

Thank You
Comerica Bank



First Annual Lighthouse
Lighting Ceremony



Webster Event
Supports Special
Needs Students

odyssey NEWS

“Seasons in the Sanctuary” Poster Coming

BY JAIME NEARY, OSO INTERN

This fall Crystal Birns, Santa Cruz Art Program Manager, and Doug Ross, artist and marine mammal rescue volunteer came up with the idea of “Seasons in the Sanctuary,” a poster and pocket guide to the migratory patterns of various species that can be seen in the Monterey Bay.

Doug Ross designed the poster. Collaborating with marine scientists, he has been able to accurately depict the seasons to observe species passing through the Monterey Bay Marine Sanctuary.

A campaign to fund the project was launched on Kickstarter.com, a web-based platform for creative projects on September 7, 2012, running until October 2, 2012. To promote it, a short 4 minute video clip was filmed by Bryan Coleman. In the clip Dan Haifley, OSO Executive Director provides a synopsis of migratory species and how the posters will be used for education purposes by OSO. Birns and Ross also give information about their own backgrounds, and why this project is so important to them.

On the final day there was a total \$4,808.00 raised, by 101 backers!

With the extra funds raised through Kickstarter, Birns and Ross are going to make 200 additional posters for another year’s worth of classes. Instead of 200 classrooms getting a poster, 400 will now get posters to further the education of about 12,000 youth.

Thank you to Crystal Birns, Doug Ross and Bryan Coleman for the time,

effort and care put into this project to benefit OSO and the youth it serves. Also, thank you to all those that donated on Kickstarter to the “Seasons in the Sanctuary” poster project. ♦

Below: Doug Ross poses with his educational creation.





Thank You

October - December 2012 Contributors (*Accumulated Giving*)

SUPPORTER

Anonymous Macy's Employee
Barbara Phelps
Buddy & Angela Griggs
Charles & Judith Martin-Hoyt
Chris March
COSI Columbus
Dan & Cathy Colfer
Diane Cohan—In Memory of
Randy Cohan
Estriatius Law
Hayes Elementary Parent
Hilary Bryant, Maddie &
Quintin Shuman
Jackie & Anna Young
Kurt Fouts
Marian & Kurt Olin
Martin & Shirley Jackson
Michael Declement—In Honor of
Team O'Neill & Sea Odyssey Crew
Missionfish
Sarah Damron
Sharon Sarris
Stefan Berlinski
Thomas & Paula Lahue
William & Gina Bella Colfer

CREW MEMBER

Bargetto Winery
Chris Berry
David Schwartz
Debra Frey
Don Lane
Lance Linares
Michael Pushnik
Mike & Leslie Curtis
Mike Morton & Nancy Lewis
Paula Haifley
Ron Pomerantz &
Jane Weed-Pomerantz
Teresa Darling
William, Lian & Elie Poore

NAVIGATOR

Alex Maixner
Bob & Michele Kibrick
Bonny Hawley
Ceil Cirillo
Dale Jantzen
David Terrazas
Florence Lesar
John Hunt & Teresa Clayton
Kalena Allard
Karen Groppi
Kind Grind
Linda Locklin
Mark & Terry Corwin
Michael & Anne Watkins
Nancy & Robert Holleran
Rustie & Larry Tartaglino—
In Memory of Augie Bassano

CAPTAIN'S CIRCLE

Atherton Lane Advisers—
In Memory of Harry Hind
Bill & Elizabeth Engelman
Bob Warfield
David & Anita Gryska
Jan Beautz
John & E.A. French—
In Honor of Mike McCabe
Katharine Minott—In Memory of
Joseph C. Houghteling
Laura Kasa
Marc Grossman
Ricardo De La Cruz &
Katharine Minott
Susan & Donald Snyder

COMMODORE'S CIRCLE

Brian Foss & Marcia Areias
Cava Wine Bar
Crystal Birns
Dennis & Stacey Barsema
Dixie Rees
Donald Listwin
Doug & Julie Brown
Doug Ross
Emily Reilly
Fischer Family Fund
Harvey & Judy Nickelson
Heather Glasgow Naumann
Loewenstern Foundation
Marcella & Joe Hall
Mark & Stefanie Malone
Nick Petredis
Reed & Tricia Geisreiter
Richard & Valerie Lapp
Santa Cruz Rotary Foundation
Stephanie Harlan—In Honor of
Bill Newman
The Crow's Nest
The Strong Foundation
Tom Burns & Eileen Leary

ADMIRAL'S CIRCLE

Bill & Brigid Simpkins
Bridget O'Neill
David & Lynn Jochim—In Honor
of Pat O'Neill
Denny & Ramona Smith
Devcon Construction
Edelgard Heine
Jack & Allison McLaughlin
Jim & Kimberlin Beckett
Joe & Cheryl Pruss
Joyce Wrenn & Gus Gregory
Randall & Cynthia Pond
Redtree Properties
System Studies
The Brian & Patricia A. Herman

Fund at the CFSSC
The Lenore & Howard
Klein Foundation
The Upjohn California Fund
Tim & Lisa O'Neill
United Way of Santa Cruz County

DIRECTOR'S CIRCLE

City of Capitola
Comerica Charitable Foundation
Community Foundation for
Monterey County
Intero Foundation
Jim & Debbie Thoits
Rob & Nancy Bremner
The Cathleen Chandler Eckhardt
& Terry Eckhardt Fund at
the CFSSC
Wells Fargo Foundation

CHAIR'S CIRCLE

County of Santa Cruz

JACK'S CIRCLE

Jack O'Neill

ADAM WEBSTER MEMORIAL FUND

Allycakes Custom Cakes
Annieglass
Anonymous
Bob Warfield
Bonnie Pickhardt
Brook Foster
Byington Winery & Vineyard
Carl Ruhne
Charles & Mary Jane Roskosz
Crescent Woolen Mills Co.
Dawn & Peter McCormick
De Laveaga Motors
Delk's Bees
Denise Valencia
Diane Bacon
DMA Organizing
Dominican Hospital
Lifestyle Management
Don & Sheryl Hiatt
Douglas Fischer & Claudia Flores
Eric Aasen
Ernest Rideout & Nancy Silsby
Freda Crum
Galaham Zuanich
Geoff Boraston
Gerald & Geraldine Sperry
Golden State Warriors
Helen Jones
Hilton Scotts Valley
Hindquarter Bar & Grille
Hotel Paradox
Howard Susman
J Ballard Cheatham
James Emerson

Janet Perry
Jim Skinner & Kathy Sparrow
John Marden
Johnny's Harborside
Joseph & Jane Quinn
Joseph A Bank
Joseph Caesar & Linda Ribordy
Joyce Wrenn & Gus Gregory
Kurt, Daniella and Devin Atherton
LaLa Lozano
Lorenzo & Lynette Rota
Loretta Lansford
Lynn Ann Mueller
Marcus Supan
Marion Wechter
Marjorie Chmyz
Mary & Harry Blanchard
Maureen Hill
Palapas Restaurant & Cantina
Peggy Poindexter
Richelle Noroyan
Ristorante Avanti
Robert & Diana Schuyler
Robert & Janis Dewitt
Robert & Marilyn Bowman
Ronald Dillehay
Ronald Sabbatis
Rose Brancatelli
Ryan Gilliam
San Francisco Giants
Sandra Cohen
Shampoo Chez
Shenix Salon
Sheryl Guidera
Sheryll Hiatt
Smith's China
Stephen & Ann Niemann
Stephen & Patti Shoemaker
Sue Wilson
Surf City Coffee Company
System Studies
Tom & Judy Webster
Tom Turney
True Olive Connection
Vance Landis-Carey &
Robert Carey
Vernon & Meredith Wallace
West Marine
Whole Foods
William Moyer

DANIEL MOTTA MEMORIAL FUND

Anonymous
Joseph Motta
Valerie Brazelton

IN-KIND

Cruzio
McCabe & Totah
Team O'Neill

BOARD OF DIRECTORS

Jack O'Neill, Founder & Co-Chair
Bridget O'Neill, Chair
Tim O'Neill
James Beckett, M.D.
Donna Blitzer
Rob Bremner
Mike McCabe
Jack McLaughlin, Ph.D.
Nick Petredis
Jim Thoits

STAFF

Dan Haifley, Executive Director
Laura Barnes, Education Coordinator
Adam Steckley, Operations Coordinator
Tim O'Neill & Mike Egan, Skippers

INSTRUCTORS

Laura Barnes
Nikki Brooks
Drew Carlson
Darren Gertler
Lauren Hanneman
Celia Lara
Erica Pittman
Savannah Shaughnessy
Adam Steckley
Jay Weber

ADVISORY BOARD

Stephany Aguilar, Councilmember,
City of Scotts Valley

Jeff Almquist, Judge, Santa Cruz County
Superior Court

Blanca Alvarado, Santa Clara County Board
of Supervisors (ret.)

Albert Aramburu, Marin County Board
of Supervisors (ret.); Director, California
Conservation Corps (ret.)

Bruce Arthur, Capitola City Council (ret.)

Cliff Barrett, Scotts Valley City Council (ret.)

Celeste Basuino-Alvarez, VP/Senior Financial
Advisor, UnionBanc Investment Services LLC

Steve Belcher, Retired Chief of Police,
City of Santa Cruz

Jess Brown, Executive Director, Santa Cruz
County Farm Bureau

Harry Edwards, Ph.D., City of Oakland Parks
and Recreation Director (ret.)

Sam Farr, U.S. House of Representatives, District 17

Tim Fitzmaurice, Santa Cruz City Council (ret.)

Sister Julie Hyer, O.P., Dominican Hospital
President (ret.); Salud Para La Gente
President (ret.)

David Jochim, Sr. VP & Manager,
Union Bank of California

Carl Keehn, Chief Financial Officer,
O'Neill Australia

Robert F. Kennedy, Jr., President,
Waterkeeper Alliance

John Laird, California Secretary of Resources

Bob Lee, Santa Cruz County
District Attorney

Rafael Lopez, Watsonville City Council (ret.)

This Spring We Will Have Served 75,000 Students!

BY JACK, BRIDGET & TIM O'NEILL



This following spring will mark yet another landmark season for the O'Neill Sea Odyssey (OSO), when the 75,000th youth will be served since first inception in 1996. With about 200 classes and 6,000 youth now participating in OSO each year, the program has come a long way from its humble beginnings. At first there would be maybe 60 classes interested in OSO's free, hands on ocean education, but through the positive feedback and word of mouth, that number has grown exponentially. We couldn't ask for a better feeling than this, knowing all the lives that have been touched in one way or another through this program. ♦

2011-2012 Program Evaluation Demonstrates OSO's Positive Impact

Applied Survey Research (ASR) has completed its evaluation of student survey results for the 2011-12 school year and found once again that our program had a high impact, especially among low-income youth.

- 52% of the students did not have English as their primary language, a slight increase since 2007-08 (41%). More than half (55%) of students were receiving free or reduced price meals. Approximately 44% of participating groups were lower income, 28% were middle income, and 27% were higher income.
- Most teachers and group leaders (85%) had visited the OSO website before their trip. More than half (57%) reported that they had used the online teaching materials provided on the website before their trip, and most teachers (89%) intended to use the online teaching materials in the classroom after the trip. Almost all (96%) of teachers/group leaders felt that the teaching materials enhanced the students' learning of the topics.
- Relative to the ocean field trip, in every topic area, the vast majority of teachers/group leaders (between 94% and 98%) indicated that their students had "learned a lot." Of the three topics learned on the boat, 97% of teachers/group leaders thought students had "learned a lot" in the Marine Science station, the Sailing & Navigation station, and the Ecology station. Of the four topics learned in the classroom, most teachers/group leaders again said that students had "learned a lot" in the Follow-up and Discussion (98%), closely followed by the Marine Science station (97%), the Ecology station (97%), and the Sailing and Navigation station (94%).
- All teachers/group leaders (100%) reported that their students had "learned a lot" from the overall learning experience.
- The Student Survey showed that the OSO program was effective in promoting substantial increases in students' environmental awareness. Before participating in the OSO program, an average of 72% of students agreed with the survey questions overall. After attending the program, this percentage increased to 90%. ♦

Terry Medina, Retired Chief of Police,
Watsonville Police Department

Harvey J. Nickelson, President/CEO, Coast
Commercial Bank (ret.)

Ellen Pirie, Santa Cruz County Supervisor

Emily Reilly, Santa Cruz City Council (ret.)

Mike Rotkin, Santa Cruz Mayor and
Councilmember (ret.)

Simon Salinas, Monterey County Board
of Supervisors

Joe Simitian, California State
Senate, 11th District

Bill Simpkins, Community Volunteer,
Boat Owner

Robert Stephens, President, California
Audubon; Owner, Elkhorn Native
Plant Nursery

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 attached form and mail it to us. Thank you! ♦

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

Webster Event Supports Special Needs Students

On October 20, 2012 Tom and Judy Webster hosted the Adam Webster Memorial Fund's annual dinner at the Santa Cruz Elks Lodge. They established the Fund in 1999 memory of their son, Adam Webster, to enable those with special needs to participate in O'Neill Sea Odyssey's ocean-going, hands-on ecology and science education program. ♦



Tom and Judy Webster, our glamorous hosts!



Vance Landis and her husband, Robert Carey, dancing the night away.

Our Ocean Backyard: Reducing Ship Collisions with Whales



BY DAN HAIFLEY,
EXECUTIVE DIRECTOR

You've probably noticed those container ships plowing through Pacific blue waters to transport cars, books, wood and other products that we use in our everyday lives. Sometimes they share the ocean surface with the migrating paths of whales.

When the hard shell of a fast moving container ship meets the softer body of a migrating whale, the latter has little chance of emerging from the accident without being killed or injured. When a 55,000 ton vessel moving 20 to 24 miles per hour hits a 55 ton whale its crew may not even know a collision occurred. These ships take about 2,000 trips per year in shipping lanes 20 to 50 miles off the stretch of coastline between Los Angeles and San Francisco.

Gray whales migrate between coastal lagoons in Baja California where they breed and areas of rich feeding off Alaska, while Humpback whales move along the continental coast and between it and the Hawaiian and other Pacific islands. Blue and Fin whales also spend time off California. Eighteen months ago a rare group of Sperm whales, rarely seen in the region, were seen located off San Diego and near Santa Catalina Island.

While populations of some whale species have been recovering over the last few years, they're still a fraction of the historic levels they enjoyed before hunting decimated them. The National Oceanic and Atmospheric Administration's (NOAA) Fisheries Service and Office of National Marine Sanctuaries are charged with protecting whales nationwide under the Marine Mammal Protection Act, National Marine Sanctuaries Act, and Endangered Species Act. There are compelling reasons to minimize the threats that can further reduce their numbers.

A recent Thank You Ocean Report podcast described an effort to reduce the number of "ship strikes" while allowing vital commercial traffic to continue

offshore. NOAA's Office of National Marine Sanctuaries, which operates the Monterey Bay, Cordell Bank, Gulf of the Farallones and Channel Islands sanctuaries off California, began to coordinate the work after four dead Blue Barbara and Ventura counties in 2007 and a subsequent investigation found they were killed as a result of collisions with ships. In subsequent years, the deaths of five more whales were linked to ship collisions although the actual numbers of deaths and injuries are likely to be much higher, because ship struck whales, sink or drift out of public view.

Sean Hastings has been Resource Protection Coordinator for the Channel Islands National Marine Sanctuary for the last 14 years. He and his NOAA colleagues have been leading the effort by making use of two strategies. First, they have been working with the International Maritime Organization to move shipping lanes away from areas frequented by whales. They persuaded the agency to move the lanes in the Santa Barbara Channel away from historic concentrations of feeding Blue and Humpback whales. The new lanes are expected to go into effect in the summer of 2013. Hastings says that similar shipping lane adjustments will also take place on the approach to San Francisco Bay.

The second strategy is to slow the ships down, which has proven more difficult given the market pressure to move goods quickly. Hastings has proposed that the California Air Resources Board use its recently-approved cap and trade rules to allow container ships to be compensated for slowing down. "Slowing ships off the California coast significantly reduces emissions of greenhouse gases and other pollutants, as well as, reduces ship noise, fuel costs and public health impacts," he said. "Slower ships are also safer ships for endangered whales. To accomplish this we propose that monetary incentives be provided from the state's cap and trade auction proceeds, to compensate for any additional ship costs incurred."

Reducing ship strikes as a cause of whale fatalities and injuries is just one component of the larger effort to keep whale populations as stable as possible—one more way that humans and whales can co-exist.

As the afternoon cloud cover darkened, the mother and her friend kept vigil next to the lifeless pup. The frigates, herons and hawks continued to wait. And so went the cycle of life, one day on this island in the equatorial Pacific.

You can watch the Thank You Ocean podcast at www.thankyouocean.org/news/podcasts. There is more information at sanctuaries.noaa.gov/protect/shipstrike/welcome.html.

A modified version of this column appeared in the Santa Cruz Sentinel November 10, 2012. ♦

Thank You Comerica Bank

OSO would like to thank Reed Geisreiter and all the folks at Comerica Bank for their generous donation. ♦



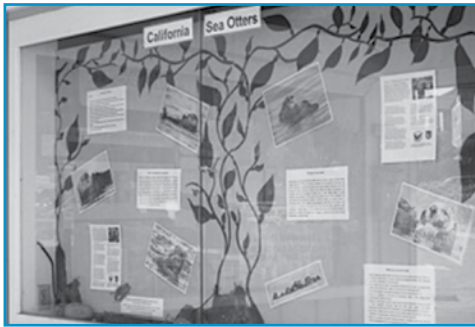
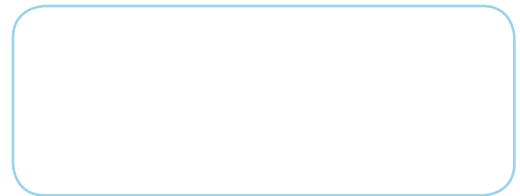
OSO would like to thank Reed Geisreiter and all the folks at Comerica Bank for their generous donation. Pictured from left to right: Reed Geisreiter, Bridget O'Neill, Jim Thoits, Tim O'Neill, Dan Haifley.



ADDRESS SERVICE REQUESTED

NON PROFIT ORG.
U.S. POSTAGE
PAID
SANTA CRUZ, CA
PERMIT NO. 550

2222 East Cliff Drive #222
Santa Cruz, CA 95062



Sea Otter Display at the Santa Cruz Harbor

BY JAIME NEARY, OSO INTERN

For Sea Otter Awareness week, held in late September, Laura Barnes, OSO Education Coordinator and Jaime Neary, OSO Intern, put together a creative 3-D display in the Santa Cruz Harbor launch ramp kiosk. The colorful display, consisting of interesting information about the California Sea Otter's habitat, behavior and conservation efforts, will remain up for several months. If you get a chance and happen to be wandering around the harbor, be sure to take a peek and increase your sea otter knowledge! ♦

Giving Library

BY JAIME NEARY, OSO INTERN

The O'Neill Sea Odyssey is now listed as one of the non-profits on the Giving Library website at www.givinglibrary.org/organizations/oneill-sea-odyssey. The Giving Library is a place for philanthropists to come up with innovative ways to enhance their strategic charitable giving through the exploration and comparison of online archives of hundreds of nonprofit organizations across the country. O'Neill Sea Odyssey's participation in the Giving Library is a unique opportunity to widen its scope of generous donors. If you get a chance, go take a look and see what it has to offer. ♦



Winter 2013



First Annual Lighthouse Lighting Ceremony

The brainchild of OSO, Advisory Board member Bill Simpkins, who along with OSO Board member, Jim Thoits, raised funds to hold the first Annual Lighthouse Lighting Ceremony & Celebration at the Walton Lighthouse at the Santa Cruz Harbor on November 30. Many thanks to our sponsors: the Crow's Nest restaurant, System Studies, and the Kind Grind. ♦