







“We are tied to the ocean. And when we go  
back to the sea, whether it is to sail or to watch  
— we are going back from whence we came...”

- *John F. Kennedy*

# OCEANA 2014 ANNUAL REPORT

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This international report reflects the combined operations of all Oceana organizations, including Oceana, Inc., and its affiliates, as well as information concerning Oceana Canada, an independent charity. Together, the Oceana international organizations form the largest international advocacy group working solely to protect the world's oceans. Oceana international organizations win policy victories to rebuild ocean abundance using science-based campaigns. Since 2001, we have protected over 1.2 million square miles of ocean and innumerable sea turtles, sharks, dolphins, and other sea creatures, rebuilding marine fisheries that feed hundreds of millions of people. More than 600,000 members and e-activists support Oceana internationally. Oceana organizations have campaigners in North, South, and Central America, Asia, and Europe. To learn more, please visit [www.oceana.org](http://www.oceana.org).

## TACKLING TOUGH QUESTIONS ON BEHALF OF THE OCEANS

At Oceana, we do not shy away from tackling big problems or confronting big questions. Take our campaign entitled Save the Oceans, Feed the World: could there be a tougher challenge, or a more pressing one? The U.N. predicts the world population will surpass nine billion by 2050—and the world must produce 70 percent more food to keep pace. Seafood can be a huge part of the answer to feeding our growing population. Wild seafood requires minimal fresh water to produce, emits little carbon dioxide, doesn't use up any arable land, and provides healthy, lean protein at a cost per pound lower than beef, chicken, lamb or pork. It turns out our oceans can, if properly tended, provide a nutritious meal every day for 700 million people.

Sounds great. So how do we do it? Tough minded people often ask me the following questions:

- 1) Given the problems of international governance, isn't saving the oceans impossible?
- 2) How do we measure progress when it comes to ocean conservation?
- 3) What about enforcement? Aren't the oceans a modern day version of the lawless wild west?

4) Shouldn't we just farm our way out of ocean collapse and feed more people by aggressively promoting aquaculture?

5) If you don't like to eat seafood, don't scuba dive or snorkel, and don't even like vacationing on the beach, why should you care about ocean conservation?

Oceana is a practical, science-based ocean conservation organization, so we like hard-nosed questions like these. Here are our answers.

### INTERNATIONAL GOVERNANCE: IS IT A BARRIER TO OCEAN CONSERVATION?

A glance at a map of the world's oceans will give one the impression that they are an international zone, likely governed, if at all, by an international committee sponsored by the United Nations. This doesn't engender confidence in the prospects for ocean conservation. But here's the good news. We can have maximum impact if we prioritize protecting the most productive and bio-diverse parts of the world's oceans first. These areas tend to be coastal. Happily, over thirty years ago, coastal countries took exclusive control of the area out to 200 nautical miles (231 statute miles) off their shores, effectively nationalizing these areas of the ocean. They set the rules for fishing, oil drilling and other ocean extractive activities in this Exclusive Economic Zone – often abbreviated as EEZ – by themselves, without the necessity of international negotiation. This means that we can save the ocean country by country, EEZ by EEZ. Just 29 countries and the European Union manage more than 90% of the world's wild ocean fish productivity.

Important ocean creatures do make the mistake of crossing into the international zone out beyond 200 nautical miles, and they are, as a result, very vulnerable. Like top predators on the land, many of these widely roving marine animals are highly charismatic: for example, sharks, tunas, some species of marine mammals, and of course sea turtles. They are, due to the failures of international governance on the high seas, badly depleted and vulnerable to overfishing and being killed

inadvertently as bycatch. This problem should be fixed, but the difficulty of doing that should not blind us to the more practical and immediate opportunity for effective ocean fishery management within the exclusive coastal zones.

### MEASURING PROGRESS: HOW DO WE KNOW WE'RE MAKING A POSITIVE IMPACT?

Ocean conservationists often focus on a “special creature” or a “special place.” Such a presentation appeals to an audience by pointing out the declining status of whales, reefs or sardines, and then making the case that it is a strategically significant creature to overall ocean health. By saving this one species or place, individuals can make a difference. Of course, that is true—but is it strategic? Apex predators keep ocean ecosystems in check. Forage fish, at the bottom of the food web, sustain much of the life above them. Reefs provide essential habitat for countless creatures. The critical-minded will wonder how to choose among these contending viewpoints. What is most important to do first? How can I have the biggest impact?

At Oceana, we measure progress by fish in the water, measured by their weight, in the thousands and millions of metric tons. Many fish species are highly resilient. Give them basic scientific management, and they will, in many cases, rebound dramatically within five or 10 years. Delivering nationally significant, in-the-water increases in ocean abundance is the fundamental way we measure our progress at Oceana.

### ENFORCEMENT: ISN'T THE OCEAN JUST LIKE THE WILD WEST?

National EEZs provide the building blocks for effective country by country rebuilding of ocean abundance. But this strategy works only if EEZ boundaries are respected by the world's big commercial fishing fleets. So how do we monitor whether this is the case? Oceana, together with Google and Skytruth, sought the answer by examining the conduct of more than 3,000 of the world's largest fishing vessels as they fished throughout 2012 and 2013. We converted this research into a powerful tool to make commercial fishing more transparent: Global Fishing

Watch. GFW is an unprecedented, online, open-access fishing data clearinghouse that allows governments, fishery managers, activists and citizens to identify and report illegal, unregulated and unreported (IUU) fishing. A prototype of Global Fishing Watch was unveiled in 2014 and we are working towards a public launch.

Understanding the scale of global, industrial fisheries is difficult without a visual tool. Global Fishing Watch provides that view with near real-time projections of fishing activity around the world, as well as historical data that tracks fishing behavior over time. For the first time, we have eyes on the high seas. In the future this tool can be used to better enforce EEZ boundaries and prevent illegal fishing.

### AQUACULTURE: AREN'T FISH FARMS THE BEST ANSWER TO OCEAN DEPLETION?

Eat a farmed fish and you're helping reduce ocean depletion, right? Turns out the truth is more complicated. The most popular fish in the USA are salmon, shrimp and tuna. Salmon and shrimp are both wild caught and farmed (tuna is sometimes “ranchéd”). Salmon are farmed in big net pens in the ocean. The penned salmon are fed seafood pellets made from ground-up wild seafood and treated with antibiotics to increase their survival rates. In the process, four pounds of healthy wild seafood is converted into one pound of farmed salmon. So the salmon farmer is actually reducing the quantity of healthy marine protein available to people.

What's the good side of aquaculture? Clams, mussels and oysters. These farmers are growing creatures that are filter feeders. They are converting ocean algae into a tasty marine protein. They are helping to clean the water, and they are reliable ally in the battle against ocean polluters. Go home tonight and eat all the farmed oysters, clams or mussels you want, and feel very virtuous while you enjoy them.

### ARE THERE OTHER BENEFITS TO A REBUILT OCEAN OTHER THAN FEEDING HUNGRY PEOPLE AND RESTORING OCEAN BIO-DIVERSITY?

Yes. Rebuild ocean abundance on a globally significant

scale and you help reduce climate change, slow aquifer depletion, protect bio-diversity on the land and improve public health. Methane emissions from livestock is a major driver of climate change. So a hungry planet eating wild fish instead of meat is a planet releasing fewer climate changing gasses. Since livestock production requires massive grain inputs, a wild fish diet reduces the need for fresh water for grain irrigation. Reduce the destruction of forests and other natural landscapes driven by expanding agriculture, and you help protect terrestrial bio-diversity. And help people substitute fish for red meat, and the medical literature promises substantial reductions in cancer, heart disease and even obesity.

Now achieving all these goals requires that Oceana win national policy change in a substantial share of the countries from whose waters most of the world's wild fish are caught. Oceana wishes to thank all of its supporters, especially its founding funders and foundations that in 2014 awarded Oceana grants of \$500,000 or more: Adessium Foundation, Arcadia Fund, Bloomberg Philanthropies, Leonardo DiCaprio Foundation, Marisla Foundation, The Nikita Foundation, Oak Foundation, Oceans 5, Robertson Foundation, Rockefeller Brothers Fund, Sandler Foundation, and Wyss Foundation. Thanks to them and to many others listed in this report, we are for the first time fielding campaign teams in Brazil and the Philippines, and are soon to hire teams in Peru and Canada. This means our scope has nearly reached 40% of the world's ocean productivity by weight.

We are winning. This report summarizes our accomplishments in the last year.

Thank you for your support. Together we are rebuilding an abundant ocean.

Sincerely,



Andrew F. Sharpless  
Chief Executive Officer



## WE CAN SAVE THE OCEANS AND FEED THE WORLD

The amount of fish caught from the oceans began declining — for the first time in recorded history — just a few decades ago. That is bad news, but the good news is if we take action quickly, we can reverse this trend and actually make the oceans more biodiverse and abundant. Smart fisheries management — which establishes catch limits, reduces bycatch and protects habitat — has been proven time and time again to enable the oceans to rebound and recover. Oceana is dedicated to winning campaign victories that will implement the science-based fishery management needed to restore the world's oceans.

It is a global task, and to meet the challenge, Oceana has become a truly global organization. We are now campaigning in countries responsible for nearly 40 percent of the world's ocean catch by weight. Forty percent of the world's seafood catch: that's more than

25 million metric tons of fish, and other seafood hauled in from the world's oceans each year. Seven countries and the EU are responsible for this share of the global seafood catch, and Oceana is now campaigning to win victories that will protect and restore our oceans in each and every one of them.

Recent grants from Bloomberg Philanthropies and the Wyss Foundation build on those from the Leonardo DiCaprio Foundation, Canadians Peter and Diana Thomson and other donors — all of which have helped Oceana take on the global task of restoring the productivity of our oceans so that we can restore biodiversity and feed hundreds of millions more people, now and in the future.

And though it sounds counter-intuitive, replenishing our oceans will also help us preserve biodiversity on

land. The biggest driver of terrestrial biodiversity loss is agriculture, and the most intensive form of agriculture is livestock production. To feed the 9 billion people we expect to have on the planet by 2050 — two China's worth bigger than right now — and also protect life on the land, we need the oceans to feed as many people as possible. This will reduce demand for fresh water and land and also reduce the amount of climate changing gases emitted as wild fish do not need land, fresh water or emit lots of climate changing gases when they become more abundant. Science shows us that with sensible scientific ocean management we can produce an abundant ocean, so abundant that it could feed a billion people a healthy seafood meal, every day, and do it forever with relatively modest environmental costs. Here's how we can do this.

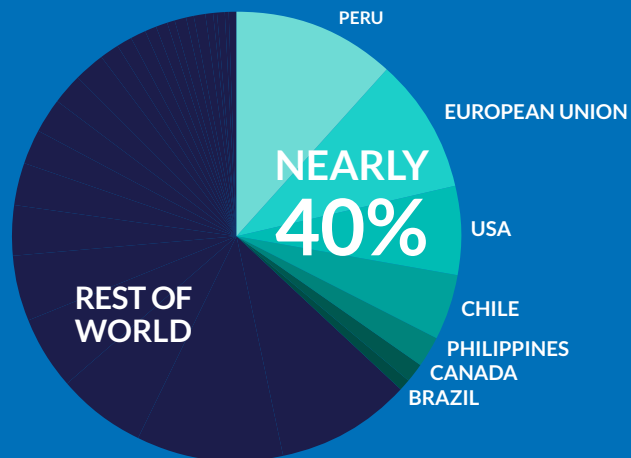


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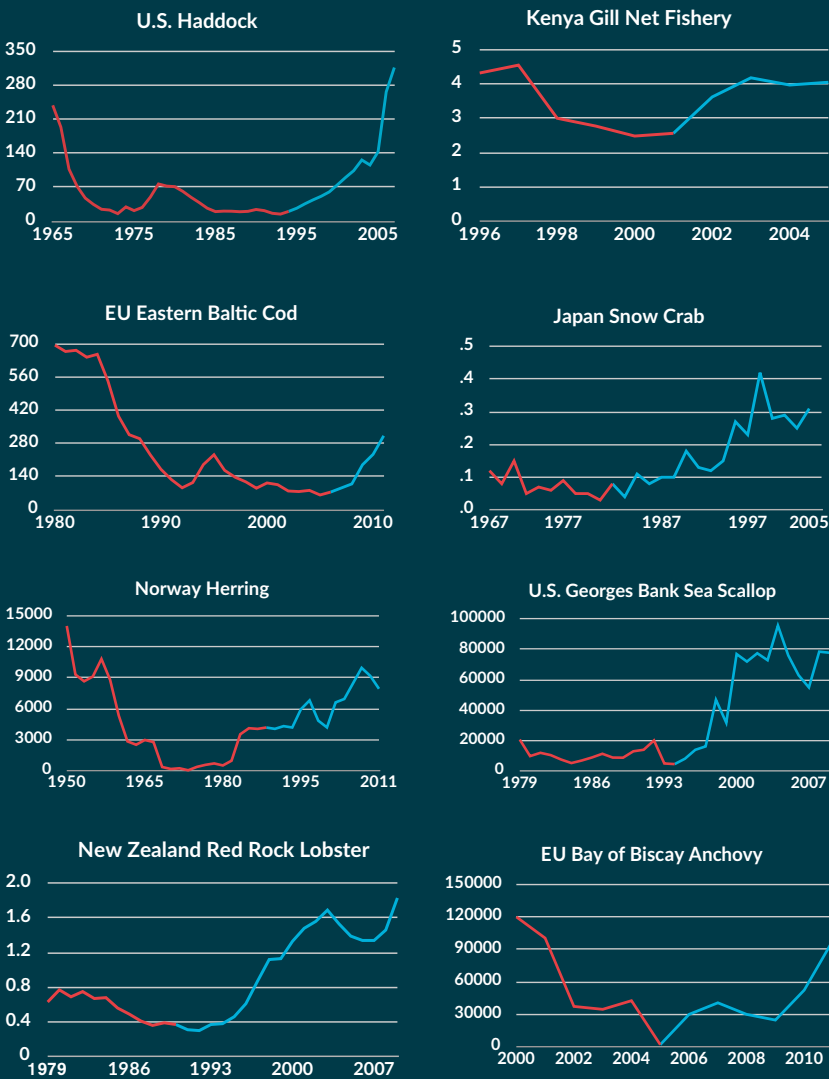
## OCEANA CAMPAIGNS IN COUNTRIES RESPONSIBLE FOR NEARLY 40% OF THE WORLD'S OCEAN CATCH BY WEIGHT





# WE KNOW WHAT WORKS: BETTER MANAGEMENT BRINGS FISHERIES BACK

Worldwide, fishery after fishery has rebounded after science-based catch limits have been put in place.



Global Catch (Million Metric Tons)



© OCEANA | Juan Cuetos



© OCEANA



# STOP OVERFISHING



EUO OCEANA | Keith Ellenbogen

## SET SCIENCE-BASED CATCH LIMITS

Setting and enforcing science-based limits to govern the amount of fish we allow to be taken out of the seas has been shown time and again to help maintain healthy fish populations and, in many cases, allow them to dramatically increase in size. Oceana seeks to win policy victories around the world that put in place and enforce science-based catch limits.

## PREVENT ILLEGAL, UNREPORTED, AND UNREGULATED FISHING

Global estimates suggest a minimum of 20 percent of seafood worldwide is caught illegally, representing economic losses between \$10 to \$23 billion and 11 to 25 million metric tons of fish. Despite formidable challenges, seafood traceability is well within reach. Simply by keeping track of where our seafood comes from at every step of the supply chain, we can make progress against pirate fishing.



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## REDUCE BYCATCH

According to some estimates, global bycatch may amount to 40 percent of the world's catch, totaling 63 billion pounds per year.

When fisheries capture unintended species, this wildlife is treated as waste, thrown overboard dead or dying. Scientists estimate that as hundreds of thousands of whales, dolphins and seals are killed around the world each year as a result of bycatch. Some fisheries discard more fish at sea than what they bring to port. Oceana campaigns worldwide to reduce bycatch by advocating a three-step approach:

**COUNT:** Everything that is caught in a fishery, including bycatch, should be counted. Without accurate estimates of how much fishermen are catching and discarding, fisheries managers have no way to account for the negative consequences of bycatch, including the failure of juvenile fish to mature, off-the-books fishing of depleted species and lost future revenue.



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**CAP:** Bycatch limits for non-target fish, sea turtles, marine mammals, seabirds and depleted shark populations must be based on scientific information. Once these limits are reached, fisheries should be shut down for the remainder of the season.

**CONTROL:** To ensure that bycatch is minimal and that fishermen do not exceed bycatch limits, federal fisheries managers must obtain reliable data, enforce existing regulations and provide incentives for responsible fishing by taking measures such as supporting the use of cleaner gear types and encouraging fishermen to avoid bycatch hotspots.



# 17-22 PERCENT

OF THE FISH CAUGHT IN U.S. FISHERIES ARE DISCARDED BEFORE REACHING PORT, LIKELY AMOUNTING TO 2 BILLION POUNDS EVERY YEAR.



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## PROTECT HABITAT

The oceans cover 71 percent of the planet. Within these marine waters lie a variety of marine habitats, including nutrient-rich cold water zones, underwater seagrass beds and colorful coral reefs. Protecting important ocean habitats from destructive fishing practices and pollution protects all marine life, from top predators to tiny zooplankton. Oceana seeks to win policy victories that protect the most important and productive marine areas in order to increase the biodiversity and abundance of the world's oceans.

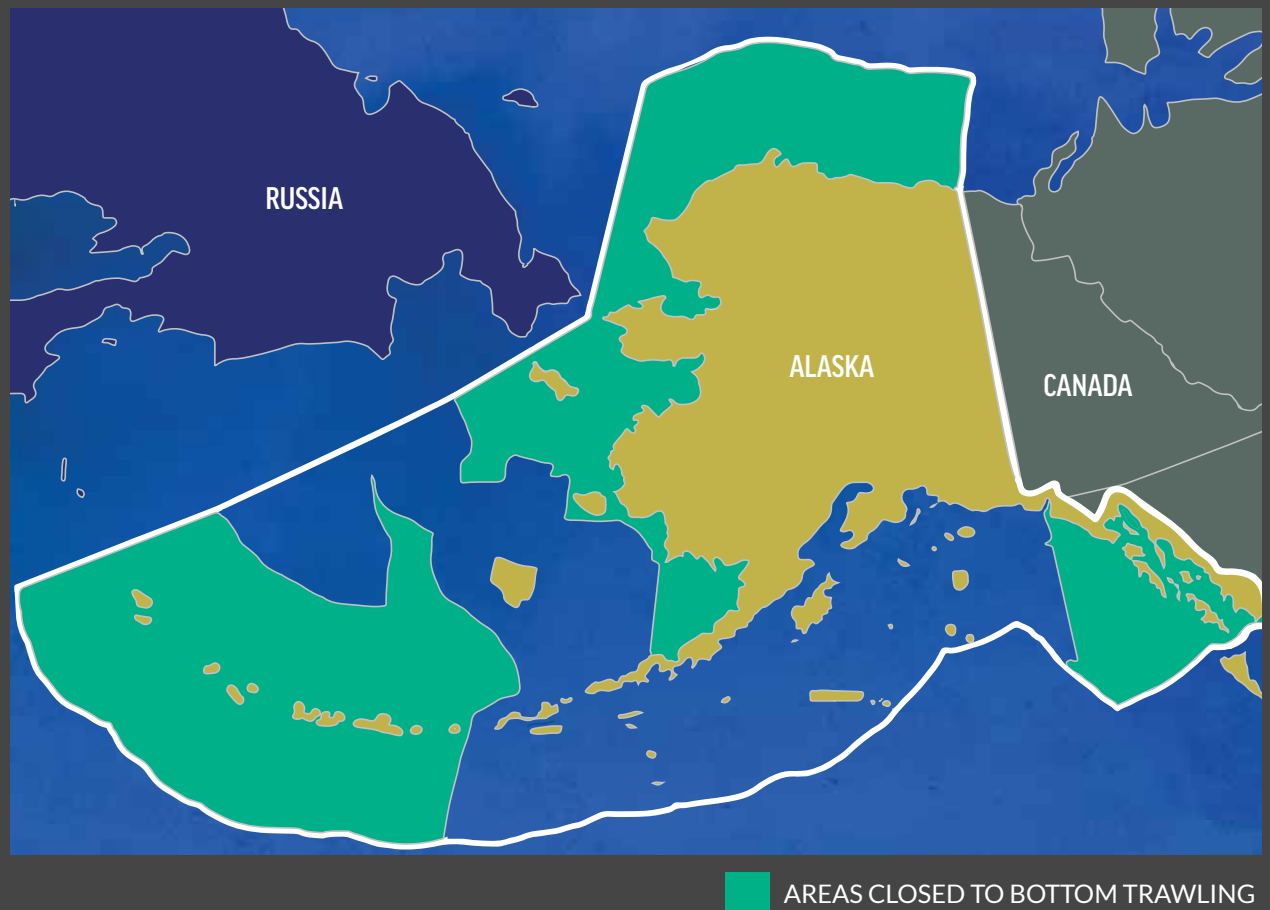
**SAFEGUARDING HABITAT:** Oceana gained protection of an area including 685 miles of beaches from Mississippi to North Carolina and more than 300,000 square miles of ocean habitat for endangered loggerhead turtles. This encompasses 84 percent of all known nesting areas for loggerheads.

**HELPING FISHERIES REBOUND:** The National Marine Fisheries Service (NMFS) upheld protections for 12,620 square miles of existing conservation area in order to protect overfished rockfish populations off the U.S. West Coast. This decision was a direct response to scientific information submitted by Oceana and partners.





892,979 SQUARE MILES OF ALASKA'S OCEAN HAVE BOTTOM TRAWLING BANS



## CURB POLLUTION

Pollution and contaminants enter the oceans due to offshore oil and gas drilling, coal-burning power plants, aquaculture, mercury-based chlorine plants, plastic waste, marine debris and more. Once these pollutants enter the environment, they can cause long-lasting damage to marine ecosystems and harm wildlife and fisheries.

Cows, pigs and other animals raised for meat generate huge amounts of waste and require a great deal of freshwater and land. Livestock also release vast amounts of methane gas, which is an even more potent climate changing gas than carbon dioxide. Oceana is advocating for fisheries reform around the world that would reduce the dependence on livestock for animal



© OCEANA

protein by making oceans and seafood more plentiful and abundant.

## DEMAND SMART ENERGY SOLUTIONS

The vast oceans act as a tremendous carbon sink, absorbing about one-third of carbon dioxide emissions. Carbon dioxide is a climate-changing gas that is emitted when we burn fossil fuels. It changes ocean chemistry, making our seas increasingly acidic. Oceana advocates for clean energy like windpower in order to curb emissions of climate-changing gases and reduce the resulting impact of ocean acidification and climate change on our seas.



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GREATER OCEAN ABUNDANCE AND MORE PEOPLE ABLE TO EAT SEAFOOD (INSTEAD OF BEEF) HELPS THE LAND AS WELL AS THE SEA



Annual Water Use in Wild Fish Production



Annual Water Use in Beef Production

U.S. DAILY DOMESTIC WATER USE FOR  
**10 DAYS**

U.S. DAILY DOMESTIC WATER USE FOR  
**50 YEARS**



Annual Emissions due to Wild Fish Production



Annual Emissions due to Beef Production

EQUAL TO THE ANNUAL EMISSIONS OF  
**MALAYSIA**

MORE THAN THE ANNUAL EMISSIONS OF  
**RUSSIA**



Annual Grain Used in Wild Fish Production



Annual Grain Used in Beef Production

**NONE**

U.S. NATIONAL CORN PRODUCTION  
**3 YEARS**



# OCEANA WAS CREATED TO IDENTIFY PRACTICAL SOLUTIONS AND MAKE THEM HAPPEN

The good news is that we can restore the oceans to their former glory. Since its founding, Oceana has won more than 100 victories and protected more than one million square miles of ocean.

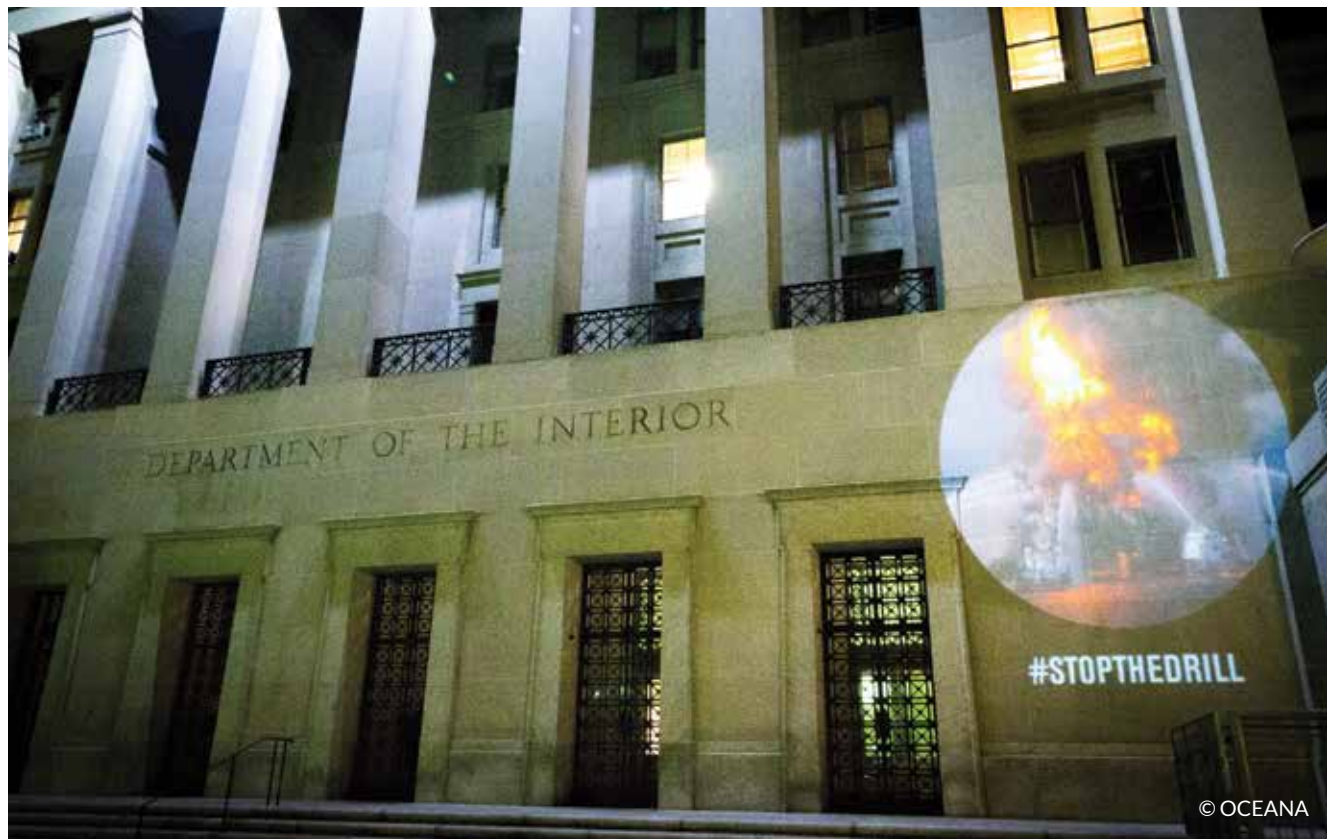
Oceana has the tools to win. We are

**CAMPAIGN-DRIVEN:** We channel our resources towards strategic, directed campaigns to achieve measurable outcomes that will protect and restore our oceans to former levels of abundance.

**FACT-BASED:** We believe in the importance of science in identifying problems and solutions for the oceans.

**MULTI-DISCIPLINARY AND EXPERT:** Our scientists work closely with our teams of economists, lawyers, communicators and advocates to achieve tangible results for the oceans.

**SUPPORTED BY CITIZENS AND ALLIES:** Oceana has a base of close to one million supporters, including 600,000 Wavemakers. Our Ocean Council is a select group of academic, business, policy and philanthropic leaders who represent and support Oceana's efforts on the global stage.





# BLOOMBERG PHILANTHROPIES, WYSS FOUNDATION FUND EXPANSION TO BRAZIL, CHILE, PHILIPPINES, PERU AND CANADA

In 2014, Oceana and two other groups were joint recipients of a historic and innovative \$53 million, five-year grant from Bloomberg Philanthropies to restore fish populations in three of the world's largest fishing nations: Brazil, Chile, and the Philippines. The Vibrant Oceans Initiative is a groundbreaking approach to reform both local and industrial fishing simultaneously. This comprehensive approach will help replenish fish populations more quickly, and create a more sustainable and fruitful environment for all fishers.

A recent donation from the Wyss Foundation extends Oceana's reach further. The Wyss Foundation pledged to provide up to \$10 million in matching funds over the next five years to help rebuild fisheries in Peru and Canada, two of the most important and productive fishing nations in the world. Peru has often historically been the world's largest fishing nation by weight of annual landed catch and is home to the largest fishery in the world — the anchoveta. Canada is the 16th largest fishing nation and has the potential to provide 50 percent more fish on a sustainable basis than is currently provided. Together, these two countries account for close to 14 percent of all the wild ocean fish landed by weight.





## LOGGERHEAD SEA TURTLES GAIN PROTECTIONS IN BOTH THE ATLANTIC AND PACIFIC OCEANS

Oceana won important victories for loggerhead sea turtles in both the Atlantic and Pacific oceans in 2014. In a historic move, the U.S. federal government established the largest critical habitat designation for loggerheads to-date, protecting 685 miles of nesting beaches and 300,000 square miles of ocean habitat in the Atlantic and Gulf of Mexico. Soon after, the federal government closed more than 25,000 square miles off of Southern California to the drift gillnet fishery which targets swordfish but catches sea turtles as bycatch. The National Marine Fisheries Service is required to close this Pacific Loggerhead Conservation Area during predicted El Niño years, as warmer waters draw turtles further north in search of pelagic red crab and into the grounds of the fishery. When the agency failed to act on its own accord, Oceana and our allies applied pressure to secure the needed protection for Pacific loggerhead sea turtles.



## PRESIDENT OBAMA COMMISSIONS A FEDERAL SEAFOOD FRAUD AND ILLEGAL FISHING TASK FORCE

President Obama designated the first-ever Task Force on Combating Illegal, Unreported, and Unregulated (IUU) Fishing and Seafood Fraud, thanks in large part to Oceana's recommendation. President Obama announced this action at Secretary of State John Kerry's Our Ocean conference in June 2014, where he directed federal agencies and stakeholder groups to collaborate and create recommendations for combating black market fish and ensuring seafood traceability in the seafood supply chain. Oceana's campaign on seafood fraud has been instrumental in these developments, working to expose the problem, propose real policy solutions, advocate for change with the administration and Congress and build support for traceability.





## FORAGE FISH PROTECTED IN THE PACIFIC

The Pacific Fishery Management Council, in response to Oceana's campaign, prohibited the development of new fisheries for forage fish off the West Coast of the U.S. unless or until it can be shown that such fisheries will not harm the health of the ecosystem. Forage fish like lanternfish, smelts, saury and small squid serve as prey for larger animals and thus form a cornerstone of a healthy ocean ecosystem.







## PUTTING AN END TO DISCARDS IN EUROPE

A new Common Fisheries Policy (CFP) was enacted by the EU Parliament, banning the discard of pelagic fish as of January 1, 2015. Pelagic fish are those that inhabit the pelagic zone, an area of open water that is neither shoreline nor deep ocean; it represents the largest aquatic habitat on Earth. Pelagic fish range in size from forage fish like anchovies and herring, to tuna, to apex predators like sharks. Further discard bans will go into effect in 2016, eventually covering all fish.



## EU MOVES AWAY FROM HARMFUL FISHING SUBSIDIES

Fishing subsidies — which allow commercial fishing vessels to remain out on the high sea for longer periods of time and catch more fish — are estimated to total at least \$20 billion annually. But in early 2014, the European Union took a tremendous step forward towards eliminating fishing subsidies when the European Parliament and the Fisheries Council agreed on new controls for the European Maritime and Fisheries Fund. This will allow a shift in spending towards more beneficial fisheries measures, such as control and data collection as the reformed Common Fisheries Policy is implemented. This agreement supports measures that will help rebuild sustainable fish stocks.



## WESTERN ATLANTIC BLUEFIN TUNA PROTECTED

Atlantic bluefin tuna, among the most valuable and threatened seafood species, gained new protections under a U.S. federal rule amendment that was supported by Oceana. The amendment closed off part of the Gulf of Mexico and Atlantic waters off North Carolina from longline fishing during the spring spawning season. In addition, the rule placed strict limits on bluefin tuna bycatch and requires logline fishing vessels to improve data collection and monitoring. A favorite sushi fish as well as an important top predator in the marine ecosystem, the Atlantic bluefin tuna population has declined by more than 80 percent in recent decades.







## CHILEAN SEAMOUNTS PROTECTED

Thanks in large part to Oceana's efforts, all 117 seamounts (i.e., submerged sea mountains) in Chile are now off limits to bottom trawling or other bottom-touching gear. Bottom trawling bulldozes ocean habitat in pursuit of a few target species and destroys fragile habitats. Chile finalized the new regulation after six years of campaigning by Oceana. Oceana first addressed the issue in 2009 by proposing amendments to Chilean Fisheries Law and has sponsored expeditions to many of Chile's seamounts over the past few years, such as around Salas y Gómez Island, Easter Island and the Juan Fernández islands in order to document important marine diversity and call for protections. Now 68,066 square kilometers of Chile's waters are protected from bottom trawling.



## STRONGEST PROTECTIONS YET FOR FIVE SPECIES OF SHARKS

Oceana contributed to a campaign that led to the listing of five species of sharks under CITES, the Convention on International Trade in Endangered Species of Wild Fauna and Flora. This designation went into effect in 2014 and regulates their global trade in an effort to prevent overexploitation. The shark fin trade is one of the biggest threats to these five species — a brutal and wasteful practice that often involves finning sharks and discarding the body overboard to bleed to death. Overfishing and bycatch are the other main threats. This listing will bring some much-needed control to the global take and trade of these species' meat and fins.





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### **EMERGENCY DRIFT GILLNET PROTECTIONS UPHELD IN THE PACIFIC:**

The National Marine Fisheries Service (NMFS) announced emergency actions to protect endangered sperm whales from the California swordfish and thresher shark drift gillnet fishery, whose mile-long floating nets incidentally capture and drown these endangered animals. The deadly mile-long and hundred-foot-tall drift gillnets, dubbed “walls of death,” are set at dusk, often at key transit points, and left to “soak” until dawn. The nets catch nearly every creature that swims into them. Often, captured sea life is asphyxiated and killed because it is impossible for them to get air either by moving and pushing oxygen through gills or breathing at the surface. The emergency protections enacted time and area closures to reduce interactions with whales,

called for NMFS to shut down California’s drift gillnet swordfish fishery if a single endangered sperm whale was caught and required that fishing vessels using gillnets carry monitoring systems that tracked their real-time locations off the U.S. West Coast.

### **CONSTRUCTION OF THE LARGEST COAL PLANT EVER PLANNED FOR SOUTH AMERICA INDEFINITELY POSTPONED:**

The Castilla plant was planned for the Punta Cachos region of Chile, just a few kilometers from important habitats for Humboldt penguins, sea turtles and one of Chile’s few seagrass meadows. The plant would have disrupted the entire ecosystem by introducing warmer waters and harmful chemicals into the ocean. Oceana’s efforts played a vital role in this postponement.

### **OCEANA LEADS THE CALL AGAINST OFFSHORE OIL EXPLORATION AND DEVELOPMENT ALONG THE EAST COAST:**

Oceana’s campaign efforts led to nine more resolutions opposing Atlantic drilling, bringing the total to 49. In addition to 12 U.S. Senators and 53 U.S. Representatives, an additional 83 East Coast state legislators have publicly come out opposing offshore oil exploration and development.

### **PROTECTIONS FOR DEEP-SEA SHARKS**

**ENACTED:** Oceana succeeded in getting the EU Council of Fisheries Ministers to entirely prohibit the capture or landing of 20 species of vulnerable deep-sea sharks in EU waters.





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### **BALEARIC SEAMOUNT CLOSURES INSTITUTED:**

Spain, following campaigning by Oceana, approved requirements for protecting the vulnerable Balearic Seamounts and will create a new Marine Protected Area (MPA), giving Spain one of the largest protected marine surfaces in Europe. Long-finned pilot whales, bottlenose dolphins, corals and rare carnivorous sponges are endemic to this new protected area.

### **FEDERAL GOVERNMENT TO BETTER MONITOR AMOUNT OF WASTED CATCH IN SOUTHEAST AND GULF FISHERIES:**

The National Marine Fisheries Service (NMFS) announced steps to more accurately analyze the amount and type of wasted catch in Gulf and Southeast region fisheries. Oceana recommended developing a bycatch plan for the region

and also developed a report identifying nine of the most wasteful fisheries in the United States.

### **SPANISH GOVERNMENT PASSES PIRACY LAW:**

The Spanish Government passed a law adopting strong sanctions against Spanish nationals guilty of any kind of involvement in IUU fishing. Since 2010, Oceana has strongly urged the Spanish Government to support this pioneer piece of legislation against IUU fishing worldwide as it eliminates constraints like flags of convenience and shell companies in third party countries.

**BETTER PROTECTIONS IN THE BALTIC:** Denmark plans to significantly expand its bottom trawling ban and to create six new marine protected areas (MPAs) in Kattegat, a strait which connects the Baltic and North

Seas; Finland invited Oceana to participate in developing better management plans for Finnish MPAs; Sweden announced that it will protect 10 percent of the country's marine waters, based on Oceana's proposal.

### **STRONGER SHARK FIN BANS IN THE USA:**

Nine U.S. states and three U.S. territories, in response to advocacy from Oceana and its allies, have now passed bans outlawing the possession, sale, trade and consumption of shark fins, eliminating a large percentage of the U.S. market: 68 percent of the fins imported into the U.S. went to the states that enacted fin bans. Three more states have introduced similar bills.





## OCEANA'S AT-SEA CAMPAIGNS AND EXPEDITIONS

In January 2014, Oceana organized the most comprehensive scientific oceanic expedition ever conducted in Chile's remote Juan Fernández Islands. The Islands, located about 640 kilometers off the coast of Chile, are so biodiverse that the region has been compared to the Galapagos Islands. Colorful corals, lobsters, mollusks and more abound in this chain of islands and seamounts, and the region is home to species found nowhere else in the world. Oceana's expedition led to landmark protections for Chile's seamounts: all 117 have now been declared off-limits to bottom trawling.

In August, Oceana launched an expedition to explore three seamounts that lie between the Balearic Islands of Mallorca, Ibiza and Formentera. The expedition made use of an ROV (underwater robot) capable of descending to depths of up to 3,280 feet, enabling Oceana to map seamounts and areas of ecological importance in real need of conservation and to endorse new proposals for areas of protection.

In September Oceana conducted a month-long expedition to the Canary Islands with the support of the Spanish Biodiversity Foundation and the Ministry

of Agriculture, Food and the Environment, conducting over 10 ROV dives at depths from 260 to 3,200 feet. The team documented impressive biodiversity around the island of El Hierro and gathered more information about seamounts north of Lanzarote, the easternmost Canary Island, and near Sahara, the southernmost point of the Spanish Exclusive Economic Zone. The astounding biodiversity in this area is due in part to varying substrate materials, the steep shelves of the seamounts and a strategic geographic location that attracts species of both temperate and tropical origins. The video, photos and research will form the basis of Oceana's campaign for the creation of a marine national park, the first in Europe.



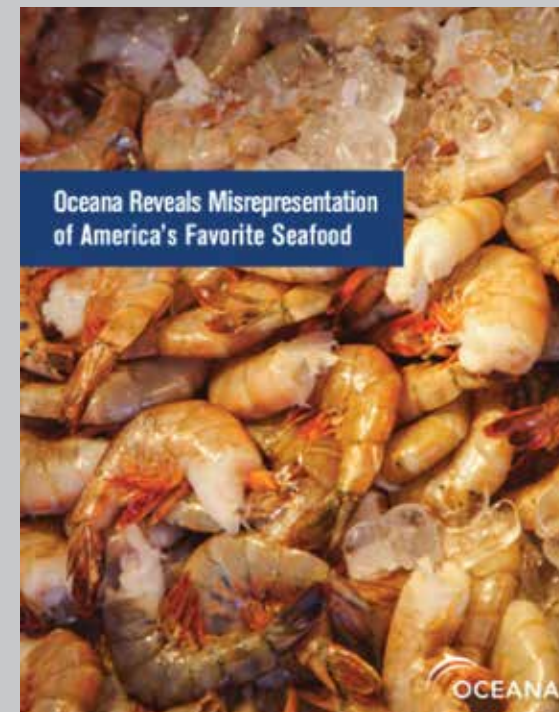
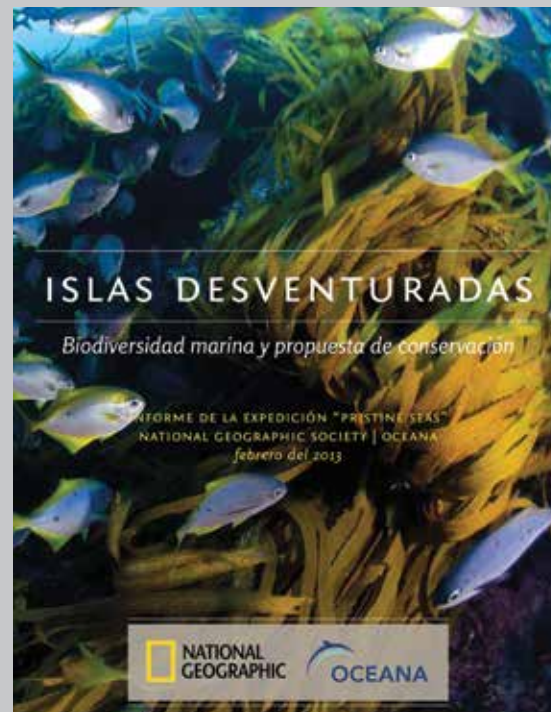
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## OCEANA REPORTS IN 2014

- Oceana proposal for Marine Protected Areas in the Baltic Sea and the Kattegat
- Islas Desventuradas Biodiversidad: Marina y Propuesta de Conservación
- Frozen Future: Shell's ongoing gamble in the U.S. Arctic
- Wasted Catch: Unsolved Problems in U.S. Fisheries
- Save the Oceans, Feed the World
- Exposing California's Dirty Little Secret: The Truth about Drift Gillnets off our Coast
- The Seamounts of the Gorringer Bank
- A system-wide approach to supporting improvements in seafood production practices and outcomes
- Contribución de Oceana a la consulta de la Comisión sobre el empleo de redes de enmalle a la deriva de pequeña escala
- Wasted Catch: The Price of Waste in the U.S. Fishing Industry
- Oceana recommendations on fishing opportunities for 2015 - Baltic Sea Stocks
- The Bering Strait Marine Life and Subsistence Data Synthesis
- Shrimp: Oceana Reveals Misrepresentation of America's Favorite Seafood









## OCEANA ONLINE AND IN THE NEWS

By the end of 2014, Oceana built a supporter base of close to 1 million supporters, including 600,000 Wavemakers, 167,000 Facebook fans, 38,000 Instagram followers and several thousand followers on YouTube and Google Plus. Oceana successfully engaged more than 200,000 of our supporters to take at least one action.

Oceana was also widely featured in the media with thousands of press hits — from high-profile television appearances to recognition in prominent newspapers and websites. A few highlights, Oceana, Google and SkyTruth's new technology platform, Global Fishing Watch, was covered in several topline publications including the Wall Street Journal. CEO Andy Sharpless'



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© Nicholas Koon

talk at The Economist's World Ocean Summit was covered by National Geographic; Oceana's expedition to Juan Fernandez Island generated a four page feature in Chile's most important newspaper, El Mercurio; actress Rashida Jones went on NBC's "Late Night with Jimmy Fallon" and discussed her work with Oceana; a new single-celled species was discovered in oceans off the coast of Spain and named after Oceana, generating press coverage in 29 languages and news about our seafood fraud campaign received massive coverage including being featured in the A section of The Washington Post.

### ORGANIZATIONAL

News about Oceana's grants from the Leonardo DiCaprio



© Tom Vickers

Foundation and Bloomberg Philanthropies generated coverage by The Financial Times, The Atlantic, Scientific American, USA Today, The Washington Post and ABC News among many others. CEO Andy Sharpless' book, The Perfect Protein, was covered in Prevention, MSN, Yahoo!, Real Simple Magazine and on the Thom Hartmann Program.

Oceana's celebrity supporters generated great press for Oceana. US Weekly covered Miranda Cosgrove's support of Oceana. Leonardo DiCaprio spoke at the summer SeaChange party, generating press hits from People, ABC News, Variety, UK Daily Mail and many others.





Oceana launched new celebrity PSA campaigns featuring Miranda Cosgrove advocating against seismic testing and big-wave surfer Maya Gabeira urging people to “help the oceans catch a break.” PSAs featuring actresses Cobie Smulders and Aimee Teegarden also continued to run. Additional coverage of Oceana was featured on CBS News Sunday Morning, Extra TV, OK! TV, and in Los Angeles Confidential, US Weekly magazine, InStyle, LA Mag and Just Jared.

#### UNITED STATES

Oceana, Google, and SkyTruth partnered to announce the prototype for Global Fishing Watch, a new big-data technology platform that provides an unprecedented global

view of commercial fishing and human interaction with the oceans. The media rollout resulted in coverage by The Financial Times, The Wall Street Journal, Wired, CNN International, FOX, The Sydney Morning Herald, NPR, The Atlantic, Forbes, CBS News, The Christian Science Monitor, National Geographic, Treehugger and Grist.

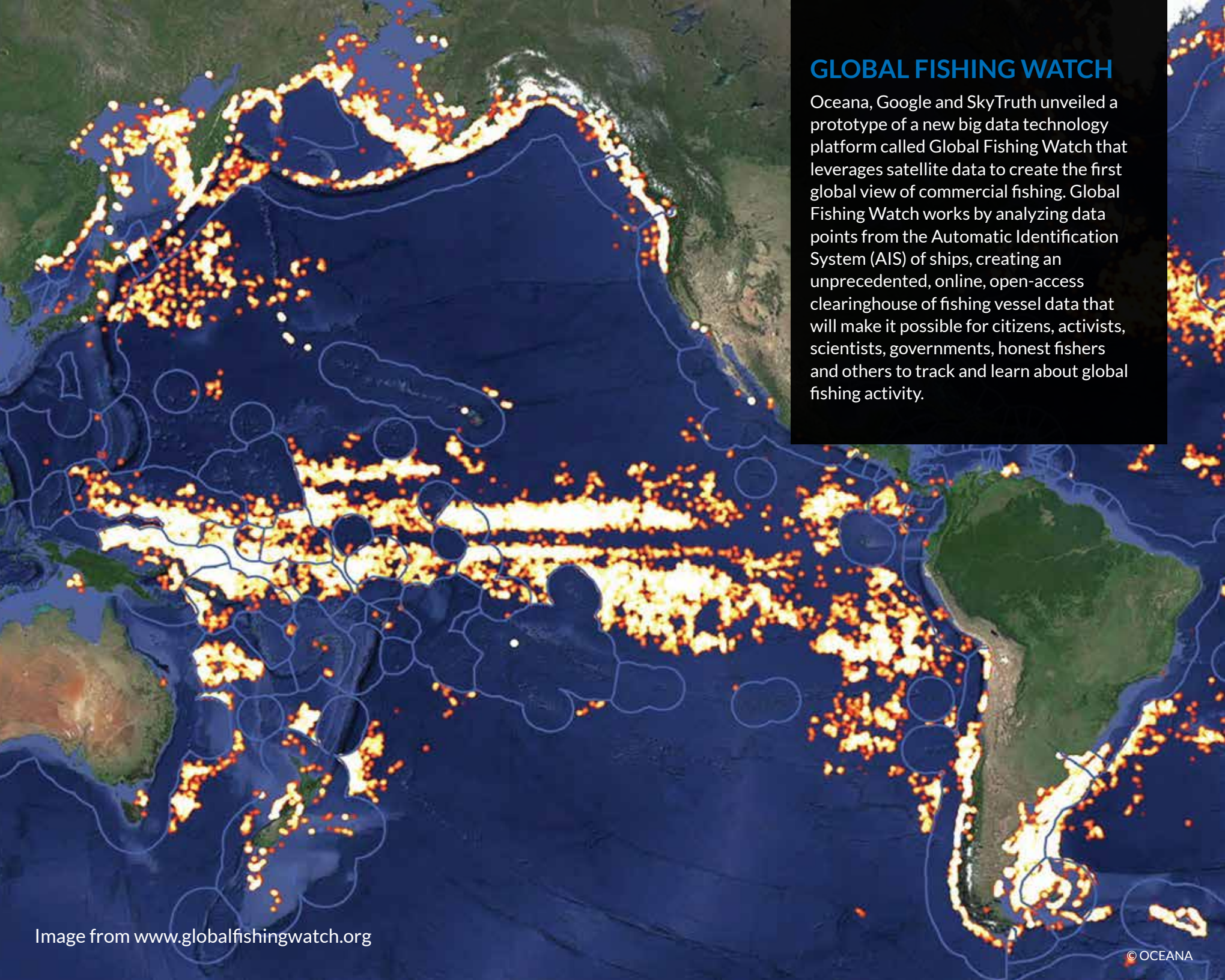
Oceana’s work on seafood mislabeling continued to appear in stories about fraudulent foods, including those by Time, BuzzFeed, The Guardian, Daily Mail, Seafood International and Bloomberg BNA, which quoted Oceana extensively in a story about the impacts of seafood fraud on our economy, health and oceans. In October, Oceana released a new study revealing misrepresentation of

America’s favorite seafood — shrimp — in 30 percent of the 143 products it tested. Highlights from resulting coverage came from The Washington Post (section A), Forbes, CNN, CBS News, The Atlantic, The Christian Science Monitor, Mother Jones, Time, National Geographic, The Weather Channel and a live segment on Fox Business.

#### EUROPE

In May, news broke of a new single-celled organism discovered by and named after Oceana, *Spiculosphon oceana*, highlighting how little is still known about the oceans and the creatures that live in them. The resulting story was published in 29 languages, including Thai, Korean, Persian and Arabic, to name a few. Websites for





**GLOBAL FISHING WATCH**

Oceana, Google and SkyTruth unveiled a prototype of a new big data technology platform called Global Fishing Watch that leverages satellite data to create the first global view of commercial fishing. Global Fishing Watch works by analyzing data points from the Automatic Identification System (AIS) of ships, creating an unprecedented, online, open-access clearinghouse of fishing vessel data that will make it possible for citizens, activists, scientists, governments, honest fishers and others to track and learn about global fishing activity.

Image from [www.globalfishingwatch.org](http://www.globalfishingwatch.org)





National Geographic, De Morgen, Scientific American, The Washington Post, CNN, Daily Mail, BBC, Le point, Focus, Die Welt, Público and China Times picked up the news as did Süddeutsche Zeitung (the best-selling German newspaper), QN (an Italian newspaper) and ABC (a Spanish newspaper).

Several European campaigns generated considerable press interest, including Oceana's campaign to protect key habitat. The related Balearic Islands Expedition, which contributed to protections for several seamounts, was covered by Spain's major newspaper El Pais as well as TVE, Cuatro, and Tele 5, three major Spanish news channels. Images from the voyage ran in UK's The Guardian.

The responsible fishing campaign, which focused on illegal, unregulated and unreported fishing, deep sea fishing quotas and the European Commission's decisions on sustainable fishing garnered coverage in English, French, Spanish, and Italian both online and in print from the Agenzia Nazionale Stampa Associata (ANSA), a major Italian news agency, Spanish wires EFE and Europa Press, Agence France Press (AFP) and Canal among others.

#### CHILE

Oceana's clean energy campaign in Chile generated considerable press interest. In March, a few days after President Bachelet took office, Oceana asked her to reject the Dominga project for a plant planned for construction near Punta de Choros which threatens the extraordinary ecosystem and the livelihoods of the local community. The press release was widely covered in Chilean media outlets such as El Dinamo, 24 Horas, El Ciudadano and La Nación. National newspaper La Tercera published an op-ed piece by Oceana Vice President Alex Muñoz about the energy agenda and national TV channel Chilevisión issued a feature about the so-called sacrifices zones in Chile, areas with the largest number of polluting industries. Relatedly, Oceana reacted immediately to an oil spill in Quintero Bay and coverage was featured in major dailies including El Mercurio Valparaíso and La Tercera as well as national TV stations.

Oceana's expeditions in the Juan Fernández Archipelago and Desventuradas Islands continued to capture audiences: The national daily El Mercurio published a 4 page full color feature about Oceana's expedition to the Juan Fernández Archipelago and the digital nature

magazine Chile Indómito published a 12 page photo story about discoveries made by National Geographic and Oceana during the expedition to Desventuradas Islands in February 2013.

#### BELIZE

Every year approximately 10 thousand visitors travel to enjoy the beauty of the Great Blue Hole and the Lighthouse Reef Atoll in Belize. But Belize's First Family — Prime Minister Dean Barrow, his wife Kim, and daughter Salima — had never had a chance to visit this World Heritage Site until Oceana arranged a visit for them in August 2014, generating extensive in-country news coverage. National concerns about the Puerto Azul project, a luxury resort planned for this exact same locale, continued to dominate local news coverage and Oceana was featured in various media outlets including local talk shows, national television and radio decrying the plans for development.

#### PHILIPPINES

Oceana officially launched in the Philippines on November 3 with a national symposium on fisheries, generating Oceana's first media coverage in country.

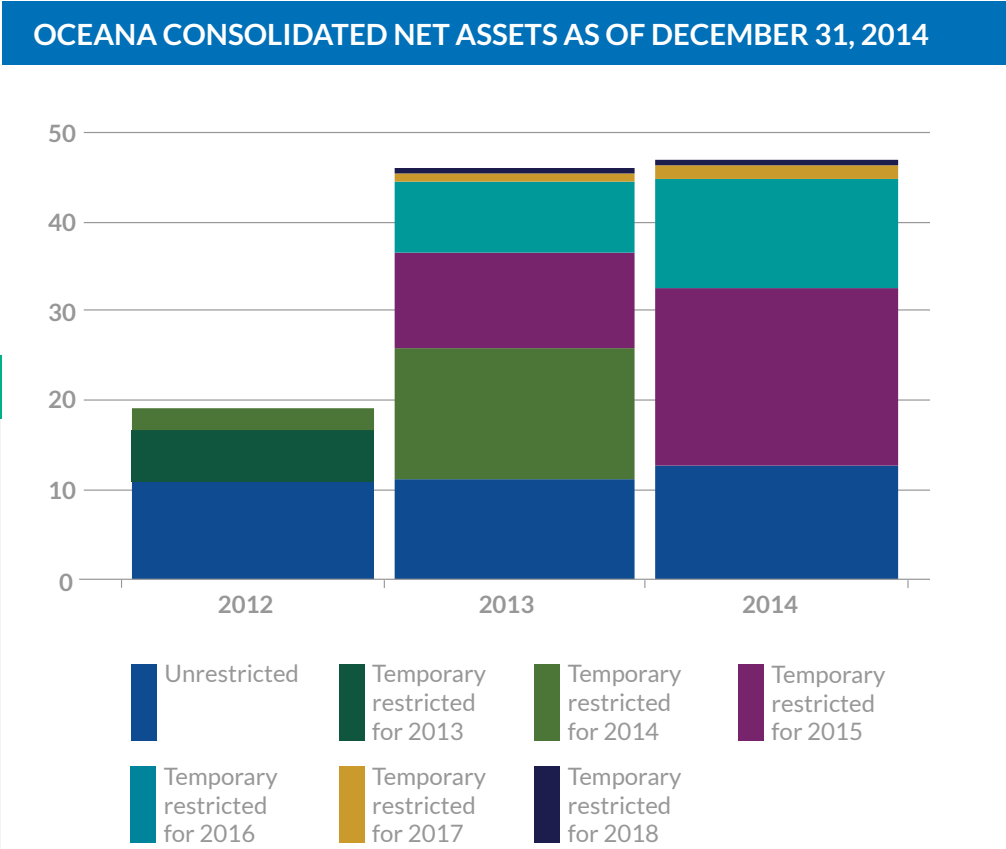
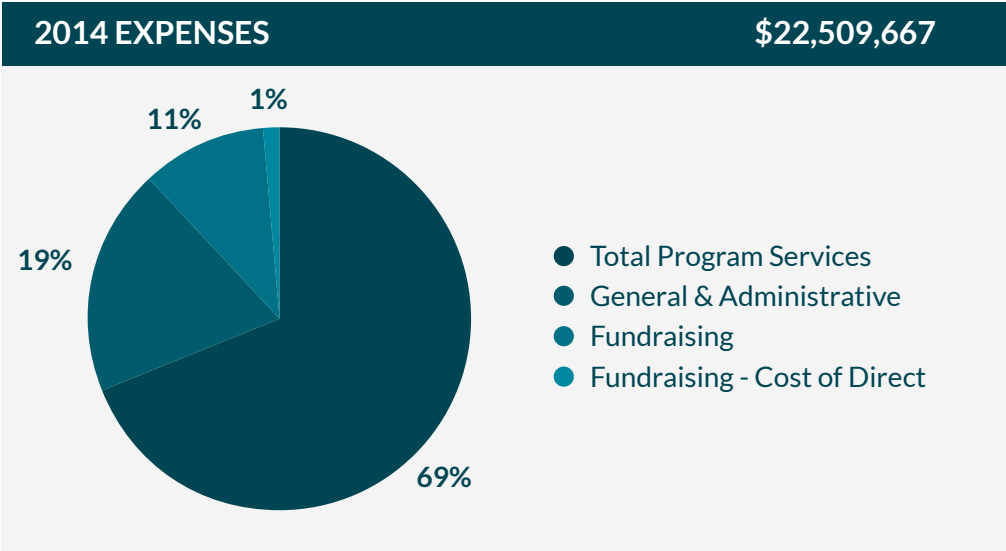
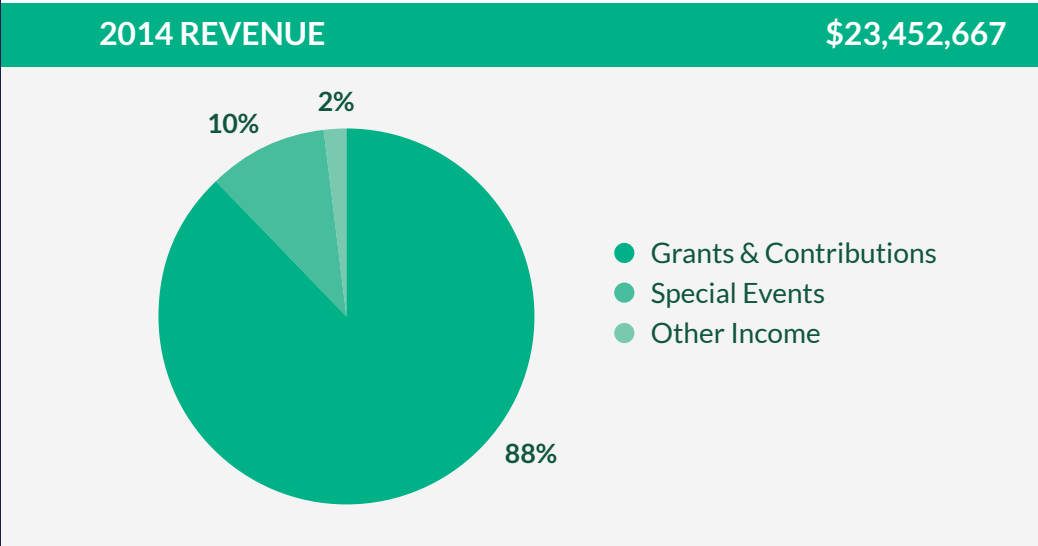
Oceana’s support comes from foundations, organizations and individuals in more than 82 countries.

Oceana’s contributors provided the support that is essential to our campaigns to preserve and rebuild ocean life. Oceana received revenue and support of approximately \$24 million in unrestricted funds, including the release of approximately \$18 million in time- and program-restricted gifts for which commitments had been received in the current and prior years.

Oceana continues to benefit from significant multi-year grant commitments, which is a major reason why Oceana ended the year with just over \$45 million in net assets. Expenses were approximately \$23 million in 2014. Of every dollar of expenses, approximately 69 cents were spent directly on Oceana’s programs. The remainder was spent on general and administrative costs (about 19 cents), raising funds (about 11 cents), and good/services for which event ticket purchasers paid (approximately 1 cent).

Financial data was derived from audited financial statements, copies of which are available upon request, and are posted on the websites for the following Oceana entities: Oceana, Inc.; Fundacion Oceana; Oceana Belize; Oceana Brasil; Oceana Philippines; and Oceana Canada. Donations to the various Oceana entities may be tax deductible.

Oceana, Inc.  
Attn: Development Department  
1350 Connecticut Ave. NW, 5th Floor  
Washington, D.C. 20036  
info@oceana.org  
1.202.833.3900





## 2014

	UNRESTRICTED	TEMPORARILY UNRESTRICTED	TOTAL
<b>REVENUE AND SUPPORT</b>			
Grants and Contributions	3,109,354	17,942,934	21,052,288
Special Events	2,421,211	-	2,421,211
Rental Income	42,248	-	42,248
Investment Income	7,378	-	7,378
In-Kind Revenue	316,366	-	316,366
Miscellaneous	43,326	-	43,326
Foreign Current Transaction (Gains) Losses	(430,150)	-	(430,150)
Net Assets Released from Restrictions:			
Satisfaction of Time Restrictions	7,972,442	(7,972,442)	-
Satisfaction of Program Restrictions	10,487,123	(10,487,123)	-
<b>TOTAL REVENUE AND SUPPORT</b>	<b>23,969,298</b>	<b>(516,631)</b>	<b>23,452,667</b>
<b>EXPENSES</b>			
<b>PROGRAM SERVICES</b>			
United States Oceans	5,105,768	-	5,105,768
International Activities	7,105,790	-	7,105,790
Communications	1,715,300	-	1,715,300
Law	657,163	-	657,163
Marine Science	951,605	-	951,605
Oceana Advocacy Resources	11,075	-	11,075
<b>TOTAL PROGRAM SERVICES</b>	<b>15,546,701</b>	<b>-</b>	<b>15,546,701</b>
Supporting Services			
General and Administrative	4,307,334	-	4,307,334
Fundraising - Cost of Direct Benefit to Donors	281,564	-	281,564
Fundraising - Other	2,373,865	-	2,373,865
<b>TOTAL SUPPORTING SERVICES</b>	<b>6,962,763</b>	<b>-</b>	<b>6,962,763</b>
<b>TOTAL EXPENSES</b>	<b>22,509,464</b>	<b>-</b>	<b>22,509,464</b>
CHANGE IN NET ASSETS	1,459,834	(516,631)	943,203
NET ASSETS (BEGINNING OF YEAR)	11,220,702	34,822,820	46,043,522
NET ASSETS (END OF YEAR)	\$12,680,536	\$34,306,189	\$46,986,725

## PLEASE GIVE TODAY TO HELP US REBUILD OCEAN ABUNDANCE

### DONATE TO OCEANA

Each of us has the power to help save the oceans and feed the world. The support of people like you allows Oceana to carry out targeted campaigns to end overfishing, limit bycatch, protect habitats and curb ocean pollution. With your help, Oceana can win victories that will help to restore the ocean's bio-diversity and abundance for generations to come. Become part of a growing circle of ocean advocates by joining Oceana today.

### BENEFITS TO CONTRIBUTORS

All Oceana supporters who give \$1,000 or more annually receive a variety of benefits, including our magazine, invitations to special events and VIP receptions, political updates and exclusive briefings by Oceana scientists and policy experts from around the world.

### U.S. TAX DEDUCTION FOR DONATION

Oceana is designated as a tax-exempt organization under Section 501(c)(3) of the U.S. Internal Revenue Code, so donations are tax-deductible.

### HOW YOU CAN SUPPORT OCEANA

You can support Oceana financially by sending us a check at the address below or by credit card. Please call the number below or visit [www.oceana.org/donate](http://www.oceana.org/donate). Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Oceana appreciates your ongoing support and understands that you may cancel this contribution at any time. You may also contact us concerning gifts of stock, matching gifts and gifts made through workplace giving programs.

### DONATE LIFETIME PLANNED GIFTS AND BEQUESTS

You may support Oceana and receive tax benefits during your lifetime through planned giving. Please consult your financial advisor or contact us for further information. If you are considering supporting Oceana through a bequest, please let us know so that we can acknowledge your support and ensure you receive information about our campaigns and invitations to our

events. To discuss planned gifts, please contact the Major Gifts team at

Oceana Development Department  
1350 Connecticut Ave. NW, 5th Floor  
Washington, DC 20036  
1.202.833.3900 | [www.oceana.org/give](http://www.oceana.org/give)  
[fortheoceans@oceana.org](mailto:fortheoceans@oceana.org)

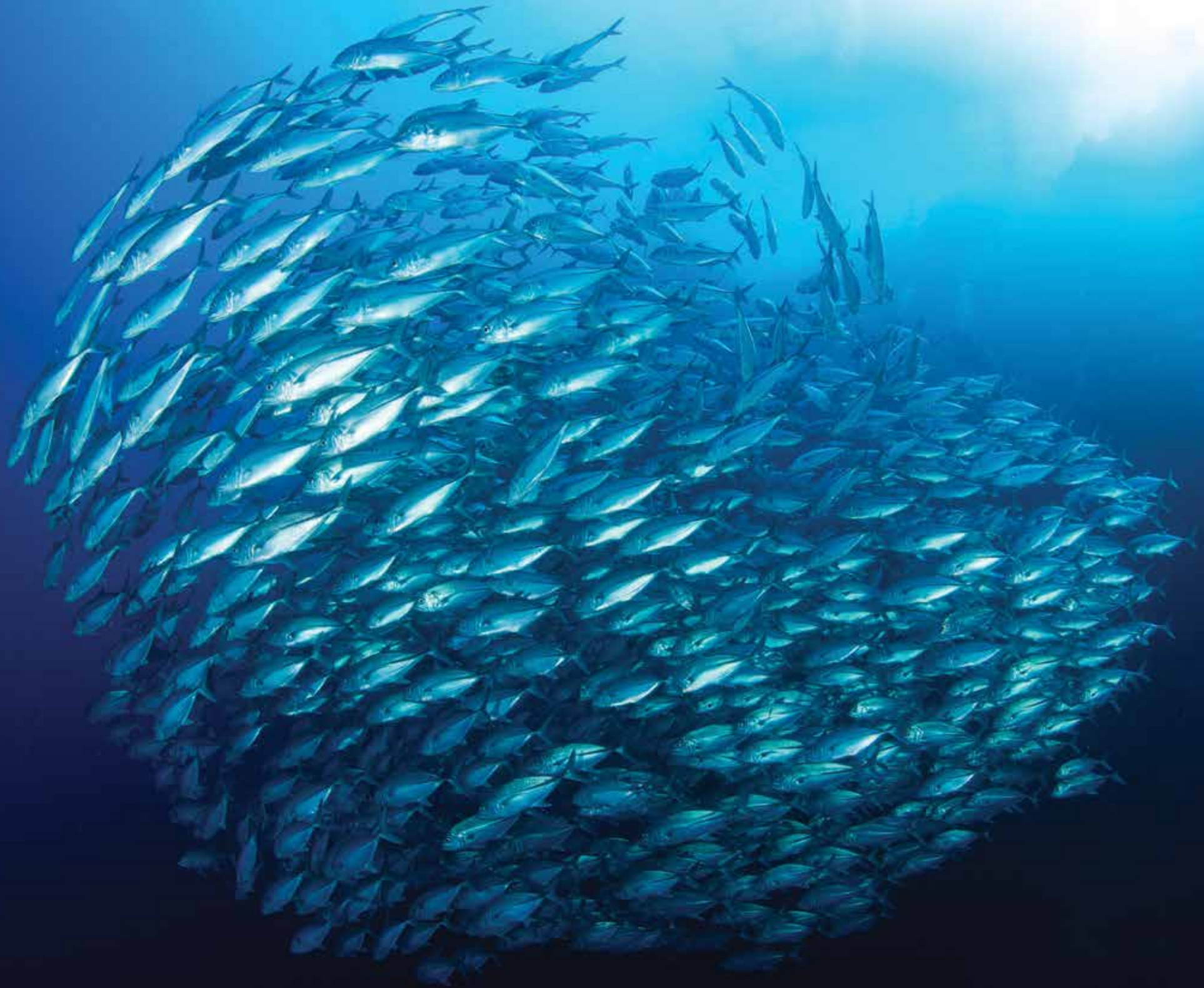
### MAKE EVERY DAY EARTH DAY

Oceana is a member of EarthShare, a federation that represents the nation's most respected environmental and conservation charities in hundreds of workplace giving campaigns across the country. EarthShare's payroll contribution program allows donors to direct their contribution to Oceana, to any combination of EarthShare's members, or to all of them through one general gift to EarthShare. To find out more about how you and your workplace can support Oceana through an EarthShare campaign, please call Oceana at 1.202.467.1949 or visit [earthshare.org](http://earthshare.org).



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Oceana gratefully acknowledges the generous in kind support it receives each year to help further its mission.

\*Indicates a contribution made to Oceana Canada, an independent charity.





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 Gabriel Vianna

### CANADA

Josh Laughren  
 Stephanie Van Laeken

### CHILE

Paulina Bühler  
 Javiera Calisto  
 Paula Díaz  
 Rosa Garay  
 Matthias Gorny  
 Alex Muñoz  
 Tania Rheinen  
 Liesbeth van der Meer  
 Pablo Vidal

### EUROPE

Christina Abel  
 Ricardo (Riki) Aguilar Rubio  
 Helena Alvarez  
 Maria Bakraie  
 Leah Jane Barret  
 Andrzej Bialas  
 Jorge Blanco  
 Marta Carreras Rivera  
 Ester Casado  
 María José Cornax Atienza  
 Eduardo (Guayo) de Ana Saldaña  
 Soraya de Miguel Fernandez  
 Nicolas Fournier  
 Silvia García Perez  
 Philippe Gouzer  
 Lasse (Lars) Gustavsson  
 Agnes Lisik  
 Javier Lopez  
 Maribel Lopez  
 Marta Madina Garcia

Vice President-Brazil  
 Administration Officer  
 Scientist  
 Administrative and Finance Analyst  
 Marine Scientist

Executive Director, Oceana Canada  
 Executive Assistant

Secretary  
 Campaign Manager, Pollution  
 Communications Assistant  
 Chief Operating Officer  
 Scientific Director  
 Vice President for South America  
 Press Manager  
 Fisheries Campaign Director  
 Administrative Officer

Marine Scientist  
 Science Director  
 Marine Habits Scientist  
 Communications Officer-Baltic Project  
 Baltic Project Administration Assistant  
 Marine Scientist & Policy Advisor  
 Marine GIS Analyst  
 Marine Scientist  
 Executive Assistant  
 Fisheries Campaign Manager  
 Webmaster/IT  
 Accountant & Finance Officer  
 Office Coordinator & Policy Advisor  
 Marine Scientist  
 Development Advisor  
 Senior Vice President, Europe  
 Policy Advisor  
 Marine Scientist  
 Administrative & HR Director, Europe  
 Communications & Development  
 Director, Europe

## OCEANA STAFF

### BELIZE

Alain Alexis  
 Alyssa Carnegie  
 Isani Chan  
 Janelle Chanona  
 Alexander Ellis  
 Amelita Knowles  
 Denroy Olivas  
 Macreena Puc

Office Assistant  
 Communications Director  
 Marine Scientist  
 Vice President, Belize  
 Videographer  
 National Grassroots Coordinator  
 Driver/Messenger  
 Receptionist

### BRAZIL

Bruno Cabral  
 Rodrigo dos Santos  
 Ulisses Lacava  
 Antonio Lezama

Executive Assistant  
 Scientist  
 Communications Director  
 Scientist



Pilar Marin Cabeza  
 Cynthia McNaught-Hernandez  
 Jesus Molino  
 Agata Mrowiec  
 Xavier Pastor  
 Hanna Paulomäki  
 María Perez  
 Allison Perry  
 Clare Rickerby  
 Ángeles Saez Garcia  
 Natividad Sanchez Martin  
 Neal Storan  
 Ilaria Vielmini  
 Vanya Vulperhorst

## PERU

Patricia Majluf

## PHILIPPINES

Jenny Amancio  
 Yasmin Arquiza  
 Christine Dar-Sicada  
 Candeze Mongaya  
 Daniel Ocampo  
 Marianne Pan-Saniano  
 Gloria (Golly) Ramos  
 John Riturban

## UNITED KINGDOM

Tim Keenan

## UNITED STATES

Akash Amin  
 Rebecca (Becca) Antonoplos  
 Stacy Baez  
 Matthew Bebout  
 Eric Bilsky  
 Ashley Blacow  
 Gib (Gilbert) Brogan  
 Alexandra Browne  
 Travis Campbell  
 Mhelissa Capati  
 Katie Cardenas

Marine Habitats Scientist  
 Campaign Assistant/Receptionist  
 Logistics Assistant  
 Communications Officer  
 Senior Vice President, Europe  
 Baltic Marine Scientist  
 Development Officer  
 Marine Wildlife Scientist  
 Senior Accountant  
 Documentalist  
 Senior Communications Officer  
 Communications Officer  
 Marine Scientist (Mediterranean)  
 Policy Advisor (Subsidies)

Vice President, Peru

Office Administrative Assistant  
 Communications Director  
 Executive Assistant  
 Communications Associate  
 Campaign Manager, General Policy  
 Scientist  
 Vice President, Philippines  
 Administration & Finance Assistant

Director of Development for UK

Help Desk Specialist  
 Administrative Assistant, Pacific  
 Science Fellow  
 Project Coordinator  
 Assistant General Counsel  
 Policy & Communications Manager, Pacific  
 Fisheries Campaign Manager  
 Associate, Marketing & Corporate Relationships  
 Senior IT Administrator  
 Junior Accountant  
 Marketing Associate

Marcelo Co  
 Mariel Combs  
 Trudy Contessa  
 Dustin Cranor  
  
 Zara Currimjee  
  
 Liliana Del Mar  
 Julia Dickerson  
 Claire Douglass  
 Cheryl Eldemar  
 Brianna Elliott  
 Benjamin Enticknap

Rosie Ettenheim  
 Janay Eubanks  
 Melissa Forsyth  
 Jonathan Frank

Tess Geers  
 Pamela George  
 Nancy Golden  
 Alex Gray  
 Charlotte Grubb  
 Diane Hall  
 Erin Handy  
 Cheryl Haro  
 Jenna Henderson

Michael Hirshfield  
 Lianne Holzer  
 Jennifer (Jenny) Jones  
 Amanda Keledjian  
 Sara Kennedy  
 Konstantin Kostadinov  
 Chris Krenz

Heather Lane  
 Leslie LaRose  
 Sera Lawrentz  
 Michael LeVine  
 Lara Levison

Director of Finance  
 Pacific Council  
 Director of Human Resources  
 Communications Director, U.S.  
 Campaigns  
 Trade & International Fisheries Policy  
 Fellow  
 HR Coordinator  
 Receptionist/Office Coordinator  
 Campaign Director, Climate & Energy  
 Office Manager, Pacific  
 Online Content Editor  
 Campaign Manager & Senior Scientist,  
 Pacific  
 Graphic Designer  
 Helpdesk Specialist  
 Multimedia Producer  
 Senior Manager, Marketing & Corporate  
 Relationships  
 Marine Scientist  
 Senior Manager, West Coast Events  
 Vice President of Development  
 Digital Campaigner  
 Marine Economist  
 Accounting Manager  
 Campaign Organizer, Climate & Energy  
 Manager, Executive Department  
 Administrative Manager, Science &  
 Strategy  
 Chief Scientist & Strategy Officer  
 Executive Assistant  
 Administrative Assistant, Pacific  
 Marine Scientist  
 Controller  
 Senior IT Manager  
 Arctic Campaign Manager & Senior  
 Scientist  
 Senior Director of Institutional Giving  
 Paralegal  
 Executive Assistant  
 Senior Pacific Counsel  
 Federal Policy Director



Matthew Littlejohn

Beth Lowell

Amélie Malafosse

Brianne Mecum

Katie (Kathryn) Melchior

Andrew Menaquale

Susan Murray

Nancy O'Connor

Shannon O'Neill

Lauren Parks

Elizabeth Pincumbe

Nancy Pyne

Christina Reichert

Kristen Robinson

Nicole Rockwell

Courtney Sakai

Jacqueline Savitz

Christopher Sharkey

Andrew Sharpless

Marianne Shearer

Geoff (Geoffrey) Shester

Samantha Siegel

James Simon

Lora Snyder

Tanvir Sra

Margot Stiles

Randy Sturgill

Dedria Taylor

Amelia Vorpahl

Kim Warner

Jon Warrenchuk

Deborah (Debbie) Washington

Kathy Whelpley

Beth White-Collins

Taylor Witkin

Caroline Wood

Senior Vice President, Strategic  
Marketing & Communications

Senior Campaign Director

International Strategy Manager

GIS Analyst, Pacific

Administrative Assistant, Marketing &  
Communications

Campaign Energy Analyst

Deputy Vice President Pacific

Director, Foundations (DC)

Senior Communications Manager

Director, Digital Engagement

Administrative & Campaign Associate

Grassroots Campaign Manager, Climate  
& Energy

Law Clerk

Donor Relations Manager

Grants Compliance & Reporting Officer

Chief of Staff for the President

Vice President, U.S. Oceans

Chief Financial Officer

Chief Executive Officer

Senior Director, Donor Relations

California Campaign Director

Campaign Organizer, Climate & Energy

President & General Counsel

Ocean Advocate

Global IT Fellow

Director, New Campaign Development

Senior Organizer

Staff Accountant

Communications Manager

Senior Scientist

Senior Ocean Scientist

Payroll/AP Clerk

Director, Institutional Giving

IT Director

Science Fellow

Campaign Organizer, Climate & Energy -  
Arlington County, Northern Virginia



## BOARD OF DIRECTORS

### SIMON SIDAMON-ERISTOFF, CHAIR

Sidamon-Eristoff leads the tax-exempt organizations group at Kalbian Hagerty LLP in Washington, DC. He has deep experience working with national and international nonprofit organizations, both as a board member and as a staff member. His nonprofit experience includes chairing the boards of both the Chesapeake Bay Foundation and American Friends of Georgia. He has also served as General Counsel for American Farmland Trust, and as a staff attorney for the Trust for Public Land and the Rails-to-Trails Conservancy.

### VALARIE VAN CLEAVE, VICE CHAIR

Van Cleave's business career encompasses work in mergers and acquisitions, sales and marketing and new business development. She has spearheaded successful fundraising efforts for political campaigns and conservation advocacy. She co-founded and co-chairs SeaChange, a record-breaking benefit for Oceana.

### MARÍA EUGENIA GIRÓN, TREASURER

María Eugenia Girón joined Oceana's board of directors in 2006, shortly after her tenure as chief executive officer of Carrera y Carrera, Spain's top jewelry manufacturer and one of the world's leading luxury brands. María Eugenia is an active lecturer, teacher and adviser at various universities and business schools. She brings to Oceana a vast knowledge of strategic planning, marketing and public relations. In 2004, María Eugenia was nominated for "Women Executive of the Year" by the Spanish Federation of Women CEOs and Professionals.

### KEITH ADDIS, PRESIDENT

Addis is the co-founder of Industry Entertainment, a leading management and production company. He is also a longtime environmentalist. Prior to joining Oceana's board, Addis was the Chairman of the American Oceans Campaign (AOC). Under his leadership, AOC — founded

by Addis's longtime friend and client Ted Danson — achieved victories on key marine issues including bottom trawling and offshore oil drilling. AOC merged with Oceana in 2001.

### JAMES SANDLER, SECRETARY

Sandler was a member of Oceana's founding Board of Directors and is in charge of the Sandler Foundation's environmental giving.

### HERBERT M. BEDOLFE, III

Bedolfe, the executive director of the Marisla Foundation, was one of Oceana's founders and led the organization from 2002 until 2008. Under his leadership, Oceana's efforts led to many victories for the oceans including the protection of over 640 million acres of ocean habitat from destructive bottom trawling, the commitment by the world's second largest cruise line to stop dumping inadequately treated sewage and wastewater into the ocean and a decision by the European Union to shut down illegal driftnetters and thereby potentially save up to 25,000 juvenile bluefin tuna from being caught.

### TED DANSON

To most, Ted Danson is known for TV and movie acting roles, but for those in the conservation movement, he is much more famous for his work as a passionate ocean advocate and Oceana spokesman. Danson helped create the American Oceans Campaign in 1987, which eventually became Oceana in 2001. In the last two decades, Ted's stellar acting career has been complimented by his staunch ocean advocacy, appearing in public service announcements, appealing to donors and testifying to the government on the condition of our oceans.

### SYDNEY DAVIS

Davis is a jewelry designer and activist. She and her husband, Andrew, are advocates for numerous

environmental and educational causes. Through their family foundations, they work to protect and improve the lives of children, a goal that cannot be achieved without safeguarding the world's oceans. Davis serves on the Board of Directors of EarthEcho and is on The Lady Bird Johnson Wildflower Center Advisory Council at the University of Texas in Austin. She is also an active member of Oceana's Ocean Council.

### CÉSAR GAVIRIA

Gaviria served as the President of Colombia from 1990 to 1994, and as Secretary General of the Organization of American States from 1994 until 2004. During his four-year presidential term, Colombia drafted a new, more democratic constitution.

### LOIC GOUZER

Gouzer is an International Specialist and Senior Vice President for the Post-War & Contemporary Art Department at Christie's Auction House. Joining Oceana's board of directors in 2013, he uses his position in the art world to raise money and draw attention to ocean conservation. Gouzer is also an avid freediver.

### STEPHEN P. MCALLISTER

McAllister is a successful real-estate developer. Stephen became executive director of Greenpeace Australia in 1989 and from 1990-1991, he was deputy executive director and campaign director of Greenpeace International at its headquarters in Amsterdam. In 2005, McAllister donated the use of the Ranger catamaran to Oceana.

### MICHAEL NORTHROP

Northrop is program director for the Rockefeller Brothers Fund's global and domestic Sustainable Development program, where he focuses on climate change, forest protection and marine conservation. Northrop moonlights as a lecturer at Yale University



where he teaches a graduate course on environmental campaigns at the Forest and Environmental Studies School. Previous positions have included a stint as Executive Director of Ashoka, an international development organization that seeks and supports public service entrepreneurs working around the globe.

### DR. KRISTIAN PARKER

Parker was a member of Oceana's founding Board of Directors. He is a trustee of the Oak Foundation, based in Switzerland, and oversees Oak's environment program. Parker is also a marine biologist and received his Ph.D. in environmental sciences from Duke University.

### DR. DANIEL PAULY

Pauly is a renowned fisheries scientist. Since 1994, Pauly has been a professor at the Fisheries Centre, University of British Columbia. He currently serves as the principal investigator of the Sea Around Us Project at the Fisheries Centre, where his global, multi-year analyses of marine ecosystems has allowed him to reach startling and important conclusions, most critical among them that fish populations are declining rapidly all over the world.

### SUSAN ROCKEFELLER

Rockefeller is a documentary filmmaker whose award-winning films have appeared on HBO and PBS. Rockefeller also authored the ground-breaking *Green At Work* (Island Press) that helped usher environmentally-friendly jobs into nontraditional arenas. She's also a designer of inspirational jewelry. She sits on the Program Committee of The Stone Barns for Sustainable Agriculture, the Global Leadership Council for NRDC, the Audubon's Women in Conservation, and is Chairwoman of Oceana's Ocean Council. Rockefeller holds a BA from Hampshire College and a MA in education from NYU.

### HEATHER STEVENS

Stevens and her husband founded The Waterloo Foundation, based in the UK, which she now chairs.

Waterloo's environmental efforts are focused on marine work and tropical forest conservation. The Foundation has funded considerable work in the marine sector including campaigns to combat illegal fishing in west Africa and to improve the fishing industry and marine life in the Pacific Coral Triangle.

### DIANA THOMSON

Diana Thomson is Chair of The Nikita Foundation, a Toronto-based charity she co-founded in 2012. The Nikita Foundation supports charitable initiatives in the areas of health, education, and environmental protection.

### ROGIER VAN VLIET

Rogier van Vliet is chairman of Adessium Foundation. Adessium Foundation is a Dutch fund founded in 2005. It is a privately funded public benefit organization that provides financial support to charitable organizations in the Netherlands and worldwide. Adessium Foundation aspires to a world in which people live in harmony with each other and with their environments. Since 2002, Mr. Van Vliet has also been a director at Multifund, a private investment company.

### SAM WATERSTON

As a member of Oceana's board of directors, Waterston brings to the organization a wealth of talent and resources in support of Oceana's programming and mission. As an actor, his trophy case includes television awards such as the Emmy, Golden Globe and Screen Actors Guild and theater awards like the OBIE and Drama Desk. Other accolades include an Academy Award nomination for his role as journalist Sydney Schanberg in 1984's *"The Killing Fields"* and six Emmy Award nominations for his roles in *"I'll Fly Away"* and *"Law & Order."* Waterston grew up in New England, where he saw the effects of fisheries collapses on the life of seaside towns.



# OCEAN COUNCIL

**SUSAN ROCKEFELLER**

Chair of the Ocean Council

**JULIE TAUBER MCMAHON**

Vice Chair

**VIOLAINE BERNBACH**

Ocean Advocate

**CAROLYN MARKS BLACKWOOD**

Filmmaker

**KEELY AND PIERCE BROSNAN**

Actor

**DEBORAH BUCK**

Buck House

**AMY AND GARY CHURGIN**

Ocean Advocates

**BARBARA AND BERTRAM COHN**

Activists

**ANN COLLEY**

The Moore Charitable Foundation

**ANDREW DAVIS**

Ocean Advocate

**SYDNEY DAVIS**

Ocean Advocate

**MICHAEL DERSHEWITZ**

Brencourt Advisors

**BARBARA ETTINGER AND SVEN HUSEBY**

Filmmakers

**LISE EVANS**

Ocean Advocate

**CHRISTINA FALCO AND MICHAEL FRUMKIN**

Activists

**JOANNA AND BRIAN FISHER**

Ocean Advocates

**KELSEY GRAMMER**

Actor

**MARJORIE HARRIS**

Ocean Advocate

**JULIE HILL**

CEO, The Hill Company

**CAREY HOTCHKIS**

Hotchkis Foundation

**HARDY JONES**

Blue Voice

**ANGELA AND J. STEPHEN KILCULLEN**

Nomura Securities

**ROBERT AND ARLENE KOGOD**

Robert P. and Arlene R. Kogod Family Foundation

**SLANE HOLLAND LIGHTBURNE**

Ocean Advocate

**WILLA AND TED LUTZ**

Activists

**DEDE MCMAHON**

Ocean Advocate

**TIFFANY MOLLER**

Co-founder/CEO Parasol, LLC

**AARON PEIRSOL**

Olympic Athlete and Ocean Advocate

**NICOLE POLIZOIS**

Activist

**PERRI AND MARIO PROCIDA**

Ocean Advocates

**ANNE ALEXANDER ROWLEY**

Activist

**EVE KORNYEI RUFFATO**

Acra Aerospace

**ANDREW SABIN**

President, Andrew Sabin Family Foundation

**JENNIFER SMALL AND ADAM**

**WOLFENSOHN**

Wolfensohn Family Foundation

**KELLY T. SMITH**

Founder, Center For Living Peace

**DANIELLE STEAKLEY**

Activist

**SUTTON STRACKE**

Ocean Advocate

**SUSAN TREES**

Activist

**TOBY USNIK**

Head of Communications & Chief CSR Officer, Christie's

# OCEANA OFFICES

## GLOBAL

### WASHINGTON, D.C.

1350 Connecticut Ave., NW, 5th Floor  
Washington, D.C. 20036 USA  
P | +1 (202) 833-3900  
F | +1 (202) 833-2070  
E | [info@oceana.org](mailto:info@oceana.org)

## NORTH AMERICA

### FORT LAUDERDALE, FL, USA

P.O. Box 24361  
Fort Lauderdale, FL 33307 USA

### JUNEAU, AK, USA

175 South Franklin Street, Suite 418  
Juneau, Alaska 99801 USA  
P | +1 (907) 586-4050  
F | +1 (907) 586-4944  
E | [northpacific@oceana.org](mailto:northpacific@oceana.org)

### MONTEREY, CA, USA

99 Pacific Street, Suite 155C  
Monterey, CA 93940 USA  
P | +1 (831) 643-9266  
F | +1 (831) 643-9268  
E | [northpacific@oceana.org](mailto:northpacific@oceana.org)

### NEW YORK CITY, NY, USA

845 3rd Avenue, 6th Floor  
New York, NY 10022 USA  
P | +1 (212) 371-5016  
F | +1 (212) 371-9388  
E | [newyork@oceana.org](mailto:newyork@oceana.org)

### PORTLAND, OR, USA

222 NW Davis Street  
Suite 200  
Portland, OR 97209 USA  
P | +1 (503) 235-0278  
F | +1 (503) 235-5429  
E | [benticknap@oceana.org](mailto:benticknap@oceana.org)

## TORONTO, CANADA

36 King Street East 4th Floor  
Toronto, Ontario, Canada M5C 3B2  
P | +1 (416) 457-5527

## EUROPE

### SPAIN

Plaza España  
Leganitos 47  
28013 Madrid, Spain  
P | +34 911 440 880  
F | +34 911 440 890  
E | [europe@oceana.org](mailto:europe@oceana.org)

### BRUSSELS, BELGIUM

Rue Montoyer 39  
1000 Brussels, Belgium  
P | +32 (0)2 513 22 42  
F | +32 (0)2 513 22 46

### COPENHAGEN, DENMARK

Nyhavn 16, 4 sal  
1051 Copenhagen, Denmark  
P | +45 33151160  
E | [baltic@oceana.org](mailto:baltic@oceana.org)

### GENEVA, SWITZERLAND

Friends of Oceana | Ethika  
Case Postale 115  
58, Avenue Louis Casaï  
1216 Cointrin  
Geneva, Switzerland  
E | [oceana-geneva@oceana.org](mailto:oceana-geneva@oceana.org)

## CENTRAL AMERICA

### BELMOPAN, BELIZE

2358 Hibiscus Street  
P.O. Box 731  
City of Belmopan, Belize, Central America  
P | +501-822-2792  
F | +501-822-2797  
E | [info@oceana.org](mailto:info@oceana.org)

## SOUTH AMERICA

### SANTIAGO, CHILE

Avenida Condell 520  
Providencia, Santiago  
CP 7500875  
Chile  
P | +56 2-2925-5600  
F | +56 2-2925-5605  
E | [AmericadelSur@oceana.org](mailto:AmericadelSur@oceana.org)

### BRASÍLIA, BRAZIL

Address to be announced

### LIMA, PERU

Av. del Ejercito 259 - Of. 302  
Lima 15074 Peru  
P | +51.997353758

## ASIA

### MANILA, PHILIPPINES

P.O. Box 255, UP Post Office,  
University of the Philippines Campus,  
Diliman, Quezon City 1101







OCEANA is the largest international advocacy organization focused solely on ocean conservation. We run science-based campaigns and seek to win policy victories that can restore ocean biodiversity and ensure that the oceans are abundant and can feed hundreds of millions of people. Oceana victories have already helped to create policies that could increase fish populations in its countries by as much as 40 percent and that have protected more than 1 million square miles of ocean. We have campaign offices in the countries that control close to 40 percent of the world's wild fish catch, including in North, South and Central America, Asia, and Europe. To learn more, please visit [www.oceana.org](http://www.oceana.org).

EDITOR | Shannon O'Neill   DESIGNER | Rosie Ettenheim