

Heal the Bay

summer
2011

the magazine of Heal the Bay

volume 26 number 1

healthebay.org

currents

New School

How Youth Can Help Heal the Bay

INSIDE

High Tech Trash Cans • New Enviro Curriculum • Kids Programs

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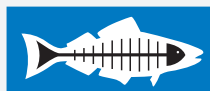
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COVER: iSTOCK

Looking for a meaningful way to honor a wedding, birthday or graduation? Dedicate a gift to Heal the Bay on behalf of a couple, or individual. For more information, visit our website at healthebay.org/dedicate.

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

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Heal the Bay

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Environmental Ed.

President Mark Gold on the importance of the Education and the Environment Initiative

Discussions on the future of K-12 public education in California have focused on the state's massive budget problems. And talks of educational reform seem to exclusively focus on teacher accountability and charter schools. Very little of the dialogue has focused on how we can educate students more effectively and with new content.

California's budget crisis has been so severe that students have not received new textbooks in the last three years, and they may not receive new textbooks until 2015. That means that a student that was a fifth grader in 2008 will never learn from a textbook that provides information on the United States' first African American President, the loss of Pluto as a planet or the global economic recession. However, there is an interim solution for environmental education that is moving forward, but at too slow of a pace to reach the over 150,000 teachers and six million public school students in California: the Education and the Environment Initiative (EEI).

The EEI may be the only new, significant, state-approved content available to teachers over the next four years.

As you know, Heal the Bay worked with Senator Fran Pavley and the state to craft legislation that became the EEI back in 2003. Then-Governor Davis signed the bill into law, and previous Governor Schwarzenegger provided staff resources and funding to begin implementation of the law. The Cal-EPA's Office of Environmental Education worked with the Department of Education, Dr. Jerry Lieberman, other consultants, the National Geographic Society, and Heal the Bay to create and review 85 units (about six lesson plans per unit) of multi-disciplinary, K-12, environmental education curricula. In 2009-10, the units were unanimously approved by the California Curriculum Commission and the State Board of Education, and now the completed



units can be viewed at www.calepa.ca.gov/education/eei/.

The EEI may be the only new, significant, state-approved content available to teachers over the next four years. However, the mere presence of innovative content does not change the face of teaching. There need to be resources available for teacher professional development as well. To that end, Heal the Bay partnered with Southern California Edison and the National Geographic Society to

develop four new environmental professional development guides for teachers in grades 3-8 on the topics of water, oceans, climate change and energy. National Geographic did an extraordinary job on the teacher guides, but again, we have great content without the resources to get it to the school districts, schools, teachers, and most importantly, the students.

Successful educational reform is so much more than charter schools and teacher accountability. Successful environmental education takes an integrated approach to teaching that includes experiential learning. Teaching students about climate change's potential impacts on California water supply and freshwater ecosystems involves chemistry, history, geography, math and biology. Perhaps most importantly, effective environmental education will produce more students interested in environmental careers, more consumers that take into account the impacts of their everyday decisions, and greater environmental stewardship.

If your public school doesn't teach the EEI curricula or use the National Geographic teacher professional development guides, please contact your teacher, principal, superintendent, PTA Board member, or school board member. Students don't have to wait for new, interesting and informative educational materials. The EEI is out there for all to use.

Mark Gold

— Mark Gold, President, Heal the Bay

Mixed Greens

Making the Grade

What's HtB prez Mark Gold doing in his spare time? Helping other environmental groups. Gold serves on the advisory board of **Grades of Green**, a new award-winning non-profit organization that helps parents and students implement conservation practices and environmental education in their schools. The organization recently honored Gold for his extraordinary contributions to the environment. Grades of Green was started in 2007 by parents at Grand View Elementary in Manhattan Beach. Now it offers parents everywhere



a blueprint for how to make their own schools greener. The group's website provides step-by-step instructions for more than 40 programs. The website details programs that help schools reduce energy use, cut down on auto emissions, switch to healthy classroom cleaning products, educate students on environmental issues and more. All programs are offered at no cost and often save schools money.

Grades of Green is growing rapidly, with nearly 40,000 students in 13 states enrolled. Heal the Bay encourages parents and educators to start Grades of Green in their own schools. Statistics show that greening schools not only protects the environment, it also saves schools money and decreases absences. Check it out at www.gradesofgreen.org

FASHION FORWARD

Summer Si, Co-President of the **Style Alliance Fashion Club** at Thousand Oaks High School recently paid a visit to our Santa Monica Pier Aquarium to deliver the proceeds from the club's fashion show as a donation to Heal the Bay.

The club's 'Going Green' Charity Fashion Show's goal was to create awareness regarding the responsibility we all share to protect our environment. "A small effort can make a tremendous difference. In this decade, "going green" is the most fashionable way to lead your life," said Summer. All the clothing worn on the runway and all the decorations from the show were reused, recycled or made of organic fabrics that come from sustainable sources. We thank the students for their generosity!



Into the Sunset

After five years, Heal the Bay waves goodbye to **Refugio "Reg" Mata**, our project organizer. Reg will continue to follow his passion of fighting for healthy communities in Los Angeles. Reg co-founded Heal the Bay's Healthy Neighborhoods, Healthy Environment Initiative, an effort to empower underserved communities to bring about positive environmental change. His next adventure will be over at Strengthening Our Lives California as a communications coordinator supporting various organizing campaigns. Specifically, Reg will stay engaged in some of Heal the Bay's greening projects in South Los Angeles, particularly in Watts, Compton and Southeast L.A. through his own venture—Project Economic Refugee—aiming to engage Latinos in advocating for safe and healthy communities. You can keep up with what Reg will be up to over at www.economicrefugee.net

GET SMART

Beach-goers: have you gotten a chance to scan the beach? Well, look up from your smart phones and check out what we've done.

Heal the Bay recently teamed up with the City of Santa Monica and ad agency DDB LA to create a new eye-catching ad campaign on 500 beach trash receptacles. These cans have a QR code that links smart phone users to the new Santa Monica Beachcast, a mobile website designed for your smart phone. Once you're on the mobile website, you can assess the water quality via Heal the Bay's Beach Report Card, check out the latest weather conditions, read and retweet community Twitter updates and have emergency contact information right in the palm of your hands.

We and the Santa Monica Beachcast also invite you to upload and share your favorite beach photos via Instagram. Just use the tag #SMBC and show us how you're having fun in the sun.



Friends and Benefits

2nd Annual Los Angeles Craft Beer Crawl Benefits Heal the Bay

Celebrate all things craft beer in lively and vibrant historic downtown Los Angeles

Taste as many samples as you like of over 50 delicious craft beers across seven different unique venues all within easy walking distance of each other on Saturday, August 13th from 3pm – 8pm. The “Beer Chicks” will curate the beer and will be collaborating with Cedd Moses & 213 Ventures to feature some of the top craft and artisanal brewers in the country.

Host of KCRW’s Good Food, renowned author and executive chef/owner of Angeli Caffe, Evan Kleiman, will be curating a selection of delicious food trucks for the crawl route as well.

Even better: a portion of the proceeds will go to Heal the Bay.

TICKETS ARE AVAILABLE for \$49

Avoid the lines and get into the festival two hours before general admission with a VIP ticket for \$69

<http://lacraftbeercrawl.eventbrite.com>



Project Save Our Surf

How Will You Participate in Surf24?



From October 15-16 in Santa Monica, Project Save Our Surf is hosting the 4th annual surf-a-thon to conserve our oceans and freshwater alike, changing course from pollution to renewal.

Join co-founders Tanna Frederick and Shaun Thompson and celebrity surfers including Sam Trammell, Rob Machado, Mike Muñoz, Eric Balfour and others, become a member of one of the surfing teams competing to support clean water.

For the second year in a row, Project Save Our Surf has selected Heal the Bay to benefit from the competition.

Choose a team, choose a time and surf between Tower 26-28: surf24.projectsaveoursurf.org.

Not a surfer? You can donate, attend or volunteer. To learn more,

» CONNECT visit www.projectsaveoursurf.org.

CLEANUP TIME

Coastal Cleanup Day Coordinator Asma Madhi invites you to join us for our largest volunteer event of the year



Hundreds of people mull around a sizable pile of trash bags, the spoils of having just cleaned the beach for Coastal Cleanup Day 2010 at the iconic Santa Monica Pier. And...cue music. “Wipe Out” comes blasting out of a hidden speaker from the parking lot and a slew of people from all over the beach run to a central location with beach balls and sandals — it’s a FLASH MOB!

Now this is what I call a cleanup. Last year, my third participating in Coastal Cleanup Day, I had the opportunity to participate in a beach cleanup at one of our more than 60 cleanup sites in Los Angeles County. And at this particular site I got to dance my way to a cleaner, greener L.A. The dance raised awareness about the importance of beach stewardship, and it was just one of the many innovative partnerships we have taken part in to catch the attention of prospective volunteers over the years. In the past, we’ve even given out a prize to the weirdest item found.

Coastal Cleanup Day is our largest volunteer event. In Los Angeles County,

more than 14,000 volunteers picked up 137,422 pounds of trash during last year’s event. A total of 101 miles of our beaches, inland waterways, rivers, creeks and parks were cleaned of litter and debris. Take a moment to soak that all in. This year, we are challenging you to help us beat that record!

Mark your calendars for Coastal Cleanup Day 2011 happening Saturday, September 17th. We will host over 60 sites spanning the entire county. From our coastline to inland parks and rivers, there’s a site within everyone’s reach.

The annual day is a global event that occurs on the third Saturday every September. While the outward focus is cleaning the coast, the event brings together friends, organizations, neighborhoods and communities to have a collective experience of learning and teaching. As a whole we can make an environmental impact that not only starts with coastal cleanup, but continues with us for the rest of our lives. So join us and make a difference (and give L.A. some TLC). You never know what surprise might be in store at your site!



Beach Classroom

Each year, prior to Coastal Cleanup Day, Heal the Bay brings together over 700 children from Title-I schools from across Los Angeles County. Coastal Cleanup Education Day brings children out to the beach where they get a hands-on learning experience about the animals in the bay. They also get to explore our Santa Monica Pier Aquarium. They may be running around on the sand, but at the same time they are learning and becoming future environmental stewards.

School of Fish

Tara Treiber champions marine science in public education

Tara Treiber, education manager at our Santa Monica Pier Aquarium for nearly six years, recently became education director for Heal the Bay. Now Tara oversees the myriad informal environmental education programs that make up the very core of Heal the Bay's mission.

As education director, Tara is charged with taking our well-respected, science-driven programs to an even higher level. Whether working with chemistry students inland in our water quality testing program Creek 101, providing resources to teachers and students for science-based service learning programs, or developing curriculum for our marine science programs at the Aquarium, Tara is rolling up her sleeves to integrate the educational offerings throughout Heal the Bay's programs and serve a wide demographic throughout Los Angeles County and beyond.

She sat down with us at the Aquarium recently to talk about her new role as education director.

Congrats Tara. Could you start by talking about your background in education?

TT: Sure, I've always loved to learn and specifically learn about science and nature. Once I realized that research science wasn't the direction I needed to be going in, taking my love of science and learning and turning that into a career in education just seemed natural. Plus, from an early age, I had always been involved in teaching. I've led groups and classes for many years and tutored in college. I worked on my teacher certification in my home state of Oklahoma while I taught middle school there – both science and language arts. The formal classroom didn't quite feel right for me. So, I tutored professionally for a bit before being hired as part of the start-up education staff of the Oklahoma Aquarium. There, I ended up taking the lead in developing and managing their education programs from our Water on Wheels outreach education program, to our onsite offerings of field trip programs, scout days, homeschool days, teacher workshops, and volunteer trainings. (And even our Sleep with the Sharks sleepover program.) Then the job at Santa Monica Pier Aquarium came my way. It seemed like the perfect next step for me, and now, almost six years later, I am proud of where I've brought the Santa Monica Pier Aquarium's education programs.



Treiber works with students in Compton Creek.

Can you tell us what you're working on now?

TT: In addition to the education staff at the Aquarium, I'm now overseeing and managing the Key to the Sea and the Compton Creek education programs – our elementary and secondary non-Aquarium education offerings. We're in the process of interviewing to hire a new environmental education associate who will pinch hit – filling in to teach in any of the programs where needed and helping me in evaluating existing curriculum and developing new curriculum.

I'll be taking the lead on the Education and the Environment Initiative (EEI), the first-ever statewide program that provides environmental education principles and curricula across disciplines for K-12th grade students in public schools. We contracted with National Geographic Society to create education guides for teachers to use on four topics: fresh water, ocean, energy and climate change. The next step is to figure out a strategy to help teachers implement and incorporate the information with the goal being for every student to receive the same kind of environmental education components from K through 12th grade. (For more information on the EEI, see Mark Gold's letter on page 1.)

At the Aquarium, we're taking the lead on developing marine protected area curriculum working with an education collaborative, and we're constantly strengthening our partnership with Centers for Ocean Science Education Excellence (COSEE) West and collaborating more on educational offerings.

What excites you most about your new position?

TT: I'm passionate about public education, and every child's right to a high-quality education. Studies show that taking a multi-disciplinary approach to environmental and marine science education is an extremely effective way to teach all core subjects. To be able to be involved in having this occur on a grander scale through Heal the Bay is exciting. I'm excited to tie our programs together more cohesively and grow them so that we are able to reach an even broader audience in the future.

Anything you'll miss from your role as education manager at the Aquarium?

TT: I probably won't have time to teach at the Aquarium and I'll miss the "Ah-ha!" moments with the kids.

HORSING AROUND

The Santa Monica Pier Aquarium rounds up Pacific Seahorses for brand new exhibit

Where are the seahorses?" is the first question we've been hearing from visitors at the Aquarium lately. Found from

Point Conception to Chile, these uniquely shaped little guys have found a new home at our marine education center.

See them swimming gracefully through the water column, pectoral fins fluttering, or just hanging out, slightly rocking with prehensile tails majestically curled around blades of eel grass for stability. The seahorses, which are actually fish, draw quite a crowd.

We also added the seahorses to our Aquadoption list. For more information about the revamped Aquadoption program and the additional eight animals available for adoption visit healthebay.org/aquadoption.



Did you know?

- In the seahorse family, the males are the ones who give birth. The males carry the eggs in their brood pouch, deposited there by the female. The eggs hatch in about 14 days; most males give birth to between 100 and 200 young, known as fry.
- A seahorse's eyes can move independently of each other in all directions.
- Rather than scales covering their bodies, seahorses have bony plates for protection.
- A group of spines on the top of their heads are called the coronet because they resemble a crown.
- No two seahorse coronets are alike; each is distinctly formed, much like a human fingerprint.
- At 12 inches tall, the Pacific seahorse is among the largest of the world's seahorses.
- The seahorse feeds on small crustaceans like amphipods and mysid shrimp. They are prey for tuna, crabs and rays.

Seahorse Conservation

Habitat destruction, coastal development, overfishing and the illegal souvenir trade place seahorses at risk. You can do your part to keep seahorse populations healthy by leaving dead seahorses where they belong — on the beach — and by avoiding purchasing them in gift shops.

The largest commercial market for seahorses is traditional Chinese/Asian medicine; for centuries they have been used in remedies for ailments ranging from asthma to heart disease. The high demand for these remedies has led to significant depletion of seahorses worldwide.

LearningCurve

From pre-school to college level, Heal the Bay has youth programs to fit nearly any age and schedule.

PRE-SCHOOL AND UP



LILLIE GROSSMAN

Micro Biologist Series

3-5 years old

The Aquarium's Micro Biologists classes are a fun way to introduce your 3-to-5 year olds to environmental education and marine science through engaging games, stories, art, and hands-on science activities. Held at Heal the Bay's Santa Monica Pier Aquarium, these sessions allow you to drop your child off for two hours of education with our teaching staff. » **CONNECT**

Visit Healthebay.org/smpa for more information.



Santa Monica Pier Aquarium Field Trips

Pre-school and up

Heal the Bay's Santa Monica Pier Aquarium marine education field trip programs are hands-on and interactive. They include a presentation, led by an education specialist, both inside the facility and on the beach just outside the doors.

ELEMENTARY SCHOOL

Beach Cleanups

All ages

All ages are welcome to participate in our Nothin' But Sand beach cleanups. Held on the third Saturday of each month (with new summer hours 9 a.m.-noon), these cleanups rotate throughout some of the dirtiest beaches in L.A. County—those most needing your help!

» **CONNECT**

For more information, visit healthebay.org/nbs.



Santa Monica Pier Aquarium's Science Adventures Camp

Ages 6-12

Our brand new summer camps are interactive and fun and will keep the kids busy while school is out. Older children learn all about sharks while 1st through 3rd graders learn all about whales, among other marine themes. Camp sessions are taught by our very own education staff. For more information visit healthebay.org/sciadventurescamp or call 310.393.6149 X 103



ART: ISTOCK

MIDDLE AND HIGH SCHOOL



Wednesday Office Volunteers

13 and up

Heal the Bay frequently needs help with office work during the week. Whether it's helping us prepare kits for beach cleanups or putting together mailings for an upcoming fundraiser, our office volunteers are instrumental to our programs. If you are interested in spending time as an office volunteer contact Saira Gandhi at 310.451.1500 x 145

Beach Captains

14 and up or parent/child teams for younger volunteers

Is your teenager good at speaking to a crowd? Want a volunteer opportunity that you and your child can do together?

Beach Captains help Heal the Bay staff out at our many beach cleanups. Some training is required. For more information, contact Eveline Bravo at 310.451.1500 x 148



HIGH SCHOOL

Creek 101

Students involved in our Creek 101 program get a comprehensive overview education of urban watersheds. Kids learn about the challenges facing Compton Creek and how human behaviors impact neighborhoods, which can translate into problems for the entire watershed and ocean beyond. For more information, contact Edward Murphy at 310.451.1500 x 153.



Community Advocates

16 and up

Community Advocates attend events and "tablings" with Heal the Bay and speak about current issues. Events range from eco-fairs to the annual KROQ Weenie Roast and we are always in need of the help. Training is required. Contact Saira Gandhi for more information at 310.451.1500 x 145



Santa Monica Pier Aquarium Volunteers

15 and up

For kids who love the ocean and are eager to teach aquarium visitors about the bay, our Santa Monica Pier Aquarium offers volunteer opportunities that range from helping staffers out with field trips to meeting and greeting the public at the aquarium to lending a hand at special events.

» **CONNECT** For more information visit healthebay.org/aqvol.



BEYOND HIGH SCHOOL



Heal the Bay

Internships

18 and up

Heal the Bay offers internships at both our main offices and our aquarium. Internships are a great learning experience for those interested in going into the field of environmental non-profit work.

» **CONNECT** Check our website for current openings and more information at healthebay.org/internships.



Stream Team

18 and up

This volunteer crew of dedicated outdoors folks spend time collecting environmental data in the Malibu Creek Watershed, which is the last natural watershed in LA and some of the most beautiful wilderness in the Los Angeles area. For more information contact Kevin Jontz at 310.451.1500 x 141.



Join us for Coastal Cleanup Day at Dockweiler State Beach on September 17th



Test drive a Ford on Coastal Cleanup Day at Dockweiler State Beach

Thank You

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DEREK GOES

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Eris and Larry Field Family Foundation
Camilla Frost
Mary & George Garvey
Pam & Steve Hirsh
Jordan Kaplan
Lear Family Foundation
Peter Major
Morley Builders
Amy & Daniel Palladino
Christopher Pernin
Chris Robert
Robert Tanahashi
Dave Weeshoff
Owen Wilson
Peg Yorkin
Paul Zimmerman

Bay Champions - Marina Level

Anonymous (2)
Valerie & William Addas
Patrice & Christopher Angelo
Susan Clark & Alex Karras
Donald Dickerson, M.D.
Teresa Ferguson & Ernest Scheyhing
Marianna & David Fisher
The Goldsmith Family Foundation
Patricia & David Hunt
Wendie Malick
Jimmy Peter
Dan Sandel
Robert Scott
United Storm Water
Michael Zarneke

Corporate Healers

AOL.
b2 Studios
Dogeared Jewels & Gifts
Los Angeles Dodgers
Los Angeles Kings/AEG
simplehuman®

AQUADOPTION

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

Ashley Adkins
Chiara Lily
Antwone Bailey
Eliza Baker-Wacks
Nicholas Bettinelli
Eden Blakeney
Sophie Brara
Lisa & Francesca Cilluffo
The Gedgudas Family
Jack Kleinman
Steven Krum

Hannah Lachapelle
Room 28 5th Grade
Marquez Charter School
Michael Mackel
Eleanor Orthun
Jackson Resney
Ms. Madnick & Ms. Light's 5th Grade Class
Roosevelt Elementary School
Michelle Schy
Sadie Anne Wiel

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:

Henry Brooks
Matt Faulk
Todd Flora
Willa Frierson & Jackson Weil
Sara Goodman
Alex Gorodetzki
Jacob Haskell
Darlene Hodgetts
James & Tom Johnston
Marcia Justman
James Kanoff
Patricia Kerry
Tanya Latta

Asa Lee
Hemp Mango
Doug Mochizuki
Caron Oberg & Kevin Laird
Tracy Porter
Facebook/Twitter Fans of RANTZE & RAVES
Carl Schneider
Ed Stalcup
Steve Starkey
Jeanne Tomcavage
Maureen Vaughan

IN MEMORY OF

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

Lawrence Blumberg
John Ellis
Jonathan Freese
Susan McNally
Jack Monahan
Don Peterman

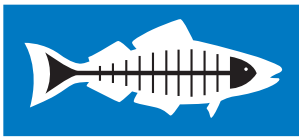
Morton Peterman
Tom Prem
Richard Samore
Chuck Sloan
Bill Sussman
Sam Uskovich



DEREK GOES



DEREK GOES



Heal the Bay

1444 9th Street,
Santa Monica, CA 90401

address service requested



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organization
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A portion of proceeds benefit Heal the Bay



Cirque du Soleil Presents:
Rock of the Bay in Support of
a Cleaner Ocean
August 4
Nelson Marquez & the Moderators
Tutu Sweeney & the Brothers Band

Bloomingdale's Presents:
A Night in Treme
September 8
Jon Clearly's Philthy Phew
Donald Harrison Electric Group
Wanda Rouzan



Surf, Attend
or Donate
projectsaveoursurf.com

Surf24,
October 15 - 16

**Coastal Cleanup Day
No Butt Left Behind!**

Sept 17
www.healthebay.org/CCD

*Science
Adventure Camp*

*Sign-up kids ages 6 -12
for week-long or daily camp
session at our
Santa Monica Pier Aquarium.
Space is limited!*

www.healthebay.org/sciadventurescamp



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