



**OCEANA**

Protecting the  
World's Oceans

**2010 ANNUAL REPORT**

## OCEANA 2010 ANNUAL REPORT

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Oceana campaigns to protect and restore the world's oceans. Our teams of marine scientists, economists, lawyers and advocates win specific and concrete policy changes to reduce pollution and to prevent the irreversible collapse of fish populations, marine mammals and other sea life. Oceana has campaigners based in North America, Europe and South and Central America. For more information, please visit [www.Oceana.org](http://www.Oceana.org).



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**“I hope you will read these pages with growing optimism.  
Together, we can and will save the oceans”**

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Thomas Huxley, the early defender of Darwin, was certain that the sea was inexhaustible. His thought is perhaps not surprising. The ocean covers 71 percent of our planet at an average depth of more than two miles. In this almost unimaginably large liquid dimension, life not only began, it also generated the vast majority of its creations. Nearly every creature that has ever lived on Earth lived in the ocean. We land dwellers are the historical exception.

Sadly, today we are in the final stages of proving Huxley wrong. The scientists at the Food and Agricultural Organization of the UN report that three-quarters of the world’s commercial fisheries are now overfished or fully fished. And so we risk becoming the generation that denies our children and grandchildren the essential food, jobs and joys of a healthy ocean.

The good news in this potentially devastating global moment is that we know what to do to restore abundant oceans. Not only that, at Oceana, we are doing it. We are not just raising the alarm. We are winning policy changes that restrain short-sighted industrial fishing practices and stop ocean pollution. This annual report lists our most recent set of victories. It will give anyone who loves the oceans – and if you have read this far you must be one of us – solid reason for hope.

Oceana is proving that the ocean can be saved, one victory at a time. The most important parts of the ocean, both ecologically and commercially, are coastal. Coastal zones are controlled, out to 231 statute miles, by coastal nations. That means that policy victories like those reported here – in Chile, Belize, the United States and the European Union – are the building blocks that will eventually save the world’s oceans.

In 2010, we achieved a number of victories for the oceans around the world. They include:

- Eight months after the Deepwater Horizon blowout, the United States’ worst oil disaster, the Obama administration protected thousands of miles of U.S. beaches and fisheries from the risks of offshore drilling.
- Together with the government of Belize, we protected one third of the second largest reef in the world from a highly destructive form of commercial fishing.
- With the government of Chile, we set up the fourth largest no-take zone in the world, protecting a vast area of untrammled and abundant ocean.
- In Europe, we won enforcement of a ban on driftnets, a type of fishing gear infamous for drowning marine mammals.

And we did all that (and more) in just one year. If you are one of our benefactors or supporters, you have much to be proud of. All these victories are possible only thanks to your support.

I hope you will read these pages with growing optimism. Together, we can and will save the oceans. Thank you for your continued generosity.

For the oceans,



**Andrew F. Sharpless**  
Chief Executive Officer



## A LEADER FOR THE OCEANS

Oceana has been fortunate to have the support of some incredible people on our Board of Directors. I’d like to recognize

one in particular in what I hope will be a series of profiles in annual reports to come.

Dr. Kristian Parker’s dedication to ocean conservation dates to his school days. He holds a doctorate in environmental sciences from Duke University and studied larval settlement behavior at the Kewalo Marine Laboratory in Hawaii. His interest in marine science, coupled with a dedication to saving the oceans, made him a perfect match for Oceana when it was created in 2001. Since then, Kristian has served on our Board of Directors, and in 2010, he became our chairman.

He has also been closely involved in the Oak Foundation’s environmental program since its inception in 1998. Kristian has provided leadership and strategic direction for the Foundation’s work to combat climate change and overfishing.

Kristian’s lifetime commitment to the oceans inspires me as I continue to push for the policy changes that will make our oceans healthy and sustainable for future generations. I welcome him as our new chairman and look forward to another decade of saving the oceans.

- Andy

# OCEANS ON THE BRINK

The oceans are vast, but they are not immune to human influence. We have already altered or destroyed many marine ecosystems and driven many species to the edge of extinction. According to a study published in *Science*, less than four percent of the oceans remain unaffected by human activity.



## WE ARE TAKING TOO MANY FISH OUT OF THE WATER

In the last few decades, commercial fishing has evolved into a high-tech, heavily subsidized industry that uses cutting-edge electronics, computer systems, huge amounts of fuel and miles of gear to find and catch more fish in remote places formerly out of bounds to fishermen.

According to research by Dr. Daniel Pauly, a leading fisheries scientist and an Oceana board member, global seafood catch peaked in the late 1980s and has been declining ever since. The U.N. Food and Agricultural Organization says that three-quarters of seafood species are overexploited, fully exploited or recovering from depletion. At the same time, marine predators like dolphins are at risk when they can't find food to eat.

Destructive fishing practices that include diagonal-mesh driftnets, longlines with lethal hooks and bottom trawls are ruining ocean ecosystems by indiscriminately killing fish and other wildlife, including seabirds and marine mammals. Each year, more than 16 billion pounds of unwanted fish and other wildlife are thrown overboard. Bottom trawls drag heavily weighted nets along the ocean floor in search of fish or crustaceans in a practice akin to clearcutting a forest in order to catch a rabbit. Centuries-old habitats such as coral gardens are destroyed in an instant by bottom trawls, pulverized into barren plains.



Meanwhile, offshore fish farming, rather than taking the pressure off wild seafood species, results in increased overfishing to feed the farmed fish as well as the despoiling of seafloor habitat. Tons of concentrated fish waste dropped from the open-water pens blanket the ocean bottom, snuffing out oxygen and life.

## WE ARE POISONING THE OCEANS WITH FOSSIL FUELS

Since the Industrial Revolution, the oceans have absorbed 30 percent of the carbon dioxide put into the atmosphere, moderating and masking its global impact. Now, the oceans take in 11 billion metric tons of carbon dioxide per year and the amount released grows 3 percent annually. The rising amounts of carbon dioxide are dramatically impacting and changing the oceans.

Increasing levels of carbon dioxide in our oceans make it difficult for coral reefs, phytoplankton and shellfish to form the shells they need to survive. This includes many animals that are the base of the marine food chain and therefore critical to the oceans' overall health. Coral reefs in particular, the nurseries of the seas and home to a quarter of all marine life, could be devastated by acidifying oceans.

Silently, the oceans are warming because of global climate change. Shrinking ice caps give way to warmer ocean water in a vicious cycle of rising temperatures that has resulted in



record reductions of sea ice, and stranded polar bears, in the Arctic. Globally, the warming oceans cause sea levels to rise, alter ocean circulation and disrupt entire marine ecosystems.

In addition, we are placing ocean ecosystems at immediate risk with offshore drilling for fossil fuels. In 2010, the U.S. saw its worst offshore drilling disaster in history when the Deepwater Horizon rig exploded and released 171 million gallons of oil into the Gulf of Mexico. The government is poised to allow expanded offshore drilling in the U.S. Arctic – a part of the ocean so remote and fragile that the prospects for a successful recovery operation are slim.

## WE ARE RISKING A CRITICAL SOURCE OF FOOD AND JOBS

Over a billion people rely on fish as their primary source of animal protein, and yet we are poisoning seafood with mercury, a toxic pollutant emitted by land-based industry. According to a scientist with the U.S. Environmental Protection Agency, one in 10 American women has enough mercury in her blood to pose a risk of neurological damage to her developing baby.

In addition, the livelihoods of some 200 million people are tied to the oceans, from fishermen to beach lifeguards.

The oceans are an invaluable resource for humankind – one that we can't afford to squander.



# THE GOOD NEWS

SAVING THE OCEANS IS POSSIBLE IN OUR LIFETIMES.



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© OCEANA | Mar Mas



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## WE HAVE SOLUTIONS

Many of the most serious threats to the oceans can be addressed with solutions that already exist. New technology has made many kinds of pollution preventable, and offshore wind can help relieve our dependence on dirty fossil fuels. Mercury-cell chlorine plants can eliminate mercury releases entirely by shifting to the newer membrane-cell technology. Gear modifications and changes in fishing behavior can allow commercial fishermen to avoid catching untargeted species; thousands of endangered sea turtles are saved each year when fishermen equip their nets with turtle excluder devices. Changes in fishing practices can protect coral gardens; restricting bottom trawling in areas of dense coral growth can preserve invaluable marine life without harming the fishing industry's viability. Establishing marine protected areas can protect the oceans' incredible wildlife in a single stroke.

## THE ECONOMICS ARE WITH US

Unsustainable fishing is fueled by massive government handouts to the commercial fishing industry. The global fishing fleet is capable of catching many more fish than scientists think can sustainably be taken from the ocean. Scientists estimate that global fishing capacity may be as much as two-and-a-half times the sustainable level. As a result, the global fish catch has declined since the late 1980s despite intensified efforts. The global fishing industry receives \$20 billion in harmful government subsidies annually, a figure that represents close to one-fourth of the total dockside value of the global fish catch. Reckless, unsustainable industrial fishing does not make economic sense.

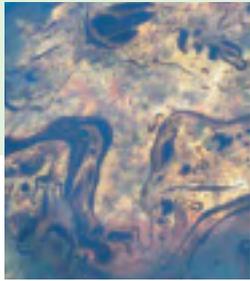
In the U.S. alone, recreational and commercial fisheries combined supply over 2 million jobs. On top of that, coastal tourism provides 28.3 million jobs and annually generates \$54 billion in goods and services.

Ocean-based renewable energy such as offshore wind will generate economic growth without the environmental costs associated with offshore oil drilling. Over the next 20 years, offshore wind could generate nearly \$950 billion in economic activity and more than 250,000 jobs in the United States alone, according to government data.

## WE HAVE SUPPORTERS AND ALLIES

Oceana is not alone in this fight. We have 500,000 e-activists and supporters in over 150 countries. We are allied with conservation organizations and foundations, farsighted commercial and recreational fishermen, indigenous peoples, seafood consumers, scuba divers, sailors and ocean enthusiasts of all stripes. There is potential to build even more broad support for initiatives to protect and restore ocean ecosystems.

Oceana works on a limited number of campaigns with clear short-term objectives designed to bring our oceans back to vitality. In 2010, we won many important victories for the ocean.



## ENDING DIRTY AND DANGEROUS OFFSHORE DRILLING

2010 was a roller-coaster year for opponents of offshore drilling. In March, the Obama administration announced

its intention to allow offshore drilling in the Atlantic from Delaware to Florida and expressed interest in opening areas of the southeast Gulf Coast and the Alaskan Arctic.

Just weeks later, in April, the Deepwater Horizon rig in the Gulf of Mexico experienced a massive blowout that resulted in an explosion that killed 11 workers and sank the rig, triggering a seafloor gusher that pumped an estimated 171 million gallons of crude oil into the Gulf of Mexico.

### **VICTORY: Getting the U.S. Offshore Drilling Ban Reinstated**

Eight months after the devastating oil spill in the Gulf of Mexico, the Obama administration announced that in its new five-year drilling plan, no new offshore drilling would be allowed in the eastern Gulf of Mexico or off the Atlantic and Pacific coasts in a reversal of its March announcement to open American coasts to drilling. The government also announced the start of a new process to reconsider drilling in the Arctic's Beaufort Sea.



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Oceana was at the forefront of opposition to offshore drilling and played a key role in making this decision possible. Our campaign team used advertising, enormous amounts of press and broad grassroots support to bring about the change we needed to the government's offshore drilling policy. More than 100,000 people signed Oceana's petition to "Stop the Drill," noting that the Deepwater Horizon disaster showed that offshore drilling could never be safe or clean.



© NOAA



**PREVENTING SEAFOOD CONTAMINATION**

When Oceana began its campaign to end seafood contamination in 2005, nine chlorine factories in the

United States used outdated technology that resulted in mercury pollution entering the atmosphere and waterways, eventually finding its way into popular seafood species like tuna and swordfish. Today, only two factories remain, as Oceana has convinced seven of the nine mercury-polluting factories to eliminate mercury use.

Seafood contamination is a significant problem for the nearly one billion people around the world who depend on seafood as a primary source of protein. The presence of mercury is especially dangerous for small children and women of childbearing age. The U.S. Food and Drug Administration (FDA) has advised these groups to eat no more than six ounces of albacore tuna or tuna steaks per week because of mercury and to completely avoid eating swordfish, shark, tilefish and mackerel.

Oceana’s campaign to prevent seafood contamination is twofold: to end needless mercury pollution from outdated chlorine plants, and to convince major grocery stores in the United States to post the FDA advisory on mercury in seafood.

**VICTORY: Olin Corporation Ends Mercury Use**

Following years of campaigning by Oceana, the Olin Corporation agreed to stop mercury use at both of its mercury-based chlor-alkali manufacturing plants. In Charleston, Tenn., Olin will convert its chlorine production to modern, mercury-free technology and it will end chlorine production altogether from its plant operation in Augusta, Ga.

Olin’s plant in Tennessee was the largest remaining mercury-based chlorine plant of the four plants in the U.S. that had refused to make the switch to safer, more efficient technology. The company plans to switch by 2012, showing that even a large facility can shift to mercury-free technology in the timeframe described in proposed legislation that is supported by Oceana. The legislation would require plants to end mercury use by 2015.

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**When Oceana began its campaign, nine chlor-alkali plants polluted the environment with mercury. Five have since shut down or converted to mercury-free technology.**

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**PROMOTING RESPONSIBLE FISHING**

“We are fighting a war against fish, and we are winning,” says scientist and Oceana board member Dr. Daniel Pauly in the

acclaimed documentary, “The End of the Line.” Our oceans are under incredible pressure from the fishing industry. Ninety percent of the big fish – sharks, tuna, swordfish – are already gone. Destructive fishing practices like bottom trawling waste an estimated 16 billion pounds of fish and kill countless marine mammals every year, while obliterating ocean habitat like coral reefs and seamounts that can take decades or centuries to recover.

Oceana works to protect critical habitats and end the use of wasteful fishing gear to ensure that healthy, abundant oceans can thrive.

**VICTORY: Protecting Belize from Foreign Fleets**

Belize is home to a portion of the world’s second largest reef system and a thriving local fishing community. Many Belizean fishermen still use age-old methods to catch lobster, shellfish and reef fish from their canoes, supporting a thriving local fish market.

The sustainable Belizean way of supplying fish to the community was threatened when Jamaican commercial fishing boats, equipped with more sophisticated technology, appeared unannounced in Belize’s waters. Oceana discovered that other, even more powerful fishing nations were also planning to start fishing in Belize.

Oceana called on the government of Belize to stop issuing fishing licenses to foreign fishing fleets in the country’s waters until it could consult with local fishermen and conservationists. The Ministry of Fisheries agreed, keeping Belize’s local, sustainable fishing community intact.

**VICTORY: Eliminating “Walls of Death” from the Mediterranean Sea**

In 2010, Oceana made great progress toward the goal of eliminating illegal driftnets, also known as “floating walls of death,” from the Mediterranean Sea by 2013.

In June, Italian fishermen from the port of Bagnara Calabria surrendered part of their illegal nets after a nearly year-long blockade of the port by the Italian Coast Guard. In August, Morocco passed an amendment banning the use, possession, manufacture or sale of driftnets starting in 2011. With 300 vessels using driftnets, Morocco has been one of the most notorious users of the wasteful gear in the Mediterranean. A month later, Turkey followed suit, announcing it would stop using the destructive fishing gear in 2011.

Driftnets have been banned by both the United Nations and the European Union for years, but many vessels have continued using them. Thousands of marine creatures, including whales, dolphins, sharks and sea turtles are trapped and killed by this indiscriminate fishing gear each year. Oceana’s campaigners have continued to work to ensure that the ban is enforced.



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**VICTORY: Quota for Chile’s Most Important Fishery Reduced in Chile**

After an investigation by Oceana revealed that the Chilean government was ignoring its own scientists’ recommendations and setting unsustainable quotas, the Chilean government announced a drastic reduction in the fishing quota for jack mackerel starting in 2011.

Jack mackerel is the most important commercial seafood fishery in Chile and a main source of fish meal and oil for Chile’s large salmon industry.

The decision came after Oceana sent the Minister of Economy a report analyzing the annual quota for jack mackerel during the past 10 years. The study, using data that Oceana obtained through Chile’s Freedom of Information Act, shows that between 2003 and 2010 the National Fisheries Council set the annual quota for jack mackerel at much higher catch limits than were recommended by the Institute for Fisheries Development. For example, in 2009 the quota was 87 percent higher than recommended by the agency.

**VICTORY: Bluefin Tuna Season Cut Short**

After continuous campaign work by Oceana and following quota reductions for bluefin tuna, one of the ocean’s iconic fish species, the European Commission closed the bluefin tuna purse seine fishery early for the third year in a row in June, an important measure to help this threatened species.

Bluefin tuna stocks are on the verge of collapse due to overfishing and illegal fishing. The population of these incredibly fast moving, warm-blooded top predators has decreased by 80 percent from levels before the industrial fishing era thanks to an enormous global appetite for the fatty belly meat of the bluefin, which makes high-grade sushi.

A basking shark caught by a Spanish trawler.



**VICTORY: Preventing Overfishing in the Pacific and Alaska**

Building on the precedent set by a ban on krill fishing in 2009, Oceana made strides in protecting important prey species in the Pacific.

As a result of Oceana’s work, the government set a low catch limit for shortbelly rockfish, an important prey species for seabirds, marine mammals and Chinook salmon. In addition, the government included Pacific herring and jack smelt in fishery management plans in order to ensure that commercial fisheries do not affect populations of these important prey fish.

In Alaska, the government increased responsible management for sharks, skates, sculpins and octopus in the Bering Sea and the Gulf of Alaska where none existed before. In addition, Oceana convinced the government to maintain a prohibition on the commercial harvest of forage fish in these areas.

World Trade Organization Director-General Pascal Lamy, center, met with members of Oceana’s board of directors and executive committee.

**VICTORY: Chile Reforms Salmon Industry**

In March, the Chilean Congress passed groundbreaking legislation to prevent the escape of farmed salmon and further regulate the use of antibiotics in salmon aquaculture. The legislation is a direct result of Oceana’s two years of campaign work to address the environmental impacts of salmon farming.

The reform criminalizes farmed salmon escapes, imposing hefty fines as well as prison sentences for violators. Upwards of 10 million salmon are estimated to escape each year, and they can travel great distances and threaten the health of native fish populations by competing for food and transmitting parasites and diseases.

In addition, the reform also bans the preventive use of antibiotics and requires companies to make public the amounts and types of antibiotics they use.

**Combating Overfishing on a Global Scale**

The World Trade Organization (WTO) is the 153-country organization responsible for setting and enforcing the rules of international trade. With one decision to end fishing subsidies that drive overfishing, the WTO could become an unlikely savior for the oceans.



© OCEANA | Miguel Bueno

Oceana has worked for several years to end harmful subsidies, which support a global fishing fleet an estimated 2.5 times the size needed to fish the oceans sustainably. In 2010, Oceana continued to work toward the advancement of a strong and effective fisheries subsidies agreement.

In May, Oceana initiated and organized a sign-on letter about fisheries subsidies to G-20 nations from prominent conservationists and scientists, including Sylvia Earle, Leonardo DiCaprio, Glenn Close, Celine Cousteau and Daniel Pauly as part of the Mission Blue Voyage.

In July, Oceana board member and actor Ted Danson testified before the Trade Subcommittee of the U.S. Senate on government subsidies and their negative impact on the oceans and global seafood market.

In September, Oceana sponsored a panel discussion at the WTO Public Forum, which included leading international fisheries scientists and trade experts, and was moderated by Peter Allgeier, former U.S. Ambassador to the WTO.

Throughout the year, Oceana also brought leading experts, including fisheries economists, scientists and its board of directors to Geneva to meet WTO diplomats.



## HABITAT PROTECTION

Oceans cover 71 percent of the planet, and yet scientists know more about the surface of Mars than the ocean floor. What we do know is that oceans

are home to some of the world's most vibrant ecosystems, from coastal upwellings that host a cornucopia of wildlife to centuries-old white coral forests a mile below the surface.

Oceana works for preventive measures that protect these ecosystems before they are exploited by industrial fishing or ruined by pollution. These efforts have resulted in nearly a billion acres of sea protected from trawling and industrial fishing, an area one-and-a-half times the size of Alaska, California and Texas combined. In 2010, Oceana expanded its efforts to secure unprecedented protections for marine ecosystems.

### **VICTORY: Belize Bans All Trawling**

In December, Belize became one of the few countries in the world to ban all forms of trawling, one of the most destructive fishing methods in the world.

The historic decision protects Belize's section of the Mesoamerican Reef, the largest coral reef system in the western hemisphere and a UNESCO World Heritage Site. In addition to its ecological importance, the Mesoamerican Reef has incalculable value to Belize's tourism industry and culture. Home to some of the Atlantic Ocean's only atolls, it is one of the most popular diving sites in the world.

Led by Oceana's vice president for Belize, Audrey Matura-Shepherd, Oceana worked with Prime Minister Dean Barrow, Minister responsible for Fisheries Rene Montero and the Northern Fishermen Cooperative to protect the reef, its marine inhabitants and its value to Belize's heritage.

### **VICTORY: Chile Creates World's Fourth Largest No-Take Marine Reserve**

Chile's President Sebastián Piñera announced the creation of the world's fourth largest no-take marine reserve of 150,000 square kilometers around Sala y Gómez Island, an uninhabited island near Easter Island that may be one of the last pristine vulnerable marine ecosystems in the Pacific.

The decision was spurred by Oceana, National Geographic and the Waitt Foundation's expedition to Sala y Gómez. The expedition team photographed and filmed abundant populations of vulnerable species such as sharks and lobsters and found unexpectedly high biodiversity in deeper waters. The national press coverage of the expedition convinced lawmakers of the need to protect Sala y Gómez.

The no-take marine reserve includes the highest level of ocean protection, meaning that no fishing will be allowed within the park. The decision expands Chile's total marine protected area more than 100 times, from 0.03 percent to 4.41 percent.

### **VICTORY: Historic Environmental Victory in Chile – Defeat of Coal-Fired Power Plant, Birth of a New Environmental Movement**

Two days after a regional Chilean authority approved the construction of a coal-fired power plant near ecologically sensitive Punta de Choros, Chilean President Sebastián Piñera responded dramatically to the immense nationwide grassroots opposition led by Oceana and its allies – including thousands of peaceful protestors in the streets – by requesting that Suez Energy relocate the plant. In addition, the President directed his cabinet to review all the industrial projects being considered in the country to see whether they could affect protected areas.

The thermoelectric plant would have been constructed at close proximity to two marine reserves, which include nesting habitat for 80 percent of the world's endangered Humboldt penguins. Hot water emissions from the plant

would have threatened Chilean abalone, a critical fishery, and the plant would have dumped immense amounts of toxic anti-fouling chemicals into the ocean every day.

The salvation of Punta de Choros was a watershed moment in the Chilean conservation movement. The victory was covered on the front pages of all of Chile's national newspapers and was the lead story on most of the national news programs. It was such big news and Oceana's role so important, that after the victorious outcome, Alex Muñoz, Oceana's vice president for Chile, was the first NGO representative ever invited on "Tolerancia Cero," a national interview program similar to the U.S.'s "Meet the Press," which had previously only invited the country's political and business leaders.



© OCEANA | Eduardo Sorensen  
Diverse corals flourish in the Punta de Choros region in Chile.

### **VICTORY: Creating Marine Reserves in Oregon's Pacific Waters**

Regulations for the first two marine reserves in Oregon State waters were finalized by the three state agencies in January 2010. Oceana ensured that these significant protections moved forward and were based on sound science. The management measures will go into place in July 2011. Additionally, three Oregon coastal community teams, the Oregon Department of Fish and Wildlife and the Ocean Policy Advisory Council all voted to recommend additional marine reserves and protected areas off the Oregon coast.



## PROTECTING MARINE WILDLIFE

The oceans are home to an incredible array of wildlife, from the largest animal in history, the blue whale, to the tiny krill

that the blue whale eats. Ocean creatures also undertake incredible migrations, like the Pacific leatherback sea turtle, which travels 12,000 miles from breeding to feeding grounds. At each stage of life, marine wildlife faces threats from fishing gear, habitat loss and climate change. Oceana works to make the ocean a safe place for wildlife.

### **VICTORY: Saving Steller Sea Lions in the Aleutian Islands**

After a four-year delay by the U.S. government, Oceana's advocacy led to the release of a long-awaited National Marine Fisheries Service report finding that Steller sea lions, which are apex predators, are in jeopardy in Alaska due to the overfishing of their prey.

The population of sea lions continues to decline in the far western Aleutian Islands and has not recovered in other areas. Scientists have said that the population's continued low birth rate likely is caused by a lack of food. As a result, the government reduced catches of Atka mackerel and Pacific cod, important food sources for the sea lions, and closed fishing in some important foraging habitat where sea lion declines have been the most severe.

### **VICTORY: Congress Ends Shark Finning in U.S. Waters**

After years of pressure from Oceana, the U.S. Congress passed the Shark Conservation Act, which ends the brutal practice of shark finning in U.S. waters. The law improves the existing legislation originally intended to prevent shark finning and allows the U.S. to take action against countries whose shark protections are weak, cementing the U.S. as a continued leader in shark conservation.

Shark finning is the act of slicing off a shark's fins and then tossing the shark, often still alive, back in the water to suffocate or bleed to death. The fins are used in shark fin soup, a popular Asian delicacy. Many shark populations have declined to levels where they are unable to perform their roles as top predators in the ecosystem. Up to 78 million sharks are killed each year for their fins.

### **VICTORY: 70,000 Square Miles of Protection for Pacific Leatherbacks**

In January, in response to a petition submitted by Oceana and allies, the U.S. government issued a proposed rule to designate more than 70,000 square miles of critical habitat for endangered Pacific leatherback sea turtles in the waters off California, Oregon and Washington. The protections are the first critical habitat designation for sea turtles in ocean waters off the continental United States.

Every summer and fall, Pacific leatherbacks migrate from their nesting grounds in Indonesia to the ocean waters off the U.S. West Coast to feed on jellyfish. This 12,000-mile journey is the farthest known migration of any living reptile. During the journey, leatherbacks face many threats, including capture in commercial fishing gear, ingestion of plastics, poaching, global warming and ocean acidification. Protection of their foraging habitats and migratory corridors is essential to their recovery.



### **VICTORY: Establishing International Conservation Protection for Sharks and Sea Turtles**

In 2010 the International Commission for the Conservation of Atlantic Tunas (ICCAT) passed new protections for sharks and sea turtles in international waters.

Specifically, the group established conservation measures for oceanic whitetip sharks, hammerhead sharks and shortfin mako sharks. In addition, ICCAT put in place new measures to reduce sea turtle mortality, such as the use of sea turtle dehooking and disentangling gear, as well as mandatory collection and submission of sea turtle bycatch data. Up to 350,000 sea turtles are accidentally caught by longline fisheries in the Atlantic Ocean and Mediterranean Sea every year.

The decision came after years of work by Oceana in ICCAT member countries and in ICCAT. Oceana presented a report estimating that more than 1.3 million highly migratory sharks were caught in the Atlantic Ocean in 2008 without any international fisheries management. The report also showed that of the 21 highly migratory shark species reported caught in ICCAT waters, three-quarters are classified as threatened with extinction in parts of the Atlantic Ocean, according to the International Union for Conservation of Nature.

### **VICTORY: Europe Guards Thresher and Hammerhead Sharks**

In a groundbreaking move proposed by the European Commission, the Indian Ocean Tuna Commission became the first regional organization to protect three species of thresher sharks. Thresher sharks are remarkable animals with caudal fins that can be as long as their bodies, which they use to stun prey. The European Commission is advocating a complete ban in the European Union on catching and killing thresher and hammerhead sharks.

The decision came after extensive lobbying and press centered around the release of Oceana's report "The Race for Threatened Sharks," which underscores the need for shark conservation.



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**In 2010, Oceana’s scientific reports were integral in advancing our policy objectives.**

During the Convention on International Trade in Endangered Species (CITES) Conference in March, Oceana released a report condemning the international shark fin trade.

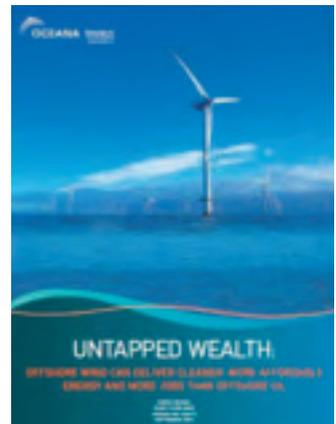
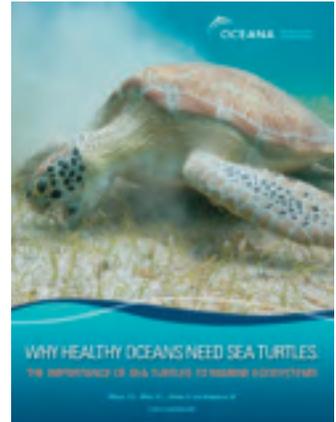
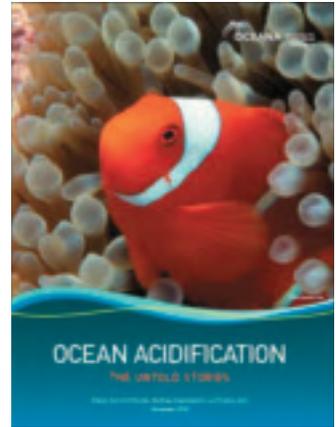
Similarly, the release of “Highly Migratory Sharks Neglected in ICCAT” coincided with the International Commission for the Conservation of Atlantic Tunas (ICCAT) meeting in November. The report demonstrated the need for protections of highly migratory sharks in ICCAT.

During the Gulf of Mexico oil spill, Oceana released two reports about sea turtles. The first detailed the potential impacts of the spill on sea turtles in the Gulf. A month later, as the oil spill continued unabated, Oceana released “Why Healthy Oceans Need Sea Turtles,” which describes the vital roles sea turtles play in helping balance marine food webs.

Oceana’s groundbreaking report, “Untapped Wealth,” showed that a modest investment in offshore wind could supply nearly half of the current electricity generation on the East Coast of the United States.

**REPORTS**

- The International Trade of Shark Fins: Endangering Shark Populations Worldwide
- Highly Migratory Sharks Neglected in ICCAT
- Ocean Acidification: The Untold Stories
- Shipping Solutions: Technological and Operational Methods Available to Reduce CO2
- Untapped Wealth: Offshore Wind Can Deliver Cleaner, More Affordable Energy and More Jobs Than Offshore Oil
- Identifying and Protecting Important Ecological Areas off the Oregon Coast
- Why Healthy Oceans Need Sea Turtles: The Importance of Sea Turtles to Marine Ecosystems
- Potential Impacts of Deepwater Horizon Oil Spill on Sea Turtles
- Restoration of Seagrass Meadows
- Doñana and the Gulf of Cadiz
- Montañas submarinas | 2010
- Threatened Species
- The Race for Threatened Sharks
- Fishing Opportunities for the European Community Fleet in the North East Atlantic for 2010



**Top:** Common dolphins photographed by the Ranger near Asturias, Spain. **Bottom left:** Oceana underwater videographer Enrique Talledo filming in the Cabrera Island. **Bottom right:** María Hernandez, turtle tagging expert, released a loggerhead turtle with a satellite tag.



© OCEANA | Carlos Suárez

**Oceana launched expeditions in two hemispheres in 2010, including a research expedition in the Gulf of Mexico following the BP oil spill. Oceana expeditions gather the photos, video and science needed to bring the oceans to life and to make policy change possible. Our expedition with National Geographic to Chile's remote Sala y Gómez Island pushed for the creation of an enormous marine protected area around the island. The Ranger completed another successful summer voyage to the Western Mediterranean to document habitats at risk, and Oceana made several return trips to Chilean Patagonia to document the biodiversity of the region.**

### **THE OCEANA LATITUDE TAKES STOCK OF THE GULF OF MEXICO OIL SPILL**

As oil continued to gush from the Macondo well in the Gulf of Mexico in August, Oceana launched a two-month research expedition in the Gulf to assess the long-term impacts of the oil spill.

It was an international expedition, led by Oceana's vice president for Europe, Xavier Pastor and Oceana's chief scientist and vice president for North America, Mike Hirshfield, and it included scientists, divers and underwater photographers from Oceana's U.S., Chile and Spain offices, as well as academic scientists.

The expedition, which took place aboard the 170-foot Oceana Latitude, included research by Dr. Jeff Short, Oceana's Pacific science director and one of the world's leading experts on Exxon Valdez and the effects of oil spills. Dr. Short designed an experiment using cutting-edge science to map the subsurface oil plume.

The Latitude crew also studied important seafloor habitats as well as the marine life affected by the spill. The team took samples of water, fish larvae, plankton and adult fish,

and tagged several shark species to monitor their migration patterns and study their ability to avoid oiled areas.

### **THE OCEANA RANGER PROTECTS THREATENED CORALS IN THE WESTERN MEDITERRANEAN**

For its annual expedition, Oceana's research catamaran, the Ranger, sailed to the Western Mediterranean to get the evidence needed to protect marine areas of ecological interest.

Using an underwater robot, the groups recorded the first ever high-definition images of the seabed, more than 300 feet deep. This reef, discovered by Oceana at depths up to 1,500 feet, has turned out to be one of the most important in the Mediterranean.

Most of the Mediterranean's deep-sea coral reefs have been destroyed by bottom trawling and longline fishing. The Ranger's discoveries will inform Oceana's proposal to protect this area by including it in the Natura 2000 Network of the European Union.

### **EXPLORING AND SAVING A PACIFIC GEM: SALA Y GÓMEZ ISLAND**

In March, Oceana teamed up with National Geographic and the Waitt Foundation in an expedition to Chile's Sala y Gómez Island, an uninhabited Chilean island 250 miles east of Easter Island in the Pacific Ocean as part of the campaign to establish one of the world's largest no-take marine reserves.

The scientists on the expedition noted that the little-studied ecosystem contained a great abundance of marine wildlife, including populations of vulnerable species such as sharks and lobsters. In addition, the scientists found unexpectedly high biodiversity in deeper waters. Using an underwater robot, the groups recorded the first ever high-definition images of the seabed, more than 3,000 feet deep.

After the expedition, Oceana and National Geographic presented a proposal to Chilean President Sebastián Piñera advocating the protection of the waters around the island. In October, President Piñera announced the creation of the Sala y Gómez Marine Park, a no-take marine reserve of 150,000

square kilometers around the island, an area roughly the size of Greece. This new park expands Chile's total marine protected area more than 100 times, from the previous 0.03 percent to 4.41 percent of Chile's waters and is the fourth largest no-take reserve in the world.

Oceana and National Geographic are planning a follow-up expedition to Sala y Gómez in 2011.

**GATHERING EVIDENCE TO PROTECT PATAGONIAN FJORDS AND SEAS**

As a part of Oceana's ongoing goal to create a marine protected area in Patagonia in southern Chile, in early 2010, Oceana completed several expeditions to the small village of Tortel, where the crew obtained high-definition footage and photographs of underwater habitats.

In addition, Oceana traveled to the southern Patagonian region of Magallanes, which we are working to defend from the negative impacts of salmon farming. The team documented the rich biodiversity of the cold-water fjords, including underwater photos and video. The crew obtained footage of the seabed beneath an abandoned salmon farm, graphically illustrating the environmental impacts of the industry.

**CLEANING UP THE AFTERMATH OF TSUNAMI IN CHILE'S HARD-HIT JUAN FERNÁNDEZ ISLANDS**

The 8.8-magnitude earthquake and subsequent tsunami that struck Chile in February were devastating to the Juan Fernández Islands, where Oceana has been working with local communities to protect their marine resources. Artisanal fishing is a critical part of the local economy, and Oceana's contribution to the clean-up helped get the residents of Juan Fernández back on their feet after the historic earthquake.

Oceana organized a clean-up campaign with two local groups, the Juan Fernández Archipelago Foundation and the Robinson Crusoe Island Artisanal Fishermen's Union. In September, they began the task of clearing the underwater wreckage left by the tsunami. As of December, the clean-up divers had removed nearly six tons of debris, including metal fences, clothing, kitchen appliances and furniture.

Opposite page: Crew members work with the ROV on the Oceana Latitude. Bottom left: The Oceana Ranger in the Mediterranean. Bottom right: The Oceana Latitude.

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**After Oceana's expedition to Sala y Gómez Island, the government of Chile announced the world's fourth-largest no-take zone around the isolated island - protecting an untouched gem for future generations.**

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© OCEANA | Enrique Talledo



**Media coverage of Oceana’s work nearly doubled around the world in 2010.**

**NORTH AMERICA**

Oceana was quoted or mentioned in thousands of media stories related to the Gulf of Mexico oil spill and offshore drilling policy, including in The Washington Post, the Associated Press, The New York Times, Los Angeles Times, NBC News, Fox News, BBC News and Al Jazeera, among many others. Several Oceana experts and board member Sam Waterston testified before Congress during the oil disaster, generating additional media coverage of the issue.

On Earth Day 2010, Oceana benefitted from Christie’s first annual Green Auction along with several other environmental charities. The high-profile auction was featured by The Huffington Post, Associated Press and Reuters, The New York Post, USA Today.com, CNN.com and NBC’s Today Show.

In July, actor Adrian Grenier (“Entourage”) joined January Jones and Kate Walsh as a celebrity spokesperson for Oceana. Grenier’s ad campaign to protect bluefin tuna was featured in GQ Magazine, O, The Oprah Magazine, Harvard Business Review and Hulu.com. Actress Angela Kinsey (“The Office”), appeared in a reprisal of Oceana’s ‘Get Turtles Off the Hook’ PSA, which was covered by Entertainment Weekly.

Oceana was also a non-profit partner of Discovery Channel’s 2010 Shark Week, which reached more than 30 million viewers.

**EUROPE**

Oceana’s work to protect sharks and bluefin tuna at the 2010 Convention on International Trade in Endangered Species (CITES) meeting received a great deal of attention in the European media. Our proposal to ban the international trade of bluefin tuna through CITES was reported by Reuters, The Wall Street Journal Europe, Sunday Times, El País and El Mundo.

The Oceana Ranger’s discovery of deep-sea coral in the Western Mediterranean was picked up by major television stations TVE1,

Telemadrid, Canal Sur and newspapers La Vanguardia, Público, El Correo de Andalucía and Europa Sur, among others.

Oceana’s expedition in the Gulf of Mexico was covered by prominent European news outlets including Latercera.com, El mundo.es, and Guardian.co.uk. In addition, BBC World Service, Europa Press and The Guardian quoted Oceana’s European scientists during the oil spill in the Gulf.

**SOUTH AMERICA**

Oceana Chile was awash in media coverage for its victory in stopping the construction of a coal-fired power plant near the marine reserves in Punta de Choros in northern Chile. The story was featured by the main TV channels, such as Televisión Nacional de Chile, Canal 13 and Chilevisión, and Oceana Vice President for South America, Alex Muñoz, was the first representative of a non-profit to ever appear on Chile’s major political talk show, “Tolerancia Cero,” a program like “Meet the Press” in the U.S.

Two other big victories, the creation of the marine reserve in Sala y Gómez Island and Oceana’s revelation of an excessive annual quota for the jack mackerel fishery resulted in stories in La Tercera and La Segunda, two of Chile’s most important national newspapers.

In August, Aqua magazine published a special edition on salmon aquaculture, which included a three-page interview with Muñoz. Qué Pasa magazine also published a feature about conservation in Chile, in which Oceana was spotlighted as the main ocean conservation non-profit working in the country.

**CENTRAL AMERICA**

After the Deepwater Horizon oil spill, Oceana became the leading voice in the Belizean media calling for a ban on offshore oil exploration in the country. Oceana hosted public forums and press conferences about the topic, and Oceana Vice President for Belize, Audrey Matura-Shepherd, visited the Gulf during the oil spill. She shared much of her experience with Belizeans through articles in The Amandala, The Reporter, The San Pedro Sun and on Belize’s major TV and radio stations.



September 30, 2010

**U.S. Issues New Rules on Offshore Drilling**

Jacqueline Savitz, a senior scientist at Oceana, a nonprofit environmental group, said that the new regulations alone would not prevent another spill.

“The BP disaster occurred because standards were not met and monitoring and inspections were too lax,” she said. “While stricter standards might help, adding them ignores the fact that there is simply no guarantee they will be followed.”



September 12, 2010

**Deep Commitment**

Ted Danson didn’t set out to be an activist – he just wanted to take his little girls to the ocean. But when they arrived at Will Rogers Beach in Pacific Palisades, Calif., one day back in 1986 it was closed due to pollution. “It seemed so strange to look at this huge, vast, beautiful ocean and think that we couldn’t enjoy it the way we did when I was a kid,” Danson says.



October 6, 2010

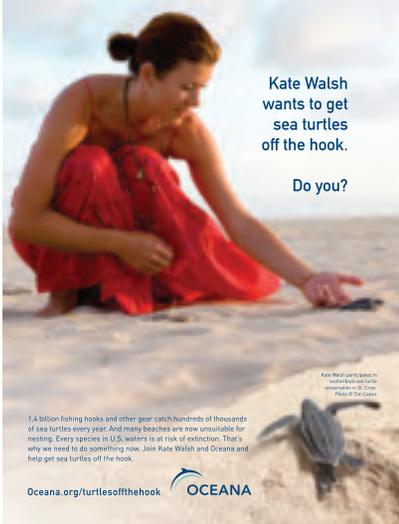
**Chile Creates Large Marine Reserve at Sala y Gómez Island**

“This marine park is a huge step forward in Chile’s thinking about the ocean’s value for the country,” said Alex Muñoz, executive director of Oceana in Chile and South America. “We’re delighted to see that our government has started to focus on the need for sustainable use of our ocean resources. Our commitment is to keep contributing with new data to increase the number of areas under protection.”

**Top row:** Kate Walsh PSA; Ted Danson, Almudena Fernandez and Morgan Freeman on the Oceana Latitude; January Jones on Capitol Hill. **Middle row:** Adrian Grenier PSA; the Oceana Latitude; Leonor Varela for Oceana in Chile. **Bottom row:** Rachael Harris and Angela Kinsey PSA; Lois Zaro, Sam Waterston and Susan Rockefeller; Oceana chief scientist Dr. Michael Hirshfield on the Oceana Latitude.



© OCEANA | Tim Calver



1.4 billion fishing hooks and other gear catch hundreds of thousands of sea turtles every year. And many beaches are now unusable for nesting. Every species in U.S. waters is at risk of extinction. That's why we need to do something now. Join Kate Walsh and Oceana and help get sea turtles off the hook.



© OCEANA | Eduardo Sorenson



© OCEANA | Lindsay Orłowski



© OCEANA | Tim Calver



Bluefin tuna, one of the fastest fish in the ocean, can't outwin our appetite. Scientists say we're eating them to the brink of extinction. Go to [oceana.org/goingfast](http://oceana.org/goingfast).



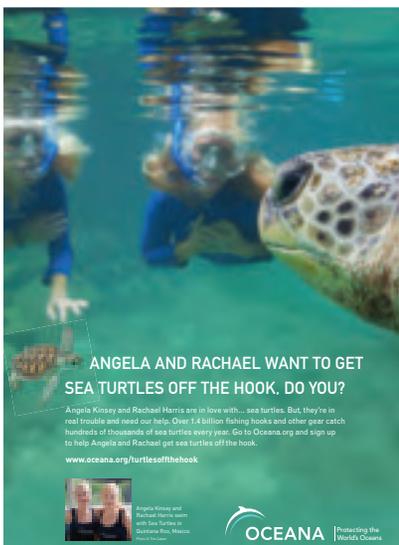
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Angela Kinsey and Rachael Harris are in love with... sea turtles. But, they're in real trouble and need our help. Over 1.4 billion fishing hooks and other gear catch hundreds of thousands of sea turtles every year. Go to [Oceana.org](http://Oceana.org) and sign up to help Angela and Rachael get sea turtles off the hook.



© OCEANA | Jon Dee



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## Oceana's Board of Directors and staff extend our deepest appreciation to our contributors for their continued support and generosity during 2010.

Our independently audited financial statements consolidate our accounts from activities in the United States, Europe, South American and Central America. Such a thorough and detailed accounting takes time, and the final product was not available at the time of printing this report.

The 2010 financial data will be available when our annual independent audit is complete as an addendum in the back pocket of this annual report. In the meantime, we present our financial data from 2009.

Despite the economic turmoil in 2009, Oceana's contributors maintained the support that is essential to our campaigns to preserve ocean life. Oceana received revenue of more than \$20.5 million, including the release of time- and program-restricted gifts for which commitments had been received in prior years. Oceana continues to benefit from significant multi-year grant commitments, which is a major reason why Oceana ended 2009 with just over \$19 million in net assets. Oceana's support comes from foundations, other organizations including select corporations and individuals from more than 150 countries.

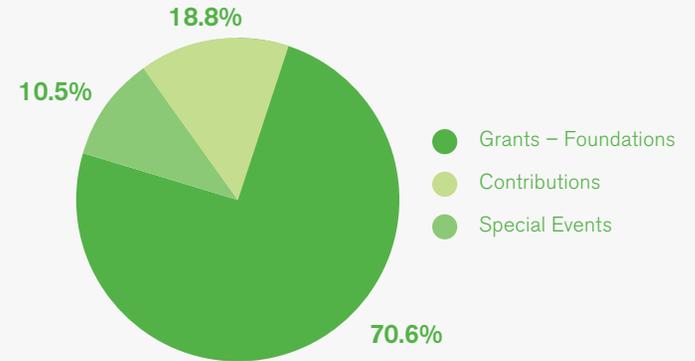
Expenses were approximately \$16.6 million in 2009. Of every dollar of expenses, approximately 83 cents were spent directly on Oceana's programs. The remainder was spent on general and administrative costs (just about 9 cents) and raising funds (slightly less than 8 cents).

Oceana, Inc. is tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Code, so contributions may be tax-deductible.

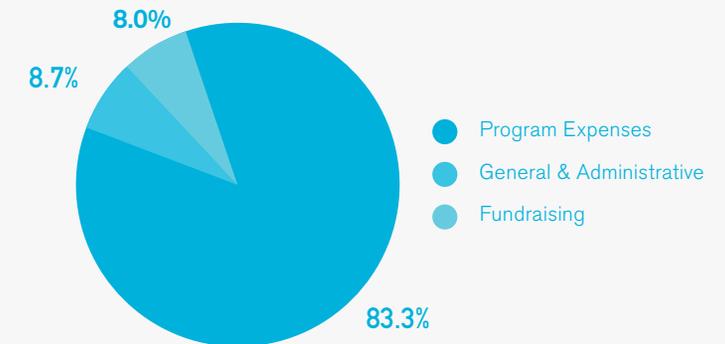
Please contact Oceana at the address below for information on making gifts to Oceana, for a copy of its audited financial statement, or for other inquiries.

Oceana, Inc.  
 Attn: Development Department  
 1350 Connecticut Ave. NW, 5th Floor  
 Washington, DC 20036 USA  
[info@oceana.org](mailto:info@oceana.org)  
 1.202.833.3900

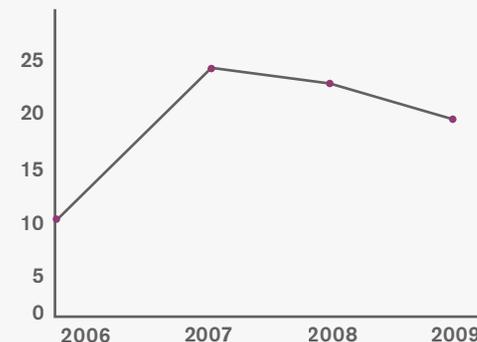
### 2009 REVENUE \$13,578,718



### 2009 EXPENSES \$16,557,915



### NET ASSETS AT END OF YEAR



(CHART IN MILLIONS OF US DOLLARS)

	2009			2008	2007
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	TOTAL	TOTAL
<b>REVENUE AND SUPPORT</b>					
Grants and Contributions	6,799,899	5,005,130	11,805,029	13,109,130	25,859,852
Special Events	1,430,853	-	1,430,853	2,149,096	831,048
Investment Income	79,865	-	79,865	133,568	258,543
Rental Income	70,164	-	70,164	68,266	-
In-Kind Revenue	46,495	-	46,495	19,176	126,261
Miscellaneous	12,980	-	12,980	4,931	8,219
Foreign Currency Transaction Gain (loss)	133,332	-	133,332	-256,849	25,580
Net Assets Released from Restrictions:				-	
Satisfaction of Time Restrictions	8,127,982	-8,127,982	-	-	-
Satisfaction of Program Restrictions	3,800,757	-3,800,757	-	-	-
<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$20,502,327</b>	<b>\$-6,923,609</b>	<b>\$13,578,718</b>	<b>\$15,227,318</b>	<b>\$27,109,503</b>
<b>EXPENSES</b>					
<b>Marine Conservancy Programs</b>					
International Activities	5,158,565	-	5,158,565	5,130,227	4,398,390
North American Oceans	5,581,764	-	5,581,764	4,595,519	4,380,721
Communications	1,829,102	-	1,829,102	1,816,093	1,229,052
Law	684,665	-	684,665	728,297	542,998
Marine Science	539,019	-	539,019	639,533	489,336
<b>TOTAL PROGRAM SERVICES</b>	<b>\$13,793,115</b>	<b>-</b>	<b>\$13,793,115</b>	<b>\$12,909,669</b>	<b>\$11,040,497</b>
<b>Supporting Services</b>					
General and Administrative	1,436,520	-	1,436,520	1,696,287	2,048,764
Fundraising - cost of direct benefit to donors	340,587	-	340,587	49,410	30,500
Fundraising - other	987,693	-	987,693	1,553,897	811,429
<b>TOTAL SUPPORTING SERVICES</b>	<b>\$2,764,800</b>	<b>-</b>	<b>\$2,764,800</b>	<b>\$3,299,594</b>	<b>\$2,890,693</b>
<b>TOTAL EXPENSES</b>	<b>\$16,557,915</b>	<b>-</b>	<b>\$16,557,915</b>	<b>\$16,209,263</b>	<b>\$13,931,190</b>
<b>CHANGE IN NET ASSETS</b>	<b>3,932,945</b>	<b>-6,923,609</b>	<b>-2,990,664</b>	<b>-982,286</b>	<b>13,178,108</b>
<b>NET ASSETS (Beginning of Year)</b>	<b>8,641,176</b>	<b>13,463,403</b>	<b>22,104,579</b>	<b>23,086,865</b>	<b>9,908,757</b>
<b>NET ASSETS (End of Year)</b>	<b>\$12,574,121</b>	<b>\$6,539,794</b>	<b>\$19,113,915</b>	<b>\$22,104,579</b>	<b>\$23,086,865</b>

**In 2010, Oceana increased its online support to over 500,000 supporters worldwide and to over 38,000 super activists, or supporters who have taken three or more actions in the calendar year. Oceana raised over \$350,000 in online donations.**

Over 100,000 people signed a petition in support of Oceana's efforts to reinstate the ban on offshore oil drilling. The petition was widely advertised on national news sites like NYTimes.com and promoted by Ocean's celebrity supporters on Twitter and on national talk shows like "The View."

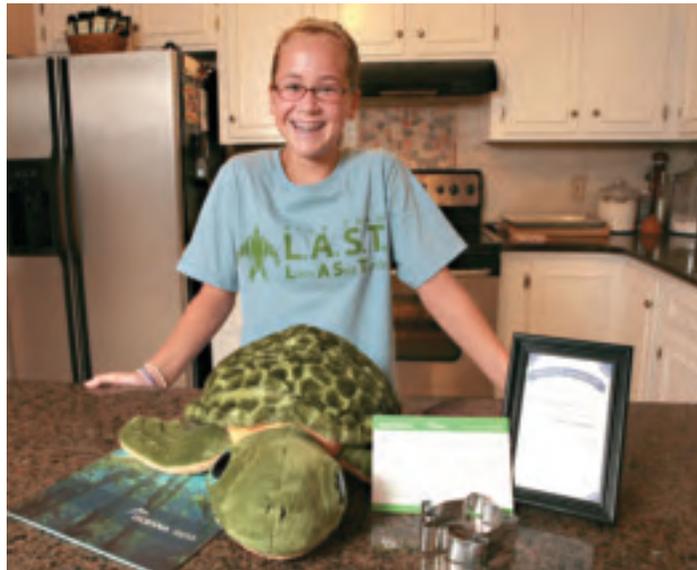
Oceana received more than 300 nominations and over 6,000 votes for the second annual Ocean Heroes contest, which honors everyday people working to save the oceans. The Adult Ocean Hero winner was Jay Holcomb, the head of the International Bird Rescue Research Center, where he has cleaned up birds from oil spills like Exxon Valdez and the BP Gulf of Mexico disaster. The Junior Ocean Hero winners were the Finatics, a group of students who have written letters to President Obama and Congressmen urging them to support legislation for sharks, to Mattel Toy Company in protest of a toy that encourages the harpooning of a toy shark, and published a book entitled "Our Shark Story."

The annual Oceana adoption program was again a success, raising more than \$54,000. This year, Oceana offered a special Gulf Restoration adoption kit, featuring a stuffed pelican and a limited edition Nautica Save the Gulf T-shirt.

In 2010, Oceana supporters sent tens of thousands of emails in support of the Shark Conservation Act, asking the U.S. Congress to put an end to shark finning. Thanks to our activists' support and years of advocating for stronger shark protections, Congress passed the Shark Conservation Act at the end of 2010.

### 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 1.212.371.5017 or visit earthshare.org.



Casey Sokolovic, a young sea turtle activist in North Carolina.



© Melinda Dahl

2010 Ocean Hero Award winners Paul Kelway (standing in for Jay Holcomb) and Robin Culler of the Shark Finatics accepted their awards.



The Shark Finatics were the 2010 winners of the junior category of the Oceana Ocean Heroes contest.

## Give Today To Help the Oceans.

### DONATE TO OCEANA

Each of us has the power to contribute to the health of the oceans. With the support of thousands of people like you, Oceana can carry out targeted campaigns to end overfishing, protect marine creatures, stop pollution and eliminate bycatch. Together, we can reverse the collapse of the oceans and preserve their rich abundance for the next generation. You can become part of a growing circle of supporters by joining Oceana today.

### BENEFITS TO CONTRIBUTORS

All Oceana supporters who give more than \$20 receive the Oceana magazine. Those who give \$1,000 or more annually receive a variety of benefits, including the 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 Kelley Cunningham at 1.212.371.5017 or [kcunningham@oceana.org](mailto:kcunningham@oceana.org), or at 909 Third Avenue, 31st Floor, New York, NY 10022.

Donate to Oceana  
Oceana Development Department  
1350 Connecticut Ave. NW, 5th Floor  
Washington, DC 20036 USA

1.202.833.3900  
[www.oceana.org/give](http://www.oceana.org/give)  
[fortheoceans@oceana.org](mailto:fortheoceans@oceana.org)



© OCEANA | Juan Carlos Calvin

Golden cup coral.

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 Olivia and Howard Abel  
 Katie McGrath and J.J. Abrams  
 Keri Selig and Keith Addis  
 Janis Agopian  
 Carol Albertus  
 Gregory Alexander  
 Anne Alexander Rowley and Mathers Rowley  
 Kristen and Bob Allison  
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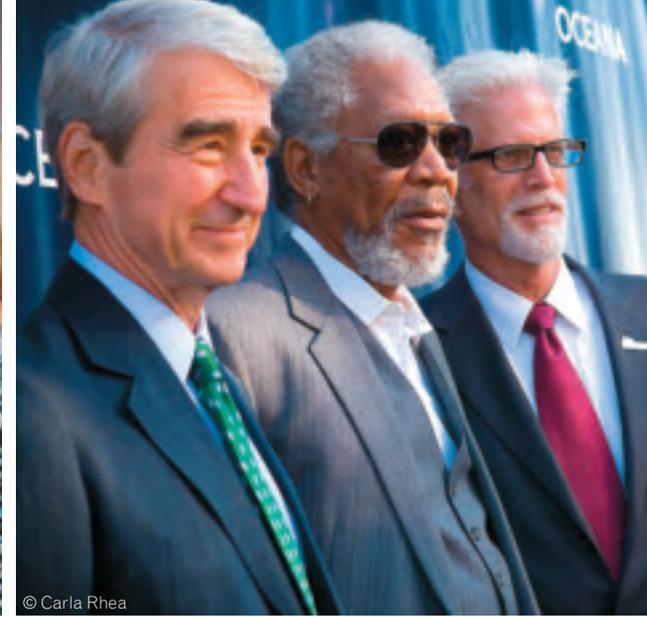
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**We are extremely grateful for the in kind contributions that we receive throughout the year from a variety of sources. These important contributions allow Oceana to carry out our important work to protect and preserve the world's oceans.**

**Top row:** Vera Wang and Lorna Brett Howard; Ted Danson, Jeff Bridges, Oceana President Keith Addis, Oceana CEO Andy Sharpless and Valarie Whiting; Sam Waterston, Morgan Freeman and Ted Danson. **Bottom row:** Nina Flood, vice president for marketing for Nautica, Peter Hunsinger, publisher of GQ Magazine, January Jones, David Arquette and Andy Sharpless; Jeff Bridges performing at the Oceana SeaChange Summer Party.





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## **Dr. Kristian Parker** | Chair

A founding member of Oceana's Board of Directors, Dr. Kristian Parker is the Trustee in charge of Oak Foundation's environment program, which is dedicated to marine conservation and climate change prevention. Parker is also a marine biologist and received his Ph.D. in environmental sciences from Duke University.

## **James Sandler** | Vice-Chair

James Sandler is a director of the Sandler Foundation and is in charge of the foundation's environmental giving.

## **Simon Sidamon-Eristoff** | Secretary

Simon Sidamon-Eristoff is a member of the tax-exempt organizations practice group at Kalbian Hagerty LLP, a Washington, D.C. law firm.

## **Valarie Whiting** | Treasurer

Valarie Whiting'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.

## **Keith Addis** | President

Keith Addis merged his thriving management business with best friend Nick Wechsler's high-profile production enterprise in 1989, creating the first firm to combine top-notch talent management and first-rate feature film and television production into one innovative, dynamic and prolific entity. The company has since evolved into Industry Entertainment Partners, and has emerged as a leader in the rapidly changing landscape of 21st-century Hollywood.

## **Herbert Bedolfe**

Herbert Bedolfe is executive director of the Marisla Foundation, where he has focused on international biodiversity conservation, protection of the marine

environment, environmental health and southern California social issues.

## **Ted Danson**

Ted Danson's versatility makes him one of the most accomplished actors in film, stage and television today. Mr. Danson founded the American Oceans Campaign (AOC) in 1987 to alert Americans to the life-threatening hazards created by oil spills, offshore development, toxic wastes, sewage pollution and other ocean abuses. AOC merged with Oceana in 2001.

## **César Gaviria**

César Gaviria served as President of Colombia from 1990-1994. He was first elected Organization of American States (OAS) Secretary General in 1994, and re-elected by the member countries in 1999.

## **María Eugenia Girón**

María Eugenia Girón began her career in the luxury goods industry as a consultant for the Guggenheim Museum and Estée Lauder. Most recently, she was international vice president for Loewe and chief executive officer of Carrera y Carrera from 1999 to 2006.

## **Stephen McAllister**

Stephen McAllister is a successful developer with solid environmental credentials that include being a crewmember in Greenpeace's first Rainbow Warrior and deputy executive director and campaign director of Greenpeace International at its headquarters in Amsterdam.

## **Michael Northrop**

Michael Northrop directs the sustainable development grant making program at the Rockefeller Brothers Fund in New York City.

## **Dr. Daniel Pauly**

Dr. Daniel Pauly is one of the most prolific and esteemed marine scientists working in the field. Since 1999, Dr. Pauly

has been principal investigator of the Sea Around Us Project, based at the Fisheries Centre at the University of British Columbia.

## **Sam Waterston**

Sam Waterston is an award-winning actor and activist. With an extensive curriculum vitae that includes theater and film, Waterston has been best known in recent years as the star of NBC's Law & Order.

## **Heather Stephens**

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

## **Susan Rockefeller**

Susan Rockefeller is a documentary filmmaker whose award-winning films have appeared on HBO and PBS. She also authored the ground-breaking book *Green At Work: Finding a Business Career That Works for the Environment*, which helped usher environmentally-friendly jobs into nontraditional arenas. She is also Chairwoman of Oceana's Ocean Council.



**Susan Rockefeller, Chairwoman**  
Filmmaker

**Anne Alexander Rowley**  
Activist

**Dr. Andrew Bevacqua**  
La Mer Max Huber Research Laboratories

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