



WINTER 2004-2005

## GOVERNOR SCHWARZENEGGER HONORS OSO'S WORK



*Pictured from left to right: Secretary of Agriculture A.G. Kawamura; Tim O'Neill, Skipper/OSO Director; Cheryl Thompson, OSO Operations Coordinator; Bridget O'Neill, OSO Chair; Secretary for Resources Mike Chrisman; Jack O'Neill, OSO Chair; Laura Barnes, OSO Education Coordinator; Carl Keehn, OSO Director; Dan Haifley, OSO Executive Director; Agency Undersecretary James Branham*

On December first, 10 members of O'Neill Sea Odyssey's staff and Board traveled to the State Capitol to receive a prestigious award from California Governor Arnold Schwarzenegger.

The Governor's Environmental and Economic Leadership Award in the area of Children's Environmental Education is awarded to "Exemplary educational programs or curricula to raise children's awareness of, and involvement in, environmental issues. Special consideration is given to those programs that integrate environmental elements into core curriculum." The category

of Children's Environmental Education is one of seven for which awards are presented each year.

OSO is pleased to follow in the footsteps of another Santa Cruz based environmental organization - Ecology Action - with whom OSO has a long-standing partnership and which received the Governor's award last year.

"OSO was recognized not only for our innovation, but also for the fact that we enhance and assist with the core curriculum for the schools we serve," said OSO Executive Director Dan Haifley. "We align with California state education standards. We integrate basic scholastic subjects using environmental themes. We utilize the highly effective hands-on teaching method. And, most importantly, we are creating a generation of ocean stewards."

## AT&T PEBBLE BEACH CHARITIES PROVIDES \$15,000 FOR MARINE SCIENCE PROGRAM FOR MONTEREY COUNTY YOUTH

The Monterey Peninsula Foundation and its giving arm, AT&T Pebble Beach Charities, provide funds from the proceeds of the AT&T Pebble Beach National Pro Am Golf Tournament, which began as Bing Crosby's National Pro Amateur Golf Tournament. It's mission states that it is "exclusively philanthropic and is responsible for the disbursement of funds raised to charitable organizations which enhance the quality of life of the residents of Monterey County and surrounding areas."

"Our support will enable O'Neill Sea Odyssey to serve and educate the children of Monterey County, especially those who have never had exposure to the ocean, science, or technology." said Ollie Nutt, Executive Vice President of the Monterey Peninsula Foundation.

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## THANKS TO HARRY HIND FOR LASTING SUPPORT

*By Jack O'Neill, Chair, O'Neill Sea Odyssey*



Harry Hind and I are old time surfers from Kelly's Cove and Ocean Beach, San Francisco. We surfed there in the 1950s, and became good friends.

I had the idea to open a surf shop at the Santa Cruz Harbor, and I asked Harry (*pictured right*) if he could back me on the deal. He said he would. Well, the next thing I knew, Harry brought in a CPA and an attorney, and soon our little surf shack became an 8500 square foot building. We got approval from the Harbor and built this building in 1965, and without Harry's help, it would not have happened.

In 2000, Harry and I donated this building to the Sea Odyssey, which enabled the program to secure a new lease and have this wonderful facility and revenue from rental space. Harry and I have both had a lifelong interest in the ocean, and his generosity has made this program possible. Future generations will owe him their gratitude.

## OSO PROGRAM THRIVES IN NEW EDUCATION CENTER

*By Laura Barnes, Educational Coordinator, OSO*

It took six gallons of paint, 25 sheets of sandpaper, dozens of paintbrushes and rollers and approximately 50 volunteers to get O'Neill Sea Odyssey's new education center in shape for the fall season, but we did it! We have hosted 32 classes in our new headquarters this fall and thanks to the care and planning that went into the new building our program is better than ever.

Planning and designing our new building took more than a year. Our Executive Director, Dan Haifley, wanted to design a space that would accommodate all of our educational needs as the program continues to grow and develop over the years. In order to accomplish this task, Dan gathered input from our instructors, skippers, our education and operations coordinators; everyone got to make practical suggestions in order to create the optimal learning environment for our marine science program. The result is that each station is housed in a separate classroom that is designed to fit our individual learning stations - Marine Biology, Marine Ecology and Navigation.

The marine biology station is now a fully equipped lab with blackout shades on the windows for viewing the plankton sample on our TV screen. The lab has ample space for our high-powered microscope as well as our dissecting microscope that we use for looking at larger organisms. We also have plenty of seating for larger groups and a wall-sized white board for drawing plankton and food webs.

In ecology we have a huge room decorated with educational posters that show how storm drains run into the ocean and how garbage in the ocean negatively affects marine life. The whole room was designed to get wet, as the watershed model is used extensively in the on-shore portion of the station. That way the station can truly be a hands on learning environment where kids can make a mess while they learn. After working with our students for eight years, we know that making a mess is half the fun.

The navigation station has panoramic views of the Monterey Bay with south and west facing windows. These windows allow our students to take bearings from an indoor location if the weather is too foul to stay on the boat. The navigation station also has maps and charts of the Monterey Bay National Marine Sanctuary and a topographical relief map of the Monterey Canyon, which is a great hands-on learning tool. The navigation station also has a white board to help with calculating our triangulation and converting fathoms to feet. Soon the National Weather Service will complete their plans for a rooftop weather station on our building including a state of the art weather read out center in our Nav station. Our students will track wind speed, barometer pressure, dew point, humidity, wind chill and visibility read outs in addition to the technology curriculum already included in Navigation.

The Team O'Neill Catamaran and the Monterey Bay have always been incredible places to learn about the ocean. In our new Education Center our students have an equally stimulating environment for the on-shore portion of our program. We look forward to our program growing and expanding with our new space in the Santa Cruz Yacht Harbor. The O'Neill Sea Odyssey crew would like to give a heartfelt thanks to everyone involved in the completion of our new building. See you in the spring!

## OSO ADVISORY BOARD

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## Contribute to the O'Neill Sea Odyssey Program...



**OSO  
T-shirts &  
Sweatshirts  
are now on sale!**

Available colors are Nautical Blue, Red Tide & Great White.

T-shirts are \$16.20 and Sweatshirts are \$27.00  
(plus shipping & handling).

Purchase t-shirts and sweatshirts on-line at  
**[www.oneillseaodyssey.org](http://www.oneillseaodyssey.org)**  
or go to Stylin' Recyclin' - 1095 41st Avenue  
or purchase by phone call 831-475-1561.

**Make an on-line donation at  
[www.oneillseaodyssey.org](http://www.oneillseaodyssey.org)  
or by mail...**

Fill out the form below and send it with your  
check to O'Neill Sea Odyssey:  
2222 East Cliff Drive, #222  
Santa Cruz, CA 95062

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## AN INCREDIBLE EVENING

On October 14th, 150 supporters showed up to open the new education center, and to raise over \$10,000 for the program. The major sponsors of the event were Morgan Stanley financial services; Café El Palomar, which will soon be back in business in the downstairs portion of the building; and Group of People internet services. The period jazz group JazzA provided a wonderful musical accompaniment to the evening.

The reception was held in honor of Assemblymember John Laird. John obtained funding from the California Coastal Conservancy for the disabled access elevator, which was one of the original reasons the building was renovated. The center was renovated as part of the larger OSO building project, undertaken by a joint venture with the Santa Cruz Port District. OSO Executive Director Dan Haifley asked John to also seek funding to cover OSO's temporary facility on the west side of the Harbor, and cover lost program funding since building tenants would not be paying rent during renovation. John was given a very enthusiastic introduction by OSO Advisory Board Member and Santa Cruz County Supervisor's Chair Mardi Wormhoudt.



John Laird



Board Supervisor Chair & OSO Advisory Boardmember Mardi Wormhoudt introduces John Laird.

The evening was punctuated by a very special recognition of Harry Hind, without whom the original O'Neill building would not have been built in 1965. Harry Hind and Jack O'Neill were old time surfers from Kelly's Cove and Ocean Beach, San Francisco. They surfed there in the 1950s, and they became good friends. Jack had the idea to open a surf shop at the Santa Cruz Harbor, and he asked Harry if he could back him on the deal. Jack and Harry got approval from the Harbor and built the building in 1965. Over the years, the building was the home for Public Radio Station KUSP, the O'Neill Beach Store, numerous bookstores, O'Neill Dive Shop, several coffee shops, a few restaurants, Save Our Shores, a website marketing business, several therapy practices, a magazine, a ship chandlery, a real estate office, a non-profit education program office, several boat sales offices, the National Weather Service, and a sail making business. In 2000, Harry and Jack donated this building to OSO. This enabled OSO to secure a new lease and have this wonderful facility and revenue from rental space.

The following individuals and organizations were recognized at the event for their part in the effort:

- Dave Means of the Wildlife Conservation Board (WCB) oversaw the effort, including those of WCB staff member Peter Perrine, to work with Sea Odyssey to spend the \$475,000 that then-Governor Gray Davis and the California Legislature allocated in 2001. The funds were granted based on a very rigorous review of bills submitted by the contractor, architect and engineer, and with the added review of staff-level financial reviews and audits.
- Sam Schuchat of the State Coastal Conservancy also oversaw the allocation of funds obtained by Assemblyman John Laird, including funds for Sea Odyssey's temporary quarters on the other side of the Harbor. The Conservancy also subjected OSO to rigorous financial review.
- Cathy Jackson, Starbucks: Due to Cathy Jackson's leadership and persistence, Starbucks employees have contributed nearly 400 volunteer hours for three projects. They moved OSO out of the old building and into its temporary trailer, and then moved OSO back into its renovated building. Then, they painted, scrubbed, put up shelves and made this a usable space.



Harry Hind is recognized at the event by Dan Haifley.



**Guests gather on the deck at the new education center the night of OSO's fundraiser and open house.**

- Gary Garmann, architect: When this project started, Gary's job was to work with the neighborhood, renovate a building sorely in need of repair, and to make it look decent. Not only has he done those things, but he has designed a building that is practical, beautiful, and that will last for many years.
- Gary Filizetti and Larry Lenz, Devcon Construction: This was a very complicated and difficult project. Gary Filizetti decided that his company, Devcon Construction, would do what it takes to overcome all obstacles. Devcon did this, with great distinction.
- Mark Mesiti-Miller, Mesiti-Miller Engineers: The Structural Engineer had a special challenge here. Literally, he had to draw several lines in the sand, he had to deal with catastrophic failures in the old building, and he had to work around the forces of nature.
- Brian Foss, SCPD: The Santa Cruz Port District granted OSO a new 25 year lease for the upstairs portion of the building, which will allow us a beautiful facility and revenue for the program from tenants. OSO became a partner with the District in the renovation of this building.
- Lt. Commander Deb Darminio, US Coast Guard: Thanks to Coast Guard Lt. Commander Darminio, OSO was able to put its temporary trailer on the Coast Guard's basketball court on the west side of the Harbor for free. In addition, the Coast Guard became our electric utility and allowed us access to Pacific Bell phone lines.
- Jack O'Neill: In 2000, Jack and his partner Harry Hind donated this building to the Sea Odyssey program, making a new 25 year lease on this building possible. Thank you, Jack, for your vision and your spirit.
- The David and Lucile Packard Foundation: The David and Lucile Foundation also played an early, strategic role in providing resources for this project, and the Foundation continues to support the Sea Odyssey's work.
- Former Assemblymember Fred Keeley: As a member of the State Assembly in 2001, Fred obtained \$475,000 in environmental bond money for this project.

Co-Sponsors of the event were: Capitola Mayor Stephanie Harlan; Dan and Rebecca Haifley; Barbara Karleen; Santa Cruz County Supervisor Mark Stone; Katharine Minott; Doug Hipsley; Mesiti-Miller Engineering; Santa Cruz Chamber of Commerce; Jim and Debbie Thoits; Bill and Jewell Geisreiter; UCSC Chancellor Martin Chemers and Barbara Goza-Chemers; Michael J. and Ann McCabe. Event Donors included: San Jose Sharks; UCSC Arts and Lectures; Bookshop Santa Cruz; Trader Joe's; O'Neill Surf Shops; Team O'Neill; Zen Trading Company; Nikki Brooks; Bill Scherer; Cannery Row Company; Half Moon Bay Brewing Company; Lundberg Studios; Piscean Artworks; Stylin Recyclin; US Representative Sam Farr; Dan Haifley; Riva Fish House; Heather's Patisserie; Essential Surf Company; Sway; Rob Bremner; The Hat Company; Kimber and Joe Collins; Sorensen's Resort; Santa Cruz Seaside Company, Molina Jewelers; Jennifer Farley; California Paint Company; Omega Nu; Coast Commercial Bank, and Caress Day Spa. Volunteers included: Kimber Collins, Steve Strupe, Sharon Campbell, Joe Collins, Bridget O'Neill, Michelle David, Chip Street, Makenzie Collins, and Lauren Pederson.

### **OSO BUILDING LEADERSHIP TEAM**

Once O'Neill Sea Odyssey has raised the remaining share of its building renovation cost, the program will enjoy a modern education center, and revenue from upstairs tenants, for 25 years. To help with the final effort, please contact Dan Haifley at [dhaifley@oneillseaodyssey.org](mailto:dhaifley@oneillseaodyssey.org); or at (831) 465-9390. The Building Leadership Team includes Jim Thoits, Bridget O'Neill, Tonee Picard, Tim O'Neill, Gus Gregory, Dan Haifley, and Rob Bremner.



2222 East Cliff Drive, #222  
Santa Cruz, CA 95062

831-475-1561 ph  
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WINTER 2004 - 2005

## STARBUCKS DOES IT AGAIN!

Starbucks employees - who have contributed nearly 400 volunteer hours to OSO - joined with California Paint Company and other supporters to touch up and organize the inside of our new education center. Guided by OSO stalwarts Cheryl Thompson and Laura Barnes, the group generated two days of great teamwork and fun!



## THANK YOU TO THE FOLLOWING CONTRIBUTORS

**SUPPORTERS** Wolfgang Rosenberg / Chip Street / Wendy Sarsfield / Dixie Rees / Greg Kropf / Dave Schwartz / Barbara Goza

Evelyn Johnston / Sharon Campbell / Perla Saldana / Takashi & Carol Yogi / Marcella & Joe Hall / Jesse & Ziggy Bregman / Michael Rotkin

William Maxfield / John & Joy Richter / Paul & Judy Parsons / Rachel Dewey & Stephen Thorsett / Gary Patton / Anita & David Grysa

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**CAPTAIN'S CIRCLE** Barbara Karleen / Mark & Diane Mesiti-Miller

**COMMODORE'S CIRCLE** Starbucks Coffee Company / Robert Stephens & Julie Packard Foundation

Community Foundation of Santa Cruz County / Morgan Stanley / Office of San Jose Councilmember Ken Yeager

**ADMIRAL'S CIRCLE** Harden Foundation / Ecology Action / State Coastal Conservancy / City of Capitola / City of San Jose

Monterey Peninsula Foundation / David & Lucile Packard Foundation

**ADAM WEBSTER FUND** In memory of John Sullivan by Tom & Judy Webster / United Way Siliocon Valley / Earth Share of CA