CALIFORNIA OCEAN COMMUNICATORS WORKSHOP

Sponsored by
NOAA National Marine Sanctuary Program,
California Resources Agency
and
Monterey Bay Aquarium

Friday, April 28, 2006
Monterey Bay Aquarium,
Monterey, California
California Ocean Communicators

Creating a strong voice for the Ocean in California

You are California Ocean Communicators - communications professionals from ocean-related organizations, industries and agencies who work daily with ocean messages and communicate those messages to thousands, if not millions of Californians.

The goal in bringing Ocean Communicators together is to increase public ocean awareness in California through agreement on messages, cooperation in communicating those messages, and engaging in coordinated projects geared towards raising public ocean awareness.

California Ocean Communicators Workshops are the mechanism through which Ocean Communicators are brought together. The one-day workshops sponsored by NOAA National Marine Sanctuary Program, the State of California Resources Agency and aquarium partners, bring together California Ocean Communicators for the purpose of networking, messaging and public awareness projects.

The Southern California Ocean Communicators Workshop was held in Long Beach, April 28, 2005 at the Aquarium of the Pacific. 75 marketing/communications professionals attended. Participants identified ocean messages and formed the Alliance, a network of California ocean communicators who maintain contact on ocean issues and messages.

The Northern California Ocean Communicators Workshop was held in San Francisco February 10, 2006 at the California Academy of Sciences. Participants refined ocean messages identified in Southern California and recommend elements for the California Public Ocean Awareness Campaign.

The Ocean Communicators Alliance’s role in increasing public ocean awareness has been written in to the California Ocean and Coastal Information, Research, and Outreach Strategy presented by the California Ocean Protection Council. Please see: http://resources.ca.gov/copc. Building a public outreach strategy is a key action in the State of California’s Ocean Action Plan. (http://resources.ca.gov/ocean/Cal_Ocean_Action_Strategy.pdf)

In the following pages you will find the names of invitees and workshop participants from the Northern and Southern California workshops along with a brief description of the organizations they represent. This list represents a California-wide network of ocean communication specialists. We hope it will help in providing you with an opportunity for future cooperative messaging for ocean conservation.
Adopt a Waterway
Paul Polizzotto
President & CEO
41 East 11th Street, 11th Floor
New York, NY 10003
212-699-6419
paul@eccmedia.com

Aquarium of the Pacific
Marilyn Padilla
Media Relations Manager
320 Golden Shore, Suite 150
Long Beach, CA 90802
www.aquariumofthepacific.org
mpadilla@lbaop.org

Amigos de Bolsa Chica
Alexia Swanepoel
Executive Director
16531 Bolsa Chica Street, Suite 312
Huntington Beach, CA 92649
714-840-1575
info@amigosdebolsachica.org

Aquarium of the Pacific
Amy Coppenger
Director of Education
100 Aquarium Way
Long Beach, CA 90802
562-951-1621
www.aquariumofthepacific.org
acoppenger@lbaop.org

Aquarium of the Bay
Stephanie Keller
Director of Marketing
Pier 39
San Francisco, CA 94133
415-623-5343
www.aquariumofthebay.com
stephaniek@aquariumofthebay.com

Birch Aquarium
Lydia Cobb
Marketing Manager
9500 Gilman Drive, Suite 233
La Jolla, CA 92039
858-822-0774
www.aquarium.ucsd.edu
lkcobb@ucsd.edu

Aquarium of the Pacific
Cecile Fisher
Director of Communications
320 Golden Shore, Suite 150
Long Beach, CA 90802
562-951-1676
www.aquariumofthepacific.org
cfisher@lbaop.org

Blue Frontier Campaign
David Helvarg
President
PO Box 19367
Washington, DC 20036
202-387-8030
www.bluefront.org
helvarg@bluefront.org

Aquarium of the Pacific
Beth-Redmond-Jones
Director of Exhibits
100 Aquarium Way
Long Beach, CA 90802
562-951-5346
www.aquariumofthepacific.org
bredmond-jones@lbaop.org

Blue Frontier Campaign
Heather George
PO Box 19367
Washington, DC 20036
310-528-5256
www.bluefront.org
watergirl321@hotmail.com
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

Bluewater Network
Teri Shore
Clean Vessels Campaign Director
311 California Street, Suite 510
San Francisco, CA 94104
415-544-0790 x20
www.bluewaternetwork.org
tshore@bluewaternetwork.org

Cabrillo Marine Aquarium
Linda Chilton
Education Specialist
3720 Stephen White Drive
San Pedro, CA 90731
310-548-7562
lchilton@rap.lacity.org

Cabrillo Marine Aquarium
Susanne Lawrenz-Miller
Director
3720 Stephen White Drive
San Pedro, CA 90731
310-548-7562
www.cabrilloaq.org
slawmil@rap.lacity.org

Meg Caldwell
Senior Lecturer and Director
Environmental and Natural Resources Law and Policy Program
Stanford Law School
559 Nathan Abbott Way Rm 243
Stanford, CA 94305
650-723-4057/7700
www.naturalresourceslaw.standford.edu
megc@stanford.edu

California Academy of Sciences
Margaret Burke
Director & Curator, Education Division
875 Howard Street
San Francisco, CA 95103
415-321-8125
www.calacademy.org
mburke@calacademy.org

California Academy of Sciences
Terry Gosliner, Provost
875 Howard Street
San Francisco, CA 95103
415-321-8125
www.calacademy.org
tgosliner@calacademy.org

California Academy of Sciences
Pat Kilduff
Marketing and Communications Director
875 Howard Street
San Francisco, CA 95103
415-321-8125
www.calacademy.org
pkilduff@calacademy.org

California Academy of Sciences
Stephanie Stone
Public Information Officer
875 Howard Street
San Francisco, CA 95103
415-321-8119
www.calacademy.org
sstone@calacademy.org

California Coastal Commission
Chris Parry
Public Education Program Manager
45 Fremont Street
San Francisco, CA 94105
415-904-5200
www.coastal.ca.gov
cparry@coastal.ca.gov
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

**California Coastal Commission**
- Eben Schwartz
  - Statewide Outreach Coordinator
  - 45 Fremont Street
  - San Francisco, CA 94105
  - 415-904-5200
  - www.coastal.ca.gov
  - eschwartz@coastal.ca.gov

**California Coastal Conservancy**
- Dick Wayman
  - Communications Director
  - 1330 Broadway, 11th Floor
  - Oakland, CA 94612
  - 510-286-4182
  - www.coastalconservancy.ca.gov
  - dwayman@scc.ca.gov

**California Coastal Conservancy**
- Rebecca Pollock
  - 1330 Broadway, 11th Floor
  - Oakland, CA 94612
  - 510-286-0319
  - www.coastalconservancy.ca.gov
  - rpollock@scc.ca.gov

**California Coastal Conservancy**
- Deborah Ruddock
  - Project Manager
  - 1330 Broadway, 11th Floor
  - Oakland, CA 94612
  - 510-286-4168
  - www.coastalconservancy.ca.gov
  - druddock@scc.ca.gov

**California Coastkeeper Alliance**
- Linda Sheehan
  - Executive Director
  - P.O. Box 3156
  - Fremont, CA 94539
  - 510-770-9764
  - lsheehan@cacoastkeeper.org

**California Department of Boating and Waterways**
- June Iljana
  - Public Information Officer
  - 2000 Evergreen Street, Suite 100
  - Sacramento, CA 95815-3888
  - 916-263-0788
  - www.dbw.ca.gov
  - jiljana@dbw.ca.gov

**California Department of Fish and Game**
- Edgar Roberts III
  - Marine Biologist
  - DFG Headquarters, 1416 Ninth Street
  - Sacramento, CA 95814
  - 916-654-5866
  - www.dfg.ca.gov
  - smartara@dfg.ca.gov

**California Department of Fish and Game**
- David Moore,
  - Statewide Aquatic Education Coordinator
  - Central Coast Region
  - PO Box 47
  - Yountville, CA 94599
  - www.dfg.ca.gov
  - dmoore@dfg.ca.gov

**Cal EPA**
- Andrea Lewis, Assistant Secretary for Program Effectiveness Initiatives
  - 1001 I Street
  - PO Box 2815
  - Sacramento, CA 95812
  - 916-322-7179
  - www.calepa.ca.gov
  - alewis@calepa.ca.gov

**California Marine Life Protection Act Initiative-Central Coast Project**
- Rita Bunzel,
  - Operations & Communications Manager
  - PO Box 592
  - Carmel, CA 93921
  - 831-659-5722
  - www.dfg.ca.gov/mrd/mlpa
  - ritabunzel@yahoo.com
<table>
<thead>
<tr>
<th>Company/Group</th>
<th>Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Marine Life Protection Act</td>
<td>Melissa Miller-Henson, Operations &amp; Communications Manager, c/o California Resources Agency, 1416 Ninth Street, Suite 1311, Sacramento, CA 95814, 916-654-2506, <a href="http://www.dfg.ca.gov/mrd/mlpa">www.dfg.ca.gov/mrd/mlpa</a>, <a href="mailto:melissa@resources.ca.gov">melissa@resources.ca.gov</a></td>
</tr>
<tr>
<td>California Resources Agency</td>
<td>Brian Baird, Assistant Secretary for Oceans &amp; Coastal Policy, 1416 Ninth Street, Suite 1311, Sacramento, CA 95814, 916-653-9416, resources.ca.gov, <a href="mailto:brian@resources.ca.gov">brian@resources.ca.gov</a></td>
</tr>
<tr>
<td>California Resources Agency</td>
<td>Leah Akins, Oceans &amp; Coastal Policy Analyst, 1416 Ninth Street, Suite 1311, Sacramento, CA 95814, 916-653-9416, resources.ca.gov, <a href="mailto:leah.atkins@resources.ca.gov">leah.atkins@resources.ca.gov</a></td>
</tr>
<tr>
<td>California State Parks</td>
<td>Roy D. Stearns, Deputy Director for Communications, P.O. Box 942896, 1416 9th Street - Room 1405, Sacramento, CA 94296-0001, 916-654-7538, <a href="http://www.parks.ca.gov">www.parks.ca.gov</a>, <a href="mailto:rstea@parks.ca.gov">rstea@parks.ca.gov</a></td>
</tr>
<tr>
<td>Channel Islands Marine Sanctuary</td>
<td>Anna Chouteau, Executive Director, 113 Harbor Way, Suite 150, Santa Barbara, CA 93109, 805-812-4914, <a href="mailto:annachouteau@yahoo.com">annachouteau@yahoo.com</a></td>
</tr>
<tr>
<td>Channel Island National Park</td>
<td>Yvonne Menard, Chief of Interpretation, 1901 Spinnaker Drive, Ventura, CA 93001, <a href="http://www.nps.gov/chis/homepage.htm">www.nps.gov/chis/homepage.htm</a>, <a href="mailto:yvonne_menard@nps.gov">yvonne_menard@nps.gov</a></td>
</tr>
<tr>
<td>Cannery Row Company</td>
<td>Michael Bekker, 765 Wave Street, Monterey, CA 93940, 831-649-2603, <a href="http://www.canneryrow.com">www.canneryrow.com</a>, <a href="mailto:mbekker@canneryrow.com">mbekker@canneryrow.com</a></td>
</tr>
<tr>
<td>Center for Marine Biodiversity &amp; Conservation/SIO</td>
<td>Penny Dockery, IGERT Administrator, 9500 Gilman Drive, 0202, La Jolla, CA 92039, 858-822-2790, cmbc.ucsd.edu, <a href="mailto:cmbc@ucsd.edu">cmbc@ucsd.edu</a></td>
</tr>
<tr>
<td>Center for Marine Biodiversity &amp; Conservation/SIO</td>
<td>Andy Balendy, Graduate Student, 9500 Gilman Drive, La Jolla, CA 92039, 310-613-4673, cmbc.ucsd.edu, <a href="mailto:abalendy@ucsd.edu">abalendy@ucsd.edu</a></td>
</tr>
<tr>
<td>Channel Islands National Park</td>
<td>Yvonne Menard, Chief of Interpretation, 1901 Spinnaker Drive, Ventura, CA 93001, <a href="http://www.nps.gov/chis/homepage.htm">www.nps.gov/chis/homepage.htm</a>, <a href="mailto:yvonne_menard@nps.gov">yvonne_menard@nps.gov</a></td>
</tr>
</tbody>
</table>
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

Channel Islands National Park
Carol Peterson
Park Ranger/Education Coordinator
1901 Spinnaker Drive
Ventura, CA 93001
805-658-5700
www.nps.gov/chis/homepage.htm
carol_peterson@nps.gov

Richard Charter
Co-Chair, National OCS Coalition
6947 Cliff Ave.
Bodega Bay, CA 94923
707-875-2345
waterway@monitor.net

Chumash Maritime Association
Roberta Reyes Cordero
Director
805-681-9133
roberta.cordero@gmail.com

The Coalition of Organizations for Oceans Life (COOL)/Lumigenic Media
Marc Shargel, Chair
190 Orchard Road
Felton, CA 95018
831-335-4849
www.lumigenic.com
marc@livingseaimages.com

Coastal Watershed Council
Tamara Doan, Director of Programs
PO Box 1459
Santa Cruz, CA 95061
831-464-9200
www.coastal-watershed.org
tcdoan@coastalws.org

COMPASS
Adina Abeles, Science/Policy Coordinator
Hopkins Marine Station
Stanford University
Pacific Grove, CA 93950
831-655-6210
www.compassonline.org
abeles@stanford.edu

Coral Reef Alliance
Brian Huse, Executive Director
417 Montgomery Street, 205
San Francisco, CA 94104
415-834-0900 x317
www.coralreefalliance.org
bhuse@coral.org

Cordell Bank National Marine Sanctuary
Dan Howard
Superintendent
1 Bear Valley Road
Point Reyes Station, CA 94956
www.cordellbank.noaa.gov
dan.howard@noaa.gov

Chumash Maritime Association
Roberta Reyes Cordero
Director
805-681-9133
roberta.cordero@gmail.com

The Coalition of Organizations for Oceans Life (COOL)/Lumigenic Media
Marc Shargel, Chair
190 Orchard Road
Felton, CA 95018
831-335-4849
www.lumigenic.com
marc@livingseaimages.com

Coastal Watershed Council
Tamara Doan, Director of Programs
PO Box 1459
Santa Cruz, CA 95061
831-464-9200
www.coastal-watershed.org
tcdoan@coastalws.org

COMPASS
Adina Abeles, Science/Policy Coordinator
Hopkins Marine Station
Stanford University
Pacific Grove, CA 93950
831-655-6210
www.compassonline.org
abeles@stanford.edu

Coral Reef Alliance
Brian Huse, Executive Director
417 Montgomery Street, 205
San Francisco, CA 94104
415-834-0900 x317
www.coralreefalliance.org
bhuse@coral.org

Cordell Bank National Marine Sanctuary
Dan Howard
Superintendent
1 Bear Valley Road
Point Reyes Station, CA 94956
www.cordellbank.noaa.gov
dan.howard@noaa.gov

COSEE
Peggy Hamner
Box 951606
621 Charles E. Young Dr. South
Los Angeles, CA 90095
310-206-8247
http://www.cosee.net
phamner@ucla.edu

Defenders of Wildlife
Jim Curland
Marine Program Associate
P.O. Box 959
Moss Landing, CA. 95039
831-726-9010 (phone)
www.defenders.org
jcurland@defenders.org
<table>
<thead>
<tr>
<th><strong>Defenders of Wildlife</strong></th>
<th><strong>Ecotrust</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pamela Flick</td>
<td>Howard Silverman</td>
</tr>
<tr>
<td>California Program Coordinator</td>
<td>Director of Public Information</td>
</tr>
<tr>
<td>1303 J Street, Suite 270</td>
<td>721 NW Ninth Ave, Suite 200</td>
</tr>
<tr>
<td>Sacramento, CA 95814</td>
<td>Portland, OR 97209</td>
</tr>
<tr>
<td>916-313-5800 x 105</td>
<td>503-467-0769</td>
</tr>
<tr>
<td><a href="http://www.defenders.org">www.defenders.org</a></td>
<td><a href="http://www.ecotrust.org">www.ecotrust.org</a></td>
</tr>
<tr>
<td><a href="mailto:pflick@defenders.org">pflick@defenders.org</a></td>
<td><a href="mailto:howard@ecotrust.org">howard@ecotrust.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mark Dowie</strong></th>
<th><strong>Elkhorn Slough National Estuarine Research Reserve</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalist</td>
<td>Becky Christensen, Reserve Manager</td>
</tr>
<tr>
<td>12642 Sir Frances Drake</td>
<td>1700 Elkhorn Road</td>
</tr>
<tr>
<td>Point Reyes Station, CA 94956</td>
<td>Watsonville, CA 95076</td>
</tr>
<tr>
<td>415-669-7117</td>
<td>831-728-2822</td>
</tr>
<tr>
<td><a href="mailto:Dowie@earthlink.net">Dowie@earthlink.net</a></td>
<td><a href="http://www.nerrs.noaa.gov/ElkhornSlough">www.nerrs.noaa.gov/ElkhornSlough</a></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:bchristensen@dfg.ca.gov">bchristensen@dfg.ca.gov</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Earth Justice</strong></th>
<th><strong>Environment Now Foundation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>John McManus, Media Director</td>
<td>Jill Gravender</td>
</tr>
<tr>
<td>426 17th Street, 6th floor</td>
<td>Director, Water Programs</td>
</tr>
<tr>
<td>Oakland, CA 94612</td>
<td>2515 Wilshire Blvd.</td>
</tr>
<tr>
<td>510-550-6707</td>
<td>Santa Monica, CA 90403</td>
</tr>
<tr>
<td><a href="http://www.earthjustice.org">www.earthjustice.org</a></td>
<td>310-829-5568</td>
</tr>
<tr>
<td><a href="mailto:jmcmanus@earthjustice.org">jmcmanus@earthjustice.org</a></td>
<td><a href="http://www.environmentnow.org">www.environmentnow.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EcoTalk</strong></th>
<th><strong>Environment Now Foundation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Betsy Rosenberg, Producer</td>
<td>Ruby Evans</td>
</tr>
<tr>
<td>865 Battery Street</td>
<td>2515 Wilshire Blvd.</td>
</tr>
<tr>
<td>San Francisco, CA 94111</td>
<td>Santa Monica, CA 90403</td>
</tr>
<tr>
<td>415-717-4183</td>
<td>310-829-5568</td>
</tr>
<tr>
<td><a href="http://www.ecotalkblog.com">www.ecotalkblog.com</a></td>
<td><a href="http://www.environmentnow.org">www.environmentnow.org</a></td>
</tr>
<tr>
<td><a href="mailto:betsy@ecotalk.net">betsy@ecotalk.net</a></td>
<td><a href="mailto:Revans@environmentnow.org">Revans@environmentnow.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Ecotrust</strong></th>
<th><strong>Environmental Defense</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lauren Johnson</td>
<td>Rod Fujita, Scientist</td>
</tr>
<tr>
<td>VP Development and Communications</td>
<td>5655 College Ave.</td>
</tr>
<tr>
<td>721 NW Ninth Ave, Suite 200</td>
<td>Oakland, CA 94618</td>
</tr>
<tr>
<td>Portland, OR 97209</td>
<td>510-658-8008</td>
</tr>
<tr>
<td>503-467-0769</td>
<td><a href="http://www.edf.org">www.edf.org</a></td>
</tr>
<tr>
<td><a href="http://www.ecotrust.org">www.ecotrust.org</a></td>
<td><a href="mailto:rfujita@environmentaldefense.org">rfujita@environmentaldefense.org</a></td>
</tr>
<tr>
<td><a href="mailto:lauren@ecotrust.org">lauren@ecotrust.org</a></td>
<td></td>
</tr>
</tbody>
</table>

---

**Exhibit 3:** Members of the Ocean Communicators Alliance (as of April 28, 2006)
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

Environmental Defense Center
Linda Krop, Chief Counsel
906 Garden St.
Santa Barbara, CA 93101
805-963-1622
www.edcnet.org
lkrop@edcnet.org

The Essential Image Source Foundation
Susan Sember, President
1187 Coast Village Rd. Ste. 1-559
Santa Barbara, CA 93108
805-969-9010
www.eisf.org
ssember@eisf.org

Farallones Marine Sanctuary Association
Linda Hunter, Executive Director
PO Box 29386
San Francisco, CA 94129
415-561-6625 x 314
www.farallones.org
lhunter@farallones.org

Congressman Sam Farr
Bonnie Van Hise
Salinas District Office
100 W. Alisal
Salinas, CA 93901
831-424-2229
Bonnie.VanHise@mail.house.gov

Friends of the Colorado Lagoon
Dave Pirazzi
203 Argonne, #140
Long Beach, CA 90803
562-261-9058
dave@pirazzi.net

Friends of the Colorado Lagoon
Ray Thorn, President
203 Argonne, #140
Long Beach, CA 90803
562-597-2800
www.coloradolagoon.org

Friends of Moss Landing Marine Lab
Lisa Uttal, Executive Director
8272 Moss Landing Road
Moss Landing, CA 95039
831-771-4418
www.friends.mlml.calstate.edu
luttal@mlml.calstate.edu

Friends of the Sea Otter
D’Anne Albers, Executive Director
125 Ocean Blvd., 204
Pacific Grove, CA 93950
831-373-2747
www.seaotters.org
exec@seaotters.org

Gulf of the Farallones National Marine Sanctuary
Maria Brown, Superintendent
Bldg 201 Fort Mason
San Francisco, CA 94123
415-561-6622
www.farallones.noaa.gov
maria.brown@noaa.gov

Gulf of the Farallones National Marine Sanctuary
Carol Preston, Education Coordinator
Bldg 201 Fort Mason
San Francisco, CA 94123
415-561-6622
www.farallones.noaa.gov
carol.a.preston@noaa.gov

Gulf of the Farallones National Marine Sanctuary
Mary Jane Schramm
Media Liaison, Public Outreach Specialist
Bldg 201 Fort Mason
San Francisco, CA 94123
415-561-6622
www.farallones.noaa.gov
maryjane.schramm@noaa.gov

raythorn@charter.net
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

The Headlands Institute
Duffy Ross, Education Director
Building 1033 Marine Headlands/GGNRA
Sausalito, CA 94965
415-332-5771
www.yni.org
dross@yni.org

The Headlands Institute
Aaron Rich, Education Manager
Building 1033 Marine Headlands/GGNRA
Sausalito, CA 94965
415-332-5771
www.yni.org
arich@yni.org

Immersion Presents
Diana Lee Crew,
Director of Strategic Partnerships
301 Jasmine Street
Denver, CO 80220
303-887-4255
www.immersionpresents.org
diana@immersionpresents.org

Institute of Fisheries Resources
Zeke Grader, Executive Director
PO Box 29196
San Francisco, CA 94129
415-561-3474 x 226
www.ifrfish.org
zgrader@ifrfish.org

La Jolla Friends of the Seals
Jim Hudnall
Board Member
P.O. Box 2016
La Jolla, CA 92038
phoca@lajollaseals.org

Marine Advanced Technology Education Center (MATE)
Jill Zande
Co-Principal Investigator/Outreach Director
Monterey Peninsula College
980 Fremont Street
Monterey, CA 93940
831-646-3082
www.marinetech.org
jzande@marinetech.org

Marine Conservation Biology Institute
Jennifer L. Palmer, Conservation Scientist
14301 Arnold Dr. Suite 25
Glen Ellen, CA 95442
707-938-3214
www.mcbi.org
jen.palmer@mcbi.org

The Marine Mammal Center
Jim Oswald, Communication Manager
1065 Fort Cronkhite, Marin Headlands
Sausalito, CA 94965
415-289-7341
www.tmmc.org
oswaldj@tmmc.org

Matthew Meier Photography
Matthew Meier, Photographer
1502 Chapala Street, Suite C
Santa Barbara, CA 93101-6607
858-504-0469
www.matthewmeierphoto.com
matt@matthewmeierphoto.com

Monterey Bay Aquarium
Hank Armstrong
VP for Communications
886 Cannery Row
Monterey, CA 93940
831-648-4911
www.mbayaq.org
harmstrong@mbayaq.org
Monterey Bay Aquarium
Ken Peterson
Science Communications Director
886 Cannery Row
Monterey, CA 93940
831-648-4911
www.mbayaq.org
kpeterson@mbayaq.org

Monterey Bay Aquarium
Center for the Future of the Oceans
Mike Sutton, VP/Director
886 Cannery Row
Monterey, CA 93940
831-647-6862
www.mbayaq.org
msutton@mbayaq.org

Monterey Bay Aquarium Research Institute
Lisa Borak, Communications Associate
7700 Sandholt Road
Moss Landing, CA 95039
831-775-1807
www.mbari.org
lisab@mbari.org

Monterey Bay National Marine Sanctuary
Karen Grimmer, Acting Superintendent
299 Foam Street
Monterey, CA 93940
831-647-4237
www.montereybay.noaa.gov
karen.grimmer@noaa.gov

Monterey Bay National Marine Sanctuary
Rachel T. Saunders
Community & Public Relations Coordinator
299 Foam Street
Monterey, CA 93940
831-647-4237
www.montereybay.noaa.gov
rachel.saunders@noaa.gov

Monterey Bay National Marine Sanctuary
Dawn Hayes, Education Coordinator
299 Foam Street
Monterey, CA 93940
831-647-4237
www.montereybay.noaa.gov
dawn.hayes@noaa.gov

Monterey Bay Sanctuary Foundation
Dennis Long, Executive Director
299 Foam Street
Monterey, CA 93940
831-644-9600
www.mbnmsf.org
lighthousegroup@earthlink.net

Monterey County Convention and Visitors Bureau
Julie Armstrong
Marketing & Communications Director
PO Box 1770
Monterey, CA 93942
831-657-6405
www.montereyinfo.org
julie@mccvb.org

The Gordon and Betty Moore Foundation
Barry Gold
Marine Conservation Initiative Lead
The Presidio
PO Box 29910
San Francisco, CA 94129-0910
415-561-7700
www.moore.org
barry.gold@moore.org

The Gordon and Betty Moore Foundation
Emily Goodwin
Program Associate, Marine Conservation
The Presidio
PO Box 29910
San Francisco, CA 94129-0910
415-561-7700
www.moore.org
emily.goodwin@moore.org

Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

The Gordon and Betty Moore Foundation
Rachel Strader
Program Associate, Marine Conservation
The Presidio
PO Box 29910
San Francisco, CA 94129-0910
415-561-7700
www.moore.org
rachel.strader@moore.org

The National Audubon Society
John Gurley, SF Bay Program Director
4225 Hollis Street
Emeryville, CA 94608
510-601-1866 x4
www.audubon.org
jgurley@audubon.org

National Marine Protected Areas Center
Sarah Fischer
Pacific Coast Regional Coordinator
99 Pacific Street, Suite 100
Santa Cruz, CA 93940
www.mpa.gov
sarah.fischer@noaa.gov

National Marine Sanctuary Foundation
Lori Arguelles, Executive Director
8601 Georgia Avenue, Suite 201
Silver Spring, MD 20910
301-608-3040
www.nmsfocean.org
lori@nmsfocean.org

Nature Tourism Planning/Watchable Wildlife, Inc.
Robert Garrison, Consultant
PO Box 764
Newcastle, CA 95658
530-887-1600
www.naturetourismplanning.com
rwg@inreach.com

Newport Bay Naturalists and Friends
Jack Keating, Executive Director
949-720-9433
keating@pacbell.net

Natural Resources Defense Council
Kate Wing, Oceans Program
111 Sutter Street, 20th Floor
San Francisco, CA 94104
415-875-6100
www.nrdc.org
kwing@nrdc.org

The Nature Conservancy
Shari Weaver, Associate Director of Communications, California Program
201 Mission St, 4th floor
San Francisco, CA 94105-1832
415-281-0497
www.nature.org
sweaver@tnc.org

Nature Tourism Planning/Watchable Wildlife, Inc.
Robert Garrison, Consultant
PO Box 764
Newcastle, CA 95658
530-887-1600
www.naturetourismplanning.com
rwg@inreach.com

Newport Bay Naturalists and Friends
Jack Keating, Executive Director
949-720-9433
keating@pacbell.net
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

NOAA Fisheries Service
Sarah Dunsford
Science & Outreach Coordinator
501 W. Ocean Blvd., Suite 4200
Long Beach, CA 90802
562-980-4007
www.nmfs.noaa.gov
sarah.dunsford@noaa.gov

NOAA Fisheries Service
Jim Milbury, Public Affairs Officer
501 W. Ocean Blvd., Suite 4200
Long Beach, CA 90802
562-980-4006
www.nmfs.noaa.gov
jim.milbury@noaa.gov

NOAA Fisheries Service
Dan Logan, Protected Resource Division
777 Sonoma Ave., Room 325
Santa Rosa, CA. 95404
707-575-6053
www.nmfs.noaa.gov/pr
dan.logan@noaa.gov

NOAA Fisheries Service
Shirley Witalis, Fishery Biologist
650 Capitol Mall, Suite 8-300
Sacramento, CA 95814
916-930-3606
www.nmfs.noaa.gov
shirley.witalis@noaa.gov

NOAA Marine Debris Program
Vicki Loe, Outreach Coordinator
7600 Sand Pt. Way NE Bldg 4
Seattle, WA 98115
206-526-6464
www.noaa.gov
vicki.loe@noaa.gov

NOAA National Marine Sanctuary Program
William Douros
Acting Regional Superintendent, West Coast
99 Pacific Street, Building 200-Suite K
Monterey, CA 93940
831-647-1920
www.sanctuaries.noaa.gov
william.douros@noaa.gov

NOAA National Marine Sanctuary Program
Matthew Stout
Communications Branch Chief
1305 East-West Hwy
SSMC IV, 11th Floor
Silver Spring, MD 20910
301-713-3125
www.sanctuaries.noaa.gov
matthew.stout@noaa.gov

NOAA National Marine Sanctuary Program
Sarah Marquis
West Coast/Pacific Media Coordinator
4 Alicante Aisle
Irvine, CA 92614
949-222-2212
www.sanctuaries.noaa.gov
marquispr@earthlink.net

NOAA National Marine Sanctuary Program
David Hall
East Coast Media Coordinator
1305 East-West Hwy
SSMC IV, 11th Floor
Silver Spring, MD 20910
301-713-3125
www.sanctuaries.noaa.gov
David.Hall@noaa.gov
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

The Ocean Channel, Inc.
Michael Hanrahan, President
1331 Mountain Ave.
Santa Barbara, CA 93101
www.ocean.com
michael@ocean.com

The Ocean Conservancy
Warner Chabot,
Vice President of Regional Operations
116 New Montgomery, #10
San Francisco, CA 94105
415-979-0900
www.oceanconservancy.org
wchabot@oceanconservancy.org

The Ocean Conservancy
Erin Simmons
Pacific Ecosystems Manager
116 New Montgomery, #10
San Francisco, CA 94105
415-979-0900
www.oceanconservancy.org
esimmons@oceanconservancy.org

The Ocean Conservancy
Kaitlin Gaffney
Program Director
55-C Municipal Wharf
Santa Cruz, CA 95060
831-425-1363
www.oceanconservancy.org
kgaffney@psinet.com

The Ocean Conservancy
Greg Helms
Program Director
714 Bond Ave
Santa Barbara, CA 93103
805-687-2322
www.oceanconservancy.org
ghelms@psinet.com

Ocean Discovery!
Michelle Chow
Executive Director
6575 Burnside Rd
Sebastopol, CA 95472
707-799-7117
www.discovertheocean.org
michelle@discovertheocean.org

Ocean Discovery!
Vic Chow
Associate Director
6575 Burnside Rd
Sebastopol, CA 95472
707-799-7117
www.discovertheocean.org
vichow@ucdavis.edu

The Ocean Project
Bill Mott, Director
PO Box 2506
Providence, RI 02906
401-709-4071
www.TheOceanProject.org
bmott@theoceanproject.org

O’Neill Sea Odyssey
Dan Haifley, Executive Director
2222 East Cliff Drive
Santa Cruz, CA 96062
831-465-9390
www.oneillseaodyssey.org
dhaifley@oneillseaodyssey.org

Orange County Coastkeeper
Ellen Brown
Assistant Director
441 Old Newport Blvd, Suite 103
Newport Beach, CA 92663
949-723-5424
www.coastkeeper.org
keeperqueen@earthlink.net
**Orange County Coastkeeper**  
Dave Ohman  
Creative Director  
441 Old Newport Blvd. #103  
Newport Beach, CA 92663  
www.coastkeeper.org  
ohmandesign@cox.net

**The Otter Project**  
Steve Shimek, Executive Director  
3098 Stewart Court  
Marina, CA 93933  
831-883-4159  
www.otterproject.org  
exec@otterproject.org

**The David & Lucille Packard Foundation**  
Kristen Sherwood  
Associate Program Officer  
Conservation and Science Program  
300 Second Street  
Los Altos, CA 94022  
650-917-7273  
www.packard.org  
ksherwood@packard.org

**Patagonia**  
Lisa Pike  
Environmental Programs Director  
259 West Santa Clara Street  
Ventura, CA 93001  
805-643-8616  
www.patagonia.com  
lisa_pike@patagonia.com

**Patagonia**  
Lisa Myers  
Environmental Programs Associate  
259 West Santa Clara Street  
Ventura, CA 93001  
805-643-8616  
www.patagonia.com  
lisa_myers@patagonia.com

**PISCO**  
Cinamon Vann  
Policy Coordinator & Outreach Coordinator  
1900 - 50th Street  
Sacramento, CA 95819  
916-616-5355  
www.piscoweb.org  
cinamonvann@gmail.com

**Patagonia**  
Eve Bould  
259 West Santa Clara Street  
Ventura, CA 93001  
805-643-8616  
www.patagonia.com  
Eve_Bould@patagonia.com

**Patagonia**  
Jen Rapp  
Public Relations Manager  
259 West Santa Clara Street  
Ventura, CA 93001  
805-643-8616  
www.patagonia.com  
rapp@patagonia.com

**Point Reyes National Seashore**  
Don Neubacher, Superintendent  
1 Bear Valley Road.  
Point Reyes, CA 94956  
415-464-5135  
www.nps.gov/pore  
Don_Neubacher@nps.gov

**Point Reyes National Seashore**  
John Dell’Osso  
Chief of Interpretation & Resource Education  
1 Bear Valley Road.  
Point Reyes, CA 94956  
415-464-5135  
www.nps.gov/pore  
John_A_Dell’Osso@nps.gov
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

**Point Reyes National Seashore Association**
Gary Knoblock, Executive Director
1 Bear Valley Road
Point Reyes, CA 94956
415-663-1835
www.ptreyes.org
gary@ptreyes.org

**PRBO Conservation Science**
Melissa Pitkin, Education Director
4990 Shoreline Hwy.
Stinson Beach, CA 94970
415-868-1221 x 307
www.prbo.org
mpitkin@prbo.org

**Project AWARE Foundation**
Jenny Miller Garmendia
Director,
30151 Tomas Street
Rancho Santa Margarita
CA, 92688-2125 USA
949-858-7657 x 2439
www.projectaware.org
jenny.miller.garmendia@projectaware.org

**Project BluePrint**
Susan Danielson
Certified Marketing Specialist
PO Box 407
Pacifica, CA 94044
650-738-5871
sdanielson@sbcglobal.net

**SF Bay National Estuarine Reserve**
Sarah Davies
Education & Outreach Coordinator
3152 Paradise Drive
Tiburon, CA 94920
415-338-3707
www.sfbaynerr.org
daviess@sfu.edu

**San Francisco Bay NWR Complex**
Karla Tanner
Chief of Visitor Services
PO Box 524
Newark, CA 94560
510-792-0275 x 39
www.sfbayrefuges.fws.gov
karla_tanner@fws.gov

**San Francisco Ocean Film Festival**
Krist Jake, Founder
PO Box 475668
San Francisco, CA 94147
415-561-6251
www.oceanfilmfest.org
krist@oceanfilmfest.org

**San Francisco Ocean Film Festival**
Alison Cross, Development Coordinator
PO Box 475668
San Francisco, CA 94147
415-561-6251
www.oceanfilmfest.org
alison@oceanfilmfest.org

**Santa Cruz County Conference and Visitors Council**
Christina Glynn
Communications/Film Liaison
1211 Ocean Street
Santa Cruz, CA 95060
831-429-7281 x112
www.santacruzca.org
christina@santacruz.org

**Santa Monica Mountains National Recreation Area**
Charles Taylor
401 West Hillcrest Drive
Thousand Oaks, CA 91360
805-370-2343
www.nps.gov/samo
Charles_Taylor@nps.gov
Scripps Institution of Oceanography
Mario Aguilera
Assistant Director of Scripps
9500 Gilman Drive, 0233
La Jolla, CA 92093
858-534-3626
sio.ucsd.edu
maguilera@ucsd.edu

Scripps Institution of Oceanography
Jessica Demian, Publicity Writer
Scripps Communications,
9500 Gilman Drive, 0233
La Jolla, CA 92093
858-534-8555
www.scrippsnews.ucsd.edu
jdemian@ucsd.edu

Seaflow
Ingrid Overgard, Program Director
1062 Fort Cronkhite
Sausalito, CA 94965
415-229-9354
www.seaflow.org
Ingrid@seaflow.org

Sea Grant Program, USC
Phyllis Grifman
Associate Director
University Park, AHF 209
Los Angeles, CA 90089
213-470-1963
www.usc.edu/org/seagrant
grifman@usc.edu

Sea Studios Foundation
Mark Shelley, Executive Director
810 Cannery Row
Monterey, CA 93940
831-649-5152 x 201
www.seastudios.com
mark@seastudios.org

SeaWeb/COMPASS
Ashley Simons
Assistant Director Science, Outreach
www.seaweb.org
asimons@seaweb.org

SeaWeb/COMPASS
Jessica Brown
Ocean Science Outreach Specialist
1731 Connecticut Ave., NW
Washington DC 20009
831-477-2162
www.seaweb.org
jbrown@seaweb.org

Seymour Marine Discovery Center
Long Marine Laboratory
University of California Santa Cruz
Julie Barrett Heffington, Director
Institute for Marine Sciences, UCSC
100 Shaffer Road
Santa Cruz, CA 95060
831-459-3800
seymourcenter.ucsc.edu
jbheff@ucsc.edu

Shifting Baselines
Randy Olson, Director
5254 Melrose Ave. D-112
Hollywood, CA 90038
323-960-4517
www.shiftingbaselines.org
rolson@usc.edu

Maris Sidenstecker
1192 Waring Street
Seaside, CA 93955
831-899-9957
orcamaris@earthlink.net

Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)
Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)

Surfrider Foundation
Matt McClain
P.O. Box 6010
San Clemente, CA 92674
949-492-8170
www.surfrider.org
mmcclain@surfrider.org

Surfrider Foundation
Laura Mazzarella
Marketing and Public Relations Coordinator
P.O. Box 6010
San Clemente, CA 92674
949-492-8170
www.surfrider.org
lmazzarella@surfrider.org

Michael Tennesen
Freelance Environmental Writer
310-530-0439
michael@michaeltennesen.com

TreePeople
Aaron Odland
12601 Mulholland Dr.
Beverly Hills, CA 90210
818-753-4600
www.treepeople.org
info@treepeople.org

University of California, Berkeley
Timothy Zimmerman,
Marine Science Education Specialist
University of California, Berkeley
Lawrence Hall of Science
Berkeley, CA 94720-5200
510-642-5008
www.lawrencehallofscience.org
www.cacosee.org
timzim@berkeley.edu

University of California, Berkeley
Craig Strang, Associate Director,
Lawrence Hall of Science and
Director, MARE & COSEE California
University of California, Berkeley
Lawrence Hall of Science
Berkeley, CA 94720-5200
510-642-5008
www.lawrencehallofscience.org
www.cacosee.org
cstrang@berkeley.edu

UCSB, Marine Science Institute
Michael Sheehy
Research Biologist
University of California Santa Barbara
Santa Barbara, CA 93106
805-680-3352
sheehy@lifesci.ucsb.edu

UCSB, Marine Science Institute
Satie Airame
Pisco Policy Coordinator
Marine Science Institute, University of CA
Santa Barbara, CA 93106
airame@msi.ucsb.edu

UCSB, Marine Science Institute
Ali Whitmer
Director of Education & Research Scientist
Marine Science Institute, UC Santa Barbara
Santa Barbara, CA 93106
805-893-6174
whitmer@lifesci.ucsb.edu

UC Santa Cruz
Tim Stephens
Public Information Officer
1156 High Street
Santa Cruz, CA 95064
www.ucsc.edu
stephens@ucsc.edu
WiLDCOAST
Fay Crevoshay
Executive Director
925 Seacoast Dr.
Imperial Beach, CA 91932
619-423-8665
www.wildcoast.net
faycrev@yahoo.com

WiLDCOAST
Aida Navarro
Wild Conservation Program Manager
925 Seacoast Dr.
Imperial Beach, CA 91932
619-423-8665
www.wildcoast.net
anavarro@wildcoast.net
Notess
Adopt-A-Waterway
Adopt-A-Waterway® is a national program that brings together the public and private sectors to raise money for local governments, through corporate sponsorships, to meet government regulations and clean up pollution caused by urban and storm water runoff.

Amigos de Bolsa Chica
The specific and primary purpose of Amigos de Bolsa Chica is to advocate the preservation of the Bolsa Chica and to encourage public acquisition and planning to restore it to its natural marsh state surrounded by open space.

Aquarium of the Bay
Opened in 1996 and enhanced in 2001, Aquarium of the Bay is a unique educational and entertainment facility dedicated to the rich and diverse aquatic life of San Francisco Bay and its surrounding waters. The Aquarium provides a window to the Bay that focuses on its distinctive ecosystems to entertain, educate and inspire preservation of this wonderful natural resource.

Aquarium of the Pacific
a nonprofit institution, celebrates our planet’s largest and most diverse body of water: the Pacific Ocean. Home to more than 12,500 animals, the Aquarium features hands-on discovery labs, the Lorikeet Forest aviary, its interactive Shark Lagoon and the 2005 MUSE Award-winning kiosk exhibit Whales: Voices in the Sea. The Aquarium is dedicated to ocean education and conservation and features a variety of public and school programs as well as its Marine Conservation Research Institute.

Birch Aquarium at Scripps
As the public exploration center for world-renowned Scripps Institution of Oceanography, Birch Aquarium has delighted San Diego's residents and visitors with the wonders of the ocean for more than a century. A stunning variety of colorful, Pacific marine life is featured in more than 60 habitats. Interactive and multimedia exhibitions showcase the mysteries of ocean, air, land and life and interpret the cutting-edge discoveries made by Scripps explorers. Public programs embrace seasonal exhibitions and are suited for all ages in a variety of topics and indoor/outdoor settings.

The Blue Frontier Campaign
works to support seaweed (marine grassroots) efforts at the local, regional and national level, with an emphasis on bottom up organizing to bring the voice of citizen-activists into national decision-making that will impact our public seas. Through books, conferences, public speaking and production of training materials it seeks to build unity, provide tools and enhance awareness of common-sense solutions that exist for the protection, restoration and exploration of our living seas.

Bluewater Network
works to stop environmental damage from vehicles and vessels, and to protect human health and the planet by reducing dependence on fossil fuels. Bluewater Network is a division of Friends of the Earth – the U. S. voice of the world’s largest network of environmental groups with one million supporters in 70 countries across five continents
Cabrillo Marine Aquarium
This City of Los Angeles facility has provided extensive and engaging education on ocean life for schools and the public for over 70 years. Its modern seaside facilities include the aquaria and museum exhibits of the Southern California Marine Life hall, a new Exploration Center linked to activities in the adjacent Cabrillo Coastal Park, a new Aquatic Nursery exhibit hall with opportunities for student research, the new Virginia Reid Moore Marine Research Library, a teaching laboratory, and the 300-seat John M. Olguin Auditorium.

Meg Caldwell
is a senior lecturer in law and director of the Environmental and Natural Resources Law and Policy Program. She specializes in land use, municipal law and environmental partnerships. Professor Caldwell’s current research focuses on the environmental effects of local land use decisions, the use of science in environmental and marine resource policy development and implementation, and private and public incentives for natural resource conservation. Governor Schwarzenegger appointed Caldwell to the California Coastal Commission in June 2004, and her fellow commissioners elected her to chair the commission the following December.

California Academy of Sciences/ Steinhart Aquarium
Founded in 1853 as the first scientific institution in the West, the California Academy of Sciences' mission is to explore and explain the natural world. With eight scientific research departments, the Academy's natural history collections are utilized by scientists from around the world. Our scientists discover, collect and study invaluable specimens of animals, plants, minerals and anthropological artifacts from around the world.

California Coastal Commission
is a state agency whose mission is to protect, conserve, restore, and enhance environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations. The Commission operates under the California Coastal Act, which provides authority for planning and regulating development and natural resource use along the coast in partnership with local governments. The Commission's Public Education Program supports the agency's mission by providing programs and materials that teach the public to be stewards of our beaches and ocean.

California Coastal Conservancy
established in 1976, is a state agency that uses entrepreneurial techniques to purchase, protect, restore, and enhance coastal resources, and to provide access to the shore. We work in partnership with local governments, other public agencies, nonprofit organizations, and private landowners. To date, the Conservancy has undertaken more than 950 projects along the 1,100 mile California coastline and around San Francisco Bay.

California Coastkeeper Alliance
The California Coastkeeper Alliance coordinates and supports the work of local California Waterkeeper programs in an effort to provide a statewide voice for safeguarding California's waters, and its world-renowned coast and ocean, for the benefit of all Californians and for California's future. The Alliance is made up of ten separate Waterkeepers spanning the coast from Humboldt Bay to San Diego.
**California Department of Boating and Waterways (Cal Boating)**

is the state's boating agency. The department promotes on-the-water safety and helps develop convenient public access to the waterways through programs funded by vessel registration fees, boating fuel tax dollars and boating facility construction loan payments. In addition, Cal Boating promotes clean boating, controls invasive species, and funds beach erosion studies and beach restoration projects.

**California Department of Fish and Game, Marine Region**

The mission of the California Department of Fish and Game, Marine Region is to protect, maintain, enhance and restore California's marine ecosystems for their ecological values and their use and enjoyment by the public. The Marine Region is responsible for protecting and managing California’s marine resources under the authority of laws and regulations created by the State Legislature, the Fish and Game Commission, and the Pacific Fishery Management Council.

**Cal EPA**

The California Environmental Protection Agency (Cal/EPA) was created in 1991 by Governor's Executive Order. The six Boards, Departments and Office were placed within the Cal/EPA "umbrella" to create a cabinet level voice for the protection of human health and the environment and to assure the coordinated deployment of State resources. Our mission is to restore, protect and enhance the environment, to ensure public health, environmental quality and economic vitality.

**California Marine Life Protection Act (MLPA) Initiative**

The California MLPA Initiative is a public-private partnership designed to help the State of California implement the Marine Life Protection Act (MLPA), guided by the advice of scientists, resource managers, experts, stakeholders and members of the public. The MLPA directs the state to reexamine and redesign California's MPA system to increase its coherence and its effectiveness at protecting the state's marine life, habitat and ecosystems. The objectives of the MLPA Initiative are to oversee the development of a draft MLPA Master Plan Framework, oversee a regional project to develop a proposal for alternative networks of marine protected areas in an area along the central coast, prepare a comprehensive strategy for long-term funding of MLPA implementation, and develop recommendations for improved coordination with federal agencies involved in marine protected areas management.

**California Resources Agency**

The Resources Agency is responsible for administering programs that conserve, preserve, restore and enhance the rich and diverse natural and cultural resources of California. The agency has 15,000 employees in 24 departments, commissions, boards and conservancies related to California's conservation, water, fish and game, forestry, parks, energy, coastal, marine, and landscape issues.

**California State Parks**

California State Parks contains the largest and most diverse natural and cultural heritage holdings of any state agency in the nation. State park units include underwater preserves, reserves, and parks; redwood, rhododendron, and wildlife reserves; state beaches, recreation areas, wilderness areas, and reservoirs. Responsible for almost one-third of California's scenic coastline, California State Parks manages the state's finest coastal wetlands, estuaries, beaches, and dune systems.
Cannery Row Company
The Cannery Row Company is a diversified real estate development, leasing and management company with holdings predominantly on Cannery Row in Monterey, California, as well as throughout Northern California. The Cannery Row Company owns 70% of the property along Cannery Row, one of America’s most famous streets, popularized by Nobel and Pulitzer award winning author, John Steinbeck, through his characters in Cannery Row and Sweet Thursday. Located on picturesque Monterey Bay, Cannery Row is a destination drawing tourists from around the world.

Center for Marine Biodiversity and Conservation
The Center of Marine Biodiversity and Conservation (CMBC) was established at the Scripps Institution of Oceanography in May 2001 with five main goals: 1) Investigation: To assess the state of marine ecosystems now and in the past and develop predictive models for the future. 2) Education: To train new marine biodiversity and conservation scientists in the United States and around the world. 3) Integration: To develop novel interdisciplinary approaches linking the biological, physical, social and informatic sciences. 4) Communication: To increase public understanding of scientific issues and provide sound scientific analyses to policy makers. 5) Application: To design technically sophisticated, regionally appropriate strategies to prevent and reverse biodiversity collapse.

Channel Islands Marine Sanctuary Foundation
Channel Islands Marine Sanctuary Foundation is a 501(c)(3) nonprofit organization founded in 1995 to support the management, research and educational goals of the Channel Islands National Marine Sanctuary. The Foundation and the Sanctuary work together to ensure this unique area is preserved for current and future generations.

Channel Islands National Marine Sanctuary
encompasses 1,252 square nautical miles of water from mean high tide to six nautical miles offshore of Santa Barbara, Anacapa, Santa Cruz, Santa Rosa, and San Miguel Islands. The sanctuary is a special place for species close to extinction, sensitive habitats, shipwrecks, and maritime heritage artifacts. Many valuable commercial and recreational activities, such as fishing, shipping, and tourism occur in the sanctuary. A comprehensive ecosystem management approach is used to promote long-term conservation of sanctuary waters, wildlife, habitats, and cultural resources, while allowing compatible human uses.

Channel Islands National Park
Channel Islands National Park encompasses five of the eight California Channel Islands (Anacapa, Santa Cruz, Santa Rosa and San Miguel Island and Santa Barbara Island) and their ocean environment, preserving and protecting a wealth of natural and cultural resources. The Channel Islands are home to over 2,000 terrestrial plants and animals, of which 145 are found nowhere else in the world. Marine life ranges from microscopic plankton to the blue whale, the largest animal to live on Earth. Archeological and cultural resources span a period of more than 10,000 years of human habitation. Congress ensured the protection of these fragile island resources in the act that created Channel Islands National Park in 1980. The mission of the National Park Service is to provide for human use and enjoyment of the islands, while preserving them for present and future generations.
**Richard Charter**
serves as Co-Chair of the National Outer Continental Shelf (OCS) Coalition, and has been working for nearly three decades to ensure continued protection for sensitive coastlines threatened by offshore oil and gas drilling. Richard coordinated the local government support that led to the creation of the Gulf of the Farallones, Cordell Bank, Channel Islands and Monterey Bay National Marine Sanctuaries. He currently works on ocean protection issues throughout the Pacific Rim, including offshore oil and gas, ocean mining, carbon sequestration and the creation of marine protected areas to restore damaged fisheries and restore coastal ecosystems.

**Chumash Maritime Association**
The Chumash Maritime Association (CMA) was formed in 1996 by a small group of Chumash people working to revitalize the Chumash indigenous maritime heritage of the Central Coast. CMA is committed to strengthening the dignity and identity of Chumash people of all ages by reclaiming our culture through practical knowledge of our homeland in all its elements. Our mission includes collaboration with local grass-roots environmental groups and our ocean partners such as CINMS, CINP, and Santa Barbara Maritime Museum in mobilizing educational and hands-on projects that support restoring earth and sea to health.

**Coalition of Organizations for Ocean Life (COOL)**
COOL is a coalition of national and regional environmental groups and recreational ocean lovers, working on the Central Coast of California. The mission of the Coalition of Organizations for Ocean Life is to foster the creation of a network of marine reserves that will help restore, enhance and protect the diversity and abundance of California's marine life and underwater habitats, and to educate the public on the value of marine reserves and healthy oceans.

**Coastal Watershed Council**
CWC advocates for the preservation and protection of coastal watersheds through the establishment of community-based watershed stewardship programs and works in partnership with schools, community organizations and local government. The Coastal Watershed Council emphasizes hands-on learning- getting community members out into the watershed to learn about water quality, riparian and wetland ecosystems and the problems impacting our watersheds.

**COMPASS**
is a partnership of SeaWeb, the Monterey Bay Aquarium’s Center for the Future of the Oceans and leading academic marine scientists. COMPASS combines the skills of its partners to advance and communicate marine conservation science to policymakers, the public and the media. Our goal is to accelerate the pace of solutions to important marine environmental problems.

**The Coral Reef Alliance (CORAL)**
CORAL is a member-supported, non-profit organization, dedicated to keeping coral reefs alive by integrating ecosystem management, sustainable tourism, and community partnerships.
Cordell Bank National Marine Sanctuary
is one of the 13 NOAA National Marine Sanctuaries and one of four in California's productive waters. The sanctuary protects an area of 397 square nautical miles (526 square miles) off the northern California coast. Cordell Bank is located on the continental shelf, about 43 nautical miles (nm) northwest of the Golden Gate Bridge and 18 nm west of the Point Reyes lighthouse. This rocky submerged island emerges from the soft sediments of the continental shelf, with the upper pinnacles reaching to within 120 feet of the ocean's surface encompassing brilliant and diverse marine life, above and below the water.

COSEE
The Centers for Ocean Sciences Education Excellence (COSEE) is a network of ten regional centers that act locally and regionally, as well as dream, think and act nationally. Two centers exist in California, COSEE-West (http://www.usc.edu/org/cosee-west/index.html) and COSEE California (http://www.cacosee.net). The goals of COSEE are to: promote the development of effective partnerships between research scientists and educators; to disseminate effective ocean sciences programs and the best practices that do not duplicate but rather build on existing resources; and to promote a vision of ocean education as a charismatic, interdisciplinary vehicle for creating a more scientifically literate workforce and citizenry.

Defenders of Wildlife
The world’s oceans are in crisis. From our coastal wetlands to the ocean depths, marine species and ecosystems face a staggering array of threats, including overfishing, habitat loss, pollution and global climate change. No single group can address all of these threats, but Defenders of Wildlife, with our marine program office in the Monterey Bay area, is playing an increasingly important role in specific efforts to stem the tide of extinction in the world’s seas

Mark Dowie
serves on the Gulf of the Farallones National Marine Sanctuary Advisory Board. He teaches science at the University of California Graduate School of Journalism in Berkeley. He is also researching the historical relationship between conservation and indigenous peoples at MIT. And he is a former publisher and editor of Mother Jones magazine.

Earthjustice
is a non-profit public interest law firm dedicated to protecting the magnificent places, natural resources, and wildlife of this earth and to defending the right of all people to a healthy environment. We bring about far-reaching change by enforcing and strengthening environmental laws on behalf of hundreds of organizations and communities.

Ecotrust
is a conservation organization committed to strengthening communities and the environment from Alaska to California. We work with native peoples and in the fisheries, forestry and farming sectors to build a regional economy that is based on social and ecological opportunities.
Elkhorn Slough National Estuarine Research Reserve
The National Estuarine Research Reserves System is a network of 26 areas representing different biogeographic regions of the United States that are protected for long-term research, water-quality monitoring, education and coastal stewardship. Administered by the National Oceanic and Atmospheric Administration, the reserve system is a federal-state partnership. Located 3.5 miles east of Moss Landing, Elkhorn Slough is one of the relatively few coastal wetlands remaining in California. The lead state agency is California Department of Fish and Game.

Environment Now
Their mission is to be an active leader in creating measurably effective environmental programs to protect and restore California's environment. Since inception, Environment Now's focus has been on critical issues near to the hearts of Californians and our founders: preserving and restoring coastal, freshwater and forest ecosystems and improving air quality and urban sustainability. Their goal is to restore the balance and health of California's ecosystems through an intelligent combination of enforcement of existing laws, and application of technology and process improvements to eliminate unsustainable practices.

Environmental Defense
a leading national nonprofit organization, represents more than 400,000 members. Since 1967 it has linked science, economics, and law to create innovative, equitable, and cost-effective solutions to the most urgent environmental problems. Environmental Defense is dedicated to protecting the environmental rights of all people, including future generations. Among these rights are clean air, clean water, healthy, nourishing food, and a flourishing ecosystem. As an American organization, Environmental Defense will always pay special attention to American environmental problems and to America's role in both causing and solving global environmental problems.

The Essential Image Source Foundation
The Essential Image Source Foundation (EISF) is a non-profit documentary film foundation with primary offices in Santa Barbara and Malibu, California, as well as satellite offices in North Palm Beach, Florida, NYC, New York and Maui, Hawaii. EISF’s mission is to make a difference through high definition (HD) documentary films, produced with strategic partnerships and alliances for the benefit of education, science and outreach. Presently, EISF is collaborating with The Channel Islands National Marine Sanctuary and Channel Islands National Park to produce a high definition docu-feature about the Channel Islands, along with an accompanying high definition image library.

Farallones Marine Sanctuary Association (FMSA)
was established to protect Gulf of the Farallones National Marine Sanctuary wildlife and habitats through the development of a diverse community of informed and active ocean Sanctuary stewards. FMSA supports the Sanctuary through collaborative education, interpretation, outreach and research programs. Working together, the Sanctuary and the Association have established leadership programs in the protection of its living resources through citizen involvement.
Friends of the Colorado Lagoon
Friends of Colorado Lagoon is a coalition of concerned citizens working to preserve and restore Colorado Lagoon. We promote wetlands and marine science education and cooperative solutions to ensure a healthy balance between recreation, flood management, safe water and wildlife habitat for Colorado Lagoon.

Friends of the Moss Landing Marine Laboratories
believe that scientific knowledge is essential to the preservation of the world's ocean and coastal environments. The faculty of MLML consists of internationally recognized experts in these areas. Friends seek to serve as a liaison between MLML and the community-at-large; to support the research, education, and conservation work of the laboratories; and, foster such support through public education programs, events, fundraising activity, and an active alumni association.

Friends of the Sea Otter (FSO)
is an advocacy group dedicated to actively working with state and federal agencies to maintain the current protections for sea otters as well as to increase and broaden these preservation efforts. We wish to inspire the public at large about the otters' unique behavior and habitat.

Gulf of the Farallones National Marine Sanctuary
encompasses 1,255 square miles of open ocean and coastal estuaries just beyond San Francisco’s Golden Gate. The sanctuary is one of the most productive marine ecosystems on the planet, supporting feeding populations of blue and humpback whales, white sharks, and a breeding rookery of over a quarter-million seabirds. Some of the busiest shipping lanes on the west coast traverse the sanctuary, and the Gulf’s thriving salmon and Dungeness crab fisheries contribute significantly to the region’s economy.

The Headlands Institute
is a private nonprofit environmental education program dedicated to inspiring personal connections to the natural world and responsible actions to sustain them. Located in the Golden Gate National Recreation Area, HI serves over 10,000 students and teachers annually through its residential k-12 Field Science, youth leadership and teacher professional development programs. Located at the crossroads of freshwater streams, a brackish lagoon, and the rugged Pacific Coast, HI has a unique opportunity to connect students’ upland home watersheds to their downstream estuaries and oceans.

Immersion Presents
is a national program, created by Dr. Robert Ballard focused on exploration of the world’s oceans, exciting kids about science and technology and igniting their curiosity about future careers in science and related fields. Immersion Presents also utilizes cutting edge technology to share current research expeditions with students of all ages, sharing new discoveries with our audiences as they are happening. Immersion Presents helps provide role models and easy-to-use, interdisciplinary programs that inspire learning by making science fun and accessible. Immersion Presents programs can be used as after school, enrichment, summer, and science club programs.
**Institute for Fisheries Resources**

The Institute for Fisheries Resources is dedicated to the protection and restoration of fish resources and the human economies that depend on them. By establishing alliances among fishing men and women, government agencies, and concerned citizens, IFR unites resource stakeholders, protects fish populations, and restores aquatic habitats.

**La Jolla Friends of the Seals**

La Jolla Friends of the Seals (LJFS) is a non-profit all-volunteer organization that was established in 1999 to offer protection to the La Jolla Harbor Seal Colony and education to the public through its Naturalist-Docent Program, Friends of the Seals. Docents volunteer their time to educate visitors about the harbor seals and other natural treasures in the area.

**Lawrence Hall of Science, University of California, Berkeley**

Established in 1968 at the University of California at Berkeley, the Lawrence Hall of Science (LHS) is a public science center and a national leader in the development of innovative science and mathematics materials and programs for students, teachers, families, and the public at large. Researchers and curriculum designers at LHS develop model programs for teaching and learning science and mathematics, and then disseminate these to an ever-increasing audience. LHS is recognized as a resource center for children, parents, educators, and policymakers seeking to improve the understanding and increase the enjoyment of science and mathematics.

**Marine Activities Resources & Education (MARE)**

is the ocean sciences curriculum and professional development program of the Lawrence Hall of Science at the University of California, Berkeley. MARE is a whole-school interdisciplinary science program at for grades K-8 that offers year-round professional development opportunities, including events that immerse whole schools-faculty, students and families-in the study and celebration of the ocean. MARE works with over 700 schools nationwide and is the lead organization in the Center for Ocean Sciences Education Excellence--California.

**Marine Advanced Technology Education Center (MATE)**

is a national partnership of educational institutions and organizations working to improve marine technical education in the U.S and to meet the workplace needs of America’s marine-related workforce and employers. Headquartered at Monterey Peninsula College, the MATE center is one of eleven Advanced Technologic Education (ATE) Centers established with funding from the National Science Foundation’s ATE program.

**Marine Conservation Biology Institute (MCBI)**

is a nonprofit scientific and conservation advocacy organization that works to protect and restore marine life on the West Coast, around the United States and beyond by encouraging research and training in marine conservation biology; bringing scientists together to examine crucial marine conservation issues; doing policy research to frame the marine conservation agenda; lecturing, producing books and other publications to educate scientists, the public and decision makers on key issues and building partnerships to solve problems affecting marine life and people.
The Marine Mammal Center
is a nonprofit hospital headquartered in Sausalito, California. Staff and volunteers are dedicated to the rescue and rehabilitation of ill and injured marine mammals, to research about their health and diseases and to public education about marine mammals. Since 1975, more than 11,000 California sea lions, elephant seals, porpoises, and other marine life have been treated, rescued along 600 miles of coastline from Mendocino County to San Luis Obispo County. Staff and volunteers uniquely combine rehabilitation with scientific discovery and education programs to advance the understanding of marine mammal health, ocean health and conservation.

Monterey Bay Aquarium
The mission of the non-profit Monterey Bay Aquarium is to inspire conservation of the oceans. We support and conduct conservation research programs to generate the scientific findings essential to sound ocean policy decisions. Partnerships include Monterey Bay Aquarium Research Institute (MBARI), Sanctuary Integrated Monitoring Network (SIMoN) and The Ocean Project.

Monterey Bay Aquarium Research Institute (MBARI)
Monterey Bay Aquarium’s independent sister institution is a world leader in ocean research and education, bringing together engineers and scientists to develop better tools, systems and methods for deep-ocean study.

Monterey Bay National Marine Sanctuary
designated in 1992, is a Federally protected marine area offshore of California's central coast. The sanctuary was established for the purpose of resource protection, research, education and public use. Its natural resources include our nation's largest kelp forest, one of North America's largest underwater canyons and the closest-to-shore deep ocean environment in the continental United States. It is home to one of the most diverse marine ecosystems in the world, including 33 species of marine mammals, 94 species of seabirds, 345 species of fishes, and numerous invertebrates and plants. This remarkably productive marine environment is fringed by spectacular coastal scenery, including sandy beaches, rocky cliffs, rolling hills and steep mountains.

Monterey Bay Sanctuary Foundation
The mission of the Monterey Bay Sanctuary Foundation is to advance the understanding and protection of the Monterey Bay National Marine Sanctuary and other coastal and ocean resources in California. The organization provides fiscal sponsorship for a variety of organizations and projects and is engaged in four areas of special focus: Science-based Monitoring and Reporting, Water Quality, Marine Protected Areas and Reserves and Underserved Constituent Education.

Monterey County Convention and Visitors Bureau
The mission of the Monterey County Convention and Visitors Bureau is to actively market, advertise and promote to the public the full range of destination assets for recreational, cultural, environmental, business and visitor travel that are available in Monterey County, and thereby enhance and promote the travel and tourism industry of Monterey County. The Monterey County Convention and Visitors Bureau shall consolidate tourism services within the county in order to avoid duplication and cost. The Corporation is specifically prohibited from engaging in political activities including partisan politics, endorsement of candidates for public office and attempting to influence the outcome of a vote of an elected body or a public ballot issue.
Monterey County Hospitality Association
The purpose of the Monterey County Hospitality Association is to actively foster, protect and represent the interests of the members of the association by providing advocacy and representation on government issues; providing educational resources; and ensuring that the economic benefits of hospitality are made known to the community through active community and business relations efforts.

The Gordon and Betty Moore Foundation
Established in September 2000, the Gordon and Betty Moore Foundation seeks to develop outcome-based projects that will improve the quality of life for future generations. We concentrate our funding in three areas of interest to the Moore family: environment, science, and the San Francisco Bay Area. Approved in the summer of 2005, the Marine Conservation Initiative is a 10.5-year plan to advance a suite of globally-applicable marine conservation management tools that contribute to sustainable ocean resource management.

National Audubon Society
Audubon's mission is to conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity. Our national network of community-based nature centers and chapters, scientific and educational programs, and advocacy on behalf of areas sustaining important bird populations, engage millions of people of all ages and backgrounds in positive conservation experiences.

National Geographic Society
The National Geographic Society is the world's largest non-profit scientific and educational organization. The Geographic was founded in 1888 "for the increase and diffusion of geographic knowledge." Since then, it has supported scientific exploration and spread information to its more than 8 million members worldwide. The Santa Barbara office focuses on promotion of ocean literacy to the k-12 education community.

The National Marine Protected Areas Center
a collaboration between the National Oceanic and Atmospheric Administration (NOAA) and the Department of the Interior, is developing the framework for a national system of MPAs. The MPA Center also works with government and non-government entities to promote cooperation and offer resources to assist in national dialogue and decision-making about MPAs.

National Marine Sanctuary Foundation
is the private, non-profit partner to the federally managed National Marine Sanctuary program. The Foundation was created to assist the Program with education and outreach programs designed to preserve, protect and promote meaningful opportunities for public interaction with the nation's marine sanctuaries. Through public and private sector partnerships the Foundation creates conservation-based research, education and outreach programs for our nation’s underwater treasures.

Natural Resources Defense Council
NRDC is the nation's most effective environmental action organization. We use law, science and the support of 1.2 million members and online activists to protect the planet's wildlife and wild places and to ensure a safe and healthy environment for all living things.
The Nature Conservancy
is an international nonprofit membership organization, whose mission is to preserve plants, animals, and natural communities by protecting the lands and waters they need to survive. Founded in 1951, The Nature Conservancy has safeguarded more than 117 million acres of land and 5,000 acres of river around the world. The Nature Conservancy operates more than 100 marine conservation projects in 21 countries and 22 US states.

Nature Tourism Planning/Watchable Wildlife, Inc.
Bob Garrison is the owner and sole proprietor of Nature Tourism Planning, a private consulting firm based in Sacramento, California. Bob’s project experience has been focused on the development and marketing of state-wide, regional and site-specific wildlife recreation and educational facilities and programs. He is nationally recognized for his work in developing one of the largest collaborative state wildlife viewing programs in the nation with more than 200 viewing sites, as well as building the nation’s largest urban fishing program to serve the needs of ethnically diverse urban residents.

NOAA Fisheries Service
is dedicated to the stewardship of living marine resources through science-based conservation and management, and the promotion of healthy ecosystems. As a steward, NOAA Fisheries Service conserves, protects, and manages living marine resources in a way that ensures their continuation as functioning components of marine ecosystems, affords economic opportunities, and enhances the quality of life for the American public.

NOAA’s Marine Debris Program
The National Oceanic and Atmospheric Administration’s (NOAA’s) Marine Debris Program is a new NOAA program focused on identifying, removing, reducing, and preventing releases of marine debris (i.e., derelict fishing gear, plastic materials, etc.) in the coastal environment. The goal of the program is to protect our nation’s coastal resources and navigational waterways from the adverse impacts of marine debris.

NOAA National Marine Sanctuary Program
National marine sanctuaries are our nation’s underwater “crown jewels,” much like our treasured national parks. NOAA’s National Marine Sanctuary Program serves as the trustee for a system of 14 underwater parks, ranging from Washington to Florida, and Lake Huron to American Samoa. To protect their special natural and cultural features, we conduct research and public education programs, while carefully managing recreational and commercial uses within each sanctuary. With the help of our partners and the public, we are working to preserve America’s ocean and Great Lakes treasures now and for the future.

NOAA National Ocean Service (NOS)
works to observe, understand, and manage our nation's coastal and marine resources. NOS measures and predicts coastal and ocean phenomena, protects large areas of the oceans, works to ensure safe navigation, and provides tools and information to protect and restore coastal and marine resources.
The Northern California Marine Association (NCMA)
a non profit trade association incorporated in 1984, represents businesses involved in the recreational boating industry; including boat dealers, brokers, marinas, boat yards, chandleries, marine equipment and electronics suppliers, publishers, and marine finance and insurance specialists. The NCMA mission is to promote the recreational marine industry and the interests of the NCMA members by producing boat shows, providing promotional and educational programs, legislative action, and member services.

Northwestern Hawaiian Islands Coral Reef Ecosystem Reserve
The Northwestern Hawaiian Islands Coral Reef Ecosystem Reserve, part of the National Marine Sanctuary Program, is the single largest conservation area to be established in the U.S., encompassing 132,000 square miles of thriving coral reef ecosystems. The reserve is currently undergoing a public process to be designated a national marine sanctuary, to provide long-term resource protection for this remote, ecologically rich region.

The Oakland Museum
of California provides unique collections, exhibitions and educational opportunities designed to generate a broader and deeper understanding of and interest in California's environment, history, art and people. Museum programs are responsive, accessible and meaningful to the public, including school children, teachers, scholars, the immediate Oakland community, and an increasingly diverse California population.

Ocean Discovery!
was established in 2004 with the philosophy that people of all ages enjoy learning through hands-on exploration and have a natural curiosity about the ocean and its mysteries within. Their goal is to actively involve people in issues that affect their precious coastline. They strive to motivate people to learn about the ocean through participation in interactive activities, increase awareness of the latest scientific endeavors, and promote conservation and restoration efforts.

The Ocean Channel, Inc.
is a new-media corporation based in Santa Barbara, CA. Its focus is the aggregation, production and distribution of premium ocean content for an array of media—Broadband Internet, television, and DVD home video. The Ocean Channel, Inc. was founded in April of 2000 and seeks global partnerships with filmmakers, marine institutes, universities, and marine conservation organizations. The Ocean Channel is also the section of Ocean.com dedicated to providing visitors with high quality, educational, and entertaining ocean programming.

The Ocean Conservancy
is a national non-profit advocacy organization that promotes healthy and diverse ocean ecosystems and opposes practices that threaten ocean life and human life. Through research, education, and science-based advocacy, The Ocean Conservancy informs, inspires, and empowers people to speak and act on behalf of the oceans. In all its work, The Ocean Conservancy strives to be the world's foremost advocate for the oceans.
The Ocean Project
has grown from a handful of American aquariums in 1998 to a global network of approximately 600 partners in all 50 states and 45 countries, collectively reaching an audience of 200 million visitors and members. The Ocean Project has primarily focused on creating a paradigm change in the way zoos, aquariums, and museums (ZAMs) approach education by helping partner staff more effectively educate and communicate with their visitors for conservation outcomes.

O’Neill Sea Odyssey (OSO)
is a non-profit organization engaging 4th - 6th grade youth with hands-on education programming in navigation, marine and watershed ecology, and marine science on a 65-foot catamaran sailing Monterey Bay, and in a shore-side education center. The program is free to the schools it serves, and each class completes a community service project. Our mission is to provide a hands-on educational experience to encourage the protection and preservation of our living sea and communities. OSO has served over 32,000 youth since December 1996.

The Orange County Coastkeeper
founded in 1999, is a non-profit organization dedicated to the protection and preservation of the marine habitats and watersheds of Orange County through programs of education, restoration, enforcement and advocacy. We work with business, developers, cities, elected officials and regulatory agencies to develop solutions to the problems of polluted urban runoff.

The Otter Project
The Otter Project exists to promote the rapid recovery of the California sea otter, an indicator of near shore ocean health, by facilitating research and communicating research results to the general public and policy makers.

The David and Lucile Packard Foundation
is family foundation that for over 40 years has been guided by the business philosophy and values of our founders, David and Lucile Packard. The Conservation and Science Program is focused on the challenge of sustainability, finding paths for human progress that protect and restore the ecological systems upon which all life depends. The foundation supports initiatives to secure public policy reforms and changes in private sector practices as well as scientific activities to develop essential knowledge and tools for addressing current and future priorities.

Patagonia
Patagonia is noted internationally for its commitment to product quality and environmental activism. Its Environmental Grants Program has contributed over $20M to grassroots environmental activists since the program began in 1985, and its Environmental Internship Program allows employees to work for environmental groups while receiving their full paycheck. Incorporating environmental responsibility in to product development, the company has, since 1996, used only organically-grown cotton in its clothing line, and is noted world-wide for using recycled soda bottles in many of its polyester fleece garments. Known for a unique corporate culture, the company has been recognized for many years by Working Mother magazine as one of the “100 Best Companies for Working Mothers,” and is a regular recipient of recognition by Fortune and Human Resources Management magazine as one of the “100 Best Companies to Work for in America,” most recently noted as 14th in the listing of the Top 25 Medium-sized Companies.
**Point Reyes National Seashore**

One of America’s greatest coastlines, Point Reyes National Seashore (Marin County) comprises over 71,000 acres, including 32,000 acres of wilderness area. Estuaries, windswept beaches, coastal grasslands, salt marshes, and coniferous forests create a haven of 80 miles of unspoiled and undeveloped coastline. Located just an hour’s drive from an urban area populated by eight million people, the park receives over 2.5 million visitors annually. The park is also adjacent to the Gulf of the Farallones and Cordell Bank National Marine Sanctuaries. Because of extensive upwelling of cold, ocean water, the two sanctuaries are one of the richest offshore biological systems in the world.

**Point Reyes National Seashore Association**

is a 501 (c)(3) nonprofit organization working in coordination with the National Park Point Reyes National Seashore. Our ongoing mission is preserving the extraordinary wilderness here and educating the public about the environment. Last year, with the support of our members, the Seashore Association sponsored more than $400,000 worth of preservation projects in the park and more than 4,000 children and adults attended our environmental education programs.

**PISCO**

Established in 1999, PISCO is a large-scale marine research program that focuses on understanding the nearshore ecosystems of the U.S. West Coast. An interdisciplinary collaboration of scientists from four universities (Oregon State University, UC Santa Cruz, Stanford University, and UC Santa Barbara), PISCO integrates long-term monitoring of ecological and oceanographic processes at dozens of coastal sites with experimental work in the lab and field. We explore how individual organisms, populations, and ecological communities vary over space and time. PISCO's findings are applied to issues of ocean conservation and management, and are shared through our public outreach and student training programs.

**PRBO Conservation Science**

125 staff and seasonal scientists advance conservation through bird and ecosystem research. Our research sites range from Alaska to Antarctica, on land and at sea. Founded in 1965 as Point Reyes Bird Observatory, PRBO Conservation Science partners with hundreds of governmental and non-governmental agencies as well as private interests to ensure that every dollar invested in conservation yields the most for biodiversity -- benefiting our environment, our economy and our communities.

**Project AWARE**

(Aquatic World Awareness Responsibility and Education) is the dive industry's leading nonprofit environmental organization dedicated to conserving underwater environments through education, advocacy and action. We accomplish this mission by involving divers and water enthusiasts in environmental activities like International Cleanup Day and Dive In To Earth Day. Project AWARE inspires conservation through public awareness and education campaigns such as Protect the Sharks, Protect the Living Reef and AWARE Kids. The Foundation's Grant Program provides funding for environmental projects, species research and volunteer-supported community activism. Project AWARE offices located in the United States, Australia, Japan, the United Kingdom and Switzerland combine efforts to protect aquatic resources in 175 countries of the world.
**ProjectBluePrint**
Integrated Marketing Solutions for Business, Non Profit and Community Initiatives. Charting a course for action and achieving objectives by integrating solutions through marketing and communications project management. ProjectBlueprint specializes in cause-related initiatives within the fields of conservation, the environment and sustainable business.

**The San Francisco Bay National Estuarine Research Reserve (NERR)**
is part of a network of 26 reserves established for long-term research, education and stewardship of the nation’s estuaries. The San Francisco Bay NERR includes two of the largest, most pristine tidal wetlands in the San Francisco Estuary: China Camp State Park in Marin County and Rush Ranch in Solano County. In addition to coordinating and supporting research within the Reserve, the San Francisco Bay NERR provides education programs about estuaries and wetlands for the public, educators, and coastal decision makers. San Francisco Bay NERR is a partnership among NOAA, San Francisco State University, California State Parks, the Solano Land Trust and the Bay Conservation and Development Commission.

**San Francisco Bay National Wildlife Refuge Complex**
spans over 38,000 acres across seven different Refuges in the San Francisco and Monterey Bay areas. The Mission of the Complex is to protect migratory birds, endangered species and their habitats, and to provide wildlife oriented recreation opportunities for the general public. The National Wildlife Refuge system, administered by the U.S. Fish and Wildlife Service, is the largest system of lands in the world dedicated primarily to the conservation of wildlife.

**San Francisco Ocean Film Festival**
is a volunteer driven educational non-profit. We produce an annual film festival - our 4th Festival will be in early 2007 and feature documentaries, filmmakers, and subject matter experts. During 2006 we plan to continue building our program of interim screenings in San Francisco and other communities, and we're interested in talking with potential partners.

**Santa Cruz Conference and Visitors Council**
The mission of the Santa Cruz County Conference & Visitors Council is to stimulate the economy by promoting Santa Cruz County as a visitor, conference and film destination through marketing programs, including advertising, promotion and visitor services. The priority is in attracting high-yield overnight business during the off-peak periods of the year.

**Santa Monica Mountains National Recreation Area**
Santa Monica Mountains National Recreation Area is a cooperative effort that joins federal, state and local park agencies with private preserves and landowners to protect the natural and cultural resources of this transverse mountain range and seashore. Located in a Mediterranean ecosystem, the Santa Monica Mountains contain a wide variety of plants and wildlife. The mountains also have an interesting and diverse cultural history that begins with the Chumash and Gabrielino/Tongva peoples and continues today in "L.A.'s backyard."

---

Exhibit 3: Members of the Ocean Communicators Alliance (as of April 28, 2006)
Scripps Institution of Oceanography, UCSD
Scripps Institution of Oceanography, at the University of California, San Diego, is one of the oldest, largest, and most important centers for global science research and graduate training in the world. The National Research Council has ranked Scripps first in faculty quality among oceanography programs nationwide. The scientific scope of the institution has grown since its founding in 1903 to include biological, physical, chemical, geological, geophysical, and atmospheric studies of the earth as a system. More than 300 research programs are under way today in a wide range of scientific areas. Scripps operates one of the largest U.S. academic fleets with four oceanographic research ships and one research platform for worldwide exploration.

Seaflow
is an educational nonprofit organization building an international movement dedicated to protecting whales, dolphins and all marine life from active sonars and other lethal ocean noise pollution. We draw on science, creative action, the arts, and community for inspired participation to safeguard the web of life.

Sea Grant Program, USC
The Sea Grant Program at the University of Southern California has served the Southern California coastal region for over 30 years, funding research, transferring results to government agencies and stakeholders, and providing information about marine resources, recreation and education to the public. Competition for coastal resources -- for ports and harbors, coastal recreation, fisheries, petroleum, waste and sewage disposal, and others -- means that decision makers need accurate and timely information on which sound management decisions can be based. Sea Grant research and outreach projects emphasize topics related to the "Urban Ocean," USC Sea Grant's thematic focus. In many cases, project results can be applied to other cities facing similar urban resource and management.

Sea Studios Foundation
Sea Studios Foundation is dedicated to communicating a sense of wonder, appreciation and respect for the world around us. By revealing new science, communicating uncommon natural history, and utilizing stunning photography, the organization generates a new brand of engaging, educational television programs. Through better understanding will come better conservation and more sustainable practices.

SeaWeb
is a communications-based nonprofit organization that uses social marketing techniques to advance ocean conservations. SeaWeb’s programs combine science, communications and policy expertise to recruit and amplify leading voices for ocean conservation. Our work is grounded in first-rate scientific research and data collection, and we use our strategic communications skills to translate this information into understandable and relevant initiatives. SeaWeb initiatives include the Seafood Choices Alliance, COMPASS, Asia Pacific Programs, and the Marine Photobank. SeaWeb has also led successful social marketing campaigns such as Caviar Emptor and Give Swordfish a Break.
Seymour Marine Discovery Center

is dedicated to educating people about the role scientific research plays in the understanding and conservation of the world's oceans. Located on the bluffs overlooking Monterey Bay, the Seymour Center is dedicated to giving the community an inside look at Long Marine Lab, the world-class marine research facility of UC Santa Cruz. Exhibits feature the work of UCSC scientists, while volunteers guide the public throughout the center. Highlights include Ms. Blue - the world's largest displayed whale skeleton, exhibit halls, aquarium, and the Ocean Discovery Shop. Guided tours, educational programs tailored for school children of all ages, and an array of daily specialty programs focus on different aspects of marine science.

Shifting Baselines

Shifting Baselines is a partnership between ocean conservation and Hollywood with 22 partner groups including founding partners Scripps Institution of Oceanography, The Ocean Conservancy, and Surfrider Foundation. The “project” was created in 2003 by filmmaker and former marine biologist Randy Olson, marine biologists Dr. Jeremy Jackson (Scripps) and Dr. Steven Miller (UNCW), and Hollywood movie producer Gale Anne Hurd (“Terminator”). The two major goals are to help halt ocean decline and to improve the mass communication of ocean conservation. We are working on this through the production of novel mass communications tools including Public Service Announcements for television starring known personalities, short films starring comic actors from The Groundlings Comedy Theater, Flash slide shows, a stand-up comedy contest, a photo contest, and the SB Blog.

Surfrider Foundation

The Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and preservation of our world's oceans, waves and beaches. Founded in 1984 by a handful of visionary surfers, the Surfrider Foundation now maintains over 40,000 members and 60 chapters across the United States and Puerto Rico, with international affiliates in Australia, Europe, Japan and Brazil.

UCSB, Marine Science Institute (MSI)

The Marine Science Institute (MSI), established at the University of California, Santa Barbara in 1969, is the focus for marine, coastal zone, and freshwater research; marine policy studies; and educational outreach in marine science. MSI administers and supports research projects involving faculty, professional researchers, technical staff, graduate students, and undergraduate students from 14 disciplines. MSI has an extensive education and outreach program that works with K-12 students and teachers, undergraduate and graduate students, and the public.

WiLDCOAST

WiLDCOAST is an international conservation team, dedicated to the preservation of endangered species and threatened coastal wildlands. Through community outreach, activism and media campaigns, we eliminate threats to imperiled beaches, bays, lagoons, and islands and develop reserves to protect them into the future. WiLDCOAST has spent the last decade building partnerships and professional friendships with critically situated conservationists, fisherman, community activists, ranchers, and the families who inhabit these endangered places.
Notes
Notes