

## Appendix C: Speaker Biographies

**Mark Helvey** is the Assistant Regional Administrator for Sustainable Fisheries with the Southwest Regional Office (SWRO) of NOAA's National Marine Fisheries Service. He received a M.S. degree in Marine Sciences from the University of Arizona, and a M.B.A. from California State University, Long Beach. In his current position, he is involved in domestic and international fishery issues as they relate to highly migratory and coastal pelagic species. Mr. Helvey represents the SWRO at the Pacific Fishery Management Council. His present interests revolve around seeking sustainable fishing opportunities for U.S. West Coast fishermen.

**Monica Medina** is the Commerce Department Principal Deputy Under Secretary for Oceans and Atmosphere. Medina served as the chairperson to the NOAA Catch Share Task Force and was recently appointed the U.S. commissioner for the International Whaling Commission by President Barack Obama. Prior to joining the Obama Administration, Medina served as a senior officer in the Pew Environment Group, where she provided advice and assistance on issues of marine law and policy. She also spent four years as a partner at Heller Ehrman White & McAuliffe, with a practice focused on environmental law, corporate law, and biotechnology matters. Before joining NOAA, Medina served as Deputy Associate Attorney General at the U.S. Department of Justice, with oversight of the environment division. Earlier, she was a senior counsel to the U.S. Senate Committee on Environment and Public Works.

**Sam Herrick, Ph.D.** is an Industry Economist with NOAA, National Marine Fisheries Service, Southwest Fisheries Science Center in La Jolla, California. His areas of interest include welfare economics, fisheries conservation and management policy analysis, the economics of climate change and small pelagic species fisheries and the ecosystem approach to fishery conservation and management. Currently he is pursuing these interests by conducting economic research on the conservation and management of small pelagic fisheries in the eastern Pacific Ocean.

**Chin-Hwa (Jenny) Sun, Ph.D.** is a professor in the Institute of Applied Economics and Department of Environmental Biology and Fisheries Science, National Taiwan Ocean University, and a visiting research scholar with the Inter-American Tropical Tuna Commission. She has published extensively on the economics of Taiwan's tuna and small pelagic species fisheries. Dr. Sun's interests in fisheries economics cover a number of topics, including bioeconomics, climate change, international trade, transboundary conservation and management and rights-based management. Her recent work deals with the asymmetric externalities of the tuna longline and purse-seine fisheries in the eastern Pacific Ocean, and with inverse demand systems in global tuna and small pelagic species fisheries.

**Rognvaldur Hannesson, Ph.D.** is a professor of fishery economics at the Norwegian School of Economics and Business Administration, Bergen Norway. He has published several books on fisheries economics and management and large number of papers in scientific journals. Apart from fisheries economics, his interests include the economics of petroleum and other natural resources. He has advised the Norwegian and Icelandic governments on fisheries policy and done consultancy work for the OECD the FAO and the World Bank. He is a member of the advisory committee on fisheries management for the Director General of the FAO.

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**Amber Morris** is a fishery policy analyst for Sustainable Fisheries with the Southwest Regional Office (SWRO) of NOAA's National Marine Fisheries Service. She is deeply interested in the interface between fisheries science and policy. Ms. Morris received her M.S. in Marine Science and has completed all the coursework for Masters in Public Administration from the University of North Carolina at Wilmington. In her current position, Ms. Morris's primary area of research focuses on allocation mechanisms and their influence on fisheries management activities. Serving in the Fisheries Management Branch, Ms. Morris is involved in the Pacific Fishery Management Council process and regulatory matters focused on coastal pelagic and highly migratory species.

**Jim Seger** has been on staff with the Pacific Fishery Management Council for 22 years. During that time he has had a key role in the development of limited entry policies for the groundfish fishery. He began with the Council in 1987, working on the groundfish license limitation program, which was implemented in 1994. Beginning in 1991 he was the Council staff lead on rationalization of the limited entry fixed gear sablefish fishery, which culminated in the permit stacking program currently under which the fishery is currently managed. For the last seven years he worked on the trawl rationalization program, which was recently adopted by the Council and is currently going through the NMFS approval process. Mr. Seger has a Masters of Marine Affairs from the University of Washington and has completed additional graduate work in economics. Prior to coming to the Council, he spent time working as a foreign observer and as a biologist on research cruises in the north Pacific and Bering Sea

**Rashid Sumaila, Ph.D.** is director of the Fisheries Centre at the University of British Columbia, Vancouver, Canada. He also directs the Fisheries Economics Research Unit (FERU) at the Centre. Dr. Sumaila is deeply interested in how economics, through integration with ecology and other disciplines, can be used to help ensure that environmental resources are sustainably used and managed for the benefit of both current and future generations. Dr. Sumaila has authored numerous journal articles, edited books/volumes, book chapters and other publications. His work is taken seriously by policy makers at the highest levels, and has generated significant international interest. Sumaila has won the Aldo Leopold Fellowship, Pew Fellowship for Marine Conservation; Craigdarroch Award for Societal Contribution; the Zayed International Prize for the Environment, and the Peter Wall Centre Senior Early Career Scholar Award.

**Julio Peña-Torres, Ph.D.** is a professor in the department of Economics & Business, Universidad Alberto Hurtado, Santiago, Chile. He has published extensively on the economics of Chile's small pelagic species fisheries. Dr. Peña-Torres's interests in the fisheries economics cover numerous topics, including bioeconomics, climate change, transboundary conservation and management and rights-based management. His recent work deals with the non-linearity in catch per effort in small pelagic species fisheries.

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**Tim Ward, Ph.D.** has a long and diverse involvement in marine science, especially the fishing industry, and has worked as a commercial fisher, Australian fishing zone observer, scientific consultant to the film industry, university lecturer and fisheries manager, as well as a research scientist. In his current position as Leader of the South Australia Research and Development Institute's, Aquatic Sciences' Wild Fisheries Science Program Area, Professor Ward manages research on all of South Australia's fisheries. Professor Ward is recognized nationally and internationally for his research on pelagic fish, especially stock assessment of sardine using the daily egg production method. He is currently leading a large multi-disciplinary study to develop ecological performance indicators for the South Australian Sardine Fishery. Professor Ward is also affiliated with the University of Adelaide and Flinders University of South Australia.

**Tracy Yandle, Ph.D.** has research interests in the institutions used to govern natural resource use and environmental issues. Her primary research focuses on the social and institutional changes associated with the market-based regulatory approach and the co-management approach to resource management. She has a Ph.D. in Public Policy from Indiana University (where Elinor Ostrom was her dissertation supervisor) and an MES in Environmental Studies from Baylor University. For the past decade, her primary case has been New Zealand's fish management system, focusing on its path-breaking "individual tradable quota" (ITQ) programs which gave commercial fishers property rights to fish. Dr. Yandle's interest is in the evolving governance of the system, which has developed to give the industry participants an increasing role in fishery management. She has developed models of how the evolving governance system works including the engagement (and roles) of the different participants - from government through industry groups to the individual fisher. She argues that ITQs and similar property rights-based management systems cannot be seen as a static policy tool, but as a vital institutional change that profoundly influences the regulated and regulatory community far beyond the original natural resource management goals.

**Glenn Merrill** coordinates catch share programs for the NMFS Alaska Region. His primary roles include leading program development and implementation, and outreach to the North Pacific Fishery Management Council and affected industry participants. He has previously worked as a resource analyst for Native Alaskan communities in the Aleutian Islands, research associate for the National Research Council, Dean A. Knauss Sea Grant fellow, and a fisheries observer in Alaska and off the Pacific Coast. He holds a Master's of Marine Affairs from the University of Washington.

**Carrie Pomeroy, Ph.D.** is a Research Scientist with the University of California Santa Cruz Institute of Marine Sciences (1995-2005) and a Marine Advisor with the California Sea Grant Extension Program (SGEP; 2005-present). She conducts social science research, education and outreach, to document and improve understanding of the human systems associated with California's fisheries and fishing communities, and facilitate its application. In addition, she serves on local, state and regional advisory committees. Her work has included research on the socio-economic organization of California's squid and wetfish fisheries, the Moss Landing and Santa Cruz Harbor commercial fishing communities, the socio-economic impacts of marine reserves on fisheries, and the effects of regulatory change on ports and port infrastructure. She holds a MA in Marine Policy from the University of Miami and a PhD in the Human Dimensions of Fisheries from Texas A&M University.