

Erie PrOH Guide Certification Program

Earning Promising Reviews

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In early August 2023, the Erie PrOH Guide Certification Program launched. While many of you told us you were interested, we weren't sure how many to expect right off the bat, especially since many of you were still busy fishing. Within the first two months, we had 58 people complete the course! We are now up to 62 completed, and feedback from those Erie PrOH certified folks has been overwhelmingly positive.

[Erie PrOH](#) is a voluntary certification course for fishing guides and crew members who work on Lake Erie. It empowers you to promote your industry and sustainable angling while using conservation-oriented best practices. Eight online modules developed by Ohio Sea Grant and the Ohio Division of Wildlife provide training and materials that clarify Lake Erie fishery topics, help you educate the public about the fishery, and attract environmentally aware clients. Once you complete the course you will receive a certificate of completion that is good for five years, and a vessel sticker to help promote yourself as Erie PrOH certified. You'll also receive a 40-page binder of resources for you to have on-board while speaking with customers, and you can choose to be added to our list of Erie PrOH Certified Guides which can be found on the [Ohio Sea Grant](#) and [Ohio Division of Wildlife](#) websites.

We've built in many opportunities for you to provide feedback as you are taking the course. This feedback has been great, with 98% feeling they improved their Lake Erie literacy, and 89% saying they intend to modify a business practice based on what they learned. Some specific examples that Guides will change include:

- I would like to provide more detailed information about Lake Erie as part of the Charter experience.
- Communicating with local businesses and lodging.
- Can convey more accurate information on fisheries management and sustainability to customers.
- Handle catch and release more carefully and will not release any bait left over after trips.
- Teach more with my customers and lead by example on Erie PrOH practices with other charters.
- I am now armed with the knowledge to educate my clients at a more in-depth level on the importance of good stewardship.
- I will do better to include a short briefing to my customers, regarding what to do in the event that I become incapacitated during our outing.
- Provide an ash tray for smokers to ensure that they do not toss butts into the lake.
- Be more vocal on the importance of the future of Lake Erie.

These are exciting, impactful changes that can really improve the customer experience during your fishing trips. With winter upon us, now is a great time to dive into [Erie PrOH](#) and join the growing list of certified guides! You can learn more and sign up on the website at go.osu.edu/EriePrOH. You can also join us at the [Ohio Charter Captains Conference](#) on March 2, where we'll have a booth set up to answer

any questions. We are currently running a promotion, so be sure to use the code PROH-FIRST-25 to receive \$25 off at checkout, which means this 5-year certification only costs \$50. If you have any questions, please reach out to me at Gabriel.78@osu.edu.