

Heal the Bay

spring
2010

the magazine of Heal the Bay

volume 25 number 1

healthebay.org

currents



Celebrating 25 Years of Healing the Bay

INSIDE: How You Can Make History • Trash Your Friends!

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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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Gold Champion

Mark Gold looks back on 25 years as a champion for environmental progress, and laments some big disappointments

Washington and Oregon. People have the right to know what the water quality is at their favorite beach, and the Beach Report Card makes that information available to everyone. Also, that information has been instrumental in spawning new research and leading statewide and local beach cleanup efforts.

The Environmental Education Initiative was passed and is being implemented



One of Heal the Bay's greatest strengths has always been our education programs. I'm a scientist, but I'm also a dad. I recognize that in order to protect our natural resources, we have to inspire our kids to protect them. That's why the passage of the Environmental Education Initiative (EEI), which Heal the Bay helped draft, is such a milestone to me. Did you know that under current standards, kids learn about the State seal, including the California Grizzly Bear, but don't learn that the California Grizzly has been extinct for nearly 100 years? That's a huge gap in our kids' education. The EEI will help move all 6 million public school children towards environmental literacy over the next few years. The first step was the State Board of Education approval of 85 units of multi-disciplinary curricula in science and social studies. In the future, school textbooks will contain comprehensive environmental education.

We achieved numeric pollution limits

In 1999, Heal the Bay was part of a lawsuit against the EPA, forcing them to develop pollution limits called Total Maximum Daily Loads (TMDLs) for over 150 polluted water bodies in Los Angeles and Ventura counties. TMDLs are required by the Clean Water Act for chronically polluted waters, but the EPA hadn't done anything to develop them until Heal the Bay, the Santa Monica Baykeeper and the NRDC sued. By 2013, all of the region's TMDLs will be approved by the EPA, but we are already starting to see marked declines in trash and bacteria at our beaches.

We began the Beach Report Card®, and have continued to expand it

Heal the Bay is big on protecting public health. That's one of the things we were founded to do — protect people from getting sick from swimming in the Santa Monica Bay. That's why the Beach Report Card remains one of the programs I am most proud of at Heal the Bay. It started by grading 60 beaches in L.A. County on an annual basis, and we are now moving beyond the 400 beaches we currently grade all along California's coast and will soon include

We opened the Santa Monica Pier Aquarium

I grew up in Santa Monica, and I went to UCLA. During the late 90's, I was a frequent visitor to the UCLA Ocean Discovery Center under the Santa Monica Pier, and when we learned that the aquarium was struggling financially, Heal the Bay set out to develop a partnership with the university to co-manage the facility. Instead, UCLA opted

Continued on next page



Continued from previous page

to give Heal the Bay the aquarium and we finally had the educational public presence that we so sorely needed. We figured out a way to keep the doors open, and in 2003, reopened as the Santa Monica Pier Aquarium. The quality of the education, staff, volunteers and exhibits there is phenomenal, and I love knowing that anyone who walks by can come in, learn about animals from the Santa Monica Bay, and become better stewards of our oceans.

And Mark's Biggest Disappointments?

Our oceans and rivers are still full of trash

Even after all of these years, I still get angry when I go to Compton Creek cleanups. I just can't believe that any stream is that polluted. And nothing makes me angrier than going to the beach after a rain and seeing the shoreline strewn with Styrofoam cups and plastic bags. Trash in the ocean and rivers is more than just ugly — it traps and kills animals, smothers habitats and is also frequently consumed by animals with subsequent severe consequences. In 2006, the Ocean Protection Council issued a comprehensive resolution calling for the end of California's contribution to the global marine debris crisis. The state's action plan to implement the resolution came out in 2008, but there is no urgency at the state level to actually start implementing it. Efforts to get legislation passed to implement plastic bag fees and bans, start a derelict fishing gear program, create a leash the lid on plastic bottles requirement, and ban Styrofoam food packaging and smoking on state beaches have not been successful. Meanwhile, the problem continues to worsen. We'll keep fighting for change, but it should have happened by now.

Enforceable numeric pollution limits weren't written into stormwater permits

During the early 90s, I sat on the EPA's stormwater federal advisory committee with more than 30 stakeholders from



all over the nation. One of the biggest points of contention was the lack of enforceable numeric limits in stormwater permits. What concentration of toxic heavy metals, fecal bacteria, or trash should we allow in our rivers, lakes and coastal waters? Here we are in 2010, and we are no closer to having enforceable limits. Along with the lack of funding for stormwater pollution prevention measures and devices, the lack of enforceable numeric standards in permits is one of the biggest reasons for the general failure of stormwater programs in California and the nation.

We didn't dramatically change the Pier 400 expansion at the Port of L.A.

In 2000, the Port of L.A. completed their massive Pier 400 project — nearly 600 acres. While this has been good for the Port's bottom line, I've always felt strongly that this expansion was far too large and the environmental impacts to local residents and aquatic life were not adequately mitigated locally. Although we provided strong technical and legal comments on the project, it still bothers me that the project was allowed to proceed without significant changes. The end result was the loss of a big part of San Pedro Bay, decreased water circulation in the Bay and at Cabrillo Beach, and other environmental problems posed by such a large industrial expansion. Plus, the mitigation for loss of habitat occurred in San Diego County rather than locally at a place like the Ballona Wetlands.

World-famous beaches in L.A. are still polluted

I'm a local. I was born in L.A. and I've never lived anywhere else. The Bay has always been the place I go to escape, clear my mind and have some fun. All of my college education was at UCLA and my dissertation was on the health risks of swimming at polluted beaches along the Bay. Now my kids are going to the same high school I went to, Santa Monica High School, and they are going to the same beaches I grew up on. When a local beach is polluted, I take it personally. Two examples are Surfrider Beach and the Santa Monica Pier, two of the most iconic beaches in all of California. They get F after F on our Beach Report Card, despite Heal the Bay's intense research and lobbying efforts. Both Santa Monica and Malibu have spent millions on stopping runoff pollution at these beaches, but the bad grades continue. We have to solve these problems and solve them soon to protect the public health of the millions of people who swim and surf there every year.

— Mark Gold, President, Heal the Bay

Mixed Greens

ALL STARS

Heal the Bay has earned its fifth consecutive 4-star rating from Charity Navigator for its ability to efficiently manage and grow its finances. This exceptional designation assures that your contribution will be used in the most fiscally responsible way to improve the quality of Southern California coastal waters and watersheds. Only 5% of the 5,500 charities rated by Charity Navigator have earned the 4-star rating for five consecutive evaluations.



The Environmental Protection Agency has twice now honored the Fish Contamination Education Collaborative (FCEC) by awarding the group its Citizen Excellence in Community Involvement and Environmental Justice Achievement Awards at the national level.

Heal the Bay has been a member of the FCEC since its beginnings with our Angler Outreach Program. Our program has been a fundamental basis for education about health risks from consuming fish contaminated with DDT and PCBs in Southern California. The Angler Outreach Program, led by Frankie

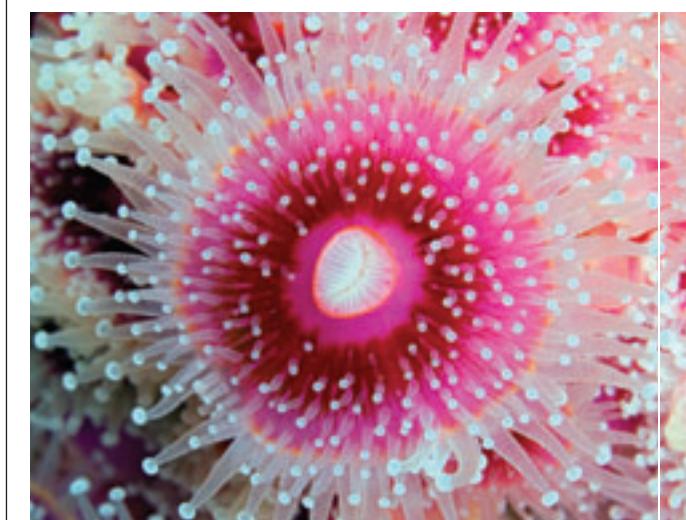
Orrala and James Alamillo, has educated over 80,000 pier anglers from Santa Monica to Seal Beach in Orange County.

Award Season

The Citizen Excellence in Community Involvement awards were given by Barry Breen, the Acting Assistant Administrator of the Office of Solid Waste and Emergency Response and the Environmental Justice awards were given by Keith Takata, Director of the EPA Region 9 Superfund program and Enrique Manzanilla, the Environmental Justice program Director.

Picture Perfect

Heal the Bay celebrated Underwater Parks Day by holding an underwater photography contest at our Santa Monica Pier Aquarium. The premise of the contest was that the underwater world right off our coast is hidden from most people living in Los Angeles. The few fortunate divers and underwater photographers who are able to venture into this amazing place must share their stories and photographs to help others understand and appreciate its beauty and importance. Below is the winning photograph, taken by Bill Van Antwerp. Want to show your love for our underwater parks? Become a fan of our iconic places pages on Facebook, Save Point Dume and Save Catalina.



Winning contest photo by Bill Van Antwerp



Past as Prologue

The lessons of our rich past inform tomorrow's push for a cleaner Bay

SEWAGE AND STORMWATER

- THEN:** In 1985, a group of ocean users sat in Dorothy Green's living room. They were healthy and active but were plagued by persistent body rashes and respiratory infections. They all swam regularly in the Santa Monica Bay. Believing that polluted water might be causing their health problems, they did some research and learned that the Hyperion Sewage Treatment Plant was getting waiver after waiver to dump inadequately treated sewage in the Bay. They decided to fight back, and Heal the Bay was born.

PROTECTING OPEN SPACE

- THEN:** In 2000 we worked to pass Propositions 12 and 13 — statewide ballot measures that together designated more than \$4 billion for improving California's water quality and water supply, and for urban parks and undeveloped state and



local wilderness areas. The city and county of Los Angeles received \$700 million, with \$25 million targeted for Santa Monica Bay. The City and County of Los Angeles received \$700 million, with \$25 million targeted for Santa Monica Bay and over \$250 million to preserve Ballona Wetlands and Ahmanson Ranch. In 2003, Heal the Bay played a key role in securing the state's agreement to purchase Ahmanson Ranch from Washington Mutual, reserving 2,300 acres of parkland and protecting the headwaters of Malibu Creek and the contiguous wildlife corridor from the ranch in the Santa Monica Mountains to Santa Monica Bay.

- NOW:** Equally important, however, to preserving open space is responsible development. Heal the Bay is currently working with several cities to develop low impact development (LID) guidelines and ordinances that would require developers to capture and infiltrate rainwater on site. This move from asphalt and concrete to permeable surfaces like vegetation and gravel means that new development will have less of a detrimental impact on our rivers and ocean.

STANDARDIZED MONITORING

- THEN:** In 1997, Heal the Bay met with state Assemblymember Howard Wayne to express the importance of standardized stormwater monitoring. Some counties monitored beaches at the time and some didn't. Some monitored

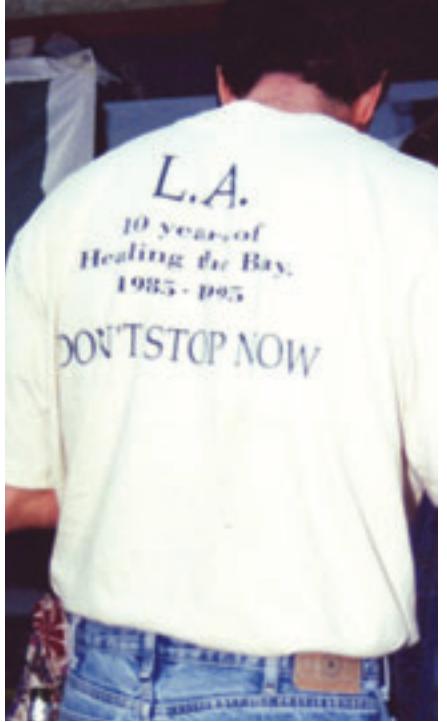
weekly, while some monitored daily and others monthly. Furthermore, different municipalities monitored for different bacteria. All of this inconsistency meant one thing: there was no way to compare beach health across the state. We worked with Assemblymember Wayne to author AB 411. This bill standardized stormwater monitoring throughout the State of California, specifying when agencies should monitor and for which bacteria. It established health standards for bacterial levels and developed a beach closure protocol for excessively high levels of bacterial pollution.

- NOW:** There is still a lack of consistency in terms of where water samples are taken, which may put your health at risk. For example, one city might take a water sample right where a stream crosses a beach and enters the ocean. Another city might take a sample 100 yards away from a flowing storm drain. This inconsistency undermines the results of those samples — it's comparing apples to oranges. Over the next couple of years Heal the Bay will be working to make sure location consistency is a part of AB 411 monitoring.

PROTECTING PUBLIC HEALTH

- THEN:** Throughout the 1980s, Heal the Bay staff and volunteers fought to spread the word about polluted water and how to stay healthy at the beach. At events, community meetings and in conversations on the street we talked about the public's need to understand water-quality issues. This "right to know" became a cornerstone of Heal the Bay's mission. People have a right to know about the water quality at their favorite beaches. To that end, we developed the Beach Report Card.

- NOW:** The BRC is celebrating its 20th anniversary this May. Over the years, the Beach Report Card has grown, first expanding to all of Los Angeles County, then down to Orange County and San Diego, up to Ventura, and then throughout the entire coast of California. This year, we are starting to take the



Beach Report Card beyond California's borders for the first time into Oregon and Washington.

People also have the right to know about the fish they are catching and feeding their families. That's why we launched the Angler Outreach Program. This group of dedicated outreach workers visits local piers to talk one-on-one with subsistence anglers about how to protect themselves and their families from contaminated fish. Subsistence anglers (people who are fishing to feed themselves and their families rather than for sport) may not know about the DDT-PCB hot spot off the coast of Palos Verdes. Because they regularly eat the fish they catch, they are at high risk for overconsumption of these toxins. We talk to them about which species to avoid and how to prepare locally caught fish to minimize the chances of consuming these carcinogens.

COMMUNITY OUTREACH

- THEN:** In 1989, a volunteer in a Heal the Bay T-shirt stood in front of 30 captivated second graders. She was talking about protecting our oceans and she pulled out a prop that never fails to captivate: fake dog poop. Our Speakers Bureau program was founded in 1989 to

bring environmental education into local classrooms.

- NOW:** Our Speakers Bureau program has expanded hugely since that year. Annually, we give close to 300 speeches at schools, community gatherings, churches and clubs all over the L.A. area. As Los Angeles itself has changed, our message has shifted from ocean-focused to neighborhood-focused. We talk about organizing neighborhood cleanups and keeping your own community clean and healthy, all of which helps protect inland rivers and creeks and ultimately our ocean. Our Healthy Neighborhood initiative focuses on helping communities advocate for clean neighborhoods all over the Los Angeles area. We will continue to expand our outreach to Spanish-speaking communities to make sure environmental advocacy and education is available to everyone.

Heal the Bay also has another



compelling venue for community outreach, the Santa Monica Pier Aquarium. The Aquarium offers programs for teachers and the community and hosts field trips and birthday parties. Tens of thousands of residents are able to experience the joys of the Bay first hand and learn how they can help protect the animals that call it home.

NATURE CHANNEL

Earth Month is here, with a multitude of ways for you to channel your inner activist.

Celebrated since 1970, Earth Day (April 22nd) raises our environmental awareness and celebrates our connection to the natural world around us.

At Heal the Bay, we feel Earth Day is every day. We also take the notion of an Earth Day celebration and expand it to a month full of extra volunteer, public and special benefit events throughout April that provide the opportunity for everyone to preserve and improve our global

home and, in particular, the amazing resources of Southern California's coastal waters, rivers, creeks and watersheds. So take a moment this April to celebrate the wonder of life on our planet and to do your part by joining us for one of our Earth Month events. You'll be glad you did... and so will the Bay. Here is a small sampling of our Earth Month events. For a complete list, or for more information on the below events, visit www.healthebay.org.

NOTHIN' BUT SAND MONTHLY BEACH CLEANUP

WHO: Open to all
WHAT: A beach cleanup. This is a great opportunity for you, your family and your friends to get involved. Volunteers must be 12 years old or accompanied by a parent.
WHERE: Santa Monica Beach @ Tower 1550
1600 Ocean Front Walk
Santa Monica, CA 90401
WHEN: Saturday, April 17, 10:00am - noon

BIG SATURDAY BEACH CLEANUP

WHO: Open to all
WHAT: A beach cleanup. Volunteers must be 12 years old or accompanied by a parent.
WHERE: Venice Beach @ Breakwater (N. Venice Blvd.)
2100 Ocean Front Walk
Venice Beach, CA
WHEN: Saturday, May 1 10:00am — noon

HEALTHY NEIGHBORHOODS CLEANUP WITH PACIFIC AMERICAN VOLUNTEER ASSOCIATION

WHO: Open to all
WHAT: An L.A. River cleanup at Taylor Yard
WHERE: Taylor Yard is located at the southeast end of an access road off San Fernando Road near Future Street. Park in the vacant lot where the access road turns left.
WHEN: Saturday, April 24 9:00am - noon

EARTH WEEKEND AT THE SANTA MONICA PIER AQUARIUM

WHO: Open to all
WHAT: Clean up the beach for free admission. All aquarium exhibits open, plus arts and crafts and face painting
WHERE: Santa Monica Pier Aquarium
1600 Ocean Front Walk
Santa Monica, CA 90401
WHEN: Saturday April 17 and Sunday April 18
11:00am — 6:00pm

STOCK



Playing the Fool

Bag on your buddies.

Did you know there's eight times as much plastic as plankton in the North Pacific Gyre's "garbage patch"? Worse, while California touts itself as an environmental leader, the Governor and Legislature have done little to stop plastic pollution in our Bay.

So, we've decided to get a little more subversive in our fight to get rid of all this plastic...and YOU can help.

Just trash your friends — well, not literally.

HERE'S HOW:

Starting on April 1, join our online bag campaign: *Trash Your Friends, Not the Ocean* at Trashed.healthebay.org.

It takes just a couple of clicks to raise awareness



about our addiction to single-use plastic bags, which are polluting our streets, neighborhoods, beaches and ocean.

Visit Trashed.healthebay.org to learn how you can playfully "trash" any website and email it along to your friends and co-workers. You can tell them you've trashed their Facebook, MySpace, LinkedIn, Twitter or blog pages. You can trash any site you like: eBay, Amazon, Yahoo, Apple or even the Los Angeles Times.

And don't worry, you won't do any damage to the site itself. Your friends just see a mockup of a plastic bag-infested site and are asked to take action.

Spread the trash-talk! For April Fool's day, visit Trashed.healthebay.org.

advocacy

7

Fish Stories

Staffer Randi Parent looks back on seven years of the Santa Monica Pier Aquarium.

Heal the Bay was celebrating its 18th year as an iconic environmental institution in 2003 when it became the owner of UCLA's Ocean Discovery Center, a marine science hub beneath the Santa Monica Pier. During the past seven years, as Heal the Bay's Santa Monica Pier Aquarium, the facility has been in constant evolution — literally from top to bottom - adding new exhibits, creating marine science curriculum and forging partnerships in the community. But through all these changes, the vision has remained constant: inspire stewardship, understanding and conservation by providing a hands-on experience that brings visitors closer to the marine life of the Santa Monica Bay.

Here is a handful of highlights and memories that mark our facility's growth over the years.

2003 I worked for the UCLA Ocean Discovery center from September 2001 and through the transition to Heal the Bay's ownership. Changing the way I answered the phone took a bit of re-training my brain. If you called in those early days, I might have answered, "Ocean, um... Santa Monica Pier Aquarium." Seven years later, callers will still sometimes refer to us as the Ocean Discovery Center.

As employees of the Aquarium, we knew we'd be dealing with water, but we didn't expect it to be fresh water — one of the biggest early challenges at the Aquarium was our leaky roof. Rainstorms meant guessing where we would spring the next leak. Staff had it down to a science (all that science background came in handy). When a rainstorm was predicted, we would have to sandbag around all the doorways, since rain would run straight down the outside of the building and flood under our doors. The sandbag relay was really a sight. We would have to load our big truck in the garage with about 40, 25-pound bags of sand, bring the truck as close to the building as possible and set up a chain of people handing the bags over to one another. Inside the Aquarium, we also had buckets over tanks, over desks, in the middle of the gallery floor — and then always found a steady drip from some unexpected spot.

2004 School programs are redesigned to take advantage of the beach environment just outside the Aquarium's doors. We replaced three 75-minute programs run only inside the Aquarium each weekday with two, two-hour long programs that include a beach component, integrating Heal the Bay's message of pollution prevention and student stewardship

throughout the curriculum.

Adding a beach component brought with it another inevitability — kids getting seagull poo on themselves. It happens all the time, I just tell them it's a sign of good luck.

2005 The Aquarium staff learned early on that, being located at the Santa Monica Pier, you never know who or what you'll encounter. One early December morning we arrived to find a large film crew, props and actors surrounding the northern side of the Aquarium. All of our own signage around the building had been removed and our own front door was covered with brightly colored cardboard. A scene for a McDonald's commercial was being shot without any prior notification to any of us.

2006 We finally get a new roof, chiefly paid for by the city of Santa Monica. We even made some new friends during the project. The Meeks Construction Company crew was lead by Gene Tafoya, whose weathered face and deep gruff voice became part of everyday life at the Aquarium. Gene insisted his crew members make a visit to the Aquarium before they began working on the job and would lecture on the importance of taking great care because they were working over top of precious animals from the Santa Monica Bay. Gene's autographed photo still hangs in our front office.

2007 Rocky Reef Rehab. A total overhaul of the tank



containing the official greeters of the Aquarium — our three California moray eels — takes place. It included refurbishing of the tank, installation of fabricated rock and a new base for the tank designed to



look like a real rocky outcropping.

Muralist David Legaspi also created a new undersea habitat just outside the Aquarium's doors, painting a marine scene on the northern side of the center filled with animals found in the Santa Monica Bay. After completing the initial phase of the mural, David became the project's artistic director, providing paints, brushes and other supplies for anyone who wanted to add a favorite fish, sea star or anemone to the underwater world he had created. The community came out in droves on Earth Weekend in April to participate.

2008 Our Pollution Corner got a major overhaul and a new 180-gallon sea jelly exhibit. The story of how trash makes its way through the watershed from the city to the shore and ultimately, into the open ocean, is depicted in a mural that leads visitors to the mesmerizing sea jelly exhibit. We even made it a little psychedelic - with a flick of a switch the tank lights change colors.

The Aquarium also became one of Santa Monica's certified green businesses in September 2008.

2009 A tiny cephalopod tampered with a valve in its tank, depositing at least 200 gallons of water around the Aquarium gallery and staff offices. Our two-spotted octopus' antics led to \$30,000 in repairs and an immeasurable amount of publicity. The story was carried by all the major television networks, generated more than 500 online stories and even appeared in newspapers overseas. A year later, staff still fields questions about the legendary octopus that flooded the Aquarium.

Education specialist Aaron Kind was the first employee at work the morning the flood was discovered. He remembers calling then-employee Scott Buhl to say: "Uh Scottie, you might want to wear your bathing suit to work this morning." He did. Then all hands were swabbing the deck to ready the

gallery for a school group - set to arrive 90 minutes later.

At the time, Aquarium Director Vicki Wawerchak was at a conference in San Francisco. The first she heard about the flood was from another conference attendee who raved: "Your octopus is all over the Internet!"

Why would anyone want to steal a bunch of signs printed with "Santa Monica Pier Aquarium" in big bold letters? We'll never know, but last fall during our maintenance work, the huge vinyl signs that hang over the front door and on both sides of the building were stolen. They were found next to the Carousel building above us two days after a local newspaper ran a story about the theft.



Looking Ahead In December 2009, the Aquarium's classroom, known as The Santa Monica Bay Room, was renamed The Green Room to honor Heal the Bay founder Dorothy Green. An interactive exhibit promoting environmental activism is in early planning stages, but Dorothy's words already grace the entrance:

"This is where we can expect to find the answers to our future."



TWO OF A KIND

HtB partners get involved.

Please save the date for
Heal the Bay's Annual Dinner & Awards Presentation

Thursday, May 20, 2010 5 p.m.
on the sand at THE JONATHAN BEACH CLUB in Santa Monica

For more information and to purchase tickets, visit www.healthebay.org/bbb or call 310.451.1500

Simply Put

Simplehuman, they make your cool trashcans. But did you know that simplehuman is a company that is a true corporate leader in environmental stewardship, promoting recycling and minimal waste in everything they do and make?

Headquartered in Torrance, simplehuman loves the beach. This respect for the ocean is the reason simplehuman started sponsoring Heal the Bay's Beach Report Card (BRC) back in 2006. They have been a generous BRC sponsor ever since. In addition, in 2008, they joined us in our efforts to encourage reusable bag use by giving out reusable bags to their customers. For the last two years, simplehuman has also been a sponsor of our annual Bring Back the Beach benefit dinner. This March, simplehuman completed their first company beach cleanup with our new Corporate Healer Program (more about the program on page 11).

To recognize their attention to the environment, we presented simplehuman with the 2009 Superhealer Award at our annual volunteer appreciation party in February.

Thank you, simplehuman, for being a true corporate hero and for helping make our oceans a little cleaner and safer.



NATALIE BURDICK

L to R: Allie Mayer, Evelyn Krasnow and Lisa Chen of simplehuman accepting the 2009 Superhealer Award



New Wheels

Heal the Bay extends a big thank you to our partner **Subaru** for donating a car to be auctioned off in the live auction at our annual gala dinner, to be held May 20. Last year, Subaru partnered with us for Coastal Cleanup Day by helping spread the word with a TV spot and giveaways. Subaru is offering Heal the Bay a \$50 donation if you go get a test drive by May 31 at any participating Southern California Subaru. All you need to do is visit www.healthebay.org/testdriveasubaru, print out your test drive form and go for a spin at participating Southern California Subaru dealer.



Smart Business

Help your company — and the ocean — via our Corporate Healer program.

What do Google, Sony Pictures Entertainment, Levi Strauss and CAA have in common? They've all helped to protect coastal resources through Heal the Bay's Corporate Healer Program.

Your company can now take advantage of tailored corporate beach cleanup opportunities as well, no matter the size of your organization. It's a great way to build team morale, showcase specific brands and promote your environmental stewardship and volunteer efforts, all while being part of the solution to ocean pollution.

Choose a Corporate Healer sponsorship level, select a location and submit your request online at healthebay.org/volunteer/corporate_cleanup. Heal the Bay facilitates your participation by providing cleanup supplies and (optionally) coordinating lunch for volunteers. As a Corporate Healer you also have access to the Heal the Bay logo for use on any outreach or promotional materials, including press releases, mailers, posters, T-shirts, or giveaways.



HAPPENING CAUSES

Heal the Bay's third-party events come in every shape and size. Heal the Bay's third party events run the gamut, from art gallery openings to food and wine tastings, 5K runs to fly-fishing contests. Local businesses and individuals organize and host events throughout the year to support Heal the Bay with tens of thousands of dollars in benefit proceeds. We extend special thanks to recent fundraisers from G2 Gallery, West 4th/Jane, ArtBox, L.A. Weekly's the Gold Standard, BLVD 16, Pourtal, The Doves Studio, H2O Plus, Playa del Run and ONESURFFLY. Upcoming events include goings-on at La Perla and Fraîche. Also, the Project Save Our Surf event will be held June 19-20 in Huntington Beach. For a list of all events, visit healthebay.org/events/special.

If you, or someone you know, wants to help raise awareness and funds for Heal the Bay while giving attendees a

wonderful way to show their dedication to our cause, contact our Development Department at events@healthebay.info or 310.451.1500, ext. 134.



NATALIE BURDICK

ONESURFFLY at The Fisherman's Spot.



Green's Piece



This newsletter piece was written by late Heal the Bay founding president Dorothy Green and was published in Currents in 1991. We find that these "marching orders" still ring true today.

Heal the Bay's reputation for clout and success is now international. We are no longer just a local environmental group working on local ocean water-quality issues, but a model for organizing to effect change.

This reputation manifested itself in the speaking invitations I received during the past eight months. The Save Georgia Strait Alliance of British Columbia and the Puget Sound Campaign asked me to speak at conferences in February and June. I also gave a presentation in July

at the Coast '91 Conference in Long Beach. In all three cases, I was asked to tell the Heal the Bay story: how we developed strong working relationships with our local elected officials, established a truly extraordinary track record on the issues, and became the most important local environmental group in the Los Angeles area.

Preparing for these speeches forced me to think through the reasons for our success. Here are the most important lessons learned by Heal the Bay, all of which I was happy to share:

- **BUILD VISIBILITY**, create credibility and develop clout through quality public relations and media work. Drop everything when a reporter calls. All kinds of community exposure are important, and so is the quality of graphics and literature.

- **MAINTAIN CREDIBILITY**, especially with the press. Never talk about an issue without being fully prepared. Don't be hesitant to say you don't know when asked a question outside of your range of knowledge.

- **USE EXPERIENCED LEADERSHIP** from the beginning — leaders with a clear understanding of how government functions, where and how to get information, and how to use it.

- **ONCE YOU HAVE THE GOVERNMENT'S ATTENTION**, stop criticizing and present a positive program. It is preferable to work cooperatively as long as progress is being made.

- **REMEMBER THAT THE REGULATORY PROCESS IS SLOW** and cumbersome. The earlier you inject yourselves in the process, the better. Help write the regulations and then see that they are enforced.

- **FIND TALENTED VOLUNTEERS**, develop them and put them to the best use possible. Strive to create an atmosphere of appreciation, encouragement, fun and inclusion. Make sure that everyone enjoys the work at hand, because successful environmental groups are built by volunteers.

- **KEEP PUBLIC EDUCATION MATERIALS SIMPLE AND DIRECT**. Few people have time to read. The best way to reach the public is through television and radio, or very simple brochures.

- **REMEMBER THAT SUCCESS ULTIMATELY DEPENDS** on whom we elect to public office. Encourage your members to get involved in election politics. Or, at the minimum, learn who the League of Conservation Voters or the Sierra Club endorses and why. You need elected officials who share your values and will fight for them.





The **25** Power of



The average lifespan of a **sea star** is **25** years.

The most collected pieces of trash on local beaches — **cigarette butts** — can take up to **25** years to decompose.



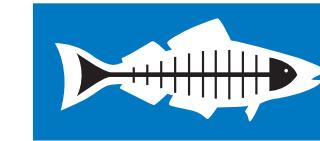
Coastal Cleanup Day, 2010 will be held on the **25th** of September.

Adopt an **urchin** or a sea star through the Aquarium's Aquadoption Program. How much does it cost? **\$25** of course.


ISTOCK: LEOPARD SHARK PHOTO: TARA CROW


Heal the Bay's educator program, Key to the Sea, has trained **25** thousand **teachers** through its workshops over the years.

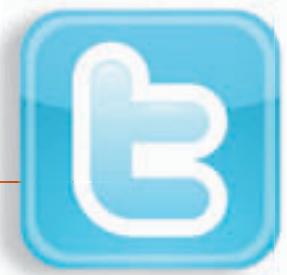
A piece of trash travels **25** miles through the **storm drain** from Pacoima to the Pacific Ocean.



Heal the Bay formed **25** years ago.



Heal the Bay organized **25** inland sites in Los Angeles County for Coastal Cleanup Day 2009.



25 is the number of new people that follow Heal the Bay on **Twitter** every two days.



Feathered Friend

Birdman Dave Weeshoff becomes HtB's latest Jean Howell Award recipient

By JESSICA BELSKY

I can still recall vividly a few key moments from my Speakers Bureau training, like Dave Weeshoff demonstrating how we should explain Heal the Bay's work to young children with his own props, a flock of stuffed toy birds. A self-proclaimed "bird guy," Dave has been a member of our Speakers Bureau since 2006 and has given, in his estimation, close to 200 public talks to varied age groups, from kindergarteners to retirees.

After spending 35 years at IBM, Dave became involved with a group called the International Bird Rescue Research Center (IBRRC). His work with IBRRC led him to other environmental groups whose missions went hand in hand. Pretty soon, Dave was busy with Audubon, Algalita Marine Research Foundation and Heal the Bay as well.

Heal the Bay bestowed one of its highest honors to Dave in February, presenting him the Jean Howell Award for his outstanding volunteer service. Jean Howell was the incredible volunteer who first managed our Speakers Bureau. The program has grown and expanded and now gives talks about ocean pollution all over the county.

As Heal the Bay has become more focused on reducing litter by reducing societal consumption of single-use items, Dave's talks have evolved. He says that most kids he speaks to say that they take canvas bags to the grocery store with mom and dad.

"Kids seem to be getting the ideas at an earlier age," he

says. One of Dave's many shticks at the moment is using a red plastic bottle cap to illustrate what plastic an albatross can ingest. His intent is that "from that time on, whenever a kid sees a red bottle cap they think about these concepts."

This past year, Heal the Bay asked Dave to expand his role as an advocate. We asked if he might be interested in speaking on behalf of the birds to the state Fish and Game Commission. Dave became a stakeholder in the South Coast Region's planning for the Marine Life Protection Act and the implementation of marine protected areas.

I asked Dave recently what he is most trying to convey in all of his talks.

"I'd like to educate as many people as possible — young and old — on the critical need for scientific education," he said. "So many of our worldwide societal problems can only be solved when citizens and decisionmakers understand the importance of solid science behind their decisions."

Despite his fondness for birds, Dave says he has a soft spot for another fuzzy creature — the Lorax.

As Dr. Seuss' environmental hero reminds us, "Unless someone like you cares a whole awful lot, nothing is going to get better. It's not."

Interested in becoming a part of Heal the Bay's Speakers Bureau? Call our Speakers Bureau coordinator at 310.451.1500 x 146

Volunteer Dave Weeshoff speaks with visitors to our Aquarium.

Thank You

The following list represents gifts from December 1, 2009 through February 28, 2010.

\$50,000+

Anonymous (2)
The Annenberg Foundation
The Diller - von Furstenberg Family Foundation
The Goldhirsh Foundation
Resources Legacy Fund Foundation
Sanders Charitable Trust

\$25,000 - \$49,999+

Cindy & Alan Horn
Joseph Drown Foundation
Thomas & Janet Utterman

\$10,000 - \$24,999

California State Coastal Conservancy
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The Walt Disney Company

\$5,000 - \$9,999

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West Basin Municipal Water District
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Nina Abrams Fund
Norcross Wildlife Foundation
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Ryan O'Neal
Pacific Hills School
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Dawn Vincent
David Weeshoff
Mark Wilhelm
Lou Williams
Marla & Tom Williams
Mark Winograd
Rita Winston
Anna Wittemberg
Leslie & Kenneth Yates

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:

Kate, Olivia, Lydia - SMASH-CORE 3
Allie Ravitz
Douglas Mathis
Trudi Sturgeon
Sophia Altemus
Suzanne Emerson
Ramsey Naito

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:

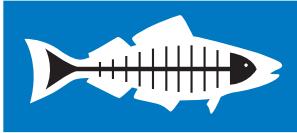
AAmanda and Justin
Clint Atkinson
Jeanne Black
Janet Brown
Milken Family Foundation Communications Team
Terry & Cheryl Crow
Lisa Cuellar
Robert Dalrymple
Josiah Destin
Kim DeVries
Bob Ellison
Dan Emmett
Olivia Erschen / Steve Starkey
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Sapphira Fein
Scott Finfer
Mark "Kiko" George
Michael Glouberman
Matthew Graham
Sara Hess
David Alan Hilton
Eleanor Human
Joelle & Guy Juillard
Jonathan Katz
Mitchell Robert Katz
Kevin
Paul & Teddy King

Kip Koenig, Chris Case, & Chris Conti
Kenny Landy
Dr. George Lough
Bob Matchett
Tommy Moran
John Moshay
Neighbors and Friends
Evan Norris
Jim Parrott
Mom & Dad Pernin
Rebecca Rook & Peter Dutton
Hillary Rosenfeld
Michael Sardo
Eryk & Valerie Slupski
Rod Stephens
Jeff Stilson
Tony, Jean, Jillian, Steve & Dorothy John Westberg
Marc Wilett
Kyra Williams
Dick & Sandy Wise
Xueying Wu
Sally Yale
Aimee Zolezzi and Peter Early
Danny Zuker

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:

Eleanor Belser
Stephen Cain
Mikel Kasy Caplan
Don Francis
Clay Alan Howell
Uncle Ira / Aunt Norma



Heal the Bay

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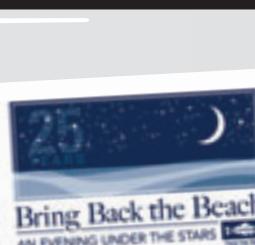
Project Save our
Surf/Surf-a-thon
June 19 - 20
Huntington Beach

Heal the Bay Earth Month Events

April 17: Nothin' But Sand Cleanup @ Santa Monica Beach (Tower 1550)

April 17 and 18:
Santa Monica Pier Aquarium Theme Weekend.

April 24:
Healthy Neighborhoods Cleanup @ Taylor Yard (L.A. River).



Celebrating **25** YEARS of Healing the Bay

Please save the date for
Heal the Bay's Annual Dinner & Awards Presentation
Thursday, May 20, 2010 5 p.m.
on the sand at THE JONATHAN BEACH CLUB in Santa Monica
For more information and to purchase tickets, visit www.healthebay.org/bbb
or call 310.451.1500



March 1-April 30

Enjoy lunch at Frache, and a portion of the proceeds will be donated to Heal the Bay (plus members get 20% off).

April 1-April 30
Up to 120 new patients can get a free dental exam and cleaning at Artistic Center for Dentistry (minimum \$10 donation to Heal the Bay).

For the latest Heal the Bay events, including benefit parties, volunteer trainings and education opportunities, go to www.healthebay.org or www.causes.com/healthebay.