

Heal the Bay

spring
2013

the magazine of Heal the Bay • volume 28 number 1 • healthebay.org

currents



Oceans of Gratitude

INSIDE

Super Healers • Marine Rescue 911 • Aquarium 10th Anniversary

currents

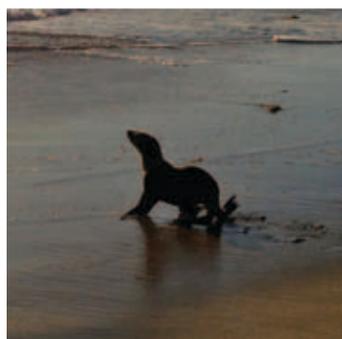
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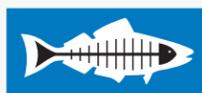
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COVER IMAGES: iSTOCK

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

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Heal the Bay

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SPRING INTO ACTION

Now is the time to take a break and enjoy the outdoors, with Heal the Bay as your muse.



I love the change of seasons. In Southern California the change of seasons is subtle. It's the difference between sunny and sunnier. In other parts of the country it means a wardrobe change and moving the snow shovels to the back of the garage to make easy access to the lawnmower. Out here we increase our sunscreen SPF and buy a new pair of shades. To a beach goer, swimmer or surfer the water temperature gets a little warmer, the winter storm dunes come down and the parking lots fill up with families looking for a day together with packed beach toys and sandwiches sans carpool times, housework and errands.

The incredible weather and access to sand and surf is why we live, work and play here. We love the weather and the outdoors—and we can enjoy it 350 days of the year.

Within the halls of Heal the Bay the change of season comes with a buzz of activity. Preparation for the myriad activities starts with the flood of invitations we receive to attend Earth Day events, as well as planning our own gatherings to excite our members and volunteers. During Earth Month, we'll offer our Nothin' But Sand cleanup at the Santa Monica Pier on April 20. Also that weekend, our Aquarium will be essential to the Earth Day festival on the pier featuring sustainable happenings. Spring is also a fine time to join us in the Malibu Creek State Park for one of our restoration events. Learn more about our work to revitalize this essential part of our ecosystem in Southern California on page 6.

The spring also brings the planning and preparation of

our Bring Back the Beach Annual Awards Gala on May 16. This might be my favorite time of year, even better than the hours spent in my garden awaiting the blooms bursting into flowers and the sages perfuming the air. This year's theme is SPLASH! We felt this action truly embodied our last few months

and our upcoming initiatives. We've been making a splash on so many fronts and so have our incredible honorees: Oscar-winning actor Jeremy Irons, whose documentary "Trashed" is focused on human-made environmental problems; former Heal the Bay president Mark Gold and longtime sup-

Within the halls of Heal the Bay, the change of season comes with a buzz of activities.



porter Dr. Howard Murad, founder of the skin care company Murad, Inc.

In March we celebrated our 10th Anniversary of operating the Santa Monica Pier Aquarium. Don't worry if you missed the cake and ice cream, there is always something new going on inside this educational gem. If you haven't visited in while, please make the trip with your family or on a romantic date, and see our beautified tanks, meet the Pacific Sea Horses and truly celebrate spring. Who knows, you may spot a lingering gray whale off the pier!

With thanks and warm wishes this spring,

— Alix Hobbs, Acting Executive Director

Mixed Greens

STOCK

White Sharks Head to Safety

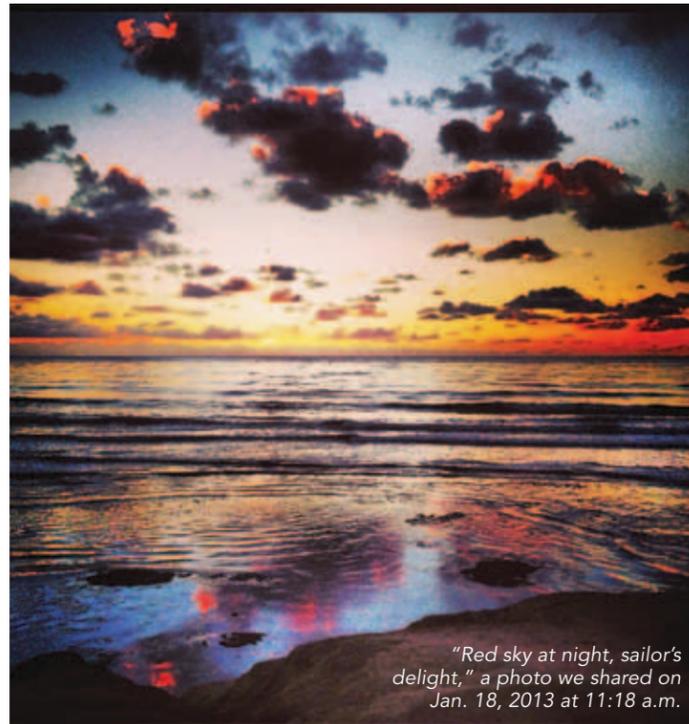


To better understand whether our local white shark population needs protection, the state Fish and Game Commission unanimously advanced the Northeastern Pacific population of white shark to candidacy on February 6 under the California Endangered Species Act. There are fewer than 500 of these majestic apex predators patrolling the California coast, according to some estimates. This means that Department of Fish and Wildlife staff will spend the next year collecting data and assessing whether a threatened or endangered species listing is merited for this species.

Southern California is an important spot for juvenile white sharks, where they are vulnerable to ongoing threats, such as incidental catch, pollution, and other issues along our coast. We don't have a comprehensive sense of how their population is faring, so this effort over the next year will help us get a better sense of their range in the state, and identify any protection that may be needed.

Meanwhile, keep your eyes on the water—you might just be lucky enough to spot one of these elusive elasmobranchs. Recent sightings have taken place off the Manhattan Beach Pier and the Sunset surf break in Pacific Palisades.

CONNECT Want to learn more about these mysterious creatures? Join us for Shark Sundays at our Santa Monica Pier Aquarium, healthebay.org/smpa



"Red sky at night, sailor's delight," a photo we shared on Jan. 18, 2013 at 11:18 a.m.

Talking Pictures

Every picture tells a story. Get your fix of ocean-related imagery and miscellany via our new storytelling tools Instagram and Pinterest. Follow Heal the Bay and our Santa Monica Pier Aquarium to soak up beauty shots like this every day.

Out and About with Heal the Bay

Whether we're relaxing after work, heading to the shore for an early morning surf session or seeking state-of-the-art dive gear, here are some of our favorite spots.

BURGERS

Big Dean's Oceanfront Café, 1615 Ocean Front Walk in Santa Monica. Right across the way from our Santa Monica Pier Aquarium. Tell them José sent you.

BEACH DIVING

Long Point Palos Verdes (a.k.a. "Old Marineland"), 6610 Palos Verdes Dr. South, Palos Verdes

COLD BEACH BEER

Venice Ale House, 2 Rose Avenue, Venice

DIVE SHOP

Eco Dive Center, 4027 Sepulveda Blvd., Culver City; ecodivecenter.com; 1-888-SCUBA LA

BREAKFAST BURRITOS

- **Dogtown Coffee** on the corner of Bay and Main streets in Santa Monica
- **Phanny's** in Redondo Beach, 1021 S. Pacific Coast Hwy.

COFFEE BEFORE (AND AFTER) BEACH WALK

- **Tanner's Coffee**, 200 Culver Blvd., Playa del Rey
- **The Cow's End**, 34 Washington Blvd., Venice

EXPLORING WITH KIDS

Tide pools and sea caves at Leo Carrillo State Beach, 35000 W. Pacific Coast Hwy.

FOR PADDLEBOARDING ADVENTURES

Malibu Surf Shack, 22935 Pacific Coast Hwy., Malibu

OFF-MENU FAVORITE

Burritos at Romero's Rotisserie Chicken on Colorado Ave., right at Ocean by the Santa Monica Pier.



Sea lion pup at Leo Carrillo Beach.

To the Rescue

What to do if you find a marine animal that looks like it's ill or distressed

Spring in Southern California is primetime for marine animals, which relish warming waters and the migratory paths that cross our coastline. With all the activity, it's also the time you're most likely to encounter a stranded or ill animal on the sand or near the shoreline. Here are some tips* and resources if you come across an animal in peril:

🚫 **Don't touch! Do not pick up, pour water on or feed the animal.**

They are wild animals and can bite. They also are easily stressed by humans.

🚫 **Do not return the animal to the water.**

Seals and sea lions temporarily "haul-out" on land to rest. Harbor seal mothers often leave their pups ashore while they're feeding at sea. A beached whale, dolphin, or porpoise should be reported immediately.

🚫 **Give the animal its space.**

Maintain a distance of at least 50 feet. Keep people and dogs away.

🚫 **Call WildRescue's California 24-hour hotline:**

866.WILD.911, or consult our list of rescue and rehabilitation groups in Southern California. When calling, it's important that you be able to identify your location and provide details of the animal and its condition.

* Courtesy of the California Wildlife Center

Resources

California Wildlife Center: Marine mammal rescue from Santa Monica to Ventura; native wildlife rehab

Phone: (310) 458-WILD (9453);

Online: cawildlife.org

International Bird Rescue, marine/shore birds in L.A.

Phone: (310) 514-2573;

Online: bird-rescue.org

Marine Mammal Care, pinniped (fin-footed mammals) rehab in L.A.:

Phone: (310) 548-5677

Online: marinemammalcare.org

Marine Mammal Rescue, from Santa Monica to Orange County:

Phone: 1 (800) 39-WHALE (9-4253);

Online: whalerescueteam.org

Pacific Marine Mammal Center, rescue and rehabilitation for pinnipeds in Orange County

Phone: (949) 494-3050

Online: pacificmmc.org

Our Super Healers

Meet the volunteers who come to our rescue everyday.

Heal the Bay was founded by a group of Angelenos who believed that they could make a difference and improve the health of our local waters. They were all volunteers. Almost 30 years later, we still rely on our volun-

teen base to help us complete our mission.

Each year we honor our most dedicated volunteers, designating them "Super Healers" at our annual party held in February. Meet this year's class.

Cheryl Bricker

Bob Hertz Award

Heal the Bay bestows an award to our volunteers who have given us a lifetime of extraordinary volunteer service.



More than 12 years ago, Cheryl, pictured center, with Alix Hobbs (left) and Programs Director Meredith McCarthy, joined our Speakers Bureau team, and proved to be such a great representative that we started roping her into all kinds of volunteer activities, ranging from beach cleanups, to escorting celebrities at benefit dinners.

"Cheryl brings a real spark to the crew and has been an inspiration to other volunteers and many people in the L.A. community," says acting executive director Alix Hobbs.

Gordon Honda

Jean Howell Award

This award, goes to a volunteer who displays "extraordinary passion and dedication to a safe and healthy Santa Monica Bay."



Since 2001, Gordon, a trained marine biologist, has spent almost 4000 hours helping us set up and clean up, teaching classes, and engaging our visitors as he feeds fish heads to the sea stars in the touch tanks at the Santa Monica Pier Aquarium.

"The Aquarium staff compares Gordon to a Swiss army knife — he is the all-purpose volunteer," says outreach manager Randi Parent.

Nathan Smith and Drew Porter

To help spread the word about clean oceans, we recently partnered with El Segundo-based ad agency Team One. Creative chief Chris Graves, Associate Creative Director Eric Arnold and account executives Drew Porter and Nathan Smith spearheaded several campaigns for us—such as a "fashion spread" in *Los Angeles Magazine* warning about the perils of plastic pollution. Chris, Drew and Nathan are also local surfers, so they truly work to protect what they love.

Says communications director Matt King: "Toiling at a major ad agency is a high-pressure, high-stakes gig. So I'm a bit amazed at how Drew and Nathan remain so down-to-earth and humble."

Michael "Mickey" Kesterson

Michael, fondly known as "Mickey" is the quintessential perfect volunteer, who's helped us educate and inspire thousands of children.

"His warm smile and wry sense of humor make him a favorite with us all," says aquarium educator Nick Fash.

Steve Cancian

As we develop our WAYS park project in South L.A., we've come to rely upon landscape architect Steve Cancian, who's donated so much of his time and expertise to building this project for the greatest benefit to the community.

Says urban programs coordinator Stephen Mejia: "Steve is a great advocate for community building, and able to make people feel welcome in English and fluent Spanish."

Vicki Pasek

Vicki has a true gift for making students as well as adults feel welcomed and inspired.

"Vicki is a very committed and devoted volunteer. We always know we can count on her with the appropriate smile and matching attitude," says Amanda Jones, aquarium education specialist.

REI

REI has been a strong corporate partner with Heal the Bay for more than a decade. The outdoor retailer has supported our environmental science education program Key to the Sea, as well as our Stream Team program. Last year staff stepped up their efforts tremendously, generously boosting their support for our volunteer and outreach programs.

Says education director Tara Treiber: "Through their incredible support, we've been able to engage thousands of volunteers and continue to spread the reach of our programs."



Jim Cragg

As the founder of Green Vets LA, Jim provides veterans who are patients at the West LA VA hospital a vocational therapy program sewing and assembling cloth reusable shopping bags.

Recently, Jim and the Green Vets LA team have supported bans on single-use plastic bags at public hearings across Los Angeles and in Sacramento.

"Jim's work with Green Vets LA is a great example of how protecting the environment and creating jobs go hand-in-hand," says HtB policy analyst Kathryn Benz.

Douglas Wiita

A fourth-generation Californian, Doug Wiita sought volunteer work that would get him outdoors when he found our MPA Watch program.

In his first year of volunteering in 2012, Doug completed the most MPA Watch surveys along the beaches and bluffs in Malibu and Palos Verdes of all volunteers!

Dana Murray, who manages Heal the Bay's MPA Watch program, is happy to honor Doug because "he is a consistent, dedicated, and passionate volunteer and a true local ocean steward."



Brian Peña

Brian is a problem-solver innovative and a delight to be around. Since joining the Aquarist team in 2011, he's been loved by all who work with him and is respected by staff, fellow volunteers and the Aquarist interns he's mentored.

"You can always depend on Brian to get anything done and done right! Nothing is impossible for Brian," says Jose Bacallao, the Aquarium's operations manager.

Yvonne Brockwell and Madeleine Cray

Yvonne and Madeleine are a mother-daughter team, dedicated to environmental work in the Santa Monica Mountains. Not only do they volunteer with our Stream Team, they are also part of our MPA Watch program, logging more than 230 hours volunteering.

Says HtB watershed scientist Katherine Pease: "Yvonne and Madeleine are always willing and excited to spend the first Sunday of the month getting up early, exploring our local streams, putting on waders to take water samples and measurements, and analyzing the samples in the lab."



Dulce Stein

Dulce first came to Heal the Bay because she wanted to create a mural with an environmental message in her community. Then we enlisted her to join the Speakers Bureau team and she began doing presentations on behalf of us to people in her community and beyond. Her love for this planet is so contagious that she always manages to get others involved, including

any of her four kids!

"Dulce is an environmental warrior," says Speakers Bureau Manager Melissa Aguayo Amberg. "She loves engaging her community and empowering people."

Joady Gorelick

Without Joady's engaging sense of humor, keen eye for detail and forward-thinking problem-solving, our cleanups, would not run as smoothly. It is her reliability that allows the team to carry out these events month after month.

"Joady is always in charge when she's working a cleanup, not just because she knows what to do, but because she likes things done right — the first time," says Eveline Bravo, cleanup programs manager.

Samuel Culbert

As a UCLA Management professor, Sam is known for his straight talk, in the classroom and our boardroom. Sam has loyally served Heal the Bay since 1995, when he was officially elected to the Board of Directors. In addition, he joined our Aquarium Advisory Board at the get-go, 10 years ago.

"A tireless cheerleader for the Aquarium, as well as a valued sounding board over the years we've all grown to consider Sam as a friend and trusted advisor," says acting executive director Alix Hobbs.

Lili Jordan

In addition to campus improvements at Compton High School, such as an outdoor classroom, teacher Lili Jordan has teamed up with us to take the school and surrounding community beyond just recycling efforts. Without Lili, our Creek 101 education program would never have left the ground.

Says Heal the Bay's Secondary Education Coordinator Eddie Murphy: "Lili works tirelessly to give students the exposure, education and support they crave in order to improve the world they live in."

Discover all the ways to make a difference with Heal the Bay at healthebay.org/volunteer

Our Watershed Moment

After a dozen years of assessing the Malibu Creek Watershed ecosystem, we highlight the challenges we need to confront before it's too late.

Cool clear water cascades softly above glistening rocks, as a California newt munches on some caddisfly larvae. Brilliant Humboldt lilies peek over the earthen creek bank, where a California chorus frog hopes to catch an unsuspecting eight-legged meal. Hard to believe that just a short distance downstream, we are confronted with the effects of man-made barriers and pollution as well as non-native plants and animals.

One of the last spots in the Los Angeles urban area that's relatively undeveloped remains the Malibu Creek Watershed in the Santa Monica Mountains. But the area also offers up a clear picture of the harm humans are causing this fragile ecosystem — as well as ways to safeguard it from future degradation.

For 12 years Heal the Bay's Stream Team collected data to assess the health of this watershed, which is the second largest draining to the Santa Monica Bay in Malibu, where polluted water can harm humans and marine life. Now it's time to share our first comprehensive assessment, detailed in our report: *Malibu Creek Watershed: An Ecosystem on the Brink*.

More than 75% of this area remains undeveloped and in a mostly natural state. We have an unprecedented opportunity to protect and improve the remaining natural resources for the benefit of countless marine, animal and plants, as well as for swimmers, surfers and hikers

The report was researched and written by numerous Heal the Bay staff members, who assessed the habitat,



water quality, as well as the flora and fauna of the Malibu Creek Watershed. Despite minimal development in the watershed, we find evidence of degradation and make recommendations that will reverse this deterioration. You can download and read the full report on our website at: www.healthebay.org/watershed.

We found three key problems to which we offer three solutions.

PROBLEM #1: Hardened Streambanks



Channelized (i.e., straightened and widened) streams and armored banks, lined with concrete or riprap (rocks for stabilization). Surveying 68 miles, we found 21 miles of streambank that were modified or hardened.

The effect: Streambanks are armored for stabilization but the effect typically causes further erosion downstream of the hardening. Erosion results in the loss of riparian habitat and an increase in fine sediments in the stream, negatively impacting in-stream habitat for aquatic life, such as the endangered southern steelhead trout.

The solution: Adopt Stream Protection Ordinances in Los Angeles County and cities in the watershed that prohibit new streambank armoring. Encourage the Coastal Commission to adopt a policy prioritizing bioengineered solutions (i.e., vegetation) for streambank stabilization.

PROBLEM #2: Polluted Waterways

Streams are polluted and don't meet current water quality standards. In the Malibu Creek Watershed, 14 different streams, lakes, and beaches are listed as impaired for over 20 different pollutants under the Clean Water Act, such as nutrients, bacteria, trash, and invasive species. Local pollution sources include stormwater runoff, septic systems, the Tapia Reclamation facility as well as runoff from vineyards and equestrian estates. Levels of nutrients and bacteria frequently exceed water quality standards; at some sites, fecal indicator bacteria, *E. coli* and *Enterococcus*, are over the limit 100% of the time.

The Effect: An impaired waterbody can't support beneficial uses, such as swimming, aquatic life habitat, and water supply. The health of a watershed affects the well-being of humans. Excess bacterial pollution can cause stomach flu and various infections not only in the watershed itself, but also downstream at public beaches. Poor water quality can also harm industries, such as tourism, which depend on clean beaches and clean water to attract visitors.

The Solution: Reduce nutrient and bacteria levels to background levels. In order to do this, we recommend



several steps, such as to adopt and implement low impact development ordinances by municipalities in the watershed; and reducing sediment, nutrient, and bacteria runoff from agricultural use in the watershed. We also recommend increasing water storage at

Tapia Water Reclamation Facility for more water reuse, and further study to identify and remediate discreet pollution sources.

The Regional Water Quality Control Board needs to implement and enforce Total Maximum Daily Loads (TMDLs) to regulate the amount of pollutants this waterbody can receive and still meet water quality standards set by the Clean Water Act.

For example, if current TMDLs were being met, we wouldn't have to worry about human health impacts of high bacteria counts in Malibu Creek Rock Pool, a popular swimming area.

PROBLEM #3: Invasive Animals and Plants

Invasive aquatic animals and plants are widespread throughout the Malibu Creek Watershed. The Stream Team found that 26% of the 68 total stream miles mapped in the watershed are impacted by invasive vegetation, i.e. "weeds," which strangle natural habitat. The five most common invasive plants species are periwinkle (*Vinca*), spurge, fennel, giant reed (*Arundo donax*), and eucalyptus trees. Invasive aquatic animals, such as the New Zealand mudsnail, bullfrogs, red swamp crayfish, and mosquitofish are also found in many streams in the watershed.

The Effect: Invasive species have negative impacts on native species through competition, displacement, and predation. Amphibian populations in the Santa Monica Mountains are heavily impacted by predation (at the egg and larvae stages particularly) from non-

native red swamp crayfish, bullfrogs, and non-native fish. Invasive species can also alter the natural ecosystem, changing the natural fire regime or availability of water. The giant reed, grows along streams and spreads very easily, crowding out native species, offering little benefit as food or habitat, and is highly adapted to fires.

The Solution: Educate watershed visitors about how to minimize the spread of the invasive species. For example, cleaning your boots or freezing them overnight after visiting a stream. Encourage use of native plants when gardening and education about what to do with unwanted aquatic pets.



What You Can Do

- Volunteer for Heal the Bay's Stream Team — Our next training is in May. Learn how to sample water quality in our local streams, visit healthebay.org/volunteer.
- Pull weeds and plant native species along riparian areas with Heal the Bay and Mountains Restoration Trust, consult healthebay.org/events.
- Volunteer to remove invasive crayfish from Malibu Creek with Mountains Restoration Trust, Sierra Pacific Fly Fishers, and Santa Monica Bay Restoration Commission. Sign up through mountainstrust.org

Discover Heal the Bay's Three Hidden Gems in Malibu at healthebay.org/watershed

Fish Fete

The Santa Monica Pier Aquarium celebrates 10 years of magic and mystery and marine science.

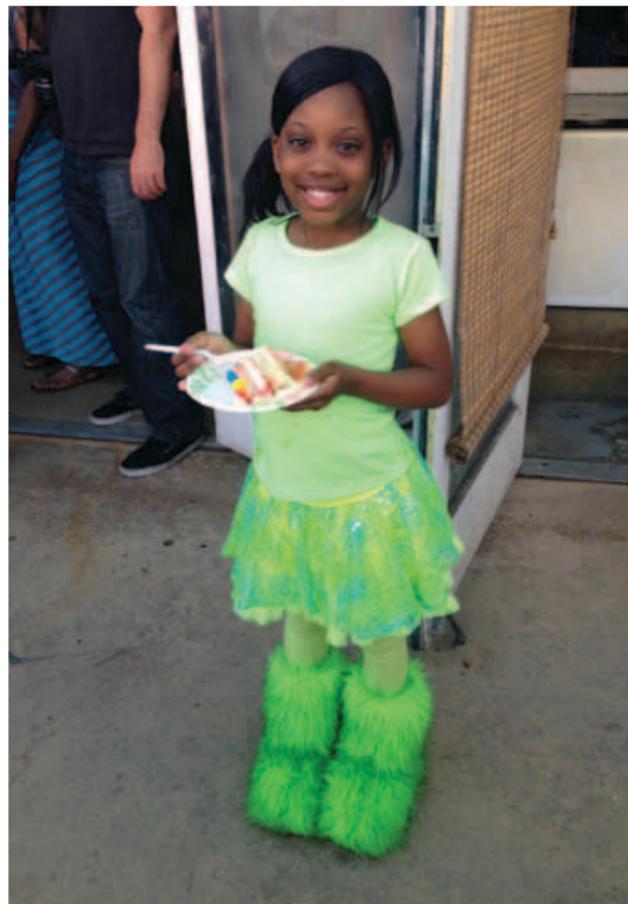
A decade ago, UCLA handed Heal the Bay the keys to its Ocean Discovery Center, along with scores of fish, invertebrates and other marine life, along with four “holdover” staff members. The marine science education facility continued to run its field trip programs without interruption throughout the transition as it became Heal the Bay’s Santa Monica Pier Aquarium.

More than half a million visitors later, the Aquarium continues to evolve, introducing new exhibits, new animals and constantly flushing out new spaces for exhibitory and education within the confines of our 4,800-square-foot home.

To further educate the 75,000-80,000 annual visitors to the Aquarium about the importance of water, this year we will begin to overhaul the Green Room, named after Heal the Bay’s founding president Dorothy Green, with a new exhibit in her honor. The education room will include interactive, bilingual exhibits on watershed education and the urban water cycle, as well as a space dedicated to Dorothy’s accomplishments and inspirational vision.

So now, we celebrate! The Aquarium is a unique place to truly experience the Bay, to see the local animals that live beneath the sea and understand how we impact this mysterious, enchanting eco-system.

The 10-year theme anniversary will run throughout the year. Sorry if you missed the cake and ice cream during the official birthday month of March, but visit soon — the festivities continue.



More than 650 well-wishers joined us for cake and ice cream over the March 1st weekend.

Tanks for the Memories

“I am so proud to be an Aquarist and all that entails — especially smelling like fish for most of the day! I have been able to share my love for the ocean with the public and have been able to make an impact on future generations and how they view the animals and the ocean.”

— Vicki Caro, aquarist intern, long-time volunteer (2009-present)

“I have nine years of memories—from the first time I sat down on the classroom carpet to teach Scientist Senses to kindergarteners to the last time I offered advice about aquarium exhibitory—that I hold close and will continue to cherish. It took a community to create that aquarium and I am proud and honored to know I was a part of that.”

— Vicki Wawerchak, Aquarium Director, 2005-2012

“The Santa Monica Pier Aquarium was my first full time job out of college and was an absolute blast. I gained a great appreciation for volunteerism and was blessed with the opportunity to work with hundreds of dedicated volunteers and staff. I have only fond memories to share about my time spent at the little gem under the pier.”

—Scott Buhl, Volunteer and Public Programs Coordinator, 2006-2009



“This photo represents my love for the Aquarium! Working at SMPA was always one of the highlights of my week, not only because of the wonderful people there, but also because I loved food prep — chopping up all that squid, shrimp and capelin was pretty therapeutic!”

— Alice Hwang, aquarist intern, 2006



Heal the Bay's Aquarium staff

Cheers to You!

The Aquarium staff is grateful for our community partners who created marine-themed specials and/or donated a percentage of March sales to celebrate our 10-year anniversary. Cheers to the following local businesses:

- The Basement Tavern
- Beachy Cream
- The Hungry Cat Santa Monica
- The Lobster
- Locando del Lago
- Mariasol Restaurant
- Rusty's Surf Ranch

SUMMERTIME'S EASY

Wondering what to do with the kids as the days lengthen? Our Santa Monica Pier Aquarium can keep you all happily busy with a variety of programs:



- Science Adventures Camp: A fun, safe and exciting way for kids in Kindergarten through 3rd grade to learn marine science. Campers will have exclusive use of our Aquarium’s marine education center located just steps from the Pacific shore. Lessons, labs and games – with plenty of interaction with live animals – will focus on local species and how they connect to the global ocean. Register online at: healthebay.org/camp or call 310-393-6149, ext. 106
- Summer field trips for grades pre-K through 12th grade offer hands-on marine science education. Call 310-393-6149, ext. 105 for more information.
- Planning a beach day? Drop in the Aquarium Tuesday through Friday from 2 to 6 p.m. during public hours. Help feed the sea stars on Tuesday or Friday afternoons. Weekends the Aquarium is open from 12:30 to 6 p.m.; Saturdays at 3:30 p.m. stop by for storytime; and Sundays at 3:30 p.m. is dinner time for our sharks.
- Don’t miss our Ocean Appreciation weekend, July 27-28, an annual festival loaded with fun activities and presentations for all ages that pay tribute to the ocean and its role in our lives.

Season's Meetings

Join Heal the Bay for a number of fun outdoor events and help protect what you love.



Bring Back the Beach, May 16

Please join us for our annual fundraising gala "Bring Back the Beach" on May 16, 2013, at the Jonathan Beach Club in Santa Monica. The event always sells out, so get your tickets early for your chance to mingle shoreside with politicians, A-list celebrities and eco-leaders from all over Southern California. This year we honor fellow ocean supporters Academy Award –winner and U.N. Goodwill Ambassador Jeremy Irons, former Heal the Bay president Mark Gold, and philanthropist Dr. Howard Murad, skin-care expert and founder of Murad, Inc.

Details: Thursday, May 16, 5–11 p.m. at the Jonathan Club in Santa Monica. Individual and table sales available at healthebay.org/bbb

Santa Monica Pier Paddleboard Race and Ocean Festival, June 8

Registration opens on April 15 for the annual **Santa Monica Pier Paddleboard Race and Ocean Festival** on June 8. Ocean swim, SUP & paddleboard races and dory competitions will be featured, as well as exhibitions, live music, hula dancers, board and gear expo and a beer garden. Fun for the entire family! Heal the Bay will receive a portion of net proceeds from the event.

Details: Saturday, June 8, 8:30 a.m.-3 p.m. at the Santa Monica Pier.

Santa Monica Classic 5K/10K Race, May 19



Run a beautiful point-to-point course on May 19 that highlights Santa Monica, from Main Street to San Vicente to Ocean Avenue, and benefits Heal the Bay in part. This 5K/10K race is an easy out and back course that ends at the Santa Monica Pier.

Details: Race Day, Sunday, May 19; 5K begins at 7:30 a.m., 10K at 8 a.m. Starting location: 2600 Barnard Way. For more information and to register visit santamonicaclassic.com

Earth Day Cleanup and Festival, April 20

On April 20 we'll host our monthly **Nothin' But Sand** cleanup at Santa Monica Pier. Don't forget to bring your bucket and gloves to help make this a Zero Waste event. Your reward? Aside from a clean beach that day, you'll receive free admission to our Santa Monica Pier Aquarium (open 11 a.m. – 5 p.m.), which will be a hub of Earth Day activities for kids and grownups. Learn how to be more sustainable in your everyday life at Blue Green: An Expo of Eco-Innovation at the Pier, where you can sip eco-friendly, locally brewed ale at Rusty's Surf Ranch, swap your favorite seeds and gently used items and become a sustainable fishing expert.

Details: Nothin' But Sand, April 20, 10 a.m.-Noon. On the north side of the pier (Look for the Heal the Bay tents and flags to register)

Earth Day Festival, April 20, 11 a.m. – 6 p.m. Santa Monica Pier and Aquarium.

View more Earth Day events and updates at healthebay.org/earth-day.



Great Development

Our new fundraising team discusses the importance of supporters like you.

To achieve our mission, Heal the Bay relies on the financial support of thousands of residents like you who care deeply about the health of our local beaches and oceans. So when it comes to fighting for clean water and thriving shorelines, our development team plays as important a role as our policy advocates or education department.

So we wanted to share the good news that two development experts

with great professional pedigrees have joined Heal the Bay to carry on the good fight: **Spencer Campbell**, our Development Manager for Major Gifts, and **Danielle Portnoy**, our new Advancement Director. While they hail from different areas—Spencer's a local product, while Danielle grew up on the East Coast—both share a passion for our mission to keep our local waters healthy.

Before joining Heal the Bay, Spencer spent six years in the development department at the Santa Monica office of the Natural Resources Defense Council, while Danielle managed fundraising at the American Cancer Society as a Regional Director for Relay For Life. Combined they bring a dozen years of experience to our organization.

What was your first impression of Heal the Bay?

Spencer: You walk into the office and you immediately know everyone is here for the same mission. And they're open and willing to help you achieve your goals, your work, whatever you're doing, there's a sense of support.

Danielle: It is a great team. Plus people bring their dogs to the office and even the dogs are friendly. They brighten my day!

Any surprises?

Danielle: For me it was discovering how large the scope is of what Heal the Bay does. Most people aren't aware of how deeply involved we are in science and policy.

Spencer: Or that we're involved in inland communities such as Compton. The Speakers Bureau program [Heal the Bay's volunteer outreach team that reaches 55,000 people each year] is highly respected throughout Los Angeles.



Meet the two new members of our Development team: Spencer Campbell and Danielle Portnoy.

Can you share some of the challenges you see on Heal the Bay's horizon?

Danielle: When people find out that I work at Heal the Bay, the first thing they ask is: "Can I help with a cleanup?" People want to be involved, which is great. But that also signals an opportunity for us because we are about more than cleanups, and we need to bring people to the next level of involvement.

Spencer: I see our challenge as identifying our issues, whether it's what

we're doing along the L.A. River and the communities that border it, or climate change mitigation. What will Heal the Bay's role be in what our coast looks like?

How do you define the role of a Heal the Bay supporter?

Danielle: As an organization founded by a concerned citizen who saw a problem, and realized that local residents had to stand up and do something about it, our supporters remain our lifeblood. All our work is funded by the donations of people who recognize that our coastline is precious, and trust us to do something to keep it clean and healthy. We are dependent on our membership to stand up and fight with us, whether that's through a financial contribution or side-by-side at a beach cleanup or city council meeting. Every action takes us closer to a watershed that can be enjoyed all year long.

Why did you want to be part of Heal the Bay?

Danielle: One of my first jobs out of college was advocating for clean water, so it's been something I've cared about for a long time. Now I'm part of an organization that's going to shape the way L.A. approaches important issues like climate change, which is probably one of the most important issues of our generation.

Spencer: I've had my eye on Heal the Bay since the late 1990s. I enjoy being part of that spirit of activism that stemmed from the early environmental movement in the '60s. Heal the Bay is still concerned about what goes on in our community, making sure we have healthy communities to live in. I feel fortunate to be part of that culture.

Also, while we're a regional group, if you can get things right in L.A., then you get things right in California, and then you can get things right nationwide. Los Angeles is a sustainability hotspot.

Thank You

Bay Champions

The following list represents gifts from November 1, 2012 through January 31, 2013.

\$50,000+

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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.

| | |
|---|---|
| Elyza Bleau & Kevin Buck Capistrano Connections Academy Richard Cooperman Nancy, Nicole, Jacquie, & Michael Cozzi Hunter Esposito-Doi Grace Gerosa Nicole Gerosa Dylan Gribbon Larry Heineman Farran Horowitz Natasha Horowitz Won-Bhin Karaolis Bill Lacey Max & Henry Langer Charlotte & Sofia Lauter Paul Makowicki Vivian McVeigh | Eva & Miles Millstein Buddha & Ainsley Minker Oak Street Elementary School Second Graders of Room 26 Margaret Papaian Alexandra Powell Sheldon & Gabriel Rosenthal Chris Sanborn Jack & Patti Schwellenbach Wyatt Seal Dylan Seidel Eva Sigismondi Bunny Snyder Jonathan Straub Adam Teel Jessica Uslan Cristina Warfield |
|---|---|

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:

| | |
|--|---|
| Brent Barry Tanner Bauer Andy Bender Ron & Barbara Boyd Stacy Burgum Mike & Kristin Chang Tom & Jenny Everhart Reese & Owen Fishman Victor P. Fresco Holiday Friends Friends of Gattsound Mariah Hedrick Luciana Kun Iorillo | Adam Lahavi Kenny Landy Stokely Leman Julia Louis-Dreyfus Jason Mercer Edie Murphy Mark E Pollack Cathy Quain Tim Redman Paula Shuman Rod Stephens Heather White-Laird |
|--|---|

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:

David Kagan
Jackie Prindle
Frank S. Young

To dedicate a gift, please visit www.healthebay.org/dedicate



Accounting Themselves Well

Ernst & Young families pick up trash, forge a bond at Corporate Healer beach cleanup.

There's got to be more to a kid's life than soccer practice, homework and video games. Heal the Bay cleanups are the perfect solution for parents seeking ways to spend time with their offspring while encouraging them to make a difference.

That's why the Greater Los Angeles Working Parents Network at Ernst & Young hosted a cleanup with us in November at the Santa Monica Pier, with 45 volunteers removing 23 pounds of trash.

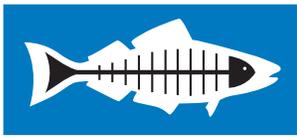
"It was a great day," said Ernst & Young's Lee Kittay, who volunteered with her

12-year-old daughter. "I had a chance to clean up my community, get to know a few co-workers AND spend some one-on-one time with my daughter."

Afterwards the group visited our Santa Monica Pier Aquarium to get a hands-on view of how its cleanup helped protect the ocean and the animals that call it home.

The financial services firm will also sponsor our upcoming Bring Back the Beach gala on May 16.

Find out more about cleaning up your favorite beach at healthebay.org/cleanups



Heal the Bay

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BRING BACK THE BEACH

May 16, 2013 at 5 p.m. at the
Jonathan Beach Club in Santa Monica
Honoring Dr. Mark Gold, Jeremy Irons,
Dr. Howard Murad

Reserve Your Tickets to the Ultimate
Beach Party before they sell out!
healthebay.org/bbb

JUST THE RIGHT AMOUNT OF SCIENCE FOR A SUMMER DAY

Enroll your K-3rd graders at our camp!
Heal the Bay members: \$300 per week;
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Register at healthebay.org/camp

After care from 2-5 p.m. available for
an additional charge

Registration is on a first-come,
first-served basis and is limited. For
questions, please contact Amanda Jones
at 310.393.6149 x106.

Celebrate the Earth with
Heal the Bay

April 20 Nothin' But Sand
Cleanup @ Santa Monica Pier
10 a.m.-Noon

April 20 Earth Day Festival at
the Santa Monica Pier and
Aquarium (1600 Oceanfront
Walk) 11 a.m. - 6 p.m.

May 5 Big Sunday Cleanup at
Compton Creek

Find more details at
healthebay.org/earthmonth

