

Heal the Bay

summer/fall
2013

the magazine of Heal the Bay • volume 28 number 2 • healthebay.org

currents

**IT'S
STILL
SUMMER**

Come to the Beach!



INSIDE

Winning the Bag Ban • Cleanup-O-Rama • Our New Brew

currents

the magazine of Heal the Bay volume 28 number 2 healthebay.org



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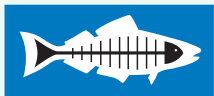
summer/fall 2013

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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.

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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Editors: Anne Bergman, Matthew King, Randi Parent

Contributors: Amanda Griesbach, Mike Grimmer, Alix Hobbs, Randi Parent, Sarah Sikich

WHY I LOVE L.A.

Acting executive director Alix Hobbs reflects on some sweet victories.

The week I left for my annual summer vacation, Heal the Bay staff were still rejoicing the ban on single-use plastic bags in the city of Los Angeles. (I don't think Mayor Villaraigosa's signature on the new law was even dry yet!)

We celebrated as a staff together with ice cream (generously provided by former staffer Leslie Tamminen and her husband Terry.) Between the ice cream and pending summer break, I seriously felt like we had aced all our final exams in senior year. The amount of work we'd put into making the ban happen had paid off big-time. L.A. is now the largest city in the U.S. to go bag-free!

This sweet victory was something to contemplate as I flew over the country to spend my vacation along the Long Island shore, where I first learned to love the ocean and resolved to work to protect it.

Ending our reliance on plastic bags and the waste (both environmental and fiscal) that they generate, is a bicoastal no-brainer and a key step to protecting our oceans from pollution. I had remembered to pack my reusable bags and planned to use them at the local grocery store and farm stands. While there is no ban in place where I was vacationing, I was surprised to see signs on store doors that said: "Thank you for bringing your own bag." Yea, I thought, this is really catching on!

Here in L.A. going reusable will benefit our local economy, by creating green jobs and saving taxpayer money that would otherwise go toward removing this ubiquitous debris from our catch basins, parks and waterways.



Ending our reliance on plastic bags and the waste (both environmental and fiscal) that they generate, is a bicoastal no-brainer and a key step to protecting our oceans from pollution.

Our hope is that once Angelenos see how easy it is to bring their own reusable bags on shopping trips, they'll take the next step and create some new habits, such as forgoing single-use plastic water bottles, Styrofoam containers and coffee cups in favor of reusable bottles, containers and mugs.

Inevitably, "disposable" items end up littering our streets, rivers, creeks, beaches and ocean. All of us at Heal the Bay know this because each month we calculate the number of items our volunteers and staff find during our cleanups. From May 1 through July 1, we coordinated 131 cleanups, and more than 5000 volunteers removed more than 15,000 debris items that were bound for the ocean.

Stopping pollution would go a long way to keeping our oceans debris-free. Another way is to join one of these cleanups, if you haven't already. Our biggest one of the year — Coastal Cleanup Day — will happen Saturday, September 21 at about 60 sites all across Los Angeles County. (You can check healthebay.org/ccd to find a location near you.)

At last year's Coastal Cleanup Day, we organized 9,000 volunteers, who worked together to remove nearly 20 tons of debris from their neighborhoods, local parks, waterways, beaches and even the ocean at our SCUBA dive cleanup sites.

We'd love it if you'd gather your friends and family, co-workers, congregations, scout troops and sports teams to help us break the 2012 totals.

My message is simple: We can't do this work without you. So let me say "thank you" for all that you do. We still have a few more days of summer left. Enjoy them knowing that by helping to provide a clean ocean, park or creek, other Angelenos can enjoy them too.

And I hope to feel your support all year 'round, because we here in Southern California enjoy the benefits of living here in warm weather almost every day. As a native East Coaster, I ought to know.

With thanks and warm wishes,

— Alix Hobbs, Acting Executive Director

Mixed Greens

Cali Says No to Shark Fins

It's now illegal to buy or sell shark fins in California. Two years ago, Heal the Bay and a broad coalition of supporters successfully helped pass legislation that bans the sale, distribution or trade of shark fins in California.

As of July 1, 2013, shark fin products must be removed from restaurant menus and market shelves. Violators could face penalties of up to six months in prison and up to \$1,000 in fines. Tens of millions of sharks are killed throughout the world each year for their fins. And California is a big part of the problem. Before this legislation was enacted, approximately 85% of all U.S. dried shark fin imports came through California.

Heal the Bay pushed hard for this measure to help in the global battle against the ruthless practice of shark finning, as the human appetite for sharks is a major contributor to the near collapse of the shark populations worldwide. One of the most effective ways to protect these apex predators—essential to a healthy ocean ecosystem—is to eliminate the market for fins.

Our work on this front continues, as Heal the Bay advocates for California's evaluation of whether our local white shark population merits protection under the State's Endangered Species Act. The National Oceanic Atmospheric Administration announced in June that the northeastern Pacific Ocean population of white sharks does not warrant listing under the federal Endangered Species Act, but the state is still considering protection of this iconic species. Stay up-to-date by following us on Twitter: @HealTheBay



ALEX HOFFORD, GREENFACE/MARINE PHOTOBANK

Eco Story Time

Got a budding earth lover in the house? Heal the Bay recommends some summer reading:

■ Author Elisabeth Wolf set the first installment of her tween series *Lulu in La La Land* in familiar territory...Los Angeles. The daughter of an A-list power couple, Lulu grows fruits and vegetables, loves books and organizes beach cleanups all while trying to fit into the glamour-driven L.A. lifestyle. Available from Amazon.com

■ Written by avid surfer Udo Wahn, the *Cabo and Coral* children's books are an "aloha for the ocean-minded child," ages 4-8. Cabo and Coral live near the beach and the colorfully illustrated books chronicle their adventures surfing, exploring ocean reefs and rescuing abandoned animals. Available at caboandcoral.com (mention Htb in "Seller Instructions" and 20% of sales go to Heal the Bay!)

■ Kids 8-12 will learn how to create a "Personal Solar Power Kit" and much more in *Catch the Wind, Harness the Sun*, which offers 22 "super-charged science projects for kids." Written by ecologist Michael Caduto, *Catch the Wind* won the 2012 Green Prize for Sustainable Literature for Best Hands-On Science Book for School-Age Children (juried by HtB Education Director Tara Treiber). Available from Amazon.com

(The Green Prize contest is sponsored by the Santa Monica Library and the City of Santa Monica. The 2013 Green Prizes in Sustainable Literature will be announced on Sept. 12, 2013 as part of Sustainable Santa Monica Month.)



Heal the Bay's Eddie Murphy, who manages our Watershed Education program, journeyed to South Korea in July with 150 students from the Pacific American Volunteer Association. The mission? To better understand how South Korea's investment in the revitalization of the country's rivers in urban and rural areas has paid off. Now

Our Man in Korea

that they're back, the students will apply what they learned to the revitalization of our own L.A. River.

"Visiting South Korea helped us all figure out what Los Angeles should embrace – and also avoid – in terms of our own watersheds," Eddie said. "Our hope is that these students will use the experience of this trip to help shape the future of our city."



Seoul's Cheonggyecheon river

EDDIE MURPHY

Bagging a Huge Win

Key players in plastic-bag ban provide post-game analysis, as L.A. scores a reusable victory.

We did it! Earlier this summer, after six years of hard work and diligence by Heal the Bay and other environmental groups, Los Angeles officially became the largest city in the nation to ban single-use plastic bags.

It was time. Nearly two billion single-use plastic bags are distributed annually in L.A. and less than 5% recycled, meaning that many end up clogging our waterways. The 11-1 City Council vote on June 18 showed that "foregoing the wasteful convenience of plastic bags, and going reusable instead, is now mainstream," says Kirsten James, Heal the Bay's science and policy director for water quality.

A countless number of community leaders, government officials, and activists agreed, banding together with their fellow eco-minded Angelenos to support the ban, which goes into effect January 2014.

One of Heal the Bay's longtime partners, the Surfrider Foundation, a global environmental nonprofit with 85 chapters worldwide, took on banning single-use plastic bags in L.A. as part of its Rise Above Plastic campaign.

The strategy? "We figured the most effective tool was to make sure every city Councilmember heard from civilians, regular Joes," says Graham Hamilton, volunteer chair of Surfrider's Malibu/WestLA chapter. "We pushed that agenda at all our monthly beach cleanups."

For Councilmember Paul Koretz the bag ban in L.A. is a sign of progress along the path to sustainability. Koretz, who represents the 5th district and authored the ban, recalls trying to get a statewide ban while serving in the California state assembly in the early 2000s. "It was so unpopular, I couldn't even get it out of committee, even though the committee was chaired by an environmentalist," he says.

Before the council voted to pass the ban, Councilmember José Huizar spoke movingly about how he came to realize a ban was necessary after biking with his kids along the river. "We saw plastic bags wrapped around trees," he recalled. Then-chair of City Council's Energy and Environment Committee, Huizar joined Koretz to "move this quickly," overseeing more than a year of deliberation of the policy.

Now that the ban has passed, Huizar, who represents District 14, promises that Angelenos will have plenty of support as they wean from single-use plastic bags to reusables.

"Consumers are already shifting to reusable bags," Huizar notes. "In the coming months the City will work with grocers and others to further educate and prepare the



Supportive Councilmembers Paul Koretz (seated left) and Paul Krekorian (seated right) watch as L.A. Mayor Antonio Villaraigosa signs the city-wide plastic bag ban. Also pictured: Heal the Bay's Kirsten James and Sarah Sikich (behind Krekorian).

public. The City's Bureau of Sanitation plans to distribute 500,000 reusable bags over the next two years, with an emphasis on lower-income areas."

Both councilmen agree that a statewide ban is the next goal. "This ban is a good start," says Koretz. If enough California localities follow suit, "[there will be] momentum here in California for a statewide ban. Eventually the state will come along," he adds.

For Heal the Bay, the effort to ban plastic bags has become an important "gateway" issue, getting consumers to think about other their other shopping habits. As they make the switch to reusable, hopefully they will likewise consider other changes they can make in their daily lives to reduce their impact on natural resources — be it toting a reusable water bottle or riding a bike to the farmers market instead of driving.

AGENDA ITEMS

What our Science and Policy staff is focusing on this year.

CLIMATE ADAPTATION

We are educating coastal communities about threats associated with climate change, particularly sea level rise and threats of coastal erosion. We'll help these communities develop plans to adapt to these changes while protecting the environment.

HERMOSA OIL

Heal the Bay is tracking the proposed ballot measure to lift the moratorium on oil drilling in Hermosa Beach, as well as E&B's proposed oil drilling project in Hermosa. We are working with local groups to inform the community about risks of oil drilling in the bay.

CLEANER WATER

Heal the Bay is supporting efforts to secure a regional funding source to implement multi-benefit water quality improvement projects.



Going, Going Green

How to infuse some sustainability into your events.

Does the idea of greening your school (or company or club, church or temple) seem overwhelming? Don't despair! Even for a Sustainability Award-winning campus such as Mariposa School of Global Education in Agoura Hills, there remains room for improvement, says Amy Romeo, a parent who chairs Mariposa's "Green" committee.

"Our long-term goal is to make it effortless - so it's so engrained at our school to everyone, from students to teachers and staff and parents so much that (being more sustainable) becomes simply second nature," she says.

Ultimately, Amy hopes, her school's eco efforts will inspire families to do more at home. For instance, she says: "If kids are composting at school, they may wonder why they don't compost at home and encourage their parents to do it — that would be a measure of success for sure!"

Here are some tips we've gathered (with assistance from Amy) to help your events become more sustainable:



Find festive alternatives to balloon decorations. Colored paper lanterns are great at filling a cavernous room such as a hall or auditorium. Paper flowers, made of newspaper or tissue, are also easy to make (even for kids) and are great for filling in corners. Plus, the lanterns and flowers are reusable! Newspaper also makes a fine alternative to plastic tablecloths.

Reinforce Your Eco Message. Assemblies and workshops — broken down by age group — can help forge connections. At Mariposa, Amy invited Heal the Bay staff to tie in what the kids were learning about going waste-free with a Beach Clean-a-Thon the school hosted as a fundraiser (for Mariposa and Heal the Bay). All students also attended education programs at our Santa Monica Pier Aquarium to help reinforce the message of how pollution affects our ocean. "By having Heal the Bay talk to students about the importance of this [clean-a-thon], it resonated with them and brought more meaning to why we bus every year to the beach to pick up trash," Amy says.

Go reusable. Advertise the event as "sustainable" and encourage people to bring their own reusable water bottles and coffee mugs. Set up a water bottle refill station with clear signage. Offer small paper cups for those who forget to bring their reusables. Consider selling your own reusable water bottle with your school or organization's logo on it.



Wave farewell to waste. Clearly-labeled recycling and trash bins are a good start. Mariposa places recycling and composting bins in a central location for school events, staffed by volunteers. The school uses the compost on their own gardens, so students develop an understanding of the relationship between the products they use and their relationship with the earth. "A good way to think about it is: After I buy this, what will I do with it?" Amy advises. "If the answer is throw it in the trash, try to rethink your options!"

COMING UP

From classroom curriculum, to science contests, we've got some enlightening educational opportunities planned for students of all ages:

- **Key to the Sea**, our hands-on environmental education program for elementary students. We will be hosting teacher workshops throughout the fall! For more information, visit: healthebay.org/keytothesea, and/or sign up for our quarterly Key to the Sea e-newsletter: healthebay.org/connect
- **Youth Summits** for high school students and teachers seeking tips on organizing and energizing your students to get involved. Please contact Edward Murphy (emurphy@healthebay.org) for more information.
- **STEAM Machine:** A Contest of Curious Contraptions at the Santa Monica Pier on Saturday, November 9, including a Rube Goldberg competition for high school and college students. More information healthebay.org/rube

To schedule a Heal the Bay speaker at your school or organization, contact Melissa Aguayo at 310-451-1500, x146. To schedule a field trip to the Santa Monica Pier Aquarium, call 310-393-6149, x105.

CLEANUP-O-RAMA

Help us break a world record by joining the biggest volunteer day on the planet.

Recognized by the *Guinness Book of World Records* as the "largest garbage collection" ever organized, Coastal Cleanup Day gets even larger each year and encompasses the entire globe. The annual volunteer event will be held this year on **Saturday, Sept. 21, 2013 from 9 a.m. to noon, with Heal the Bay coordinating** almost 60 cleanup locations across Los Angeles County.

Coastal Cleanup Day provides Angelenos not only with the chance to beautify their neighborhood, local waterway or beach, but also the chance to get out and enjoy the outdoors.

This year we'll be hosting a standup paddleboard beach cleanup with LandShark lager at the Santa Monica Pier cleanup site, featuring a SUP clinic, dory race and paddle race. Afterwards, we'll gather at Rusty's on the Santa Monica Pier for post-cleanup festivities.

Check out our interactive map at healthebay.org/ccd to find this year's SCUBA dive and kayaking sites, as well as options for landlubbers.



You could win this hand-crafted Heal the Bay surfboard simply by joining our cleanup at the Bay Street site in Santa Monica on Coastal Cleanup Day.

FOR 9/21, SOME COSTAL CLEANUP DAY TIPS

What Should I Bring?

Please bring your own reusable supplies. As we strive to create more sustainable events, we ask cleanup volunteers to bring a bucket, one glove to pick up trash and a reusable water bottle to stay hydrated. The more reusable tools volunteers bring to the cleanup, the fewer disposable supplies we waste in this effort.

You can use many different items as a cleanup bucket: a sand pail, milk jug, car wash tub, old paint can or even a washable tote bag will do the trick.

Site specific parking information for each location will be listed on our interactive map at healthebay.org/ccd. To be well prepared, just bring cash (about \$20) in hand to park in the beach lots or come early to look for free street parking.

Want to Do More?

Invite your friends to join you for CCD. If they can't make it, they can still help out by donating to your effort. Supporters who raise \$100 or more get a Heal the Bay T-shirt. To start fundraising, visit firstgiving.com/HealTheBay. We also host monthly beach cleanups (except for December), so if you can't make it out on September 21, there are plenty of options throughout the year. Visit healthebay.org/volunteer to view our cleanup schedule.

What Should I Wear?

It's almost always hot on Coastal Cleanup Day, so please wear lightweight, layered clothing and bring a hat and sunscreen. We also recommend wearing sturdy, closed toe shoes.

Why Is Coastal Cleanup Day Such a Big Deal?

Trash endangers the health of humans, wildlife and coastal economies. Believe it or not, cigarettes and cigarette filters top the list of items found each year, according to the Ocean Conservancy, which coordinates the effort worldwide.

Last year, more than 9,000 Angelenos worked together to keep nearly 20 tons of debris from heading to the ocean. Just by joining this effort once a year, you can make a big impact on the health of our local environment.



It's Elementary

Every year in the week before Coastal Cleanup Day, we host what we call "Ed Day." For us, it's a winning trifecta, as Ed Day helps us reach as many students as possible, brings them to the beach for the first time, and shows them how to play an active role in ocean conservation.

This year, Heal the Bay will bus approximately 700 underserved elementary students from across L.A. County to Coastal Cleanup Education Day on Wednesday, September 18.

Once students hop off their buses that morning, we rotate them through scientific shore exploration, environmentally-focused games, a beach cleanup and a visit to Heal the Bay's Santa Monica Pier Aquarium.

We hope they'll learn to love the ocean as much as we do and strive — just as we do — to protect it every day.

Making the Grade

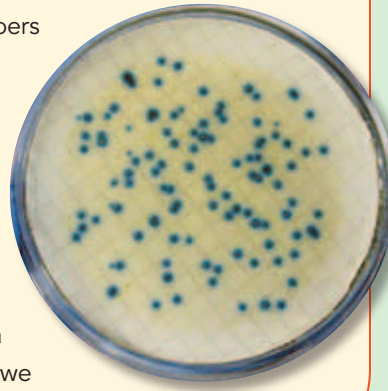
Our Beach Report Card monitors water quality at 650 locations. Here's how we do it.

In a perfect world, no one would get sick from swimming at the beach. And in Southern California we've made great strides to improve beach water quality. Unfortunately, polluted stormwater runoff, improperly maintained septic systems and sewage spills continue to impact many beaches, leaving beachgoers exposed to potential illnesses.

So how do you know which beaches won't make you sick? To help L.A. County beachgoers determine which beaches have the safest water quality, Heal the Bay began grading local

beaches on an A-F scale and publishing them as a free public health tool in 1991. Since the Beach Report Card debuted, we've gradually expanded our water quality analysis to include more than 650 locations all along the West Coast.

Now beachgoers throughout Washington, Oregon and California can access our easy-to-understand water quality grades, which we update weekly at beachreportcard.org



Enterococcus bacteria

Here we answer some commonly asked questions about Heal the Bay's Beach Report Card®

How do you come up with the grades?

More than 20 public agencies in California sample beach water for fecal indicator bacteria (FIB) each week (currently the best method for determining if the water poses a health risk to ocean users). Heal the Bay uses these data to transform complicated microbiology into an easily accessible and understandable format.

Grades are derived from a point system based on state FIB standards for marine waters. Each monitoring location starts with a total of 100 points and points are deducted based on the magnitude and frequency of standard exceedances. Letter grades are then appointed to monitoring locations based on the total number of points. For example, if a water sample does not exceed FIB standards then it will receive an A+ grade.

One of the BRC's main goals is to reduce the potential for adverse health effects associated with contaminated beach water. High bacteria counts are linked to such potential illnesses as stomach flu, ear infections and major skin rashes.

Additionally, with one of the most comprehensive water quality databases in the state, the BRC's unique data tracking features are pivotal in identifying chronically polluted beaches in order to effectively direct change. For example, the BRC identified a chronic problem at Santa Cruz's Cowell Beach. Now with the release of the report, potential pollution sources are currently being investigated.

What do the grades mean?

Beaches are appointed A-F grades based on the level of potential risk associated with recreating in water with elevated bacteria concentrations. Beach water quality can be extremely variable and change from day-to-day or week-to-week, which is why we encourage people to check the Beach Report Card's most recent water quality grades before going into the ocean. Think of it like applying sunscreen, protecting you before you even hit the shores.

How can I stay-up-to-date on my favorite beaches?

To access all BRC-related information and to download the free BRC app, visit beachreportcard.org. Here you can type in the name of the beach you plan to visit and find current and historical grades, beach closure information, rain advisories, summary reports, background information and FAQs.

Meanwhile, the free BRC smartphone app for iPhones and Androids offers an easy and convenient way to check the latest beach grades from virtually anywhere.

Whether you access beachreportcard.org from your desktop computer or your mobile device, we encourage you to share issues, comments, and photos of anything you may see at the beach that could be impacting water quality. The BRC tool is available for you and your family and all of your fellow beachgoers on the West Coast.

THE GOOD, THE BAD AND THE MOST-IMPROVED

Each May, Heal the Bay releases the annual Beach Report Card (BRC), a summary of which beaches made both our Honor Roll and Bummer lists, as well as which beaches are most improved.

Good news! Statewide, summer grades are up from last year's report. Overall, only 14 of the beaches (3%) monitored statewide received D or F grades during summer dry weather, when most beachgoers typically use the ocean.

Here's a sampling from the 2013 report:

AVALON BEACH, CATALINA ISLAND: This year Avalon made its 12th appearance on the Beach Bummer list and its fifth year in the infamous No. 1 position as California's most polluted beach. However, the City of Avalon has made strides towards improving beach water quality including: replacing corroded sewer infrastructure, updating the wastewater treatment plant, and streamlining routine sewer and treatment plant maintenance.



COWELL BEACH, SANTA CRUZ: Cowell Beach made its fourth consecutive appearance on this year's Beach Bummer list, coming in at the No. 2 spot. Researchers recently tracked one contributing source to a faulty toilet. The Santa Cruz City Council has since approved a motion to address this issue and implement additional water quality improvement action items.



ABALONE COVE SHORELINE PARK: This Los Angeles County location made the Beach Report Card's Honor Roll by scoring excellent grades throughout all three time periods. Since 2008, the year the Honor Roll was created, Abalone Cove Shoreline Park has consistently made the list.



SANTA MONICA PIER: This site has been plagued by years of poor water quality despite water quality improvement efforts including a stormwater diversion and an urban runoff treatment facility. However, water quality drastically improved in 2010 after a bird netting device was installed under the pier preventing birds from nesting and contributing to the problem. In the winter of 2013 poor water quality returned; the likely result of holes in the bird netting. Repairs have since been made and we look forward to improved water quality.



Piering Into the Future

The Santa Monica Pier and Aquarium are both getting makeovers this summer.

If only we had a nickel for every time someone said: "I didn't know there was an aquarium at the Pier." But as that doesn't seem to be a viable fundraising strategy, we've taken a new tack. We've just installed new signage for Heal the Bay's Santa Monica Pier Aquarium — brightly colored banners sure to attract attention.

"What better way to celebrate our 10th anniversary year than with a new look," says Heather Doyle, the Aquarium's director. With advice from the Pier's administration and our talented design staff at Heal the Bay, the old 2006 signs were replaced just in time for the busy summer season.

"Inside the Aquarium we are constantly changing out, updating and enhancing our exhibits so the public can come back to see something new each time," Doyle continues.

The Aquarium isn't the only piece of the iconic Pier getting an overhaul. The \$8 million Pier Renewal Project began in April and is expected to take approximately one year to complete. Our Aquarium signage seemed faded and dated after seven years, but the to-be-renovated section of the Pier dates back to the 1920s.

The project began with the installation of a temporary trestle on the south side of the Pier to allow access to the west end while about 365 feet of the existing structure is demolished and replaced. Throughout the entire project, the Pier and all its attractions will remain open. Navigational signage and a regularly updated website (santamonicapier.org/pierrenewal) keep the community and tourists informed.

PIER RENEWAL BY THE NUMBERS:

- ◆ Number of new concrete piles being installed : **76**
- ◆ Removed timber piles: **110**
- ◆ Dimensions of new deck: **360' x 36'**
- ◆ Weight of the crane used to install the trestle: **40 tons**
- ◆ Weight of the crane used to drive the piles: **100 tons**



GOT SHARKS? WE DO.

The Santa Monica Pier Aquarium's swell sharks have been reproducing for several years now — allowing the Aquarium to have a display of swell shark egg casings in various stages of development alongside an exhibit of newborn shark pups.

Meanwhile, the staff waited and watched for the mature horn sharks to follow suit. Two months ago, Operations Manager Jose Bacallao, who's also senior aquarist, arranged to acquire four horn shark eggs from the California Science Center. There was great excitement to exhibit this uniquely shaped egg. (pictured right) While the swell shark eggs, sometimes called "mermaids' purses," are pillow-shaped and transparent enough that the developing shark inside is visible, horn shark eggs are very dark in color and spiral shaped. They look more like an ironworks sculpture than an egg with a living animal growing inside.

A funny thing happened after the acquired horn shark eggs were displayed. The Aquarium's horn sharks began laying eggs. In a clear case of egg envy, (the highly scientific explanation given by the aquaristing staff) one of the female horn sharks laid two eggs. Within days, two more horn shark eggs appeared in the shark exhibit.

With eight eggs in various stages of development — the pups should take anywhere from seven to nine months to develop before they're born — the staff anticipates the arrival of horn shark pups sometime in the next year.

Come see the horn shark eggs and many more ocean animals at our Santa Monica Pier Aquarium, located just below the carousel at 1600 Ocean Front Walk. More information: 310-393-6149 or healthebay.org/smpa



ON TAP THIS SUMMER

We're super stoked about our fizzy new partnership with Golden Road Brewing.

Warmer weather and a cold beer make a refreshing match. As does Heal the Bay's budding partnership with Golden Road Brewing, the Los Angeles-based craft brewery.

Golden Road, which has quickly developed a following among beer connoisseurs, has created and named a special ale for us this summer — Heal the Bay IPA. Thanks to co-founders Tony Yanow and Meg Gill, a portion of proceeds from sales of the IPA will benefit our work. Beer aficionados could find the hoppy, honey-colored India Pale Ale on draft at select local restaurants and in environmentally friendly cans at Whole Foods Markets. (Once summer ends, the IPA will go into hibernation. However, Meg hinted that perhaps Golden Road will rekindle our summer partnership in 2014.)

We had previously partnered for Earth Day at the Santa Monica Pier, our Nothin' But Sand cleanup in Venice and a Manhattan Beach cleanup hosted by South Bay gastro pub Simmzy's. In addition, Golden Road graciously hosted Heal the Bay members in July at their brewery for a tour and free beer!

Meg, who at 27 may be the youngest female brewery owner in the world, stoked the partnership between Heal the Bay and Golden Road. She's a surfer and competitive swimmer, among several other passions. Here she shares her love for beer and the ocean.

HtB: You just moved here from the San Francisco Bay Area, has it taken long for you to adjust?

Meg: [laughs] No! It's always summer in L.A. And it's more casual. Craft beer is new to L.A., and people are enthralled with the idea. The artisan craft lifestyle is attractive to people here. They want a can of craft beer that they can pick up at the supermarket; a product they can endorse because it's made locally in an environmentally and economically responsible way. There's room to grow and it's more exciting to do this sort of work in L.A., where you can make a bigger impact.

Where do you like to surf?

Bay Street, Malibu, or El Porto. When I first got started in the brewing business, I said to myself: "One day I want to own a brewery and go surfing with a beer." This February on my birthday, we made it happen! It's not that easy to do, as it involves one-armed swimming and the waves were crazy that day. But I managed to catch the first wave, stand up, crack the beer and drink it. We even turned it into a marketing video!

Didn't you discover Heal the Bay while surfing?

I did! I was surfing after a storm — which I know now, thanks to Heal the Bay, you're not supposed to do! I was



We toast our partnership with Golden Road's Jesse Houck (aka the Brewmaster), Paige Reilly, Laurel Brooks, co-founder Meg Gill (sporting a Heal the Bay IPA swimsuit) and Maura Tibbs.

horrified by the amount of trash going out into the ocean. I had never seen that before. Afterwards, I came upon a Heal the Bay beach cleanup and I was so touched by the people out cleaning the beach. I had no idea what Heal the Bay was. Then I visited the [Heal the Bay] Santa Monica Pier Aquarium and saw how really cool your organization was. That was how I got involved.

Also thanks to Heal the Bay, I know now that 80% of our trash comes from inland sources, which is why we have to do so much along the L.A. River [which runs right next to the Golden Road Brewing site]. I tell everyone I know about that!

Tell us more about the Heal the Bay IPA...

I really wanted to experiment with a summer-style beer. I wanted something hoppy and bright. When I mentioned the idea to our brewmaster, he said he already knew the recipe to use.

We know how the folks at Golden Road have helped us, but how have we helped you?

I couldn't have imagined a first-year partnership going more smoothly. It's helped us increase our Westside presence. It makes everyone feel good about our brand. In fact, it was the Whole Foods marketing department that advised us to put the Heal the Bay IPA in a can so they could sell it. They promised to match our donation goals and I said: "That's done!"

If your company would like to partner with Heal the Bay, please contact Nina Borin at 310.451.1500 x124, or nborin@healthebay.org. Visit Golden Road Brewing at 5410 West San Fernando Rd, Los Angeles, CA 90039, goldenroad.la



Techies Unite!

Software company cleans up more than hard drives.

Known for helping businesses and individuals protect their computer systems, employees from Symantec's office in Culver City came out as Corporate Healers in June to clean and protect the marine environment at Santa Monica State Beach.

Together they collected 49 pounds of trash, and eight pounds of recyclables. As anyone who's joined one of our Corporate Healer cleanups knows, competition can get a little heated when employees form teams to gather debris. The team known as the Littles was the cleanup champion on this day, collecting 20 pounds of trash!

"We were surprised by how much we found," says Trisha Hailston, who coordinated the effort for Symantec. "Plus, everyone who came had a lot of fun."

In addition, Symantec granted \$495 to Heal the Bay from their Dollars for Doers program, which provides \$15 for every hour their corporate volunteers donate to community projects like cleaning the beach.

Also in spring 40 volunteers from the L.A. Kings Care Foundation, led by Heal the Bay board member Jennifer Regan, gathered 335 pounds of debris from Dockweiler Beach on Earth Day. A month and a half later, more than

80 DirecTV volunteers removed 182 pounds of trash from the same beach!

Want a fun way to engage with your co-workers while spending time outside and cleaning the beach? Find out how at healthebay.org/chbc



Symantec employees on a much cleaner Santa Monica State Beach.

Amgen Restores Habitat

On June 15th, more than 25 Amgen and Heal the Bay volunteers helped restore dune habitat around the Malibu Lagoon. Thanks to the support of the National Fish and Wildlife Foundation, this day of service resulted in the removal of hundreds of non-native plants, including ice plant, clover and mustard. Everyone's hard work removing non-native plants helped create space for native plants, like lupine and beach evening primrose.

The restoration culminated a series of events in partnership with Amgen, including Heal the Bay staff presenting at their Environmental Lunch and Learn and participating in Amgen's Earth Fair. Support from Amgen and National Fish and Wildlife Foundation helps our Stream Team conduct habitat restoration and water quality monitoring throughout the Santa Monica Mountains. Several Amgen employees have also become regular volunteers with our monthly Stream Team programs.

If you are interested in joining us for a monthly restoration event or helping with our water quality monitoring program, please visit our website: www.healthebay.org/get-involved/volunteer/stream-team.



MORE GREEN FOR GREEN

Want to double — or even triple — your support of clean water and healthy beaches? Ask your company if they match your donations or donate money for your volunteer hours. For many workplaces, filling out a simple form is all it takes to make a bigger splash!



A SEASIDE SUCCESS

Held under the stars, our annual gala fulfilled its promise.

Sipping on an artisanal cocktail, winning a life-changing vacation and jamming to the music of Ziggy Marley during a Santa Monica beach sunset — does life get any better? Yes, it does when it goes to benefit clean oceans!

At this year's Bring Back the Beach fundraiser, held on the shore at the Jonathan Club, we honored Heal the Bay's former president Mark Gold, D. Env., Oscar-winning actor and environmental champion Jeremy Irons, and founder of the Inclusive Health movement and philanthropist Dr. Howard Murad.

To our table sponsors, ticket buyers, and auction bidders, new and long-time supporters alike, we are truly grateful.

And there remain a few other "unsung heroes" we'd like to thank:

- Delta Airlines for donating two first class tickets to Maui at the very last minute
- Artisanal distillers, Cinco Vodka, Amethyst Lavender Gin and DonQ Rum as well as Michael Cummings from the A Specialist for ensuring our guests had enough refreshments
- Bucca di Beppo and California Pizza Kitchen for feeding volunteers and staff
- Emily Kelly of Unscene, Inc., for being our behind-the-scenes style maven and all-around go-to gal!

Once again, Heal the Bay Boardmember Barry Gribbon, Jennifer Malone and Homerun Entertainment produced the ultimate fundraiser! Thank you for your support! See you next year...



Top left to right: Boardmember Amy Smart sports Heal the Bay sunglasses; Boardmember and event producer Barry Gribbon walks the Blue Carpet with Acting Executive Director Alix Hobbs; Center, left to right: Boardmembers Sharon Lawrence and Julia Louis-Dreyfus; Bottom left: Boardmember Lisa Boyle (pictured third from right) on the sand with friends; bottom, right: Lisette and Mark Gold share a laugh.

Thank You

Bring Back the Beach

The following list represents gifts from Bring Back the Beach, 2013.

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Honoree Dr. Howard Murad (center) poses backstage at BBB with Heal the Bay's Acting Executive Director Alix Hobbs (left) and Aquarium Operations Manager Jose Bacallao.



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This May, Mark and Debbie Attanasio (pictured) once again championed our cause, by donating \$25,000 to our annual gala for the 25th year in a row. These longtime supporters significantly impact the work we do, from funding pollution cleanups, to raising awareness about how to keep our ocean — and ourselves — healthy. Thank you, Mark and Debbie!

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.

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Jackie Ignon	Chloe Taylor
Charlotte Karan	Elliot Weschsler

To arrange your own Aquadoption, please visit 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:

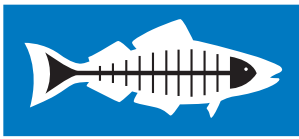
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IN MEMORY OF

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:

Arcadio Cerecer Arellanes Jr.	Meril Graff
Tora Bikson	Joseph Steven Hicks
Jack Chen, MD	Richard O. Samore
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To dedicate a gift, please visit www.healthebay.org/dedicate



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*Bring a friend and join
Coastal Cleanup Day
on September 21.*

9 a.m. - Noon

*Visit healthebay.org/ccd
to find a location near you.*

CURIOUS CONTRAPTIONS

Come see ingenuity in action! We're hosting a Rube Goldberg Machine Contest at the Santa Monica Pier with presenting sponsor Time-Warner Cable's Connect a Million Minds Initiative.

When: November 9

Where: The South Deck of the Santa Monica Pier, above Heal the Bay's Santa Monica Pier Aquarium, 1600 Ocean Front Walk, Santa Monica

More details: healthebay.org/rube

Save the Date

*Opening Night Party
Westedge Design Fair
October 3*

6:30 - 10 p.m.

*Barker Hangar, 3021 Airport Ave.
Santa Monica 90405*

Ticket price: \$85

*Ticket price includes:
Cocktails/hors d'oeuvres
Entrance to all days of the fair
(October 3-6)*

*One-year subscription to
Architectural Digest.*

Proceeds benefit Heal the Bay.

More details: healthebay.org/westedge



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.