

Meet Rob Clift, Sun Coast's Sr. Marine Outreach Coordinator

Rob Clift is the Sr. Marine Outreach Coordinator for the Florida Keys Field Office in Tavernier, Florida. Before NPCA, he worked as a captain in the Florida Keys teaching sailing, fishing, and snorkeling to different groups who wanted to learn more about the Keys. In 2004, when Rob had the opportunity to move to the South Pacific island of American Samoa, he had no idea how this would shape his future work



with NPCA. “When I saw the beauty of American Samoa National Park, snorkeled untouched reefs, and walked unpolluted beaches, I realized the significance of caring for these extraordinary marine settings,” said Clift. Rob returned to the Florida Keys with a new sense of mission, to protect the waters of the Everglades and Florida Bay. He has worked on projects like the Florida Bay Info Packet. This is a packet that includes important information boaters might need to navigate the waters of Florida Bay. He is also working on an online boater education course designed to give boaters the knowledge they need to protect the resources of Florida Bay. “Education is the key.” states Rob. “The future of the Everglades is dependent on the actions we take right now.”