



BLUE OCEAN INSTITUTE
ANNUAL REPORT 2006

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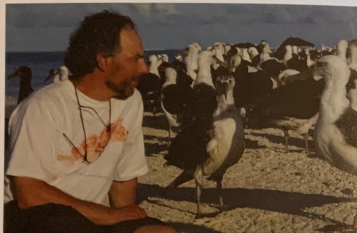


BLUE OCEAN'S MISSION:

Blue Ocean Institute works to inspire a closer relationship with the sea through science, art, and literature. We develop conservation solutions that are compassionate to people as well as to ocean wildlife, and we share reliable information that enlightens personal choices, instills hope, and helps restore living abundance in the ocean.

BLUE OCEAN INSTITUTE ANNUAL REPORT FY 2006 TABLE OF CONTENTS

4....	Chairman's Statement
6....	This Year's Lens: Examining the Ripple Effect
7....	Year in Review
8....	Sea Ethic
9....	Excerpt from <i>Voyage of the Turtle</i>
10...	Our Programs: From Sea to Table
14...	Defining Hope
15...	Inspiring the Next Generation
16...	Our Programs: Sea Stories
18...	Our Programs: Safe Seas
20...	Art and Blue Ocean
22...	Web and Technology
23...	In the Global Marketplace of Ideas
24...	Honors, Talks, and Publications
26...	Staff Biographies
27...	Board of Directors
28...	Donors
30...	Financial Review



OCEAN VIEW: RIPPLES BECOME WAVES

When I was a kid—age 10, say, mid-1960s—what would become the environmental movement was just beginning to form, like a galaxy from clouds of gas and dust. Rachel Carson had provided the Big Bang with *Silent Spring*, and her life had already passed. But the Endangered Species Act, Clean Air Act, Clean Water Act, National Environmental Policy Act, and others did not yet exist. Most of us still thought pollution was a localized problem, none of us conceived that the whole world could be affected by people.

Back then, if you went near water, you thought you were on the edge of a vast wilderness unchanged by anything humans had done. Major fisheries collapses were all in the future. Swordfish, tunas, and sharks remained plentiful and cod seemed abundant. Most people still hadn't heard that pesticides and other toxic chemicals pervaded the world. Virtually no one had thought of the possibility that we were changing the entire atmosphere. In short, things seemed good, secure, and simple.

Yet every problem that we now recognize as major—from overfishing to global warming—was already well underway by the 1960s. The main difference between then and now is that things were much better but awareness was much worse. That lack of awareness is exactly why we allowed the environment and populations of sea animals to decline so quickly. One might say that the most serious problem was not what people were actually doing, but that we didn't realize what we were doing.

To put it very simply, in the 1960s things seemed pretty good, mainly because our awareness of the problems was bad. Nowadays, things seem pretty bad, but our awareness of the problems is much better.

Of these two scenarios, I'd rather have the one we have today. Ignorance means deeper problems are on the way and we will lose what we have. Awareness means solutions are likely to be found and we may recover what we once had.

We at Blue Ocean Institute are working to forge ever-greater awareness. To do this, we focus on creating a ripple effect whereby the power of our work reaches more people than we could reach directly. These pages explain how our work has traveled across the world and what it has meant to the people it has inspired and how those people have inspired us.

Carl Safina, Ph.D.



When you cast a stone into the sea, it creates a series of ripples. The wavelets, powered by energy from the stone, now have a life of their own. Growing larger and larger, ripples soon dwarf the stone that created them. We are moved by the idea that a single stone creates ripples that travel the world's ocean and wash up on distant shores.

THIS YEAR'S LENS:

EXAMINING THE RIPPLE EFFECT

In this year's annual report, we examine our progress by tracking some of our ripples. We look not only at what we've accomplished, but at what others have taken from it. This is our way of measuring not just our output, but more to the point, our influence.

Our aim at Blue Ocean is to bring novel, relevant ideas and tools to people who then amplify that work. Focusing our sights outward, we spoke with people in all professions to find out how our programming has influenced them. We sat down with our partners and collaborators and learned how they have made Blue Ocean's work relevant to new audiences by casting it in new lights. Stories from these interviews are interspersed throughout this report and we hope these stories give you a clearer sense of how Blue Ocean, and your support, is changing the world.

We learned a lot over the course of these interviews—opportunities for evolution, successes that surprised us, and many ideas for the road ahead. But perhaps the most powerful insight we took away from these discussions is that ideas can be just like stones landing in water—they can take on a life of their own and reach shores we had never dreamed of.



YEAR IN REVIEW

This year at Blue Ocean Institute, we again decided to sail in uncharted waters—forging new ties in the art world, partnering with a cruise line, and convening top chefs and educators to create a culinary education program on seafood. These new projects challenged us to evaluate and adapt our philosophy and programming. We found that by broadening our self-concept, we reached many new minds.

This year was also marked by success in what we have traditionally done best. We were invited to share our knowledge all over the world. Carl Safina's new book, *Voyage of the Turtle*, has been praised by critics and scientists alike. And our seafood guides are being distributed more widely than ever.

BLUE OCEAN MILESTONES

- ★ Safina's *Voyage of the Turtle* published by Henry Holt in May 2006
- ★ Safina was lead author on a *Science Magazine* paper now used as evidence to support proposed federal mandates to rebuild fish populations and end overfishing
- ★ Invited to speak at the 2006 World Economic Forum in Davos, Switzerland
- ★ First issue of *Sea Stories*, a quarterly literary journal, published in May 2006
- ★ Printed over 1 million updated seafood guides this year
- ★ First art sale and art auction to benefit Blue Ocean in September, 2005

SEA ETHIC



In his 1949 seminal work, *A Sand County Almanac*, Aldo Leopold introduced a radical idea: humans are part of nature, not separate from it, and therefore we should extend our ethical consideration to the land. He points us to the Greek hero Odysseus for a useful parallel. After returning from war, Odysseus hanged the slave girls that he suspected of wrongdoing. "The girls were property," Leopold explains. "The disposal of property was then, as now, a matter of expediency, not of right and wrong."

Coining his famous land ethic, Leopold argues that the land is not our property either and we should not treat it as such. "The land ethic simply enlarges the boundaries of the community to include soils, waters, plants, and animals, or collectively: the land," he writes. "It implies respect for his fellow-members, and also respect for the community as such."

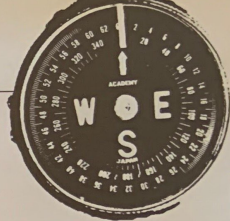
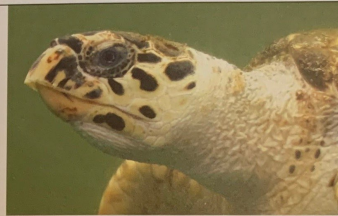
Our philosophy at Blue Ocean is deeply influenced by Leopold's land ethic. We aim to extend the boundaries of ethical consideration to include the sea—to foster a sea ethic. And with 99 percent of life's habitable volume below the high tide line, the extension seems only logical.

In contrast to traditional conservation strategies that focus on political initiatives, we work primarily to engage the public and awaken a connection to the sea. We see an ethic as a springboard for change, a prompt for a new collective outlook and the necessary foundation for better marine policy.

An ethic is not a strategy or remedy; it is a concept for a relationship. On land, people have made progress in advancing Leopold's ethic. Most would balk at the idea of clear-cutting a forest in order to catch wild game; yet, humans often don't consider the ecological effects of dredging vital ecosystems in the process of fishing for our favorite bottom-dwelling seafood. A widespread sea ethic would change the human relationship with the ocean.

We work to inspire a sea ethic largely through writing, and educators have taken note. **Dr. Pam Childers, endowed chair of composition at the McCallie School**, an independent boys school, in Chattanooga, TN, uses *Song for the Blue Ocean* in her Oceans class. She says Carl Safina's writing "encourages our students to value the ocean because of its impact on each of us, whether we are landlocked or not. ... The boys always mention how much more they care about the future of the ocean and will be more respectful of it because of *Song*."

Kathy Lamborn, a teacher of nearly twenty years, was so moved by Safina's *Eye of the Albatross* that she decided to volunteer for seven weeks at Midway Atoll, the largest breeding colony for albatrosses. She uses the book in her science class: "Some students have written very beautiful essays in response to the book," she says, "essays that show a growing awareness of their connectedness to other species and the parallel nature of our collective lives." By bringing our writing into the classroom, educators find themselves engendering a new relationship with the sea—student by student, family by family, generation by generation.



EXCERPT FROM VOYAGE OF THE TURTLE, BY CARL SAFINA

Safina's new book, *Voyage of the Turtle*, published by Henry Holt in May 2006, explores how the ocean is changing from the perspective of leatherback turtles. This turtle has seen both the fall of dinosaurs and the dawn of humankind, but now relies on humans for protection. *Voyage* has already received praise for its ability to inspire change. "Dr. Carl Safina has produced a landmark book that will contribute to the salvation of sea turtles," says **Dr. Larry Crowder, a leading sea turtle scientist at Duke University** in Durham, NC. "Carl has synthesized more of the key science than anyone, anywhere, and he has done so in an approachable, understandable way."

Integrating science and storytelling, *Voyage of the Turtle* organically makes readers invested in the future of the leatherback, and ultimately the ocean. **Bill McKibben, author of *Deep Economy***, says: "Carl Safina is like some extraordinary astronaut who goes into space and comes back with fantastic tales of other planets and the creatures who inhabit them. Except that the marvelous planet is our own." *Voyage*—and all our writing—aims to inspire a sea ethic without rhetoric, relying instead on the power of the stories themselves to engage people.

"The hatchlings advance. A wave tumbles the vulnerable ones, which roll and right themselves. The next wave washes them back up the beach, a setback from which they merely resume marching forward. The following wave drags them down in the raking wash. No one ever said their lives will be easy, and nothing about their start in life suggests ease. ...

"As the last little one commits itself to the infinite mystery, the nearest whale lifts its huge head from the water. It seems to be watching, as though checking to be sure that all are accounted for. It's so extraordinary—this gesture of the whale—so surreal, so tuned in to the spirit of the ceremony, that it raises the hairs on my arms.

"The little ones have left us, slipping into the lacy whitewater and under the hem of the ocean, entering the great swim, never pausing to ask 'what if,' using everything they know, with all they've got. Life is mostly a story we tell ourselves, but in fact all our frenzy is but a quick dash toward the inner rim of a vast unknown, and no more than that."



OUR PROGRAMS: FROM SEA TO TABLE

Blue Ocean's From Sea to Table program harnesses the power of food in service of ocean conservation. While some fish populations are dwindling to ten percent of what they once were, demand for fish continues to grow. To meet world demand, fishing vessels are logging in more and more animals. This, in turn, dramatically alters ocean ecosystems. There is, however, reason for hope. Collectively, seafood-eaters have the power to restore marine ecosystems simply by choosing to eat better-managed and more abundant species.

As pioneers of seafood education, we don't just publish lists and directives. Our innovative sources of information educate people on the hidden environmental costs of different seafood so consumers can make informed choices and convey that information to others.

Using a systematic, transparent methodology and the best available scientific information, we have evaluated the ecological health of a suite of farmed and wild fish and shellfish. With research as the foundation, this program includes our extensive guide to seafood, available online and in an abbreviated, wallet-sized form, which explains the rationale behind the rankings. And through our newest From Sea to Table project, Schooling Chefs, we're developing a sustainable seafood curriculum for culinary students and established chefs.

Blue Ocean aims to spark widespread change by empowering people to educate others about the oceans. Finding allies outside the conservation choir is fundamental to our work and seafood education turns out to be an effective way to engage new audiences because of its universality—seafood links many people directly to the ocean. This seafood link creates an opportunity for regular people, in the course of their daily lives, to directly help solve a vast environmental problem.

Our emphasis on reaching people from all backgrounds is partly what attracted **Sven-Olof Lindblad, Founder and President of Lindblad Expeditions**, an award-winning small ship, expedition travel company that provides ecotours of remote places. "I think Blue Ocean has clearly shown a tremendous maturity in combining idealism with a good measure of reality," says Lindblad. "You're not going out there with an idealistic platform and pissing people off. If you don't engage people you're not going to accomplish anything."



Courtesy of Michael Carron



“Blue Ocean has clearly shown a tremendous maturity in combining idealism with a good measure of reality. You're not going out there with an idealistic platform and pissing people off. If you don't engage people you're not going to accomplish anything.”
—Sven-Olof Lindblad, President of Lindblad Expeditions

We agree, which is why we talk about problems in the context of their solutions and emphasize that small, routine choices—like what seafood to eat—can have a meaningful impact on ocean life.

Lindblad Expeditions turned to us to help them improve the sustainability of their seafood menus. "We were trying to figure out how to develop a more rational, consistent approach to seafood," Lindblad says. "We had a will and commitment, but not necessarily the knowledge." Blue Ocean began by helping Lindblad Expeditions weed out the most environmentally taxing seafood on its menus and identify substitutes.

To formalize its commitment to sustainable seafood, Lindblad Expeditions has launched a new initiative: *Seafood for Thought*. With Blue Ocean, Lindblad Expeditions will distribute fact sheets on the species served on board their fleet of six ships around the world, and provide Blue Ocean seafood guides to all guests. *Seafood for Thought* makes Lindblad not only a model for others in the tourism and cruise industry, but also a conduit for information—educating thousands of guests each year about what their seafood choices mean for the ocean.

Patagonia, the outdoor gear and clothing company, launched an "Oceans are Wilderness" campaign with the help of Blue Ocean. Kicking off the campaign by printing an essay by Carl Safina in its catalogue, Patagonia provided a link between Blue Ocean and nearly a million people. Patagonia also distributed 50,000 Blue Ocean seafood guides in mail orders and in stores across the country, using our resources to raise the profile of ocean issues among its customer base.

"It's a fantastic tool that empowers customers to make change," says **Lisa Pike, Director of Environmental Initiatives at Patagonia**, about our seafood guide. "We get so much great feedback from customers, at our stores, at all of our displays... It's one of the best tools we have."

In conjunction with **Oceana**, an environmental group, the **United Anglers of Southern California**, a fishing organization, and **West Marine**, the recreational boating supply company, we distributed over one million seafood guides through West Marine stores and its mailing list—directly linking Blue Ocean to recreational fishers, a natural constituency, we believe, for ocean conservation. Others distributed our guides as well, including: **Sport Diver magazine**, the **Waterfront Center**, a non-profit focused on urban planning, and the **Coastal Conservation Association**, a recreational fishing organization.

We believe that more informed consumers have the potential to shift markets to reward better-managed and more abundant fisheries, which is why our guides focus on providing not just directives, but information. This year, we expanded our guides to include contaminants information, and we created a corresponding web feature that explains how mercury gets into the marine environment (www.blueocean.org/mercury). We also show which seafoods are certified by the Marine Stewardship Council. We have printed over one million of our guides and distributed them all over the world.

We at Blue Ocean raise awareness by revealing stories about what is happening in the sea. But instead of saddling people with more bad news, we provide positive information. We operate from the premise that hope is a better motivator than guilt, and we work to inspire change.

This approach was not lost on **Caroline Bates**, a veteran food writer who authored a feature story on the response of chefs to fisheries depletion for **Gourmet magazine** this year.

Bates has been writing for *Gourmet* since 1958 and over the course of the last half-century, she has traveled the world in search of mouth-watering stories for the food magazine, building up a thick portfolio of seafood narratives. But it was only after reading Carl Safina's arresting description of the widespread depletion of fish populations published in *Audubon* in 1998 and our *Seafood Lover's Almanac* that Bates became aware of the environmental subtext to seafood. "I realized that feel-good things about fish and fishermen wasn't the story anymore," she says. Last October, Bates approached Blue Ocean to help her flesh out a different angle.

"The problem with writing about this subject, for me at least, is that I become outraged," admits Bates. "I have to find an approach that doesn't blame everyone. That won't win anyone over to the cause." Speaking of Carl Safina, she offers: "He has done it in a way that isn't accusatory. People dig in their heels if they're made to feel guilty about what they're eating."


“ I tell them not only to cook from the heart, but have your field of endeavor be an instrument of social and economic change. —Dominick Cerrone, Director of Culinary Studies at the French Culinary Institute ”

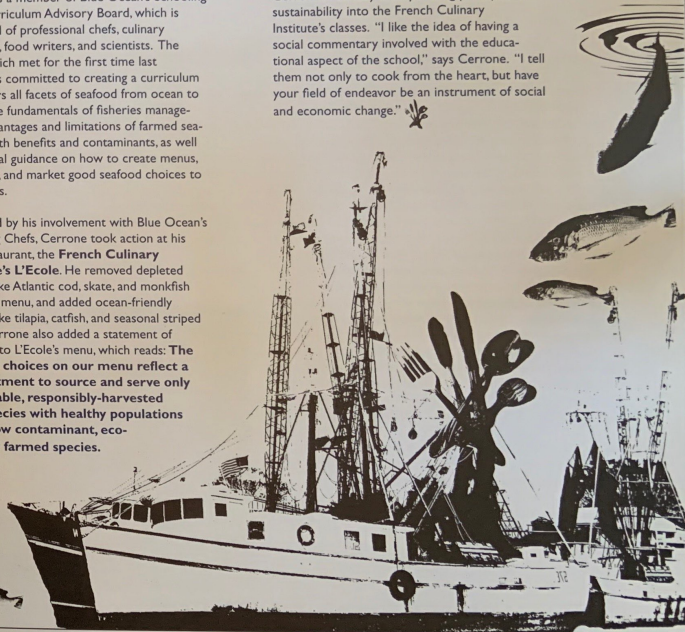
Bates' piece about ocean depletion was the cover story of *Gourmet's* December 2005 issue. Translating the seafood issue into epicurean language, Bates brought the story to a whole new demographic. In addition to reaching *Gourmet's* nearly one million readers, the story prompted dramatic change within the magazine itself. *Gourmet* editors began examining the sources of their fish, and crafted guidelines for their seafood recipes. Thanks to Bates, one of America's most distinguished food magazines has not only taken notice, but also taken action for the future of the ocean—now publishing only ocean-friendly recipes.

With 69 percent of all seafood expenditures in the United States made in restaurants, chefs are major gatekeepers of the seafood industry and, by extension, the health of our ocean. With **Schooling Chefs**, our newest project in the From Sea to Table program, we are working with experts like **Dominick Cerrone**, the **Director of Culinary Studies at the French Culinary Institute** and veteran of many of New York's hottest restaurant kitchens, to educate culinary students and established chefs about the basic principles of sustainable seafood. We hope that by targeting young chefs during the developmental phase of their culinary educations, the next generation of chefs will be endowed with the information they need to design sustainable menus in the marketplace.

Cerrone is a member of Blue Ocean's Schooling Chefs Curriculum Advisory Board, which is comprised of professional chefs, culinary educators, food writers, and scientists. The Board, which met for the first time last summer, is committed to creating a curriculum that covers all facets of seafood from ocean to plate—the fundamentals of fisheries management, advantages and limitations of farmed seafood, health benefits and contaminants, as well as practical guidance on how to create menus, train staff, and market good seafood choices to customers.

Prompted by his involvement with Blue Ocean's Schooling Chefs, Cerrone took action at his own restaurant, the **French Culinary Institute's L'Ecole**. He removed depleted species like Atlantic cod, skate, and monkfish from the menu, and added ocean-friendly species like tilapia, catfish, and seasonal striped bass. Cerrone also added a statement of purpose to L'Ecole's menu, which reads: **The seafood choices on our menu reflect a commitment to source and serve only sustainable, responsibly-harvested wild species with healthy populations – and low contaminant, eco-friendly farmed species.**

Cerrone is already incorporating principles of sustainability into the French Culinary Institute's classes. "I like the idea of having a social commentary involved with the educational aspect of the school," says Cerrone. "I tell them not only to cook from the heart, but have your field of endeavor be an instrument of social and economic change." 



Providing hope is a hallmark of our work at Blue Ocean. We have long held that hope inspires action, which is why we have focused on counter-balancing the doom and gloom that characterizes much of the environmental movement. Instead of depressing news, we emphasize positive solutions that engage people.

The old pop tune implied there's a difference between Wishin' and Hopin', and we'd like to draw this distinction: Wishing is passive and often despairing; hope inspires strength and often motivates action.

We define hope as the belief that things can get better. Perhaps this is why being without hope, being hopeless, is such a stagnant state.

To believe that things can get better, but not act on that belief, reduces one to mere wishing. With hope, anything is possible—if we act. ★

DEFINING HOPE

14

BLUE OCEAN INSTITUTE



INSPIRING THE NEXT GENERATION

The word "ocean" conjures up little more than an opaque blue screen for most people. The ocean's vastness can be a real challenge to engaging people with what is happening under the sea surface. That's why we are working with the **Atlantis Marine World Aquarium** in Riverhead, NY to bring people to the water and face with the creatures that inhabit marine ecosystems. Blue Ocean naturalists educate families, school groups and individuals of all ages aboard the Atlantis Explorer, the Aquarium's 55-foot pontoon boat that offers guided tours of the Peconic Estuary. The Peconic is listed by the Environmental Protection Agency as one of 28 estuaries of "National Significance." It is considered a national treasure for its beauty and productivity. Our educators explain why the area is ecologically significant through hands on activities. Our guided trips sell out months early and have drawn school groups from all over the Tri-State area.

One teacher from the **Phillips Avenue School in Riverhead, New York** says, "This was a most educationally rewarding experience. The children gained insight that could not have been as effectively given in our traditional classroom setting." Through interactive presentations, our marine educators bring the ocean to life; last year, our staff provided a direct link between Blue Ocean and over 12,000 people.



15

BLUE OCEAN INSTITUTE

OUR PROGRAMS: SEA STORIES

A vivid story can suddenly and dramatically change the way people relate to the world around them. For evidence in the nature realm, look no further than the ripples created by Henry David Thoreau's *Walden* or William Wordsworth's poetry. In our newest initiative, The Sea Stories Project, we provide a platform for expression about the sea, coast, and marine life. We invite first-person stories, poetry, and art from writers, artists, ocean professionals, and in fact anyone with a story to share. Selected submissions are published in our quarterly online journal—*Sea Stories* (www.seastories.org).

With Dr. Steven Pavlos Holmes, a Boston-based independent scholar, educator, and author of *The Young John Muir: An Environmental Biography*, serving as project coordinator and editor, *Sea Stories* began publication in May. With contributors and readers from all over the world, our first issue presents a diverse selection of work, ranging from a piece by a ten-year-old snorkeling enthusiast to former U.S. poet-laureate, **Billy Collins**. By encouraging people of all ages from all backgrounds to share their stories, we are creating a community of ocean-lovers that spans geographic and demographic divides.

We designed Blue Ocean's Sea Stories Project to be easy for educators to incorporate into their teaching plans. We offer a variety of writing tips and strategies to help novice writers find their voices and provide extensive guidance for institutions and teachers interested in using *Sea Stories* in their classrooms.



Human impact on the sea knows no boundaries—neither the problems nor the solutions can be assigned to a single country or group. The shared nature of the ocean is one reason why Blue Ocean Institute works internationally. But rather than engaging the globe through the lens of a specific problem, our Sea Stories Project unites people through a shared pleasure of literature, art, poetry and creative expression about the sea.

Engaging people with the ocean through stories that pique the senses is partly what attracted **Dr. Rania Masri, a professor at the University of Balamand in El Koura, Lebanon**, to *Sea Stories*. Masri incorporated *Sea Stories* into her Scientific Communication class. "I used select *Sea Stories* essays in the first few weeks of the class as examples of how varied communication about the earth can be," she writes in an email. Masri says she hoped to show her students "that scientific discussions do not need to be limited to research articles but can also include—and should include—enticing works of fiction and nonfiction that awaken the spirit of attachment to the earth."

Our Sea Stories Project aspires to do just what Masri experienced—to foster a personal and collective loyalty to the sea. Based on the quality and variety of submissions we received for our first (Vernal 2006) and subsequent issues of *Sea Stories*, the ocean proves to be a subject rich with meaning and inspiration for many people. Responses to our first issue were evidence of the power of storytelling to connect people of various backgrounds to the world around them.



RESPONSES FROM OUR GUESTBOOK:

“Wonderful idea! Will share this journal with colleagues in the World Bank.”
—M. Hatzilog, Washington, D.C.

“Your journal creates a lyrical journey of prose and poetry that makes one’s soul sing with delight!”
— L. Thorner, Fort Lauderdale, FL

“How beautiful this work is, and how it reminds us about why we teach about the sea.”
—R. Fortner, Oak Island, NC

“A superb contribution to the Maritimes and literature.”
— RD Abrams, Westbury, CT

OUR PROGRAMS: SAFE SEAS

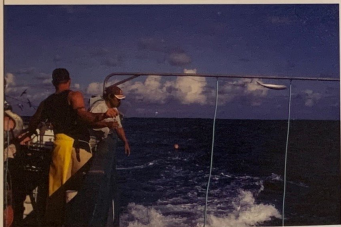
Hooks and nets are indiscriminate; they catch and entangle many more creatures than fishermen keep. Marine mammals, turtles, sharks, seabirds, and fish too small for market or species that won't sell are often thrown back into the sea injured or dead. This unintended catch is called bycatch and, like overfishing itself, fishing mortality of non-targeted creatures is a force that is reshaping marine ecosystems.

The good news is that although bycatch is widespread, it is not unsolvable: in many cases, simple modifications to deck design, fishing gear, and fishing techniques can reduce unwanted catch dramatically. Through our Safe Seas program, we develop innovative solutions to minimize interactions between fishing gear and seabirds, sea turtles, cetaceans, and sharks and work to find ways to implement these techniques on fishing vessels all over the world.

Bycatch is a problem not just for our oceans, but also for fishermen, who don't gain anything by squandering effort, or bait, or hook on something they can't sell. Tapping into this shared interest in reducing unwanted catch, Blue Ocean is working directly with fishermen to find solutions that are both practical and economically viable. We focus on engaging a diverse group of people—scientists, regulators, the fishing industry itself, and many collaborating organizations—including *inter alia* the **United Nations Environment Programme**, the **World Wildlife Fund**, and the **Japan Fisheries Research Agency**.



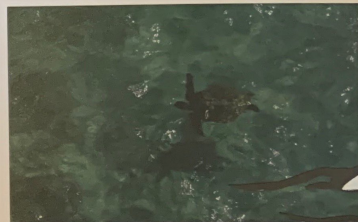
Unwanted catch is not limited to organisms that live under the sea; air-breathing animals can also suffer casualties from fishing. The most critical global threat to albatrosses, for example, is getting caught and drowned on longline fishing hooks. The good news is that a simple change—setting the fishing lines off the side of vessels, “side-setting”, instead of the stern—can dramatically reduce the number of seabirds killed on longlines. This is one example of how a small technical modification that Blue Ocean is implementing can greatly improve the prospects for certain marine wildlife.



To address seabird bycatch, Eric Gilman, Blue Ocean's marine ecology and fisheries specialist, is working with the Hawaii Longline Association (an industry group), the Western Pacific Regional Fishery Management Council (fisheries managers), U.S. National Marine Fisheries Service's Pacific Islands Fisheries Science Center (federal government researchers), and noted Australian fisheries consultant Nigel Brothers, to assist longliners in Hawaii equip their boats for side-setting. They're having great success: over a quarter of Hawaii's fleet is now side-setting and more boats are in the process of switching.

Sean Martin, who owns several longline boats in Hawaii and is the **President of the Hawaii Longline Association** says, “One of the benefits of side-setting if you're in an area of birds is that you retain more bait because you're throwing hooks where birds don't get it; with higher bait retention, you're fishing more hooks, which might result in higher catch rates.”

A trademark of Safe Seas is our direct work with fishermen to develop solutions that are both low-cost and practical. Says Sean Martin, “Blue Ocean is focused on solutions to problems, not on putting an industry out of business.”



Bycatch exists ocean-wide and American fishing vessels are only small contributors to the problem. For this reason, Safe Seas reaches beyond country lines to understand and mitigate the problem globally. We are partnering with **Duke University** on a worldwide bycatch assessment, which we believe will produce valuable insights into the broad impacts of this problem. We continue to distribute our educational guide, **Catch Fish Not Turtles**, which has been translated into five languages and explains simple techniques for reducing turtle deaths from fishing and we are sharing our findings in scientific publications and through talks (see page 24).

We helped plan the Third International Fisher's Forum, convened in Yokohama, Japan, and led several sessions and workshops on bycatch. We are also working to form a Bycatch Consortium to discuss ways to reduce unwanted catch by fishing fleets in the Asia and Pacific Islands regions.

“Blue Ocean is focused on solutions to problems, not on putting an industry out of business.” —Sean Martin, president of the Hawaii Longline Association”

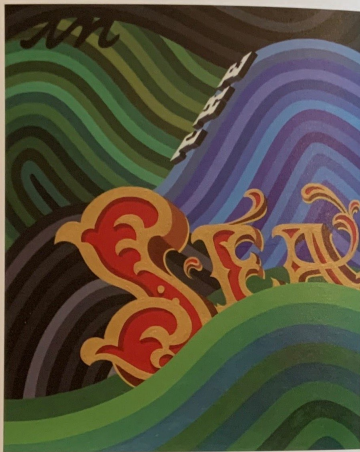
ART AND BLUE OCEAN

Art is a natural tool for our work at Blue Ocean. Though not often associated with environmental conservation, art has the power to make humans feel and understand things intuitively. A successful painting, for example, allows people to experience an idea viscerally, rather than simply logically. We believe that awakening such a "gut feeling" about the sea is a necessary component to inspiring a sea ethic.

When **Leslie Wayne**, an abstract painter in **New York City** who has exhibited extensively in the U.S. and Europe, came to Blue Ocean with ideas on how we could collaborate, the pairing seemed like a natural fit. We created an Artist-in-Residence position to formalize our work with Wayne and create a permanent niche for artists to join us in the future.

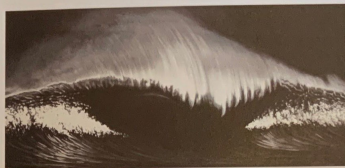
Our Artist-in-Residence program is in its nascence, but if this year is any indicator, committing to the arts offers exciting new benefits. Wayne, acting as a liaison between Blue Ocean and artists and art patrons, is providing us entrée into a new, important audience. Because artists often have a hand in shaping cultural revolutions, it seems appropriate that we would try to engage this group.

Wayne explains the natural connection between artists and the work we do: "Art is a vehicle for expression and if artists want to contribute to a meaningful dialogue in the world, then they should be saying something meaningful," Wayne says, "and why shouldn't that be something compelling about the environment?"



ARTISTS WHO DONATED TO BLUE OCEAN'S

Beth Antonsen	Darla Bjork	Nancy Cohen	Glenn Goldberg
Nancy Azara	Nancy Bowen	Don Cooper	Julie Gross
Peter Bahouth	Helene Brandt	Terri Dilling	Joseph Haske
Radcliffe Bailey	Michael Brennan	Donald Elder	Ridley Howard
Lillian Ball	Beth Brideau	Dale Emmart	Lucy Hogg
Peggy Bates	Tom Butter	Jeff Feld	E.K. Huckaby
Karen Rich Beall	Tim Casey	Anne Gabriele	Scott Ingram
Andrea Belag	Margaret Cogswell	Annette Gates	Ron Janowich



Artwork by (left): Ruth Marten.
(above): Robert Longo, Leslie Wayne, Don Porcaro. (right): Beth Reisman.

ATLANTA BENEFIT

Miriam Karp	Roger Loft	Vivian Massry	Elizabeth O'Reilly	Beth Reisman	Mary Beth Thielhelm	Angela West
Niki Ketchman	Robert Longo	Janice Mehlman	Joseph Paragine	Jennifer Riley	Lisa Tuttle	Ray Charles White
Grace Knowlton	Pam Longobardi	Ron Mehlman	Carolanna Parlato	Hope Sandrow	Leslie Wagner	Nancy White
Ellen Kozak	David Lowe	Melissa Meyer	Bruce Pearson	Katia Santibanez	Merrill Wagner	Wendy White
Ann Ledy	David Mann	Donna Mintz	Don Porcaro	Rachel Selekman	Joe Walters	Nola Zirin
Noreen Leddy	Lorrie Mann	Jane Moffitt	Ray Rapp	Fran Siegel	Grace Warner	
Ellen K. Levy	Tom Mann	John Monti	Teresa Bramlette Reeves	Hester Simpson	Anna Watson	
Elizabeth Lide	Ruth Marten	Donna Moran	Babs Reingold	Deanna Sirlin	Leslie Wayne	

This year, Blue Ocean entered the art world with a splash. **Leslie Wayne**, our 2005-2006 **Artist-in-Residence**, organized an art sale and auction to benefit Blue Ocean. Wayne's art dealer, **Nancy Solomon**, generously offered to host the benefit at **Solomon Projects**, a premier gallery in **Atlanta, Georgia**.

Over eighty artists donated their work to benefit Blue Ocean. "I think we had such a good response from the artists because they were so happy to donate to something that had wider appeal than just the art world," Wayne explains. In gathering these pieces from many New York artists, and bringing them to Atlanta, Wayne put Blue Ocean on the map in two of the most vibrant art communities in the country.

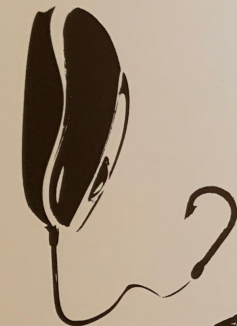
The evening was a meld of art and ocean. Guests could either buy a ticket and choose one of 55 small ocean-themed panels made especially for this event or they could bid on larger pieces, which ranged from watercolor, to sculpture, to photography.

In addition, Wayne has spent much of the rest of the year organizing Blue Ocean's first annual fundraising dinner, live auction, and Blue Ocean Awards ceremony in New York City to raise support for our conservation and outreach programs. The event will take place in September 2006 and we look forward to sharing the details of what promises to be an exciting evening in our next annual report.

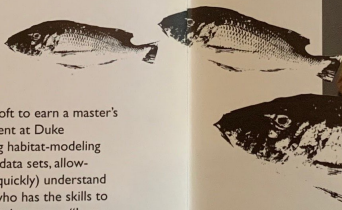
WEB AND TECHNOLOGY

To take advantage of the new opportunities created by the Internet, we are continually working to shed any Luddite tendencies and update the appearance and content of our website so that it clearly reflects our work and approach. This year, in conjunction with our web-designer Paul McGeiver, we created a new web-based, multimedia educational tool about mercury. Using images, movies and text, we explain how mercury gets into the marine ecosystem and onto our plates. Our online seafood database is another aspect of our website of which we are especially proud.

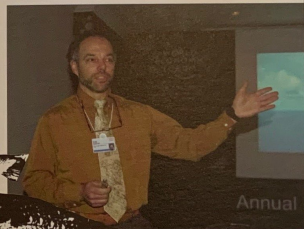
The database was created by **Jason Roberts**, who—after reading Carl Safina's *Song for the Blue Ocean*—offered to use his programming expertise to escort Blue Ocean Institute into the 21st century. At the time, he was working as a **software development lead for Microsoft's Windows Update service**. Roberts saw our formerly cumbersome seafood database as a "textbook web collaboration problem." He created a new program to automatically calculate our seafood rankings based on the data we entered, ensuring a systemized, fail-safe approach to all evaluations. He then made the database a fully functional web-based system. His design put our philosophy—that the science behind our seafood rankings should be transparent—into action by allowing us to share the details behind our seafood rankings with anyone who has Internet access.



Roberts later left his job at Microsoft to earn a master's degree in Environmental Management at Duke University. Roberts is now creating habitat-modeling programs that organize enormous data sets, allowing scientists to more clearly (and quickly) understand where species live. "As someone who has the skills to write these computer programs," Roberts says, "I can take the amount of work someone else would have to do and reduce it by a factor of ten."



IN THE GLOBAL MARKETPLACE OF IDEAS



In January 2006, Carl Safina had the unusual distinction of being invited to the **World Economic Forum** in **Davos, Switzerland**. This unique meeting hosts CEOs of billion-dollar-plus multinational businesses, nearly two-dozen heads of state, and luminaries in the global marketplace of ideas. Safina was asked to brief conferees on the status and future of fisheries and the oceans. Noted environmentalists at the Forum included Jane Goodall, Amory Lovins, and Lester R. Brown. Safina was one among the few presenters given the opportunity to speak and take questions for nearly an hour. He focused on economic and policy aspects of fisheries—including the need to end subsidies and over-capitalization and the need to find a legal framework for the global high-seas commons. Major themes of the conference included the shift of economic power and investment opportunity toward China and India, and the need to develop new energy sources to increase global security and reduce global warming. The Forum was an opportunity to see, meet, and network with people whose paths we might not ordinarily cross.



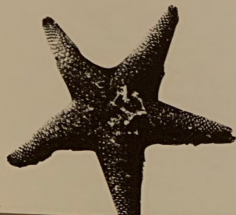
“ If I were to pick one thing that motivated me the most to leave commercial software and bring my skills to marine conservation it would be *Song For The Blue Ocean*. — Jason Roberts, formerly with Microsoft ”

HONORS:

- Bianimale Foundation Fellowship, 2006. (C. Safina)
George B. Rabb Medal Chicago Zoological Society,
Brookfield Zoo, 2006. (C. Safina)
Cover Profile in the journal *Current Biography*, 2005.
(C. Safina)

SPEAKING ENGAGEMENTS:

- "Voyage of the Turtle." 2006. North Carolina Aquarium
at Fort Fisher, NC.
"Science in Conservation." 2006. University of British
Columbia, Vancouver.
"Science in Conservation." 2006. Ocean Roundtable
meeting, Monterey Bay Aquarium, Monterey, CA.
"Voyage of the Turtle." 2006. Stanford University
Hopkins Marine Field Station, Monterey, CA.
"Eye of the Albatross." 2006. CUNY Queens College, NY.
"Eye of the Albatross." 2006. CUNY Manhattan, NY.
"Sea Turtles." 2006. Brookfield Zoo, Chicago, IL.
"Eye of the Albatross." 2006. Brookfield Zoo, Chicago, IL.
"History and Destiny in World Fisheries." 2006. Utah
State University, Logan, UT.
"Writing well." 2006. Utah State University, Logan, UT.
"Global Fish Stock Depletion: a Slippery Problem." 2006.
World Economic Forum, Davos, Switzerland.
"Sea Turtles." 2005. Long Island Science Center,
Riverhead, NY.



PRESENTATIONS:

- Watson, J., C. Boggs, Y. Swimmer, E. Gilman. 2005.
Research on Sea Turtle Bycatch Avoidance Methods:
U.S. Research and Regional Review. Abstract.
*International Tuna Fishers' Conference on Responsible
Fisheries and Third International Fishers' Forum*, 25-29 July
2005, Inter-Continental Grand Yokohama Hotel,
Yokohama, Japan.
Gilman, E., G. McPherson, P. Dalzell, 2005. Problems Result
ing from Cetacean Interactions with Pelagic Longline
Gear. *Discussion Group on Reducing Interactions Between
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Continental Grand Yokohama Hotel, Yokohama, Japan.
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line industry needs to reduce fisheries bycatch
through cooperative research. American Fisheries
Society 135th Annual Meeting, 11-15 September 2005,
Anchorage, Alaska, Symposium on Partnerships for a
Common Purpose: Cooperative Fisheries Research and
Management.

PUBLICATIONS:

- Brothers, N. and E. Gilman. 2006. *Technical Assistance for
Hawaii Pelagic Longline Vessels to Change Deck Design
and Fishing Practices to Side Set*. Unpublished report
for the Hawaii Longline Association, U.S. NOAA Fish-
eries Pacific Islands Fisheries Science Center and
Pacific Islands Regional Office, and Western Pacific
Regional Fishery Management Council, Honolulu,
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Gilman, E., N. Brothers, G. McPherson, P. Dalzell. In Press.
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Gilman, E., P. Dalzell, S. Martin, 2006. Fleet communication
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- Gilman E., N. Brothers, D. Kobayashi. In Press.
Comparison of the efficacy of three seabird by
catch avoidance methods in Hawaii pelagic longline
fisheries. *Fisheries Science* 73(1).
Gilman, E., N. Brothers, D. Kobayashi. 2005. Principles
and approaches to abate seabird bycatch in longline
fisheries. *Fish and Fisheries* 6(1): 35-49.
Gilman, E., S. Martin, J. Cook. In Press. Working with
Hawaii longline fishers to abate fisheries bycatch.
In M. Hall (ed). Approaches to Working with Fish-
ermen to Reduce Fisheries Bycatch.
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Roberts, C. Safina, M. E. Soule. 2005. Place-based
ecosystem management in the open ocean. In E.A.
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Safina, C. *Voyage of the Turtle*, Henry Holt: New York,
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Safina, C., A. A. Rosenberg, R. A. Myers, T. Quinn, J. Collie.
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Safina, C. 2005. Launching a Sea Ethic. pp. 202-203 in: P.
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Safina, C. 2005. Drifting and Dreaming. pp 254-255 in:
C. Rich and T. Longcore, eds. *Ecological
Consequences of Artificial Night Lighting*. Island
Press: Washington, D.C.

- Safina, C. 2005. Introduction to Oceans. pp 74 in: N.
Myers, N. *The Gaia Atlas of Planet Management*.
Octopus (London) and University of California Press
(Berkeley).
Safina, C., E. Gilman, and W. J. Nichols. 2005. Twine and
the Ancient Mariners: Seabirds, Turtles, and
Interactions with Fishing Gear in the North Pacific. pp
122-130 in: S. Gunyup, ed., *The State of the Wild*, Island
Press: Washington, D.C.
Safina, C. 2005. Excerpts from *Eye of the Albatross in: The
Bedside Book of Birds*, G. Gibson, editor. Nan A.
Talese Publishers: New York.
Swimmer, Y., E. Gilman. 2006. Fishing Technology Gears
up for Sea Turtle Conservation. pp. 24 in R. Mast, L.
Bailey, B. Hutchinson, (Eds). *The State of the World's
Sea Turtles SWOT Report Volume 1. Burning Issues in
Conservation. Leatherback Sea Turtles of the World*.
State of the World's Sea Turtles, Washington, D.C.



HONORS, TALKS, AND PUBLICATIONS FY 06

Carl Safina, President, grew up loving the ocean and its creatures. His childhood by the sea led him into scientific studies of seabirds and fish, and to his doctorate in Ecology from Rutgers University. In 1990, he founded the Living Oceans Program at the National Audubon Society before co-founding Blue Ocean in 2003. *Song for the Blue Ocean* won Carl the Lannan Literary Award for non-fiction; for *Eye of the Albatross*, Carl received the John Burroughs Medal for nature writing among other honors. Carl's third book, *Voyage of the Turtle*, was published in May 2006. Named among "100 Notable Conservationists of the 20th Century" by Audubon magazine, Carl received the Pew Scholar's Award in Conservation and the Environment and a MacArthur "genius" Fellowship.

Mercédès Lee, Vice President, graduated from Denison University with a geology degree and started her career at National Audubon Society before co-founding Blue Ocean. She served on the Board of Directors of the Marine Stewardship Council and was co-chair of the MSC Stakeholder Council. Author and editor of numerous articles on the environment, Mercédès also produced an award-winning film and authored the book *Seafood Lover's Almanac*.

Eric Gilman, Marine Ecology and Fisheries Specialist, earned his bachelor's degree from Wesleyan University and his master's degree in Marine Resources Management from Oregon State University. Before joining Blue Ocean in 2004, Eric worked for the Pohneh Port Authority, the Northern Mariana Islands Governor's Office, and the National Audubon Society. Author of numerous popular and scientific articles, Eric now works in Hawaii to reduce bycatch of seabirds and sea turtles.

Mary Turnipseed, Senior Researcher, a Georgia native and avid beachgoer, studied deep-sea tubeworm reproduction at Haverford College, then went on to earn a master's degree in biology at the College of William and Mary. Her research yielded several scientific articles, of which she is first author of two. She worked as a field researcher in Antarctica before coming to Blue Ocean to research fisheries.



Top, from left: C. Safina,
M. Lee, E. Gilman,
M. Turnipseed

Bottom, from left:
F. Lichtman, M. Sarli,
L. Wayne



Flora Lichtman, Writer and Outreach Coordinator, grew up in land-locked Missouri but spent her summers fishing in Maine. During college she researched the effects of sonar on marine mammals at the Woods Hole Oceanographic Institution and spent a year at a NATO oceanographic lab in Italy. Flora graduated from Yale University in 2005 with awards in writing and a degree in Environmental Studies. Flora interned at NPR's *Science Friday* before coming to Blue Ocean.

Myra Sarli, Business Manager, has twenty years of experience in office management. Myra is in charge of overseeing operations, managing the books, and providing primary administrative support for Blue Ocean staff. Before helping form Blue Ocean in 2003, Myra managed several private legal employment practices and the Living Oceans Program at the National Audubon Society, where she earned the Ace Award for superb office management skills.

Leslie Wayne, our first Artist-in-Residence, has lived and painted all over the world—from Paris to Los Angeles to New York. With a BFA from Parsons School of Design in New York City, Leslie is an abstract painter represented by Jack Shanman Gallery in New York City. Her shows have been reviewed in the *New York Times*, *The Washington Post*, *Los Angeles Times*, and *The New Yorker*, among others and her work is in museum collections around the world.

BLUE OCEAN INSTITUTE BOARD OF DIRECTORS



Carl Safina, President and Chairman of the Board

Affiliations: Advisory board member, Harvard Medical School's Center for Health and the Global Environment; Adjunct Professor, State University of New York at Stony Brook, Marine Science Center; South Fork Natural History Society Board Member; World Wildlife Fund Senior Fellow; MacArthur Fellow; Pew Fellow; elected member of Explorers Club

Mercédès Lee, Vice President

Affiliations: Member and Chair of Nominations Committee, Marine Stewardship Council Board of Trustees (term ended May 2006)

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Eric Graham

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Rainer Judd

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Richard Reagan

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Peter Matthiessen, Honorary Board Member

Affiliations: Novelist and writer; Member, American Academy of Arts and Letters

WE ARE BLUE OCEAN





\$50,000 To \$200,000

Anonymous
The David and Lucile Packard Foundation
Duke University/The Gordon and Betty Moore Foundation
Wallace Research Foundation
Western Pacific Regional Fishery Management Council

\$20,000 To \$50,000

U.S. NOAA, National Marine Fisheries Service
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\$5,000 To \$20,000

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The Robert Stephens and Julie Packard Fund at the
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\$2,000 To \$5,000

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The Moore Charitable Foundation
Dr. Henry A. Jordan and Mrs. Barbara McNeil Jordan
Mr. Andrew Sabin
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\$500 To \$2,000

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Mr. John McGilligan
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The Evan Frankel Foundation
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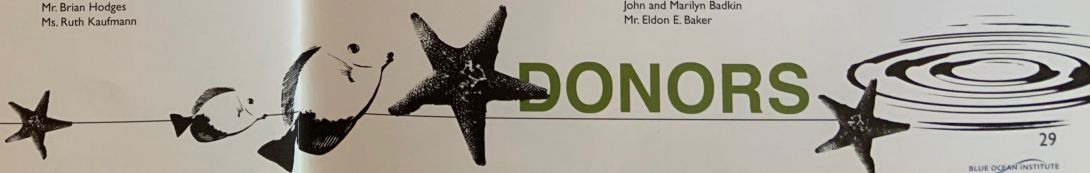
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Ms. Mary Lou Pepper
Mr. Gerrald Schultz
Mr. Ralph Lawrence



SUMMARY STATEMENT OF ACTIVITIES YEAR ENDED MAY 31, 2006

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
PUBLIC SUPPORT AND REVENUE:				
Public support Revenue	\$ 382,479	\$ 479,855	\$ -	\$ 862,334
Net assets released from restrictions	162,069	(159,170)	(2,899)	3,507
TOTAL SUPPORT AND REVENUE	<u>545,156</u>	<u>320,685</u>	<u>-</u>	<u>865,841</u>
EXPENSES:				
Program Services	548,732	-	-	548,732
Supporting Services:				
Management and general	69,564	-	-	69,564
Fund raising	55,601	-	-	55,601
Total supporting services	<u>125,165</u>	<u>-</u>	<u>-</u>	<u>125,165</u>
TOTAL EXPENSES	<u>673,897</u>	<u>-</u>	<u>-</u>	<u>673,897</u>
INCREASE (DECREASE) IN NET ASSETS BEFORE OTHER INCREASES	(128,741)	320,685	-	191,944
OTHER INCREASES	550	-	-	550
INCREASE (DECREASE) IN NET ASSETS	(128,191)	320,685	-	192,494
NET ASSETS, beginning of year	291,360	159,170	80,000	530,530
NET ASSETS, end of year	<u>\$ 163,169</u>	<u>\$ 479,855</u>	<u>\$ 80,000</u>	<u>\$ 723,024</u>

SUMMARY STATEMENT OF FINANCIAL POSITION MAY 31, 2006

ASSETS

CASH AND INTEREST BEARING DEPOSITS	\$ 405,690
CONTRIBUTIONS AND PLEDGES RECEIVABLE	235,409
INVESTMENTS	76,137
OTHER ASSETS	40,248
TOTAL ASSETS	<u>\$ 757,484</u>

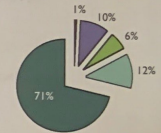
LIABILITIES

ACCRUED EXPENSES	34,460
TOTAL LIABILITIES	<u>34,460</u>

NET ASSETS

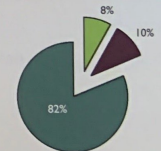
UNRESTRICTED	163,169
TEMPORARILY RESTRICTED	479,855
PERMANENTLY RESTRICTED	80,000
TOTAL NET ASSETS	<u>723,024</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 757,484</u>

FY Operating Revenue 2006



Sales & Misc Income	\$9,846
Corporations	\$52,850
Foundations	\$612,194
Individuals	\$84,601
Government	\$106,350
Total	\$865,841

FY Total Expenses 2006



Fund Raising	
Management & General	
Program Services	





BLUE OCEAN INSTITUTE

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631-367-0063 INFO@BLUEOCEAN.ORG WWW.BLUEOCEAN.ORG

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