



aquarium of the pacific

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2006 ANNUAL REPORT 

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## 2006 annual report

*CELEBRATING OUR PLANET'S LARGEST and most diverse body of water, the Aquarium of the Pacific in Long Beach, California is the only aquarium in the world to focus solely on the Pacific Ocean.*

*Featuring 12,500 animals that represent 500 species, the Aquarium of the Pacific highlights these ocean ambassadors and their habitats in more than 50 exhibits and hundreds of programs. The goal is to bring awareness of the importance of the ocean to not only the animals that live there, but also to each and every person on our planet. Most importantly, the Aquarium achieves this through uniquely connecting and celebrating California's diverse ethnic communities.*

## message from the president and chairman



**W**E ARE PLEASED TO REPORT that 2006 was another productive year for the Aquarium of the Pacific. We had our fifth consecutive year of attendance increases, ending the year at 1.35 million visitors. Membership held steady at more than 40,000 active households, which is more than 100,000 individual members. Our educational programming reached almost 200,000 schoolchildren while we expanded our presence at Cesar Chavez Elementary School, California State University at both the Long Beach and Dominguez Hills campuses, the Upper Newport Bay Ecological Preserve, in homeschooling, and on a number of other fronts.

On the financial front, we successfully met the challenge of our first year of increased rent payment to the City of Long Beach. Another challenge was the rising cost of gasoline, which affects the patronage of zoos, theme parks, and cultural institutions.

We increased our efforts in ocean education and conservation. In June 2006 a two-day national Conference on Ocean Literacy (CoOL) was held in Washington, D.C. to carry out the recommendations identified in the President's *U.S. Ocean Action Plan*. As the West Coast site of five concurrent regional conferences participating in CoOL via satellite, the Aquarium of the Pacific brought together 119 participants to respond to the national recommendations with regard to our regional concerns.

With a population of more than 35 million, California has a great responsibility to contribute to a healthy ocean. To address ocean issues, the California and World Ocean Conference '06 took place in Long Beach in September. The emphasis was on making connections among researchers, managers, policy makers, and the general public to positively influence the relationships of humans with the ocean. Aquarium staff organized several sessions and participated as speakers in others. The Aquarium hosted the closing reception of CWO '06. It was a sold out event that featured sustainable seafood provided by our Sustainable Seafood Forum. The Aquarium continues to make conservation through stewardship an important and integral part of our mission.

On a personal note, we were saddened by the loss of Founding President Warren Iliff. His buoyant spirit and dedication were an inspiration to us all.

The creativity and hard work of the Aquarium staff and board have contributed to another year of success. We thank you for your interest in the Aquarium of the Pacific. As you learn more about us on the pages of this annual report, know that we are already building on what we have accomplished this year for a future that is strong and bright.

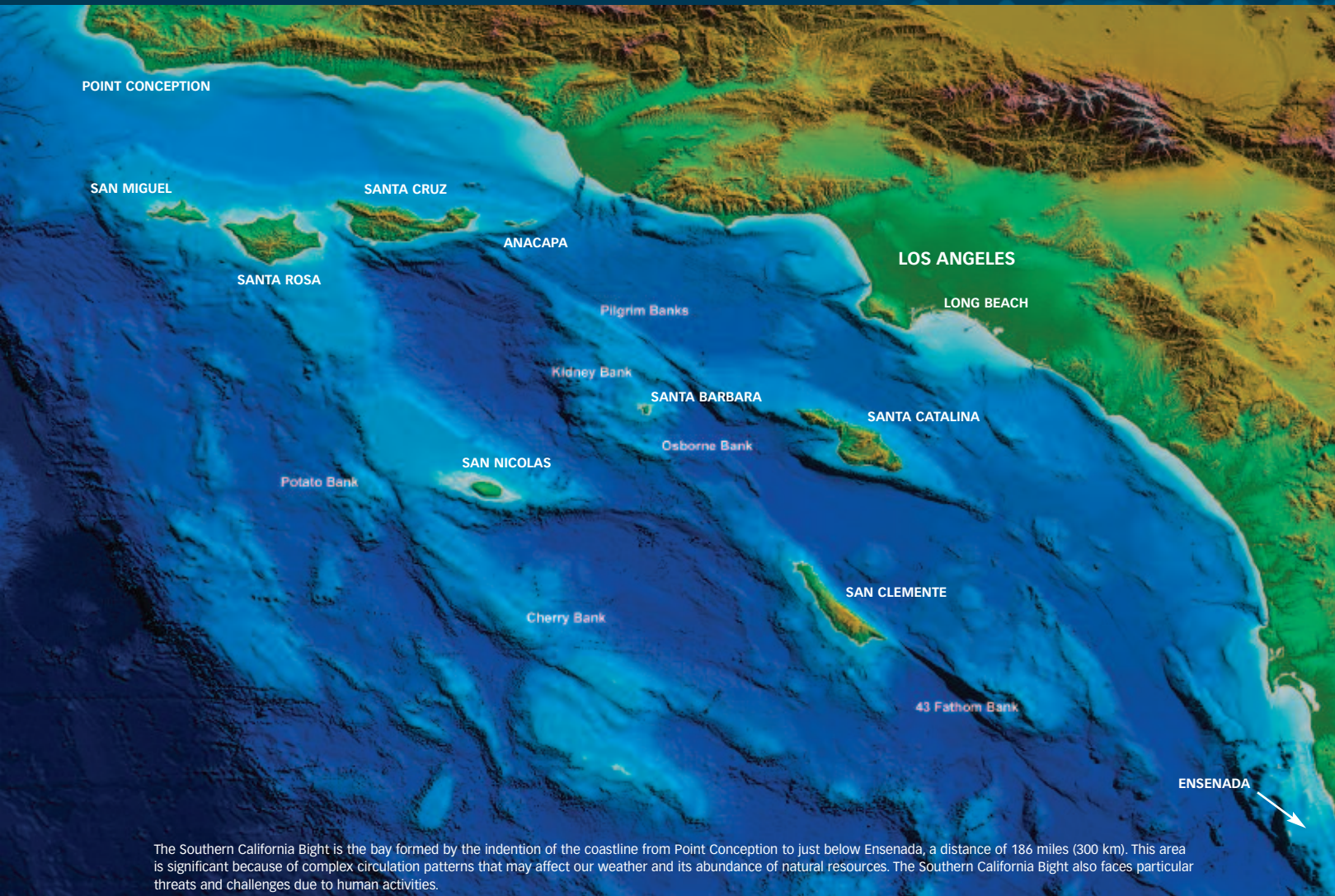
Sincerely,

Handwritten signature of Jerry R. Schubel.

Jerry R. Schubel, *president and CEO*

Handwritten signature of Howard E. Chambers.

Howard Chambers, *chairman, Board of Directors*



The Southern California Bight is the bay formed by the indentation of the coastline from Point Conception to just below Ensenada, a distance of 186 miles (300 km). This area is significant because of complex circulation patterns that may affect our weather and its abundance of natural resources. The Southern California Bight also faces particular threats and challenges due to human activities.

*BRINGING OCEAN LITERACY AND AWARENESS of environmental concerns such as global warming and sustainable seafood to its 1.35 million annual visitors and beyond, the Aquarium has broadened its role to also encompass the presentation of science and conservation issues in ways that are accessible to the general public.*



*“DURING HIS TENURE, Iliff served as an incredible leader and visionary, whose energy and enthusiasm elevated the Aquarium of the Pacific to become a leading aquarium and community resource.”*

— Jerry Schubel

# in memory

## | Warren J. Iliff, 1936-2006



THE AQUARIUM OF THE PACIFIC REACHED the end of an era with the passing of Warren Iliff on August 5, 2006. Staff and friends of the Aquarium think back with appreciation for his kindness, his humor, his friendship, and with respect for all that he achieved as our founding president and CEO.

Iliff was born in Madison, Wisconsin on November 5, 1936. Long before the start of his official career in the zoo and aquarium world, Iliff's love of nature was revealed in the jungles of Central America, where he worked as a pilot. There, his backyard was filled with monkeys, parrots, and other exotic creatures. He had a deep love for animals and the environment.

Iliff launched his zoo and aquarium career at the National Zoo in Washington, D.C. as a special assistant to the director from 1963-1967, executive director of the Friends of the National Zoo from 1967-1969, and the assistant director for education and exhibits from 1969-1971. From Washington, D.C., he moved to the Oregon Zoo in Portland, where he served as director from 1975-1983. He was then director at the Dallas Zoo and Aquarium from 1983-1990. Iliff served as president of the American Zoo and Aquarium Association (AZA) from 1986-1987 after having served on numerous committees. Following the Dallas Zoo, Iliff moved on to a position as executive director of the Phoenix Zoo from 1990-1996.

In 1996 Iliff came to the Aquarium of the Pacific. He arrived two years before the Aquarium opened and was an integral part of getting the Aquarium off the ground and running. His enthusiasm was key to attracting supporters and getting the community on board. He made the Aquarium of the Pacific a special place to work and visit, a symbol of community outreach, and a destination where the wonder and magic of the Pacific Ocean come alive.

In June of 2002 Iliff retired from his post as the Aquarium of the Pacific's founding president and CEO and was officially named president emeritus. "During his tenure, Iliff served as an incredible leader and visionary, whose energy and enthusiasm elevated the Aquarium of the Pacific to become a leading aquarium and community resource," said Jerry Schubel.

Iliff will be remembered at the Aquarium of the Pacific and beyond. The Warren Iliff Splash Zone is a classroom where children will continue to be excited and educated about marine education. Our recognition listing of education donors in the Great Hall is dedicated to Warren's memory as well. Thanks to the support of donors at the Aquarium of the Pacific, we have established an endowment—The Iliff Infectious Enthusiasm Fund. This fund will honor his passion for education and conservation and inspire it in others for generations to come. He shall surely be missed by us all.



Gislaine and Warren Iliff



# new exhibitions



## | Dazzling and Dangerous—Venomous Creatures



**DAZZLING AND DANGEROUS—VENOMOUS CREATURES**

debuted in the summer of 2006. The new yearlong exhibition highlighted a wide variety of both aquatic and land animals that were either venomous or poisonous. From the blue-ringed octopus, lionfish, scorpionfish, barracuda, and sea kraits of the Pacific Ocean to the Mexican redknee tarantula, scorpions, Gila monsters, and rattlesnakes of Southern California and Baja, *Dazzling and Dangerous* taught guests to respect and conserve these important and often misunderstood animals.

To create *Dazzling and Dangerous*, the Aquarium's changing gallery transformed overnight from an aquatic environment to the dark corners of a garage, where spiders and snakes lurked. A 16-foot-long round ray

touch pool allowed guests to touch these animals while learning about their predominance in nearby Seal Beach waters and how to avoid them with the "sting ray shuffle." Kids enjoyed peeking inside a log to find a noisy rattlesnake replica hidden within.

New animals were added to each of the Aquarium's galleries and highlighted with special signs. The *Passport* visitor's guide was coordinated with the galleries and further focused on the venomous and poisonous creatures the guests would encounter in various exhibits. Special guest lectures that built on the theme of venom were offered throughout the summer. *Venom: The Tour!* took guests behind the scenes to get the inside scoop on venom and poison and offered a chance to get up close and personal with some of the animals that use them.

The Aquarium is grateful for the many partnerships that helped to make this exhibition possible. Brent Karner, the director of the Insect Zoo at the Natural History Museum of Los Angeles County, and Russ Smith, curator of reptiles at the Los Angeles Zoo, provided a great deal of assistance, from loaning animals to the Aquarium to training our staff in husbandry care and safety procedures. Sean Bush from Loma Linda University helped with advice on emergency protocols and provided some vials of antivenin for display. Tammie Brailsford from Long Beach Memorial Medical Center provided materials for a display of a new medicine derived from the Gila monster used in the treatment of Type II diabetes. Lee Katz loaned the Aquarium the California newts and provided us with information about the animals. Mary Jane Adams and Ken Kurtis contributed numerous photographs of venomous sea creatures. Countless other individuals and organizations also contributed time and effort into helping to make *Dazzling and Dangerous—Venomous Creatures* a success.

The Aquarium acknowledges the financial support of the Annenberg Foundation and American Honda Motor Co., Inc., official sponsors of the *Dazzling and Dangerous* exhibition.



## | New Animals



IN 2006 THE AQUARIUM of the Pacific put two new animals on display: a bull shark and a bowmouth guitarfish. Both animals are of particular note because of their intrinsic beauty, but also because of their significance as ambassadors for their species.

The bowmouth guitarfish (*Rhina ancylostoma*) went on display in January and resides in the Tropical Reef exhibit in the Tropical Gallery. The Aquarium of the Pacific is the only aquarium on the West Coast to display this unique species found in the tropical and subtropical coastal waters and offshore reefs of Australia. It is also found in the Indo-Pacific and off the coast of West Africa. The Aquarium's guitarfish is a male and measures four feet (1.2 m) in length.

A bull shark (*Carcharhinus leucas*) was introduced to Shark Lagoon in October. Weighing 36 pounds (16.3 kg), our bull shark is a female and was estimated to be about two-and-a-half years old when she made her debut. Found in all tropical and subtropical waters along the coastlines, the bull shark is the only shark that can also live in freshwater lakes and rivers. Bull sharks tend to hunt for food in shallow, murky waters. This may contribute to some of the concerns about this species being a threat to humans, as bull sharks are known to swim in very

shallow areas. But bull sharks are also impacted by human activities in their inshore habitats and are at risk from longline fisheries. By featuring animals such as our bull shark in Shark Lagoon, the Aquarium hopes to dispel some of the myths surrounding these important ocean predators.

## | Marine Debris



OCTOBER 2006 was *Little Mermaid Month* at the Aquarium of the Pacific, which coincided with the release of *The Little Mermaid* on 2-Disk Platinum Edition DVD. In conjunction, the Aquarium planned numerous programs to talk about trash in our ocean, including a scavenger hunt, an interactive program in the Marine Life Theater, and a film on marine debris shown in the Honda Theater. *The Little Mermaid* film was shown to members in the Honda Theater. To illustrate the focus of marine debris, a net of trash was hung from the ceiling of the Aquarium's Great Hall, with accompanying signs to explain its significance. More than 17 million pounds of trash were collected from Long Beach beaches in 2005, and the trash in the net represented a mere 0.000017% of this amount. The impact of this trash on marine

life is devastating, and deadly evidence can be found in the stomachs of many animals, from birds to whales. Marine debris is also one of the most preventable environmental threats, and suggestions on what the public can do were included in the exhibit.

## | Planet Ocean



THE AQUARIUM OF THE PACIFIC debuted a new film, *Planet Ocean*, at the annual Ocean Conservation Awards Gala in June. The four-and-a-half minute video played daily in the Great Hall of the Pacific, and provided a compelling overview of the ocean. Explaining that the Earth's surface is 71% water, the film features footage from NOAA (National Oceanic and Atmospheric Administration) and Boeing. Starting from outer space and narrowing in on underwater vents, the film zeroes in on Earth's topography and shows that we use the ocean in a myriad of ways. The film's narrator speaks of how the ocean supplies seafood, medicine, and other natural resources that we rely on and serves as a means of transportation. *Planet Ocean* provided a glimpse into the big picture and how human activity can have a definite impact.

# educational programming



## | Learn by Doing



**THE AQUARIUM OF THE PACIFIC BELIEVES** that children learn best through interactive experiences. The "learn by doing" approach is evident

in all of the Aquarium's educational programming. Whether in a classroom or theater setting, students make discoveries of marine life through hands-on sensory oriented activities. In 2006 the Aquarium's onsite education programs reached almost 200,000 individuals. Of these, 22,300 visited and participated in educational programs free-of-charge, reflecting a 15% increase in scholarships over the prior year.

The Aquarium's education department offers more than 100 onsite educational programs for the public and school groups. In addition, they host a variety of outreach programs such as Aquarium on Wheels; distance learning at California State University, Dominguez Hills; and a customized science education partnership with Cesar E. Chavez Elementary. All of the Aquarium's education programs are aligned with the California state science standards.

### **CESAR E. CHAVEZ ELEMENTARY SCHOOL**

The Aquarium's partnership with Cesar E. Chavez Elementary School in Long Beach continued for its second year in 2006. Forty-eight times over the course of the year, Aquarium educators visited the school to teach grade-specific science classes, many of which have an emphasis on marine education. In March 2006 an ocean-themed mural created by more than 25 fourth- and fifth-grade students was unveiled. Sponsored by American Honda Motor Co., Inc. in partnership with the Aquarium of the Pacific, the mural project was both a learning tool and an aesthetic enhancement for the school.

### **OUT OF THE BOX SCIENCE!**

Thanks to a generous grant from the LeBurta Atherton Foundation, the Aquarium's education department produced three *Out of the Box Science!* education kits for testing at Chavez Elementary School in the fall of 2006. The kits contain props, videos, lesson plans, and other materials necessary to teach a specific science concept in an interesting and relevant manner. Each kit has a theme of either sharks, marine mammals, or watershed education. Once the prototypes are tested and the design

and content are finalized, copies of each kit will be constructed and made available for teachers to check out from the Aquarium Resource Center or the Science/Math Resource Center in Long Beach. One kit will remain permanently at Chavez Elementary School.

### **AQUARIUM ON WHEELS**

The Aquarium on Wheels outreach vehicle contains a dynamic tidepool exhibit designed to provide fun hands-on learning experiences. Thanks to funding in 2006 from the Water Replenishment District of Southern California, a new program called *It All Flows to Me on the Road* was introduced in which students "pollute" a large-scale model of a watershed and witness the consequences after they "make it rain." By seeing the movement of water through the mock-up watershed, participants make the link between watersheds, ground water, and pollution. In 2006 the Aquarium on Wheels traveled 11,500 miles and served more than 43,350 people.

### **BOEING TEACHER INSTITUTE**

Twenty-seven teachers joined Aquarium educators for a week of hands-on learning during the Boeing Teacher Institute in August. Throughout the week, participants

received an intensive introduction to the Aquarium and Southern California's diverse marine habitats and ecosystems. Guided tours, standards-based activities, and a field trip to Catalina Island provided teachers with an up-close look at California marine life. At the end of the trip, each teacher was given a 20-gallon aquarium to take back to their classroom to share with their students.

### **BOEING TEACHER OPEN HOUSE**

In October the annual Boeing Teacher Open House was attended by 1,200 teachers who enjoyed a night devoted to science education. Aquarium classroom and theater programs were demonstrated, and the Aquarium on Wheels was on display.

### **AQUATIC ACADEMY**

The Aquarium offers lectures, panel discussions, and adult classes through its Aquatic Academy. In 2006 *California and Water*, which was sponsored by the Long Beach Water Department, was offered in March. *California and the Ocean* was offered for the first time in October. Both courses offered opportunities to hear from a selection of experts on environmental issues as they related to California. For a list of 2006 lectures, see page 13.

### **DAY CAMPS**

Ten weeks of summer day camps were offered in 2006. This included six weeks of Ocean Adventure Camp for students in grades 2-4 and four weeks of Junior Biologist Camp for students in grades 5-7. In addition, the Aquarium offered two new camp options for younger students: a three-day Fish Fry Camp for 3- and 4-year-olds with their parent and a three-day Sea Squirt Camp designed for 5- and 6-year-olds. Also new was the introduction of a Catalina Family Camp. This camp provided an opportunity for the entire family to travel to Catalina with Aquarium educators for a special week of marine science.

### **HOMESCHOOL DAY**

In 2006 the Aquarium offered its first-ever Homeschool Day on November 10. The day was devoted to creating learning environments for homeschool families with special programs and hands-on exploration areas. This event brought in an audience of more than 2,500 parents and children.

### **NATIONAL STUDENT SUMMIT ON OCEANS AND COASTS**

The Coastal America Partnership hosted its second annual National Student Summit on Oceans and Coasts in Washington D.C. in December 2006. The conference brought together formal and informal educators and offered high school students unique access to national ocean leaders. As a Coastal Ecosystem Learning Center (CELC), the Aquarium is a member of the Coastal America Partnership. Each CELC was invited to select four students, one teacher, and one CELC representative. Aquarium President Jerry Schubel, Aquarium Educator Catherine Fox, and four students from Long Beach Polytechnic High School (Elizabeth Paniagua, Chanel Washington, Edward Benford, and Anthony Chavez) represented Long Beach at the four-day event. The students presented their project on non-point source pollution (litter and runoff) in Long Beach in their speeches to other CELC delegations from across the country. Upon their return, the students made presentations to the Aquarium's Board of Directors and the Long Beach City Council. These students are actively continuing their work through a group called the Green Student Union at Long Beach Polytechnic High School. Students from the Green Student Union participated in the Aquarium's annual street cleanup.



# festivals



**CULTURAL AND COMMUNITY FESTIVALS** are held throughout the year at the Aquarium of the Pacific to reach out to and honor the rich diversity of Southern California.

## Festival of Human Abilities JANUARY 28 AND 29

Celebrating the creative spirit of people with disabilities

## Divers Weekend FEBRUARY 11 AND 12

Exploring the technology behind the people who reach below the surface

## African Heritage Festival FEBRUARY 25 AND 26

Highlighting the African American community

## Sustainable Seafood Day MARCH 11

Offering cooking demonstrations and information on sustainable seafood

## Marine Technology and Research Day MARCH 25

Featuring the possibilities in marine innovations

## Earth Day APRIL 22 AND 23

Drawing the connection between our actions and the environment

## Dia del Niño APRIL 30

Paying homage to the importance of children

## Cinco de Mayo MAY 6

A Mexican fiesta

## Pacific Islander Festival JUNE 10 AND 11

Experiencing Hawaiian, Chamorro, Tahitian, and Maori cultures

## Baja Splash SEPTEMBER 9 AND 10

Celebrating Mexican, Guatemalan, and El Salvadoran cultures

*Sponsored by Union Bank of California*

## Moompetam SEPTEMBER 23 AND 24

A coastal Native American celebration

## Southeast Asia Day OCTOBER 7

Honoring Cambodian, Vietnamese, and Thai cultures

## Scarium of the Pacific OCTOBER 28 AND 29

Our educational Halloween event for families

## Autumn Festival NOVEMBER 4 AND 5

Focusing on Japan, China, Korea, and the Philippines

## Holiday Treats for the Animals DECEMBER 2 AND 3

A time to show our appreciation of our animals



*MUSIC, DANCING, FOOD, arts and crafts, educational displays, and inspiring stories of heritage build connections across communities at the Aquarium's annual festivals.*

# guest speaker series



**THE AQUARIUM OF THE PACIFIC** is an educational resource for all ages. In addition to offering a full array of classes and programs for children, the Aquarium provides a venue for quality educational opportunities for adults. A facilitator of important discussions relating to our ocean and planet, the Aquarium's lecture series draws scientists, researchers, photographers, filmmakers, and authors from across the country to speak to audiences about topics important for today and tomorrow.

Cindi Alvitre, Julie Bixby, Craig Frampton, Bob Hoffman, and Tom Johnson  
**BOLSA CHICA ECOLOGICAL PRESERVE**

Francisco Ayala  
**SCIENCE AND CREATIONISM**

David Behrens  
**POISONOUS NUDIBRANCHS**

Deborah Brosnan  
**CORAL REEF RESTORATION**

Sean Bush  
**VENOM ER**

David Carle, Gary Griggs, Nevin Smith, and Ronald Quinn  
**COFFEEHOUSE AUTHOR SERIES**

Scott Cassell  
**HUMBOLDT SQUID**

Jimi Castillo, Larry Ginn, Caroly Shumway, David Wheeler, and Erin Kahunawaika'ala Wright  
**SPIRITUALITY AND THE ENVIRONMENT**

Michael Chrisman, Joshua Reichert, and Jerry Schubel  
**OCEAN CONSERVATION PANEL**

Bill Curtsinger  
**EXTREME NATURE**

John Delaney  
**OCEAN EXPLORATION**

Steven Erie  
**BEYOND CHINATOWN: THE METROPOLITAN WATER DISTRICT, GROWTH AND THE ENVIRONMENT IN SOUTHERN CALIFORNIA**

Bob Foster, Timothy Knight, David McKinnie, Asif Shaikh, Billie Skellie, Gavin Smith, Kerry M. St. Pe, and Joseph Suhayda  
**LONG BEACH CARES: A FUNDRAISER FOR LONG BEACH, MISSISSIPPI**

Suzanne Frick, Doug Otto, Wayne Ratkovich, and Mark Winogron  
**THE PIKE**

Mickey Glantz  
**GLOBAL CLIMATE CHANGE**

Donald Grayson  
**THE EXTINCTION OF NORTH AMERICA'S ICE AGE MAMMALS**

Thomas Grimm, Betsy McLane, and Ezra Soiferman  
**ENVIRONMENTAL FILM SERIES**

David Helvarg  
**50 WAYS TO SAVE THE OCEAN**

Donna Hilbert  
**GRIEF BECOMES ME**

Terry Hunt  
**EASTER ISLAND**

Richard Klein  
**MODERN HUMAN ORIGINS**

Gerald Lieberman  
**ENVIRONMENT-BASED EDUCATION**

Christopher Lowe  
**ROUND RAYS OF SEAL BEACH**

Doug Macdougall  
**FROZEN EARTH: THE ONCE AND FUTURE STORY OF ICE AGES**

Cara Mullio and Jennifer M. Volland  
**LONG BEACH ARCHITECTURE: THE UNEXPECTED METROPOLIS**

William Patzert  
**MAPPING THE PACIFIC AND WEATHER PATTERNS**

Ellen Prager  
**ADVENTURE ON DOLPHIN ISLAND**

Carl Safina  
**VOYAGE OF THE TURTLE**

Sylvia Stevens  
**ALBATROSSES AND LONGLINES**

Doug Thompson  
**GRAY WHALES**

Charlie Yarish  
**SUSTAINABLE AQUACULTURE**

Rick Vetter  
**VENOMOUS SPIDERS**

THE AQUARIUM'S SUSTAINABLE SEAFOOD FORUM (SSF) convenes leading restaurateurs, seafood suppliers, and scientists to work together to identify sustainable solutions for the industry.

# aquarium conferences and forums

THE AQUARIUM OF THE PACIFIC hosts forums and conferences on marine topics that bring together people from a variety of disciplines to explore ocean conservation and other environmental or social issues.

These forums are either for national efforts or to develop a specific Aquarium exhibit or program. In both cases, the intent is to broaden the public's awareness of the ocean, its inhabitants, and ecosystems. The Aquarium also funds and participates in research projects that explore marine zoology and ecology and related environmental issues. At right are research studies and conservation initiatives that took place in 2006.

## Marine Conservation and Research Institute (MCRI) Conferences and Forums

### CONFERENCE ON OCEAN LITERACY

As part of their commitment to carry out the recommendations identified in the President's U.S. Ocean Action Plan, federal ocean agencies sponsored a two-day national Conference on Ocean Literacy (CoOL) in Washington, D.C. in June. Concurrent to the D.C. conference were five regional conferences that served to convene an additional 300 participants within their regions to respond to the national recommendations and make the recommendations applicable to regional concerns. The Aquarium of the Pacific was selected as the West Coast site and brought together 119 participants.

### OCEAN DESALINATION

In October the Aquarium's Marine Conservation Research Institute (MCRI) and the Desal Response Group cosponsored a one-day conference on ocean desalination. Approximately 70 experts and activists on issues related to ocean desalination attended the conference. The event looked at desalination as one solution to solving California's future fresh water needs.

### PUBLIC OCEAN LITERACY

In March the Aquarium convened a forum to explore how to increase public ocean literacy through exhibits, mass media, informal science education, outdoor experiences, and online resources. The participants came together from many disciplines, organizations, and agencies

to identify and describe strategies, programs, and techniques that could take place in informal learning centers such as the Aquarium.

### SOUTHERN CALIFORNIA MARINE MONITORING

The Aquarium of the Pacific and SCCOOS (Southern California Coastal Ocean Observing System) hosted a conference on marine monitoring efforts in the Southern California Bight. This conference set the stage for ongoing collaboration among researchers involved in these efforts. Participants discussed how to integrate data to answer questions related to the marine environment from various stakeholder groups. The conference also explored how to make the data available to a broader range of users through SCCOOS.

### WETLANDS AND WATERSHED OUTREACH

The Aquarium and the Southern Wetlands Recovery Project (SWRP) hosted a half-day forum on wetlands and watershed education outreach on October 12, 2006. Sponsored by SWRP, the forum allowed participants from zoos, aquaria, museums, and other educational organizations in Southern California to inform others about their latest wetland/watershed-related projects, recount lessons of experience, and discuss what future initiatives should be taken to inform the millions of visitors who pass through these organizations every year about their environment.

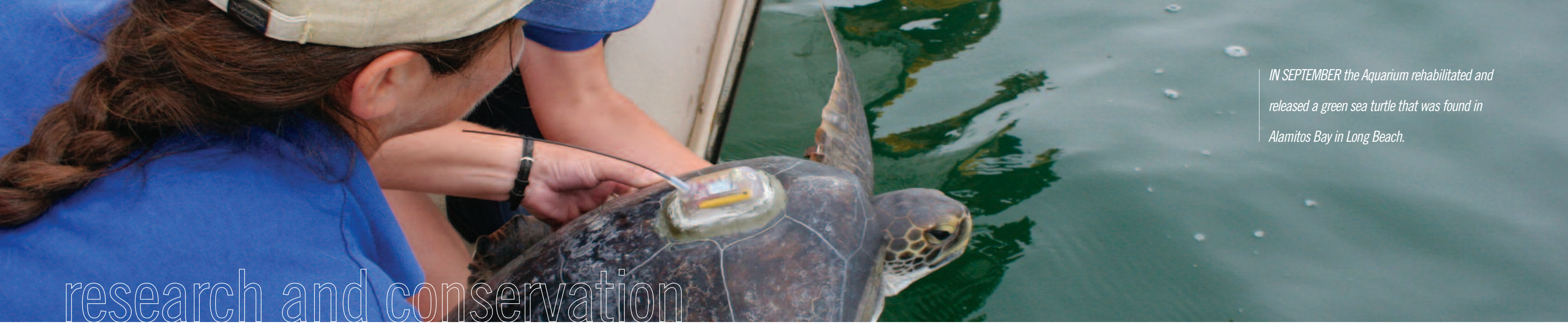
## Other Forums



### SUSTAINABLE SEAFOOD FORUM

Established in 2004 the Aquarium's Sustainable Seafood Forum (SSF) brings together leading restaurateurs, seafood suppliers, and scientists to work together to identify sustainable solutions for the industry. King's Seafood Company, Santa Monica Seafood, the Plitt Company, SMG Catering, and Shaw's Crab House in Chicago are members. The forum is guided by a scientific advisory group consisting of some of the world's leading experts on fisheries and aquaculture. SSF members have made the commitment to empower their customers by providing them with clearly identified alternative seafood choices from documented sustainable sources to help their customers make informed decisions. SSF convened in March, August, and December in 2006. Major support for this project has come from King's Seafood and SMG Catering.





*IN SEPTEMBER the Aquarium rehabilitated and released a green sea turtle that was found in Alamitos Bay in Long Beach.*

# research and conservation

## | MCRI Research Efforts

### **GREEN SEA TURTLE RELEASE**

In September the Aquarium of the Pacific rehabilitated and released a green sea turtle (*Chelonia mydas*) that was found in Alamitos Bay in Long Beach. The turtle appeared to be in distress at the opening of a water intake pipe. Thinking that the animal was fatigued and in trouble, several people called for help. The National Marine Fisheries Services contacted the Aquarium for assistance. The Aquarium provided veterinary care and housing for several weeks for the 28-pound turtle. The turtle was named Mickey by Jean and Charles Lane, who are longtime supporters of the Aquarium.

### **HUNTINGTON BEACH SEDIMENT CIRCULATION STUDY**

Aquarium of the Pacific scientific divers assisted Doug Hammond, PhD from the University of Southern California, and Steven Colbert, PhD from the University of Washington, with a study of seawater circulation through nearshore sediments. Aquarium divers obtained core sediment and water samples from the substrate from three sites of various depths off the coast of Huntington Beach. Current measurements and photo plots of the sand ripples and sediment composition were taken. This study is attempting to discern the importance of the composition of the seabed on the San Pedro shelf.

### **REEF CHECK CALIFORNIA TRAINING**

The Aquarium's Dive Safety Officer (DSO) helped conduct the first Reef Check California volunteer scientific diver training in Monterey in May 2006. The Reef Check California training course provided participants with the skills and experience to accurately complete the Reef Check California survey protocol. In addition to direct survey methods, the training program addressed safe diving practices, techniques of research diving, sampling design and theory, general marine ecology, and the importance of monitoring to meet marine management needs through a combination of classroom and field sessions. The DSO brought the training to the Aquarium of the Pacific, and the fall 2006 Aquarium scientific dive class became the first aquarium volunteer dive team to be trained on these protocols. Now qualified to conduct surveys in Southern California, these divers established Crystal Cove State Park in Orange County as a site to be monitored with California Coast Keeper Alliance on a biannual basis.

### **CATCH AND RELEASE SUCCESS STUDY**

Aquarium of the Pacific scientific divers began assisting Erica Jarvis, a graduate student at California State University, Long Beach (CSULB), with her study on the catch-and-release survival rates of Southern California shelf rockfishes. It has been assumed that released rockfishes have a poor survival rate due to barotrauma

experienced when they are brought to the surface. The barotrauma seen in these fishes is an injury due to the unequal pressure between the fishes' swim bladder and the surrounding ambient pressure as they are lifted out of the deep water. For this reason, undersized fishes are not generally released back into the ocean, which contributes to the overfishing of the population. Divers examined fishes for signs of recovery after being returned to the proper ocean depth. Preliminary research has indicated that effects of barotrauma vary among species and by depth of capture and that post-release survival may be significantly greater than previously thought.

### **SURVEYS OF PLATFORMS**

Previous surveys of platforms in the Santa Barbara Channel have shown that petroleum platforms act as rearing habitat for many overfished rockfish species. However, no systematic surveys have been conducted of the platforms located off of Long Beach and Huntington Beach. Aquarium of the Pacific scientific divers began to work on a study by Chris Martin, a graduate student at CSULB, to survey petroleum platforms off Long Beach and Huntington Beach on a bi-monthly basis over a one-year period. This will serve as a pilot study for longer term monitoring. Results from the study are expected to be useful in the proposed platform decommissioning strategies in Southern California.

## | Community Conservation

### **STREET CLEANUP**

In February the Aquarium hosted its third annual neighborhood street cleanup to aid the public in realizing the connection between trash in our city streets and ocean pollution. Meeting at Burbank Elementary School in Long Beach, 180 people picked up trash in the surrounding neighborhood, collecting over 1,300 pounds of litter.

### **HABITAT RESTORATION**

In March Aquarium staff coordinated its annual Least Tern Habitat Restoration project at the Seal Beach National Wildlife Refuge, where volunteers cleaned and prepared the nesting site for this endangered bird. 2006 was the most successful year yet, with 191 chicks fledging.

### **CALIFORNIA COASTAL CLEANUP**

In September the Aquarium participated in the 22nd California Coastal Cleanup by hosting a site at Alamitos Beach. This was part of a state-wide effort to clean beaches from San Diego to the Oregon border.



*IN FEBRUARY the Aquarium hosted its third annual neighborhood street cleanup to aid the public in realizing the connection between trash in our city streets and ocean pollution.*



## aquarium sustainable business practices

*IN 2006 SMG CATERING began using biodegradable plates and utensils, made from potato and corn resins, in the Aquarium's Café Scuba and other food areas. This "renewable plastic" manufactured by Cereplast uses renewable and environmentally degradable resources, unlike petroleum-based products.*

## | Green Leadership



**IN LINE WITH FULFILLING** its mission, the Aquarium of the Pacific demonstrates leadership as a "green" organization.

There are many ways that Aquarium staff manages the facility to address impacts on our natural resources. Building on the initiatives and successes of prior years, the Aquarium's sustainable practices and corporate responsibility reflect our core values and goals as an institution.

The Aquarium has expanded its presence as a green organization in its Pacific Collections retail store and Café Scuba restaurant. SMG Catering began using biodegradable plates and utensils, made from potato and corn resins respectively. Café Scuba continues to serve sustainable seafood, and the food purchased for the Aquarium's animals is also from sustainable sources. The gift store's selection of merchandise has expanded to include items that promote environmentally friendly behavior. Ranging from fashionable bags to Christmas ornaments made of recycled products, these items send a message to our guests that the Aquarium encourages consumer responsibility.

The Aquarium of the Pacific constantly looks for ways to reduce its consumption of energy. As part of this ongoing process, the Aquarium conducted an energy audit in 2006 to see where we could make changes to save energy. Some immediate actions taken by the Aquarium included adding an air curtain over a door at the loading dock, installing additional automated lights with occupancy sensors, and incorporating a new loadshed program. Air curtains keep heat or cold out and prevent the Aquarium from losing air conditioning in areas where the door is often open. Lights with motion sensors were added to several areas behind the scenes. The loadshed program ensures that when the Aquarium is reaching its maximum energy output, it can temporarily shut down or lower power expenditures in designated places that

will not compromise the functioning of the facility or safety of the animals.

Maintaining the temperature of each of the Aquarium's 52 exhibits is the facility's largest energy demand. The Aquarium's power needs vary at different times of day and different times of year. Adding control devices such as a new VSD (Variable-Speed Drive) and a DPS (Differential Pressure Switch) to the energy management system help assist the facility's central plant to operate more efficiently. In the past the Aquarium's central plant operated like most buildings in that its chiller pumps were programmed to put out the maximum amount of chilled water flow irrespective of the actual cooling needs. Chilled water that was not used was recirculated back into the chillers in the system. But adding VSDs and DPSs to the flow help reduce excess pumping, thus allowing the motor revolutions to be adjusted according to the building's needs without sacrificing the minimum pressure required to keep the system operating.

Three of the Aquarium's general use vehicles for staff are powered by natural gas. The Aquarium also has 19 waterless urinals throughout the facility, saving about 360,000 gallons of water per year. The Aquarium purchases materials from companies that offer cradle-to-cradle products, such as the window shades in the Great Hall. The picnic tables on the front lawn are made from recycled milk cartons. The Aquarium also continues to use low-VOC (Volatile Organic Compound) paints throughout the Aquarium to improve overall air quality.

As we continue to expand the Aquarium and make improvements to our facility, we will search for the most environmentally responsible supplies. For all future building additions to the Aquarium, we plan to meet LEED (Leadership in Energy and Environmental Design) standards. It is with the principles of sustainability in mind that we move into the future.

## IN 2006 THE AQUARIUM RECYCLED:

**30**  
TONS OF CARDBOARD

**940**  
POUNDS OF ALUMINUM

**1,620**  
POUNDS OF PLASTICS

**3,620**  
POUNDS OF GLASS

**1,500**  
POUNDS OF  
WHITE LEDGER PAPER

**9,000**  
POUNDS OF OTHER PAPER



# aquarium volunteers



## | Our Dedicated Volunteers



**AS A NON-PROFIT**, the Aquarium of the Pacific depends heavily on its staff of volunteers. Contributing more than 106,000 hours in 2006, the Aquarium's volunteers are critical to its operation.

The 2006 team of volunteers was comprised of 859 individuals plus several groups, providing the equivalent of 52 full-time employees. This unpaid staff extended the Aquarium's operating budget by \$1,892,148.\* Volunteers play a significant role in the work of almost every department, bringing with them a passion and dedication that both inspires and ignites the energies of our paid staff.

While some volunteer staff members work in the Aquarium's administrative offices or behind the scenes, most are in the public area sharing information and insights about marine animals and habitats with our guests. The Aquarium's volunteers come from all walks of life, every career field, and near and far—some drive 60 miles or more each way and others

live right around the corner. They bring a diversity of interests, backgrounds, ages, cultures, and experiences.

In 2006 the Aquarium launched a new volunteer program specifically designed for high school students between the ages of 14 and 16. A collaborative effort of the education, husbandry, and volunteer services departments, this highly structured 80-hour program is offered three times a year. The VolunTEENS receive formal training from an education specialist and ongoing enrichment from the VolunTEEN coordinator.

To develop skills for interacting with the public, Aquarium VolunTEENS are assigned different stations throughout the Aquarium to enrich the guest experience. In 2006 there were 43 VolunTEENS.

Volunteers are an important part of the Aquarium family. In sadness, we note the passing in 2006 of Harlan Miller, Geoffrey Woodward, Herman Appelman, and Kathy Keipp. They touched us and our guests with their steadfast commitment to our mission.

*CONTRIBUTING MORE THAN 106,000 hours in 2006, the Aquarium's volunteers come from all walks of life, every career field, and near and far—some drive 60 miles or more each way and others live right around the corner.*

\*According to figures provided by The Independent Sector in Washington D.C.

## | Featured Volunteer: Robin Riggs



**ROBIN RIGGS IS A MARINE MAMMAL VOLUNTEER**

who has always preferred to be behind the scenes or behind a camera lens, but her outstanding contributions to the Aquarium have not gone unnoticed by fellow staff. At the end of 2006, Riggs had volunteered more than 4,000 hours with the Aquarium of the Pacific.

A Southern California native, Riggs has been fascinated by animals for most of her life. Exploring the possibility of working with animals for a living, she began volunteering with the Marine Mammal Care Center when it opened in 1992. While it turned out not to be her career, rehabilitating marine mammals became her passion.

When the Aquarium opened in 1998, Riggs saw another opportunity to give back to the community and the animals she loves so much. She realized that once unreleasable seals and sea lions were rehabilitated at the Marine Mammal Care Center, they needed to be trained when they moved on to their next home. She

decided to join the Aquarium's team of husbandry volunteers to learn about this next step. Through her work at both places, Riggs developed a special opportunity to watch several sea lion pups grow up from day one, starting at the Care Center and then making their homes at the Aquarium.

Riggs developed a special bond with Shelby, one of the Aquarium's two harbor seals. Shelby was the first marine mammal that Riggs taught a behavior—that a circle was her shape to respond to, much like a name. Shelby's personality had such an impact on Riggs that to this day she would never turn down an opportunity to work with her. Riggs started with training the seals and later graduated to working with the sea lions. Over the course of a shift, she may work with all the animals in the exhibit.

In addition to her direct role with the seals and sea lions, Riggs has offered her skills as a photographer to document the beauty of these ambassadors. The combination of her photography skills and her ability to get much closer to these animals

than most staff and guests are allowed have resulted in numerous images that have been used by the Aquarium for publications and press releases as well as exhibit signs. Riggs has also assisted with creating a volunteer handbook for working with the seals and sea lions.

Riggs is an employee of The Boeing Company and serves on the board of directors of the Employees Community Fund of Boeing California (ECF), an employee owned and operated non-profit corporation and public charity. In this role, she brings attention to the needs of the Aquarium when we submit grants to ECF. Because of Riggs' advocacy, the Aquarium received a special \$10,000 grant to be spent for husbandry and dive programs, along with ongoing support for the Education Fund at the Aquarium.

The Aquarium of the Pacific is grateful to Riggs for her work with our animals as well as her advocacy for marine animals and the Aquarium itself.



*THE AQUARIUM HAS the fourth largest membership program among the nation's aquariums. Membership income in 2006 provided \$3,452,000 in operating revenue.*

# fundraising efforts

THE AQUARIUM DEPENDS ON private donations and grants to realize our mission and provide our 1.35 million guests with a world-class educational experience.

## | Income Sources

### MEMBERSHIP

Through memberships, more than 40,000 families and individuals support the Aquarium of the Pacific. Membership income in 2006 provided \$3,452,000 in operating revenue. The Aquarium has the fourth largest membership program among the nation's aquariums. Our members, more than half of which are families, support the Aquarium because of its education and conservation programming and value for repeated visits. The Aquarium provides an extensive and varied program of benefits, privileges, and events for our members.

### MAJOR GIFTS

Individuals, corporations, and foundations wishing to support the Aquarium's mission-based programs with significant gifts contributed more than \$750,000 in 2006. Several opportunities exist for such donors in the Aquarium's major gifts program.

Pacific Circle is the Aquarium's group

of leadership donors who contribute a minimum of \$1,000. Pacific Circle members receive opportunities for personal involvement in special Aquarium programs, are invited to exclusive events, and enjoy additional benefits. Donors of \$10,000 to \$100,000 annually receive recognition by having an exhibit at the Aquarium named for them for one year. The 278 Pacific Circle donors in 2006 are listed on pages 28-31.

Donors who wish to make significant contributions without the benefits of membership are able to support either the Aquarium's operating budget or the Aquarium Education Fund. The Aquarium Education Fund supports all aspects of the Aquarium of the Pacific's education programs. Ensuring a valuable learning experience for more than 250,000 schoolchildren and teachers annually, the Education Fund also enables the purchase of new teaching materials such as books and outreach supplies, covers the maintenance of the classroom

aquariums and tidepools, supports the Aquarium on Wheels, and provides more than 1,000 teachers each year with a variety of training opportunities and educational resources at the Aquarium.

The major gifts program also manages the **Nautilus Society**, a group of individuals who have chosen to support the Aquarium by leaving a lasting legacy with a bequest, charitable gift annuity, or other planned gift. Members of the Nautilus Society ensure that the Aquarium will be educating visitors about the ocean for generations to come.

### SPONSORSHIPS

The Aquarium of the Pacific provides an opportunity for sponsors to reach the Aquarium's diverse audience. Individuals or organizations sponsor specific exhibits, cultural festivals, or other events to receive name recognition in the Aquarium and elsewhere. More than \$430,000 was raised in sponsorships in 2006.



## | Income Sources

### EVENTS

Two major Aquarium fundraising events raise more than \$400,000 to support programs annually.

The **Ocean Conservation Awards Gala** in June celebrates the anniversary of the Aquarium's opening by presenting awards to key individuals and institutions making significant contributions to the environment. In 2006 honorees included the Honorable Leon Panetta, the Pew Charitable Trusts, and Dr. Beverly O'Neill.

**Sea Fare** is the Aquarium's October celebration of Long Beach cuisine—featuring a diverse array of food from more than 20 local restaurants. The evening features live music and both silent and live auctions.

### DONATIONS

The Aquarium offers a variety of opportunities for donors, with various levels and ways of giving that match a wide range of resources and interests.

More than \$200,000 is raised in small gifts from members, visitors, and donors. Major programs in 2006 included the **Summer Odyssey Raffle**, an annual raffle of a Honda vehicle donated by American

Honda Motor Co., Inc. Aquarium members Kenny and Lee Hasegawa received a Honda Odyssey as winners of the 2006 raffle.

**Adopt an Animal** provides an opportunity to sponsor an Aquarium animal. All donors received a certificate, a photo of the adopted animal, and an animal fact sheet. Sponsors can also meet the staff who care for "their" animals at an annual Adopt Parent Night. In 2006 the Aquarium redesigned its adopt program, attracting a total of 485 new adoptions.

Additional gift appeals are sent to our members each year to encourage donations over and above their memberships. One of the most successful of such efforts, resulting in a 47% increase for general members over last year, was fueled by a challenge grant from John and Michelle Molina, Trustees of the Pacific Co-Chairs and Charter Members, for our 2006 end-of-year fundraising campaign.

Donor kiosks in the Great Hall near the Pacific Collections gift store and in Shark Lagoon were installed to draw attention to the Aquarium's non-profit status and encourage philanthropy. A new kiosk was added in September 2006 devoted to

the Adopt an Animal Program, allowing guests to donate in honor of eight of the Aquarium's most popular animals.

**Vehicle Donations** of used cars, vans, trucks, motorcycles, recreational vehicles, and boats support the Aquarium. The National Charity Support Foundation received donations of nine vehicles on behalf of the Aquarium in 2006. Area employers encourage employee donations through **Matching Gifts**, which can double or triple the effect of individual contributions. The Aquarium's website lists the employers that match gifts. In addition to all of these specific activities, the Aquarium receives a number of unsolicited general gifts, supporting our conservation and education programs.

## | Special Projects

**THE AQUARIUM OF THE PACIFIC** must raise private donations to fund any special or restricted projects that are beyond the scope of the annual operating budget. In 2006 a number of special projects were funded by individuals, corporations, foundations, and government. With this support, the Aquarium is able to implement a number of its important programs that otherwise would not have been possible.

### STAFF CAMPAIGN

Each year the Aquarium asks its staff—both employees and volunteers—to support a project of their choice. In 2006 the staff supported the design, manufacture, and installation of more than 275 fish identification signs that now help guests to easily identify the Aquarium animals on exhibit throughout the Aquarium.

### CESAR E. CHAVEZ ELEMENTARY SCHOOL

As an educational partner to Cesar E. Chavez Elementary School, the Aquarium of the Pacific engages students, teachers, and parents through programs at both the school and the Aquarium. With the goal of

becoming a model for increasing science literacy in urban at-risk youth through museum-school partnerships, Aquarium educators are onsite at the school throughout the academic year with hands-on science activities that emphasize marine science. Each class visits the Aquarium once per year and participates in a classroom or theater program. See page 10 for more on the Cesar Chavez Elementary educational partnership.

### AQUARIUM SCHOLARSHIP FUND

Through donations from corporations, foundations, and individuals to the Aquarium Scholarship Fund, children who would not otherwise have the opportunity are given the chance to visit the Aquarium or receive a visit by the Aquarium on Wheels. Established to serve students from Title I schools in Southern California's underserved neighborhoods, the Aquarium Scholarship Fund has provided free admission and bus transportation, or a free Aquarium on Wheels program, to more than 138,000 schoolchildren since its inception in 1999. In 2006 the Aquarium was able to provide an educational experi-

ence to 22,344 students—a 15% increase over 2005 scholarship attendees.

### ENDOWMENT FUNDS

In 2006 gifts in memory of two of the Aquarium's most dedicated supporters provided more than \$100,000 in support of educational endowment funds. The Iloff Infectious Enthusiasm Fund was created to honor founding Aquarium President Warren Iloff (see page 6). This fund will support local educators with a fellowship designed to reinvigorate their enthusiasm for science and discovery that will have a lasting impact on their students. Gifts in memory of Charter Volunteer Harlan Miller supported a special educational endowment that will serve the needs of Long Beach children.

### OTHER

A host of special projects were supported at the Aquarium of the Pacific in 2006, including the Marine Conservation Research Institute (see page 14), an internship program, Aquatic Academy courses, lectures (see page 13), and others. Significant gifts to special projects are included in the list of major donors on page 26.



## Major Donors

### DR. ALLEN AND MRS. CHARLOTTE GINSBURG

The Ginsbergs contributed the largest personal donation ever received by the Aquarium in 2006. Their \$700,000 commitment was recognized by the naming of the Members Express Entrance for the Ginsbergs. They are Trustees of the Pacific and longtime Southern California residents. Due to their deep interest in environmental and conservation issues, especially land conservancy, they founded a wilderness foundation. The foundation preserves animal and floral corridors and watersheds for future generations.

### AMERICAN HONDA MOTOR CO., INC.

American Honda Motor Co., Inc. is the Aquarium's founding sponsor and its largest corporate contributor. Since 1999 Honda has continued to support the Aquarium in ways beyond their annual contribution of \$250,000. In 2006 the company was a major sponsor of the *Dazzling and Dangerous—Venomous Creatures* exhibition. The company also provided a 2007 Honda Odyssey EX Minivan for the Aquarium's third annual raffle, supported the Ocean Conservation Awards Gala, provided the leases for two

vehicles for Aquarium use—a new 2007 Odyssey minivan wrapped as a yellow submarine and a natural gas-powered Civic, funded an ocean-themed mural at the Cesar Chavez Elementary School, and donated two clean-running CF150 outboard motors for the Aquarium's research vessel.

### WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

The Water Replenishment District of Southern California provided \$105,000 to support the Aquarium's watershed education efforts, with an emphasis on groundwater issues. The grant supported the creation of a new watershed curriculum program for the Aquarium on Wheels entitled *It All Flows to Me on the Road* with accompanying scholarship funds and a grant for the upcoming watershed education exhibit.

### BT INFONET

The Aquarium of the Pacific received \$100,000 of support from BT Infonet in 2006 for *Whales: A Journey with Giants*. The company is also an underwriter of the seventh annual Ocean Conservation Awards Gala.

### THE ANNENBERG FOUNDATION

As a major sponsor of *Dazzling and Dangerous—Venomous Creatures*, the Annenberg Foundation donated \$100,000 to the Aquarium. This funding supported the creation of exhibits that featured both aquatic and land animals and interpretive graphics focusing on the beauty, adaptations, and habitats of these venomous and poisonous animals. A philanthropic institution dedicated to "encouraging the development of more effective ways to share ideas and knowledge," the Annenberg Foundation's grant made it possible for the Aquarium to enhance understanding of these animals with engaging exhibits, special guest lectures, and other creative elements.

### NATIONAL MARINE SANCTUARY FOUNDATION AND PACIFIC LIFE FOUNDATION

The National Marine Sanctuary Foundation and Pacific Life Foundation each awarded a grant of \$80,550 toward the enhancement and expansion of the *Whales: Voices in the Sea*. These grants allow the Aquarium and Scripps Institution of Oceanography to add new content to the award-winning kiosk exhibit, which was originally created in 2004 in collaboration with Scripps. The updates will focus on adding two Arctic species—

beluga and bowhead whales—and the status of modern whaling in Alaska. In addition, the funding allows for this interactive exhibit to be installed in two institutions in addition to the Aquarium of the Pacific.

### EDISON INTERNATIONAL

A longtime supporter of the Aquarium, Edison International gave \$75,000 toward the *Whales: A Journey with Giants* permanent exhibition to expand the educational components. Edison International and Southern California Edison also supported the Ocean Conservation Awards Gala.

### THE BOEING COMPANY

A supporter of the Aquarium's education programs, The Boeing Company provided a \$75,000 contribution in 2006. This funding supports the Boeing Teacher Institute (see page 10), the Boeing Teacher Open House (see page 11), and scholarships. The Boeing Company also supported the Ocean Conservation Awards Gala as an underwriter. In addition to The Boeing Company's support, the Employees Community Fund of Boeing California donated \$20,000 in October to the Aquarium's Education Fund and \$10,000 for new equipment for the dive and animal care programs.

### WEINGART FOUNDATION

The Weingart Foundation contributed \$75,000 to the Cesar Chavez Elementary School partnership in 2006. Support from the Weingart Foundation will enhance educational opportunities for an underserved student population while creating a new collaborative learning model.

### EARL B. AND LORRAINE H. MILLER FOUNDATION

Long-time supporters of the Aquarium, the Earl B. and Lorraine H. Miller Foundation funded scholarship programs for Long Beach students, the Cesar Chavez Elementary School Program, and an endowment grant to memorialize a trustee of the foundation, Harlan Miller.

### KING'S SEAFOOD COMPANY

Known throughout Southern California for its seafood restaurants, King's Seafood Company, Inc. donated \$50,000 to the Aquarium's Sustainable Seafood Forum (SSF). The goal of SSF is to find solutions to best meet the increasing public demand for seafood with a more sustainable seafood industry by creating a diverse portfolio of sustainable wild fisheries and aquaculture farms. See page 15 for more on SSF. King's Seafood also supported the

Ocean Conservation Awards Gala and the Pacific Circle program in 2006.

### WELLS FARGO BANK

Wells Fargo Bank contributed \$55,000 in 2006 toward exhibit sponsorship, the Aquarium Education Fund, and a table at the Ocean Conservation Awards Gala. The bank is the largest philanthropic corporation in Southern California and became one of the Aquarium's major supporters for the first time in 2006.

### DWIGHT STUART YOUTH FOUNDATION

The Aquarium received a \$50,000 grant from the Dwight Stuart Youth Foundation for the partnership with the Cesar Chavez Elementary School. The Aquarium's partnership initiative blends the unique strengths of formal and informal education with the goal of improving science learning at Chavez Elementary, a Title I school.

## List of Donors

THE AQUARIUM OF THE PACIFIC IS PROUD TO ACKNOWLEDGE the following individuals, foundations, corporations, and government partners who generously contributed \$1,000 or more in 2006. As a non-profit institution, the Aquarium relies on and deeply appreciates philanthropic support at all levels. Included in this list is the **Pacific Circle**, the Aquarium's premier group of philanthropic supporters. These distinguished leaders make it possible for the Aquarium to offer a wide range of award-winning educational opportunities and mission-driven conservation programs.

<p><b>\$600,000+</b> Dr. Allen and Charlotte Ginsburg</p> <p><b>\$300,000+</b> American Honda Motor Company, Inc.</p> <p><b>\$100,00+</b> Anonymous The Annenberg Foundation BT Infonet Pacific Life Foundation Water Replenishment District of Southern California</p> <p><b>\$75,000+</b> The Boeing Company Edison International National Marine Sanctuaries Foundation Weingart Foundation</p> <p><b>\$50,000+</b> Confidence Foundation King's Seafood Company Earl B. and Loraine H. Miller Foundation Dwight Stuart Youth Foundation Wells Fargo Bank</p> <p><b>\$25,000+</b> LeBurta Atherton Foundation Dominic and Margaret DeCristofaro Employees Community Fund of Boeing California KUD International B.C. McCabe Foundation Metropolitan Water District of Southern California John and Michelle Molina Kenneth T. and Eileen L. 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## In Kind Donors

The following contributors donated goods or services to the Aquarium in 2006 valued at \$1000 or more.

<p>American Honda Motor Co., Inc.          Belmont Brewing Company          Bradford Renaissance Portraits          Bubba Gump Shrimp Co.          Buono's Authentic Pizzeria          Busters Beach House &amp; Longboard Bar          California Pizza Kitchen          Carnival Corporation          Casco Group          Cassani &amp; Associates          Insurance Services, Inc.          Cha Cha's Caribbean Fusion Cuisine          Chipotle Mexican Grill          The Coffee Bean &amp; Tea Leaf          Costa Mesa Conference and          Visitor Bureau          Costco Signal Hill          The Daily Grill Long Beach          Diamonte Dorsey          Edison International          Extreme Pizza          Farmers &amp; Merchants Bank          GeoEco, Inc.          George's Greek Cafe          Thomas Grimm          Bob and Jennifer Hagle          Kenny Hasegawa          Russell and Avalon Hill          InterForm Incorporated          Islands Fine Burgers &amp; Drinks Restaurant          Jet Blue          John A. Joslyn and Mary L. Kellogg-Joslyn          Kings Fish House          King's Seafood Company          Korean Air          KUD International          Lindblad Expeditions          Mai Tai Bar          Ben Majors          Robert McNeel &amp; Ronald Rulison          Parkers' Lighthouse          Donna Phelan          Press-Telegram          Quiksilver Inc.          Rossmoor Pastries          Jonathan and Jamie Saltman          Segway of Long Beach</p>	<p>Shark Trust Wines          Sidley Austin LLP          SMG Catering          Southwest Airlines          STAPLES Center Foundation          Submersible Systems, Inc.          Taco Beach Cantina          United Railroad Materials Company, Inc.          The Vance Caesar Group          Viking River Cruises          Wasabi Japanese Restaurant Long Beach          The Wentworth Company          Wilson Creek Winery          Patricia Womersley</p>
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## Tribute Donors

### In Honor of

To commemorate a special occasion, milestone, or birthday, donations can be made to the Aquarium of the Pacific. The following people have been honored in 2006:

Amy Coppenger  
 Joann Croke  
 Randy Frank  
 Howard Herron  
 Russ and Avalon Hill  
 Christina Kramer  
 Andrew Marias  
 Silvana Miller  
 Tony Mischel  
 Toni and Amanda Morris  
 Luther Nussbaum  
 Sarah Plenge  
 Clare Shaffer  
 Tom Turney and Jill Boivin

### In Memory of

Donations have been made to the Aquarium of the Pacific in 2006 in memory of the following people who have recently passed away. We at the Aquarium of the Pacific extend our deepest sympathies to the family and friends of:

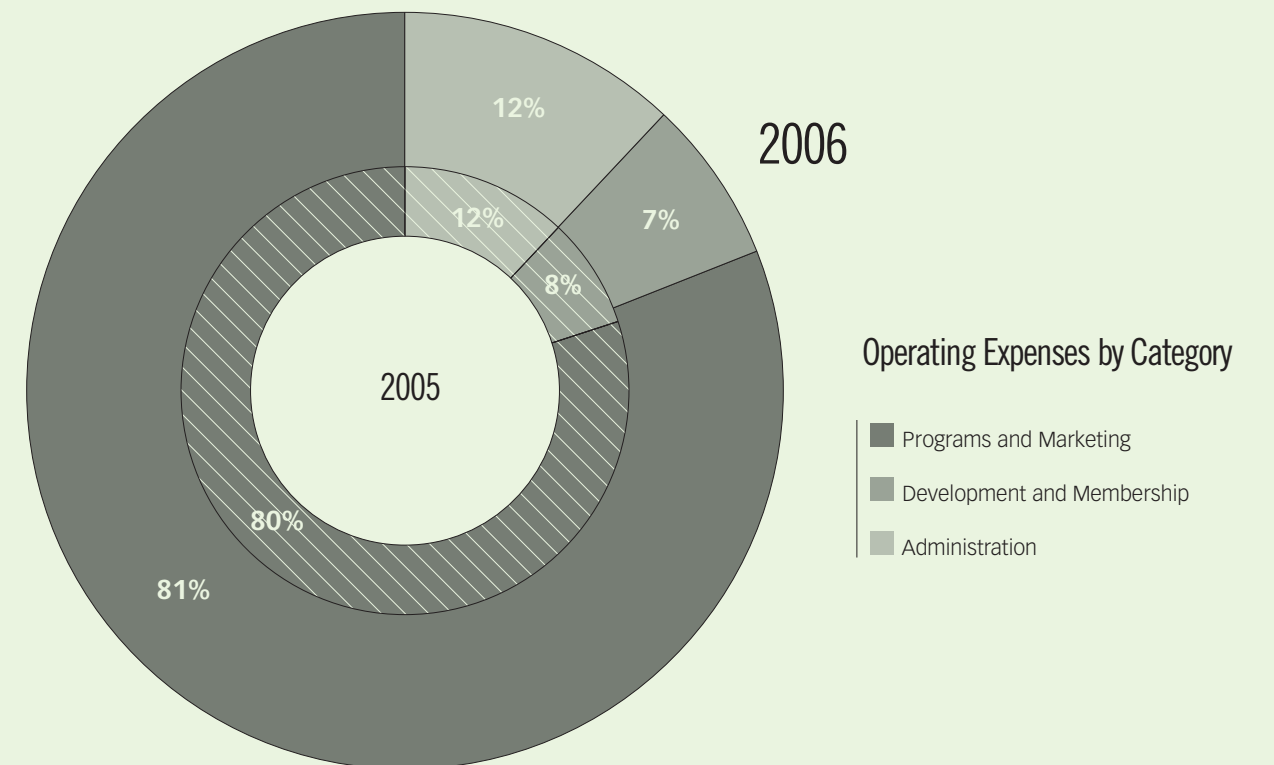
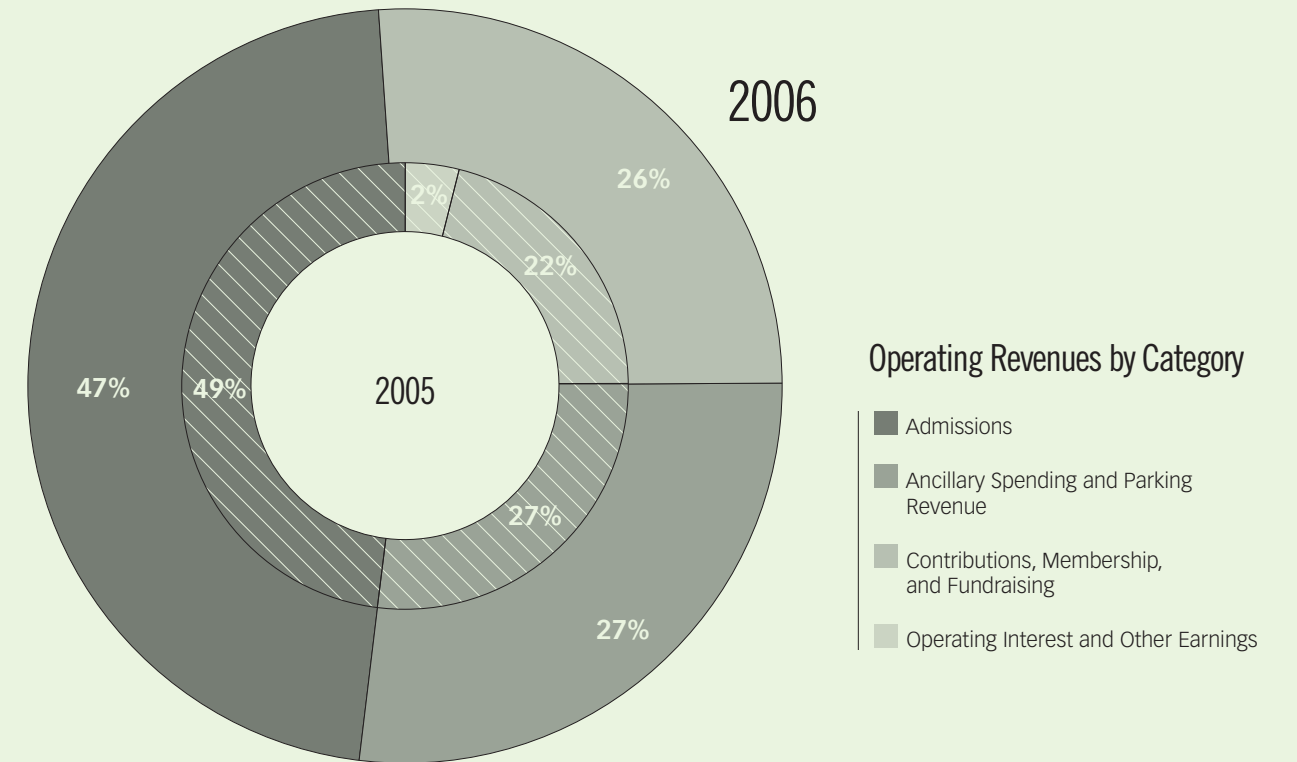
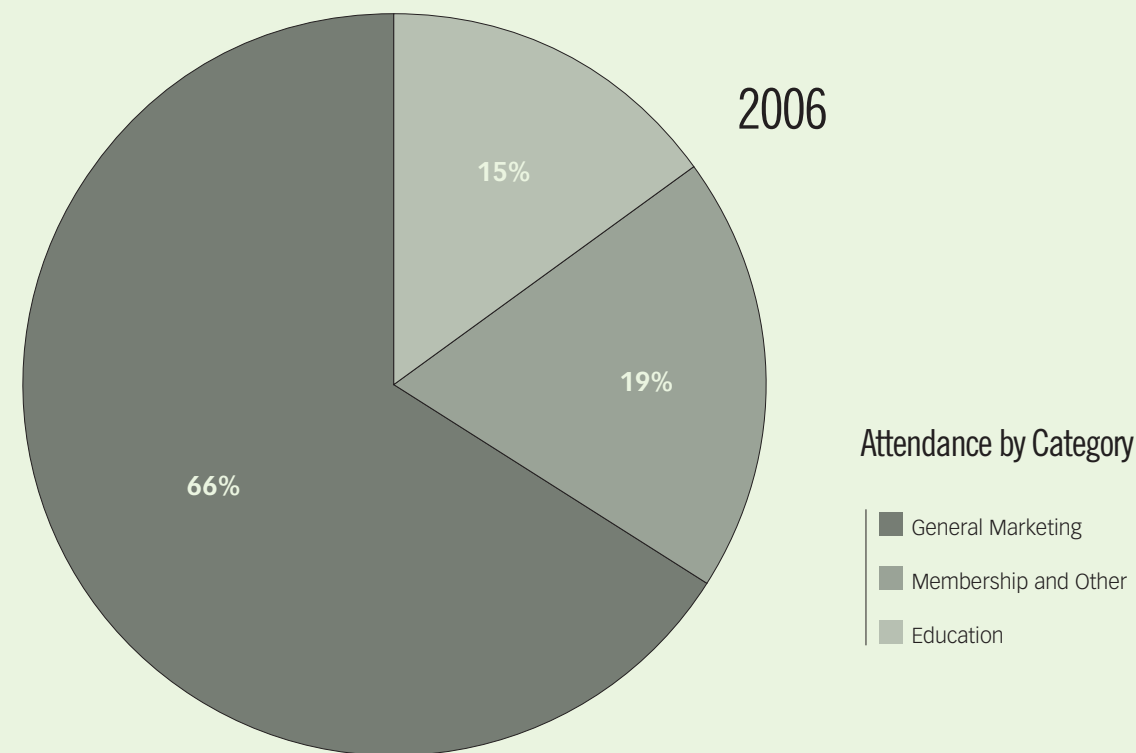
Herman Appelman  
 Warren Iliff  
 Virginia Snure McCallum  
 Greg McDonald  
 Fred McQuilkin  
 Harlan Miller  
 Walter H. Musser  
 Valerie Remnet  
 Jason Robb  
 Lucy Saenz  
 Gregg Turley  
 Arie VanKleveren



## Financials

IN 2006 THE AQUARIUM EXPERIENCED a 5% increase in attendance—representing the highest annual number of visitors since opening year. Operating revenues increased by 10% over the prior year due to strong attendance, related spending and contributions. The Aquarium generated over \$3.5 million in operating surplus last year to fund the rent to the City of Long Beach for the aquarium building. The increase in operating expenses over 2005 reflected continued investments in building new programs and exhibits and market pressures.

	2006	2005
<b>Total Attendance</b>	<b>1,345,000</b>	<b>1,285,000</b>
Operating & Support Revenue	\$30,695,000	\$27,856,000
Operating & Support Expenses	\$24,491,000	\$23,001,000
Operating Net Income	\$6,204,000	\$4,855,000
Operating Net Income %	20%	17%
Rent transfer to City of Long Beach	\$3,539,000	\$2,242,000
Replenishment/(Use) of Reserves	(\$285,000)	\$463,000
Depreciation and Amortization	\$1,113,000	\$793,000
Total Change in Net Assets	\$1,837,000	\$1,357,000



# Administration

as of December 2006

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Mr. Stephen Conley  
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Ms. Barbara Long, *vice president of  
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Cecile Fisher, *vice president of  
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Perry Hampton, *director of husbandry*  
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Amy Rosenberg, *director of education*  
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Tina Sarty, *controller*  
Jeff Spofford, *director of retail*  
Duane Stanton, *director of  
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(562 Area Code)

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Membership: .....437-3474

Development:.....951-1675

Education Programs: .....951-1630

Volunteer Opportunities: .....951-1659



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