

Heal the Bay

summer  
2010

the magazine of Heal the Bay

volume 25 number 2

healthebay.org

# currents

## SUMMER BREAK



**INSIDE** Our Favorite Beach Hangouts • Sustainable Seafood • How Lemonade Fights Pollution

# currents

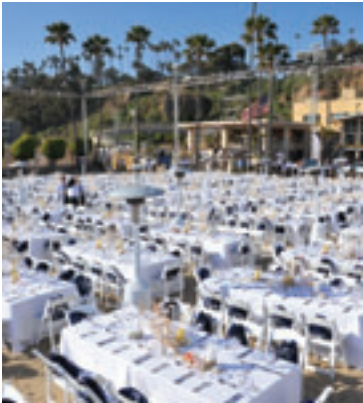
the magazine of Heal the Bay

volume 25 number 2

healthebay.org



5



8



14

## summer 2010

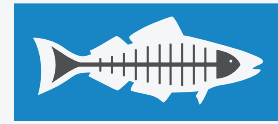
- 1 Letter from the President
- 3 Mixed Greens
- 4 Ten-Year Storm
- 5 Sun Spots
- 6 Volunteer Jaclyn Friedlander
- 7 Deep-Sea Revelry
- 8 Bring Back the Beach Gala
- 10 Sustainable Seafood
- 12 Beach Party
- 13 Donor Margaret Levy
- 14 Dollars and Sense
- 16 Thank You

COVER: ISTOCK

**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.

GRAPHIC DESIGN • MICHAEL KELLNER • [www.KellnerBookDesign.com](http://www.KellnerBookDesign.com)

© 2010 Heal the Bay. All rights reserved. Reproduction of editorial content only is authorized with appropriate credits and acknowledgement. Heal the Bay, Beach Report Card and the fishbones logo are registered trademarks of Heal the Bay. Printed on chlorine-free recycled paper by DSJ Printing in Santa Monica, California



Heal the Bay

HEAL THE BAY STAFF

**President:** Mark Gold, D.Env.

**Executive Director:** Karin Hall

**Associate Director:** Alix Hobbs

**Angler Outreach Team:** José Carrera, Halima Dominguez,  
Maria Joaquin, Maria Larsen, Boun Prasert,  
Diana Ramirez, Benmin Sun

**Assistant Programs Coordinator:** Frankie Orrala

**Beach Programs Manager:** Eveline Bravo

**Communications Director:** Matthew King

**Communications Manager:** Jessica Belsky

**Constituent Development Manager:** Natalie Burdick

**Data Manager:** Lee Myers

**Development Manager:** Smrithi Narayan

**Digital Content Assistant:** Cayla McCrae

**Director of Coastal Resources:** Sarah Abramson Sikich, M.E.S.M

**Director of Development:** John Seiber

**Director of Information Services:** Peter Tatikian

**Director of Water Quality:** Kirsten James, M.E.S.M

**Education Manager:** Catie Boarts

**Beach Report Card Manager:** Michael Grimmer

**Executive Assistants:** Kathleen Cahill, Sylvie Makara

**Foundation Grants Manager:** Sheila McSherry

**Manager, Healthy Neighborhoods, Healthy Environment Initiative:** James Alamillo

**Organizer, Spanish Communications; Healthy Neighborhoods,**

**Healthy Environment Initiative:** Reg Mata

**Information Services Assistant:** José Carrera

**Marketing Specialist:** Hallie Jones

**New Media Manager:** Tom Fleming

**Programs Director:** Meredith McCarthy

**Public Education Coordinator:** Emily Pratt, M.Ed.

**Receptionist:** Gabriele Morgan

**Restoration and Monitoring Specialist:** Kevin Jontz

**Secondary Education Manager:** Edward Murphy

**Speakers Bureau Manager:** Melissa Aguayo

**Staff Scientists:** Amanda Griesbach, M.S.,

Susie Santilena, M.S., E.I.T., Dana Roeber Murrey, M.E.S.M.

**Volunteer and Intern Coordinator:** Saira Gandhi

### SANTA MONICA PIER AQUARIUM STAFF

**Aquarium Director:** Vicki Wawerchak

**Senior Aquarist:** José Bacallao

**Aquarist:** Seth Lawrence

**Aquarium Education Manager:** Tara Treiber

**Education Specialists:** Nick Fash, Aaron Kind

**Public Outreach Specialist:** Randi Parent

**Public Education Coordinator:** Amber Maron

**Public Programs Assistant:** Lazaro Serrano

**Public Programs Manager:** Tara Crow

**Volunteer Manager and Public Educator:** Wyatt Miller

### BOARD OF DIRECTORS

**Chairman:** Matthew J. Hart

**Immediate Past Chairman:** Carl Kravetz

**First Chair:** Stephanie Medina Rodriguez

**Chairs:** Todd Flora, Barry Gribbon, Brian O'Malley,

Craig Perkins, Luann Lavall Williams

**Secretary:** Jorge Delgado

**Treasurer:** Don Kinsey

**Founding President:** Dorothy Green

**President:** Mark Gold

**Board Members:** Peter Abraham, Mark Attanasio, Hatef Behnia

Lisa Boyle, Samuel Culbert, Robert Davenport, Rabbi Allen I.

Freehling, Cliff Gladstone, Susan Grossinger, Sofie Howard,

Jean Kaplan, Richard Katz, Adi Liberman, Julia Louis-Dreyfus,

Suja Lowenthal, Ted Miller, H. David Nahai, John Perenchio,

Craig Perkins, Russ Pillar, Michael Segal, Erin Selleck, Amy Smart,

Shane Smith, Paul Stimpfl, John J. Strauss, Thomas Unterman,

Lavetta Willis, Richard Yelland, Scott Zolke

### BOARD OF GOVERNORS

George Akers, Jeff Ayeroff, Michael Caggiano, Ph. D.,

Laurie Coots, Don Corsini, Paula Daniels, Dr. Sylvia Earle,

Brad Hall, Gale Anne Hurd, Dr. Aliza Lifshitz,

Felicia Marcus, Kelly Meyer, Fran Pavley, Tony Pritzker,

Bob Talbot, Art Torres, Antonio Villaraigosa, Bob Williams

**Board of Director**

Adi Liberman serves as Board of Governors' Chair

### CURRENTS STAFF

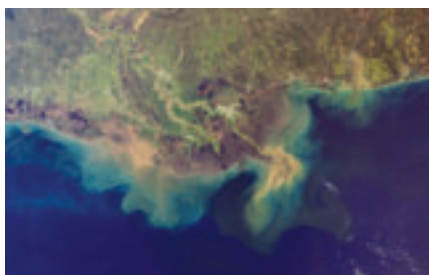
**Editors:** Jessica Belsky, Matthew King

**Writers:** Jessica Belsky, Natalie Burdick, Nick Fash,

Kirsten James, Randi Parent

# What a Mess

Mark Gold on the lessons learned from the Gulf spill and what to do next.



**T**he toll of the Gulf oil disaster is beyond devastating. At press time, over 100 million gallons spilled with no end in sight. Thousands of dead seabirds, nearly 300

dead sea turtles. 88,000 square miles of the Gulf closed to fishing. Wetlands along the Gulf coast from Louisiana to Florida soaked with oil. And that's just what we can see. The scope and scale of the ecological devastation caused by the oil underneath the sea surface may not be known for years. Meanwhile, the fishing and tourism industries are extinguished along the northern Gulf this summer, and maybe, for many years to come.

## So much for Sportsmen's Paradise.

After every catastrophe, the blame game starts, and there's plenty of blame to go around this time. Despite the fact that BP has mishandled nearly every aspect of the blowout and the oil spill response, most of the negative fallout has hit the Obama administration.

Of course, the administration is ill-suited to clean up an oil spill and prevent the catastrophe from growing to its current epic proportions, but leadership should have been far more assertive in managing the disaster. Allowing BP to manage most aspects of the cleanup for the first few weeks was a major tactical error. The public needed reassurance that the Obama administration was in charge of managing the environmental crisis.

Also, the administration should have granted far greater power to the EPA. They are used to ordering polluters to clean up their mess. They are a regulatory and enforcement agency that manages oil spills in fresh waters, but inexplicably, the primary responsibility lies with the Coast Guard in the ocean. Instead of taking a leadership role, the EPA sat largely on the sidelines providing guidance when asked to do so. For example, if EPA was in charge, then the haphazard application of highly toxic dispersants probably never would have occurred, which would have prevented the compounding of one ecological problem with another.

Also, the administration should have ordered the entire



oil industry to get to the Gulf to minimize the impacts of the spill and work together to reduce spill volumes. After all, when one oil company fouls the ocean, it affects the business of all oil companies. Unprecedented collaboration between government and the entire oil industry was needed, but that isn't what the Gulf received.

As a result of the Exxon Valdez spill, some enforcement teeth were added to the Clean Water Act in 1990. The EPA should move forward aggressively with enforcement actions and go for the maximum fine allowable under the Act.

At a minimum, the EPA can pursue \$1,100 per barrel (42

*Continued on next page*

*Continued from previous page*

gallons) of oil spilled to the Gulf and up to \$4,300 per barrel if they can demonstrate gross negligence; a threshold that seems relatively easy to meet in light of the events preceding the blowout. With the scope of the fine tied to the magnitude of the spill, it is easy to see why BP has attempted to lowball the spill volume from Day One. Since the spill has exceeded 100 million gallons, BP could be liable for well over \$10 billion in fines alone. A deterrent of this magnitude would lead to much stronger safety provisions in the oil industry, and more importantly, a greater focus on risk avoidance and risk management.

But the needed leadership includes other oil extraction operations:

- The Obama administration should work with Congress to develop and approve an oil pollution abatement package immediately
- Environmental review of oil extraction operations should immediately be shifted to the EPA.
- The Interior Department's Minerals Management Service (MMS) cannot provide extraction permits to the very same corporations that it regulates. Splitting responsibilities within Minerals Management Service is not enough.

Another reform that has been discussed at length is a massive increase in potential oil spill liability under the 1989 Oil Pollution Act, from a \$75 million cap to a \$10 billion cap retroactive to the start of the spill. America's most famous climate change denier, U.S. Sen. James Inhofe, successfully prevented the legislation from moving forward. Maybe that was for the best, because there shouldn't be a liability cap at all. If an oil company causes \$20 billion in damages, then the oil company should be liable for the entire cost of the spill. Eliminating the liability cap would lead to more efficient restoration of damaged natural resources and quicker compensation to those that have lost tourism and fishing revenues.

The environmental community is hoping that the Gulf disaster will bring long overdue action on President Obama's promise of a shift away from a petroleum-based economy and towards a green energy economy. The U.S. continues to subsidize the petroleum industry in ways ranging from tax breaks to cheap leases. The days of American taxpayers subsidizing oil companies to jeopardize and destroy our nation's precious natural resources must come to an end. A green energy economy protects water quality, tourism, fisheries and public health, while reducing greenhouse gas emissions, providing green jobs and increasing energy security. How many wars must be waged, and rivers and bays devastated before our nation moves forward to a green economy?

Perhaps the most logical part of a comprehensive package should be a moratorium on offshore oil drilling in risky areas that cannot be cleaned up. The lens that must be used for all future offshore oil drilling has to be one of inevitable failure. If an oil platform were to have a catastrophic failure, we must ask: Will there be an adequate

---

## *Unprecedented collaboration between government and the entire oil industry was needed, but that isn't what the Gulf received.*

---

response that protects the surrounding ecosystem, nearby ecosystems and nearby ocean- and coastal-dependent commerce? If the answer is no, then further consideration of the project should stop right there.

Looking at the Gulf blowout as an example, the world is seeing that containment in the deep frigid waters a mile below the ocean's surface is not feasible. And containment and cleanup of the oil is nearly impossible 50 miles from shore. Rapid and large-scale ongoing response is critical to achieving even a semblance of adequate containment. As a result, one of our nation's most critical and productive estuaries and fishing grounds suffers devastating consequences.

The potential consequences for the Arctic are even more depressing, with overwhelming risks to marine mammals, including numerous cetaceans, seals and polar bears. Drilling in such a remote area in extremely rough and icy seas with limited water clarity makes little sense. When a catastrophic incident in the remote Arctic occurs under such conditions, there won't be the human resources to respond to a clean-up, nor the optimal environmental conditions to achieve a successful remediation. Although the President delayed the Arctic drilling decision for a year, what is needed is a permanent moratorium in the Beaufort and Chukchi Seas.

If ever there has been a need to apply a precautionary approach to risk management, offshore oil drilling is the case.

Risk assessors can come up with an abundance of scenarios that put the risk of catastrophic failure at levels near zero. But the reality is that catastrophic failures do occur, whether it is a blowout in the Gulf or off the Timor Sea, a drunk ship captain, a directionally challenged tanker captain off of Australia, or any other devastating mishap. The nature of the petrochemical industry means that problems happen and they happen at a scope and scale that make solutions a near impossibility.

The oil industry has shown time and time again that they cannot be trusted when it comes to providing stewardship over the world's precious natural resources. Playing the odds with nature and putting people's livelihoods at stake is not a gamble worth taking. Even though the oil companies will provide compelling data that the chances of an enormous spill are infinitesimal, remember that some lucky stiff wins the Super Lotto nearly every week. And you can't get odds much longer than that.



— Mark Gold, President, Heal the Bay

# Mixed Greens

## Save the Date!

Join the more than 80,000 Californians who come together annually to take back our waterways! Coastal Cleanup Day this year will be held on Saturday, September 25, from 9am-noon. We'll keep you posted on our website with site information in the weeks to come.



## Girls on the Run

Girls on the Run, Victory Park, chose Heal the Bay as their recipient for money earned at their recent lemonade stand. The girls worked extremely hard in letting friends and family know about their event. Collectively, they brought fresh- squeezed lemon juice, sugar, ice, water and cookies for the event. The day was beautiful and lots of people wanted lemonade! The team sold nearly \$100 worth of lemonade and cookies and donated all proceeds to Heal the Bay. Thanks, Girls!

Girls on the Run of Los Angeles County is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running.



Girls on the Run Victory Park ran a lemonade stand to benefit Heal the Bay. These ladies also sent a total of 500 people to the Santa Monica Classic which benefited Heal the Bay.

## SAFE TO SWIM?

We recently released our 20<sup>th</sup> annual Beach Report Card report for 2009-2010 and the news is that California beachgoers surfed, swam and played in very good-to-excellent water quality this past year during dry weather. We assigned A-to-F letter grades to beaches up and down the California coast.



While many beaches scored very well during dry weather, looming uncertainty about ongoing funding of weekly beach

water quality testing statewide raises concerns. County monitoring agencies continue to feel the effects of Gov. Arnold Schwarzenegger's 2008 line-item veto of state beach monitoring funds. The governor axed \$1 million annually in funds that supported the collection and processing of ocean water samples as well as the posting of signs to notify swimmers of potential health risks.

### The Top 10 Beach Bummers

Eighteen beaches statewide received an overall F grade during the busy summer beach-going season for the 2009-2010 Beach Report Card. The top "Beach Bummers" in California (starting with the worst):

1. Avalon Harbor Beach on Catalina Island (Los Angeles County)
2. Cowell Beach – at the wharf (Santa Cruz County)
3. Cabrillo Beach harborside (Los Angeles County)
4. Poche Beach (Orange County)
5. Santa Monica Municipal Pier (Los Angeles County)
6. Colorado Lagoon (Los Angeles County)
7. Baker Beach at Lobos Creek (San Francisco County)
8. Capitola Beach — west of the jetty (Santa Cruz County)
9. Vacation Isle North Cove Beach in Mission Bay (San Diego County)
10. Sunset Blvd. and PCH at Santa Ynez Drain (Los Angeles County)

For a detailed look at beach results for each county and report methodology, please refer to our complete report. A PDF version is available on our homepage.

Heal the Bay's Beach Report Card is made possible through the generous support of

The Diller – von Furstenberg Family Foundation, simplehuman, SIMA, Grousbeck Family Foundation, and Carlson Family Foundation.



**Carol Liu**  
(Pasadena/  
Burbank/San  
Gabriel)  
818.409.0400



**Alex Padilla**  
Energy & Utilities  
(San Fernando  
Valley)  
818.901.5588



**Gloria Romero**  
(Covina, El  
Monte, East LA)  
323.881.0100



**Darrell  
Steinberg**  
President  
pro Tempore  
(Sacramento)  
916.651.1529



**Dean Florez**  
Majority Leader  
(Fresno/  
Bakersfield)  
559.264.3070



**Rod Wright**  
(Rancho  
Palos Verdes,  
Inglewood)  
310.412.0392



**Gloria  
Negrete-  
McCleod**  
(Pomona/  
Ontario)  
909.621.2783



**Jenny Oropeza**  
Dem Caucus  
Chair (Redondo/  
Hermosa)  
310.318.6994



**Curren Price**  
(Culver City,  
Hancock Pk,  
Hollywood, LA)  
213.745.6656



**Lou Correa**  
(Santa Ana/  
Fullerton)  
714.558.4400

# TEN-YEAR STORM

Meet 10 senators you can contact about plastic bag legislation.

**G**reat news! Early in June, Heal the Bay-sponsored Assembly Bill 1998 made it out of the California State Assembly alive with 41 votes. This marks a huge milestone in passing this piece of legislation. Assembly Bill 1998 will reduce plastic bag litter in our communities, on our beaches and in our ocean.

Specifically, AB 1998 would ban single-use plastic bags at supermarkets and large retail pharmacies starting in 2012, convenience stores starting in 2013. Recycled content paper bags and reusable bags would be offered for sale at these locations. The measure is currently being supported by a very unique mix of stakeholders; the environmental community, local governments, the California Grocers Association, the California Retailers Association, the

California States Council for United Food and Commercial Workers and even Governor Arnold Schwarzenegger.

Heal the Bay has been working on the issue of plastic pollution for over a decade and on plastic bag legislation for over four years. The stars appear to be aligning this year, but it is going to be a tough fight!

Our bag bill, AB 1998, is moving through the State Senate. We need your help to get it to the finish line. Please visit [www.healthebay.org/actionalerts/ab1998/](http://www.healthebay.org/actionalerts/ab1998/) to send an action alert to your state senator. Or, give your senator's office a call to voice your support for AB 1998 and ask your neighbors and friends to do the same. A call to your senator's office is a quick and easy way to get your voice heard.



# Sun Spots

We spend a lot of time on the beach. Here are some of our favorite local hangouts.



## Best spot to learn how to surf:

Recommended breaks for newbies include **southside of Dockweiler Beach jetty** or **Sunset at PCH at low tide** near the lifeguard tower (look out for juvie white sharks!). Don't even think about Malibu or Topanga ... yet.



## Best spot to go fishing:

**Redondo Beach** and the **Santa Monica Pier** are both good spots to go fishing but they can be crowded with tourists during the summer. If you want a little more room, head to the Venice Pier.

## Best spot to ride your bike:

Feel miles away from the city and get a great view of the coastline riding your bike from **Santa Monica Canyon** north to **Temescal**.



## Best spot to take the kids:

Check out **Tower 27** in **Santa Monica** at **Ocean Park**. On a **Sunday**, you can start at the **farmers' market** for **breakfast**. There is a playground at the end of Ocean Park just a few feet from the tower.



# AQUATIC ALLY

Volunteer Jaclyn Friedlander gets animated about the sea ... literally

**Heal the Bay:** So what was the genesis of your decision to create "FriendsWith Fins," an animated short film, for the **Santa Monica Pier Aquarium**?

**Jaclyn Friedlander:** I thought it would be great if the Aquarium had something that would teach people about West Coast conservation issues in an accessible way for children. I started writing the script about six months ago and the rest is history.

**Heal the Bay:** How many people helped?

**Friedlander:** It took about 20 people to make the whole project happen. Between writing, pre-production, animating, editing and recording, Stephen Leonard, Timothy Riese (the director of photography), and I put in a combined total of about 600 hours. We had a director, director of photography, script supervisor, sound mixer, animator, editor, several music composers, two people in charge of food, seven actors, several vocalists, a few grips and someone doing hair and make-up, as well as producers and several behind-the-scenes people helping out! It wouldn't have been possible if I didn't have such an incredible crew.

**Heal the Bay:** Can you describe pitching your project to friends who helped? Did you need to do much cajoling?

**Friedlander:** Getting working professionals to work on a low budget project is always difficult. At first some of the people I approached to work on the film were hesitant, but once they saw the awesome story boards that my animator, Stephen Leonard, drew and they read the script, very few people chose to pass on the project. I think because it's such an important cause, people were willing to help out and ended up getting excited about being part of it.

**Heal the Bay:** Tell us about the actual filming.

**Friedlander:** It took about 10 hours just to shoot the live action part of "Friends with Fins" in front of a green

screen. Then we spent a day recording the voice-over actors and an additional day recording music. We filmed the live action part in a space that was big enough to hold a 15x15 green screen and all of the lighting equipment. It was interesting to be acting in front of the green screen because the other actor and myself were talking to C-Stands that had paper taped to them for eye lines, and in the finished movie, the C-Stands have been replaced with talking, animated fish.

**Heal the Bay:** So you play a role in the film. How long have you been acting?

**Friedlander:** I did my first play when I was 4, and I was on a TV show when I was 9. I continued doing theater and after high school I attended an acting conservatory in New York City. After doing some theater there, I moved to Los Angeles. When I first got out here, I was a table reader on 'The Riches' so I would sit with the cast and read for any day players who were't at the read. I have done a few national commercials, and I was the lead female in an independent feature film that is now on Netflix. I've also done some voiceover work.

**Heal the Bay:** How long have you been volunteering at our Santa Monica Pier Aquarium? What first motivated you to get involved?

**Friedlander:** I started volunteering at the Aquarium last summer. Ever since I was young, I've always loved marine life and have been interested in ocean conservation issues. I visited many aquariums with my family and I always wanted to work at one. I thought volunteering at the Aquarium would be a great way to learn more and then help educate others.



*Come to the Aquarium to check out "Friends with Fins" and view the trailer at [friendswithfins.com](http://friendswithfins.com)*

# Deep-Sea Revelry

Show your love for the sea at the Santa Monica Pier Aquarium's Ocean Appreciation Weekend.

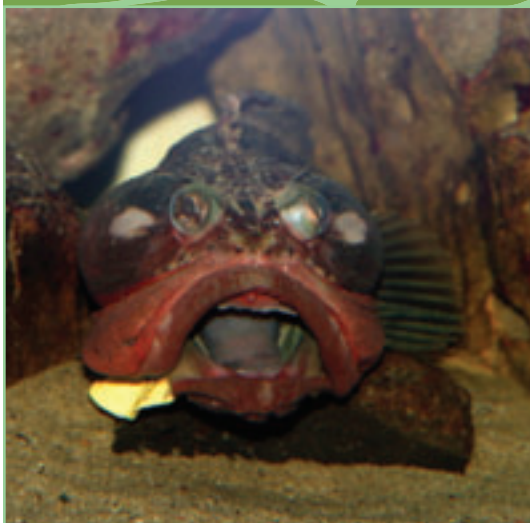
**M**ark your calendars for the annual celebration of all things ocean at the Santa Monica Pier Aquarium. Ocean Appreciation Weekend takes place the weekend of Aug. 21.

Bring the family and bring your friends to the marine science center to discover the myriad ways the ocean impacts our lives and to explore the affects people have on the ocean.

Climate change will be the focus of this year's special theme weekend. Special arts and crafts projects, face painting for the kids, naturalists' presentations and the weekly feeding at the shark tank (held every Sunday at 3:30 pm) will round out the festivities.

The Aquarium will be open its regular summer hours, from 12:30-6 p.m. both days.

**Please help us** by taking a stand in support of marine protected areas. The Fish and Game Commission is meeting August 4 and 5 in Santa Barbara, and it's critical that Southern Californians are there to show support for protecting our vital marine resources through the creation of underwater parks. Please contact Dana Roeber Murray at [dmurray@healththebay.org](mailto:dmurray@healththebay.org) or 0.451.1500x139 for more information about attending the meeting or how you can help.



CAROL MACDONALD

Come catch the Sarcastic Fringehead at the Santa Monica Pier Aquarium

# Sand and Scene

The annual "Bring Back the Beach Gala" celebrates our 25th anniversary in barefoot style.



DEREK GOES

Nearly 1,000 of our most dedicated supporters celebrated Heal the Bay's 25th anniversary at the annual "Bring Back the Beach gala" in late May, honoring the environmental stewardship and leadership of Jack Baylis, Nicolas Cage, Luann Laval Williams and The Walt Disney Company. The outdoor setting at The Jonathan Beach Club was picture-postcard perfect. Sunshine and warm breezes welcomed honorees and guests, including donors, elected officials, celebrities, and members of our Board of Directors, as they arrived on the blue carpet for the celebration on the sand.

The evening's onstage luminaries included California Senate President pro Tem Darrel Steinberg, who spoke in support of Assembly Bill 1998 (learn more about how you can help this bill on page 4); former Mayor of San Francisco

and California Assembly Speaker Willie Brown, who introduced Honoree Jack Baylis; actress and board member Julia Louis-Dreyfus, who congratulated her longtime and dear friend Luann Laval Williams on accepting the Dorothy Green Award; and actress, volunteer and board member Amy Smart. Other special guests included Tanna Frederick, Chad Lowe, Donna Mills, surfer PT Townend, Hal Sparks and Lindsay Wagner, as well as elected officials such as Assemblymember Julia Brownley, Long Beach mayor Bob Foster, and state Sen. Fran Pavley.

Highlights from "Bring Back the Beach" included the live auction of a 2011 Subaru Outback PZEV vehicle and a five-night stay at the Four Seasons Maui Wailea Resort with personal training sessions from famed big-wave surfer Laird Hamilton and volleyball great Gabrielle Reece. A



PHOTOS: DEREK GOES

special “Stand Up for Heal the Bay” benefit challenged the guests to support key research, education and community action programs and was followed by a spirited benefit performance by singer-songwriter Jakob Dylan.

This year’s event was truly breath-taking and, once again, would not have been possible without the dedication of our many volunteers, vendors and sponsors. Our special thanks to Homerun Entertainment and Unscene, Inc. Their efforts produced a beautiful and flawless 25th anniversary party!

---

From top left: Honoree and board member Luann Lavall Williams with friend actress and board member Julia Louis-Dreyfus, surfer Tana Fredericks, actress and board member Amy Smart, Honoree and board member Jack Baylis with children Joseph and Zina.



Friends of Blue Donkey and Heal the Bay

## Get to Know a Donor: Blue Donkey Foundation

*Peter Seidler is one of the founders of Seidler Equity Partners, a Marina del Rey-based private equity firm that specializes in providing growth capital to proven business owners operating in the middle market. Peter is also one of the principals of the Blue Donkey Foundation, a charitable foundation that supports Heal the Bay.*

- HtB:** What was it that inspired you and the company to be a donor for Heal the Bay?
- Seidler:** I was first introduced to Heal the Bay several years ago by friends who are active in the organization. It was easy to be inspired by HtB’s mission to keep our coastal waters clean for marine life and people. The Blue Donkey Foundation considers the true owners of the ocean to be nature’s creatures. HtB reminds us to honor our responsibility to preserve and improve the health of our coastal waters. Beach cleanups inspire hundreds to participate and the annual Bring Back the Beach dinner is a night full of good music, laughs and celebration.
- HtB:** What is the company’s philosophy of philanthropy?
- Seidler:** Blue Donkey was named to honor the often underappreciated work ethic and perseverance of the donkey. We feel these qualities can be exemplified by selectively contributing to charitable organizations that make measurable differences through hard work. Our focus is on childrens’ health and general education. HtB provides great value in both of those areas. It should also be noted that donkeys often live and thrive near coastal waters and are known to get pretty angry when humans damage the cleanliness of their environment.
- HtB:** Is there a childhood memory about our coastal waters or watersheds that you would like to share? Something that still speaks to you today?
- Seidler:** The BP nightmare that continues to unfold is a stark reminder that efforts to protect the ocean’s natural beauty are critical. As a kid, I occasionally tested my limited body surfing ability at various local beaches. While learning to respect the power and force of the ocean, I was able to enjoy the beauty of a largely pollution-free coastline. HtB fights to ensure that visitors to the ocean will have the ability to enjoy the crisp, salty water and the chance to wander on clean sand.



Nick Fash gets up close and personal with some fresh seafood.

# Fighting for Answers

Aquarium Educator Nick Fash explores sustainability at Santa Monica Seafood

*The ocean surface looked as if it were boiling there were so many small fish being chased to the surface by the predatory bluefish and striped bass below. I cast my lure into the middle of this frenzy, knowing that in a few moments I would begin a battle with a few pounds of muscle at the other end of my line.*

*Moments like these from my childhood in the American northeast are now just a distant memory. Even when I return to the Atlantic shores of my youth, I rarely see the massive quantities of fish that cause the water to roil. I was just a boy at the time and I didn't know that I should cherish the moment, as the ocean would never be the same again. What happened to all the fish?*

For thousands of years humans have looked to the seas for food. Countries and kings obtained great power from their nations' fishing prowess and whole regions could fall into chaos if the sea did not provide. When we first set out upon the oceans with wooden boats and hand-made nets, the marine life had a chance. But as society advanced and grew, so did our tools in which to ply the oceans.

Small wooden boats became massive steel factory trawlers, and hand-made nets became monofilament death traps that could reach 50 miles in length. With all the sophisticated technology installed on commercial fishing boats we are now able to see deep below the waves and locate schools of fish. We have become so efficient that we are removing fish at an alarming rate.

By taking too many individuals from the population, we are not giving the fish time to reproduce and replenish their numbers. If we could limit the catch of each species of fish, we could keep numbers at a sustainable level. Currently, seven out of ten commercially targeted marine fisheries are fished beyond a sustainable limit, according

to the United Nation's Food and Agriculture Organization, and the trend does not appear to be slowing.

For the past eight years while working at Heal the Bay as an educator, I have gained a great understanding about the myriad issues that are affecting our oceans, specifically, overfishing and sustainable seafood. For the past few years, we have partnered with Monterey Bay Aquarium's Seafood Watch program, helping people understand how they can do their part to help our oceans when they choose to eat seafood.

Each time you open a menu, you have a decision to make. Even though I have the sustainable do's and don'ts of the seafood world entrenched in my brain, I still arm myself with an up-to-date Seafood Watch card, as the information changes so regularly. To get yourself an up to date card, visit the Santa Monica Pier Aquarium or go to [www.healthebay.org/stayhealthy](http://www.healthebay.org/stayhealthy).

With our oceans now holding a mere 10% of the large predators they once did, my informed decisions about seafood consumption become more crucial. As a consumer, I can vote with my fork to help protect fisheries that are suffering from overexploitation, a strategy that requires learning what constitutes sustainability. Yet, as I realized, the seafood industry also needs to do its part to help take some of the guesswork away from the consumers, by sourcing and labeling sustainable seafood options.

So to get a better understanding of how the fish makes its way from the sea to your plate, and to understand the business side of the issue, I took a tour of Santa Monica Seafood's distribution center. The company, one of the largest distributor's in the country, has recently partnered with the Seafood Watch program to become a sustainable distributor of seafood. I went on this tour with Logan Kock, Santa Monica Seafood's vice president of strategic purchasing and responsible sourcing, with the hopes of finding out what the company plans to do to become more sustainable.

In 1939, Santa Monica Seafood opened a small retail shop at the west end of the Santa Monica Pier and 70 years later it has become the largest seafood distributor in the Southwest. Moving almost a million dollars worth of seafood daily, employees have to work around the clock to keep up with their orders, which add up to over 16 million pounds of fresh and frozen seafood delivered each year to local restaurants.

I have spent many hours of my life walking through fish markets or along beaches and docks in far-off destinations, selecting a fresh catch that I can turn into a tasty meal, but never at a place quite like this.

As I entered the massive warehouse and office complex in Rancho Dominguez I could already smell the seafood as I was greeted by the receptionist. Logan appeared a short while later,

## Nick's Picks

### Nick's top three picks for sustainable summer seafood

**Pacific Halibut:** Marine Stewardship Council ([www.MSC.org](http://www.MSC.org)) certified from Alaska, Washington and Oregon, the firm white flesh of this fish works well for many different cooking methods from the pan to the grill. Caught using bottom long lines, there is little bycatch and no habitat damage.

**Wild Alaskan Coho Salmon:** MSC certified, Coho salmon has a wonderful rich flavor and beautiful red flesh. This fish is perfect for summertime grilling with lemon and dill.

**Santa Barbara Spot Prawns:** Caught hours before reaching your plate by only 30 licensed fisherman in the state, these sweet crustaceans are one of California's true treasures. Caught with traps, there is no habitat damage and you won't find seafood much more local than this.

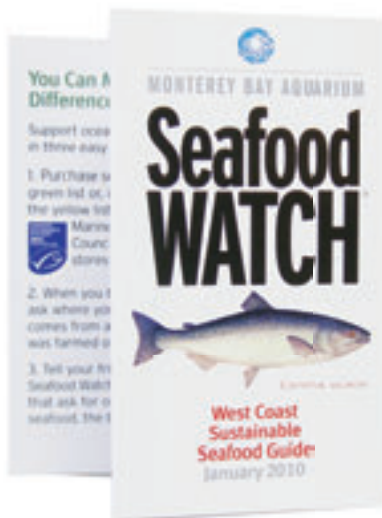
and after a quick tour of the logistical offices, we headed into the temperature controlled warehouse. Fish, both fresh and frozen, were piled high. Tanks loaded with lobsters, prawns and crabs bubbled away, and a Zamboni-like machine skated by, keeping the floors surgically clean.

As we walked, the questions poured out. "What steps are you taking to become sustainable," I asked. "What time frame are you working in and how do you deal with items like farmed salmon that are on the 'do not eat' list?" I learned Santa Monica Seafood sends its purchasers, who are biologists, out to fisheries and aquaculture operations around the world to check for product quality and for sustainability. Logan, our veteran fisheries encyclopedia spoke about the need for fisheries to maintain robust populations, minimize bycatch, not damage habitat and operate pollution-free.

Although I didn't agree with all of its sustainable seafood purchasing decisions, I was blown away to find a company going to such lengths to ensure the quality and sustainability of its offerings. But the owners have to. These measures allow them to continue to sell the products that their largely high-end clients want. So they work hard to source these items from sustainably certified fisheries, certified through the Marine Stewardship Council [www.MSC.org](http://www.MSC.org)) and farms that are catching and raising them in a more environmentally friendly way.

By seeking out the fisheries and aquaculture operations going the extra mile to do things sustainably, the owners of Santa Monica Seafood show suppliers that acting in a responsible manner will get you more business. When you are as large as Santa Monica Seafood, you can influence the sustainability of fisheries and aquaculture operations with the clear message: Change your ways or lose our business.

While we are a long way from total sustainability, I have seen how our informed decisions at the fish counter and at our favorite restaurants are being heard and passed on to the distributors, which in turn dictates the way the fish are caught or raised. So, congratulations informed consumer, it's working. Our responsibility now is to encourage more consumers to make these informed decisions.



# Beach Party

Whether you enjoy art, music, food, sports or shopping — there's a Heal the Bay third party event for you.

From gallery shows at G2 Gallery, Gallery 169 and West 4th/Jane to partners like Fraîche, H2O Plus, La Perla and Surfmonk, to recent outdoor events like the Jack Johnson cleanup and concert, the Pier Paddleboard Race, Project Save Our Surf's SURF 24, and the Santa Monica Classic — as a Heal the Bay member, you can explore a variety of involvement opportunities based on your own interests.



Surfer Tana Frederick  
at Project Save Our  
Surf's Surf 24 event

In fact, before summer's gone, Be sure to check out Playa del Run. This festival offers a series of athletic events on the beach in southern California that you won't want to miss.



Playa del Run is an event that offers a 5k fun run, one mile swim, aquathon or one mile sand sprint. Every participant will receive items from TYR and Clif Bar plus our signature Playa del Run T-Shirt. Playa del Run is committed to providing a fun beach event in conjunction with making a difference. Get your fitness on and make a difference.

## Race Dates/Locations:

July 18, 2010/Playa del Rey

Aug 15, 2010/Solana Beach

Sept 19, 2010/Malibu



And after you've exhausted yourself with all that running and swimming, be sure to take advantage of Heal the Bay's Spa Days at Tikkun Spa. To learn more about our events, visit

[www.healthebay.org/events/special](http://www.healthebay.org/events/special).



Winners at Project Save Our Surf's Surf 24 event



# FOLLOWING THE LAWS OF NATURE

Donor Margaret Levy follows her passions — in the courtroom and on the seashore.

**Heal the Bay:** What first made you decide to become a donor?

**Margaret Levy:** I was inspired to be a donor because I love the ocean and the beach, and I want to do whatever I can to make it cleaner and safer for swimming and surfing. I think what initially caught my attention about Heal the Bay was its grassroots approach; its view that everyone can help in some way to clean up the Santa Monica Bay.

Heal the Bay's mission speaks to me personally because I like to swim between the Marina jetty and the Venice Pier early in the morning when the water is relatively calm. I attempt to surf too (although I'm not very good at it). What's important though is that I want to be able to swim and surf without getting sick from the bacteria levels in the Bay.

**HtB:** How do you choose who to support with a donation?

**Levy:** My philosophy of philanthropy is basic. I support the causes that matter the most to me. For example, I also give to MOCA and LACMA because I love contemporary art. I donate to the UCLA Law School because my law school education enabled me to become a successful lawyer and thus put me in a position to provide financial support to the causes and organizations that are important to me. I support Heal the Bay, along with the Nature Conservancy, the Marine Mammal Center and other similar organizations because I believe in their missions and I want to help them achieve their goals.

I truly believe in "paying it forward." My parents and my sister were role models for me and taught me the importance of volunteering and giving back to the community. I feel very fortunate to be able to do that.

**HtB:** Tell us a little about your professional work.

**Levy:** I am a litigation partner with the law firm of Manatt, Phelps & Phillips, specializing in life insurance litigation. Some of my most interesting cases include the Laci Petersen case, the Heath Ledger case and the infamous "Black Widows" case, in which two elderly women took out accidental death policies on homeless men and then murdered them in order to collect the insurance benefits. I am a member of the Board of Directors of the Inner City Law Center and a member of the Advisory Board of Heal the Bay's Santa Monica Pier Aquarium.

**HtB:** What else brings you out to enjoy the Bay?

**Levy:** I love riding my bike on the bike path, watching the dolphins and the sea lions frolicking, and seeing the pelicans diving for fish. I like exploring the tide pools at Point Dume and Point Fermin and watching for gray whales migrating up and down the coast. In March I saw a dozen humpback whales on a whale-watching boat out of Santa Barbara, and last year I saw more than 20 blue whales in that same area. Seeing these incredible creatures makes protecting our oceans even more important to me.

**HtB:** What is your advice to those who are thinking of supporting our mission for the first time?

**Levy:** Well, I have lived in Venice for 24 years. I love living close to the ocean and I want to preserve it. To those who are considering donating for the first time, I would urge them to give their time and their money to help clean up Santa Monica Bay and its beaches so that they, their friends, their families and their children and grandchildren can continue to enjoy the beach and the ocean.





# Dollars and Sense

Associate Director Alix Hobbs discusses how Heal the Bay carefully manages your contributions.

Any financial advisor worth their weight will tell you to diversify. In the nonprofit world the best way to diversify is to generate revenue from as many sources as possible. Heal the Bay is fortunate in that it receives financial support from a broad array of sources: members like you, foundations, corporations and government agencies (local, state and federal). Our third-party events and retail operation also bring in funds throughout the year.

Like many organizations nationwide, Heal the Bay has faced some financial challenges the past 18 months. There's been a definite decline in government funding as agencies grapple with budget shortfalls. Membership dol-

lars are slightly down as people look to spend less in a down economy. (Remember: a donation to a nonprofit results in a direct dollar-for-dollar reduction in your tax base. It's a great way to reduce your taxable income.) However, foundation dollars have been coming in as planned.

## Diversity in Revenue (2009)

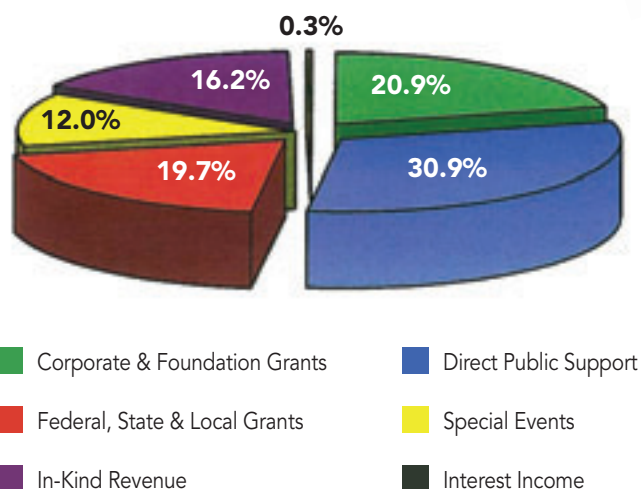
Revenue is not our only measurement of success. We also track each expense to ensure that funds are spent properly and most efficiently. We owe it to our membership, supporters and grantors to be as pragmatic and strategic as possible.

We are frequently asked by funders, "How do I know that Heal the Bay will spend my money wisely?"



*Alix has been with Heal the Bay for twelve years. She oversees operations, grants and financial management. Alix has experience running campaigns, educational and advocacy programs.*

*When not healing the Bay you can find her hard at work in her garden growing native plants and vegetables.*



We track expenses to ensure that each dollar supports our mission and programs. And each year an outside firm (Green, Hasson and Janks) conducts a fiscal audit to review our controls and books. We pride ourselves on the leanness of our administration and that such a high percentage of monies raised goes directly to our mission-driven programs.

### Chart of functional expenses (2009)

Our educational and advocacy programs comprise 82% of expenses. Our administration accounts for only 12% of expenses. Only 6% of expenses are used to raise more funds. Therefore, for every dollar raised only six cents is used for fundraising, which is an excellent ratio for a nonprofit. The benchmark in California is 25 cents to 35 cents to raise \$1.

Charity Navigator, America's largest independent char-

ity evaluator, has given our management of revenue and expenses the top rating for five years in a row.

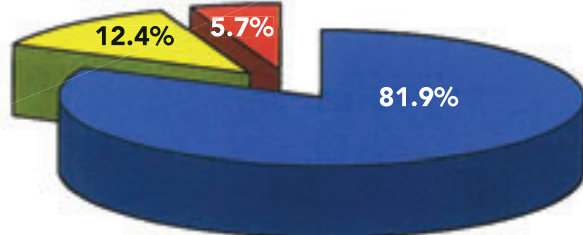
The next most common question asked however is, "What are the challenges ahead?"

Given that there's no crystal ball to view the economy over the next year, it's hard to predict the funding landscape with any certainty. But we do know that government agencies will not be able to fund programs in the amount or with the consistency as they did in the past. Local and state governments are struggling and there does not seem to be any end in sight. So we will have to be more creative in reaching out to private sources of funding and to manage expenses very tightly.

Our organization has maintained over three months' of operating costs in the bank as a reserve. We have maintained a budget with little to no expense growth last year. We plan to hold the line on program expenses again in next



year's fiscal budget as well. We have great programs in place, manned by conscientious and hard-working staff. Even in a down economy, we are confident that we continue to educate and reach hundreds of thousands of Californians each year.



- Program Services
- Fundraising
- Management & General

# Thank You

The following list represents gifts from Bring Back the Beach.

## MAJOR SPONSORS

Anonymous  
AECOM  
Debbie & Mark Attanasio  
Dodgers Dream Foundation  
Kathleen & Matt Hart  
Homerun Entertainment  
The Jonathan Club  
Anthony & Jeanne Pritzker Family Foundation  
Rustic Canyon Partners  
Steven Spielberg, Jeffrey Katzenberg & David Geffen  
Subaru  
The Walt Disney Company

## PATRON SPONSORS

Anonymous  
Bell Family Foundation  
Blue Donkey  
John W. Carson Foundation  
Deckers Outdoor Corporation  
Ernst & Young  
Gladstein, Neandross, & Associates  
HBO  
Jerry Bruckheimer Films  
Jean & Stephen Kaplan  
Ketel One  
Jena & Michael King

Kissick Family Foundation  
Betty Lou & Claude Laval  
Julia Louis-Dreyfus & Brad Hall  
Loeb & Loeb LLP  
MaCher  
MWH  
NBC Universal  
Brian O'Malley  
The Mark E Pollack Foundation  
SA Recycling  
Leanne & Michael Segal  
simplehuman®  
Southern California Edison  
Southern California Gas Company  
US Renewables Group  
Wells Fargo  
Luann & Bob Williams

## ADVOCATE SPONSORS

Black & Veatch Corporation  
Bloom Hergott Diemer Rosenthal  
LaViolette Feldman Schenkman & Goodman, LLP  
Boyle Family  
Cameron Hughes Wine  
Elizabeth Casey & Jim Burgess  
CDM  
Creative Artists Agency  
Credit Suisse  
Cori & Bob Davenport  
Dr. Bronner's  
Four Seasons Maui Wailea  
Fox Studios

Geosyntec Consultants  
Gibson, Dunn & Crutcher, LLP  
Madelyn & Bruce Glickfeld  
HDR Engineering  
Conrad C. Hilton Foundation  
James Newton Howard  
Fiona Hutton & Associates  
Richard Katz  
Kristy & Don Kinsey  
LAcarGUY.com  
Larry Walker Associates  
Leeds Property Management  
Katie McGrath & J.J. Abrams  
Malcolm Pirnie, Inc.  
Mayer Brown LLP  
Metropolitan Water District of Southern CA  
Murad  
NFP National Account Services  
Northrop Grumman Corporation  
NRG Energy, Inc.  
Tia Palermo & Jess Ravich  
The Port of Long Beach  
Psomas  
The Rainbow Film Company  
Rosenthal - The Malibu Estate/  
Surfrider Wines  
S. Groner Associates  
Skechers USA  
Sony Pictures Entertainment  
Union Bank  
Water Replenishment District of Southern California  
West Basin Municipal Water District  
West Coast Storm

## INDIVIDUAL TICKETS

AFJ Consulting Group  
Juliette Anthony  
Shannon & Jonathan Bates  
Cammie & Mark Bell  
Erin Berman  
Kim & Craig Blum  
Suzanne Boone  
CBS2/KCAL9  
Scott Cohen  
Fran Diamond  
Environment Now  
Jennifer & Tom Everhart  
Nancy Fiore  
Rosella Forte & Samuel Culbert  
Diana & Robert Friedman  
Mary & George Garvey  
Gensler  
Maureen & John Gillespie  
Elisabeth & Tom Giovine  
Sarah & Michael Gould  
Green Hasson & Janks, LLP  
Stephen Henning  
Daniel K. Hilton  
Michele Hixon  
HO+K Interiors  
Katharine King  
Cindy Landon  
David Levaton  
Christy & Mike Lowe  
Mal Warwick and Associates  
Gregory Marrow

Joseph Melchione  
Glenn Susan & Carl Mellinger  
Valerie & Paul Mellinger  
Mia Lehrer & Associates  
Michael Koss  
Mike Murchison  
Mimi McCormick  
Montalba Architects  
Roxanne L. Mora & Craig A. Perkins  
Launi Nathan  
Sandra Naftzger and Jeff Dritley  
Paramount Pictures  
Rafe L. Pery  
Platinum Advisors  
Port of Los Angeles  
Robert Powell  
Gwynn Quillen & Jerry Nickelsburg  
RMC Water & Environment  
J.D. Roth  
Ann Sacks  
Hersh Saluja  
Sharkeez  
Tracie & Chris Shepard  
Elizabeth & Peter Shoemaker  
Sarah & David Stoker  
Leslie & Terry Tamminen  
Erin Tanenbaum & Todd Flora  
Melinda Hsu & Thomas Taylor  
Melisa Volpicelli

*The following list represents gifts from March 1, 2010 through April 30, 2010.*

### \$10,000 - \$24,999

Anonymous  
California State Coastal Conservancy  
The Harold McAlister Charitable Foundation

### \$5,000 - \$9,999

Lorena Barrientos & Mark E. Merritt  
Belkin International  
City National Bank  
Tomas Fuller & William Kelly  
Luminescence Foundation, Inc.  
Murad, Inc.  
Santa Monica Bay Restoration Commission

### \$1,000 - \$4,999

Anonymous (2)  
The William C. Bannerman Foundation  
Frances & Benjamin Benenson Foundation  
Melinda & Daniel Berman  
Tatiana Botton  
Patrice & William Brandt  
California Coastal Commission  
Cars 4 Causes  
Audree Fowler  
H2O Plus  
Jason Hendler  
The Hexberg Family Foundation  
David Hilton  
Conrad N. Hilton Foundation  
Linda & Michael Keston  
Michael Koss / Malibu Country Mart  
Carl Kravetz & Dr. Aliza Lifshitz  
John Lamonica  
David Landsberg  
Robbin & Kenneth Morgan  
Morley Group, Inc.  
Santa Monica Amusements  
Santa Monica Baykeeper  
Santa Monica Convention & Visitors Bureau  
Santa Monica Rotary Club  
Pamela & E. Randol Schoenberg  
David Smith  
Dave Weeshoff  
Owen Wilson  
Jeffrey Zander  
Paul Zimmerman

### \$500 - \$999

Andrew Bird  
CBS2/KCAL9  
Andy Colby  
Linda Daly  
Donald Dickerson, M.D.  
Conrad Flanders  
S. David Freeman  
Generic Events  
Whitney Green  
Margaret Hyde  
Kevin Jach  
Russell Jones  
Steven Kuritz  
Cindy Landon  
Lawrence Lyttle  
Malibou Lake Mountain Club  
Margaret Maw  
Ann McCloskey  
Sandra Naftzger & Jeff Dritley  
Jimmy Peter  
Jody & Thomas Priselac

Gloria & Bernard Salick  
Elaine & Larry Sherwood  
Karen & Richard Wolfen  
Sunni Won & Jeff Littrell  
Carol Young  
The Zemeckis Charitable Foundation

### BAY CHAMPIONS - OCEAN LEVEL

Ambassador & Mrs. Frank E. Baxter  
Mark Benjamin Foundation  
Sheelagh Boyd & Larry Layne  
Camilla Frost  
Charlotte & Russ Lesser  
Steven Schechter  
Margo & Irwin Winkler

### BAY CHAMPIONS - MARINA LEVEL

Anonymous  
Marianna & David Fisher  
George McKaig  
John Schwartz  
Susan Sullivan  
United Storm Water



**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:

Girls on the Run / Eagle  
rock Child Care Center  
Rafaella Kistler  
Niklas Kempter  
Marla Smith  
Bernadette Williams

## CONTRIBUTORS

Anonymous (3)  
 Access Your Benefits, Inc.  
 Nasreen Babu-Kahn  
 Paula Daniels  
 Mr. & Mrs. Larry D. Delpit  
 EcoUsable  
 Ed Begley  
 Cindy & Glenn Frey  
 Janet Friesen  
 Carolyn Ramsay &  
 Andy Goodman  
 Annie Goto  
 Eleanor & Mark Gottwald  
 Anita Hirsh  
 Sofie Howard  
 Marion & Damon Lawrence  
 John McNamee  
 Ann & Jerry Moss  
 Nadal Family  
 Mr. Novak & Dr. Defendi  
 Pyramid Breweries  
 Gabrielle Reece &  
 Laird Hamilton  
 Tom S. Schey  
 Liz & Hal Snyder  
 Hope Warschaw



*Heal the Bay staff*

Thank you for your commitment to healing the bay.

Proceeds from Bring Back the Beach provide critical funding, which make our work possible.



Heal the Bay has received five consecutive four-star ratings from Charity Navigator, the nation's premier, independent charity evaluator.

Only 5% of nonprofits rated have achieved five consecutive four-star ratings.



DEREK GOES

## 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:

Surfrider Beach  
 James 'Coyote'  
 Biggs  
 Elaine Blaugrund  
 Atarah Dymally-  
 Williams  
 Rick Farnham  
 Rose Marie Fox &  
 Benjamin Osler  
 Alex Gorodetzki  
 Don & Kathy Gould  
 Jensen Klein

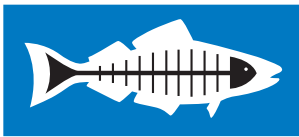
Chase Lesser  
 Dolphins and Marine  
 Life in the Bay  
 Rachel Lotsin  
 Steve Malley  
 Ron McGill  
 H. David Nahai  
 Ingo Rademacher  
 Kiersten Robinson  
 Allison Sowers  
 Chase Standifer

Erin Tanenbaum &  
 Todd Flora  
 Andrew & Alex  
 Upchurch  
 Henry Crevensten  
 & Carlin Senter's  
 Wedding  
 Holly & Harold's  
 Wedding  
 The Lounsburys-  
 Shinde Wedding

## 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:

Peter Aitken  
 Gary Allen  
 Norman Berg  
 Steve Cain  
 Andrew Koenig  
 Melvin Stern  
 Cate Walla



## Heal the Bay

1444 9th Street, Santa Monica, CA 90401

address service requested



non-profit  
organization  
US POSTAGE

PAID

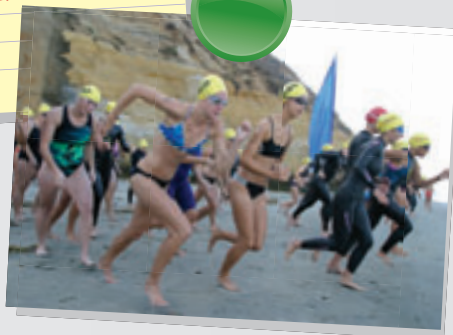
Santa Monica, CA.  
Permit # 385

SAVE THE DATE:  
Coastal  
Cleanup  
Day Sept. 25

Become a fan of  
Marine Protected  
Areas -  
Our "Yosemites of Sea!"  
[www.facebook.com/savecatalina](http://www.facebook.com/savecatalina)  
[www.facebook.com/savepointdume](http://www.facebook.com/savepointdume)

Find Your Inner  
Beach with the  
2010 TYR  
Playa del Run  
Beach Festival  
Series!

August 15 -  
Solano Beach  
September -  
Malibu



Put Snoopy on a CA  
license plate and  
support our state's  
great museums (like  
Heal the Bay's Santa  
Monica Pier Aquarium!)  
To vote, visit:  
[www.snoopyplate.com](http://www.snoopyplate.com)

For the latest Heal the Bay events, including benefit parties, volunteer trainings  
and education opportunities, go to [www.healthebay.org](http://www.healthebay.org) or [www.facebook.com/healthebayfans](http://www.facebook.com/healthebayfans).