



SPRING 2005

## OSO PROGRAM EARNS HIGH RATING

Recently, O'Neill Sea Odyssey contracted with Applied Survey Research (ASR) to provide an analysis of our teacher and parent evaluations for the 2003/2004 season. Applied Survey Research, based in Watsonville, is a nonprofit social research firm that is dedicated to conducting and using community-based research to help people build better communities. ASR provided us with an analysis of our program evaluations and aided us in redesigning our evaluations in order to provide more insight into our program. Our evaluation analysis showed that OSO had the best year yet! Our evaluations allow teachers and parent chaperones to score our stations from 1 (low) to 4 (high). Our overall score for the 2003/2004 season was 3.99 from group leaders and 3.94 from parent chaperones. These scores are an improvement from our already high scores of 3.97 and 3.92, respectively, from the previous year. After working with ASR, OSO has changed our evaluations to allow group leaders to give more input regarding the program structure and preparation materials. The feedback we receive will help us to modify our curriculum or web site materials as needed to better aid teachers in reaching National and State Educational standards. OSO is also in the process of developing a survey to help us gauge the students understanding of our curriculum. Thanks to all the folks at ASR for their input and hard work in generating this year's evaluation report and helping OSO reach our goal of continued excellence in environmental education. To view the 2003/2004 evaluation report and program data please visit our web site: [www.oneillseaodyssey.org](http://www.oneillseaodyssey.org)

## WATSONVILLE'S STRUVE SLOUGH IS A CRADLE FOR MONTEREY BAY

On January 25, Watsonville Mayor Ana Ventura Phares presented OSO with a certificate of recognition for its seven years of service to Watsonville youth. On March 11, 41 youth from Watsonville's Amesti School showed the local news media how replanting portions of the City's slough system will help protect Monterey Bay.

The Nature Restoration Trust, a partnership between Pacific Gas and Electric Co. and the nonprofit National Fish and Wildlife Foundation, donated more than \$11,000 in January to O'Neill Sea Odyssey to create a partnership with Watsonville Wetlands Watch for its efforts and Amesti School's ongoing restoration work at Struve Slough. Bob Culbertson, board president of nonprofit wetlands preservation organization Watsonville Wetlands Watch, said a Whale Tail grant from the Coastal Commission two years ago allowed the group to begin a partnership with Amesti for native plant restoration.

When he realized that the Nature Restoration Trust would fund work already under way and let kids combine it with a larger look at marine life aboard the boat, Culbertson said it was a "win-win-win" situation. Fifth-grade teacher Betty Aoytes brought her class to the slough for the second time Friday, and they will also head out on the boat on May 27.

Children look forward to the slough trip for days and especially love participating in plantings and finding uncommon birds with binoculars, she said. She has students  
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PHOTO NIKKI BROOKS

## GUESS WHAT! THE IMPACTS ON OUR COASTAL AREAS ARE INCREASING

*By Jack O'Neill, Chair, O'Neill Sea Odyssey & Bridget O'Neill, O'Neill Sea Odyssey Co-Chair*

California Governor Arnold Schwarzenegger recently endorsed a blueprint for action aimed at protecting California's sensitive ocean habitats, coastal areas, and improving our ability to monitor our ocean resources and to educate future generations to their value.

More to the point, people most likely unfamiliar with the need for environmental protection will swell our State's population in the coming years. Studies have indicated that low-income populations are the least likely to be touched by environmental education.

We believe that our hands-on, science and environmental awareness learning program will target low-income youth in order to develop a constituency for ocean and watershed protection for California's future. Low to moderate income youth, especially in the inland areas of California, are not well served by environmental education programs focused on ocean protection, watersheds, and marine science.

Community surveys, including a study conducted by Joint Venture/Silicon Valley in 1999, and by the Community Assessment Project for Santa Cruz County in 2000, find that low-income youth, and youth of color, are less likely to be encouraged to become involved in their communities: to volunteer, vote, or to engage in environmental practices such as recycling, and appropriate disposal of motor oil.

The City of San Jose recently surveyed low-income youth in an effort to assess community needs. Only 30% of youth said they experience a caring neighborhood, only 24% have access to positive role models, and only 15% felt valued by their community. Yet, 69% act on their convictions and stand up for their beliefs. O'Neill Sea Odyssey has targeted these kids for education, leadership and empowerment. We look forward to serving California's youth, and their communities, for generations to come.

## SAN JOSE COUNCILMEMBER KEN YEAGER BRINGS OSO TO LOCAL CLASSROOMS



San Jose City Councilmember Ken Yeager, pictured left, who represents San Jose's District 6, has provided funding for O'Neill Sea Odyssey to provide its free marine science and ecology program to three classes in District 6. The funds come as a result of an agreement between HP Pavilion at San Jose and the City. This funding is in addition to funding provided by the San Jose City Council and the Healthy Neighborhood Venture Fund, and from the San Jose After School Program. When combining these funds with other contributions to OSO, three more classes from District 6 will be served thanks to Councilmember Yeager.

**WATSONVILLE'S STRUVE SLOUGH** *(CONTINUED FROM FRONT PAGE)*...write essays and create art projects after visits. Laura Kummerer, restoration coordinator for Watsonville Wetlands Watch, has helped student's plant five different species of plants, including wild roses, asters and different grasses. "She's also really helping them understand that whatever they put in their drains ends up here," Aboytes said of Kummerer. At the water station, pink-cheeked students had to be told several times to stop investigating the water they collected. "I see all kinds of things moving in there," Angel Garcia said excitedly. Clarissa Infante proudly showed her essay, which explained "it was cool to see all the birds."

OSO Chair and Founder Jack O'Neill was gratified by the children's enthusiasm, both on the bay and at the slough. "It completes a cycle, getting the kids out on the boat," he said. "The kids get so excited, they really get a lot out of it. It's very satisfying." O'Neill's move from surfing to local conservation was a natural progression, he said. "Kids have taken over the surfing business," he said. "We've gotten so much from the ocean. When you have a bad day, and you hit the waves, it makes it all better. We wanted to help keep our waters clean; we're demonstrating that here."

National Fish and Wildlife Foundation Southwest Region Director Claire Thorp also visited the Struve Slough for the first time. "You're really bringing up the next generation of stewards," she said. "It's such a dynamite project. To get them to understand the concept of watershed is just fabulous."

Patrick Orozco, a member of the Pajaro Valley Ohlone Indian Council, began the visit with a welcome ceremony, highlighting regional history. "This is (the Creator's) land; it doesn't belong to any one person," he told students. "It's your job to protect it." (Portions of this article were excerpted from a March 13, 2005 article by Amanda Schoenberg of the Register-Pajaronian newspaper, with permission).

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## OSO BUILDING LEADERSHIP TEAM

When O'Neill Sea Odyssey and its tenants occupied the renovated upstairs portion of the OSO Building on August 1, 2004, over \$1 million had been secured for the Education Center remodel. A group of dedicated volunteers has been working to raise the remaining share of the Education Center renovation cost, and it has also been working to raise funds for the program's costs. The Leadership Team includes Jim Thoits, Bridget O'Neill, Tonee Picard, Tim O'Neill, Susan Darch, Stephanie Harlan, Dan Haifley, and Rob Bremner. We anticipate finishing our effort by late 2005. Also, State Senator Joe Simitian and Assemblymember John Laird worked with the California Coastal Conservancy for securing an additional \$37,500 for the Education Center from the California Coastal Conservancy. As of March 15, 2005, significant capital gifts for the Education Center remodel have been received from Wildlife Conservation Board for \$472,000, Jack O'Neill/Harry Hind for \$250,000, Coastal Conservancy for \$187,500, The David and Lucile Packard Foundation for \$100,000, Stephen J. Luczo for \$25,000, Robert Stephens and Julie Packard for \$20,000, Charles A. Walton and Ann K. Walton for \$10,000, Jim and Debbie Thoits for \$10,000, West Marine for \$2,000, Merrill and Lee Newman for \$1,000, and Russ Rolfe, Sr. for \$1,000. If you'd like to help, please contact Dan Haifley at (831) 465-9390.



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[www.oneillseaodyssey.org](http://www.oneillseaodyssey.org)  
or to purchase by phone call 831-475-1561.

## HANDS-ON LEARNING BRINGS SCIENCE TO LIFE - *By Laura Barnes, Education Coord., O'Neill Sea Odyssey*

The soft sea otter fur, the roughness of the main halyard, the salty taste of the kelp and the weight of a real compass in their hands. These are some of the sensations that the average O'Neill Sea Odyssey student experiences during a three-hour field trip with our program. Hands-on-learning is one of the best ways to bring science into the world of a child. Allowing the kids to touch, taste, smell, hear and experiment makes an indelible impression on our students.

When teaching the students our instructors must always keep in mind that many of the students that visit O'Neill Sea Odyssey have never been on a boat before. We often have students that come from San Jose, Watsonville and Salinas that have only limited experience with the beach. Some have come to the Santa Cruz Beach Boardwalk with their families once or twice, but often that makes up their whole experience of the ocean. The three-hour program that O'Neill Sea Odyssey provides for free is a perfect introduction to the marine environment. The students can be immersed in the sensations of the marine environment, but by the time their heads are packed with information, its time to go and talk over their experiences on the bus ride home.



After having taught at O'Neill Sea Odyssey for six years, it's clear that the more the students are actively involved in the program, the more information they remember. OSO instructors do their best to get all the kids involved in the program. In the Marine Biology station the instructor will have several volunteers from each group lower the plankton net into the water (pictured left). Another volunteer will get the collection jar ready for the sample and another student will be recording everything on the data sheet for the instructor. When the time comes to pull up the net, three different students have to struggle against the weight of the water as they bring the net up to the boat to inspect the sample. When they get back to the lab at the OSO education center, the students are eager to see the plankton because of all the work they did to get the sample. Since they were an active part of taking the sample, the students are naturally more interested in the outcome.

The Marine Ecology station is located on the bow of the Team O'Neill, which is a perfect place for viewing wildlife. Here in the Monterey Bay, we are lucky enough to be able to see sea otters nearly every day. While viewing the otters the ecology instructor lets the students touch and inspect a sea otter pelt (donated from the Monterey Bay Aquarium) and a sample of kelp (pictured right) to help them understand the life cycle of the sea otter in it's natural habitat. During the pollution prevention discussion at the OSO education center, the students create a rainstorm over our watershed model using spray bottles full of water. When the students see the "pollution" (represented with cool-aid, cake sprinkles and soy sauce) run down the watersheds into the ocean they can relate that to what they see on the street where they live. Actually being involved with the lesson brings home the message of personal responsibility for our environment.



In OSO's Navigation station mathematics and compasses in the hands of the students. When are forced to take an active part in their own paper, the students are learning how sailors doing math is a whole new concept to the wide when they successfully locate the boat love the GPS computer and the radar that we something that kids are familiar with and if they By the time they leave the program even kids good time with triangulation in the Navigation they trail their fingers over the relief map of the underwater terrain in the bay.



basic geometry are brought to life by putting they take compass bearings for themselves they learning. Instead of doing a math problem on find their way on the water. The idea of sailors students and their smiles are a nautical mile using their compass bearings. Students also have on board. Computer equipment is think it looks like a video game, all the better. who have never enjoyed math before had a station. On their way out of the navigation room, Monterey Canyon and leave in awe of the

When teaching the students at OSO I can't help thinking about my elementary school years. My favorite memory of elementary school was a teacher named Miss. Logan who was an avid hiker and felt that the best way for her students to learn about nature was to get them out into it. She hiked our 4th grade class around the mountains and foothills of the area each week, pointing out different edible plants and fossils and the sites where the miners camped during the gold rush so that we would get a little history along with our natural science lesson. If the OSO program has made the same kind of impression on our students that Ms. Logan's class hikes had on me, I will count it as a job well done.

## HUMBOLDT SQUID DISCOVERED

It was a beautiful bright sunny winter day on January 14th 2005. I had brought my dog Tripper to work with me at the OSO office. What I didn't know was that she was about to make an exciting discovery. Before beginning my workday, I decided to take Tripper for a stroll on Harbor Beach. Early in our walk she became very interested in what initially looked like a pile of kelp on the beach. Upon further investigation I



realized that it was a large squid, approximately five feet long and almost perfectly intact. It obviously had not been there for long, because it showed very little decomposition and the gulls had only put one small hole in one of the wings. Tripper in tow, I hiked back up to the office to retrieve the digital camera and do some quick research. My research confirmed the species as a Humboldt Squid *Dosidicus gigas*. The Humboldt Squid is not native to the ocean off

Humboldt, California, as it would logically seem. This variety of Squid is named for the Humboldt Current that runs along the South American coastline. *Dosidicus gigas* is commonly found off the coast of Mexico and in the Sea of Cortez and is usually only found south of the California Channel Islands off the coast of Ventura County. During the 1998 El Nino weather event fishermen as far north as Bodega Bay were catching Humboldt Squid that were migrating north with the large warm water mass in the Pacific. A squid of this species and size is a pretty unusual find, so I called Long Marine Lab as soon as I got back to the office and they sent someone to collect it immediately.

I wasn't the only person to find a Humboldt Squid in Santa Cruz. According to UCSC Biology Professor Baldo B. Marinovic, dozens of *Dosidicus gigas* washed up on beaches in Santa Cruz County. When asked about the reason for the Humboldt squids appearance, Professor Marinovic said that typically large numbers of this species migrating this far north would be indicative of a change in the California current. Marinovic stated that long career fisher folk are saying that they haven't seen this many Humboldt squid in Santa Cruz County in 50 years or more. Generally the northern migration of Humboldt squid is a short-term anomaly. Most of them are gone now and there is no indication that any will reside here permanently.

Some of the Humboldt squid that washed up in Santa Cruz were used as study specimens by high schools and local marine laboratories. For us here at OSO, our discovery was an opportunity to learn about an interesting species.

## Upcoming Events

May 26th

### OPEN HOUSE FOR OSO DONORS MARKS 30,000<sup>TH</sup> STUDENT MILESTONE

Check your mailbox for an invitation to O'Neill Sea Odyssey's Open House, 5:30 to 7:30, on May 26th. The purpose of the Open House is to invite existing donors and new donors to see our facility and to visit our boat; meet with our staff and learn about the program. All OSO donors are encouraged to attend, and to bring their friends, co-workers and family members who may also be interested in supporting the program. The Open House will celebrate OSO's service to 30,000 youth since 1996.

*For more information, contact Dan Haifley at [dhaifley@oneillseaodyssey.org](mailto:dhaifley@oneillseaodyssey.org).*

June 4th

### REACHING FOR THE STARS: THE THIRD ANNUAL FUNDRAISING EVENT FOR THE ADAM WEBSTER MEMORIAL FUND

Join us at 6pm at the Santa Cruz Yacht Club, Saturday, June 4th. The ticket price of \$50 per person includes a five-course gourmet dinner, dancing to a live band, silent auction, and plenty of fun. All proceeds go to the Adam Webster Memorial Fund.

The Adam Webster Memorial Fund for O'Neill Sea Odyssey provides the OSO educational experience on board the Team O'Neill Catamaran for persons with special needs. The vision of the Adam Webster Fund of O'Neill Sea Odyssey is to provide a successful but not purely intellectual or academic learning experience for individuals with special needs in the context of the ocean environment.

*For more information, contact Dan Haifley at [dhaifley@oneillseaodyssey.org](mailto:dhaifley@oneillseaodyssey.org).*

## MEET THE PEOPLE WHO MAKE OSO WORK

### *Jack O'Neill, Board Chairman*

Jack is the developer of the modern surfing wetsuit and founder and Chairman of O'Neill Inc., located in Santa Cruz, California. Jack O'Neill's concern for the environment has led him to search for a way to give something back to the ocean which has given him and his family so much. The O'Neill Sea Odyssey, created in 1996 provides a hands-on educational experience to encourage the protection and preservation of our living seas and communities. Jack O'Neill, a resident of Santa Cruz resides just steps from the Monterey Bay.

### *Tim O'Neill, Board President*

Tim O'Neill has been a surfer and sailor for most of his life, learning to surf and sail at age five. Tim graduated from Soquel High School, and worked at the O'Neill surf shop both during and after his years at Soquel High. Tim started running the Team O'Neill catamaran when it was launched in 1983. He received his 100 ton skipper's license in 1992. Tim also serves as President of Team O'Neill, the promotional arm of O'Neill Incorporated, and is in charge of the O'Neill fleet. He lives in Santa Cruz with his wife Lisa O'Neill, and his sons Riley and Connor and daughter Bridget.

### *Bridget O'Neill, Board Co-Chair*

Born in San Francisco and raised in Santa Cruz, serves as Vice President for International Design for O'Neill, Incorporated. In this capacity, Ms. O'Neill serves as an officer for the company and oversees all design of products and clothing for O'Neill's licensees. She is also co-proprietor of Ocean Echo Motel, in the Santa Cruz area.

### *Mike McCabe, Board Vice-President and Treasurer*

Mike is a partner in the CPA firm McCabe & Totah, LLP, located in San Jose, California. He was born in Dublin, Ireland and spent the majority of his early years in Pennsylvania, Indiana and Ohio before moving to San Jose to attend Santa Clara University. He graduated from Santa Clara in 1978 and spent 15 years with one of the national accounting firms leaving in 1993 to open his own practice with several other CPA's. Mike is married, has 5 children and enjoys camping and scuba diving.

### *US Representative Sam Farr*

US Representative Sam Farr represents the California's Central Coast, and is Chair of the California Democratic Congressional Delegation. Before coming to the House of Representatives in 1993, Sam served 12 ½ years in the California State Assembly, where he chaired the Assembly Local Government Committee and the Committee on Economic Development and New Technologies. Farr began his public service in 1964 in the Peace Corps in Colombia, South America. Farr graduated from Willamette University in Salem, Oregon with a Bachelor of Science degree in Biology in 1963 and attended the Monterey Institute of International Studies and the University of Santa Clara. He is fluent in Spanish. He is a long-time resident of Carmel, California and is married to Shary Baldwin Farr. The Farris have one grown daughter, Jessica.

### *Nicholas P. Petredis, Esq., Board Secretary*

Nicholas P. Petredis, Esq., Board Secretary, is an attorney in private practice in the Silicon Valley. He received his law degree from Temple University School of Law after completing an M.A. in Planning & Public Administration from Pepperdine University and a B.A. in Political Science from Salem College. Prior to entering law school, Nick was an officer in the U.S. Marine Corps serving as a Naval Aviator. A resident of Palo Alto, he is the past Chair of the Palo Alto Airport Commission, advises several non-profit organizations pro bono and is a Director on the Board of the San Jose Medical Research Foundation.

### *Donna Blitzer*

Donna served eighteen years in the state and federal legislative arena as Congressman Sam Farr's Chief of Staff when he was in the state Assembly and as District Director for the 17th Congressional District, covering Monterey, San Benito and most of Santa Cruz counties. Recently she joined University of California, Santa Cruz as Director of Community and Government Relations. Donna lives in Santa Cruz with her husband and has two grown daughters. She graduated from University of California, Santa Cruz with a BA degree in English Literature. She currently serves on the Board of Directors for the Central Coast Small Business Development Center.

### *Jack McLaughlin*

Jack comes from a proud family tradition in serving public education. Dr. McLaughlin is currently the Chief Academic Officer of Software Technology, Inc. in Mobile, Alabama. Prior to that, he was Director of West Coast Operations for LearningStation.com, an application service provider that connects school kids with cutting edge technology. Jack also served as the Director of Curriculum for the Santa Cruz County Office of Education, and as a schoolteacher and administrator in New York City. He earned his Doctorate in Educational Administration from Teachers College, Columbia University in New York City.

### *Carl Keehn*

Born 1954, attended Aptos High School, attended Cabrillo Community College and the University of California, Santa Cruz, where he majored in Accounting. O'Neill's has employed Carl since 1971. Carl is currently the Chief Financial Officer of O'Neill Australia.

### *Shannon Brady*

Raised in Colorado, Shannon's love of conservation and the environment began at an early age. Shannon has been working in development and marketing for the past twelve years and has worked for several national and international conservation organizations. She graduated in '92 with a BSBA in Finance and Marketing from the University of Denver, and has since lived around the country. Shannon and her husband Tom Brady have lived in Santa Cruz for the past three years.

### *Robert Bremner*

Rob is the owner of Essential Surf Company LLC, an internet retailer and also manages a family investment partnership. He is a longtime member of the Santa Cruz County Planning Commission and has recently been appointed to the Board of Trustees of the Sutter Maternity and Surgery Center. Before that he served for nine years on the Board of Directors of the Community Foundation of Santa Cruz County. He received his BS degree in Accounting from San Francisco State University. Rob was born and raised in the San Francisco Bay Area and has resided in Santa Cruz with his wife Nancy since 1982. They have three teenage daughters.


## O'NEILL BUILDING AND EDUCATION CENTER ARCHITECT LEAVES POWERFUL LEGACY

Well-known Santa Cruz architect Gary Garmann died on January 24 as he skied down a mountain at Grand Targhee Resort in Wyoming's Teton Mountains. He was 62. Garmann moved to Santa Cruz in 1972, and began building a architectural practice that included many well-known public structures in the Santa Cruz area, and the development of the Santa Cruz Harbor design plan.

Gary was the architect on the recent remodel of the O'Neill Sea Odyssey building and education center. Gary worked closely with the OSO staff on the design of the education center, which has been used by 3,000 kids since October, 2004. Laura Barnes, OSO Education Coordinator, worked closely with Gary to design the learning space. "I enjoyed his positive attitude when he visited our office", said Barnes. "He was always smiling. He was very open to input and suggestions, he was a pleasure to work with." Gary's son Rees had served as an intern for O'Neill Sea Odyssey last year.



Dan Haifley, representing OSO, and Brian Foss and Rick Smith, representing the Santa Cruz Harbor, worked closely with the building team - including Garmann - on the building remodel for over a year. Brian Foss, Santa Cruz Port Director, said: "The loss of architect Gary Garmann has been a tragedy for his family, friends, and the community. The harbor's loss is especially significant. Gary designed many buildings for us, including the picturesque harbor office, the fishery building, and recently, the extraordinary remodel of the O'Neill building.

More than that, Gary opened our eyes to the possibilities of the harbor. Way back in 1982, he created the signature harbor office, and then he set out to reinvent the whole design concept for the harbor's 90 acres - colors, materials, treatments, walkways, landscaping, signage and theme. He wrote the book, and we use that book everyday. We miss him, but his visions live on with this evolving harbor." Gary Garmann will be missed, but his legacy will live on. 

### AN ERA COMES TO A CLOSE

O'Neill Sea Odyssey is sad to announce the closure of the Stylin Recyclin store after close of business on February 13, 2005. Stylin Recyclin had achieved its goal of recycling quality clothing, books, sportswear and other items and thereby protecting the environment.

O'Neill Sea Odyssey wish to express its appreciation to the staff and volunteers who have done so much, and to the many, many donors and shoppers who have supported the store. On behalf of the environment and on behalf of the nearly 25,000 kids served by O'Neill Sea Odyssey's program, we thank you.

Make a donation on-line at  
[www.oneillseaodyssey.org](http://www.oneillseaodyssey.org)  
or by mail...

Fill out the form below and send it with your check to O'Neill Sea Odyssey:

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SPRING 2005

## OSO ENDOWMENT KICKS OFF

As the population of California grows, so does the number of youth who would benefit from the opportunity for a hands-on learning experience to connect them to the ocean, the watershed, and their communities. O'Neill Sea Odyssey wants to be there.

In 2004, the O'Neill Sea Odyssey Board of Directors chose the Community Foundation of Santa Cruz County to manage an endowment fund for OSO's future. The Board has contributed the initial funds necessary to kick off the endowment fund. 2005, therefore, is the year when OSO Board members, staff and volunteers will begin working with our supporters to begin building the endowment through gifts of cash, real estate, stocks, or by establishing gift annuities for individuals looking for a stable income source and a way to benefit OSO's future.

If you wish to participate in the long-term future of OSO, please contact Carol A. Bradford, JD ; Philanthropic Services Officer for the Planned Giving Center of the Community Foundation of Santa Cruz County: (831) 476-GIFT (4438).

### THANK YOU TO THE FOLLOWING CONTRIBUTORS

**SUPPORTERS** Pezzi Family Trust / Thomas & Paula Lahue / John Murray / World Reach, Inc.

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