



A Sea Lion
Named O'Neill



OSO Annual Report



New Book By Kids
Addresses Pollution

odyssey NEWS

A California Sea Lion Named O'Neill

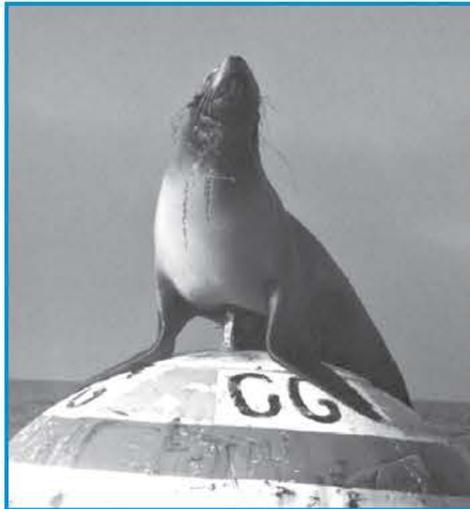
BY JACK, BRIDGET & TIM O'NEILL



One afternoon Dan Haifley received a phone call from Surfrider – Santa Cruz Chapter volunteer Amber Jones, who was kayaking with photographer Neil Simmons when they came upon a sea lion, neck and head wrapped in netting. People on the water had been noticing this sea lion and called the Marine Mammal Center in order to save it.

Doug Ross, an artist who designed the Seasons In The Sanctuary poster that OSO distributes to participating schools, is a Center volunteer and lead previous attempts to capture the animal. Then, on July 22 the Marine Mammal Center's team launched out of our harbor Tuesday morning, tracked her around the wharf, USCG buoy and seal rock. They returned with her in the center's zodiac before she was loaded for the trip to Sausalito.

The O'Neill Sea Odyssey team are



honored that Marine Mammal Center volunteers who helped the California sea lion gave her the name O'Neill and the morning of July 29, we released her from the Team O'Neill catamaran back into the ocean at the end of the Santa Cruz Municipal Wharf. The Marine Mammal Center pulls off minor miracles, from rescue to release, as a matter of routine and with little fanfare. If you see an animal in the water and in distress, call the Marine Mammal Center at (831) 633-6298. ♦





Thank You

July - September 2014 Contributors

(Accumulated Giving)

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Legs
Sharon Sarris

CREW MEMBER

Linda Leum
Morgan Koch

NAVIGATOR

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Gary Partlow
Jan & Margaret Ysselstein
Margaret Rose & John Gallagher
Old School Shoes, Inc
Thomas Moroney, Jr. & Carol Moroney

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Doug Virostko on his birthday
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The Bank of America Charitable Foundation
& Merrill Lynch
The Cathleen Chandler Eckhardt &
Terry Eckhardt Fund At The CFSCC

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County of Santa Cruz
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Pacific Gas & Electric Company
State Coastal Conservancy

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DANIEL MOTTA MEMORIAL FUND

Anonymous

IN-KIND

Cruzio
Gary Pezzi
Team O'Neill

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Adam Steckley, Operations Coordinator
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District Attorney

O'Neill Sea Odyssey 2013-2014 Annual Report: 75,000 Youth and More to Come!

During the 2013-2014 school year, O'Neill Sea Odyssey (OSO) served 199 classes including 5,141 students, with a higher percentage of lower-income youth than in previous years. Not only did the students learn marine biology, ecology and navigation, they also conducted 199 community service projects. Here are some highlights from the school year:

75,000th student: OSO served its 75,000th student during its afternoon class on Tuesday, December 3rd. A certificate was presented to Stan Wyman's 6th grade class from Bolsa Knolls Middle School in Salinas after they boarded the Team O'Neill catamaran.

New survey measures what students learn: Education Coordinator Laura Barnes worked with Applied Survey Research to revise the logic model and the student and teacher surveys, which measure how well students learn the material we teach. OSO tested its new

student survey between September and December of 2013, and was put into use in 2014.

WeWrite and OSO collaborate on children's book: The local publishing company WeWrite, located in Scotts Valley, specializes in books written by children, for children. Working with Jody Lust's class from Gault Elementary School, WeWrite staff have produced a book entitled Trash Twisters, inspired by the students' experiences at OSO.

Bus transportation: OSO distributed approximately \$30,000 in transportation scholarships to lower income schools in 2013-2014. We anticipate an increase in requests next year, and OSO continues to raise funds to enable qualifying low-income schools to participate by funding their bus transportation.

Silicon Valley Business Journal Community Impact Award: On November 5th, 2013, O'Neill Sea Odyssey received the Silicon Valley Business Journal's Community Impact Award, citing OSO's innovative program.

Jack O'Neill Lifetime Achievement Award & Cowell Beach Mural: The Santa Cruz Chamber of Commerce bestowed its Lifetime Achievement Award on OSO co-founder Jack O'Neill for his contribution to ocean access and economic prosperity through his innovation of the wetsuit. A permanent mural was erected at Santa Cruz's Cowell Beach, site of O'Neill's original Santa Cruz Surf Shop, and a donation

was made to OSO by O'Neill Wetsuits and the Santa Cruz Dream Inn to honor Jack's legacy.

Special Needs Youth: OSO worked with Tom and Judy Webster, founders of the Adam Webster Memorial Fund, to update protocols for safely serving physically, cognitively, and otherwise challenged youth.

State Legislation to Fund Environmental Outdoor Education: California State Assembly member Mark Stone (D-Scotts Valley) made the fourth serious attempt since 2003 to pass a state law to provide modest funding for qualified outdoor, environmental education programs, placing a priority on those that serve lower income youth and align with Common Core and STEM standards. OSO was a primary supporter of Assembly Bill 1603. Unfortunately, the effort stalled due to budget concerns. Discussions are underway about trying again after fixing some of the problems encountered this past year.

2014-2018 Strategic Plan: At its September 2013 meeting, O'Neill Sea Odyssey's Board of Directors approved a new, five-year strategic plan for 2014 through 2018. A copy of the plan is available by request by emailing dhaifley@oneillseaodyssey.org.

Community Support: From July 1, 2013 to June 30, 2014 OSO had revenues of \$1,007,463, including \$111,144 in rental income from private tenant spaces in the O'Neill Building, with the rest coming from generous donors and income from events like the December (*'Annual Report' continued on next page*)

Rafael Lopez, Watsonville
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Watsonville Police Department

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Board of Supervisors

Joe Simitian, Santa Clara
County Supervisor

Bill Simpkins, Community Volunteer,
Boat Owner

Robert Stephens, President, California
Audubon

Mark Tracy, Santa Cruz County Sheriff-
Coroner (ret.)

Leave a Legacy for Youth and the Ocean

You're part of the reason we're here and you can also be part of the reason we'll be here 100 years from now. Since 1996, O'Neill Sea Odyssey (OSO) has served nearly 75,000 youth with a free, ocean-going science and environment program.

This has been possible in part because you have provided much-needed and deeply appreciated support for OSO's program for area youth. In 2005 OSO's Board of Directors made a commitment to raise funds to ensure

our future by establishing a permanent endowment fund for OSO which is housed at the Community Foundation for Santa Cruz County.

We would like to invite you to help us build a future foundation for our program, for the kids, and for the ocean. You can do this by naming OSO's permanent fund at Community Foundation of Santa Cruz County in your estate plan. There are also many ways to leave a permanent legacy and reap some significant financial benefits before hand, including: a beneficiary designation in your retirement fund or insurance policy, gifts from a will or living trust, an annuity that provides you with lifetime income, gifts of real estate, and charitable trusts.

We would be honored to meet with you to discuss supporting our permanent fund in a way that works best for you. Please contact Dan Haifley at **(831) 465-9390** or at **dhaifley@oneillseaodyssey.org**, or fill out the form below and mail it to us. Thank you! ♦

(*'Art' continued*) students, teachers, schools and communities.

By the June 30 submission deadline, a total of 26 entries were received and from that, the top five were selected by a review committee consisting of OSO staff, volunteers, teachers and professional artists. The Board of Directors, at their July 21 meeting, then chose, Brisa Arias (grade 4), of Mintie White Elementary in Watsonville, CA, as the overall winner. Miss Arias and her teacher, Kate Freels, each received passes for a one-hour public sail aboard the Team O'Neill catamaran. Three of the four honorable mention winners included: Colin Keith (grade 5), of Sierra View Elementary in Oakdale, CA; Kaitlin Schmauch (grade 5) of Mar Vista in Aptos, CA; and Jazmyn Goldberg (grade 5) of Mar Vista. Their artwork is currently on exhibit in the OSO classrooms.

OSO provides a hands-on educational experience to encourage the protection and preservation of our living sea and communities. "Creating art is a powerful means of communicating behaviors and emotions regardless of cultural and/or socio-economic background," said Adam Steckley, OSO Operations Coordinator. "We have both recognized and appreciated this for years, and more importantly, utilized these interpretations in OSO's recent long-term impact study." In honor of Brisa Arias and her award winning piece, "Pajaro River Watershed," O'Neill Sea Odyssey presented an enlarged mounted copy of the artwork to both Mintie White Elementary and the City of Watsonville, who provided funding for Miss Freels' fourth grade class. ♦

Enrollment Form

- I have named OSO in my estate plan (we will contact you relative to recognition)
- I would like to talk to someone about a gift to OSO in my estate plan
- I wish to learn more about the OSO/Community Foundation's gift annuity program
- I would like the recommended language for including OSO in my estate plan

Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone (day): _____ Telephone (evening): _____

Email: _____

Please send to OSO, 2222 East Cliff Drive, Suite 222; Santa Cruz, CA 95062

(*'Annual Report' continued*) 2013 Lighthouse Lighting, and the September 2013 Taste of the Harbor. Our total expenses for the program and building were \$966,532. A copy of OSO's year-end financial statements are available upon request. ♦

Our Ocean Backyard: *Why Does the Ocean Make Us Happy?*

BY DAN HAIFLEY,
EXECUTIVE DIRECTOR

Surfer and wetsuit innovator Jack O'Neill once told a television interviewer that no matter how bad a day one had, a session of surfing would make things alright again. Surfrider Foundation - Santa Cruz Chapter volunteer Amber Jones takes friends – this columnist among them – out to kelp forests during sunrise kayaks with the comment “Your butt will get wet but you’ll have a smile on your face,” and my former boss and late California State Senator Henry Mello used to count the hours before he could launch his small boat out the Santa Cruz Harbor in pursuit of salmon, albacore and ling cod.

We intuitively know that the ocean makes us happy, and after years of organizing scholarly conferences to explore the science behind that idea, Davenport resident and biologist Wallace J Nichols has penned a remarkable book entitled “Blue Mind: The Surprising

Science That Shows How Being Near, In, On, or Under Water Can Make You Happier, Healthier, More Connected, and Better at What You Do.”

Dr. Nichols starts with the simple notion that our attraction to water, and the positive feelings we derive under its influence, stems from our ocean origins. He then delves into neurobiology, psychology, and chemistry to examine how our brains respond to the ocean itself as well as to actions we take to support it. If you follow his arguments to their logical conclusion, then the ideal state of ocean happiness stems from time spent on or near the water, combined with activities to protect it. An example would be Amber Jones’ foray on a kayak a few months back when she returned with a load of trash, including a tire, on her boat. She enjoyed the healing power of the water as well as her effort to heal it.

To be clear, no one who works to protect the ocean does it simply so that they can feel happy, they do it because they feel that it is important. And they

are, by and large, happy people. The staff of O'Neill Sea Odyssey, the non-profit ocean-going education program by Jack and Tim O'Neill that I run, tends to return to shore with contented students in each class they teach.

O'Neill Sea Odyssey is also accessible to cognitively disabled youth thanks to the Adam Webster Memorial Fund, named for a remarkable young man with special needs who loved sailing with his parents, Tom and Judy. The happiness he experienced on the water inspired his parents to create a legacy after his untimely passing that would allow children with Downs Syndrome, autism, visual impairments, and other conditions to experience the joy of the ocean.

Although built from a simple concept, Dr. Nichols’ book is a groundbreaking work that will inform scholarship in the field for decades to come. It’s an enjoyable read. I highly recommend it. ♦

This is a modified version of a column that appeared in the Santa Cruz Sentinel on July 19, 2014.

Delightful Book “By Kids for Kids” Addresses Ocean Pollution

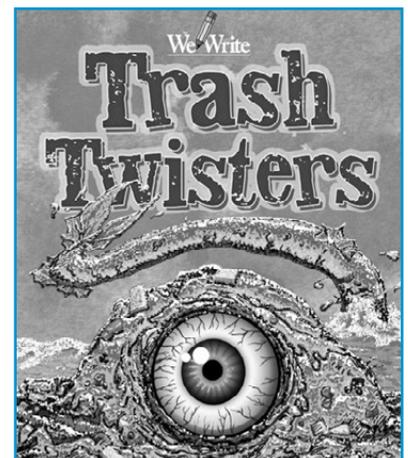
A group of fifth graders from Gault Elementary School in Santa Cruz, California took on the challenge. Early this past spring, after experiencing the O'Neill Sea Odyssey program, Jody Lust and her class collaborated with local publisher WeWrite LLC, to create **Trash Twisters**, a delightful tale “by kids for kids” on caring for our oceans. Illustrated by a professional artist as the children imagined each scene, the collaboration demonstrates how creative partnerships within communities can be an effective force to raise awareness about one of our planet’s biggest problems.

Taking place during a family scuba diving adventure, the story quickly unfolds when Nicole and her little brother Jayden

swim into a magical world of talking sea creatures and trash monsters. Exploring what they thought was a deserted island leads them to discover the truth about ocean garbage patches, environmental responsibility, and what we can do to combat the devastating effect of plastic dumped into our oceans.

Isai R., a WeWrite Kid author said it best. “I think we can write about saving the ocean so other kids in the future have the same ocean.” Dan Haifley, Executive Director of O'Neill Sea Odyssey agrees. “**Trash Twisters** is a fun to read story with a very real purpose. Its authors have written a fascinating tale based on the real-life problem of ocean pollution.”

Now available for \$14.95, the book can be purchased at Bookshop Santa Cruz,



at www.wewrite.net/projects/oso or oneillseaodyssey.org, where you go to “Supporters”, then “Shop.” They will make great gifts! ♦



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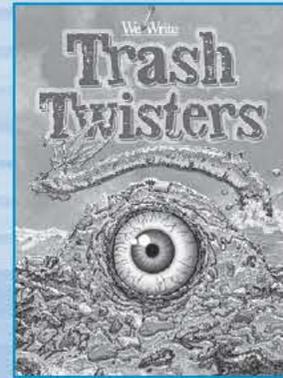
2222 East Cliff Drive #222
Santa Cruz, CA 95062



Fall 2014 News
oneillseaodyssey.org

Shop OSO

The holiday season is just around the corner and we have some great OSO themed gifts available. OSO-logo clean kanteen reusable bottles, Trash Twisters – a children’s book created as a collaboration between OSO, Gault school and WeWrite publishing, OSO t-shirts and hats. To purchase online please visit: oneillseaodyssey.org/supporters



Inaugural Ocean Steward Art Contest: Winners Announced

Throughout each school year, O’Neill Sea Odyssey (OSO) receives hundreds of letters of gratitude and artwork created by individual students and entire classes following their inspirational program on Monterey Bay and the Team O’Neill catamaran. In fact, we’ve dedicated a “Wall of Fame” to these wonderful creations. This last spring however, OSO’s Board of

Directors offered to return that gratitude by inviting 4th - 6th grade students to submit their artwork to the inaugural Ocean Steward Art Contest – a creative interpretation of the watershed, marine and/or stewardship themes learned while attending the OSO program. In doing so, the Board would connect with, recognize and award the stewardship efforts of the (*‘Art’ continued inside*)