

Our Ocean Backyard



Seaweed Art



Taste of the Harbor

odyssey NEWS

Save Our Shores Names Haifley *Ocean Hero* 2011



OSO Executive Director Dan Haifley was named *Ocean Hero* at Save Our Shores' 2011 Toast to the Coast fundraiser on August 21. Save Our Shores is an advocacy, education and research organization founded in 1978. Haifley served as SOS' first executive director from 1986 to 1993, where his work protected much of California's coastline. He initiated the passage of 26 local laws restricting onshore facilities for offshore oil along California's coastline, and led the grassroots effort to establish the

Left: Dan receiving his well-deserved award at the Toast to the Coast.

Monterey Bay National Marine Sanctuary, the largest in the continental US. Dan continued initiating environmental projects as chief aide to state senator Henry Mello and developed a wetlands restoration project at PG&E. Since 1999 he has lead O'Neill Sea Odyssey and promoted ocean protection and education through a regular newspaper column and the promotion of ocean education for lower income youth. ♦

Wine Tasting Event at Vino Tabi Raises Funds for OSO



On a beautiful June evening, about 80 guests gathered at Vino Tabi winery in Santa Cruz' Swift Street Courtyard to sample wine, enjoy appetizers from New Leaf Community Markets and Trader Joe's, and watch the film *In The Wake of Giants* with an introduction by one of its producers, Mark DiOrio. Many thanks to Katie Fox and

Susan Coale of Vino Tabi, as well as to the donors and participants! ♦



Above: OSO Board Member Rob Bremner and film producer and OSO supporter Mark DiOrio sample the offerings from Vino Tabi. Right: The party in full swing.



July - September 2011 Contributors (Accumulated giving)

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The Ocean as a Classroom

BY JACK O'NEILL & BRIDGET
O'NEILL, CO-CHAIR/FOUNDER
AND CHAIR, O'NEILL SEA
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Appplied Survey Research's most recent evaluation of OSO's student survey data found that low-income youth in the program "caught up" with their higher income peers in knowledge and environmentally responsible behaviors (http://www.oneillseaodyssey.org/PDF/OSO_2009-10_ASR.pdf). This has been a primary indicator of the program's success

and one of the reasons we do this, to encourage young people to become environmental stewards.

Sadly, classroom teachers today are compelled to focus on achieving academic goals measured by standardized tests, which all too often relegates ocean education, and field trips, to a lower priority. But, teachers who use O'Neill Sea Odyssey know that ocean concepts can in fact contribute to academic achievement. And, two recent developments give us hope that outdoor ocean learning will continue to enrich the lives of young people.

First, the Ocean Literacy Essential Principles and Fundamental Concepts (www.coexploration.org/oceanliteracy) has been developed by professionals, including those at the National Oceanic and Atmospheric Administration and the National Geographic Foundation, to address the lack of ocean concepts in academic standards. The ocean, in fact, is full of science lessons.

Secondly, in 2003 OSO worked with then-State Assemblymember Joe Simitian on Assembly Bill 1330, to study outdoor education. The study found that low-income children who attended

outdoor education had science scores 27% higher than those who did not (http://www.yni.org/yi/standards_project/pdf/AB1330summary.pdf). These results demonstrate that outdoor education can enhance academic achievement.

So, someone tells you there is a lack of ways to learn science, just point them towards the ocean. Or, send them to O'Neill Sea Odyssey. ♦

Seaweed Art Card Sales Support OSO

Beth Powanda Shady, owner of Seaweed Art, has chosen O'Neill Sea Odyssey as one of her recipients of funding as the result of the sales of her beautiful note cards: <http://seaweedart.com>. She says: "I'm a big fan of The O'Neill Sea Odyssey since my children have all been the beneficiaries of the wonderful work you are doing. What a great experience." Thank you, Beth, for your support! ♦



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Taste of the Harbor 2011 — A Great Success

Years ago Jack O'Neill used to have parties on Santa Cruz Harbor Beach for his friends, family and business partners. When O'Neill Sea Odyssey began fundraising in earnest, Jack said that a beach party would be a good way for people to support O'Neill Sea Odyssey. Debra Frey of Intero Real Estate at the Santa Cruz Harbor responded, and Taste of the Harbor was born.

Over 300 people attended the 4th annual event, which included food from 8 restaurants, wine tasting, a raffle and a live auction. Elected officials attending included Santa Cruz County Supervisors John Leopold and Neal Coonerty, Santa Cruz County Treasurer Fred Keeley, Santa Cruz Councilmembers David Terrazas, Hilary Bryant and Lynn Robinson, Santa Cruz City School Board Member John Collins, Santa Cruz Port Commission Chair Reed Geisreiter and Commissioners Toby Goddard and Denny Smith. Assemblymember Bill Monning, who had attended in past years but was in Sacramento voting on legislation, was represented by Rachel Goodman.

Event sponsors included PG&E, Bay Federal Credit Union, and the Palo Alto Medical Foundation, and the organizing committee included Kathleen O'Neill, Mike Dobinski, Adam Steckley, Laura Barnes, Jesse Collins, Gerardo Cortes, Chuck Izenstark, Marian Olin, & Mark Massara. Thanks are also due to the Santa Cruz Port District, without whom the fundraiser would not have been possible. ♦



Above: O'Neill Marketing Director Brian Kilpatrick, Debra Frey, owner of Intero Santa Cruz, and Taste of the Harbor MC Mark Massara.



Above: Santa Cruz County Treasurer Fred Keeley & Scott Ruble, owner of Covewater Paddle Sports, teaming up to handle a flurry of bids during the live auction.



Above Right: Save Our Shores Executive Director Laura Casa congratulates a jubilant Kirsten Liske, Vice President of Pollution Prevention at Ecology Action, who won the grand raffle prize—a charter on the Team O'Neill Catamaran.

Leave a Legacy For Youth and the Ocean

Have you considered leaving a lasting contribution by naming OSO's permanent fund at the Community Foundation for Santa Cruz County in your estate plan? You can leave a legacy and reap some significant financial benefits. Those options include: a beneficiary designation in your retirement account, gifts from a will of living trust, an annuity that will provide you with lifetime income, gifts of real estate, or charitable lead trusts.

OSO provides a vital service by giving the next generation the skills and tools needed to protect our ocean from multiple threats, while meeting their scholastic goals. Yet, schools have come to depend not only on our free, ocean-going field program, but also on the curriculum at our virtual learning center at www.oneillseaodyssey.org. Teachers, especially from lower-income schools, use OSO curriculum to meet mandated education standards using ocean concepts, something not usually found in textbooks. If you are interested, please contact Dan Haifley at (831) 465-9390 or at dhaifley@oneillseaodyssey.org, or fill out the form at right and mail it to us. ♦

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

Name(s): _____

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

Our Ocean Backyard: From Jack O'Neill's Hot Air Balloons to an Ocean Classroom

BY DAN HAIFLEY,
EXECUTIVE DIRECTOR

In 1983, Jack and Tim O'Neill traveled to Sand City, nestled among the sand dunes just north of Monterey, to retrieve an unfinished sailing catamaran they'd purchased.

In his soon-to-be-released book *Jack O'Neill: It's Always Summer on the Inside*, Drew Kampion relayed the story of how that large boat got to the Santa Cruz harbor, where its renovation was overseen by Joel Woods.

Thus, the Team O'Neill catamaran began a journey to its primary use today: an ocean-going classroom for the free O'Neill Sea Odyssey program that has served more than 60,000 students with an environmental program as well as serving the general public with sailing charters.

The boat, 65 feet long and 28 feet wide, served in the 1980s as a platform for Jack's hot air balloons. Its mast could be lowered, and its boom lain on its side, to accommodate the airships and balloons. Today, the effort to lower, or "tabernacle," masts also allows sailboats to move under the Murray Street Bridge on a daily basis.

Over the years the catamaran has sailed far and wide, and by 1996 it began to take part in Jack O'Neill's vision to take youth onto Monterey Bay to learn about the marine environment. The vision took shape when Tim O'Neill began to work with Jim Holm, Mike Egan, Theresa Coyle and Jack McLaughlin, among others, to develop a school science program. I joined the nonprofit program in 1999 as director. Today, about 85 percent of the boat's use is for the ocean-based science field trip, which is supplemented by curriculum used in participating school classes, while the other 15 percent is for the general public.

The educational program helps schools achieve educational standards by using ocean concepts while teaching

youth about watersheds that flow to the sea and how they can protect them.

In 2004 the program received the Governor's Environmental and Economic Leadership Award and, in 2005, Sen. Barbara Boxer's Environmental Champion award. In 2009 the program's Adam Webster Memorial Fund received the Special Parents Information Network's Community Spinners Award for its work with special needs youth.



Applied Survey Research's evaluation of O'Neill Sea Odyssey's program for the 2009-10 school year found that it results in substantial increases in environmental awareness. More than 75 percent of students responded positively to survey questions regarding environmental knowledge and responsible behavior before the program, compared to 97 percent after the program.

The analysis, like those done in prior years, showed that lower and higher income youth both substantially increased their environmental knowledge, but lower income students showed a greater change and caught up with the higher income students by the end.

A long-term study is being conducted by San Jose State master's candidate Lauren Hanneman.

Programs such as O'Neill Sea Odyssey have a direct value to academic achievement as well. 2003

O'Neill Sea Odyssey worked with then-State Assemblymember Joe Simitian on Assembly Bill 1330, to authorize a study of outdoor education which found that low-income children who attended outdoor education had science scores 27 percent higher than those who did not.

O'Neill Sea Odyssey is not alone in its work. A few years back, professionals at the National Geographic Foundation and the National Oceanic and Atmospheric Administration saw a need to integrate ocean and climate concepts in school science curricula and education standards and developed the Ocean Literacy Essential Principles and Fundamental Concepts, which O'Neill Sea Odyssey promotes in its curriculum.

Years after serving as a platform for hot air balloons, the educational work on the Team O'Neill enhances environmental understanding, science learning and academic achievement: www.oneillseaodyssey.org. The boat also provides charters to the public, go to www.oneillyachtcharters.com.

This column appeared in the Santa Cruz Sentinel on 7/23/2011. A portion of the proceeds from Drew Kampion's book, Jack O'Neill: It's Always Summer on the Inside, will benefit OSO. ♦

Our heartfelt thanks to Dynegy Moss Landing, LLC, owner of Moss Landing Power Plant for their generous donation of \$10,000.



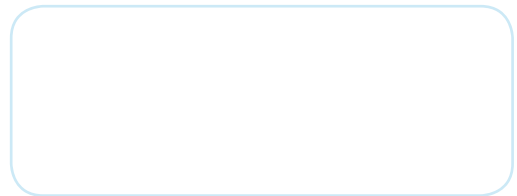
Above: OSO Executive Director Dan Haifley accepting the big check from Moss Landing Plant Manager, Greg Hughes.



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Jack O’Neill & Jim Beckett—A Better Community & Planet

On a beautiful Saturday in March, OSO Board members Jack O’Neill and Dr. Jim Beckett were the subject of a photo and video session. Dr. Beckett, a dermatologist, and O’Neill are now featured in an advertising campaign for Palo Alto Medical Foundation to highlight Beckett’s service as a Board member of O’Neill Sea Odyssey and

the effort to prevent skin cancer.

“A community really can’t rely on outside resources or government,” Dr. Beckett said in an interview before his photo and video session with Jack. “Its strength relates directly to the engagement and involvement of local people helping those who need help. For myself, I just want to give back to a community that has given

so much to me.”

A recipient of the Health Caring Award from the William S. Graham Melanoma Foundation, Dr. Beckett currently serves on the boards of Santa Cruz Cancer Benefit Group, Santa Cruz Medical Clinic, Inc., Palo Alto Medical Foundation as well as O’Neill Sea Odyssey. ♦



oneillseaodyssey.org

