



FALL 2006 NEWS

IN THIS ISSUE

OUR 10TH ANNIVERSARY

BOB FLETSCHER LEAVES
A LEGACY FOR THE
OCEAN AND THE KIDS

ROBERT FURBER'S
PASSION TO LIVE ON
THROUGH OSO

HAIFLEY DISCUSSES YOUTH
STEWARDSHIP & ACADEMIC
ACHIEVEMENT AT
CONFERENCE

LEAVE A LEGACY WITH
YOUR DONATION

DEDICATED VOLUNTEERS
MAKE THE DIFFERENCE

'DISC N' DIG' COMES TO
SANTA CRUZ

OSO 10TH ANNIVERSARY EVENT A SMASHING SUCCESS

The full moon on October 6th illuminated the path to Long Marine Lab's Seymour Center for O'Neill Sea Odyssey's 10th Anniversary Celebration. At 5:00pm donors, staff, volunteers and friends flooded through the doors for what proved to be the most successful fundraising event in the history of OSO.

The party was kicked off by live surf music performed by The Parafins. The music provided an upbeat backdrop as guests

circulated throughout the facility enjoying the display tanks of local marine life and keeping an eye on their favorite silent auction item. The guest turn out was an incredible representation of our commu-



The OSO building donors are honored at the 10th Anniversary Celebration.

nity. On the patio politicians, local business owners, educators and friends of the O'Neill family intermingled, gathered together by their common interest in environmental education. The Las Feliz room was where the main event of the evening took place,

with presentations honoring Jack O'Neill and OSO's building donors followed by a live auction. After a few personal words

from Pat O'Neill

and Dr. James Beckett, an OSO board member and close personal friend of Jack, guests were treated to an original video presentation honoring Jack's vision. The building donors were also honored and were presented with a photo of

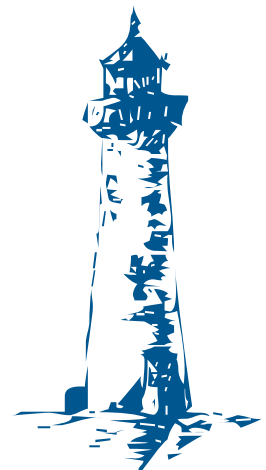
'Anniversary' Continued on page 2

BOB FLETSCHER LEAVES A LEGACY FOR THE OCEAN AND THE KIDS —

Bob Fletscher was an avid fisherman who loved the ocean. While Bob was fishing on a boat out of the Santa Cruz Harbor he suffered a heart attack. He subsequently passed away, leaving friends and family, who held a memorial

service on Sunday, August 6.

Because of his love for the sea, Bob Fletscher's family has designated O'Neill Sea Odyssey as a recipient of memorial contributions in his name. On behalf of the Board of Directors and staff of O'Neill Sea Odyssey, I wish to extend our condolences to Bob Fletscher's friends and family. ✧



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Jack and OSO's 20,000th student, Ariana Villegas, to commemorate their contribution to the longevity of the program. At the end of the program, Event Planning Committee Chair Lisa O'Neill drew the winning ticket to the Honda Civic Hybrid. George Walsh of Gualala, CA was the lucky winner.

As the evening continued, people opened their hearts and wallets to support OSO and made the live and silent auctions the apex of the successful event. The local community generously donated over 100 items to the live and silent auction including trips to Hawaii and Costa Rica, beach cruisers, a surfboard and upscale artwork as well as many other items.

The funding raised will allow over 1100 additional students to



Romney Dunbar and Laura Kasa enjoy the fine wine from Beauregard Vineyards.

participate in the O'Neill Sea Odyssey experience. The evening allowed us to express our gratitude to Jack O'Neill for his vision, and to our community for helping that vision to continue. ✧



From left to right: OSO crew members Chris Reeves, Chelsea Phillips and Laura Barnes, out of uniform at the Anniversary event.

Dr. Jim Beckett and Kimberlin Beckett enjoying the celebration at the Seymour Center.



Lisa O'Neill draws the winning ticket to the Honda Civic Hybrid. Congratulations to George Walsh of Gualala, CA.

The beautiful Silent Auction tables designed by Sheri Corona, OSO's Anniversary Event Auction Coordinator.



Mary Anne Carson of Santa Cruz County Bank and Shannon Brady, OSO Board member enjoying the view at the Anniversary Celebration.



Gary Pezzi of Morgan-Stanley and Port Director Brian Foss peruse the offerings at OSO's silent auction.

**ROBERT FURBER'S
PASSION
TO LIVE ON
THROUGH OSO—**

Robert Furber passed away July 31, 2006 while scuba diving at Point Lobos State Reserve. He lived his life passionately, pursuing a wide range of interests including cartography, genealogy, history, literature, photography,

wife Nancy raise their two boys. He lived his life to the fullest.

music, travel, sailing, diving, and camping.

A gathering of Bob's family and friends took place on Sunday August 13, 2006 at Felton Community Hall, 6191 Highway 9, Felton, California. His family has chosen O'Neill Sea Odyssey as the recipient of memorial gifts in honor of his life. Gifts may be sent to the Robert Furber Memorial Fund at O'Neill Sea Odyssey, 2222 East Cliff Drive Suite 222, Santa Cruz, CA 95062. ✧

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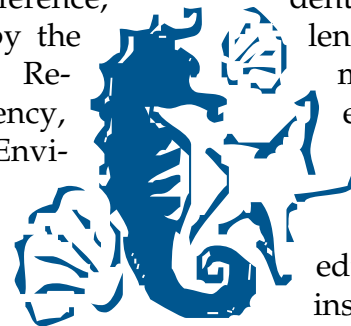
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*California State
Assemblymember, 27th District*

**HAIFLEY DISCUSSES YOUTH
STEWARDSHIP AND ACADEMIC
ACHIEVEMENT AT CONFERENCE—**

OSO Executive Director, Dan Haifley, made an oral presentation of his paper, "Tomorrow's Environmental Stewards", at the California World Oceans Conference in Long Beach, California on September 19. The conference, organized by the California Resources Agency, California Environmental Protection Agency and the California Integrated Waste Management Board, was called to examine ways to implement the California Ocean Action Plan.



Before the paper presentation Dan showed the OSO video, which indicates that informal ocean science can deliver a high-quality education product and inspire a new gen-

eration of ocean stewards. Unfortunately, ocean stewardship programs are not always attractive to schools. California schools and the educators that work in them are under pressure to produce high test scores for their students. The challenge for informal ocean educators is to show that quality ocean education can inspire ocean stewardship and assist classroom teachers as they strive to enhance academic achievement.

The thesis of "Tomorrow's Ocean Stewards" is; that to sustain the policy goals of the California Ocean Protection Council's Strategic Plan and to implement the California Ocean

'Haifley' Continued on page 4

Strategy, resources must be committed to ocean education, particularly for low-income and minority youth. We must portray to decision-makers a causal relationship between the use of ocean concepts and academic achievement.

To reach our expanding population, greater resources must be devoted to bringing ocean concepts to California's next generation. This can be done by demonstrating that ocean concepts can enhance academic achievement. ✧

If you'd like to receive a copy of the paper, contact Dan Haifley at dhaifley@oneillseaodyssey.org.

LEAVE A LEGACY FOR THE KIDS AND RECEIVE INCOME FOR LIFE!

You can leave a permanent legacy for O'Neill Sea Odyssey's programs and receive income for life. O'Neill Sea Odyssey has established an endowment within the Community Foundation of Santa Cruz County. Through it's Planned Giving Center, the Foundation prudently manages \$35 million in assets.

How can this be done? Donors can leave a legacy for the kids through a gift of stock, real estate or cash, through a beneficiary designation in a life insurance or retirement policy, or through the establishment of a gift annuity or trust.

Will my gift stay with the program permanently? O'Neill Sea Odyssey's endowment at the Community Foundation of Santa Cruz County is a permanent fund designed to generate earnings for the program. The Foundation has the professional management necessary to manage assets appropriate to preserving their value and maximizing the benefit for charitable work.

How do I learn about my options? Please contact Dan Hai-

DEDICATED VOLUNTEERS MAKE THE DIFFERENCE—

by Bridget O'Neill, OSO Board Chair; and Jack O'Neill, Founder & Co-Chair

O'Neill Sea Odyssey's Tenth Anniversary Celebration was a great success, and that success was due to the hard work and dedication of passionate, organized volunteers who made the event, the auction, and the Honda Civic Hybrid Raffle a reality.

As a non-profit organization, we rely mostly on volunteers for fundraising and public outreach, supported by a small, professional staff that runs

our program and operations. Lisa O'Neill, Committee Chair, brought professionalism, motivation, class and a knack for details to her work. Working with her were Sheri Corona, who organized the auction, and Linda Hunt, who organized event attendance and the drive to sell raffle tickets. This threesome did an incredible job. Working hard on the event committee were Jim Thoits, Jeff Mc-

Cormac, Rob Bremner, Steve John, Donna Blitzer, Tonee Picard, Joan Wenglikowski, Shannon Brady, Bridget O'Neill, Tim O'Neill, Jim Beckett, Nick Petredis, Mike McCabe, Dan Haifley, Laura Barnes and Adam Steckley.

The volunteers who worked at the event also include Chelsea Phillips, Victor Reyes, Trisha McGuire, Rebecca Haifley, Chris Reeves, Aaron Haifley, Kimber Collins, Doug Hunt, Jessica Davies, Charlie Zimmerman, Neal Motta, Susan Motta, Vincent Gianotti, Nancy Thall, Sharon Campbell, Shanna Guzman, Brett Thall, Erica Pittman, Tom Brady, Jim Rice and Jay Weber.

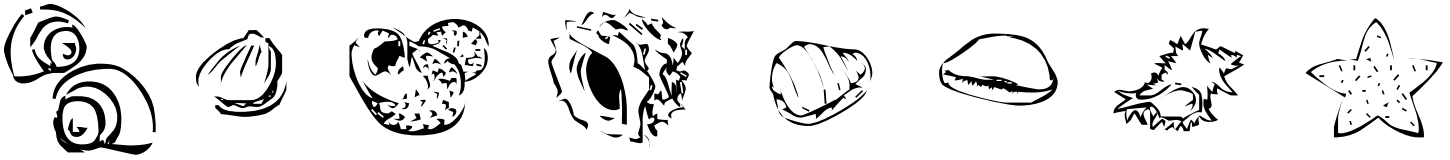
Thanks to their efforts, 1,100 additional kids will get to participate in our program. We salute them and thank them for their contribution. We also would like to give our heartfelt thanks to all the people in the community who made contributions to support the event and the program. The kids and the environment will benefit from their generosity. ✧



"Our heartfelt thanks to all the people in the community who made contributions to support the event and the program"

fley at (831) 465-9390, or dhaifley@oneillseaodyssey.org, and we will meet with you to explore your options and what will make the best sense for you and your family. ✧





**'Disc N Dig' COMES TO
SANTA CRUZ TO SUPPORT
OSO—**



The Disc N Dig, a long-standing sports tournament from Zephyr Cove, Lake Tahoe that combines beach volleyball and "round-ball" (disc) golf, came to Santa Cruz this Fall. O'Neill Sea Odyssey was a beneficiary of this unique event, spearheaded by Mike Plansky of Lake Tahoe. Disc N Dig 5 was held in Santa Cruz on September

23 and 24. The volleyball tournament took place at Santa Cruz Main Beach and the disc golf at Delaveaga's world-famous 27-hole course. The event, which also involved the bicycle advocacy group People Power, was a great success and its net proceeds benefited both OSO and People Power. ✦

SUPPORTERS CONNIE DAVIS ✦ DEANNA MONAGHAN ✦ ELAINE KIHARA & DAVID SWEET ✦ JANE FESSENDEN ✦ LORETTE WOOD ✦ MARGARET YSSELSTEIN ✦ PATRICIA HANSON ✦ THE LANDSCAPE CO.

CREW MEMBERS ANITA & DAVID GRYSKA ✦ CARLA CHRISTENSEN ✦ ELENITA MATHEW ✦ KARLA HOUSE ✦ KRISTINA SICKENGER ✦ WILLIAM & CYNTHIA MATHEWS

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10TH ANNIVERSARY SUPPORTERS AARDVARK ADVENTURE STORIES ✦ ADVENTURE SPORTS UNLIMITED ✦ AMSTERDAM BICYCLES ✦ ANN WASSERMAN ✦ ANNIEGLASS ✦ ANTHONY McNAUGHT ✦ BARBARA BOXER ✦ BARBARA KARLEEN & HANK CURETON ✦ BARGETTO WINERY ✦ BAY PHOTO WATSONVILLE ✦ BEAUREGARD VINEYARD ✦ BEER BELLY ✦ BICYCLE TRIP ✦ BITTERSWEET BISTRO ✦ BLUE MOON CLOTHING ✦ BOB BARBOUR ✦ BONNY DOON VINEYARD ✦ BRIAN FOSS ✦ BYINGTON WINERY & VINEYARD ✦ CAFÉ EL PALOMAR ✦ CAFÉ RIO ✦ CAFÉ SPARROW ✦ CHARDONNAY II ✦ COAST COMMERCIAL BANK ✦ CORNISH & CAREY COMMERCIAL ✦ CORRALITOS MARKET & SAUSAGE CO ✦ COUCH DISTRIBUTORS ✦ CRUZ CAR WASH ✦ DAVENPORT INN & RESTAURANT AT THE CASH STORE ✦ DEVCON CONSTRUCTION, INC ✦ DISNEYLAND RESORT ✦ DR. JAMES BECKETT ✦ ECO INTERIORS ✦ ELEMENT HOME FURNISHINGS ✦ ELEPHANT BAR & RESTAURANT ✦ ERICA POSELEY ✦ ESSENTIAL SURF COMPANY ✦ FERRARI-CARANO VINEYARDS ✦ FIONNA FLORAL DESIGN ✦ FRANS LANTING ✦ FRESH PREP KITCHENS ✦ GALLA CABANA ✦ GOOD TIMES SANTA CRUZ ✦ GRAHAM NASH ✦ HAMMOND GLASS ENGRAVING ✦ HANK SCOTT ✦ HANK'S AT THE HOOK ✦ HARMONY HOTEL ✦ HILTON SCOTTS VALLEY ✦ HOPSCOTCH ✦ IMPERIAL COURTS ✦ JANET ALLINGER ✦ JESSICA LEE DESIGNS ✦ JILL SMITH - IRON RING AVIATION ✦ KALEIDOSCOPE DESIGNS ✦ KAYAK CONNECTION ✦ KIND GRIND ✦ KION TV & KCBA TV ✦ KISS MY GLASS ✦ KUUMMBWA JAZZ CENTER ✦ LUNDBERG STUDIOS ✦ MACKERILLA DESIGN ✦ MICHAEL & THERESA COYLE ✦ MICHELLE MOLFINO ✦ MODERN LIFE ✦ MONTEREY BAY AQUARIUM ✦ MY CENTER ✦ MYSTIC FISH CREATION ✦ OCEAN CHEVROLET-HONDA ✦ O'NEILL SURF SHOP ✦ O'NEILL YACHT CHARTERS ✦ OUTSTANDING IN THE FIELD ✦ PACIFIC COOKIE COMPANY ✦ PARADISE SURF SHOP ✦ PICARD CONSTRUCTION ✦ PRIMA SALON ✦ RED POPPY ✦ REDTREE PROPERTIES, LP ✦ RICHARD & MARY MORRISON ✦ ROB BREMNER ✦ ROBERT "WINGNUT" WEAVER ✦ ROBERT TALBOTT VINEYARDS ✦ ROCKY'S PERSONAL TRAINING ✦ ROMANTIQUES ✦ ROMNEY DUNBAR ✦ SAFFRON AND GENEVIEVE ✦ SANTA CRUZ BEACH BOARDWALK ✦ SANTA CRUZ BICYCLES ✦ SANTA CRUZ SENTINEL ✦ SANTA CRUZ SPORT CENTRAL ✦ SATAVA ART GLASS STUDIO ✦ SAVANNAH CHANELLE VINEYARDS ✦ SESSIONS ✦ SESTRI ✦ SHAKESPEARE SANTA CRUZ ✦ SHOPPERS CORNER ✦ SLUG AQUATICS ✦ SOIF WINE BAR ✦ SOLAR MIKE ✦ SPA FITNESS CENTER ✦ STARBUCKS COFFEE ✦ STECKLEY DESIGN ✦ STEVE JOHN (SHARKS EXPERIENCE) ✦ STRINI ART GLASS ✦ SUNSHINE GARDENING ✦ SURF CITY CATAMARAN ✦ SURF N' SHACK ✦ SURFTECH ✦ SUTTER SANTA CRUZ ✦ THE BUTTERY ✦ THE MAID'S QUARTERS ✦ THE PARAFINS ✦ THOITS, LOVE, HERSHBERGER & McLEAN ✦ TUAN AT STEPPIN' OUT SALON ✦ UCSC ARTS AND LECTURES ✦ URBAN GROOVE ✦ WELL WITHIN ✦ WELLS FARGO PRIVATE MORTGAGE BANKING ✦ ZEN TRADING CO.

✦ **THANK YOU** ✦

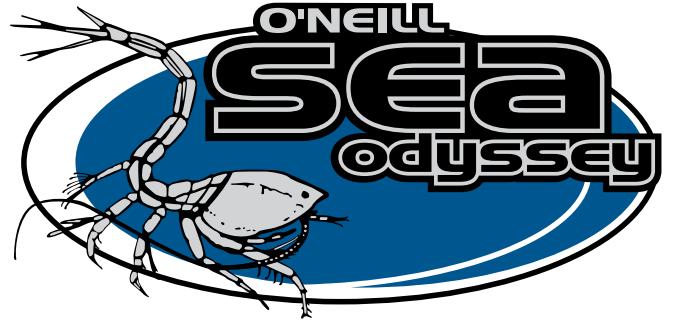
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CONGRATULATIONS

*to George Walsh of
Gualala, California,
winner of the Honda
Civic Hybrid!*



10TH ANNIVERSARY A SUCCESS!

TO THOSE WHO MADE OUR

◆ **THANK YOU** ◆

