



Heal the Bay

spring
2008

the newsletter of Heal the Bay

volume 22 number 1

healthebay.org

currents

Earth Month get involved

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currents

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Heal the Bay

Heal the Bay is a nonprofit environmental organization dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use research, education, community action and advocacy to pursue our mission.

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graphic design | sophie moscoso design | sophiedesign.com

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All Eyes on Ventura

New stormwater rules draw attention throughout the state

One of the quirks of water quality work at Heal the Bay is that years have themes—simply because the Regional Water Board moved to a watershed based permitting cycle many years ago. This year is the year of Ventura County. Already, the Regional Board has approved a fecal bacteria TMDL to clean up the polluted water at Kiddie and Hobie Beaches. The other major issues in the County are the City of Ventura's sewage treatment plant discharge permit and the Ventura County stormwater permit. The sewage treatment plant is the last facility in the state that discharges sewage directly into a coastal estuary. In this case, the estuary is the extraordinarily beautiful and ecologically critical Santa Clara River estuary: home to endangered steelhead trout, tidewater gobies, California least terns and snowy plovers. Sewage effluent is only allowed into enclosed bays and estuaries if the discharger demonstrates that the sewage "enhances" the receiving waters: a burden that certainly has not been met as the past history of numerous Clean Water Act violations and Time Schedule Orders for legal compliance demonstrate. Our goal is to get Ventura to stop discharging treated wastewater with high nutrient levels into the lagoon and to start reusing the water to reduce the region's reliance on imported potable water. At a minimum, we're

Don't buy Ventura's 'sewage is good for the fish' argument

pushing for Ventura to convert existing wastewater storage ponds and adjacent vacant lots into a treatment wetland to provide additional polishing of the nutrient laden discharge and reduce artificial flows to the lagoon. The Regional Water Board is scheduled to make a decision in March. We hope they don't buy Ventura's "sewage is good for the fish" argument that earlier Regional Boards opposed for Hyperion and the County Sanitation Districts' plant in Carson.

An even more critical issue is the Ventura County stormwater permit. Over a year ago, the Regional Board issued an innovative draft stormwater permit that included such provisions as Low Impact Development (LID) requirements to greatly reduce runoff from all new and major redevelopment by requiring runoff capture and infiltration. Other

provisions included a novel approach to hold the County accountable to meet a numeric performance level for water quality. Since the draft permit could be precedent setting for next year's Los Angeles County stormwater permit and stormwater permits throughout the state, strong opposition has been expressed by the Building Industry Association and the Coalition for Practical Regulation (CPR). The CPR is made up of Los Angeles County cities that have opposed every significant new water quality regulation over the last decade. As a result of the controversy, the regulatory process has ground to a halt and the Regional Board is once again attempting to reach stakeholder consensus on the permit, despite the fact that this approach has not resulted in demonstrably cleaner rivers and coastal waters, and the CPR cities and others have sued over the last two Los Angeles County stormwater permits. Caught in the middle is Ventura County, which has generally had a decent environmental record on a watershed approach to stormwater management.

No matter what happens, Heal the Bay and the Natural Resources Defense Council (NRDC) will remain firm on our top priorities for the permit: First, a strong LID requirement (substantiated by incredible work by NRDC and Professor Richard Horner from the University of Washington); second, inclusion of all of Ventura County's pertinent TMDL requirements in the permit – this is the only way that numeric effluent limits and true accountability occurs in stormwater permits; third, a requirement for all Best Management Practices (structural water treatment devices) to meet strong performance and design standards. These must be sized and designed to effectively reduce runoff pollution. Lastly, there needs to be a monitoring program that will indicate if cities' or Ventura County's stormwater is causing water quality standards to be violated in local rivers and coastal waters. The Regional Board's decision on the Ventura County stormwater permit won't occur until this summer. A lot more is at stake than the County's beautiful rivers and beaches. The permit is a pivotal decision on whether or not the state will ever seriously tackle California's biggest water pollution problem.



- Mark Gold, President, Heal the Bay

Mixed Greens

People and products we love

Some of the coolest people we've come across at Heal the Bay are making a huge stand against plastic debris in the ocean. **Tom Jones**, extreme endurance athlete and environmental activist, paddled the entire coast of California to raise awareness of plastics polluting the ocean. That's 1,250 miles on a 14 ft. paddleboard! Tom founded an organization called the Campaign for a Plastic-Free Ocean, and focuses on changing personal behavior (reminding people to reduce, reuse, recycle) and lobbying for regulations on plastic pollution.

Roz Savage is another hugely inspirational athlete. In 2005 Roz was the first woman to row singlehandedly across the Atlantic Ocean. In the summer of 2007, she set out to become the first woman to row solo across the Pacific as well—from California to Hawaii, then to Tuvalu and on to Australia. Like Tom, Roz embarked on this adventure in large part to call attention to the plight of our oceans. While bad weather hampered her 2007 attempt, Roz hopes to set off again this spring. Follow her progress (while learning about protecting the environment and all of Roz's other adventures) at rozsavage.com.

Eco-Friendly Surf Wax

Next time you head out to the lineup, consider this: not all surf waxes are created equal (environmentally speaking). **Matunas Wax**, for example, is biodegradable, non-toxic and made from local California products. The labels are even made with recycled paper and soy-based inks. When it's time to strip your board of old wax buildup, try **The Pickle Wax Remover**. It's reusable, fits in any bag, doesn't need to be washed, contains 100% recycled materials and Heal the Bay staffer **Peter Tatikian** "swears by The Pickle."

Fishphone

Nick Fash, education specialist at the Santa Monica Pier Aquarium, passes along this helpful service to anyone who's ever been stuck at the seafood counter wondering whether U.S.-farmed tilapia is an eco-friendly choice (yes!). **Fishphone** is an easy way to find out about more than 990 species of seafood and whether or not they are healthy and sustainable to eat. Simply send a text from your cell phone to the number 30644 with the message FISH and the name of the fish in question. Within seconds Fishphone will text back with Blue Ocean's environmental assessment (standard text messaging rates apply). You can also visit www.fishphone.org, where you can download and easily scroll through the color-coded info.

Eco Resource Websites

Want to know how to pronounce xeriscaping? Looking for biodegradable dog poop bags? Fortunately for you, a bevy of green resource websites now offer info on everything from helpful blogs to local listings to actual merchandise. Try Greenopia.com, greenisuniversal.com, thegreenguide.com or ocgreenguide.com for starters.

MyGreenSpark

Many a kid has peddled wrapping paper or stale candy bars at some point to go on a fun field trip. Well, now there's a eco-twist: Fundraising Green's **myGreenSpark** "redemption book." (We're restraining ourselves from the "we didn't have cool stuff like this when we were kids" talk.) Fundraising Green is an eco-friendly program for Southern California schools, clubs and non-profits. For more information, visit mygreenspark.com.



Businesses with an e-conscience

Last year, **Guidance**, a specialized technology advisor, teamed up with Heal the Bay and a local Boy Scout Troop to clean up Mother's Beach in Marina Del Rey. Now, Guidance has become a carbon neutral business with a recycling program, carpool initiatives and even an environmental blog. More and more often, we are heartened to see companies taking the green initiative and changing the way they do business so that it has less impact on our environment. Even the Super Bowl now runs on renewable energy (for the second year). Thousands of trees are to be planted to help offset the greenhouse gas emissions produced by Super Bowl events.





Pop Quiz

10 questions that every Heal the Bay member should have down pat.

by Jessica Belsky

Want to find out how water-wise you really are? Test your knowledge by answering the following questions. The responses may surprise you.

1. Where does trash in the street end up?
2. At the grocery store, what is the best response to "Paper or plastic?"
3. What happens when I let go of a balloon?
4. What should I do with plastic six-pack rings?
5. How much water can a dripping faucet leak?
6. What products should be disposed of in a Household Hazardous Waste facility?
7. How should I clean off my driveway or sidewalk?
8. What should I do with my used motor oil?
9. What is the most Bay-friendly way to wash my car?
10. Is the Bay getting better?

Answers:

1. In the Bay. Yup. All those nasty cigarette butts and coffee cups left on roadsides go right down the storm drain during a rain. Storm drains are the gutters found on the streets and they lead either directly to the ocean or to another body of water that eventually drains to the ocean. Keep your trash out of the gutter and put it where it belongs, in a trash can or an ashtray.

2. Neither! Plastic bags easily travel to the marine environment either on the wind or through the storm drain system. Marine animals mistake them for food and ingest them or become entangled in them. The bags are made from petroleum and degrade very slowly into smaller and smaller pieces but never fully go away. While the bags can be recycled at any local grocery store, only about 5% of the 19 billion plastic bags annually used statewide actually get recycled. Paper bags are only slightly better at a 20% recycling rate. Both emit global warming gases during manufacturing. Heal the Bay recommends always bringing your own reusable bag.

3. Chances are it ends up in the ocean. Released helium balloons eventually pop and fall back to land where they are washed into the ocean via the storm drain system. Marine animals often mistake balloons for food. Always pop your helium balloons and put them in the trash when you are finished with them.

4. Cut them up thoroughly before you throw them away. Or avoid buying them outright. Marine animals can choke and get tangled on these plastic rings.

5. 20 gallons a day, according to the Metropolitan Water District. That's 7,200 gallons of water wasted if a faucet drips for a year. Make sure to repair any leaky faucets as soon as possible. While you're at it, install low-flow shower heads and toilets as well. Conserving water helps the sewage treatment plant do a better job. Other ways to help? Simply turning off the water while you brush your teeth saves gallons of water a day and shortening your shower by only one or two minutes can save about 5 gallons a day. Your area may even offer a water rebate program. You can find out at bewaterwise.com.

6. The short answer is -- probably much more than you think. Household batteries, fluorescent light bulbs (including CFLs), used motor oil and filters, oven and drain cleaners, nail polish and nail polish remover, anti-freeze, paint thinner, pesticides, unused or expired medication and much more can be safely disposed. Dumping household hazardous waste down your drain takes it to treatment plants where it interferes with the treatment process. Visit www.ladpw.org/epd/hhw for a comprehensive list of items and collection information.

7. With a broom. Using a hose to clean driveways and sidewalks washes debris right down the storm drain and to the Bay. Each time you sweep your driveway or sidewalk rather than hosing, you save about 150 gallons of water.

8. If you change your own oil, always recycle it at a gas station, auto parts store or garage. Never pour it down the drain, in the gutter or on the ground. Motor oil is extremely toxic. One gallon of used motor oil can pollute 1 million gallons of drinking water – that's a year's supply for 50 people. Motor oil doesn't wear out; it can be cleaned and used again. For a recycling location near you, call 1-800-CLEAN UP.

9. Without water. Believe it or not, there are many waterless carwash products now available (try greenearthcarwash.com). If you still prefer the old-fashioned way, take your car to a car wash. Many car washes recycle their water. Washing your car at home in your driveway can be particularly harmful to the Bay. Crud from your car, mixed with the cleaning detergents, ends up heading down the closest storm drain and thus, into the Bay. These detergents, and the chemicals found in the dirty car grime can harm marine life and contribute to harmful algal blooms. If you must wash your car at home, try doing it on the grass, which will filter out some of the impurities.

10. Yes! It's working. Awareness of the storm drain system is spreading. The Beach Report Card program is now statewide. Sewage treatment has improved dramatically. There is no longer a dead zone in the Bay. L.A. County's coastal waters are much safer and cleaner than they were in 1985 when Heal the Bay formed. In fact, this past summer boasted some of the cleanest water we've had in decades.





Zoumana Sane, Mami Wata, c. 1987 (glass painting)
Collection of Herbert M and Shelley Cole

Earth Month

Some fun ways to get involved

by Hallie Jones

Celebrated since the 1970's, Earth Day and Earth Month continue to be some of the most popular times to celebrate your connection to the world around you. There are beach cleanups, speeches to listen to, special benefit concerts, and hundreds of other ways that you can get involved. This year, you can join Heal the Bay in one of our own celebrations of Mother Earth.

The Fowler Museum, on UCLA's campus, is opening an exhibit called Mami Wata. Pidgen-English for "Mother Water," the Mami Wata exhibit will examine the oral traditions and visual history of the idea of Mami Wata, beginning in ancient indigenous cultures in Africa and the African Atlantic, but spreading to European mermaids and snake charmers, Hindu gods and goddesses, and Christian and Muslim saints. The exhibit contains sculpture, paintings, masks, posters, and more from west and central Africa, the Caribbean, Brazil, and the United States, and traces the antecedents, evolution, and impact of Mami Wata and her artistic manifestations.

Heal the Bay will help kick off this exhibit by being a part of the festival that celebrates the exhibit's opening, on Saturday, April 19th from 11:30-3:30. The festival itself will

have community groups, dance troupes, arts and crafts, and plenty of other family activities. There will even be a costume contest and a parade—come dressed as your favorite mermaid! Heal the Bay will be bringing lots of great art projects and touch tanks from the Santa Monica Pier Aquarium.

Throughout the rest of the month, we have plenty of ways for you to get involved. We'll be holding cleanups in Compton and on one of our local beaches, and we have plenty of education speeches planned at schools, churches, local businesses and corporations and community groups. We're also looking at doing some restoration in the Malibu Creek and Compton Creek areas—most likely removing invasive plants and replacing them with natives that provide food and habitat to local animals. On April 26th and 27th, we will be celebrating Earth Month at the Santa Monica Pier Aquarium, with beach cleanups, free admission to the aquarium (for those who join our beach cleanup), special presentations on ocean pollution, arts and crafts, films and hands-on activities. Our special extended hours that weekend will be 11 am until 6 pm.

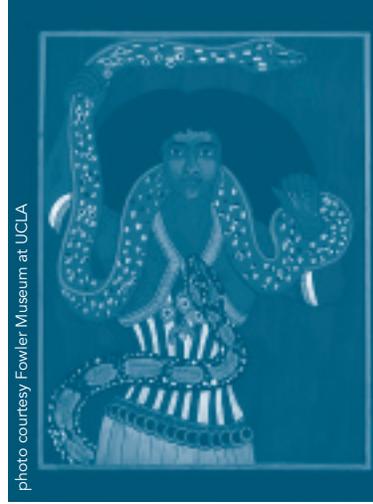


photo courtesy Fowler Museum at UCLA

Remembering Rim Fay

The oceans lost a great friend with the death of Dr. Rim Fay in January. Dr. Fay was one of the founders of Heal the Bay, and played a major role in many of our most dramatic victories. Along with Dorothy Green and others, in the 1980's Dr. Fay mobilized Los Angeles residents to stop the dumping of raw sewage into the Bay—starting the movement that became Heal the Bay. Mark Gold, president of Heal the Bay, says "Rim Fay truly was the Doc Ricketts of Santa Monica Bay. He is sorely missed."



photo courtesy of Rim Fay library

2008



photo by Nick Fash



Looking forward

The Year Ahead

Spanish Language Outreach

Heal the Bay looks forward to continuing our outreach in Spanish speaking and inland communities. We're working on bringing bilingual docents into the Santa Monica Pier Aquarium, and we've already incorporated Spanish signage on our tanks. We'll continue serving inland communities through our Speakers Bureau, neighborhood cleanups and volunteer efforts. In 2008, Heal the Bay will also be developing a Spanish language version of our website, so that tools like our Beach Report Card are accessible to even more beachgoers.

War on Plastics

In 2007 Heal the Bay escalated our fight against marine debris through legislation, education and far reaching advocacy efforts. In 2008, we'll continue to lobby government and businesses to help end the problem of plastics in our ocean, and we'll also keep working on educating people about the importance of cutting down on the amount of plastics we use on a daily basis. Legislatively, we're working on a bill to make sure bottle caps are connected to plastic beverage bottles - leash the lid - so they don't end up on our beaches. We're also continuing to support our bill that reduces abandoned fishing nets, fishing line, and other fishing gear in the ocean. We will also be considering a bill to ban single use plastic bags in the state, while working with cities and counties throughout the state to help those municipalities consider their own bans.

Marine Protected Areas

These key areas of protected habitat allow marine life room to reproduce and grow by limiting the pressures of fishing. The process that determines which areas will be designated as protected began in Central California, and will move into Southern California in 2008. Heal the Bay will be working to make sure that the MPAs in Southern California are thoughtful, reasonable and as protective of marine life as possible.

Santa Monica Pier Aquarium

In an ongoing effort to keep the Aquarium as captivating and educational for kids as it is for adults, we're renovating the Kids' Corner to include: six jewel tanks (small, species specific exhibits at kids' eye level); new marine themed books in both English and Spanish; interactive games and puzzles; and a new puppet theater. Staff is also working on the design and installation of a new Plankton-Pollution Exhibit that will feature moon jellies that have been reared on site.

K-12 Education

The Education and Environment Initiative is a plan to incorporate environmental education into the California State Standards for grades K-12. Heal the Bay was instrumental in getting the EEI off the ground, and we've helped develop curriculum for the standards themselves. In 2008, most of the curricula will be completed and a strategy and plan for EEI implementation will be developed.

Beach Report Card Survey

This summer, we'll be conducting a study at the Santa Monica Pier to learn how people view the water quality issues facing the Pier. The survey will also incorporate questions on the Beach Report Card so that we can understand how many beachgoers use the Beach Report Card as a resource, and where gaps in awareness exist. 



Support the Cure Benefits Heal the Bay

Support the Cure will be hosting its second annual charity event to benefit Heal the Bay and Environmental Defense Fund on May 10.

Don't miss this exciting evening dedicated to building a community of young philanthropists. This year's event, which is sponsored by Coors Brewing Co., Fiji Water and others, will feature an amazing silent auction, fabulous food and drink, and house DJ.

Join with hundreds of other twenty and thirty-somethings to support Heal the Bay at the stylish, Bauhaus-inspired, Met Lofts in the historic, vibrant heart of Los Angeles.

Support the Cure was founded in 2006 by a group of five friends [pictured above left] aimed at accomplishing two goals: to bring an often apathetic younger generation into philanthropy and to help support the cure for global issues. "We began this charity because each of us had someone in our lives that had been affected by breast cancer and we felt it was time to help fight back. During the process of discussing our goals we realized that there is so much more in the world that affects us and those we love. As a result, we chose the name "Support the Cure" as each year our event will raise money for a different global cause," the founders said.

Visit www.supportthecure.org for additional information and tickets. Tickets are only \$65 and benefit Heal the Bay and Environmental Defense Fund.

Happening Causes

2008 promises to be an eventful year with support from a growing list of new and long-time Third Party sponsors! Past events this year have included a Buddha's Belly Santa Monica location Grand Opening in January, the CLASS Tradeshow and Gala Dinner in March, and upcoming events including April's SVEDKA and Fred Segal Fun benefit party, and Support the Cure's Second Annual Charity Event and the Santa Monica Classic Run in May.

These third party events, along with our own 17th Annual Bring Back the Beach benefit dinner on May 29, are great opportunities for members and their family, friends and associates to have some fun while supporting Heal the Bay's work throughout the year. To update your calendar and get the latest fundraising party and event details, visit www.healthebay.org/events.

Healing the Bay... New Jersey Style

Imagine HTB staffer Jessica Belsky's surprise when she read an article about a taco joint in New Jersey planning to donate to Heal the Bay. Tito's Burritos (titosburritos.com), Jersey's version of the California beach taco hut, has created an environmental campaign entitled "Green is Good." Part of the operation was to convert Tito's delivery truck to run on biodiesel. Another part was to donate proceeds from bumper sticker sales to worthy environmental causes. But while our mouths were watering over Tito's menu, staffer Natalie Burdick realized that the food could be a little greener. After a chat with Tito's Executive Chef (and former NYC firefighter), Eric Brodin, Tito's decided to

remove Mako Shark from their menu. Mako has an official conservation status of 'vulnerable', meaning that it will likely become endangered unless the circumstances threatening its survival improve. An unsustainable number of Mako are killed each year due to consumer demand. After fully under-

standing the issue, chef Brodin said, "We are happy to remove Mako from our menu and help set a positive example to our customers and community."



Day Without a Bag

We Couldn't Have Done It Without Them

HTB's Nick Fash dresses as the Bag Monster



photo by Frankie Orrala

"Day Without a Bag" on December 20th was a tremendous success, building significant public support for reducing the use of disposable plastic bags as tens of thousands of reusable totes were handed out throughout Los Angeles County. The day was supported by L.A. County, the City of L.A., over 25 other cities in L.A. County, and by dozens of environmental and community groups representing hundreds of thousands of members. We also are so grateful to all the reusable bag vendors that made generous in-kind donations. For their help on Day Without a Bag, special thanks to:

Ralphs
99 Cents Only Stores
Food 4 Less
the City of Los Angeles
the County of Los Angeles Department of Public Works
1 Bag at a Time (www.1bagatime.com)
BYORB (www.byorb.com)
The ChicoBag Company (www.ChicoBag.com)
Earthwise Bag Company, Inc. (www.earthwisebags.com)
Eco-Bags Products, Inc. (www.ecobags.com)
West 19th (www.w19th.com)
Los Angeles City Councilman Greig Smith
Los Angeles County Supervisor Zev Yaroslavsky

Make every day a day without a (plastic single-use) bag, visit any of these tremendous Heal the Bay supporters! 

Shopping Wise

Are you looking for creative ways to support Heal the Bay? But are you finding you just don't have enough time to volunteer at the Aquarium, one of our cleanups, with our Speaker's Bureau or as part of our Wednesday office support? Is your budget a little too tight for discretionary spending after the holidays?

Then consider one of the following organizations when you make your typical shopping decisions. Each one of these businesses donates a portion of their sales proceeds to Heal the Bay:

For that special gift, think of Wisteria Lane. They are an organic florist that offers a unique, custom "Sail Away" bouquet for Heal the Bay (10% of the sales proceeds of this signature arrangement are donated).

Visit www.organicfloraldesigns.com or call 888.345.6101 for your next occasion.

Looking for earth-friendly, sustainable cleaning supplies for the home or office? Consider shopping online at Greenraising. They offer buyers the option of designating their favorite charity and then they donate 25% of the sales to that charity – just visit www.greenraising.com and choose Heal the Bay when you order.

Lastly, consider being good to the environment, Heal the Bay AND your car! LuckyEarth offers an alternative to traditional car washes. Visit www.luckyearth.com and try out their new, 'waterless' car-washing products and services. LuckyEarth donates 1% of all sales proceeds to Heal the Bay.

Beth Ryan

A visit with one of Heal the Bay's most well rounded volunteers

Beth Ryan is a shining example of Heal the Bay's dedicated volunteer force. She started out doing water quality monitoring with the Stream Team, moved into habitat restoration, then joined our Speakers Bureau and our annual dinner committee, and helps secure items for the silent auction at our annual dinner each year. She really has covered all aspects of Heal the Bay—from fundraising to field work. Born in Arizona, Beth moved to L.A. in 1991, and works for Universal Pictures in the Financial Contract Administration & Reporting group. Her group of volunteers (the GE/Universal Volunteers of Southern California) won the GE Environmental Impact Award last year for their Heal the Bay work, which led to a grant for Heal the Bay as well. We took a moment to ask Beth a little about why she spends so much time and energy on Heal the Bay, and for the environment in general.

everyone feel like family. I became a regular participant in beach cleanups, a Beach ERT Captain and a regular Community Outreach participant (aka Tabler).

Why do you volunteer with HTB in particular? Do you have a special connection to the ocean? Back when I first joined Heal the Bay, there was a real sense of family, which is something I needed at the time. That element is what has kept me involved all these years. I also like how easy it is to volunteer for events. I can sign up as a single volunteer or bring along a group from work or fellow local alumni from my alma mater, Arizona State University.

How has being green impacted you in your life? I certainly haven't gone completely green. I can't afford to. However, I do what I can. I bring my own bags to the grocery store. I only drive two miles to work, but I still have my Dodge Stratus. I would love a Ford Escape Hybrid!

Is there anything in particular you'd like to green about L.A.? The first thing I noticed when I moved to L.A. was that most L.A.U.S.D. elementary school playgrounds are cement. I would love to see L.A.U.S.D. kids run around on grassy playgrounds.

What are some of your favorite Stream Team Moments? Every day with the Stream Team was fun. The past 7 years with the entire Stream Team have been a riot. The first time I met Mike Grimmer, I accidentally hit him in the head with a tree branch. He was so nice and quiet about it, but I could see his eyes rolling around in his head.

There were also the occasional nettle stings. I slipped once on a rock and landed on my fanny and 'nettled' my entire backside. The stinging lasted several days.

Stream Team staff over the years deserve very special kudos. The work was very hard at times. The core Stream Team volunteers were so fantastic, that even after spending 3-4 hours working, we would then head over to La Paz or Cocoa's in Calabasas and have a 3 hour lunch. We genuinely had a great time together and really enjoyed hanging out. We never ran out of things to talk about.

The most satisfying moment I spent on the Stream Team was seeing the guys take out the Texas Crossing in Malibu. There was a day when volunteers were asked to help remove some of the concrete, and I brought a small group from work to join in. I also took time off from work to help on what we thought would be the last day of demolition. Unfortunately, the bridge was tougher than we expected and the team had to return for yet another day. There just aren't enough words to describe the respect I have for the tremendous work they did. I've never been more proud to be a part of a team than when I saw the finished product. They are the most wonderful people I know.

Can you tell me a little bit about what first inspired you to start caring about the environment? Well, I grew up in Chandler, Arizona, a suburb of Phoenix. Our only nature was dirt and cactus with an occasional roadrunner or jackrabbit. The summer before I moved to L.A., Arizona's temperatures got so hot that birds were dropping dead from the heat. When I moved to Los Angeles, I just fell in love with the beach and ocean. At first, I was blind to the trash on the beach, but then I started noticing the cigarette butts, pieces of glass and plastic imbedded in the sand and I couldn't believe that such little effort was being made to fix the problem.

How did you get started at Heal the Bay? In the late '90s I was invited to Heal the Bay's benefit dinner. I was really motivated to get more involved. I soon became a regular Stream Team volunteer, helping with water chemistry, GPS mapping, and restoration projects in the Malibu Creek State Park area. Mark Abramson, former Stream Team director, and the entire Stream Team staff had a way of making



Bags and Other Drags

Despite some bumps, HTB is winning key battles in war against plastic debris.

by Hallie Jones

As we learn more about the devastating effects that plastic trash has on our oceans and beaches, Heal the Bay is ramping up the fight on many fronts to keep plastic out of the marine environment.

During the holidays, we coordinated the inaugural Day Without a Bag, a 24-hour period in which Heal the Bay challenged Southland residents to use reusable fabric or durable plastic bags instead of single-use disposable plastic bags. On Dec. 20, we handed out over 10,000 free reusable bags at shopping centers throughout Los Angeles, and spoke to thousands of people about why we should all cut down on using plastic bags.

On the policy front, Heal the Bay spent considerable time working with the L.A. County Board of Supervisors on its proposed ban of plastic bags. After nine months of negotiation and lobbying, we were quite disappointed with the Supervisors final decision at a January meeting. We brought hundreds of volunteers (all in bright red shirts) to the supervisors meeting, but the proposed measure was weakened even further by proposals from supervisors Knabe and Antonovich.

Basically, the ban originally started as just that — a staff recommendation to look at an outright ban on single-use plastic bags. Eventually, the proposal turned into a voluntary reduction in plastic bags, asking for a 35% reduction in the number of plastic bags we use by 2010, and a 70% reduction by 2013. However, if these targets weren't met, a bag ban would go into effect. Knabe and Antonovich's amendments lowered these targets by an additional 5% and delayed completion of the ban ordinance by a year. The 5% may not seem like a lot, but that's an extra 300 million bags ending up in our landfills and oceans each year!

We are optimistic that the bag ban will eventually come to pass, when the voluntary reduction targets are simply not met. Then L.A. County would join the legions of municipalities and countries that are banning plastic bags, or simply charging for them, including Paris, San Francisco, China, Ireland, much of Africa, and parts of England. In the interim, we'll be closely involved in making sure the reductions in bag use are measured appropriately.

The Santa Monica City Council voted in late February to draft what would be the most comprehensive ban on single-use shopping bags in the nation. The measure would ban all plastic shopping bags at retailers of every size throughout the city. In a bid to drive the uses of reusable bags, the council is also looking at mandating that stores charge consumers a fee if they request a paper bag. By taking this dual approach, the council is once again taking a precedent-

setting approach that could become a model for the rest of the nation. A final vote should come in a few months.

On a statewide level, we have several pieces of legislation coming up that will also work to decrease the amount of plastic in the ocean. Heal the Bay may introduce a statewide law banning plastic bags in the next year or so. Also, as part of our Pacific Protection Initiative, we will fight to enact the derelict fishing gear bill, which takes action on the abandoned fishing nets and lines that commercial fishing boats leave in the ocean. These nets are responsible for trapping and killing millions of fish and marine mammals each year, and it seems only fair that their owners should be required to keep this trash out of the ocean. The measure will most likely be heard this year.



Also, we're sponsoring a bill (casually called "Leashing the Lids") that will mandate that bottle caps remain attached to the bottles after a beverage is opened. Bottle caps are one of the most common pieces of plastic trash found in the ocean, and they're very often eaten by birds and other animals who think they're food. By keeping the lids firmly attached to the bottles, we're hoping to cut down on this type of debris. It brings to mind the disposable pull tabs that used to be on soda and beer cans, which once were a huge pollution problem.

Lastly, we will be supporting a bill that cuts down on the amount of Styrofoam and other one-use plastic food containers at restaurants and stores. Styrofoam is a pervasive pollutant in our ocean. If you've been to a beach cleanup, you've seen how much polystyrene is on the sand and in the water. And, unfortunately, it takes centuries to break down. As it floats in the ocean, it collects chemical pollution and is eventually eaten by seabirds, fish, or marine mammals.

The fight against plastic trash isn't going to be over soon. Heal the Bay is in it for the long haul.



by Randi Parent

After mere 36 hours after a container ship spewed 58,000 gallons of fuel oil into San Francisco Bay in November, Heal the Bay volunteer Dave Weeshoff found himself at ground zero rescuing distressed birds.

Weeshoff and other volunteers combed Bay Area beaches for eight days from pre-dawn into the late evening, using lights, long-handled nets and pillow cases to snare the oil-slicked creatures and send them to rehabilitation centers. As the volunteers scurried about, hundreds of seabirds swam tantalizingly offshore, preening continuously in a desperate attempt to remove the goo from their feathers.



photo by Natalie Burdick

Weeshoff

But equally alarming was seeing so many local residents who wanted to help, but did not know how or where to look for information. Without that knowledge, well-intentioned volunteers showed up at local beaches, only to be frustrated about being turned back because they lacked proper training in wildlife rescue or hazardous waste removal. Others simply ignored warnings to stay away and further stressed local wildlife

with misguided rescue attempts.

Weeshoff says there are many lessons learned that could be applied locally if a large-scale incident like San Francisco's Cosco Buscon spill were to hit the beaches and waterways of Los Angeles County.

Weeshoff believes that Heal the Bay can play a central role in protecting Santa Monica Bay in case of a spill – not so much as a hands-on organizer but as a clearinghouse for response information.

"There is a big void to be filled in this instant communication age," he says. Heal the Bay could take a strong leadership role, he suggests, by building a webpage on its site in

Oil's Not

L.A. and HTB can learn from

advance that would link community groups with the official organizations involved in an oil spill cleanup.

To that end, Heal the Bay is now working with the state agencies in charge of oil spill cleanups with the goal of becoming a resource for the greater Los Angeles community in the event of a spill. News updates, resource links and involvement opportunities would be posted on centralized page. The most urgent message to be disseminated during a spill is: "First, do no harm."

Many Heal the Bay members' natural inclination would be to head for the beach to help remove oil or rescue wildlife, but that's the last thing those in charge of a cleanup want to see happen, Weeshoff says. Novices thwart rather than enhance recovery efforts, as Weeshoff learned first hand in San Francisco.

Aquatic birds don't come on land normally, so it was against their instincts to haul themselves out onto Bay Area beaches to better work on their oiled feathers, he says. But when they did, it marked the best opportunity for rescue teams to swoop in.

"Unfortunately, the birds were frequently frightened back into the water by well-meaning but inexperienced people attempting to capture them," he says. "Despite their best efforts, these people were basically killing the birds by ignoring beach closure signs and even armed state game wardens."

In all, more than 2,500 birds have died as a result of the oil spill, according to International Bird Research and Rehabilitation Center figures. On a more positive note, 1,084 birds have arrived at IBRRC's center in



Well

volunteer mistakes during the S.F. oil spill

Cordelia, just outside San Francisco; at least 416 have been cleaned and released so far.

Oil is especially dangerous because it impairs the alignment of feathers, which are arranged in a pattern that protects birds from the cold or heat by providing insulation. The feathers also are naturally waterproofed and contribute to a bird's buoyancy. When the feathers become sticky and matted with oil, the bird is subject to hypothermia (being too cold) or hyperthermia (overheating). Oil slicked birds also spend all their time trying to clean their feathers and don't eat, so starvation is also a cause of death.

Weeshoff's interest in oil spills began in 2005 after reading an article in the Los Angeles Times about the oil seepage incident in Santa Clarita that sent oil into Ventura's coastal waters.

"I read about the IBRRC's work and about the volunteers who were cleaning the oil off the birds and thought that sounded interesting," he recalls. Two years ago I went through basic and advanced training so that I'm licensed by [the U.S. Occupational Safety and Health Administration] to be on an oiled beach."

Weeshoff is now volunteering three days a week in San Pedro, he's joined the San Fernando Valley chapter of the Audubon Society, and he makes an annual trip to Alaska to assist with raptor rehabilitation.

"Since water is the key to the birds' health, that led me to Heal the Bay, where I've been with Speakers Bureau for more than a year," Weeshoff explains.

How To Get Involved

Learn more about oil spill response and how to become trained in advance of an emergency spill:

International Bird Rescue and Research Center in San Pedro: www.ibrrc.org/ or call: 310.514.2573
Oiled Wildlife Care Network (UC Davis):
 visit www.vetmed.ucdavis.edu/owcn/

To report an oil spill: Anyone who spills oil in or near state waters is required by law to report the spill. Those who witness a spill are also encouraged to call in a report at one of the following numbers: Call the **West Coast Oil Spill Hotline** at: 1.800.645.7911 or call the state Department of Fish and Game at CalTIP: 888.334.2258.

More information is also available at the **Department of Fish and Game's Office of Spill Prevention and Response website:** www.dfg.ca.gov/ospr

The First Responders

So who takes charge when an oil spill hits California waters?

The Office of Spill Prevention and Response, a department in the state's Fish and Game Department, oversees a unique triumvirate that covers all facets of marine oil spill prevention and recovery.

This office, along with the U.S. Coast Guard and the "responsible party," the company that holds the insurance policy on the ship responsible for the spill, make up the command center for any oil spill incident.

All cleanup efforts are coordinated by this troika, which sets up a command center and begins deploying trained personnel, sets up a communication center and a media center. Detailed oil response plans are already in place for every mile of California coastline.

The probability of a major oil spill affecting the Santa Monica Bay and its beaches is fairly low because of safety procedures and regulations set in place with the 1990 legislative mandate, says Ted Mar, who is the chief of the OSPR's marine safety branch. In the 1980's, a large spill off of Huntington Beach occurred when a tanker ship's hull was punctured. Those tankers have been phased out, Mar explains, and now all are double hulled. In addition, specific traffic lanes for ships require the vessels to travel 50 miles off our coast, James Rolin, oil spill prevention supervisor with the marine safety branch's Los Alamitos office, says.

But if a spill were to happen, Rolin says, the most likely scenario would involve Chevron's marine offshore terminal off of El Segundo or container ships (which are still single-hulled) crossing shipping lanes to come and go from the Port of Los Angeles. "The potential is there," Rolin says, "and yes, it could bring oil to the beach around the Santa Monica Pier." However, he also agrees with Mar that with so many safety measures in place, the probability is low. "But even if you have a one in one hundred chance of a spill, we have to be prepared."



Prompted by the San Francisco Bay oil spill last November, the California Coastal Commission has created a web page about oil spills for teachers and students. Click on the link from www.coastforyou.org, or go directly to www.coastal.ca.gov/publiced/oil-spills.html. On this page you'll find information about the Bay spill and oil spills in general, including environmental impacts, laws and regulations, glossary of terms, and links to classroom activities.

Meet the Locals

A visit with the creative team behind the Aquarium's new ad campaign

By Randi Parent

In the world of advertising, marketers typically sell a product or service, be it a bar of soap or a quick-stop grocery mart. The client will give an advertising firm's creative team a "brief," the term in the biz for the list of customer specifications for the ad campaign. The creative team must come up with a catchy, clever way to sell the commodity and design a campaign within the confines of the brief.



Huang, Neal and Moran

Nothing about the recent assignment to create an ad campaign for the Santa Monica Pier Aquarium fit that mold.

Meghann Moran and Michael Neal, a creative team in the Los Angeles offices of international advertising giant Ogilvy & Mather, would be selling fish and education.

They would be pitching environmental awareness and the concept of fun scientific discovery, not bars of soap.

"We were basically told we could run with it," Moran recalled recently, sitting in one of the glass-walled conference rooms - one might say aquarium tank-like - in Ogilvy's Culver City offices. "It was all free-flowing; Heal the Bay is just the most amazing client."

"It's our job to sell a product to someone," Moran continued, "but this was fun and challenging in a completely different way. It felt good to donate our time, to give something back to the community." [Ogilvy's work for Heal the Bay is pro bono].

What Moran and Neal gave in this case were quirky characters that would embody the spirit of the Aquarium. These outsized personalities are now brought to life on three- by eight-foot banners,

on T-shirts, through print advertisements and radio spots broadcast across Los Angeles County and beyond and on the web, where you can hear them inviting all to visit the Aquarium (check out www.meetthelocals.org).

The characters depict six marine animals found in the Santa Monica Bay and at the Aquarium. Among the cast of characters: the sarcastic fringehead, a little fish with a big mouth and an attitude to match (think Rosie Perez); a two-spot octopus, who sounds like he could host Masterpiece Theater; Louie the lobster, exuding a crusty crustacean attitude that befits his age; the mussels, whose mantra to "be one with the rock" is spoken in an accent that conjures up our governor's former muscle-bound image; the gender-challenged California sheephead, and last but not least the rock star of any touch tank - the sea star in all her bubbly No. 1 glory.

"We wanted to create caricatures, but we didn't want to overdo it," Neal explained. "We wanted people to understand that the Santa Monica Pier Aquarium isn't like Long Beach (the Aquarium of the Pacific). We wanted to get across the point that it's small and personal."

Before writing or sketching, the artist and the writer spent hours at the Aquarium, observing the animals, talking to the staff and walking around the Santa Monica Pier. As Moran and Neal observed the animals, the six personalities began to emerge. The concept that those of us on land share the neighborhood with the marine life of the Santa Monica Bay also developed.

"We wanted to humanize the animals without going overboard," Neal said. "They do have personalities similar to us. It was important to say 'hey, we're your neighbors, we're part of the community.'"

Both Moran and Neal came to Ogilvy as interns about two and half years ago. Moran, a native Texan, had just graduated from the University of Texas in Austin. Neal,

Here's where Heal the Bay needs your help today!

- 👍 Come out and clean up the beach at the Santa Monica Pier at our annual Earth Month cleanup on April 26th and April 27th.
- 👍 Donate an item to the Bring Back the Beach annual fundraising dinner silent auction.
- 👍 Help preserve Malibu Creek watershed, become a Stream Team volunteer.

Call 310.451.1500 to sign up today or for more information

born and educated in Southern California, came from the graphics department of the Port of Long Beach, where he not only illustrated, but also influenced the greening of the port's publications. The two have worked on several accounts together, but creative teams are paired differently for various projects. "We mix it up. It keeps everybody fresh," explains Jenny Huang, an account executive at Ogilvy who oversees the Aquarium's account.

The pair's work stations also provide inspiration. Moran's stuffed fish, acquired far from the ocean in Las Vegas, she explained, is one of many marine props adorning the office pods. Neal's space includes a large drawing of the Aquarium's octopus, gripping a paint brush with suction-cupped tentacles.

The two are still filled with pride when they describe seeing the characters rolled out on long proof sheets for the first time. "But nothing beats seeing the impact on the kids at the Aquarium," Moran said.

Ogilvy's work is ongoing for the Aquarium: teams are producing portable sandwich board style signs to be placed on the Pier, entrance signage and signs for tank exhibits.

The Meet the Locals characters may also become television ads, so stay tuned. 



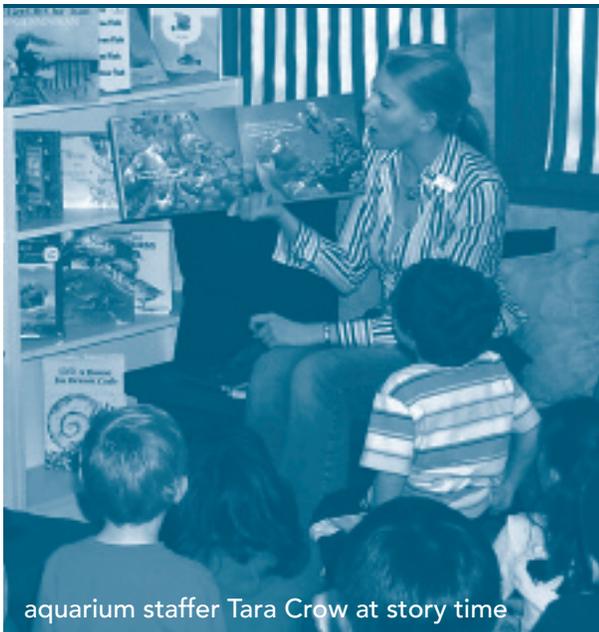
Extreme Makeover

Phew. We've finally completed the renovation of the Kids' Corner at the Santa Monica Pier Aquarium. A cozy area supplied with marine-themed puzzles, games, toys and books, the section is one of the most popular areas of the Aquarium for families with very young children. Our young visitors relish discovering toys stashed in pint-sized drawers and a puppet theater stocked with a barrel full of sea creature puppets.

With a \$25,000 grant from City National Bank, the Kids' Corner was restructured in January to provide more room for book readings, class activities and an established story time. HOK, the international architecture and urban design firm, generously donated its expertise to design the space. New wrap-around bench-style seating with overstuffed pillows and storage for games and puzzles in cubbies below provide more room for families.

A series of "jewel tanks," six small exhibits at a child's eye level, feature one species each, giving visitors an opportunity to observe and study each species individually. The exhibit can be changed several times a year to demonstrate life cycles of a variety of marine life. For example, late winter and early spring is prime breeding time for many ocean animals to lay eggs. Some of the jewel tanks might feature the eggs of horn sharks, swell sharks or squid eggs for their gestation, alongside the newly hatched juveniles in another jewel tank.

Sponsorship allows public programs staff to restock the area's reading library, replacing worn out copies of some titles and adding new ones. Besides increasing the variety of books, the library now includes a larger number of marine-themed books written in Spanish as well. Visitors will find new games, puzzles and furniture too. 



aquarium staffer Tara Crow at story time

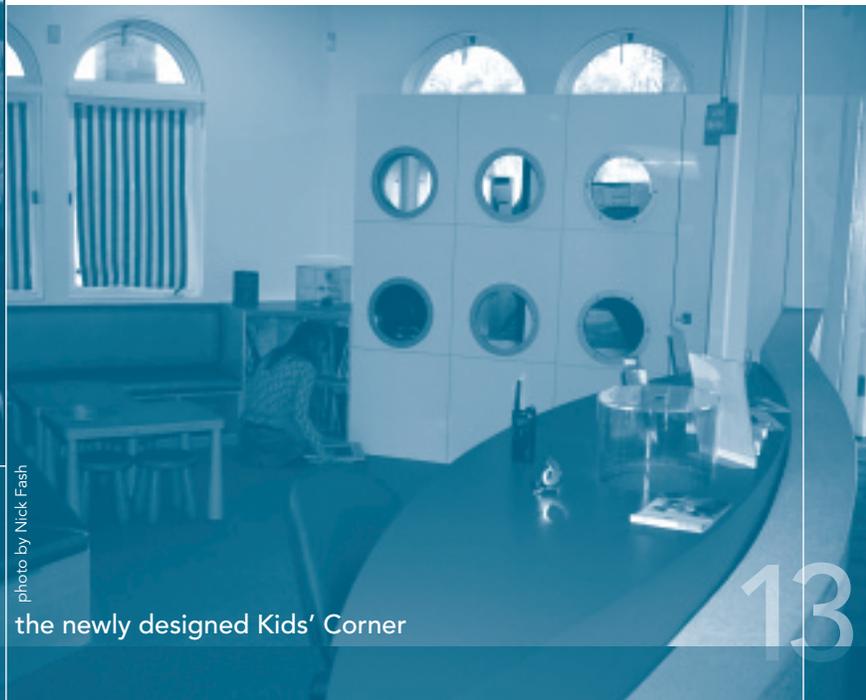


photo by Nick Fash

the newly designed Kids' Corner

Board Elections

At the beginning of the year, Heal the Bay welcomed three new board members. **Jean Kaplan**, a member of the Board of Trustees at Pomona College, received her MBA from UCLA. She lives in Santa Monica with her husband and their six children, and recently converted their home to solar power. Her daughter recently volunteered with Heal the Bay in the fight against plastic bags.

Kathy Kissick also joined our board. Pacific Palisades residents, Kathy and her husband have been strong Heal the Bay supporters since 1996. Their children volunteer at the Santa Monica Pier Aquarium—full family support!

We're also happy to welcome **Ted Miller** on board (excuse the pun). Ted is a television, literary and packaging agent at Creative Artists Agency, where he is head of the television literary/director department. He is a passionate paddle-boarder, and understands the complex water quality issues

in Malibu. That's no small feat. Ted has been a member of Heal the Bay for 10 years.

In addition to these new members, we also had some officers elected to new positions. As you'll see below, **Carl Kravetz** is our new Chairperson. The following people were also elected to offices:

Matt Hart as First Chair; **Cliff Gladstein** as Secretary; **Don Kinsey** as Treasurer; **Lisa Boyle** as Chair of the Aquarium; **Jack Baylis** as Chair of Board Relations; **Brian O'Malley** as Chair of Development; **Stephanie Medina Rodriguez** as Chair of Marketing; and **Madelyn Glickfeld** as Chair of Science and Policy.

Congratulations to our new officers, and welcome aboard to the new board members!

Carl Kravetz has recently been elected Chair of Heal the Bay's Board of Directors.

A part of Heal the Bay since he joined the board in 1996, Carl is the Chairman and Chief Strategic Officer of cruz/kravetz:IDEAS, a Los Angeles based advertising and marketing firm that specializes in the Hispanic market. A local L.A. resident, Carl founded cruz/kravetz:IDEAS in 1991. He is also the CEO of The Neighborhood, LLC, a New York based health care marketing and education company that specializes in multicultural audiences. Here's what Carl is looking forward to in his term as Chair:



One of my big things has always been to make HTB more inclusive, more representative of the entire community which we serve. Over the past few years we have made incredible strides in this area. Our last Coastal Cleanup Day included such "coastal" locations as Elysian Park, Compton, Echo Park, Panorama City and Pasadena. Under the leadership of Urban Programs Manager James Alamillo, we have learned that helping local inland communities deal with environmental and quality of life issues in their own neighborhoods results in less contaminants in the Bay. In other words, clean, healthy neighborhoods lead to a cleaner, healthier bay.

I'd like to focus on two things during my term as chair: First, deal with the present by continuing to get back to the source of our contamination while advocating for environmental justice for our diverse communities. It's the right thing to do and it's win-win. Secondly, I'd like to deal with the future by ensuring that all of our environmental education work makes it into the classroom. And finally, I'd also like to keep working on making sure it stays fun!



Gandhi



Sisson



Naylor



Abramson

Staff Updates

What do a student leader, a bottlenose dolphin lover, a long time aquarium volunteer and a marine biological toxicologist have in common? Heal the Bay.

Active student leader Saira Gandhi is the new Internship and Volunteer Coordinator for Heal the Bay. A recent UCLA graduate, Saira earned her degree in International Development. Saira was a steering committee member of E3: Ecology, Economy, Equity, a student group dedicated to building a culture of sustainability on the UCLA campus. In addition to directing the 2007 UCLA Earth Day Festival: Blue + Gold =Green, Saira also organized students to advocate for environmental policies to the UC Regents. In 2007, the members of E3 and the California Student Sustainability Coalition were able to pass a Climate Neutrality policy for the UC System that would require the University of California to have a zero net impact on global climate change.

Dolphin lover Joyce Sisson is the new Stream Team Manager for Heal the Bay. Joyce grew up in the small beach community of Encinitas in north San Diego County, where she developed her strong connection to the lagoons and canyons above her favorite surf spots along the coast. She earned a degree in Ecology from UCSD and immediately and accidentally started working on marine mammal projects with the National Marine Fisheries Service in La Jolla. Her original focus was on wetland ecology, but she couldn't turn down the opportunity to work with dolphins. She took part in population studies along the coast of California and Oregon, throughout the Channel Islands, in the eastern tropical Pacific and on the Islands off the coast of Baja California in Mexico. After 13 years with NMFS, she went back to graduate school at SDSU and re-kindled her passion with wetland studies. Joyce's newly acquired remote sensing and GIS skills were put to use assessing water quality and ecological issues from the top of watersheds to the coast. She was hired as the chief ecologist with the San Elijo Lagoon Conservancy and spent most of her time coordinating restoration and monitoring projects for the Carlsbad Watershed Network.

Santa Monica Pier Aquarium volunteer Julie Naylor couldn't get enough of Heal the Bay and has joined staff

as the Aquarium's Public Programs Assistant. In 2006, Julie earned an Associate's degree in General Science, and is currently working on earning a B.S. in Accounting at LMU. Her hobbies are bird watching, gardening, drawing, and SCUBA diving.

New Staff Scientist Charlotte Stevenson is originally from Palo Alto, California, and attributes her love of the ocean to spending summers in beautiful Kauai, Hawaii with her grandparents. She first formally studied marine biology in Copenhagen, Denmark, in a study abroad program, but then decided she needed to return to warmer climates and did an undergraduate research project on fish populations at Palmyra Atoll in the Pacific. She then went back to Stanford University for her Masters in marine biological toxicology. Prior to coming to Heal the Bay, she worked for a year and half in Washington, D.C. as a John A. Knauss Marine Policy Fellow and then as a member of the staff on the Natural Resources Committee, Subcommittee on Fisheries, Wildlife and Oceans in the House of Representatives.

Staff Scientist Sarah Abramson has been promoted to Director of Coastal Resources. Sarah is now point-woman for strategizing long-term plans for achieving Heal the Bay's coastal resources goals. She provides leadership on coastal resources technical and policy projects for the organization, including marine protected areas, coastal power plant issues, marine debris issues and Coastal Act implementation. Sarah is also helping to reinvigorate Heal the Bay's Stream Team.

Staff Scientist Kirsten James was recently promoted to Water Quality Director at Heal the Bay. She will be managing water quality program areas such as stormwater, TMDLs, beach water quality and the Beach Report Card.

Volunteer/Internships Coordinator Refugio Mata has taken a new position: Inland Outreach Coordinator. Reg will now devote his time to extensive environmental work in the Compton Creek Watershed developing various projects that promote the empowerment of the local communities there. Reg will be working on educational programs and activities in this area to provide inland urban communities in the Los Angeles Basin with the same breadth of services Heal the Bay already provides to many coastal communities with the hope of changing behaviors and attitudes about the environment and community.



Naylor



James



Mata

Dive Log

Senior aquarist Jose Bacallao on the hunt for killer Mexican food ... and mantis shrimp

There is nothing like diving Southern California in the winter. Summer crowds are gone, leaving divers with a sense of solitude and calm. It's my favorite time of year, but it is cold. Deceptively cold, as in 55°F cold! But no matter how chilly the water gets, there is extreme satisfaction at the end of every dive—knowing that we got in the water, collected some cool animals and are about to recharge with a breakfast burrito.

This winter the aquarist staff has a very busy collection schedule. Along with the routine collection of kelp and other marine algae, there are many new animals to gather. That means lots of dives around the Palos Verdes peninsula and the Redondo Beach canyon, largely to stock a new exhibit space at the Santa Monica Pier Aquarium. The six new small exhibits, part of the new Kids' Corner renovations, provide visitors an up-close look at animals that are either too fragile or too small to exhibit with larger species. These exhibits also provide flexibility for the staff to display animals that are only available seasonally, when babies are born, or when a unique creature is discovered.

Three of the creatures we intend to display are the decorator crab, *Loxorhynchus grandis*, the bay pipefish, *Syngnathus leptorhynchus*, and the mantis shrimp, *Hemisquilla ensigera*. We are in the process of collecting these critters at several spots, including the Los Angeles-Ventura county line, the Redondo Beach canyon, Long Point-Marineland in Palos Verdes and the Long Beach Marine Stadium.

The decorator crab is actually a young crab that covers its carapace with whatever it finds in its immediate area. The young crab will attach anemones, worms and surfgrass or practically anything it can lift on its body in order to camouflage itself. These items stay attached to the crab by hooking to the setae found all over its carapace. This



photo by Jessica Belsky

photo by Tara Crow

intelligent evolutionary adaptation almost functions like Velcro, allowing the crab to change its "disguise" at will. Once the crab reaches maturity it usually ends its decorating behavior. Not so cute.

The bay pipe fish is one of the most unique animals found off our coast. It belongs to the Syngnathidae family, the same family of fish as the sea horse and the sea dragon. This little fish, about 12 inches in length, lives around surfgrass and at times can be found in marinas swimming under docks and around pier pilings. Its reproductive strategy is pretty out of the ordinary. When males and females mate, the female will pass a couple hundred eggs to the male. The male pipefish will brood the eggs in a pouch under the tail until the little fry hatch after about two to three weeks. Very cute.

The mantis shrimp is a very colorful and elusive crustacean. It grows to a length of about a foot and lives in burrows, which are dug in the sandy and muddy substrate. The mantis shrimp stands out with its yellow and blue color and the special maxilliped that it uses to capture prey. These large, sharp modified mouth parts can deliver a rapid devastating blow. The feature is an effective way of capturing prey but great care is needed when handling this shrimp. One blow and you could lose a piece of your hand. Not so nice.

These and many other cool critters will be on display at the Aquarium's new Kids' Corner. As for the divers, collection activities will continue until we successfully complete the list. Along with the mantis shrimp and above company, we will be looking for squid eggs, a two-spotted octopus and nudibranchs. As the seasons change, visitors will be delighted by other surprise visitors from the sea. So for now it's back to the chilly winter waters of Southern California, living the glamorous life. A few more dives, a few more animals and a few more burritos.



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thank you

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\$500 - \$999

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Michelle & Lynn Wood
Lydia Woodward
Holly Wright
Elisabeth Zall
Yvonne & David Zaro

Aquadoption

Aquadoptions at Heal the Bay's Santa Monica Pier Aquarium are a great way to express a special connection with the marine life of Santa Monica Bay. Aquadoptions have been acquired for the following:

Annika Liljedahl
Declan Cash
Ethan Beane
Little Dolphins by the Sea Preschool
Liza Cushnir
Marielle Katherine Eisner
Oak Park School

In Honor Of

A wonderful way to commemorate a special occasion, milestone, or birthday for friends or family is to make a donation to Heal the Bay in their honor. The following people have been honored recently:

Rachel Aberly & Fred McLane
Betsy Anderson
Lynn Anderson
Mark Attanasio
Angela and Mike Bagnuolo's
Wedding Guests
Lior Bar-El's Bar Mitzvah
Brent Barry
Chris & Tish Bedrosian
Beren
Ron & Barbara Boyd
Stacy Burgum
Zach & Mina Chassler
Clients & Go-workers
Brian Coffee
Kenneth Conklin
Gina Connor
Steve Cooper
Caity Croft
Paula Dashiell
Mark and Heather Dinsdale

Dan Haas
Nancy & Peter Hapke
The HEPSTERS
David Hilton
The Hofflund-Hansen Family
Terry Horner
Helen Hunt
Jane Hunt
Emily Jocoy
Chris Jones
The Julliard Family
Kalina
Katy
Kim, Dom, Jack & Eliza
Dara Kimball
Judy Klein-Craig
Ann Knight & John Schwartzman
Steve Lafferty
David Landsberg
Larry Lavenberg
Delza Laxamana
Sinclair Ledahl
Maia Leventhal
Dan Loeb
Debbie Maddis
Meredith McCarthy
J.T. Mindlin
Magnus Morgan
Lorelei Morris
Jeffrey Moss
Jay Newman
New Baby Newman
Leo Nordine
Matthew Norris
Michael Owen
Jason & Hilary Palevsky
Jeff Green, Dave Boule,
& Dan Smith of PCGCampbell
Pamela Popovich
Judy Prince
Rhett
Rick Rubin
Tom Russell
Susumu Sakamoto
Elaine Seegar
Corinne J. Sewell
Shannon Skaff
Evan Slezak
Austen Smith
Rod Stephens
Nancy Sullivan
Charlie and Susan
Hiroko Tanji
Michael Uhlenkott
Tom Unterman
Lauren Verona
James Vincent
Paul and Sally White
Brian, Steve, Kyle, & Doug at
Willows Community School
Charlotte Wood
Anne Yee

In Memory Of

Donations have been made to Heal the Bay in memory of the following people who have recently passed away. We at Heal the Bay extend our sympathies to the family and friends of:

Michael Blumenberg
Sylvia DeVall
Richard James Dyer
Owen Furey
Thelma Gecinic
Paul B. Gold
Robert S. Hertz
Daniel Kanan
Judy & Mel Marks
Edward Moriarty
Janette Miller
Jan Nathan
Robert Sabaroff
Howard Steinman
James Strain
Vicenta "Nenita" Ferrer Tionsong
J. Todd
Barbara M. Wunsch
David Yamaguchi



SANTA MONICA CLASSIC

SUNDAY MAY 4TH 2008

5K / 10K RUN

TO BENEFIT HEAL THE BAY

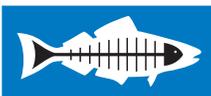


5K 7:30 AM 10K 8:00AM

FOR DETAILS GO TO SANTAMONICACLASSIC.COM

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NIKE DRI-FIT SHIRT FOR ALL PARTICIPANTS
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FREE HEAL THE BAY MEMBERSHIP
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