

Heal the Bay

winter

2011

the magazine of Heal the Bay

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healthebay.org

# currents



## A True Gift

Remember the ocean this holiday season.

**INSIDE**

Volunteer Tales • 2011's Biggest Wins • Financial Update

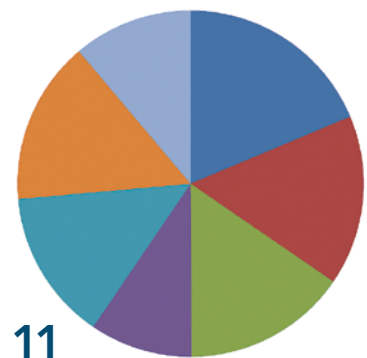




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Looking for a meaningful way to commemorate a wedding, birthday or holiday? Dedicate a gift to Heal the Bay on behalf of a couple, or an individual. For more information, visit [healthebay.org/dedicate](http://healthebay.org/dedicate).

**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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Think Locally, Act Globally

HtB President Mark Gold on flipping a tired environmental paradigm.

Think Globally and Act Locally. We've heard the cliché applied to environmental problems for decades. Yet I've often wondered: Why can't we *think locally* and *act globally*?

With so many local success stories, such as the dramatically improved water quality in the Santa Monica Bay and the recent unanimous decision by the L.A. City Council to pay for a much-needed major sewer upgrade, why can't we apply the lessons learned in those efforts to large scale environmental problems? After all, the world's most critical environmental problems, such as climate change, access to clean and adequate water supplies, and loss of healthy ecosystems and biodiversity, are global or multi-national in nature.

Yet the world's response to solving global environmental problems has largely failed, with the limited exception of the Montreal Protocol Agreement to dramatically reduce the manufacture and use of ozone-depleting chemicals. Perhaps these failures are partially due to the fact that the tools that work so well on local environmental issues, such as grass roots activism, education and regulatory accountability, are not being applied well to global issues.

Waiting for Congress, the G-20 or the UN to solve our environmental problems is a failed approach...

Our national efforts fare no better. There hasn't been comprehensive national environmental legislation since the Clean Air Act reauthorization under the first President Bush. And the Clean Water Act hasn't been reauthorized since 1987 under President Reagan. This lack of environmental progress occurred despite the fact that the vast majority of individuals consider themselves to be environmentalists. Somehow, environmental legislation and regulation has become a partisan issue in Congress, yet President Teddy Roosevelt (a Republican) was our nation's most important elected conservation leader, and our most critical environmental laws were approved during the Nixon administration.

So we look to California to find progress on the sustainability front. Examples include climate change, marine pro-



tected areas, and the state policy that will result in the phase out of harmful once-through-cooling coastal power plants. However, progress has slowed in the state legislature because of the growing power of special interests on legislative votes (for example, the failed ban legislation on single use plastic bags and foam containers).

Just as at the national level, the jobs vs. environment argument has gained a great deal of traction among elected officials, despite the fact that environmental regulations have led to reduced medical costs, thousands of green infrastructure jobs, and technological innovation in the areas of renewable energy, conservation and water treatment.

The effectiveness of local advocacy techniques on statewide legislation is greatly reduced because grassroots activism, education and regulatory accountability are more difficult to apply statewide, especially in a state as large as California. The environmental movement can be more effective on statewide regulations at specific environmental agencies that make decisions at public meetings. Accountability and transparency can make an enormous difference.

The reason we act locally is because we can make a difference locally. Santa Monica Bay is much cleaner today than it was in the 1980s. That is due to local action. We can't say the same for most bays and estuaries around the world. Just look at our own Gulf of Mexico. Until the environmental movement can figure out how to successfully utilize local techniques to influence national and international environmental laws, environmental success stories will remain limited to the local level. Voluntary commitments in unenforceable treaties and multi-national agreements don't work, and those same commitments at the national level seem to only remain valid until the next financial crisis. Waiting for Congress, the G-20 or the UN to solve our environmental problems is a failed approach that we just can't afford anymore.

Mark Gold

— Mark Gold, President, Heal the Bay

» CONNECT Read more of Mark's views on environmental topics at [spoutingoff.wordpress.com](http://spoutingoff.wordpress.com)



# Mixed Greens

**Heal the Bay** is fortunate to not be the only fish in the sea when it comes to advocating for cleaner water in our local oceans and rivers. Read more to discover the green community work that makes a tangible difference for our local waters and beyond.

## FINDING SANCTUARY

With the delicate balance of Southern California ocean life seriously threatened, Heal the Bay along with partners such as Ocean Conservancy, the Natural Resources Defense Council, and California Coastkeeper banded together a decade ago to fight for a suite of Marine Protected Areas. These safe havens are being implemented throughout California, from Point Conception in Santa Barbara County to the U.S./Mexico border, roughly 15% of Southern California's ocean and estuarine waters. The network of MPAs in the Southern California region will finally go into effect on Jan. 1.



JENNY ADAMS

MPAs provide places where fish can feed, breed and thrive, and where take of wildlife is restricted.

Do sanctuaries such as these pay off for marine life? Substantially, according to a review of the most up-to-date scientific information about marine reserves, spearheaded by the Partnership for Interdisciplinary Studies of Coastal Oceans.

As of 2010, scientists have studied more than 150 marine reserves around the world and monitored the biological changes inside them. The results show marine life living within MPAs grow more diverse, abundant, and larger in size. Heavily fished species, according to

PISCO, often showed the most dramatic increases.

» **CONNECT** California Department of Fish and Game's MPA Mobile Map App, [www.dfg.ca.gov/m/MPA/Map](http://www.dfg.ca.gov/m/MPA/Map)



## Saving for a Drier Day

Ocean-friendly greenscaping is spreading all over Los Angeles, thanks to support from groups such as the Santa Monica Bay Restoration Commission, Surfrider Foundation and TreePeople.

The Santa Monica Bay Restoration Commission partnered with Culver City to implement a citywide rainwater harvesting program and also constructed a "rain garden" demonstration project at Ballona Creek. The structures, finished this summer, capture stormwater runoff from adjacent streets and properties, run it through a bank of soil and native plants to remove pollutants such as oil and grease, then infiltrate the water back into the ground, keeping pollutants out of the creek.

Meanwhile, Heal the Bay led negotiations with the City of Los Angeles, Santa Monica, TreePeople and other members of the environmental community to craft rainwater harvesting guidelines recently released by L.A. County's Department of Public Health. The first of their kind in California, these guidelines help manage rainwater as a reliable resource.

» **CONNECT** Read more at [healthebay.org/current-issues](http://healthebay.org/current-issues).

## DIGGING DEEPER

This winter season Heal the Bay is bridging our education programs with those of reDiscover Arts Center, the L.A. Neighborhood Land Trust and the Children's Nature Institute. We are trying to close the gap for L.A. schoolchildren in low income communities who now have fewer field trips and workshops, which are proven to enliven their academic experience. The goal? To go beyond the classroom walls without necessarily leaving the classroom itself.

Through this initiative, Magnolia Elementary School and Carson-Gore Academy of Environmental Studies will receive coordinated environmental education programming including field trips, gardens, speakers, and creative project-based activities directly linked to academic science standards.

"We hope to increase test scores and environmental stewardship simultaneously," says Melissa Aguayo, Heal the Bay Speakers Bureau Manager, who is overseeing HtB's efforts. "Hopefully this will validate informal education and help teachers and principals see the value in making museums and aquariums a bigger part of the educational system."

» **CONNECT** Join our Speakers Bureau to help us provide marine education in local schools. Our next trainings begin in February, [www.healthebay.org/speakers](http://www.healthebay.org/speakers)



## Free Flowing

Sure it suffers from pollution and years of neglect. Not to mention that it's encased in concrete. But the river that runs 51 miles through Los Angeles now offers much-needed respite to the challenges of urban life, thanks to groups such as Heal the Bay, Friends of the L.A. River (FOLAR), The River Project, Urban Semillas and the L.A. Conservation Corps. In 2002, the city of Los Angeles began coordinating the revitalization effort, planning for more open space, parks, trails and environmental restoration.

Nine years later....

While it's been more than 70 years since the last rainbow trout was documented as caught in the river, FOLAR has documented largemouth bass and fathead minnow living in the river. Federally endangered species such as the California brown pelican and California least tern have been spotted in the river's estuaries and the upper watersheds still support reptiles and amphibians.

In a sign of progress for river lovers, beginning this August, The River Project and the L.A. Conservation Corps launched an educational boating program: "Paddle the River." Through fall, kayakers and canoers paddled two-and-a-half mile tours from the Sepulveda Flood Basin in Encino to Burbank Boulevard and the Sepulveda Dam.

» **CONNECT** Support your local river by boating, walking or biking down it. Visit [www.folar.org](http://www.folar.org) to keep up-to-date on organized river walks, hearings and the next round of kayak/canoe tours.



## Plastic Fashion

Being fashionable often means making a style statement. Sisters Alison Stanich Power and Jennifer Stanich Banmiller, founders of A Lot to Say, Inc. literally make clothes that speak for themselves. Their trendy line of statement-based tees, tanks, undies and extras highlight important ecological issues with sayings like "hot," "fuel" and "slick." But more than making buyers think about sustainability, their clothes actually walk the talk.

The entire line of super soft, non-toxic products is made from 100% recycled plastic bottles using a new AirDye printing process that eliminates the need to use the 15-19 gallons of water typically consumed during manufacturing. The non-water process also reduces the typical energy footprint of production by 70%.

A Lot to Say, Inc. has also created a Give Back Program that designates a portion of their proceeds go to select nonprofits. At their boutique in Fred Segal Santa Monica, 20% of their SLICK tee and tank sales go to Heal the Bay.

» **CONNECT** Learn more at [shop.alottosay.com](http://shop.alottosay.com).





# Fishing Around

A look at notable happenings at the S.M. Pier Aquarium



## BASS NOTE

Check out the new giant sea bass, *Stereolepis gigas*, on display in the Pier Exhibit. This two- and a-half-foot, 20-pounder is considered a juvenile — with the potential to grow to be more than seven feet long — but is still the biggest fish in our 2,200-gallon pier tank. Giant sea bass were once plentiful in the Santa Monica Bay, but due to extreme overfishing in the last century, this fish is listed as critically endangered.

## Pumped Up

If you took a tape measure and walked west from Heal the Bay's Santa Monica Pier Aquarium, you would hit the ocean in approximately 1,000 feet. Or, if you prefer using timed measurements, 1.8 minutes.

It's interesting to think about when you consider that for the last 13 years the Aquarium has trucked its water from L.A. Harbor — some 30 miles away — courtesy of a large diesel rig. That's right, twice a month for the last 13 years we have purchased sea water instead of taking it from the Santa Monica Bay.

After many years of dreaming and talking about the "what if" scenarios, the Aquarium received a grant and now has a new seawater pumping system. This summer, Aquarist staff designed and fabricated a new pump house under the pier and a new filtration system in the back pad.

To the surprise of everyone, it was discovered that one of the long-time pier tenants, the SM Pier Seafood Restaurant, had been using a pump to fill its crab and lobster tanks in the restaurant — for years! We approached the owners of the restaurant to investigate the possibilities of sharing this long existing water source. After a couple of meetings they fell in love with our ideas and the dream began to take shape.

Staff began by renovating the old, existing pump house under the pier. We added new electrical features, a new pump, new plumbing and a load of safety features, like a solid floor and railings to stop you from plunging into the sea! We also added bird screening to keep things clean. In the back pad of the Aquarium, new holding tanks and filtration systems that treat the raw seawater were installed. Although the water quality at the Santa Monica Pier has improved, we added ozone filtration to eliminate pathogens or harmful microorganisms from entering our water supply.

All this good work is providing a clean and inexpensive water source for the Aquarium, not to mention the reduced carbon footprint from that large diesel truck. The Aquarist staff is very proud of its continued search for new ways to improve the existence of its beautiful animals and exhibits. Please come visit the Aquarium, the beautiful animals and the clean water they live in.

—Jose Bacallo



Aquarists Seth Lawrence and Jose Bacallao monitor the Aquarium's new water source.

## Meet Amanda



volunteer and joined our staff on Sept. 1.

As part of the teaching team at the Aquarium, Amanda educates students of all ages. She earned her bachelor's degree in both Biology and Secondary Education and went on to obtain her tenure while teaching Biology to grades 9-12 in Kansas. While a classroom teacher, she developed, implemented and evaluated science curriculum for the school district. Amanda also taught English as a Second Language (ESL) in Kobe and Tokyo, Japan. Before joining Heal the Bay, Amanda was president of a non-profit organization at a military base in northern California. In her free time, she enjoys arts and crafts, walking, learning Japanese and studying anything arachnids. Ask her to introduce you to her pet tarantulas, Fancy and Chewy.

Amanda replaces former education specialist Aaron Kind, who left Heal the Bay in July. We are grateful for all the good things he brought to the Aquarium; his talented teaching abilities and exceptional storytelling will be missed.



# 'Tis the season to go plastic-free

Sustainable Santa to give away reusable bags, spread green cheer

Resplendent in sea green, Santa will help Heal the Bay spread the message about plastic pollution by handing out reusable bags throughout Los Angeles County on Thursday, December 15 as part of our fifth annual "Day Without a Bag."

Last year we distributed more than 25,000 reusable bags in L.A. County. This year's giveaway will span Los Angeles, Orange, Santa Barbara and San Diego counties with many municipalities declaring the third Thursday of December "A Day Without a Bag."

Why bagless? The impact of single-use plastic bags in our communities is costly to retailers, taxpayers and the environment. They make our neighborhoods look bad, they can hurt wildlife and they cost our cities money to clean out of storm drains and landfill.

One of Heal the Bay's goals this year is to enlist high school students in the effort to reduce plastic bag consumption. A December 3 training summit at Cal State L.A. was designed to bolster the ranks of active youth



by offering team-building activities and green strategies to ignite the movement in their communities.

Heal the Bay's short-term goal is to educate Southland shoppers to adopt more sustainable practices during the holidays and coming year; its long-term goal is to reduce the use of single-use plastic bags throughout California by empowering shoppers, and the community at large, to take simple and direct actions to eliminate harmful debris and save taxpayer dollars.

Many local governments have already taken action or are exploring options to curb the use of plastic bags. Approximately 4 million residents in California now live in bag free communities and an additional 5 million

live in cities such as Los Angeles, actively working on bag ban ordinances. When these ordinances pass, nearly 1 in 3 California residents will have said NO to disposable bags.

Check [healthebay.org](http://healthebay.org) to find a bag giveaway site near you.

### Bag Bans

L.A. County  
San Jose  
San Francisco  
Long Beach  
Santa Monica  
Marin County  
Palo Alto  
Monterey  
Calabasas  
Malibu  
Fairfax  
Manhattan Beach

### In the Works

Pasadena  
Glendale  
City of Los Angeles  
Culver City





# People Power

Some of our more creative volunteers share their stories.

**H**eal the Bay heeds the principle that one person can make a difference. Volunteers donate hours cleaning up local waterways, representing HtB at community events and working in our Aquarium. Volunteers, who range in age from 12-87, frequently exceed our expectations, donating their time in creative, thought-provoking ways.

## Adam Corlin

### STREET-ART PATRON

When longtime Heal the Bay volunteer and homebuilder Adam Corlin bought a dilapidated house in northeast Santa Monica it became, as the LA Weekly described it, "no ordinary flip." Instead Corlin used the house as a giant canvas for street art last September. He temporarily installed approximately 150 4-foot by 4-foot panels covered in bright colors and cryptic lettering that read "Restore and protect the world's oceans."



When the opportunity came to buy and rehabilitate the house, I knew it would be more than another development project. I wanted to send a message and help promote Coastal Cleanup Day on Sept. 17.

Through a colleague I met the street artist RISK [aka Kelly Graval] and told him what I wanted to do. RISK brought in fellow artist Retna to collaborate on the project and less than four months later we had put together this huge art project. I never thought I'd become a prankster at 45 years old.

Right now we're looking to re-install the panels, which we removed from the house on Sept. 21. We'd like them to go up somewhere in Santa Monica or in a museum. I'd love to re-install them at next year's Bring Back the Beach fundraiser so everyone can see them up close and personal.

I got involved with Heal the Bay when I got certified for scuba diving in 1997. Each year after that I'd scuba dive underneath the pier and pick up trash on Coastal Cleanup Day. Then I met [HtB Executive Director] Karin Hall and began volunteering at the Bring Back the Beach fundraising dinner as well as beach cleanups.

Kelly and I worked at Compton Creek together for this year's Coastal Cleanup Day. We have started our own foundation to fund elementary school curricula focused on art and the environment. We're also working on another project for the next Coastal Cleanup Day. Our goal is to use art to bring awareness to the fact that the ocean is at risk.



## Siobhan Dolan

### THE AMBASSADOR

Siobhan is a commercial and music video producer. The City of Santa Monica's Human Relations Council recently honored her as a "Community Hero" for the breadth of her volunteer work with Heal the Bay.

I was in between production jobs, so I began looking to volunteer around L.A. I started seeing Heal the Bay mentioned in local magazines and wondered what they were about. I visited the web site and saw that coordinator Saira Gandhi was hosting one of her first volunteer meetings at the office, so I ran right over.

I started with tabling, and really listened to my fellow volunteers as they spoke about Heal the Bay in the community. I always advise new volunteers to listen to other HtB representatives who are well-versed on the issues.

I became an Ambassador and then I started to branch out and joined the Speakers Bureau. It was a great benefit to me to learn how to back up my beliefs with facts and knowledge. I jumped on the opportunity to start speaking to third graders. They are my favorite, as they're still super excited and can learn about an issue from many different angles. When I won the award from the City of Santa Monica, I spoke about Heal the Bay to help spread the message from a different platform.

I've also served as the co-captain for the Silver Lake Coastal Cleanup Day site. This was the second year that we decided to go Zero Waste. I think it was incredibly successful, as our volunteers were so receptive about bringing their own water bottles and gloves. We even used reusable bags and washed them out at the very end.

## Gillian Keller

### CLASSROOM CAPTAIN

Gillian teaches fifth grade at Marquez Charter Elementary School. She was recently chosen for an Earthwatch fellowship that required her to travel to Belize to study conch shells.



My mother is from Bermuda and we'd visit there every summer, so I've always loved the ocean. Now that I'm a teacher and I am interested in trying to find a way to use marine science while I teach science. I was teaching first grade at Point Dume Marine Science Elementary School a few years ago when I went to the Santa Monica Pier Aquarium for the first time. Eventually I began volunteering with the Aquarium. At first I was helping with the micro biologist classes and with school field trips. Now I work the public hours.

Ever since I started volunteering at the Aquarium, I've taken my students for field trips there. I've also asked my students to vote on the animals they want to adopt through the Aquarium's Aquadoption program each year using the classroom fund. Last year we adopted a baby swell shark and we've also adopted the moray eel.

One of the requirements for my Earthwatch fellowship is to complete a community project.

My goal is to use my experiences to help kids—especially here in California—take care of their local environment. That's why I try to get people to the Aquarium, where they can see firsthand how important conservation is.



## Cathy Beauregard

### STORMDRAIN QUEEN

Inspired by her volunteer work with Heal the Bay, Cathy Beauregard co-founded the Adopt a Stormdrain Foundation in 2005 to keep the water clean throughout the Dominguez watershed.

I founded Adopt a Stormdrain, which we operate strictly on donations and fundraising, because I'd like to see people adopt stormdrains the way they adopt freeways. I would be crawling around storm drains all day if I could. I work with 10 high schools to help kids do their community service hours. I get a lot of inner city kids from Inglewood and South Central, and a lot of them haven't made the connection that what goes into their storm drain heads to the ocean. I love seeing the light bulb go off when they finally make the connection, "Wow, this is where it's going?" and realize they can make a difference.

On the last Coastal Cleanup Day, we removed 2500 pounds of trash from the Dominguez Channel in three hours. I work my volunteers hard and I like to tell them it's no day at the beach!

## Ronald Beltramo

### DIVE MASTER

As a native Angeleno, scuba instructor and co-owner of Eco Dive Center, Ronald Beltramo has seen firsthand the changes in the local ecosystem. Ron has been a longtime supporter of Heal the Bay and our Aquarium, offering gear rental, tank fills, monetary donations and access to dive boats.



After diving throughout the years I began to notice fewer fish at our local reefs, no more otters, no more abalone, fewer giant sea bass and unbalanced kelp forests due to warming waters. Fueled by my love of diving and concern for our reefs, I started volunteering in the Kelp restoration projects and teaching ecological courses.

Ten years ago I started helping out with Heal the Bay beach cleanup events and offering support in various ways. In late September I donated the use of Eco Dive Center's biodiesel vessel the Bat Ray to dive the Star of Scotland, a shipwreck just off the Santa Monica Pier. Over the course of the dive, we were struck by the amount of giant sea bass swimming in and out of the hallways and peeping at us divers.

Unfortunately, we also noticed a lot of fishing line, lobster traps and trash littering the wreck. It was an utter mess. I decided to organize underwater cleanups at the site on Saturday mornings throughout October, offering free tanks weights, towels and drinks to divers who joined us.

I believe it's our duty to serve as stewards of the waters just off our coastline. We have more free eco-diver events coming soon, including cleanups along the Santa Monica and Venice artificial reefs.



# Win-Wins, 2011

Exec director Karin Hall details the year's big victories made possible by your support.

While the world struggles with complicated environmental challenges, we all can be proud of the bounty of successes that you have helped us to achieve regionally in 2011. These victories didn't just happen. They took years of planning, political and community action and most importantly, the generous support of you and your neighbors.

And we are not just healing Santa Monica Bay. We are taking what we have learned and the successes we have created and sharing them with others. You are directly responsible for cleaner beaches and water from Tijuana to the Canadian border. You have created the most hands on environmental education programs in the nation. You have allowed a half a million people to experience one of the nation's best teaching aquariums. You are responsible for making underwater parks a reality on our coastline.

We all should be gratified by the achievements in 2011, but there is much more to attain in 2012. We are thankful for your continued support to help us all protect what we love. Read on to see what we achieved this year, as well as about the work ahead of us.



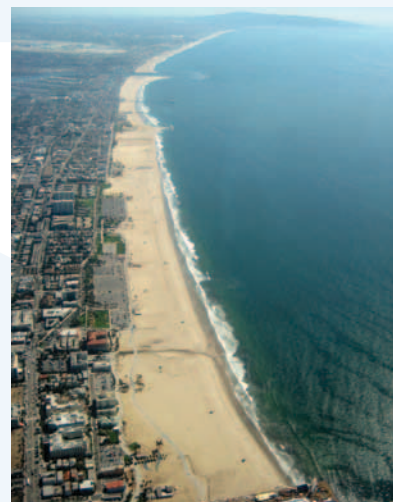
## Yosemites of the Sea

After a decade of work, Heal the Bay can now proclaim victory as some of Southern California's underwater iconic places will be set aside for conservation as of Jan. 1. Commercial and recreational fishing will be restricted in these areas, with the result that marine life and habitats, marine ecosystems, and our marine natural heritage will be protected for future generations.

### What's Next?

Help us gauge the impact of these new underwater parks by joining our new citizen science program, MPA Watch, where volunteers collect data to help inform MPA management. Become an MPA Watch Volunteer by attending the two-part training program: Classroom, on Wed., Jan. 18 at 6 p.m., and field training on Sat., Jan. 21 at 9:30 a.m. in Malibu. (Jan. 21 is also Underwater Parks Day.)

» **CONNECT** [www.healthebay.org/get-involved](http://www.healthebay.org/get-involved)



## L.A. Cleans Up Its Act

After year's of chronic pollution, Santa Monica Pier celebrated its second summer in a row on the Beach Report Card Honor Roll. In other good news, beaches in the City of Long Beach scored 100% As and Bs, which was a 27% improvement over last summer. Heal the Bay worked with both cities to design and implement water quality improvement projects.

### What's next?

With \$5 million approved to repair and replace their sewer system infrastructure, the city of Avalon on Catalina Island is poised to see a boost on their report card in summer of 2012. With an outdated sewer system, Avalon Harbor Beach has frequently earned the dubious Beach Bummer distinction. Stay tuned...

### What's next

Look for us on weather pages and in the news as we continuously track water quality conditions throughout the Pacific Region. Heal the Bay hopes to expand the reach of the Beach Report Card as a free public service to help beachgoers discover which beaches are safe and unsafe.

» **CONNECT** [brc.healthebay.org](http://brc.healthebay.org)



## Water Quality Grades on the Go

You decide to meet some friends at the beach, but it rained last week and you want to make sure it's safe. Now there's an app for that, thanks to a partnership with Vensi, Inc. and Jeff Littrell. The new, free **Beach Report Card app** — available via the App store and Android Market — provides A through F grades, weather conditions and user tips for more than 650 locations in California, Oregon and Washington.

## Attracted to the Aquarium

Heal the Bay's public marine education center may be compact in size, but it can sure lure the crowds. By the end of July, the Aquarium had welcomed more than half-a million public visitors — exactly 500,941 — since Heal the Bay took it over in 2003. In addition, 121,347 students have streamed through via field trips between 2003 and the close of the 2011 school year.

### What's next

Look for a hands-on, technologically innovative display to engage repeat visitors and attract new ones in the coming year. Aquarium staff is working on the development of a new urban water cycle exhibit set to debut in spring of 2012.



## Creek 101

This summer 56 high school students from the Pacific American Volunteer Assn. (PAVA) learned firsthand how the river environment is dramatically changed by human influence and pollution. Kicking off our new summer-time Creek Week program, Heal the Bay staff led two sessions in mid-July, taking students through the L.A. River and its tributary creeks, allowing them to explore an environment many had never seen.

### What's next

Heal the Bay's Creek Education program focuses on local neighborhood, storm drain, and fresh-waterway issues and how they affect the overall health of the watershed and environment. Creek 101, the school-year component of the program, sees Heal the Bay staff teach lessons in various science and social science classes as part of the classroom curriculum.



## LID Liftoff

On Sept. 27, the Los Angeles City Council voted 13-0 to move forward with an important ordinance on low impact development (LID). Heal the Bay and other members of the Green Los Angeles Coalition advocated for the ordinance's passage for nearly two years. Practically, this means that all new and redevelopment must capture and reuse or infiltrate 100% of the runoff generated by a three-quarter-inch rain.

### What's next

Los Angeles Mayor Antonio Villaraigosa signed the ordinance into law on Oct. 12. As a result, development will be greener, flood control risks and runoff pollution will be reduced, and local groundwater supplies will be augmented. Single family homes will only have to include rain barrels, cisterns, rain gutter downspout redirects to landscaping, or rain gardens to comply with the ordinance.

## Saving Sharks

Gov. Jerry Brown signed AB376 into law, officially declaring it illegal to sell or possess shark fin as of Jan. 1. In addition to AB 376, Gov. Brown also signed a companion bill, AB 853, which allows existing stocks of on-hand shark fins to be sold until July 1, 2013. Heal the Bay staff, as part of a broad coalition of supporters, pulled out all the stops to get the ban passed, holding rallies, writing op-eds and encouraging our supporters to send emails and make phone calls to Gov. Brown's office.



### What's next

Heal the Bay continues to address the challenges facing ocean animals and the ocean itself. We are currently advocating common-sense legislation and regulations that keep plastic out of our waters. We are also working to implement a state policy to regulate once-through cooling systems at power plants in Southern California to keep their impact on ocean habitats minimal.



## A Clean Start in Ventura

After a decade of disagreement about the impacts of sewage treatment plant discharges to the Santa Clara River estuary, the city of Ventura and environmental groups Ventura Coastkeeper, the Wishtoyo Foundation and Heal the Bay jointly announced a settlement agreement to protect the estuary while increasing local water recycling.

### What's next

Local river protection has never been more difficult, which makes victories such as these so sweet. At the time of the agreement, Heal the Bay President Mark Gold wrote: "At a time when water supplies are becoming increasingly scarce, the settlement marks a great example of how city and environmental groups can negotiate a settlement that moves a municipality forward in an integrated water management approach."

## Covering the Pacific

For the second consecutive summer, Heal the Bay's Beach Report Card covered beaches from California's Tijuana Slough to Washington's Birch Bay. In between, Oregon beaches exhibited excellent water quality grades statewide this summer. Washington beaches were also very clean, with 89% of the monitored beaches receiving A and B grades.

### What's next

Heal the Bay looks forward to working with local agencies in Oregon and Washington to widen the scope of reporting as much as possible and to remedy the pockets of pollution that do pop up in order to protect the health of ocean users throughout both states.



# GoodBusiness

Resources donated by IBM pay real dividends to ocean users along the Pacific coast.

Without servers, Heal the Bay can't serve you. So next time you go online to check the latest water quality grades on our Beach Report Card, thank our longtime supporter IBM.

Each year, the technology services giant makes a grant of hardware, consultant time and other resources to Heal the Bay. Behind the scenes, IBM servers chug away storing data and indexing our weekly water quality results. Without them, the job of protecting public health would be almost impossible.

One of the growing trends in grant-making — particularly from companies that aren't financial institutions — is the growth in in-kind donations, notes Todd Flora, IBM's manager of corporate citizenship and corporate affairs.

"At IBM, we live by the philosophy of 'real change, not spare change,'" Flora says. "While we do donate some cash, including to Heal the Bay, IBM adds value to organizations largely through in-kind donations of talent and technology."

Flora, who has been involved with Heal the Bay since



HtB Board Member  
Todd Flora

1997 and currently serves on our board of directors, is essential to facilitating IBM's donations to Heal the Bay. In addition to providing the servers, IBM consultants will soon be providing a Hacker Vulnerability Assessment along with a full report and recommendations. IBM has also offered the Santa Monica Pier Aquarium use of IBM's project-based TryScience.org, which provides help with hands-on science experiments.

"We value science education," Flora explains, "and believe organizations that work to get young people interested in science are critical to our nation's future and the future of IBM itself. As a company, we also do a great deal with data analytics, including work with water agencies that monitor and scan their water storage and seasonal patterns. So Heal the Bay and

the Santa Monica Pier Aquarium are a fit for our objectives."

*To learn more about how your company can help Heal the Bay achieve its mission via in-kind donations, please contact Associate Director Alix Hobbs, [ahobbs@healthebay.org](mailto:ahobbs@healthebay.org).*

## Connect with Us



From QR codes to Smartphone apps, Heal the Bay makes it easy for you to connect with us even when you're on the go. You can always get the latest Beach Report Card grades, check out what's happening at Santa Monica beaches, or help support our work to make our coastal waters safe, healthy and clean through our mobile solutions.

- Headed to the beach? Now you can get water quality grades for your favorite beach anytime and anywhere; download our new, FREE Beach Report Card mobile app from your iPhone or Android.
- Looking for the latest weather, surf conditions, or helpful tips on parking, restrooms or other beach facilities in Santa Monica? Just scan the QR code on any beach trashcan to check out the mobile Beachcast app.
- Can't join us for our monthly Nothin' But Sand cleanups the third Saturday of each month (excluding December)? You can still help — just text: GIVE2HEAL to 20222 and make a \$5 donation to support a pair of volunteers at one of our zero-waste cleanups.

# Behind the Numbers

Just how does Heal the Bay formulate its annual budget?

By ALIX HOBBS, Associate Director

Autumn marks many changes; for Heal the Bay it marks the end of one fiscal year and the beginning of a new one. After three months of creating a new budget — with input from individual staff as well as members of the board finance committee — that supports our strategic plan, it's time to implement it.

The process begins each July within each department. Directors meet with their staff to decide the financial needs to achieve their strategic goals for the next 12 months. Numbers are presented and vetted along with the reality of the year's fundraising goals. It is also a time for cross-collaboration among departments. For example, staff might huddle together to discuss how we can more efficiently travel to meetings or who found a better printing vendor (more recycled materials offered at a competitive price, with soy ink.)

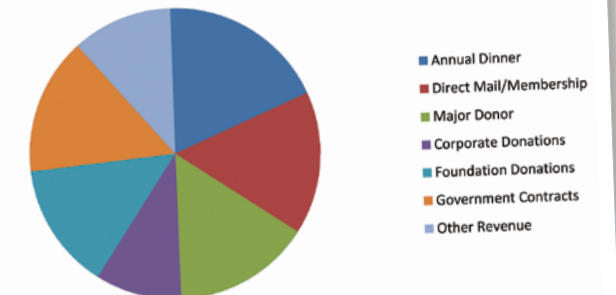
The department directors then turn in their numbers the first draft is created. For me it is like a giant puzzle, and it is not all about the numbers. Yes, financial reports from past years are important but so are trends in the fundraising world and staff's thoughts on new program ideas.

This year throughout the budget preparation I had the partnership of our new bookkeeper, Marc Amaral. His boundless energy made the long work days tolerable and fun. Marc and I crunch the numbers, reconcile revenue to expenses, project cash flows, research historic numbers and run lots of reports. During August and September, the budget goes through the thorough review and approval of the Finance Committee, Executive Committee and the full Board of Directors.

We are confident in our ability to manage expenses in challenging economic times, while continuing to deliver outstanding programs that have such a meaningful and measurable impact on the health our local oceans and watersheds. Heal the Bay is proud to present our fiscal year 2012 budget. Drum roll please....

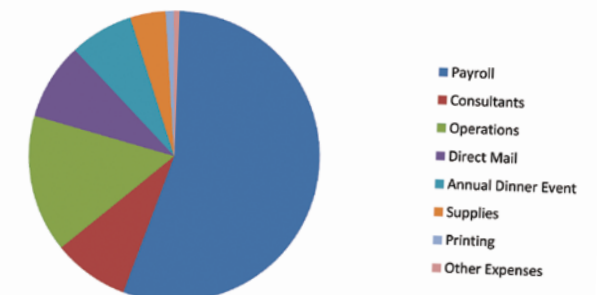
### Heal the Bay Revenue Sources

FY'12 Revenue	
Annual Dinner	\$975,000.00
Direct Mail/Membership	\$830,000.00
Major Donor	\$800,000.00
Corporate Donations	\$502,000.00
Foundation Donations	\$735,000.00
Government Contracts	\$796,834.00
Other Revenue	\$581,896.00



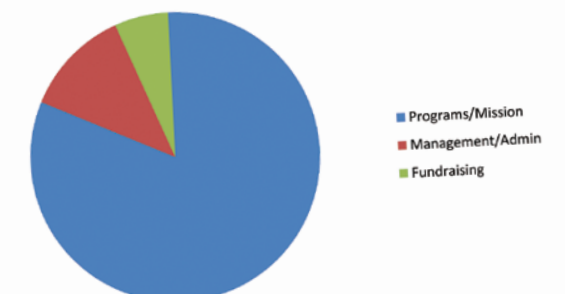
### Expenses, Fiscal Year 2012

FY'12 Expenses	
Payroll	\$ 2,769,042.00
Consultants	\$ 424,800.00
Operations	\$ 768,787.00
Direct Mail	\$ 430,000.00
Annual Dinner Event	\$ 354,100.00
Supplies	\$ 198,152.00
Printing	\$ 47,000.00
Other Expenses	\$ 29,000.00



### Where Does Your Dollar Go?

FY'10 Expenses by Category	
Programs/Mission	82%
Management/Admin	12%
Fundraising	6%



\*\*BASED ON FY'10 INDEPENDENT AUDIT BY GREEN, HASSON AND JANKS



# OceanDefense

Longtime supporter Northrop Grumman

and its employees gather a  
record amount of trash.



This summer, Northrop Grumman employees did more than their part to protect our coast, picking up more than 500 pounds of trash. That's 200 pounds more than any other Heal the Bay Corporate Healer cleanup this year. That's a lot of cigarette butts...480 to be exact.

The June event marked the company's 8<sup>th</sup> Annual Beach Cleanup Day. Northrop Grumman participated in Heal the Bay's *Corporate Healer Beach Cleanup Program*, which provides corporations with a private customized cleanup experience. This program has hosted dozens of groups, and helps promote a company's environmental stewardship and volunteer efforts. Participants enjoy a day out in

the sun and knowing they are combatting ocean pollution, while companies enjoy building teamwork and morale.

Northrop Grumman has been a longtime supporter of Heal the Bay, donating nearly \$100,000 since 1997. This year, over 100 employees and their families participated in the beach cleanup, held at Dockweiler State Beach.

After hearing a 30-minute beach talk about Heal the Bay and our programs, the group divided into teams to see which could pick up the most trash and cigarette butts. Development Manager Kate Nevels oversaw the weigh-in, officially confirming the total. Prizes for the winning team included reusable bags and water bottles.

One of the most unusual items found that day was a brand new smartphone hidden in the sand. Joaquin Guillen and his sons took the phone home and reunited it with its owners. They were so happy to have their phone back that they gave Joaquin and his family tickets to an upcoming Dodgers game. Joaquin's sons told him: "Good thing we returned the phone, now we are getting a reward without even expecting it! Good things come to those that do good!"

To learn more about Heal the Bay's Corporate Healer Beach Cleanup Program, please contact Kate Nevels at (310) 451-1500, x159 or [knevels@healthebay.org](mailto:knevels@healthebay.org).

# Thank You

The following list represents gifts from  
June 1, 2011 through September 30, 2011.

## \$50,000+

California State Coastal  
Conservancy  
Ford Motor Company  
KROQ-FM  
Motu te Miti  
Resources Legacy Fund Fdn.  
TEAM ONE

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

Mark & Debbie Attanasio  
Diana & Robert Friedman  
Gift from Joseph &  
Barbara Goldenberg  
The Goldfish Foundation  
The Green Foundation  
Jewish Community Federation  
and Endowment  
Joseph Drown Foundation  
City of Santa Monica

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

99+ Only Stores  
California Coastal Cmsn.  
Frieda C. Fox Family Fdn.  
Jean & Stephen Kaplan  
Victoria Principal  
The Ralphs/Food 4 Less Fdn.  
REI Corporate Giving Program  
Santa Monica Bay  
Restoration Foundation  
The Keith Campbell Fdn. for the  
Environment, Inc.

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

Bloomingtondale's  
Sarah & Michael Gould  
The Hexberg Family Fdn.  
County of Los Angeles/  
Dept. of Public Works  
Northrop Grumman Corp.  
Southern California Coastal  
Water Research Project  
University of Southern  
California Sea Grant

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

Anonymous (2)  
213 Ventures  
Aqua Hill Charitable Gift Fund  
Donald Beane  
Susannah Blinkoff &  
Jordan Corngold  
Patrice & William Brandt  
Judy & Bernard Briskin  
Mr. & Mrs. Larry Delpit  
Ian & Laurie Eddleston  
Edison SmartConnect  
Entertainment Industry Fdn.  
Fox Entertainment Group  
The G2 Gallery  
Berta & Frank Gehry  
Bethany & Chip Herwegh  
Conrad N. Hilton Foundation  
Horizon Milling  
Maura Howe & Rodd Perry  
IBM Corporation

David Henry Jacobs  
Karlson Family Foundation  
KI Tzedakah Teens  
John Lamonica  
Prem Manjorran  
Joseph Melchione  
Palace Head Foundation  
Patagonia  
The Reel Inn  
Resident Asset Management  
Santa Monica Pier  
Restoration Corporation  
Pamela & E. Randol Schoenberg  
Shelby Sexton  
Erin & Andrew Sloves  
Kara & Dean Sodek  
The Strickland Family Fdn.  
Swimmer Family Foundation  
Heather Thomas &  
Skip Brittenham  
Thousand Oaks High School

## \$500 - \$999

Access Your Benefits, Inc.  
Michael Alexander  
Jennifer Anderson  
Jeanne Aufdenberg  
Todd Bentjen  
Mr. & Mrs. Richard Brandes  
Children's Nature Institute  
Kimberly Cooper  
Todd Flora & Erin Tanenbaum  
Global Management Co.  
Catherine Hardwicke  
Liz Heldens & Andrew Delaney  
Margaret Hyde  
Innovative Artists  
Craig Inouye  
Jason Kelly  
LARF, Inc.  
Erica Lefkowitz  
Lucie Foundation  
Mayer Morris & Kaplan  
Family Foundation  
Honorable Cindy Miscikowski  
George Murphy  
Virginia & Samuel Panossian  
Cynthia Pett  
The Pillar Family  
Laura & John Saade  
Sidney Sawin  
Nancy & Donald Schort  
Nadya Scott  
Robert Sinskey  
Trust Company of the West  
Summer & Robert Turfe  
Wendy Wert  
Barbara & Russell Whittenburg

## BAY CHAMPIONS – OCEAN LEVEL

Anonymous (2)  
John Edwards  
Camilla Frost  
Mary & George Garvey  
David Hilton  
Christopher Hordan  
Charlotte & Russ Lesser  
Morley Builders  
Ann & Jerry Moss

Carol & Jerry Muchin  
Amy & Daniel Palladino  
Josephine Powe &  
Thomas McGuire Jr.  
Santa Monica Amusements  
Brad Senet  
Wendy & Michael Sidley  
Jill Soffer  
Robert Tanahashi  
Margo & Irwin Winkler  
Yvonne & David Zaro

## BAY CHAMPIONS – MARINA LEVEL

Anonymous (2)  
Sharla Boehm  
Jeff Bower  
Philippa Calnan  
Francesca Cava  
John Deluca  
Daniel Hovenstine  
Catherine Keig & James Hayes  
Susanna Leng  
Ann McCloskey  
Beth Moore, M.D.  
Magnus Morgan  
Jody & Thomas Priselac  
Cristan & Kevin Reilly  
The Bernard & Gloria Salick Trust  
United Storm Water  
Robert Woodie  
Joyce Zaitlin

## CORPORATE HEALERS

Adconion Media Group  
Dimensional  
Goldman Sachs  
Grant Thornton  
Hybrid Promotions  
JPMorgan Chase  
Los Angeles Kings Hockey  
Club, L.P.  
Northrop Grumman Corporation  
NZK Productions



## 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.

Stella	Andrew Kayton
Katrina Alcantar	Kora Klimes
Susan Grayson	Goldie Kohl
William Orton	Brigid Kowal
Jeannette Richko	Julia Kuta
Noah & Matthew Ardell	Bruno Leifer-Wolf
Jordan Avdul	Pamela Levin
Cristie Ayers	Dahlia Levy
Noah & Jack Barnes	Eitan Levy
Ethan Beane	Keren Malka
Lon Berger	Ethan Minker
Sierra Blair-Coyle	Gissele and Christian Munoz
Cole Bowers	Keri Newton
Nell Brickman	Dennis J. Pandey
Mommy Chinitz	Miles Parr
Sophia Clark	Josie Pierce
Sean Davidson	Kate Reardon
Neal Demp	AnnaLise Resney
R. Shayna d'Ortega	Ilse Rosenstein
Melva Dutich	2011 Santa Monica Chamber of Commerce
Ashlie Fox	Shaya Setareh
James Giesinger	Eva Sigismondi
Arlene Golden	Jack Solmssen
Francisca Gore	Joan Spinelli
Hayden Hansen	Rosie Tyrie
Bret Harrison	Tin Visnjic
Jacob Haskell	Alex Vouvalides
Larry Heineman	John Wayne "Duke"
Mojo Hill	Debra Xanthos
Josh Jones	

To arrange your own Aquadoption, please visit  
[www.healthebay.org/aquadopt](http://www.healthebay.org/aquadopt)

## IN HONOR OF

A wonderful way to make a holiday gift, commemorate  
a special occasion, milestone or birthday for friends  
or family is to make a donation to Heal the Bay  
in their honor:

Tina Dizon	Neal Moritz
Ken & Sandy Kurtz Esther Kamm	Alexis Noonan
Dr. H. Regina Ferguson	Tiffany Paulsen
Brian Guth	Lukas Rondiak
Peter Hapke	Steve Schwimer
Matt Hart	Wedding Gift
Marc Hyman	Dave Weeshoff
Jonathan Igla	Ana Wevill
Summer Interns	Toby Winiarz
Ruby Jacobs	Hannah Yatman
Tom and James Johnston	Abbey & Nathan Ziv
Lila Mercer	

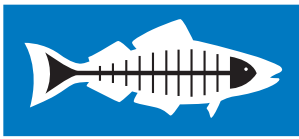
## IN MEMORY OF

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:

Wayne Ariola, Sr.	Catherine Moyers
Frank Card	Don Peterman
Eddie Disbrow	Jack Schleicher
Don Hedrick	Charles Sloan
David Leansel	Sam Uskovich
Derrill Meyer	

To dedicate a gift, please visit [www.healthebay.org/dedicate](http://www.healthebay.org/dedicate)





## Heal the Bay

1444 9th Street,  
Santa Monica, CA 90401

address service requested



non-profit  
organization  
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Permit # 385



**A Greener Future  
Is In The Bag**

**December 15**  
[www.healthebay.org/DWAB](http://www.healthebay.org/DWAB)

**Get Water Quality  
Grades on the Go  
from your iPhone or  
Android**



**Feed and care for a Moon Jelly  
or Pacific Sea Horse; make an  
Aquadoption at**

**[www.healthebay.org/aquadopt](http://www.healthebay.org/aquadopt)**



*Get an exclusive,  
Limited-time only Heal  
the Bay/Portraits of  
Hope t-shirt by Ed  
Massey; shop at*  
**[www.zazzle.com/htbstore](http://www.zazzle.com/htbstore)**

**Share your love of the  
ocean with friends  
& family...**

**Make a donation  
or give a membership at**  
**[www.healthebay.org/donate](http://www.healthebay.org/donate)**

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](https://www.facebook.com/healthebayfans).