and learn about the ecology of the spectacular ice wall at the visitor's center through interactive exhibits and narration provided by a US Forest Service Ranger. In Auke Bay, your captain and naturalist will welcome you aboard our vessel, custom designed for Juneau whale watching where you will view whales in their natural environment—guaranteed! The Gold Creek Salmon Bake is the ultimate Alaska experience with great food, live music, and fun activities like gold panning, marshmallow roasting, and a nature walk, set in a lush rainforest alongside Salmon Creek.

Includes: Round-trip transportation from dock; visit to Mendenhall Glacier Visitor Center; Salmon Bake Restaurant & Whale Watching.

Available: Multiple departures daily late April through October at times to meet cruise ship or tour schedules. Operates in all weather conditions.

Capacity: 8-48 Passengers per Vessel in combination with other Whale Watching tours. Up to 144 persons per departure. (Minimum of 4 persons.)

Duration: 6.25 Hours

Whale Watching & Salmon Bake

Description: Narrated transfer on your way to Auke Bay where your experienced whale watching Captain and knowledgeable Naturalist will welcome you aboard our state of the art 48-passenger jet boat, custom designed for Juneau whale watching with large windows in the comfortable, heated interior and an outside viewing deck. Provided binoculars may enhance your panoramic view of whales and other marine mammals like sea lions, seals and porpoises. Whale sightings are guaranteed!

Following your cruise, head to the Gold Creek Salmon Bake, featured on Bravo Television's Top Chef, this sumptuous all you can eat feast features our signature alderwood-grilled WILD Alaska salmon, Bonanza barbecue ribs, Chilkoot baked beans, Tongass wild-rice pilaf, hot chowder, a selection of sides, salads, beverages, and homemade blueberry cake for dessert. Beer and wine are available for purchase.

Includes: Round-trip transportation from dock; Salmon Bake Restaurant & Whale Watching.

Available: Multiple departures daily late April through October at times to meet cruise ship or tour schedules. Operates in all weather conditions.

Capacity: 8-48 Passengers per Vessel in combination with other Whale Watching tours. Up to 144 persons per departure. (Minimum of 4 persons.)

Duration: 5 Hours

Whale Watching Adventure

Description: Your driver/guide will entertain you with interesting stories and facts about Juneau on your way to Auke Bay where your experienced whale watching Captain and knowledgeable Naturalist will welcome you aboard our state of the art 48-passenger jet boat, custom designed for Juneau whale watching with large windows in the comfortable, heated interior and an outside viewing deck.

Provided binoculars may enhance your panoramic view of whales and other marine mammals like sea lions, seals and porpoises. Weather permitting, you may also catch a glimpse of the magnificent Mendenhall Glacier. Whale sightings are guaranteed!

Includes: Round-trip transportation from dock and Whale Watching!

Available: Multiple departures daily late April through October at times to meet cruise ship or tour schedules. Operates in all weather conditions.

Capacity: 8-48 Passengers per Vessel in combination with other Whale Watching tours. Up to 144 persons per departure. (Minimum of 4 persons.)

Duration: 3.75 Hours

Appendix B – Acceptable Recycling Materials List

Material	Include	Keep Out	Action
Newspaper, Magazines, Catalogs	Includes ads, inserts, phone books, and paperbacks	No Rubber Bands or Plastic Bags	Burn All Paper Waste
Scrap and Shredded Paper	Junk mail, envelopes, office papers, greeting cards, paper egg cartons, paper tubes, wrapping paper and cereal boxes. Put shredded paper in a paper bag	No bath tissue, paper towels freezer boxes, coffee cups or paper coated with food wax, foil or plastic.	Burn All Paper Waste
Cardboard	Flatten All Cardboard Waste	No wax-coated cardboard or food residue	Burn All Paper Waste
Milk Cartons, Drink Boxes	Rinse Clean	No Plastic Straws	Place in biodegradable plastic garbage bags
Plastic Bottles & Tubs	Only #1 & #2 designated recyclable plastic bottles - labels OK	No plastic lids, trays, bags, take-out boxes or motor oil, pesticides or herbicide containers	Take to Walmart to have sent to recycling facility
Aluminum Foil	Crumple into loosely packed balls	No Food Residue	Place in biodegradable plastic garbage bags and in dumpster
Metal & Aerosol Cans	Aluminum, tin, empty and non-toxic aerosol cans, steel food and beverage cans. Rinse food cans - labels OK	No plastic caps. Do not flatten or puncture cans or remove nozzles	Place in biodegradable plastic garbage bags and in dumpster
Glass	All Colors - labels OK	No Lids	Place in biodegradable plastic garbage bags and in dumpster

Appendix C – Vessel Daily Checklist

Vessel _____ Captain _____ Date _____

AM Start-Up for Majestic Star, North Star & Sea Star: Complete the following Start-up Procedures:

- First, inspect all below deck voids for water or fluid leaks.
- Check fluid levels (engine oil, coolant, and jet hydraulic) and add fluids as needed.
- Check fire extinguishers and fire suppression system.
- Inspect and clean sea strainers if needed.
- Make certain raw water valves are OPEN.
- Check fuel levels, freshwater tank level and black water tank level.
- Start engines to warm up (check log to see if boat was fueled on previous day)
- Test Buckets & Steering
- Visually inspect the vessel for cleanliness and rectify any deficiencies.
- Inspect & Check the head for proper function. Make sure it is clean and stocked.
- Turn on and check operation of VHF radios and listen to weather report. (WX1)
- Check battery charge on the handheld radio and set channels on the permanently mounted radios to 16 and 66
- Turn on and check Navigation Equipment
- Turn on and check Audio/PA
- Certain emergency equipment is kept onboard under the leftmost forwardmost passenger seat. This includes a complete USCG compliant first aid kit, emergency signaling devices and appropriate paper charts for the area of operation.
- Be certain that the vessel binder is on the back of the helm chair and the COI is visible.
- Each vessel will carry all required U.S. Coast Guard equipment. Equipment list must be checked daily.

Equipment List:

- Life Ring (2)
- Boat Hook
- B II Fire Extinguisher (3)
- Adult Life Jackets (50)
- Child Life Jackets (12)
- Manual Bailing Device
- VHF Radios (3)

PM Shutdown for for Majestic Star, North Star & Sea Star: Complete the following Shut-Down Procedures

- Wash Down Vessel with Fresh Water
 - Fuel Vessel (Note: Log Fueling in Logbook)
 - Report / Handle any Mechanical Issues
 - Clean vessel interior to tour-ready standards
 - Pump holding tank
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