

# 2009 Annual Report



|    |  |
|----|--|
| 3  | <b>Message from the Chairman and President</b> |
| 4  | <b>Conservation</b>                            |
| 6  | <b>Educational Programming</b>                 |
| 8  | <b>Volunteers</b>                              |
| 9  | <b>Festivals</b>                               |
| 10 | <b>Fundraising</b>                             |
| 13 | <b>Major Donors</b>                            |
| 15 | <b>Financial Overview</b>                      |
| 15 | <b>Administration</b>                          |

#### **Annual Report Staff**

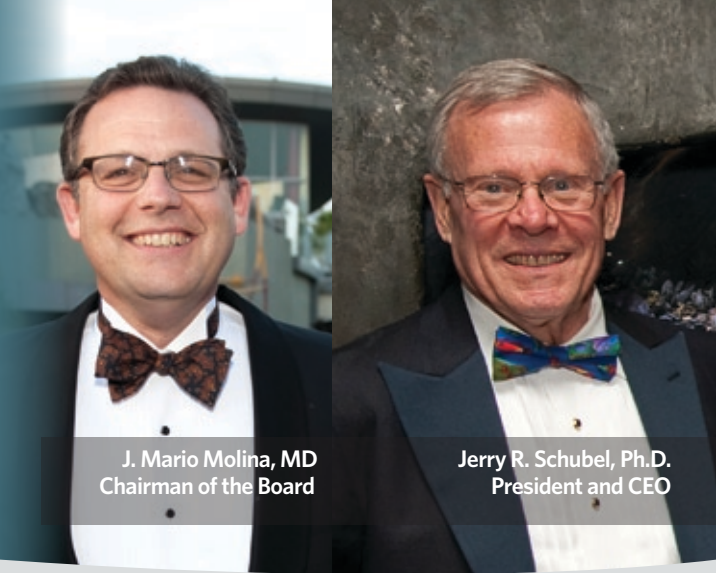
Tricia Bennett, *editor and writer*

Andrew Reitsma, *graphic designer*

Cecile Fisher, *editorial advisor and copy editor*

Holly Piper, *writer*

# Message from the Chairman and President



J. Mario Molina, MD  
Chairman of the Board

Jerry R. Schubel, Ph.D.  
President and CEO

We are pleased to report that 2009 was another productive year for the Aquarium of the Pacific.

**DESPITE THE CHALLENGING economic climate, we had our eighth consecutive year of increased attendance with 1.525 million visitors.** The Aquarium remains the fourth-most visited non-profit aquarium in the nation and the second-most visited cultural institution in the Los Angeles/Orange County area.

In 2009 our educational programming reached 210,000 students, teachers, and community members. This attendance helped the Aquarium to reach a milestone in May when we welcomed our 2 millionth education visitor. The education department strengthened institutional collaborations with universities and a number of aquariums, including the Lawrence Hall of Science at Berkeley, University of Southern California, University of California Irvine, New England Aquarium, Monterey Bay Aquarium, Birch Aquarium, National Aquarium in Baltimore, and the Vancouver Aquarium.

The husbandry department acquired and placed on display one of the only tiger sharks ever to be held in a U.S. aquarium. We fabricated an abalone culture system with support from National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service (NMFS). Our volunteer diver program logged a record of more than 16,000 dives to support public presentations, animal feedings, and exhibit maintenance—more than twice as many dives as any other aquarium.

The Aquarium launched a new Seafood for the Future program in February with support from the Pacific Life Foundation. The goal is to recruit restaurants who commit to listing sustainable seafood choices on their menus. The selections are recommended by our staff and carry the Seafood for the Future logo, which enables consumers to make sustainable choices easily.

The Aquarium's Aquatic Academy and Aquatic Forum continued to bring major ocean and environmental issues to the public. The theme of the Aquatic Academy in the spring of 2009 was The Ocean and California's Future

and in the fall was Southern California's Urban Ocean. In May the Aquatic Forum convened a three-day workshop entitled Ocean on the Edge, which brought together leading scientists, policy-makers, journalists, and informal education experts to identify major marine issues and to translate them into tools to engage, educate, and empower the public.

**The Aquarium remains the fourth-most visited non-profit aquarium in the nation and the second-most visited cultural institution in the Los Angeles/Orange County area.**

In 2009 1,153 volunteers contributed 138,122 hours of service to the Aquarium, 219 more volunteers and 19,665 more hours than in 2008. The numbers of volunteers and hours of service are new records for the Aquarium.

On the green front, we hit two major milestones in 2009. We were awarded the Super Nova Award from the Alliance to Save Energy and our Watershed Classroom received a U.S. Green Building Council's LEED Platinum rating for its sustainable design, construction, and operation. The Aquarium's commitment is to grow responsibly without increasing its carbon footprint.

On a personal note, we were saddened by the death of Vice President of Development Jeanne M. Brodeur. She is deeply missed, and we are grateful for her many contributions to the Aquarium.

We thank all of those who supported us in 2009 and look forward to a continuing collaboration in 2010.

Sincerely,

*Mario Molina MD*

J. Mario Molina, M.D.  
Chairman of the Board

*Jerry R. Schubel*

Jerry R. Schubel, Ph.D.  
President and CEO

Seafood for the Future's goal is to influence the supply and demand for sustainable, healthy seafood in Southern California through public education.

# Seafood for the Future

The Aquarium's new sustainable seafood program educates consumers, chefs, and the community.

**IN FEBRUARY Aquarium of the Pacific debuted the Seafood for the Future program to define the sustainable seafood movement by working with chefs, restaurants, fisheries scientists, retailers, and food lovers.** Its goal is to enact real change in the industry by providing incentives and education that will influence the supply and demand for sustainable, healthy seafood in Southern California. It is the first of its kind in Southern California and distinguishes itself from other sustainable seafood programs by including aquaculture as an option and considering the health of consumers as well as the ocean.

**Seafood for the Future works by recruiting restaurants to place sustainable seafood choices on their menus that are recommended by Aquarium staff and labeled with the Seafood for the Future logo. This enables consumers to make easy sustainable choices.**

It encourages people to eat more of the right kinds of seafood and promotes the businesses that make these choices available. As part of the incentive for consumers, patrons who purchase a sustainable option at a partner restaurant receive a free entry to the Aquarium as well as a discount for up to four companions.

Seafood for the Future had 50 partners by the end of 2009. Recent additions to the program included private clubs such as The California Club in downtown Los Angeles and Hillcrest Country Club in Beverly Hills; prominent LA restaurants such as celebrity chef Suzanne Goin's restaurants AOC, Tavern, Lucques, and The Hungry CAT; Michael Cimarusti's Providence Restaurant; and California's largest boutique hotel company, Joie de Vivre Hotels.

Seafood for the Future also teamed up with Whole Foods stores in Long Beach, Torrance, and Redondo Beach. The program hosted sustainable seafood cooking classes, presenting five courses of sustainable seafood at three of their partner locations.

Seafood for the Future is funded by a grant from the Pacific Life Foundation. The program's website features all partner restaurants, community partners, recipes, and the science behind the program's sustainability standards. For more information, visit [www.seafoodforthefuture.org](http://www.seafoodforthefuture.org).





# Delving Into Important Topics Facing Our Planet

Human uses of our coastal ocean are intense and sometimes in conflict with each other and marine life.

The Aquarium brings people of diverse backgrounds and experiences together to explore complex and often controversial issues.

## The Aquatic Forum

**THE AQUARIUM of the Pacific's Aquatic Forum brings together scientists, stakeholders, educators, and the community to explore complex topics facing our planet,** including sustainable aquaculture, freshwater resources, and more.

In May of 2009 the Aquarium hosted a forum on ocean communication. Forty-one experts from across the country met to discuss how major ocean issues have changed in the last 50 years and how to best communicate them. The workshop focused on how to educate the public on the ocean in a way that can be understood and heard among all the other competing messages.

“ *Aquariums are a trusted source of information on the ocean,” said Dr. Jerry R. Schubel, president and CEO of the Aquarium of the Pacific. “Our challenge was to develop a toolkit for the general public to make these issues come alive. The whole rationale behind this workshop was to bring different voices, skill sets, and knowledge to the table.* ”

The two-and-a-half day workshop took four reports from the National Academies Science Series and updated them with input from the participating scientists, educators, and communication experts. Participants broke into groups to transform the documents in the Ocean Science Series from academic material into digestible stories on what people needed to know. The groups focused on marine ecosystems and fisheries, ocean health and human health, coastal hazards, and pollution in the ocean.

In December 2009 at the request of the National Oceanic and Atmospheric Administration (NOAA) and the U.S. Geological Survey (USGS), the Aquarium of the Pacific also chaired a national workshop on sea

level rise and inundation. The goal of the workshop was to develop a framework to increase the resiliency of coastal communities in response to sea level rise and coastal flooding. Scientists from federal, state, and local levels, city planners, coastal managers, journalists, and others explored how coastal communities will need to prepare for and adapt to the rise in sea level and the steps federal, state, and local governments should take now to prepare.

## The Aquatic Academy

**IN 2009 THE AQUARIUM continued its tradition of offering the public the chance to delve deeper into important topics facing our planet.** Aquatic Academy courses are geared toward adults and feature a variety of speakers in four weekly sessions.

In spring of 2009 the Aquarium hosted The Ocean and California's Future. The focus of the course was to explore what the ocean would look like in the next 50-100 years. Topics covered how California's coastal ocean and coastline would change, how this would impact the state, and what policy and regulatory changes would be needed to avert a potential crisis to our quality of life and economy.

In fall of 2009 we offered Southern California's Urban Ocean. The greater Long Beach and Los Angeles area has one of the most urbanized coastlines and oceans in the nation and world. Fifteen million people live within 50 miles of our coastline, and we have the nation's two largest container ports. We are also the stopover for one of the largest and most diverse populations of migratory whales. Human uses of our coastal ocean are intense and sometimes in conflict with each other and marine life. This four-week course featured experts and stakeholders as they discussed our urban ocean, what the future might bring, and how we can shape that future.


## Alliance to Save Energy Honors Aquarium of the Pacific

**IN SEPTEMBER 2009 the Alliance to Save Energy honored the Aquarium of the Pacific with a Super Nova Star Award as the most energy efficient business with annual revenues under \$150 million at its gala in Washington D.C.** The Aquarium was recognized for its investment in energy and climate conservation practices, serving as a leader in educating the community about sustainable activities, and embracing energy efficient technologies.

**The Aquarium has had no net increase of kilowatt usage despite a consistent increase in visitors for eight consecutive years.**

Efficient lighting systems, co-generation, insulating life support systems, high efficiency pool pumps, and leading-edge operating procedures were adopted to comply with ongoing energy initiatives. In addition, the Aquarium implements as many “1% solutions” as possible. As the Aquarium continues to grow, it plans to increase attendance by expanding the facility's capacity without increasing energy and potable water usage. The Aquarium was also recognized for its Green Team task force that organizes environmentally friendly activities.

The Alliance to Save Energy promotes energy efficiency worldwide to achieve a healthier economy, a cleaner environment, and greater energy security. Each year it recognizes companies, learning institutions, state offices, and government programs for their efforts to promote energy efficiency domestically and/or overseas with Star of Energy Efficiency Awards.



As one teacher in the study put it, "It was a lifetime experience for most of them. Most of my students had never been to an aquarium or seen ocean animals."

# Science Education for All

The Aquarium of the Pacific scholarship program was developed to enable schools with few or no resources to visit the Aquarium.

**OUR GOAL was to give children from all backgrounds, especially Title I (underserved and "needs improvement") schools,** the opportunity to share in hands-on exploration and the excitement that comes from understanding and learning about the natural world.

The socio-economic situation of most of the students participating in the scholarship program makes it difficult for them and their families to access institutions such as the Aquarium or even to visit the California coast. And the vast majority of teachers would not be able to bring their class to the Aquarium without the scholarship funds.

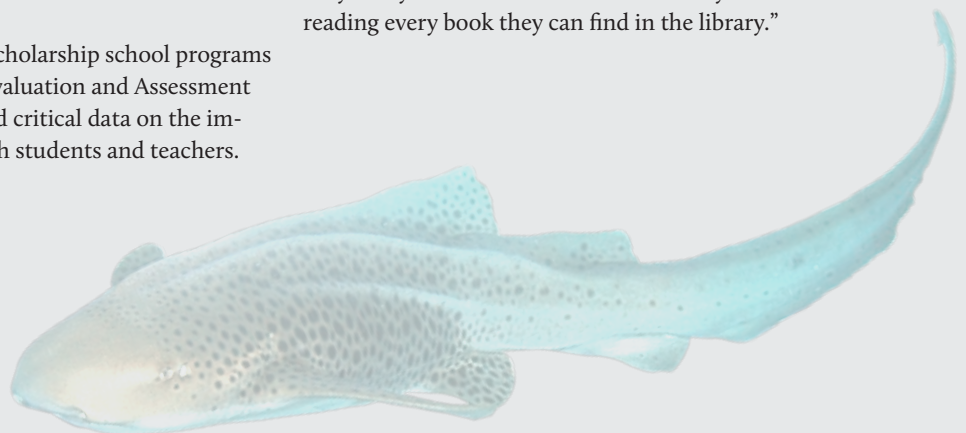
**Students reported that because of their visit, they care more about the ocean and the creatures that live there, and they want to know more about how to take care of the Earth and how to protect animals.**

A research study of our scholarship school programs by the Center for Research, Evaluation and Assessment (REA) at UC Berkeley provided critical data on the importance of these visits to both students and teachers.

While nearly all students reported seeing or doing something during their visit that they never had before, their favorite and new experiences focused primarily on seeing and touching live animals. As one teacher in the study put it, "It was a lifetime experience for most of them. Most of my students had never been to an aquarium or seen ocean animals."

Teachers also reported that their students had a greater interest in science and marine biology after visiting the Aquarium. Eighty-two percent of K-2 students surveyed said they wanted to be a scientist one day. "Attending the Aquarium and conducting hands-on experiences really got children interested in science. They seemed to grasp new topics with greater interest," one teacher said.

Many teachers reported that students had learning experiences that went beyond science and had lasting impacts. "Their life experience increased dramatically. They learned new vocabulary words from the exhibits and especially from the hands-on exhibits. Their knowledge and interest in marine biology increased dramatically. They are still interested in what they saw and are reading every book they can find in the library."







Students can learn about the ocean through many activities.

"Attending the Aquarium and conducting hands-on experiences really got children interested in science," said one teacher.

# A Vital Role in Ocean Education

The Aquarium brought high-quality science and ocean literacy programs to 210,000 students, teachers, and community members in 2009.

The Aquarium of the Pacific plays a vital role in science education and marine conservation efforts locally and around the world.



**11 education partners**, including UC Irvine, CSULB, UC Berkeley, and the Center for Ocean Sciences Education Excellence

**70 adult education programs**, including guest lectures, special presentations, and Aquatic Academy

**100 education programs** offered

**240 pediatric patients** taught by Aquarium volunteers at Miller Children's Hospital

**500 students** participated in the Chavez Elementary School Partnership

**2,000 homeschool families** visited

**3,000 guests** engaged in sleepover programs

**5,200 students taught** about watershed conservation in our Watershed Exhibit

**11,000 miles traveled** by Aquarium on Wheels

**33,000 people visited** by Aquarium on Wheels

**15,000 children served** through our scholarship program

1,153 volunteers contributed  
138,122 hours.

A 17 percent increase over  
the 118,457 hours in 2008.

# Record Numbers of Volunteers Participated in 2009

The Aquarium's education department  
had 547 volunteers who donated more  
than 52,000 hours in 2009.

The Aquarium's dive team  
had 159 volunteers.

## Mona Morris: A Friend to the Environment and the Aquarium

Mona Morris has life-long ties to the ocean, so it is fitting that she is one of the Aquarium of the Pacific's charter volunteers.



**MORRIS GREW up on the Atlantic coast, right on the water. "The seashore was always in our lives," she said.** She came to California with her family as a teenager. After a career in teaching and raising a family with her husband Jeffrey, Morris found she had extra time on her hands. "I was looking for something to do after retirement, and the Aquarium just came to mind," she said.

Morris' first shift as a volunteer was on Dec. 31, 1998. She worked in the education department, where her duties included running the Honda Theater, preparing rooms for classes, working with guests in touch labs, and organizing exhibits. "We also did some of the animal presentations," she said. "We worked with the sea otters, seals, and sea lions." Now she enjoys working as an exhibit interpreter, talking to guests about specific biofacts and education carts. "I like to just wander through exhibits and talk to people," she said.

Morris' service to the Aquarium goes beyond volunteering in the typical ways. Because she had extra space in her Bixby Knolls home, she provided a free stay for an Aquarium intern from Pennsylvania's Swarthmore College during two summers.

"I had the room, and I knew the students from that school worked very hard and were serious students. They have to be." According to Sean Devereaux, volunteer services manager, "This internship has been part of a key partnership between the Aquarium and Swarthmore College. It helped generate a lot of research on Crested Auklets that just would not have been possible without Mona."

Morris also interviews prospective volunteers. Twice a month she meets with applicants, asking questions and talking with them during the interview process.

Devereaux said that interviewing prospective volunteers takes someone with broad knowledge of the Aquarium and a bit of savvy and that Morris is just the person for the job. She also conducts volunteer training and tours. "She really provides a warm welcome to new recruits," he said. Morris is also part of a select group that conducts VIP tours of the Aquarium for the development department.

**Morris' efforts show the many ways in which volunteers serve Aquarium of the Pacific. The Aquarium staff is grateful for her time and dedication, and the tireless work of all of our volunteers.**

When she is not volunteering, Morris enjoys visiting the Aquarium and attending its lectures. "It's a fun place and you could never catch up with all that there is to learn." Morris also volunteers 8-10 hours a week at a senior organization in Long Beach.

Environmental stewardship is also a big part of her life. "I drive a Prius, use solar energy in my home, have recycled since 1969 ... I'm very interested in the environment," she said. "I'm even tearing up my grass."

She says she is proud of the Aquarium's large environmental impact. "In many ways, the message is more important than the fish. It's teaching by example." As a Charter Pacific Circle member, Morris has consistently supported the Aquarium and its mission to instill a sense of wonder, respect, and stewardship for the Pacific Ocean, its inhabitants, and ecosystems.



The Aquarium of the Pacific is a community gathering place where we celebrate the arts and culture.

# Cultural Festivals Unite People


**WITH ONE OF THE MOST DIVERSE audiences of any aquarium in America, the Aquarium of the Pacific brings people of many backgrounds together during its cultural festivals.** We hope that by hosting demonstrations of different traditions, the Aquarium will foster a deeper sense of understanding and respect for one another. With respect and collaboration we can overcome tough issues like those we face with the environment, both on land and in the ocean.

Respect for nature and the ocean are part of many cultural traditions, such as those celebrated during our Hispanic, Native American, African American, Asian, and Pacific Islander festivals. These gatherings allow us to teach others about conservation, engaging the community and making the ocean relevant.



We hope that by hosting demonstrations of different traditions, the Aquarium will foster a deeper sense of understanding and respect for one another.





For the 2009 fiscal year membership generated over \$3.6 million in core operating support, making the Aquarium's membership program the 4th largest of all U.S. non-profit aquariums.

# Fundraising is Vital to the Aquarium's Mission

The Aquarium depends on private donations and grants to realize our mission and provide our 1.5 million annual guests with a world-class educational experience.

## General Support

Without unrestricted gifts from members, donors, corporations, foundations, government agencies, and other partners, the Aquarium of the Pacific would not be a success. In 2009 we expanded our efforts to promote science and ocean literacy to a broader range of learners by putting to work the funds given by our supporters. The Aquarium would especially like to acknowledge American Honda Company, Inc. for its continued support. As a founding sponsor American Honda contributed \$325,000 in 2009.

## Membership

Members play an essential role in supporting the Aquarium's conservation and educational efforts. For the 2009 fiscal year membership generated over \$3.6 million in core operating support, making the Aquarium's membership program the 4th largest of all U.S. non-profit aquariums. Over 36,000 households hold memberships.

## Pacific Circle

Pacific Circle members are individual and corporate donors who contribute \$1,500 or more annually. In 2009 this elite group provided over \$480,000 in donations. Members receive special access to programs and exhibits in appreciation of their critical support.

## Aquarium Education Fund

The Aquarium believes the most crucial step in ocean conservation is providing quality educational programs to as many schoolchildren as possible. In 2009:

- Over 200,000 students and teachers participated in our educational programs

- The Aquarium on Wheels made over 160 visits to more than 33,000 children and adults
- Rose Hills Foundation provided our education department with a \$50,000 grant. More funders are listed on Page 13.

## Ocean Conservation Awards Gala

The 11th Annual Ocean Conservation Awards Gala honored individuals and institutions that made a significant commitment to conservation. The 2009 Gala:

- Raised \$309,000 for the Aquarium Conservation Fund
- Honored The Leonardo DiCaprio Fund at California Community Foundation, Ocean in Google Earth, and the Panasonic Corporation.

## Sea Fare

The 2009 Sea Fare raised \$139,000 through ticket sales, auction bids, and sponsorships. The 2009 Sea Fare event featured:

- Over 500 guests in attendance
- Dishes prepared by local restaurant chefs
- Silent auction items, the popular "Go Fish" opportunity game, and a new \$500 cash raffle.

## Honda Opportunity Drawing

As one of the Aquarium's most loyal supporters, the American Honda Motor Company has partnered with the Aquarium in many ways, including donating a vehicle for the 2009 opportunity drawing. The Honda Opportunity Drawing:

- Featured a 2009 Honda Insight Hybrid.
- Raised \$44,000 for the Aquarium.





Bill McFarland, left, and Frank Komin, right, from Occidental Petroleum Corporation and Oxy, Long Beach pose with education staff member Alie Lebeau in front of Cesar Chavez Elementary School.



Steve Morikawa of the American Honda Motor Company and Aquarium member and 2009 Honda Insight winner Robert Coy of Torrance. The contest raised \$44,000 for the Aquarium.

**Adopt an Animal**

The Aquarium’s Adopt an Animal program provides an opportunity for supporters to foster a deeper relationship with Pacific marine life. Adopt an Animal participants:

- Chose from eight Pacific Ocean inhabitants, including sea otters, sea dragons, puffins, and more, and sponsored its care and feeding
- Received a personalized certificate, photo, and fact sheet
- Raised \$21,000 in 2009.

**Matching Gifts**

Many employers encourage employees to donate by providing matching gifts that double or even triple the effect of individual donations. In 2009 the Aquarium received matching gifts from companies such as The Boeing Company, California Community Foundation, Edison International, Microsoft Corporation, Sempra Energy, and more. More matching gifts contributors are listed among the donors on pages 13-14.

**Education and Outreach Projects**

The Aquarium of the Pacific executes several innovative education projects that expand our reach to the disadvantaged communities in Long Beach and Southern California. These projects are made possible through donations from individuals, foundations, corporations, and government agencies.

**Aquarium Scholarship Fund**

In 2009 donations from individuals, foundations, and corporations provided over 15,000 students with the opportunity to visit the Aquarium or have the Aquarium on Wheels visit their school, free of charge. The Scholarship Fund:

- Benefits mostly students from Title I schools, many of whom have never seen the ocean
- Features quality, interactive classes in science education and environmental learning.

**Chavez Elementary School Partnership**

Since 2005 the Aquarium has partnered with Cesar Chavez Elementary School, a local Title I school. The program

provides students with comprehensive science education. In 2009:

- California standard testing scores for Chavez Elementary continued to improve, according to the California Department of Education
- As an initial funder of this program, Occidental Petroleum Corporation and Oxy, Long Beach continued its support for another year.

**Abalone Captive Rearing, Education, and Outreach**

In 2008 the Aquarium partnered with NOAA’s National Marine Fisheries Service, Southwest Regional Office to restore various abalone species in the Pacific Ocean. The Aquarium’s abalone program continued in 2009 by:

- Increasing public awareness of the ecological and economic importance of abalone through the abalone education cart
- Completing a closed culture system for red abalone, the first of its kind in California.

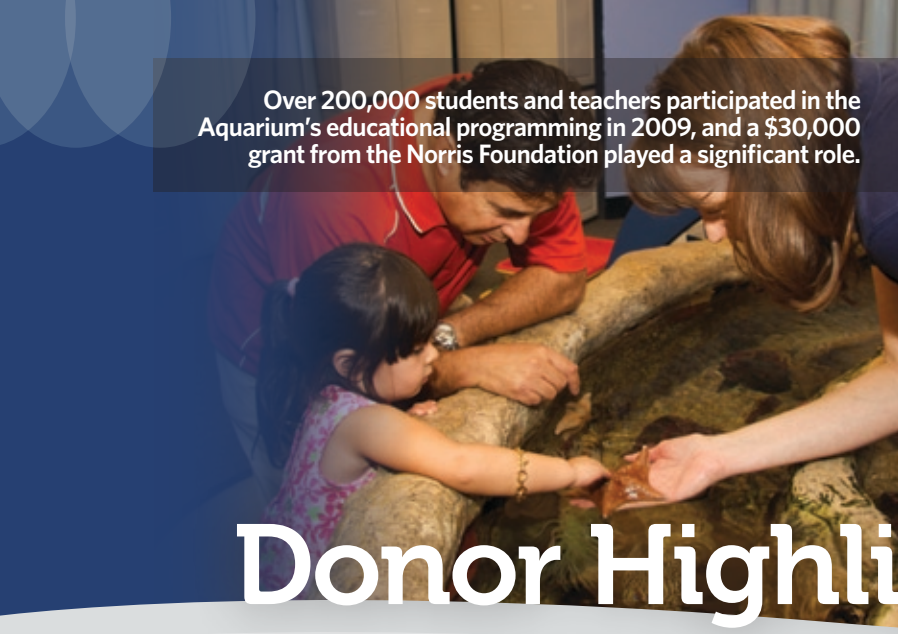
**Endowment**

Martha Jane Workman left \$25,000 to the Aquarium of the Pacific in 2009 in her estate plan. Workman had joined the Aquarium as a member in 1998, and her legacy will live on through her generous gift. Her gift will be kept in perpetuity as part of the endowment fund, with only the interest being spent each year towards programs and exhibits.


Special thanks to the Engvall Family, Dominic and Margaret DeCristofaro, Ira Goldstone, Dennis and Suzanne Poulsen, and the John W. Carson Foundation for their contributions to the Jeanne M. Brodeur Scholarship fund.

**In 2009 the Aquarium mourned the loss of Jeanne Brodeur, who had served as vice president of development. Many donors contributed more than \$43,000 to create the Jeanne M. Brodeur Scholarship Fund.**





Over 200,000 students and teachers participated in the Aquarium's educational programming in 2009, and a \$30,000 grant from the Norris Foundation played a significant role.



The Boeing Teacher Institute supports a weeklong intensive program that introduces teachers to the Aquarium, science standards-based lesson plans, and activities centered on marine biology.

# Donor Highlights

## The Boeing Company

As one of the world's leading aerospace and military manufacturing companies, The Boeing Company has a proud history of community involvement. In 1998 Boeing signed on as one of the Aquarium's first corporate supporters and that partnership remains strong 12 years later. Boeing's broad support of various Aquarium programs and events has truly been extraordinary. Through employee volunteerism and matching gifts, event sponsorships, in-kind donations, and support for our educational programs, Boeing has established itself as a true community partner in Long Beach.

One notable example of this support includes the Boeing Teacher Institute, which sponsors 40 teachers from throughout Southern California each summer. This week-long intensive program introduces teachers to the Aquarium, science standards-based lesson plans, and activities centered on marine biology and concludes with a three-day trip to Catalina Island to study local marine life. After the completion of the program, teachers are given tools for follow up and further study, such as their own classroom aquarium, and they become part of our online community.

**Boeing significantly supports our Scholarship Fund, which provides underserved students with a trip to the Aquarium and introduces them to our hands-on education programs for a day.**

Along with these contributions, The Boeing Company has also made a significant commitment to the Aquarium's expansion over the next five years through a major capital grant. The Aquarium is also a beneficiary of The Employee Community Fund of Boeing California, receiving direct support from Boeing employees.

## The Kenneth T. and Eileen L. Norris Foundation

The Aquarium of the Pacific is honored to have partnered with The Kenneth T. and Eileen L. Norris Foundation in 2009. A supporter of our educational programs since the Aquarium's opening in 1998, the Norris Foundation has contributed over \$300,000 to promote excellence in marine science and ocean conservation. Over 200,000 students and teachers participated in the Aquarium's educational programming in 2009, and this past year's \$30,000 grant from the Norris Foundation played a significant role in improving the education of hundreds of students.

A steel manufacturing and metallurgist pioneer, Kenneth Norris Sr. established the Norris Stamping and Manufacturing Company in 1930. Due to his discovery of a more efficient way to make steel casings for bullets, his company played a key role in World War II. Norris Stamping and Manufacturing Company soon became Norris Industries and acquired several other companies. Kenneth Norris Sr. and his wife Eileen had one child, Kenneth Jr. With his father's passing in 1972 Kenneth Norris Jr. became president and CEO of Norris Industries, as well as chairman of The Kenneth T. and Eileen L. Norris Foundation.

Since its founding in 1963, The Kenneth T. and Eileen L. Norris Foundation has cultivated a strong tradition of giving back to the community in Southern California. The Foundation was originally created to support medical and private educational endeavors, but the Foundation has broadened its giving capacity to the arts, science, and youth projects. Today the Kenneth T. and Eileen L. Foundation is led by the daughter of Kenneth Jr., Lisa Hansen, who remains dedicated and enthusiastic about the growth and reach of the Foundation.

## 2009 MAJOR DONORS

The mission-driven programs mentioned throughout this annual report are made possible largely through contributions from individuals, foundations, corporations, and government partners. We deeply appreciate and thank each donor recognized below for their gifts and pledges.

### \$500,000+

SAVOR...

### \$250,000+

Anonymous  
American Honda Motor Co., Inc.  
BP Foundation, Inc.

### \$100,000+

Martha and Faustino Bernadett  
The Boeing Company  
Charitable Trust  
James and Elizabeth Breslauer  
The Eisner Foundation  
Farmers & Merchants Bank  
Pacific Life Foundation  
Rivers and Mountains  
Conservancy  
World Wildlife Fund, Inc.

### \$50,000+

Ahmanson Foundation  
Howard and Debbie Chambers  
Michelle and John Molina  
NOAA  
Rose Hills Foundation  
Water Replenishment District  
of Southern California  
Wells Fargo Foundation

### \$25,000+

LeBurta Atherton Foundation  
California Coastal Commission  
Whale Tail License Plate  
Grants Program  
John W. Carson Foundation, Inc.  
Coca-Cola Bottling Company  
of Southern California  
Steve and Fran Conley  
The Engvall Family  
Edwin and Maryann Feo  
Supervisor Don Knabe and  
the Los Angeles County  
Board of Supervisors  
B.C. McCabe Foundation  
The Miller Foundation  
National Marine Sanctuary  
Foundation  
Kenneth T. and Eileen L.  
Norris Foundation  
Douglas Otto and Freda  
Hinsche Otto  
OXY Long Beach, Inc.  
Betty White Ludden  
Martha Jane Workman

### \$10,000+

Bank of America Foundation  
BNSF Foundation  
BP America Inc.  
Brek Manufacturing Company  
Carlton Forge Works  
Dr. Dominic and Margaret  
DeCristofaro  
Edison International  
Employees Community Fund  
of Boeing California  
Resources Legacy Fund Foundation  
Dr. Allen and Charlotte Ginsburg  
Grand Prix Foundation  
of Long Beach  
Bob and Jennifer Hagle  
Roy and Elda Hearrean  
John W. Hancock Foundation  
KUD International  
Coral and Ron Levin  
March Vision Care  
Metropolitan Water District  
of Southern California  
Milbank, Tweed, Hadley  
& McCloy LLP  
Phyllis Miller  
Molina Healthcare, Inc.  
Lynne Preslo-Sawka and  
Dr. Wayne Sawka  
Santa Monica Bay Restoration  
Foundation  
Jerry R. and Margaret H. Schubel  
Secure Transportation  
Michael and Mildred Sondermann  
Union Bank  
Union Pacific Foundation  
Wells Fargo

### \$5,000+

Anonymous (2)  
Aon Construction Services Group  
Begin Today for Tomorrow  
Charitable Foundation  
The Breslauer-Soref Foundation  
Stephen and Patricia Chazen  
Kenneth and Jeanne Conklin  
Councilmember Gary &  
Dawna DeLong  
ERM Group Foundation, Inc.  
Evalyn M. Bauer Foundation  
John Fielder and Donita Van Horik  
Google Inc.  
Halbert, Hargrove/Russell  
Kajima Foundation, Inc.  
KCS West  
Keesal, Young & Logan  
Mary Ellen Kilsby  
Kinder Morgan Foundation  
King's Seafood Company  
Eunice Knight Saunders  
Foundation  
Bert Levy  
Long Beach Area Convention  
& Visitors Bureau  
Long Beach Water Department  
Loss Family Fund  
The Marled Foundation  
Steven and Niko Mayer  
Jack and Mary McFerran

Neil McLean and Hilary Garland  
Mario and Therese Molina  
Frank and Margie Newell  
Northrop Grumman Corporation  
Stephen and Brenda Olson  
Panasonic Corporation  
The Port of Long Beach  
The Port of Los Angeles  
Dennis C. Poulsen and  
Suzanne M. Poulsen  
The PFM Group  
The Christopher and Dana  
Reeve Foundation  
Dr. Alan Robb and Dr.  
Guadalupe Padilla-Robb  
Roddenberry Dive Team  
TG Construction, Inc.  
Thums Long Beach Co.  
Tidelands Oil Production Company  
Peter and Janet Tong  
Tom Turney and Jill Boivin  
UBS  
John C. and Patricia L. Wang  
Wells Fargo Foothill  
Whitney Young Children's  
Foundation

### \$2,500+

Anonymous  
Dr. Mary Jane Adams  
The Boeing Company  
Boeing Gift Matching Program  
Yvonne M. Bogdanovich  
Phil and Charlene Bosl  
Richard Boucher and  
Andrea Amram  
Citibank  
Donald and Sally Clark  
Coastal America Foundation  
Gordon and Susan DesCombes  
Femino Foundation  
Cecile Fisher and Isaia  
Castellanos  
William A. Garlin Jr.  
Frederick and Leslie Gaylord  
GeoEco, LLC  
Jacky Glass  
Richard and Kathy Gomez  
Josephine S. Gumbiner Foundation  
John and Elizabeth Hancock  
James C. and Jorene Hankla  
The Morris A. Hazan  
Family Foundation  
Ron Heiman and Janice  
Riley Heiman  
Madeline and Donald Heimark  
Otto and Shirley Henke  
Ann M. Herring  
Radm John and Nancy Higginson  
Mark and Mary Hoover  
Matt and Lisa Humphreys  
Q. Scott and Hiroe Kaye  
The Kleiner Cohen Foundation  
Trish and Don Lange  
Margaret A. Maw  
Kelly Sutherlin McLeod and  
Steven B. McLeod  
Jeffrey Morgan and Kim Knepper  
Mona and Dr. Jeffrey W. Morris

William and Kathleen Mudd  
Michael K. Nakashoji  
Occidental Petroleum Corporation  
Pacific Retail Partners  
Patrick V. Gough Co., Inc.  
Pennycollector.com  
John and Susanne Rouse  
Securitas Security  
Services USA, Inc.  
Sidley Austin LLP  
Sony Pictures Entertainment  
Paul and Marcia Stelling  
Barbara H. Stevens  
Scott Sweetow and Lisa  
Green-Sweetow  
Tuna Club Foundation  
Ueberroth Family Foundation  
Peri Urvek and Peg Urvek  
William Waterhouse and  
Barbara Long

### \$1,500+

Anonymous (2)  
Tamara Achauer  
Daniel and Theresa Aranda  
Robert and Debbie Autrey  
Doug and Connie Baker  
Mark and Joyce Barnett  
Barry and Sandy Basiliere  
Suzanne Berger  
Barbara Bixby Blackwell  
Barbara L. Boswell  
Bonnie Brae  
George and Judy Breshears  
Bubba Gump Shrimp Co.  
Captain Planet Foundation  
Carnegie Marketing Associates  
Esther S.M. Chao  
Charles Durmin Apartments  
Andrew and Diana Cohen  
David Comer and Elsie Tucker  
Cindy and John Costello  
Marjorie Countryman  
John Crochet  
Disney® "EARS to You" Program  
Steve Dodge  
Laura and Andria Dougherty  
Adrienne DuMond  
Don and Gay Durward  
Viktoria Engel Tyer and Emily Engel  
Russ and Karen Frerer  
Debbie and Bob Fults  
Geof Garth  
Rocky and Deborah Gentner  
Sandra B. George  
Ira Goldstone  
The Granite Group  
Jim and Gail Gray  
Gary Grimm and Linda  
Dakin-Grimm  
Dianne B. Gugel  
Dr. Carl, Elise and Shelby Hartman  
Joseph Herron and Patricia Baird  
Valerie and Bob Hoffman  
Janet Horenstein  
Albert C. Hu and Michele  
E. Brantner  
Dr. Masashi and Teruko Itano  
JBS & Associates

Joel R. Kessler  
Mary F. Kiddie  
Jeanne and Ron Kipp  
Patrick M. Kohler  
R.J. Kurtz  
Richard and Linda Landes  
LBS Financial Credit Union  
Michael and Vanessa Lewis  
Gary and Gretchen Marlotte  
Cindy L. Matsumoto and Gary  
Y. Matsumoto, Ed.D.  
Jan Mazyck  
Alison McClure  
Nancy and Chas Merrill  
Henry J. Meyer  
David and Cynthia Mirsky  
Alex and Margie Norman  
Caroline Owre and Melissa Butler  
Joan B. Pauloo  
John F. Penny and  
Christopher Kurimoto  
Nancy and Byron Pinckert  
Barbara A. Pollack and  
John A. Burkholder  
Andrew Quintero and Cristine Wolf  
Charles and Deborah Reames  
Janet and Fred Riedman  
Rose Hills Company  
Jonathan and Barbara Roth  
Nicholas L. Saakvitne and  
Sharon L. Heritage  
Jonathan and Jamie Saltman  
Tina and Brian Sarty  
Kurt Schulzman and Richard Neri  
Russell S. Schwartz and  
Susan D. Goland  
John T. Shadden, Smith Barney  
Jenny and Dave Shlemmer  
Marilyn and Ron Sion  
Chris and Peter Valli  
Jean Bixby Smith  
Dr. Preston and Nancy Smith  
Richard and Luan Smith  
Eiko and Floyd Stewart  
Richard and Barbara Stratton  
Alexandra and Terrence Sullivan  
David Thompson  
William and Karen Timberlake  
Turner Construction Company  
John and Judi Uphold  
John G. Uriostegui  
Virginia McCallum Charitable Trust  
Jane Wright  
Leah C. Young

### \$1,000+

Anonymous (2)  
David and Merrill Alpert  
Len and Karen Atkins  
BLOK Charity Auto Clearance  
Jonathan and Sonya Brenner  
Ebenezer and Wynona Bush  
California Maritime Academy  
Class of 1946  
Catalina Express  
Vince and Devon Cichoski  
City Light & Power, Inc  
Gary J. Cohen  
Jim and Sandy Crenshaw

Carla L. Crochet  
 Dameron Family Foundation  
 Meera Deo and Manoj Kulkarni  
 Desert Commercial II, LLC  
 EHDD Architecture  
 Charles Z. and Meri L. Fedak  
 James and Rani Fish  
 Ron Gastelum  
 Gibson, Dunn & Crutcher LLP  
 Erik Giventer and Chris Rendino  
 Mary Jo Greenberg  
 Tom and Susan Hertz  
 Denise L. Hurst  
 Robert and April Juarez  
 Sarah Kaleel  
 Sam Lantinga and Lauren MacDonell  
 Laura Loftin  
 Edmund and Teresa Lohr  
 Mark IV Capital, Inc.  
 Margie and Jon Masterson  
 Harriet Miller  
 Lindsey Philpott and Kim E. Moore  
 David and Charlotte Morrison  
 Kathie Nirschl  
 Luther and Ginger Nussbaum  
 Richard and Donice Pancost  
 Dow Parkes  
 Edwin W. Pauley Foundation  
 Scott and Nicole Pearson  
 Lyn and John Pohlmann  
 Chris Rommel and Julie Green-Rommel  
 Ned and Irene Sasaki  
 Seaver Institute  
 John and Susan Shultz  
 Arielle Singer  
 Jeffrey Spofford  
 Charles and Ellen Steinmetz  
 Mike and Lorri Whitney  
 Windes & McLaughry  
 Douglas Yakich and Jacqueline Jordan  
 Dicky and Dottie Yee  
 Steve and Marlene Young

#### IN KIND DONORS

The following contributors donated goods or services valued at \$1,000 or more to the Aquarium in 2009:

Age of Aquariums, Inc.  
 American Honda Motor Co., Inc.  
 Aon Construction Services Group  
 The Auld Dubliner  
 The Boeing Company  
 Bradford Renaissance Portraits  
 Jeanne M. Brodeur  
 Bubba Gump Shrimp Co.  
 Buono's Authentic Pizzeria  
 California Pizza Kitchen  
 Casco Group, Inc.  
 Caught in the Moment Photography  
 CD Design Group Electrical Engineers  
 Esther S.M. Chao

Cloud B  
 Delius Restaurant  
 Paul Dimeo  
 Extreme Pizza  
 Farmers & Merchants Bank  
 Fitness Impact Inc.  
 Gazette Newspapers  
 Gladstone's Long Beach  
 Bob and Jennifer Hagle  
 Russell and Avalon Hill  
 Islands Fine Burgers & Drinks  
 JetBlue Airways  
 Kavikas  
 King's Fish House  
 King's Seafood Company  
 Kosrae Village Ecological & Dive Resort  
 Lindblad Expeditions - National Geographic  
 Mai Tai Bar  
 Manhattan Steak & Seafood  
 McKenna's on the Bay  
 Robert Meistrell - Body Glove Int'l  
 Douglas Otto and Freda Hinsche Otto  
 Parkers' Lighthouse  
 The Queen Mary  
 The Renaissance Long Beach Hotel  
 Rossmoor Pastries  
 Rowley Portraiture  
 Ronald Rulison and Robert McNeel SAVOR...  
 Sew Vac Ltd  
 Sidley Austin LLP  
 Siegfried & Roy's Secret Garden & Dolphin Habitat at The Mirage  
 Jeanne B. Sleeper  
 Southern California Edison  
 Stone Brewery  
 Sundiver International  
 Super Mex  
 Teak Catering  
 Treasure Island Hotel & Casino  
 Eisuke and Uiko Tsuyuzaki  
 Viking River Cruises  
 Wade Industries  
 Karen Wall Garrison  
 Wokcano

#### IN HONOR OF

To commemorate a special occasion, milestone, or birthday, donations can be made to the Aquarium of the Pacific. The following individuals were honored in 2009:

James and Elizabeth Breslauer  
 Isaias Castellanos  
 Marie Chandler  
 Marj Countryman  
 Emily Engvall  
 Regina Farmer  
 Bruce and Louise Fischbach's 40th Wedding Anniversary  
 James E. Foster  
 Barbara Hill

John Houghtaling's Volunteer Service  
 Gigi Iliff  
 Bob Johnson and Tam Beseda's Engagement  
 Larry Jones  
 Jeanne M. Lenehan  
 Agi Lontai  
 Tracy Lum's Volunteer Service  
 Virginia McCallum  
 Steven and Kelly McLeod  
 Mona Morris  
 Erica Noriega and Rob Mortensen  
 Michele Okamura  
 Kevin and Kelly Reavis  
 Jessilaine Simpson  
 Darin Tidwell  
 Henry Ziegler

#### IN MEMORY OF

Friends and family donated thoughtful gifts in memory of their loved ones, recognizing their love for the ocean and support of the Aquarium. All of us at the Aquarium extend our deepest sympathies to the family and friends of:

Lyn Diane Bloom  
 Julie Boe  
 Michael Boomhower  
 Jeanne M. Brodeur  
 Gerard Capriulo  
 Frances Copeland  
 Eric J. Davis  
 Tomo Fujii  
 Dorothy Gaxiola  
 Dianne B. Gugel  
 Alice and Elizabeth Henderson  
 Cristina Herendira Naetzel  
 Ralph Jimenez  
 Wayne and Laura Kalayjian  
 Nancy E. Meyer-Thurnall  
 Lillian Preslo  
 Ronald Roling  
 Henry Sanchez  
 George and Alvina Waller

#### AQUARIUM BOARD OF DIRECTORS (AS OF 12/31/09)

Mr. James M. Breslauer  
 Mr. Howard Chambers  
 Mr. Stephen Conley  
 Mr. Craig Cooning  
 Mr. Edwin Feo  
 Mr. John Fielder  
 Ms. Jennifer Hagle, *board secretary*  
 Mr. Roy Hearrean  
 Mr. Russell T. Hill, *vice chairman*  
 Mr. Samuel King  
 Mr. Bert Levy  
 Mr. Steven Mayer  
 Ms. Janice Mazyck  
 Mr. John Molina  
 Dr. J. Mario Molina, *chairman*  
 Mr. Stephen Olson  
 Mr. Douglas Otto  
 Ms. Lynne M. Preslo  
 Mr. Christopher Rommel  
 Dr. Jerry R. Schubel  
 Mr. Michael Sondermann  
 Mr. Marvin J. Suomi  
 Mr. Peter Tong  
 Mr. Eisuke Tsuyuzaki  
 Mr. Thomas Turney  
 Ms. Denise Wynn  
 Mr. Stephen Young

#### MARINE CONSERVATION RESEARCH INSTITUTE BOARD OF DIRECTORS (AS OF 12/31/09)

Dr. Wolfgang Berger  
 Dr. Barbara Block  
 Dr. Laurel Harrison Breece  
 Mr. Dirk Burcham  
 Dr. Gerard Capriulo (deceased)  
 Mr. Russell Hill  
 Dr. Roy Houston  
 Mr. Gary Justice  
 Dr. Lee B. Kats  
 Dr. Laura Kingsford  
 Dr. Anthony Michaels  
 Dr. Linwood Pendleton  
 Dr. Richard Pieper  
 Ms. Lynne Preslo, *vice chair*  
 Dr. William Reeburgh  
 Dr. Jerry Schubel, *director*  
 Dr. Nancy Steele  
 Mr. Craig Taylor  
 Mr. Thomas Turney, *chairman*  
 Dr. Dallas Weaver

#### TRUSTEES OF THE PACIFIC (AS OF 12/31/09)

Dr. Mary Jane Adams  
 Mr. Doug Carpenter and Mrs. Holly Carpenter  
 Ms. Esther Chao  
 Mr. Donald Clark and Mrs. Sally Clark  
 Mr. Jose Collazo and Mrs. Brigitte Collazo  
 Mr. Frank Colonna and Mrs. Michelle Colonna  
 Mr. John Crochet  
 Dr. Dominic DeCristofaro and Mrs. Margaret DeCristofaro

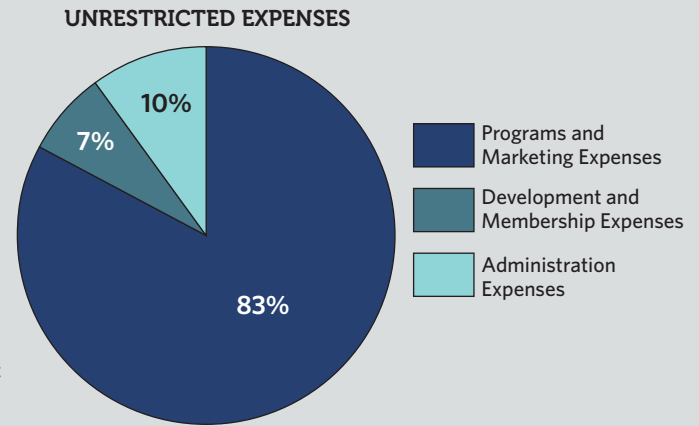
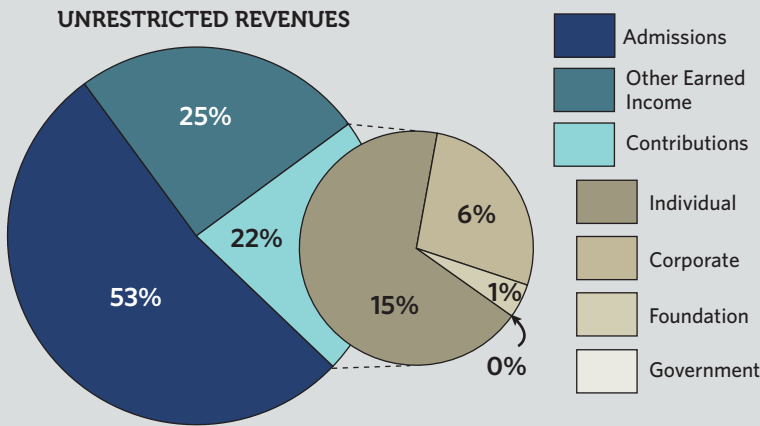
Mr. Gary DeLong and Mrs. Dawna DeLong  
 Mr. John Dupuy and Mrs. Vickie Dupuy  
 Mr. Bill Engvall and Mrs. Gail Engvall  
 Mr. Walt Florie and Mrs. Linda Florie  
 Mr. Geof Garth  
 Mr. Dan Gilboa and Mrs. Felicia Gilboa  
 Mrs. Charlotte Ginsburg, *co-chair*, and Dr. Allen Ginsburg  
 Mr. Robert Gordon and Mrs. Sonia Gordon  
 Mr. Jim Gray and Mrs. Gail Gray  
 Mr. John Hancock and Mrs. Elizabeth Hancock  
 Mrs. Renee Handler-Klein and Mr. James Klein  
 Mr. Jim Hankla and Mrs. Jorene Hankla  
 Mr. Jeff Headon and Mrs. Julia Headon  
 Ms. Corinne Heyning, *co-chair*  
 Radm John Higginson and Mrs. Nancy Higginson  
 Mr. Matt Humphreys and Dr. Lisa Humphreys  
 Mr. Michael Jensen and Mrs. Diane Jensen  
 Mr. Richard Katz  
 Supervisor Don Knabe and Mrs. Julie Knabe  
 Mr. John Knight and Mrs. Joan Knight  
 Dr. Glen March and Dr. Cabrini March  
 Mrs. Phyllis Miller  
 Mr. John Molina and Mrs. Michelle Molina  
 Captain Charles Moore and Ms. Sam Canon  
 Mr. William Mudd and Mrs. Kathleen Mudd  
 Dr. Beverly O'Neill and Dr. William O'Neill  
 Mr. Gainer Pillsbury and Mrs. Lynne Pillsbury  
 Mr. Dennis Poulsen and Mrs. Suzanne Poulsen  
 Mr. Fred Riedman and Mrs. Janet Riedman  
 Mr. Ron Rulison and Mr. Rob McNeel  
 Mr. Tony Sabatino  
 Mr. Kurt Schulzman and Mr. Richard Neri  
 Mr. John Shadden and Mrs. Patricia Shadden  
 Mr. Bill Simmons, Jr. and Mrs. Melody Simmons  
 Ms. Jeanne Sleeper  
 Mr. Ric Trent and Mrs. Resa Trent, *emeritus*  
 Mr. Ken Walker  
 Mr. Bill Waterhouse  
 Mr. Charles Wilmot



2009 marked the eighth consecutive year of attendance increase, serving 1.525 million visitors, despite the continued economic challenges. Unrestricted revenue increases covered increases in unrestricted expenses. Programs continued to be the focus for unrestricted activities, with 83% of expenditures directed towards exhibits, service, and communication.

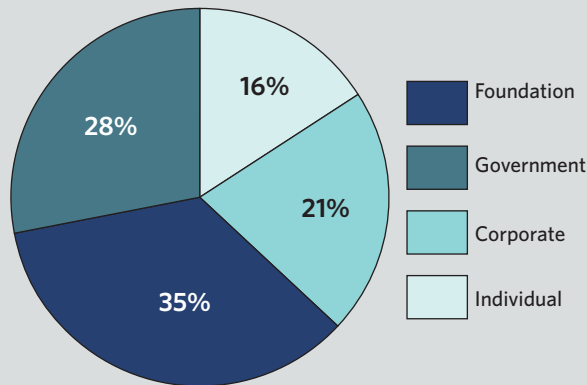
2009 FINANCIALS

|   |                     |
|---|---------------------|
| Total Attendance  | 1,525,000           |
| Admissions Revenue                                      | \$15,631,000        |
| Other Earned Income                                     | 7,338,000           |
| Unrestricted Contributions, Fundraising, and Membership | 6,605,000           |
| <b>Total Unrestricted Revenues</b>                      | <b>29,574,000</b>   |
| Restricted Project Revenues                             | 1,366,000           |
| <b>Total Revenues</b>                                   | <b>\$30,940,000</b> |
| Programs and Marketing Expenses                         | \$24,504,000        |
| Development and Membership Expenses                     | 2,204,000           |
| Administration Expenses                                 | 2,933,000           |
| <b>Total Expenses</b>                                   | <b>\$29,641,000</b> |
| <b>Total Change in Net Assets</b>                       | <b>\$1,299,000</b>  |

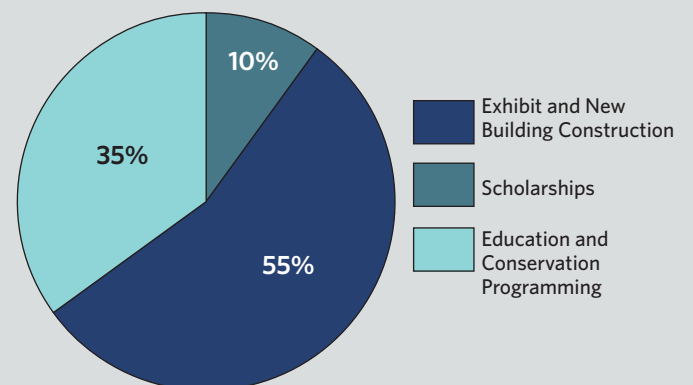


Unrestricted revenues are comprised of operating income and contributions not restricted as to use by a donor. Unrestricted expenses reflect the annual operating costs as well as costs of fundraising. Included in unrestricted expenses is \$3.5 million of rent expense paid to the City of Long Beach.

RESTRICTED REVENUE SOURCES



RESTRICTED PROJECT EXPENDITURES



Restricted revenues are those restricted by purpose or time by a donor for a specific purpose. These amounts are segregated from operational funds to ensure specific accountability.

**PHONE NUMBERS (562 AREA CODE)**

General Information..... 590-3100  
Membership..... 437-3474  
Development ..... 951-1675  
Education Programs ..... 951-1630  
Volunteer Opportunities..... 951-1659  
Facebook .....facebook.com/aquariumofthepacific  
Twitter.....twitter.com/AquariumPacific  
Flickr ..... flickr.com/groups/aquariumofthepacific  
YouTube..... youtube.com/aquariumofthepacific

**AQUARIUM EXECUTIVE OFFICERS (AS OF 12/31/09)**

Dr. Jerry R. Schubel, *president and CEO*  
Mr. David M. Kane, *vice president of finance and CFO*  
Ms. Barbara Long, *vice president of government relations  
and special projects and corporate secretary*

**AQUARIUM SENIOR STAFF (AS OF 12/31/09)**

Ms. Cecile Fisher, *vice president of communications and marketing*  
Mr. Perry Hampton, *director of husbandry*  
Ms. Kathie Nirschl, *vice president of human resources*  
Mr. John Rouse, *vice president of operations*  
Ms. Tina Sarty, *controller*  
Mr. Jeff Spofford, *director of retail*  
Ms. Nancy Weintraub, *vice president of development*  
Dr. James Wood, *director of education*



**AQUARIUM  
OF THE PACIFIC**®  
A non-profit institution

100 Aquarium Way | Long Beach, California | 90802

www.aquariumofpacific.org