

Oceana

SPRING 2011
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TED'S TURN

Ted Danson explains his
dedication to oceans in
his first book.

PLUS

Victories to stop
offshore drilling, protect
coral reefs and more.



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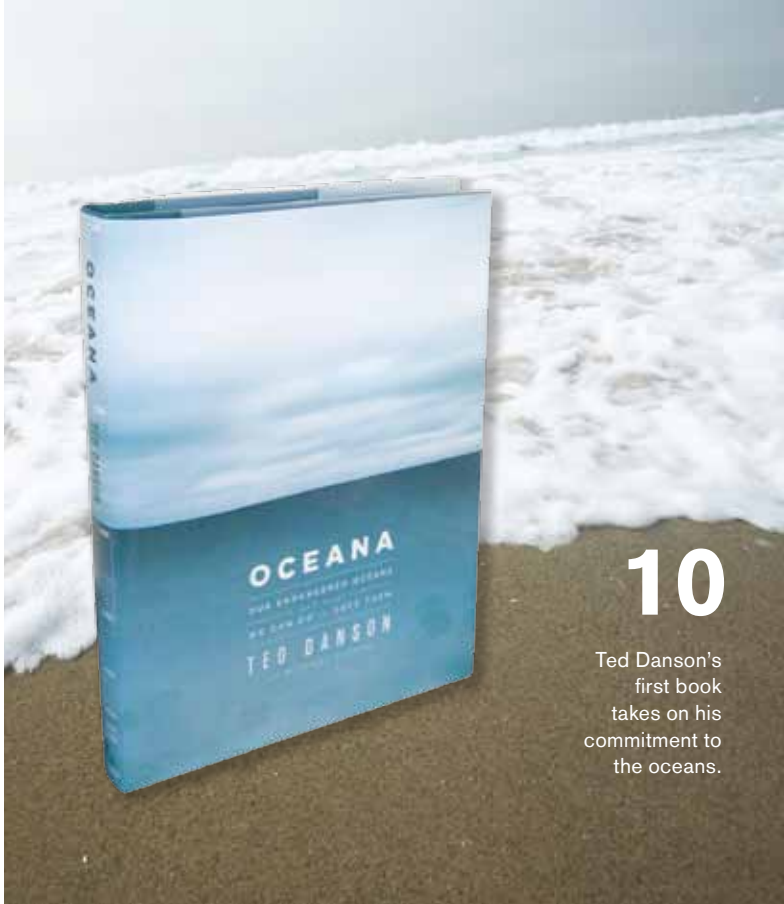
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Oceana board member
Ted Danson
© Kate Danson

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The good news on ocean conservation? It's an achievable goal.

Scientific indicators of ocean health point in the wrong direction. The annual global catch of wild fish has been declining since the late 1980s, after steadily rising through all prior human history. Three-quarters of all commercial fisheries are overfished or fully fished, according to the United Nation's FAO. And counts of the biggest marine fish species – the marlins, tunas, sharks and the like – show that their populations are at 10 percent of their levels just fifty years ago.

This astonishing decline in a food source vital to a billion people is caused by overly aggressive industrial-scale fishing.

The good news is that this is a fixable problem. Coastal states set the rules for commercial fishing off their shores, all the way out to 231 statute miles. If these governments will simply enforce scientific quotas, protect nursery habitat and reduce bycatch, their oceans will rapidly return to abundance. The simple point is that huge parts of the ocean can be restored and protected by national action.

The overfishing that drives ocean depletion is also funded by taxpayer subsidies. These payments to commercial fishing fleets (mostly in Europe and Asia) allow them to keep fishing at levels that are not commercially or ecologically sustainable.

The good news is that this also is a fixable problem. Limits on fishing subsidies (like

those for many other industries) can be set by the World Trade Organization (WTO). The United States, Australia, New Zealand, Norway and other countries are right now pressing the WTO to establish rules that will eliminate the subsidies that drive overfishing.

Ten years ago, a small group of people met to consider a bold proposal. These people knew what was happening to the oceans, and they knew that the most effective lever to save the ocean was rapid policy action. They were so frustrated that they decided to create a new NGO whose only job would be to deliver policy change that would restore and protect abundant oceans. Oceana is that organization.

The good news is that our founders' vision has delivered results. Today, thanks to the support of Oceana supporters like you, we have a record of more than two dozen important policy victories that are helping to restore abundant oceans. One of our longstanding trustees is Ted Danson, the gifted television and film actor. Ted's pride in what we are accomplishing is captured in a book he has written which has just been published by Rodale. His book's title is "Oceana: Our Endangered Oceans and What We Can Do to Save Them."

Thank you for your generous support of Oceana. We win ocean protections because you make it possible. I hope you are pleased with the good news reported

in this issue of our magazine. With your continued support, we will continue to deliver good news to you and the oceans.

Sincerely,

A handwritten signature in black ink, reading "Andrew Sharpless".

Andrew Sharpless
CEO
Oceana



Oceana is grateful for the grants, contributions, and support it has received from dozens of foundations and companies and thousands of individuals. Oceana wishes to thank all of its supporters, especially its founding funders as well as foundations and individuals that in 2010 awarded Oceana grants totaling at least \$500,000: Arcadia Fund, Gordon and Betty Moore Foundation, Oak Foundation, The David and Lucile Packard Foundation, Robertson Foundation, Rockefeller Brothers Fund, Sandler Foundation, Zennström Philanthropies and Ricardo Cisneros. For more information, please see Oceana's annual reports at www.oceana.org/annualreport.

Thousands Of Miles Of U.S. Ocean Protected From Offshore Drilling

In the aftermath of last summer’s oil spill in the Gulf of Mexico, Oceana scored two significant victories in the fight against offshore drilling.

In December, Secretary of the Interior Ken Salazar announced that in the Obama Administration’s new drilling plan, no new offshore drilling would be allowed in the eastern Gulf of Mexico or off the Atlantic and Pacific coasts.

The Arctic was not protected by Salazar’s announcement, but there was good news

in February: Shell Oil announced it would cancel its 2011 plans to drill exploratory wells offshore in Alaska due to continued uncertainty over whether it would receive federal permits. Shell had hoped to drill exploratory wells in the Beaufort and Chukchi seas. Oceana has been instrumental in monitoring the permitting process in the Arctic and holding policymakers accountable for upholding the law.

There is currently no proven method of cleaning up an oil spill in Arctic conditions. There are no trained personnel or equipment

in the region capable of carrying out an effective response plan, in addition to a lack of basic scientific information about the ocean ecosystem.

Oceana has been working for many years to end dirty and dangerous offshore drilling, and these victories are an important step in the right direction towards protecting our oceans from another spill, and moving towards cleaner and safer alternative sources of energy, such as offshore wind.

Olin Corporation Phases Out Mercury Use

In a decisive victory against mercury pollution, Olin Corporation announced plans to phase out the use of mercury in its chlor-alkali manufacturing process in its Charleston, Tenn. facility by the end of 2012. The company also said it would discontinue chlor-alkali manufacturing at its Augusta, Ga. plant.

Oceana has been working since 2005 to convince mercury-based chlorine plants to convert to clean, updated technology. During the campaign, two factories have closed

and three others had agreed to convert to mercury-free technology. With Olin’s announcement, there are now only two remaining plants using mercury – Ashta Chemicals in Ashtabula, Ohio and PPG Industries in Natrium, W.Va. These remaining plants are the smallest emitters of the original nine. One of them is already 75 percent mercury free.

Olin’s Tennessee facility, on the other hand, is the largest mercury-based factory left in

the United States. Built in 1962, the factory pollutes the nearby Hiwassee River with mercury.

Mercury released to the environment from these plants ultimately ends up in the oceans, where it accumulates in fish and wildlife. Animals higher on the food hain – such as tuna and swordfish – carry the most mercury. People can experience health effects, such as delayed neurological development in children.

U.S. Congress Passes Shark Finning Ban



Tens of millions of sharks are killed for their fins each year. Image: © OCEANA | LX

In a culmination of years of work by Oceana and our allies, Congress ended shark finning in U.S. waters with the passage of the Shark Conservation Act in December, which requires sharks to be landed with their fins naturally attached.

Shark finning is the brutal practice of slicing off a shark’s fins and throwing the shark, often still alive, back in to the water to die. Demand for fins for use in shark fin soup, an Asian delicacy, drives this practice.

The Shark Conservation Act improves the existing law originally intended to prevent shark finning, and it also allows the U.S. to

take action against countries whose shark protections are weaker.

Each year, commercial fishing gear kills more than 100 million sharks worldwide – including tens of millions for just their fins.

Sharks have been swimming the world’s oceans for more than 400 million years. As apex predators, they play a vital role in maintaining the health of ocean ecosystems. But due to their slow growth rate and low level of reproduction, sharks are especially vulnerable to pressure from human exploitation. Some shark populations have declined to less than 10 percent of their historic levels.

Second Power Plant Defeated in Chile

For the second time in less than a year, Oceana helped defeat a coal-fired power plant on the coast of northern Chile that would have threatened marine reserves home to 80 percent of the world’s Humboldt penguins as well as bottlenose dolphins, blue whales and numerous other marine animals.

In March, the CAP Company in Chile withdrew its plans to construct the 300-megawatt Cruz Grande power plant after pressure from Oceana and its allies.

In late 2010, Oceana was a leader in the effort to stop the construction of another

power plant in the same region in a campaign which galvanized the Chilean environmental movement and saw thousands of citizens peacefully protesting the plant.

The power plants threatened the marine reserves with their emissions, which would have been released upstream from the reserves. The plants would have used the area’s seawater to cool the plant, discharging it back into the ocean at higher temperatures. Oil spills from ships carrying coal to the plants would seep there in a few hours, and the local currents would retain the pollution within the area. Also,

mercury emissions from the plants would contaminate fish and mollusks like the Chilean abalone, damaging a crucial local economy.

Oceana is now calling on the Chilean government to speed up the designation of a marine protected area in La Higuera and Chañaral Island in northern Chile and to promote renewable energy sources to gradually replace coal-fired power plants.

16.1 Million Square Miles of Sensitive Habitat Protected in the Pacific



Ancient coral reef ecosystems are protected by the unprecedented international decision. Image: © OCEANA

After years of work by Oceana and allies, an international delegation agreed in March to conservation measures that will protect more than 16.1 million square miles of seafloor habitat from bottom trawling in the north Pacific Ocean. The delegation adopted Oceana’s “freeze the footprint” approach to prevent the expansion of bottom trawling into untouched areas and to protect seamounts, corals and other vulnerable marine ecosystems.

Bottom trawls are massive weighted nets that drag along the ocean floor, destroying anything in their path, including ancient corals and fields of sea sponges. Nets can be 200 feet wide and 40 feet high, weighing as much as 1,000 pounds and reaching depths of more than 5,000 feet.

Oceana, the Natural Resources Defense Council and the Deep Sea Conservation Coalition have been working together to advance these habitat protections. Participating nations, including the U.S.,

Canada, Japan, Russia, China, Korea and Taiwan acted on a commitment they made at the United Nations General Assembly to enact these interim conservation measures to protect vulnerable marine ecosystems in international waters.

The conservation measures, which take effect immediately, halt the expansion of bottom trawling and other bottom fishing gear, and require an assessment of the long-term sustainability of fish stocks, as well as a determination that fishing would not have significant effects on sensitive habitats as a condition to allow fishing into new areas.

These interim conservation measures will be in place while the new North Pacific Fisheries Commission is established, which will then oversee the sustainable management of bottom fisheries and other fisheries (squid and saury) on the high seas of the north Pacific Ocean.

1



Oceana welcomed **Susan Rockefeller** as its newest board member. A filmmaker and author, Rockefeller is a longtime supporter, having chaired the Ocean Council and hosted numerous events for Oceana. She also created an ocean-inspired jewelry line which benefits Oceana.

2



In January, the U.S. government released a report from **the National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling**. The Commission concluded that last summer's Gulf of Mexico disaster was not an isolated incident, and that it was the result of systematic failure within the oil industry and government regulators. The Commission stopped short of recommending removing the liability cap for the oil industry in the case of another disaster.

3

Oceana announced the opening of its Copenhagen office in February. The office will focus on overfishing and marine protected areas in the Baltic Sea, and is funded by generous grants of \$1 million from the **Arcadia Fund** and €500,000 from **Zennström Philanthropies**, both based in the U.K. The office is Oceana's third in Europe, and is led by economist Anne Schroeer.

4

Arcadia Fund also awarded Oceana a grant supporting core work over three years. The \$2.5 million award is the second such grant Oceana has received from Arcadia.



5



Oceana spokesman and Olympian **Aaron Peirsol** announced his retirement from competitive swimming after winning five gold medals. Peirsol teamed up with Oceana to start the Race for the Oceans, an open-swimming event that benefits ocean conservation.

6

The U.N. released its latest **State of the Fisheries and Aquaculture** report in January. The report noted that the global appetite for seafood continued to grow, and that many species were still at risk of collapse due to overfishing. The average person consumed 37.7 pounds of seafood in 2008, a slight increase from 37.2 pounds in 2007 that was mostly due to aquaculture.



Mark Kurlansky

Mark Kurlansky's 1997 international bestseller "Cod: A Biography of the Fish That Changed the World" is a seminal work of non-fiction about overfishing. Since Cod, Kurlansky has written books on topics ranging from baseball to the Basque country, but he continues coming back to the one dear to his heart: fish.

His newest book, "The World Without Fish: How Kids Can Help Save the Oceans," explains the current crisis in the oceans in easy-to-digest language and graphics, and outlines how kids can help.

Kurlansky spoke with Oceana's online editor **Emily Fisher**.



Mark Kurlansky and his daughter Talia show off their catch. "That's an illegal, undersized striper, but we threw it back," he said. Courtesy photo

What inspired you to write "The World Without Fish?"

I've been writing about fish for many years. I talk to kids about it a lot and I noticed a few things. They are tremendously interested, partly because kids just really like fish. We're raising a generation with a great sense of environmental urgency; they want to know about these things. It's a very complicated thing, much more complicated than it's often presented. Consequently, kids are perplexed about what's going on. So I thought I would explain it.

Has your daughter read the book?

Yes, she has. It's a very ambitious book for kids, and I wanted to know about anything she found difficult or hard to understand. She's my fishing buddy. We spend our summers in Gloucester fishing for striper.

What do you hope kids (and adults) take from your book?

I'd like them to appreciate the complexity of the issue to understand

that it's not that people aren't doing anything – a lot's being done, but they're still struggling to figure out what works. I wouldn't mind them coming away with a little respect for fishermen and their struggles with the issue. This all can be turned around and if it isn't, it will be a huge disaster.

I once asked E.O. Wilson that question - how it would all work out. He said that he thought in the 10th round, just staggering and bleeding, the planet would be saved.

I read that you worked a stint as a commercial fishermen at one point?

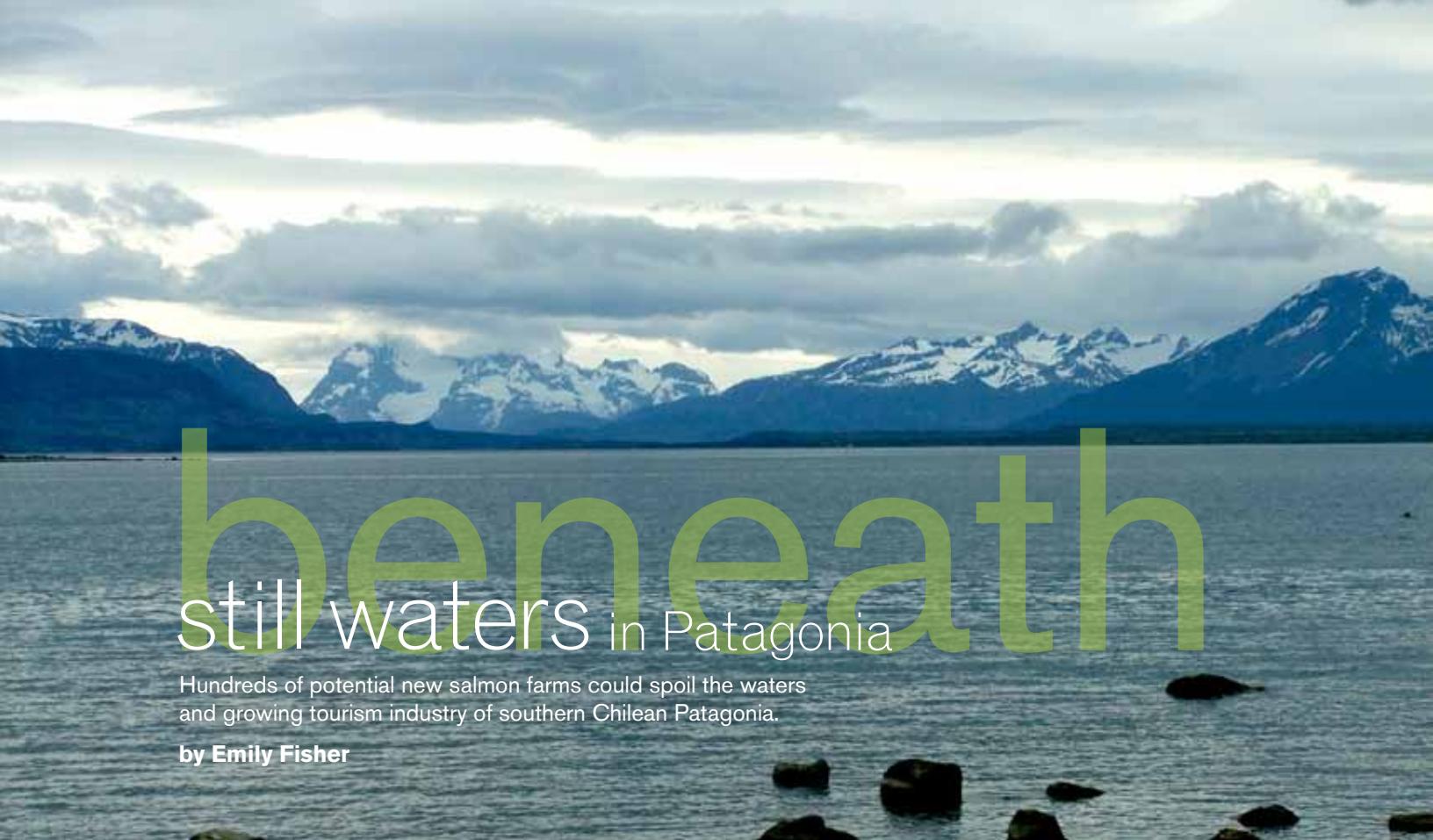
When I was a kid in the '60s, the whole coast of New England was full of working fishing ports. You just stopped off at the port and asked who needs a hand. I was a large strong kid, which was

what you needed for hauling things, so I worked on a lobster boat for a while, a 40-foot wooden-hulled boat in the open ocean. I absolutely loved it. I loved the fishermen – I thought they were quality men, I thought they were so hardworking and honest and treated people fairly and they were fun.

Are you more pessimistic or optimistic when you think about the future of fish?

As a personality type I tend to be optimistic. I once asked E.O. Wilson that question – how it would all work out. He said that he thought in the 10th round, just staggering and bleeding, the planet would be saved. That's the way I see it.

What I try to get people to understand in this book is that the history of serious fishery management is only a couple decades old, so it's still experimental. I think they are getting better at it. It's a learning process, but we don't have a lot of time to get it right.



beneath still waters in Patagonia

Hundreds of potential new salmon farms could spoil the waters and growing tourism industry of southern Chilean Patagonia.

by Emily Fisher

On a chilly and overcast morning in southern Chilean Patagonia last November, I found myself in an inflatable Zodiac, hoping to catch a glimpse of a salmon farm. But my local guide, Fernando, was more accustomed to spotting wildlife. He quieted the boat's motor, smiled and pointed to a pod of southern dolphins.

Eventually we found our way to Caleta Délano, a salmon farm whose drab structures and buoys contrasted with the backdrop of magnificent snow-covered peaks. From where we sat, the farm gave off no harsh odor, no noise pollution, and the salmon themselves were hidden from view underwater. The whole operation was remarkably tranquil, in fact.

But beneath its benign appearance lay a whole slew of environmental impacts: nutrient and chemical pollution, salmon escapes and overuse of antibiotics, to name a few. Three years after the Chilean salmon farming industry was devastated by a

bout with infectious salmon anemia (ISA), the industry is poised to start over, this time in the unspoiled waters of southern Patagonia. More than 1,500 permits have been requested for new salmon farms in Chilean Patagonia's southern region of Magallanes in the coming year, which has tourism officials, fishermen and conservationists on edge.

The region hosts some of Patagonia's most emblematic natural features, including Torres del Paine National Park, one of Chile's biggest tourist draws. Chile has one of the largest fjord systems in the world, a labyrinth of channels and islands snaking more than 900 miles toward Antarctica. The area is home to blue whales, Magellanic penguins and many species of endemic corals, among other wildlife.

This spring will be a crucial time in the battle to prevent a farmed salmon invasion in Patagonia. In April, the waterfront zoning process for Magallanes is scheduled for completion. Representatives from the tourism, artisanal fishing and conservation sectors, including Oceana, are working to exclude specific areas from salmon farming that

are the most ecologically sensitive and important for tourism and fishing.

Should even a fraction of the requested farms move in, the effects on Patagonia's marine environment could be deadly. According to 2009 data from the Yendegaya Foundation, a salmon farm with approximately 3.5 million fish releases the same amount of waste as the sewage from a city of about 169,000 people. The untreated fish waste settles in the sea bed, creating dead zones devoid of life.

Also, the fish don't stay put. At least 10 million farmed salmon escape from their pens in Chile each year. The non-native predator competes with wild fish for food, jeopardizing native populations and spreading disease. And to treat disease, the salmon are given antibiotics, some of which aren't approved for use in livestock in the U.S. — despite the fact that much of the fish is headed there.

And since salmon are carnivores, farming them is unsustainable by definition. In Chile, it takes more than eight pounds of fish meal to produce one pound of salmon, resulting, ironically, in a net loss of protein.

'I don't want to take a boat full of tourists, and instead of seeing a beautiful waterfall or a colony of sea lions, they'll see a salmon farm.' — A touring boat crewmember in Patagonia

The fish meal is made from wild stocks of anchoveta, sardines and mackerel off the coast of Chile and Peru. As a result, some of these stocks are now overexploited, which reverberates throughout the entire ocean food chain and has resulted in less fish and jobs for Chile's artisanal fishing industry.

Don Teobaldo Ruiz is the president of the Chamber of Tourism in Puerto Natales, Chile, the gateway to Torres del Paine National Park and many of Patagonia's natural wonders. He said he is extremely concerned about the effects of salmon aquaculture on his region's environmental and economic health.

"We in the tourism industry simply ask that they don't affect the places that are important for tourism development, which in reality, is practically all of Magallanes," he said.

On my last day in Patagonia, I joined a group of tourists on a boat cruise into one of Chile's most picturesque waterways. We glided into the dramatically-named Seno Ultima Esperanza ("Last Hope Sound"), so-called because its European discoverers were nearly dead when they finally found it, searching for the western entrance to the Strait of Magellan.

We stopped at a cormorant colony, which from distance was a massive rock face covered in tiny black specks. Upon closer inspection, the specks were hundreds of the black and white sea birds, breeding and nesting for the summer. At the next stop we spotted a colony of curious sea lions, and soaring above them, several condors.

But we also passed by a site that wasn't printed on our itinerary: the salmon farm Bahia Perales. The ISA virus had been detected in this farm just a few weeks earlier, and the company, Salmon Magallanes, was ordered to either harvest or dispose of the fish. I asked one of the boat's crewmembers about the fish farm and it turned out that he had worked a

brief stint for that very operation. He said it would be his first and last time working in salmon aquaculture.

It's not a stable source of employment, he said, and he didn't like the way the workers were treated. "With ISA, you don't know if you're going to be without work," he said. During the ISA outbreak in 2007, thousands of workers were laid off in Chile's Los Lagos region.

As a result, he prefers to work in tourism, though he said he's now concerned about its future. "I don't want to take a boat full of tourists, and instead of seeing a beautiful waterfall, or a colony of sea lions, they'll see a salmon farm. To me that's not tourism, that's not nature." 🐟

OCEANA'S CAMPAIGN

Oceana has been working to improve the sanitary and environmental standards of the salmon aquaculture industry in Chile for years, and has made significant progress, helping to pass new regulations to prevent salmon escapes and limit the use of antibiotics.

Together with representatives from the tourism and artisanal fishing industries, Oceana has been working to exclude specific areas of the southern Patagonian region of Magallanes from salmon farming that are the most ecologically sensitive and important for tourism and fishing. As of this magazine's printing, three important tourist routes in the region were protected under new zoning regulations, and Oceana's campaign will now work to enforce the new rules.

Oceana has also been working to establish a marine protected area around a pristine area of Patagonia called Tortel, and we have completed several expeditions to the area, capturing underwater photos and video of the area's rich biodiversity.



Top: Seabirds are common in Patagonia. Middle: A salmon farm. Bottom: A still-untouched area. Images: © OCEANA | Emily Fisher



Serious About Sea Turtles

Comedians Rachael Harris and Angela Kinsey tackle a not-so-funny subject – saving sea turtles from extinction.



Angela Kinsey and Rachael Harris are two of America's most versatile funny ladies – Angela is best known as an uptight accountant on “The Office,” and Rachael’s long list of roles includes “The Hangover.”

Now the two comedians, who are close friends, have taken on a new role as ambassadors for Oceana’s campaign to save sea turtles. The pair traveled to Mexico with Oceana to learn about the challenges facing endangered sea turtles and to film a PSA campaign. Oceana marine scientist Elizabeth Wilson accompanied the comedians, and asked them about the experience.

Oceana: What was it like to swim with the sea turtles for the first time?

Rachael: It was great. It was really beautiful.

Angela: They’re majestic when you’re in the water with them. It hits you that they’ve been here since the dinosaurs were here, and I felt very small in the world in that moment. It was very powerful for me. I have a daughter and I want these animals here

when she’s old enough to go snorkeling and to see them.

Rachael: It’s a slippery slope that we’re polluting our oceans so much, the things that we’re doing as humans are impacting a living creature, bringing it to extinction. You know, we can a) save the ocean and b) save these animals that are living in the ocean. I think that’s really powerful, to be a part of something, and to realize we’re lending our voice to bring awareness to this. It felt great. When you see the turtles, you want to protect them. You have an emotional response to it.

Angela: You do. The thought that they wouldn’t be here anymore is just so tragic, it’s so unnecessary, especially if there’s things that we can do to help and hopefully Oceana can bring awareness to that.

Angela: Yes.

Rachael: And they’re adorable.

Angela: They are. They’re really sweet.

Angela: We had a great time. And everything did go as expected. I mean, I think I did drink a liter of salt water.

Oceana: I’m noticing a couple new scratches, what are those from?

Angela: I was trying to get out of the water, I don’t know, I was trying to look sexy or something.

Rachael: We were trying to look like Halle Berry, for God’s sake.

Angela: Because you know what? We love to look like Halle Berry. She’s like the most beautiful woman ever. And I fell! I fell, ok?

Rachael: That was the coral reef’s way of saying, “Don’t do that.”

Angela: Yeah. Don’t try and be Halle Berry, lady.

Rachael: So thanks, you guys. Thanks Oceana for bringing us down here.

Angela: Thank you!

To join Rachael and Angela in the fight to save sea turtles, and to see photos and video – including exclusive behind-the-scenes footage – from their trip, visit www.oceana.org/turtlesoffthehook.



From ACTOR to ACTIVIST



In March, Oceana board member Ted Danson released his first book. Co-written with journalist Michael D'Orso and published by Rodale, "Oceana: Our Endangered Oceans and What We Can Do to Save Them" is an insightful and comprehensive look at our oceans – and how to protect them for future generations.

Danson is well known as a versatile film and television actor, but few people know how he became an ocean activist. In this excerpt from the book, he explains the origins of his passion for ocean conservation.

I WOKE UP SCREAMING. It was late—two or three in the morning. The whole house was asleep, and I could hear the sound of surf outside the open windows of the little vacation beach house we had rented. I was soaked with sweat, terrified, not sure if I was awake or dreaming.

I was 7 years old. Clutching my stomach, my face a mask of pain and confusion, I stumbled into my parents' bedroom. My mom and dad rushed me into the bathroom, splashed water on my face, and did their best to calm me down. Soon enough I was back to normal, a sleepy, exhausted kid who just wanted to go back to bed. Everything was fine.

But the next night it happened again. And the next. And the one after that. The same, terrible dream. And here's how it went: I'm sitting on a beach, the middle of a glorious day, and a voice speaks to me out of the clear blue sky. God's voice. "Ted," it says.

A bucket appears in the sand beside me.

And then a spoon filled with holes appears in my hand.

"You have one hour to empty the entire ocean into this bucket," says the voice, "or the world will explode. And it will be your fault."

Now, clearly this dream represents your basic, run-of-the-mill messiah complex, not uncommon among us actor types. But if you're in the mood to grant me a little poetic license,

you could say this was the awakening of my concern for our world's oceans. And if so, then while I've spent the past twenty-five years actively working on the various issues facing our oceans, if you count the scary dream, my concern for the seas has actually been stirring inside me for more than a half century—for almost my entire life.

I grew up about as far away from the ocean as you can get—first in the hills outside Tucson, Arizona, then among the Ponderosa pines of the northern part of that state, just outside of Flagstaff.

My father was an archaeologist and later became the director of the Museum and Research Center of Northern Arizona. Our home, just an hour south of the Grand Canyon, was routinely visited by some of the world's leading scientists in the fields of geology, paleontology, anthropology, and, of course, archaeology.

My mother was very involved in our church and led a spiritual life, not just inside that Episcopal chapel but out in the foothills and forests that surrounded our home. She loved nothing more than going out for a walk. She took us—me and my sister—with her all the time, and when you went for a walk with my mother, you better not be in a hurry. Because she took in everything, she saw beauty everywhere, and she always stopped to relish it.

The more you look, the more you see. That's something my mom taught me. She was the great appreciator. My father was much more the scientist—studying things, dissecting them, taking them apart, sorting them out, putting them back together, understanding what made them tick.

And, although I wasn't aware of it at the time—I was busy playing with my friends, in the canyons and ravines around our house, just being a kid—I have no doubt that what my parents' lives stood for back then somehow sunk in, providing a foundation for the advocacy work that I do today.

I strongly believe that science and spirituality go hand in hand, and any conversation we have about the environment has to take both into account. Unless all our actions to save the oceans are based on science, we will end up doing more harm than good. And unless we acknowledge our spiritual connectedness to one another and to this planet we live on—unless we realize that almost everything each of us does has an impact on somebody else—we may never rise above our self-interests in order to gather the collective forces we need to face the environmental challenges that now surround us.



LAGUNA BEACH, 1953 – two years before the very scary dream

Speaking of self-interest, I was pretty much consumed by it until my mid-thirties. It was then, around my fourth year of playing Sam Malone on the TV show Cheers, that I noticed being a celebrity was not very different from being a 5-year-old in a room full of adults. Everyone is focused on you. All the attention and energy in the room is directed your way. I realized that if I wasn't careful, my life could easily spin out of control, and I'd run the danger of becoming the 5-year-old who's stayed at

the grownups’ party too long. I knew that I needed to do something constructive with all that energy before it really screwed me up. I needed to focus it on something outside of myself. That something, it turned out, became the oceans.

In 1984, my family and I moved to Santa Monica Canyon, about ten blocks from the Pacific.

One day I was walking on the beach with my two young daughters, Kate and Alexis, and we came upon a sign that said “Beach Closed, Water Polluted.” Kate, who was 8 at the time, was puzzled as to why—and how—a beach could be closed. Frankly, I was just as puzzled as she was. When she asked me for an answer, I didn’t have one.

So I began looking for it. I started asking some questions myself. Not long after that, I went to a neighborhood meeting that had been called in an attempt to stop Occidental Petroleum from drilling 60 oil wells in the waters off Will Rogers State Beach, right there beside Santa Monica and other surrounding communities.

The meeting was organized by a lawyer named Robert Sulnick, an environmental activist who’d been involved in these kinds of fights for many years. In the beginning, I was completely unaware of the complex web of forces threatening our oceans. I didn’t know any more about industrial bottom trawling, habitat destruction, ocean acidification, or government fishing subsidies than Sam Malone, the affable high school dropout turned bartender, did.

But I learned fast. Bob and I joined forces, ultimately stopping those wells from being drilled, and became great friends in the process. Flushed with success, a little naïve but full of passion, we created an organization called American Oceans Campaign. Our focus was on coastal pollution and maintaining the national moratorium on offshore oil drilling. I was full of a novice’s enthusiasm—eager to convert people to the cause and quick to spar with those who dared contradict me. I was quickly schooled by several conservative talk show hosts and rightfully learned my lesson.



BOULDER, COLORADO — On the way to Tuscon

Limbaugh took me to task when a rash prediction I made for the end of the oceans as we know them came and passed—and the oceans still looked pretty much the same ... at least to the untrained eye. So here’s what I learned: Stick to the science. Tell people what’s going on, turn them toward the experts who really know what’s happening, and then let the people themselves decide what to do about it. Don’t make speeches just to impress the audience with how much you’ve learned. Because there’s always so much more to know, whether you’re just starting out, or you’ve been at it awhile. That’s why we need the experts, and we need to listen to them. Because they do know. I never let myself forget how lucky I’ve been to be able

IN THE BEGINNING, I WAS COMPLETELY UNAWARE OF THE
COMPLEX WEB OF FORCES THREATENING OUR OCEANS.



Speaking at the National Press Club in 2008

to meet many of these experts ... and to be able to help get their message out.

In 2001, American Oceans Campaign joined forces with several other nonprofits to form a new global marine organization called Oceana, the biggest international group in the world solely focused on ocean issues. And I have to confess, when that merger occurred, I thought, Great! Now I’ve got a back door, a way out. I was tired of asking my friends for money, frustrated trying to

raise awareness about something that seemed so basic, and not sure I was really making a difference.

But it turned out I wasn’t quite ready to throw in the towel. The new organization upped the ante to a whole new level, pulling together such an astounding array of great, committed, and inspiring people that I found myself happily working even more for this cause, not less.

The oceans make up 70 percent of our planet’s surface. They are a permanent gift to the future of all people—a legacy to our children, and to our children’s children. We’ve started to turn the tide.

Now let’s finish the job.

To buy “Oceana: Our Endangered Oceans and What We Can Do to Save Them,” visit www.oceanabook.net.

New York Holiday Party for Oceana

On December 2nd, over a hundred revelers arrived at the Vanessa Noel flagship boutique located on the Upper East Side of Manhattan for a soiree hosted by Ocean Council Chair Susan Rockefeller and Ocean Council member Vanessa Noel.

Special guests such as Sir Thomas Moore and Thomas Gimbel and Ocean Council

members Danielle Steakley and Nicole and Damien Woody enjoyed cocktails and inspiring conversation. The party included a silent auction featuring photography by Gail Tobias, a cashmere shawl by Andraab, a gold and diamond bracelet courtesy of jeweler Christopher Walling and a three night stay at the Vanessa Noel hotel on Nantucket.



From left: Sarah Langham, Sir Thomas Moore, Vanessa Noel; David Rockefeller, Thomas Gimbel, Susan Rockefeller; Damien and Nicole Woody. Images: Jon Dee

Rockefeller Cocktail in Honor of Oceana

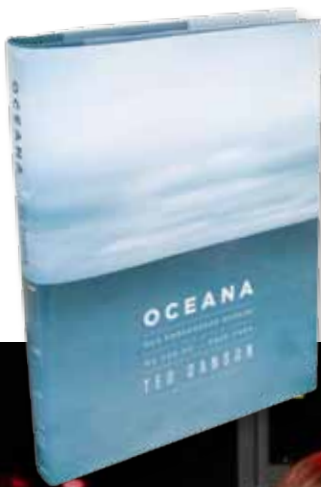
On a stormy evening in February, dozens of intrepid guests braved the icy streets of Manhattan to attend a cocktail party hosted by David Rockefeller and board member and Ocean Council Chair Susan Rockefeller at their New York home.

Special guests, including Marjorie Harris, Rory Tahari, Margie and Michael Loeb, Mary Steenburgen, Almudena Fernandez, Maxwell Caulfield and Ocean Council member Lois Robbins, joined several of Oceana's board members in support of board member Ted Danson, who entertained the crowd with an exclusive glimpse of his new book, "Oceana: Our Endangered Oceans and What We Can Do to Save Them."

From top left: Ted Danson, Almudena Fernandez; Susan Rockefeller, Wendy Ettinger; Oceana Chairman Kristian Parker, Oceana Vice President for Global Development Bettina Alonso and Oceana Vice Chairman Jim Sandler; Rory Tahari and Oceana Board President Keith Addis. Images: Jon Dee



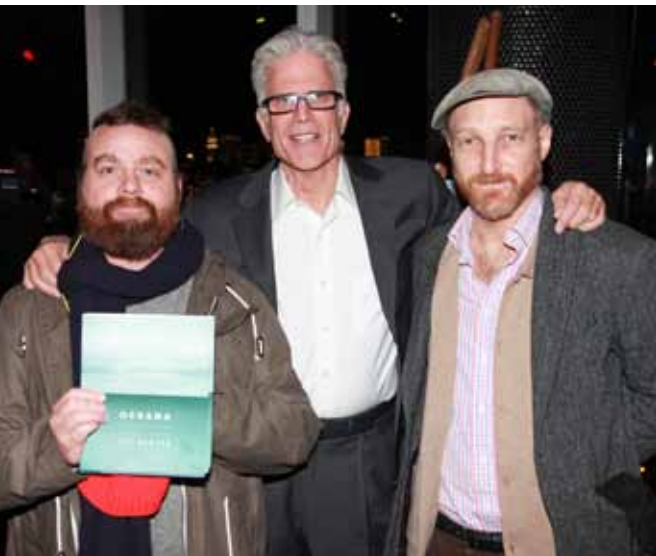
Oceana Premiere Party in Honor of Ted Danson



On March 14th, Rodale Inc. hosted an event at the rooftop lounge Le Bain in the Standard Hotel to celebrate the release of Oceana board member Ted Danson's new book "Oceana: Our Endangered Oceans and What We Can Do to Save Them," and the launch of his cross-country book tour. The sunset cocktail was buzzing with special guests Ted Danson, his wife Mary

Steenburgen and their daughters, Susan Rockefeller, Zach Galifianakis, Calvin Klein, the Rodale family and Vanessa Noel.

Oceana's Vice President of Global Development, Bettina Alonso, introduced Ted to the guests of this very special evening and Ted spoke briefly about the journey that led him to write the book.



Top: Katrina Danson, Kate Danson, Ted Danson, Mary Steenburgen, Lilly Danson. Bottom left: Zach Galifianakis, Ted Danson, Jonathan Ames. Bottom right: Summer Osterman, Ted Danson, Bettina Alonso. Images: David X Prutting

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 contributions 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 email info@oceana.org or visit EarthShare's website at earthshare.org.



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1% for the Planet is a growing global movement of over 1,400 member companies – small and large – in 38 countries that donate at least 1% of sales to environmental organizations. As a 1% non-profit partner, Oceana may accept donations from members of the 1% network – a network growing every day. Over 2,100 non-profits worldwide are included in the 1% program, and over \$50 million has been funneled toward nonprofit partners to date.



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Maureen Case

Maureen Case is president of luxury cosmetic brands La Mer, Jo Malone and Bobbi Brown, and a longtime supporter of Oceana. La Mer has partnered with Oceana for the last six years on the World Oceans Day campaign.

What was the impetus for creating the La Mer – Oceana partnership?

Ocean conservation has always been important to La Mer. Dr. Max Huber, the founder of La Mer and creator of the legendary crème, believed in the healing powers of the sea and understood the value of the oceans and marine life. Dr. Huber discovered something very special in the ocean, sea kelp, the key ingredient used to make Crème de La Mer's Miracle Broth. To this day we respect this heritage by responsibly harvesting only the top section of the sea kelp that reaches the ocean's surface in order to help sustainably maintain the valuable underwater sea kelp forest and protect the plant for future generations. La Mer honors Dr. Huber's legacy through our partnership with Oceana.

What is the nature of private sector company reliance on bountiful oceans?

The ocean contains untapped resources with the potential to provide us with even more sea-born ingredients with benefits that have yet to be discovered. La Mer scientists work with biological and conservation organizations that research marine life to discover sea plants that have beneficial properties for the skin. It is because of our connection to the sea in this way that we support marine habitat protection.

Is there a defining experience in your life that connects you to the oceans?

I am an avid certified diver, so I have always had an appreciation for the ocean. I love to take my kids diving and hope to instill a love for the sea within them as well. My favorite place to dive with my children is off the coast of Belize, so I could not have been more thrilled with Oceana's expansion in Belize. January Jones graciously participated in a "La Mer dive" with us last year to help support our viral campaign to raise awareness of Belize's endangered marine ecosystem.

I strongly believe that corporations should be socially conscious and give back in a meaningful way.

What do you see as the responsibility of the private sector for the protection and conservation of our oceans?

I strongly believe that corporations should be socially conscious and give back in a meaningful way. This year, in honor of World Oceans Day, La Mer has created

a limited-edition 100 ml World Oceans Day Crème de la Mer in a commemorative ocean-inspired jar. In addition, La Mer will make a \$200,000 donation to Oceana in support of their Habitat Protection Campaign as well as other global initiatives for ocean conservation.

What is La Mer's biggest success as a champion of the oceans?

La Mer has helped fund Oceana's Ranger expedition for the past two years, which conducts research in the Mediterranean. In 2008 off of the coast of Spain during this Ranger expedition, Oceana's team of scientists discovered a rare endangered deep-sea white coral ecosystem. This ecosystem that was never known to exist contains hundreds of aquatic species that need to be protected, and now they have a chance. It was a remarkable find for Oceana and an honor to be able to say that La Mer has contributed to this particular success in ocean protection.

What challenges do you still see ahead?

To see a difference will take time. La Mer will continue to stay committed to advocate for meaningful change.

Sean Brock

In just a few years, Sean Brock has rocketed to a top spot among American chefs. His two restaurants in Charleston, S.C. – McCrady’s, the oldest restaurant in the city, and Husk, a new venture opened in 2010 – have helped revitalize high-end cuisine in the southeast.



A young chef and a Virginia native, Brock hews closely to Southern tradition with his cooking. He sources as many ingredients as possible from the South, including the seafood.

All Brock’s seafood is sourced through a single Charleston-based fisherman, Mark

Marhefka of Abundant Seafood, and his name appears on the menu.

According to Brock, his customers love the fact that their seafood is just hours off the boat. “Knowing where your ingredients are coming from is something that people are starting to get really excited about,

especially because it’s helping the local economy,” he said.

Knowledge is a key tool to promote locavore eating, Brock said. In addition to a detailed menu, he ensures that his servers are well-versed in the origins of the food to answer any questions.

Despite their fearsome appearance, these Caribbean reef sharks pose little danger to humans. In fact, as top predators, their presence signals a healthy marine ecosystem. Many species of sharks are in danger of extinction thanks to overfishing, particularly for their fins. Oceana works to protect sharks around the world. For more information on how you can help sharks, visit www.oceana.org/scaredforsharks.



Carolina Triggerfish with Heirloom Beans, Corn and Shrimp

For the Fish:

- 4 (seven ounce) triggerfish fillets
- Canola oil as needed
- Juice of 1 lemon
- 2 tablespoons unsalted butter
- Salt and cayenne pepper as needed

Preheat oven to 300 F. Add enough canola oil to cover the bottom of a medium saute pan. When oil is shimmering, season the fish with salt and cayenne pepper; add to pan one fillet at a time, cooking over high heat. The goal is to cook the fish until golden brown on one side and place on a baking sheet about 4 minutes; reserve. Repeat process with remaining 3 pieces of triggerfish. When all fish are seared on one side, cover with the butter and a little lemon juice; hold the fish on the countertop until you are ready to finish the dish.

For the Peas:

- 1 cup heirloom beans, soaked in water and refrigerated overnight, drained the following day
- 2 quarts stock (preferably pork, but chicken will work)
- 1 medium onion, medium dice
- 1 large carrot, medium dice
- 2 celery stalks, medium dice
- 2 garlic cloves, peeled and sliced thin
- 1 bay leaf
- several twigs of thyme
- ½ chopped jalapeño

To Cook the Peas:

In a large stockpot, bring the stock to a simmer and add all ingredients. Cook for 1 hour over low heat, partially covered. When beans are tender, season with salt.

To Finish

- 6 ears of corn, removed from cob
- 2 tablespoons unsalted butter
- 1 small bunch chives, finely chopped
- 1 small bunch of scallions, finely chopped

After removing corn from the cob, take half of the corn and juice; reserving the other half of the corn. Take corn juice and place in a medium sized, non-reactive sauce pan; reduce on low heat. When corn juice becomes thickened, finish sauce by slowly stirring in unsalted butter; reserve.

In large, non-reactive sauté pan, combine cooked beans and corn. Be sure to include a small amount of the bean cooking liquid; warm thoroughly on medium heat. Finish with salt and pepper to taste and chives.

To plate, place beans on a large plate, lay crispy triggerfish on top and lightly drizzle fish with corn sauce. Garnish with scallions. Serves four.





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A whale shark zooms by in Belize, a popular diving spot for spying the world's largest fish.



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Oceana's accomplishments wouldn't be possible without the support of its members.

You can help Oceana fight to restore our oceans with your financial contribution. Call us today at 1.877.7.OCEANA, go to our website www.oceana.org/give and click on "give today" or use the envelope provided in this newsletter. You can also invest in the future of our oceans by remembering Oceana in your will. Please contact us to find out how. All contributions to Oceana are tax deductible. Oceana is a 501(c)(3) organization as designated by the Internal Revenue Service.