



**BLUE OCEAN INSTITUTE**

*Fresh Inspiration for Ocean Conservation*

2008 Annual Report

**Mission Statement**

Blue Ocean Institute works to inspire a closer connection with the sea through science, art, and literature. We translate scientific information into language people can understand and use to take action on behalf of the sea.



**Table of Contents**

Executive Director’s Message .....2  
 Founders’ Message .....3  
 Highlights..... 4-5  
 OCEAN..... 6-7  
 “On the Wings of the Albatross” ..... 8-9  
 Alaskan Affliction ..... 10  
 Friendship Collaborative..... 10-11  
 Text Your Tilapia ..... 12  
 From Sea to Table ..... 12-13  
 With a Little Help from Our Friends...13  
 Safe Seas.....14  
 Fighting for the Bluefin ..... 14-15  
 Next Wave ..... 16-17  
 Kalpana Chawla Ocean Journey  
     Scholarship ..... 17  
 Poetry & Art..... 18-19  
 Associate Artist: Pam Longobardi ..... 19  
 Word! .....20  
 Voice of Blue Ocean Institute .....21  
 Through the Years .....23  
 Donors ..... 24-25  
 Financials ..... 26-27  
 Board and Staff Lists.....27

**EXECUTIVE DIRECTOR’S MESSAGE**

**Creating a Sea Change**

Blue Ocean’s wave has never been stronger nor its challenges greater. Our mission is urgent, for our relationship with the ocean has repercussions that, unchanged, will multiply exponentially, affecting food, water, livelihoods, safety, and our health.

That’s why we’re compelled to reach new audiences, touch new sectors, and broadcast our message more effectively through technology and media. We work to tell poignant stories to millions through the connecting power of the Internet and social media, creating a sea change in circles previously unable to embrace the idea of caring for our planet.

This year we’ll launch national outreach to a vast network of chefs and restaurateurs with our state-of-the-art sustainable seafood curriculum. In doing so, we’ll connect with a previously untapped sector that affects nearly 70% of consumer seafood consumption. And we’ll provide in-depth sustainability and cultural immersion for sushi lovers to ensure a rich but more ocean-friendly culinary experience.

We’re bringing ocean-related climate and chemistry change challenges to the fore through research and writings that offer hope and solutions rather than doom and gloom. Taking our “sea ethic” full circle, we stress and illuminate the critical link between land and sea. Our upcoming field research will test ideas and work with local populations to discover forward-looking answers to threats they face from climate change.

Daily, we work to make big waves, presenting products and inspiration that bring about both community and conservation. We continue to touch people at the core through their values and emotions as well as their minds. And we’re expanding our circle of friends, for we need everyone on board.

We thank you for all you do large and small, and invite you, in Carl Safina’s words from *Voyage of the Turtle*, to: “Do all you can and don’t worry about the odds against you. Wield the miracle of life’s energy, never worrying whether we may fail, concerned only that whether we fail or succeed we do so with all our might.”

## FOUNDERS' MESSAGE

# Ocean as a Unifying Force

Our ocean makes life possible and connects the world. Yet throughout the sea, as on land, nothing remains untouched by human occupation, nor immune to our actions. To face the challenges of our time requires bright minds, wide-open eyes, creativity, and an unprecedented assertion of courage.

While technicians monitor, measure, and devise schemes to rectify the strain on our changing Earth, in the end it is not just a mechanical endeavor. Rather, the necessary pursuit can succeed only with vision, eloquence, inspiration, and motivation, multiplied among new audiences.

One of our newest projects seeks literally to broadcast that idea. "OCEAN," a television series, will feature a global search for people who are inventing *solutions*. With Carl as on-camera host, we've completed the pilot and anticipate a major push for full funding this coming year. We showed how a marine protected area is working in Belize, then went to islands off Tanzania, East Africa—collectively called Zanzibar. There we profiled a new local effort by Islamic leaders to instill a conservation ethic among the residents and religious leaders of fishing villages. If we secure full funding, the series will show how innovators are solving problems.

Through this spirit of community, in collaboration with Vineyard Churches of Ann Arbor we launched the **Friendship Collaborative**, a national-level initiative that brings together college students, scientists, and pastors. The idea here is to help scientists and people of faith realize shared values and join forces to build wider support for environmental stewardship, especially as we face the growing challenges of climate change.

Launching our **Next Wave** program for those aged 20 and under, we've partnered with Atlantis Marine World in Riverhead, New York, to run school field



trips into the estuaries of eastern Long Island. The schools involved contain many for whom English is new—for instance Spanish speakers, some Haitian French speakers, and other students who speak Chinese. From such disparate cultures and backgrounds, their enthusiasm provides a strong reminder of how much Nature unites.

And in unexpected ways technology propels us forward while keeping us connected. This year we went mobile. With **FishPhone**, we're promoting sustainable seafood through a text-messaging service for cell phones and PDAs. Now, people on-the-go can tap into seafood sustainability information wherever they may roam.

And there's no doubt, the ocean connects humanity. From the visceral to the sublime, poets continue to speak for the ocean through our **Sea Stories** online journal. "As the first mate secures the dive ladder and the captain puts the boat in gear," writes contributor Ruth Emblin, "heading back towards land I glimpse a dolphin jumping high into the air just behind our wake. I wave at the exuberant creature..." In moments like this lay profound connections and great possibilities.

Handwritten signatures of Carl Safin and Mercedes Lee in black ink.

# Highlights

From Alaska to Zanzibar, we study and articulate how the ocean is changing and how everything we do—on land and at sea—affects the waters, wildlife, and people of our world. We turn science into story, working to share information to lead people to a greater personal involvement in compassionate conservation through everyday personal choices. Our communication and work during our fifth year reached new audiences—from young people to pastors to business leaders.

## Stony Brook University

In an official partnership with Stony Brook University we're combining our unique communications and research strengths to increase public understanding of the ocean. We established a satellite office on campus at the School of Marine and Atmospheric Sciences with Blue Ocean's Research Fellow Dr. Marah Hardt. From there we are keeping abreast of the latest in marine science, producing articles, supporting student research internships, and conducting public lectures on marine science, climate change, and conservation.

## Climate Change

Our work highlights the underreported effects of excess carbon dioxide in the ocean, how it changes ocean chemistry, and its effects on biological functions of sea life. We're publishing articles on the need for a wider appreciation and reporting of this critical issue. For a special climate change issue of Yale University's online journal "Environment360: Opinion, Analysis, Reporting & Debate" Safina and Hardt wrote an article on how the burgeoning amount of carbon dioxide in our ocean is affecting a lot more than coral reefs. It can be found at: <http://e360.yale.edu/content/feature.msp?id=1996>



Scientists prepare to tag a Mako shark on a research cruise.

## Fin to the Wind: Shark Tagging

Invited by the National Oceanic and Atmospheric Administration, Safina joined the U.S. government ship David Starr Jordan on a research cruise in the Pacific off Southern California. This study, initiated in the mid-1990s, takes numerous kinds of measurements to understand trends in shark abundance and ocean chemistry. One afternoon a sleek, nearly five-foot Mako had something Safina had never seen nor heard of: wounds from a Humboldt Squid. The Mako's sides carried slashes and sucker marks seemingly from the squid's beak! "It's a violent world in every dimension," wrote Safina in his blog ([www.carlsafina.wordpress.com](http://www.carlsafina.wordpress.com)).

## FishPhone

To reach new audiences and foster greater awareness of seafood sustainability, we harnessed the latest information technology and created FishPhone, a text-messaging service and PDA-formatted seafood guide. Consumers can text 30644 with the message FISH and the name of the fish in question—more than 90 species—to receive our sustainability information. (See page 12.)

## Fighting for the Bluefin

“Collapse of Bluefin Tuna in the Western Atlantic,” an article by Safina and Dane Klinger was published in the science journal *Conservation Biology*. Our paper describes the population collapse of Bluefin and notes how commercial catches off the United States have fallen to 10 percent of their quota mainly because of poor fishery management that ignores research findings. Safina and Klinger call for a five-year moratorium on the possession of Bluefin Tuna in the western Atlantic and the closure of Gulf of Mexico spawning areas to all gear capable of catching this magnificent, beleaguered fish. (See page 14.)

## OCEAN

OCEAN is a pilot television series about people who are working to solve problems facing the great salt river encircling our Earth. With Safina as host and produced by the originators of PBS’s NOVA, it aims to reach new audiences with stories of unconventional, innovative people who are making real progress in tackling the most serious challenges of our time. Our first segment profiles a new effort in Zanzibar, Tanzania, where religious leaders are using Islamic principles to gently instill a conservation ethic among subsistence fishers in remote villages. There, survival depends on getting it right. (See page 6.)

## At the International Seafood Summit

Blue Ocean’s seafood staff hosted a panel at the International Seafood Summit last January in Barcelona. “Empowering the Gatekeepers” featured Chef Barton Seaver, Culinary Institute of America Instructor Gerard Viverito, and Hastings Borough Council Fisheries Officer Stephen Potter. The panelists discussed what our world can look like when chefs, fishermen, and conservationists unite, and how we all might get there.



Top, Dr. Carl Safina and Dr. David Conover, Dean of Stony Brook University's School of Marine and Atmospheric Sciences (SoMAS) announce a partnership with Blue Ocean and the school; middle, Safina and the OCEAN crew on location in Zanzibar; bottom, legendary deep-sea scientist and explorer Dr. Sylvia Earle joined fellow honorees Alastair Fothergill, the acclaimed *Planet Earth* producer, and Barton Seaver, the devoted sustainable seafood chef, at Blue Ocean's 2007 gala.



In Belize, Safina helped tag sharks for a study that would track shark behavior and abundance in the Glover's Reef preserve. Below, an aerial photo of Middle Key at Glover's Reef.

## OCEAN

In seldom-seen places, unsung heroes are solving ocean problems. Carl Safina began chronicling their inspirational stories this year for **OCEAN**, a prospective television series designed to portray conservation remedies and wildlife recoveries that signal hope for the sea.

The approach of the series is to depict the hope, energy, and engagement of people meeting the challenges of climate change, coral reef destruction, overfishing, and other global ocean ills. If the series goes into full production, **OCEAN** will focus on positive developments around the world—from Florida's turtle nesting beaches, where once-nearly-extinct green turtle populations are recovering, to Hong Kong, where ancient attitudes toward shark fin soup are changing for the better. Ultimately, **OCEAN**—and its companion website—will show viewers how things can improve, inspiring them to ask: "How can I help?"

Safina, the on-camera host, and veteran PBS producer John Angier filmed the first of the two-part **OCEAN** pilot in Belize, site of a 30-square-mile protected reserve that safeguards sharks and ensures good catches for fishermen. While on site, Safina learned how to surgically implant miniature acoustic beacons in sharks to help build a picture of shark behavior and abundance throughout the reserve.

RIGHT: A fisherman in Zanzibar with his trap and catch; imams at a religious ceremony discuss the need to care for creation; a view overlooking the waters off Misali Island in Zanzibar.

## Caring for Creation

Safina and Angier headed next to Zanzibar to profile a new local effort by Islamic leaders to instill a conservation ethic in the residents and religious leaders of Pemba Island's fishing villages. Amid mud and thatch homes, simple fishing gear, and ancient traditions, a strong sense of environmental reverence is taking hold. Safina fished with villagers, joined a group planting mangrove trees, and sat among the local residents gathered to hear religious leaders reinforce the value of conservation. Those scenes are among the pilot's highlights, and they are also depicted in the "Island Islam" post on Safina's blog ([carlsafina.wordpress.com](http://carlsafina.wordpress.com)).

Pending full funding, filming for 10 half-hour **OCEAN** episodes will continue through 2008 and 2009.



While in Zanzibar, Safina attended a meeting among 50 religious and community leaders who agreed on the moral obligation to protect the natural world. Their efforts are profiled in one of the **OCEAN** pilot episodes.

"Any deliberate and unnecessary measure that leads to environmental problems is considered wrongdoing..." the group resolved in a Declaration on Environmental Conservation, noting Islamic principles about humanity's main role in caring for creation.

"God created the world in greenness," says Imam Sheik Suleiman, of Chake-chake. "To protect creation is humanity's role. Everyone has that responsibility."

Following the meeting, the Zanzibar Children's Fund Principal Secretary, Zahor Omar, applauded Safina's efforts on behalf of the environment. "You are welcome in Pemba," he said, "again and again."



# On the Wings of the Albatross

*National Geographic Magazine, December 2007*

Voyages to New Zealand, Midway Atoll and the Falkland's Steeple Jason Island, gave Carl Safina a bird's-eye view of that most magnificent being, the Albatross. His article, accompanied by Frans Lanting's stunning photographs, appeared in the December 2007 issue of *National Geographic Magazine*.

*"An albatross is the grandest living flying machine on Earth. An albatross is bone, feathers, muscle, and the wind. An albatross is its own taut longbow, the breeze its bowstring, propelling its projectile body. An albatross is an art deco bird, striking of pattern, clean of line, epic in travels, heroically faithful..."*

Pounded by gale force winds, dwarfed by birds with 11-foot wingspans, and awed by the beauty of their rich, graceful courtship, Safina's article revealed the Albatross's incredible stamina on journeys in search of food—and the birds' vulnerability to death at the hands of longline and trawl fisheries.

*"If you kill an Albatross you are not forced to wear it, nor will it doom your ship. But nowadays, every albatross has humanity around its neck."*

One hundred thousand Albatrosses drown in fishing gear each year, according to the US Fish and Wildlife Service. Others are threatened by loads of plastic debris that float in the Pacific—and look like food. Parent Albatrosses swallow floating plastic trash, then feed it to their chicks, serving death.

*"Knowledge of their decline shadows the rhapsody I feel. In the softening light on my last Steeple Jason evening, I slowly perch next to a bird. It bows as if we're to start courting. I extend my hand. It reaches out, gently nibbling my finger. Mimicking what I'd seen courting birds do, I slide my finger alongside its bill and stroke its cheek."*

With a wingspan of up to eleven and a half feet—the longest in nature—Albatrosses glide hundreds of thousands of miles around the globe.

By the time it's 60 years old, an Albatross has flown at least 3.7 million miles.

But Safina's article also noted major recent gains in protecting Albatrosses. Weighted fishing lines, set from the side of the boat rather than the back, setting lines at night and dyeing bait dark blue are measures that have helped decrease the Hawaiian longline fishery fleets' kill of seabirds. In other places, low-cost streamers or curtains hung from the boat work to prevent the birds from getting to baited hooks. These new improvements are making such a significant difference that many albatross populations that recently seemed doomed may well be saved—but only if what works can continue to be spread across oceans. And of course, making a selective seafood choice to support well-managed fisheries also helps—and that's an action every seafood lover can take.

*"To restore their numbers, we need to offer albatrosses a new truce. Otherwise they'll have to find another world, and even albatross wings can't get them there...Albatrosses now need us to save them. Albatrosses can wander to the ends of the Earth. Each of us can help ensure they never go farther than that."*



Safina and photographer Frans Lanting worked among Albatrosses on remote islands. Wrote Safina: "Albatrosses' siren-like beauty has tempted me to some of the loveliest and loneliest places on the planet..."

# Alaskan Affliction

Seventy miles from the Arctic circle, the Shishmaref, Alaska shoreline is under siege from relentless natural forces aided in large part by humanity's destructive habits. In this faraway but climate change-threatened corner of the world, the lives and traditions of a native people who make their living from the sea are in peril.

At Shishmaref and in the more southerly areas of Seward and Homer, leading scientists and Christian evangelical leaders witnessed melting glaciers and the disturbing effects of climate change on people and wildlife. Beetle populations thriving in warmer temperatures destroy previously untouched forests, while salmon spawning and survival is endangered, and nutritious zooplankton at the heart of the food chain is affected. With devastating erosion of up to 30 feet per storm, the Inupiat Eskimos of Shishmaref may be forced to relocate homes, schools, and families 10 miles inland—at a cost of nearly \$200 million that has yet to be raised.

“As I pondered their plight and the difficulties of moving 600 people 10 miles to an unoccupied site, several thoughts suddenly struck me,” Safina wrote in a blog entry, “Baked Alaska.” “One, I am them. Much more importantly, I thought this: ‘If these 600 people are having so much trouble with a short move to an unoccupied site, what happens when it comes time to move millions of people from a sea-flooded Bangladesh?’”



Shishmaref Mayor Stanley Tocktoo. Behind him, the ruins of a home on the eroded shoreline.

# The Friendship Collaborative

What might have seemed an unlikely alliance is now a faithful friendship—and one that has helped spawn conservation camaraderie among once-divided camps. Safina met Ken Wilson, pastor of the Vineyard Churches of Ann Arbor, MI, at a 2006 Harvard-convened retreat for scientists and religious leaders focused on climate change and its effect on creation. The two men discovered an easy rapport rooted in common beliefs about caring for our natural world.

Safina and Wilson decided to encourage smaller meetings among their respective colleagues. Blue Ocean created the **Friendship Collaborative** to bring together faith leaders and scientists in face-to-face workshops where they could hold fact-based, honest discussions about the environmental challenges we face and the potential solutions that exist.

Eight months later, Safina and Wilson gathered for the first Friendship Collaborative workshop at the University of Akron with host professor Dr. Stephen Weeks. From there, Safina joined a delegation of scientists and evangelicals—again convened by Harvard—who traveled

to Alaska to get a firsthand glimpse of the climate change problems. That group included Nobel Prize winner Eric Chivian (founder of the Center for Health and the Global Environment at Harvard Medical School), Jim McCarthy (president of the American Association for the Advancement of Science), and National Association of Evangelicals president Leigh Anderson and vice president Richard Cizik. (see “Alaskan Affliction” at left.)

### **Bonding in the Buckeye State**

The idea of bridging the cultural divide between scientists and evangelicals has gained momentum. Last May, the Ohio State University hosted the second Friendship Collaborative workshop, convened by the OSU Faculty Christian Fellowship. The workshop featured presentations by Wilson, Blue Ocean’s Climate Fellow Dr. Marah J. Hardt, James Hansen of NASA’s Goddard Institute, Dr. Calvin DeWitt of the University of Wisconsin Gaylord Nelson Institute for Environmental Studies. Wilson described the “wonderful turbulence and cultural quaking” that he felt among the presence of two groups that have previously been at odds.

As an “ice-breaker,” participants were asked to use two words to describe their expectations for the workshop. Among their responses: “integration and vision,” “trust and hope,” “different framework,” “learning anew,” and “common ground.”

Amen.



“For many of these pastors, simply to be in a room together with a bunch of scientists was a new experience,” said Ken Wilson, senior pastor of Vineyard Churches of Ann Arbor, MI. “And I know for many of the scientists it was a new experience to be in the room with a bunch of evangelical pastors. Each group committing to the miracle of listening to each other—asking honest questions, giving honest answers.”

More questions, answers, and resources are available on the Friendship Collaborative website, [www.friendshipcollaborative.org](http://www.friendshipcollaborative.org). The website provides information to faith leaders and scientists interested in leading workshops in their communities.

## Text Your Tilapia

“Blue Ocean is my new BFF. The truth is, I can’t text my way out of a paper bag. But I have found new motivation to let my fingers do the cell phone hokey pokey.”

Reporter Heather McPherson of the Orlando Sentinel, wasn’t alone in her enthusiasm about our FishPhone. FishPhone merged technology and sustainability in a novel way; with more than 8,000 queries from October to June, bloggers, reporters, seafood lovers, and conservationists lauded the service for, in the words of MSNBC’s Phil Lempert, “mak(ing) us the ‘commanders’ of our food shopping experience.”

FishPhone users wondered most about these species: Salmon (wild Alaska is ranked green); Tuna (pole- and troll-caught Albacore, Bigeye, and Yellowfin Tuna are green); Tilapia (U.S. farmed is green); Halibut; and Cod (both Pacific species are light green).

Seafood Research Associate Dane Klinger\* presented FishPhone as part of a seminar at the International Seafood Summit in Barcelona, entitled “Using Web 2.0 to Communicate About Sustainable Seafood.”

\* Currently a doctoral student at Stanford University.



FishPhone and Wellfleet Littleneck Clams

## From Sea to Table

In linking thoughtful food choices with sustainable fishing and health, Blue Ocean helps people discover that their seafood selections can make a difference for ocean life. We work to cultivate a respectful relationship with food while nurturing a connection with the natural world.

And ways of staying connected and engaged abounded this past year. Thousands consulted our text messaging service, **FishPhone**, to learn on the spot where on the sustainability spectrum lay their favorite choices. (See sidebar on left.)

For the gadget-leery or technologically-challenged, Blue Ocean’s wallet-sized *Guide to Ocean Friendly Seafood* provided our seafood information (on recycled paper) in a more traditional fashion. Fish lovers shared our seafood guide with colleagues, relatives, and friends in response to the “Ten to A Friend” campaign, helping distribute 262,000 cards over the year. And we researched and ranked a dozen new species, including Arctic Char, Atlantic Herring, and U.S. Pacific Albacore (pole- and troll-caught).

### Seafood Program Partners

Blue Ocean’s alliances with like-minded conservation groups, other nonprofits, and businesses helped deliver sustainable seafood guidance to consumers, businesses, and ocean enthusiasts—on the largest scale in our five-year history.

As part of the **Conservation Alliance for Seafood Solutions**, we partnered with more than a dozen Canadian and U.S. organizations that released steps companies can take to achieve

sustainable seafood practices. The Alliance's "Common Vision for Environmentally Sustainable Seafood" highlights reasonable, responsible directions on how seafood buyers and sellers can move ahead with sustainable seafood policies and practices. (Visit [www.solutionsforseafood.org](http://www.solutionsforseafood.org) for more information.)

In an unprecedented partnership, a consortium led by **West Marine** distributed our seafood guides to hundreds of thousands of customers and members. (See "With A Little Help From Our Friends" at right for a full list of partners in this campaign.)

In January, **FreshDirect**, one of the nation's leading online gourmet food purveyors and delivery services, made Blue Ocean seafood rankings available on the FreshDirect website. "We want them to have the information they need to make the choice that's right for them," said Justin Harwyluk, FreshDirect's manager of seafood procurement.

Customers at New York City's **Wild Edibles** learned about Blue Ocean through attractive, informative signs placed in their seafood display counter. "This is an ambitious campaign to educate consumers about the importance of making sustainable choices when buying seafood," said Steve Schafer, Wild Edibles' director of retail operations.

**Chefs Collaborative** joined forces with us for the **Schooling Chefs** program, aimed at teaching chefs about all aspects of seafood sustainability, from the basics of fisheries and aquaculture to seafood purchasing and contaminants. Together, we are developing the program's centerpiece: an interactive, online curriculum featuring the personal stories of top chefs around the country who have successfully incorporated seafood sustainability in their work. The curriculum will be available on an independent website.

## With a Little Help from Our Friends

A diverse group of boaters, anglers, and conservationists circulated Blue Ocean's *Guide to Ocean Friendly Seafood* to their customers and members. Led by boating supply and accessory retailer West Marine, Inc., who financed the effort, the seafood card campaign helped ensure that our sustainable seafood message was available to ocean enthusiasts.

West Marine and the following 10 partners were involved in the distribution:

American Albacore Fishing Association  
American Sportfishing Association  
Chefs Collaborative  
Coastal Conservation Association  
The Coastside Fishing Club  
Green Restaurant Association  
International Game Fish Association  
National Marine Manufacturers Association  
Oceana  
United Anglers of Southern California

## Safe Seas

Hooks and nets catch and entangle many more creatures than fishermen keep, posing a very real threat to ocean ecosystems and sea life. Blue Ocean continued international efforts to reduce unintended fishing-related deaths of marine mammals, turtles, sharks, and seabirds caught on longlines.

Scientist Eric Gilman\* helped lead the Fourth International Fishers' Forum in Costa Rica last November, where fishermen learned specific ways to prevent avoid seabird and sea turtle deaths. This year's Forum included the welcome addition of Central and South American fishermen who pledged to adopt a Code of Conduct for responsible longline fishing. Gilman also helped convene the Sustainable Tuna Roundtable in Brussels. The meeting helped tuna industry representatives understand ways they can protect the industry's future.

With Duke University scientists and Blue Ocean consultant Nigel Brothers, we supported work that helps measure the accuracy of observers' reports of Albatross deaths on longline fishing gear. The study results, to be released later this year, will more clearly define the effect longline fishing is having on seabirds. And it will also expose the economic costs to fisheries that have not adopted measures to avoid hooking birds and other wildlife.

\* Gilman, former Blue Ocean staff scientist, is now a scientist with IUCN (International Union for the Conservation of Nature).



## Fighting for the Bluefin

Soaring global demand, poor management, and overfishing threaten the survival of one of the world's largest, swiftest, and most majestic animals. Migrating across oceans, diving up to 3,000 feet in a few minutes, and moving as fast as some racehorses, these mighty warm-blooded fish are targeted everywhere they swim. In some places, they're most valuable when dead—a single 444-pound Bluefin tuna sold wholesale in Japan in 2001 for \$173,600. Bluefin have been depleted worldwide but are most threatened in the Atlantic where they are officially considered "critically endangered."

Blue Ocean's work on behalf of the Bluefin included the April 2008 publication in *Conservation Biology* of "Collapse of Bluefin Tuna in the Western Atlantic" by Safina and Seafood Research Associate Dane H. Klinger.

Safina and Klinger's paper noted that fisheries managers have long ignored scientific advice, leading to the collapse of the Bluefin population. Commercial catches off the United States have fallen to 10% of the quota in recent years. In the Gulf of Mexico, longline fishing during spawning season depletes the Bluefin's population and its ability to rebuild to healthy levels. Safina and Klinger called for a five-year moratorium on the possession of Bluefin throughout the western Atlantic and the closure of Gulf of Mexico spawning areas to longline fishing during Bluefin spawning season. Their paper highlighted a need to incorporate scientific understanding of Bluefin tuna migration, spawning location, and trans-Atlantic population mixing into fishery management assessments and catch quotas affecting this long-troubled fishery.



The mighty Bluefin—a fish on the brink of extinction

© Brian Skerry/National Geographic Image Collection

Months before the paper's publication, *The Washington Post* published Safina's letter scolding the National Oceanic and Atmospheric Administration's Fisheries Service for ignoring top scientists' calls for sharply reduced Bluefin quotas and closure of spawning areas. Noting the sharp drop in U.S. catches, Safina wrote, "Extinction looms for one of the ocean's largest fishes—while fishermen go broke."

November marks two years since Earthjustice, on behalf of Blue Ocean and Safina, filed a lawsuit challenging the failure of the National Marine Fisheries Service to limit longline fishing in the Gulf of Mexico. For the so-called "stallion of the sea," only human resistance to economic and political pressures can provide breathing room and hope for recovery from extinction's edge. As of this printing, the litigation was awaiting judgment in the United States District Court for the District of Columbia.

"The bluefin needs a five-year break from fishing—and from sushi fanatics. In the meantime, seafood lovers can feel better eating pole- and troll-caught bigeye, yellowfin, and albacore tuna: They're more ocean-friendly alternatives, and provide a measure of hope and breathing room for the endangered bluefin."

—Dane Klinger and Carl Safina  
in *Boston Magazine*



"We put all the living creatures back in the water before we went back to school. That is good. I do not want to kill the interesting and beautiful wonders of nature. We all must take care of the sea and the rivers and the land too."

—East Hampton High School student



## Next Wave

*"The larger the island of knowledge, the longer the shoreline of wonder."*  
—Ralph W. Sockman

A child examines a colony of tiny barnacles on a mussel shell. A youngster tentatively touches an orange sea star's bumpy legs. A teenager curls up with a book, taking voyages to meet half-ton Leatherback turtles or birds that fly thousands of miles to fetch food for chicks. The world's future conservationists discover their personal connections with our living sea through our **Next Wave** educational program launched earlier this year.

Our educators, in partnership with Atlantis Marine World Aquarium in Riverhead, led hands-on boat tours of the Peconic Estuary aboard the Explorer for thousands of children and adults last year. For students who never met a horseshoe crab or whelk, the tours awakened their senses to the ocean's marvels and their role in its future. With our new Wave Writers workbook, curriculum, and website, we will continue teaching youngsters how the ocean supports all life on our planet—and inspiring them to support the ocean in kind.



A postcard from a Chinese student who participated in a Next Wave boat tour.



A student uses a seine net to explore the Peconic Estuary

## The Kalpana Chawla Ocean Journey Scholarship



When astronaut Kalpana Chawla perished aboard the space shuttle Columbia in 2003, the world lost a dedicated conservationist with a poetic soul. Family and friends generously established a fund at Blue Ocean in Kalpana's name, noting her admiration of Safina's *Song for the Blue Ocean*, one of the few personal possessions she took aboard the fateful mission.

Through the fund and in partnership with Lindblad Expeditions, Blue Ocean awarded the first Kalpana Chawla Ocean Journey Scholarships last May to two young women with similar devotion to our natural world. In 21-year-old Megan Betteley and 17-year-old Amanda Yongue, we saw the spirit of Kalpana alive and well. Betteley and Yongue voyaged aboard the *National Geographic Explorer* from Iceland across the Denmark Strait to Greenland in August. Searching for whales, kayaking amid icebergs, and hiking on the wild tundra, they ventured far from home, as Kalpana did, discovering natural wonders and bringing new-found inspiration back home to others through their personal stories.



Megan Betteley, left, and Amanda Yongue, right, on their scholarship expedition.

"Hi, this is Yong. Last time I heard your lesson about oceanic animals, it allowed me to learn a lot. Although we live in a world that is surrounded by water, we know so little about our friends in the oceans all around us. Thank you for your lesson, the materials you presented to us allowed us to learn about them, using our vision and feeling, deeply embed them in our minds. There are so many animals in the oceans, what we know, what we understand, is only a tiny part of the ocean. I hope you can understand more about the animals in the oceans, and understand their behaviors, etc. Then take everything you know and tell us about them, making us very knowledgeable. Wish you all the best! Learn more about our friends in the ocean!"



Pelican Pilings by David S. Johnson  
(Autumnal 2007)

Our four **Sea Stories** issues evoked responses such as these on our Guestbook:

"I just adore "Shell Stories" [from the Hibernial 2006/7 issue] and took it to my English students as a little masterpiece of personal writing at which they should aim."

"It's late afternoon. Time for the tea break. And time to visit memories and the feelings of others. As usual, this issue is another wonderful experience. Thanks."

"I sailed for Sun Oil Company for over 36 years. What a delight to find Sea Stories."

## Poetry and Art

With our international **Sea Stories** project we nurture, collect, and share powerful stories of human engagement with the sea. Through memoir, poetry, essays, and visual arts we provide a platform for the expression of human experiences, ideas, and dreams about the world's ocean—a spiritual exchange, of sorts.

The influence of poetry and art in society should not be underestimated. Indeed, enlightenment is art and literature's highest purpose. Engaging in the arts—as an observer or participant—helps people find a way to articulate their feelings about what's happening internally and around them. The environmental movement in particular has always been inspired, guided, and kept moving by literature and art, from the days of Thoreau and Muir through Ansel Adams and Rachel Carson.

Continuing in this tradition, from July 2007 through May 2008 the Sea Stories Project received 137 contributions from 64 writers, artists, and musicians from 22 states, two Canadian provinces, and two foreign countries (U.K. and Costa Rica).



Dusk Chiaroscuro (Pudding Creek Ocean Side, Ft. Bragg, California) by Adrena Zawinski  
(Autumnal 2007)

# Associate Artist: Pam Longobardi

## Drifters: Plastics, Pollutants and Personhood

Pam Longobardi served as Blue Ocean's 2007-08 Associate Artist and has produced an impressive body of work involving ocean debris. A Professor of Art at Georgia State University in Atlanta, Longobardi is an active artist with exhibitions around the world. "I see the debris as a portrait of global late-capitalist consumer society," says Longobardi. "The plastic elements at first seem attractive and innocuous, like toys, some with an eerie familiarity and some totally alien. [Initially], the plastic seems innocent and fun, but it is not. It is dangerous."

Longobardi's work combines painting, drawing, prints and installation in an ongoing examination of the psychological relationship between humans and the natural world.



Pam Longobardi (above) with nets that form ocean debris. Left, a piece of Astro Turf, plastic army men, and a camel toy found in the ocean.

## Ten Things Found on the Beach

*Teresa Noelle Roberts*

1. Clear jelly at the foam line, probably the eggs of some common creature, but mysterious, science-fictional
2. Entire tree trunks limbless from their journey
3. A dead ray, without its eyes
4. A tangled net patinaed from green to copper
5. Fish skulls, surreal with seaweed wigs, and translucent bones of flukes and fins, long separated from their owners
6. An ordinary brass table lamp, much corroded
7. The wings of cormorants
8. Seals, some calmly watching beachgoers with placid brown eyes, some dead, attracting flies and gulls
9. Vertebrae the size of platters
10. The salt-cured wreath from a burial at sea

*"Conservation isn't just about attacking problems—it's also about celebrating the experiences and feelings that bind us to the natural world, and to each other. Remembering and sharing our own stories can bring us back to the roots of our love of the sea, strengthening commitment, community, and vision for the struggle ahead."*

—Steven Pavlos Holmes, *Sea Stories* Editor

# Word!

## Blue Ocean Institute in the Media

Blue Ocean shared its expertise on the glossy pages of *O*, *The Oprah Magazine*, *Conservation Magazine*, and in other national and international publications. Journalists seeking depth and clarity interviewed Research Fellow Dr. Marah J. Hardt, our seafood staff, and Safina about plastics in the sea, Bluefin Tuna, ocean chemistry changes, endangered sea turtles, Albatrosses, and sustainable seafood choices.

Last spring, Safina's new column, "Sea Worthy," made its debut in *Edible East End*, a publication devoted to celebrating the harvest of the North Fork and the Hamptons.

Television and radio broadcasts from New York, Boston, and Washington also carried Blue Ocean's voice. We were guests on: National Public Radio's Diane Rehm Show; Science Friday; The Kojo Nnamdi Show on WAMU-FM; WOR-AM's Food Talk; the Leonard Lopate Show; PLUM TV; and WLIU-FM.

And through a growing internet presence, bloggers who write about sustainable seafood, consumer technology, science, and conservation spread Blue Ocean's inspiration deep into cyberspace.

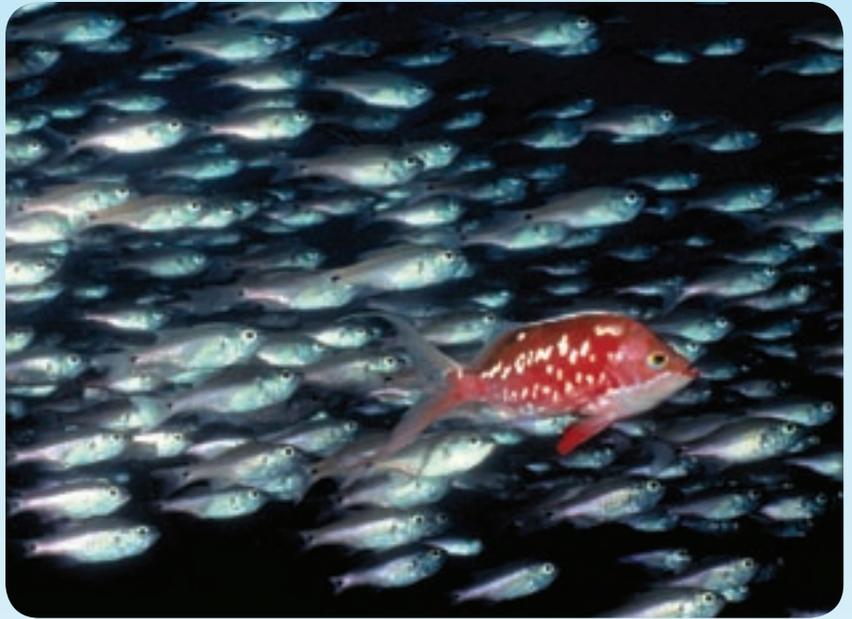


© David Doubilet

# The Voice of Blue Ocean Institute

“Sustainable seafood is going to have to become the natural way we look at the industry. Sustainability has to become a mainstream concept...The alarm bells are ringing. People have to pay attention.”

—Nick Hall,  
former Blue Ocean Seafood Program Manager,  
quoted in the *Chicago Tribune*, July 8, 2007



© David Doubilet

“This is a really wondrous world and to eliminate the various opportunities to discover things that are wonderful [such as sea turtles], even if you never see them—greatly diminishes the prospects for being alive and for being a fully human being.”

—Carl Safina,  
quoted in the *Christian Science Monitor*,  
June 20, 2007

“The moral of the story is that the Loggerhead is an amazing living, breathing antiquity. Our existence, and most certainly Land Rover’s, is merely a drop in the bucket of time, compared to that of our 100 million-year-old friend, the Loggerhead. So instead of underestimating their customers’ ideas of value, Land Rover should take pause, digest the mysterious beauty and inherent sense of utility of such majestic creatures, and thus, be humbled. ”

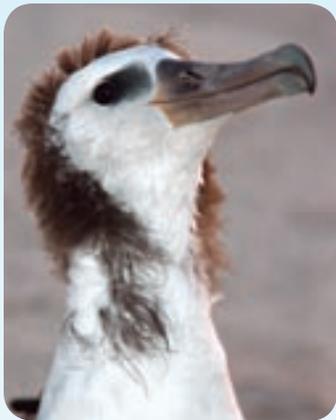
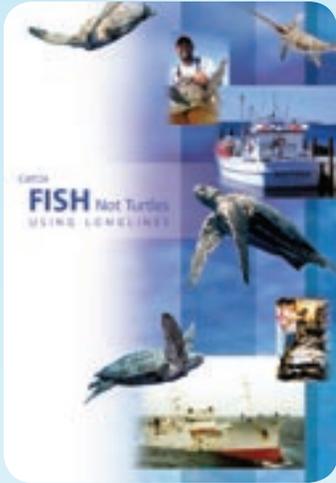
—Blue Ocean’s Megan Smith,  
guest blogging on [carlsafina.wordpress.com](http://carlsafina.wordpress.com),  
in response to a Land Rover advertisement

“It is amazing what four hours can bring. In this atmosphere of thinking big and high hopes, an intense afternoon of information sharing, storytelling, and open dialogue erupted among strangers who quickly learned how much they shared a common goal.”

—Blue Ocean’s Research Fellow Dr. Marah Hardt,  
on The Ohio State University  
Friendship Collaborative workshop

“One way to really ensure that the fisheries are managed well is to bring all the stakeholders into the process—fishermen, environmentalists, and people who appreciate marine life—and getting everyone involved in the process and having science really guide the decisions.”

—Dane H. Klinger,  
former Seafood Research Associate,  
on the Kojo Nnamdi Show, WAMU,  
American University Radio, May 5, 2008



# Through the Years

## 2003

MacArthur fellow Dr. Carl Safina, and Mercédès Lee, launch Blue Ocean Institute.

Carrie Brownstein, Lee, and Safina publish “Harnessing Consumer Power for Ocean Conservation” in *Conservation Magazine*, presenting the first fully transparent methodology for sustainable seafood ranking.

Lee receives the Renewable Natural Resources Foundation Outstanding Achievement Award for the book *Seafood Lovers Almanac*.

Blue Ocean begins a partnership with Atlantis Marine World Aquarium in Riverhead, providing naturalist-led boat tours and education aboard *The Explorer* tour boat.

Safina is awarded the George H. Cook Distinguished Alumnus Award from Rutgers University’s Ecology and Evolution Program.

Safina is awarded the **John Burroughs Writer’s Medal** from the John Burroughs Association and the National Academies of Science, Medicine, and Technology’s **Year’s Best Book for Communicating Science Award** for *Eye of the Albatross*.

Safina accepts an Honorary Doctorate from Long Island University.

## 2004

Lee gives an invited talk to the **World Bank**, bringing global attention to ocean conservation and the importance of seafood sustainability as a food security concern.

## 2005

Our first **Artist-in-Residence**—Leslie Wayne—brings Blue Ocean to the art world and artists to Blue Ocean.

Blue Ocean convenes an advisory board of chefs and culinary instructors, laying the foundation for **Schooling Chefs**.

Safina and Brownstein publish a book chapter: “Fish or Cut Bait: Solutions for our Seas” in *Feeding the Future: From Fat to Famine, How to Solve the World’s Food Crises*.

Eric Gilman, Blue Ocean’s Hawaii-based Marine Ecology and Fishery Specialist, produces “Catch Fish, Not Turtles,” a booklet in several languages created to help fishermen avoid catching sea turtles while fishing.

Safina receives an Honorary Doctorate from State University of New York.

## 2006

Safina is invited to the **World Economic Forum** in Davos, Switzerland. Safina briefs conferees on the status and future of fisheries and the oceans.

Above, Blue Ocean’s first Artist-in-Residence, Leslie Wayne organized an art auction and benefit for Blue Ocean in Georgia; the pamphlet “Catch Fish, Not Turtles,” a product of the Safe Seas program; a young Albatross; Carl Safina with a Leatherback turtle during research for *Voyage of the Turtle*.

U.S. poet-laureate Billy Collins helps launch Blue Ocean's **Sea Stories** literary project with his poem "Coastline."

*Voyage of the Turtle*, Safina's third book, is published to critical acclaim, with reviews in the *New York Times* and elsewhere.

Safina helps create a conservation-minded "Urgent Call to Action," at a conference convened by the Center for Health and the Global Environment at Harvard and the National Association of Evangelicals.

## 2007

Eric Gilman co-authors "Shark Depredation and Unwanted Bycatch," a report on ecological, economic, and social problems resulting from shark interactions in longline fisheries. Parts of the report appear in *Marine Policy*.

Blue Ocean forms the **Friendship Collaborative** with Ken Wilson, Senior Pastor of Vineyard Churches of Ann Arbor, MI, furthering a new dialogue between scientists and national evangelical Christian leaders.

Blue Ocean launches **FishPhone**, the nation's first sustainable seafood text-messaging service, and a downloadable seafood guide for cell phone and PDA users at [fishphone.org](http://fishphone.org).

*National Geographic Magazine* features Safina's article, "On the Wings of the Albatross," with photographs by Frans Lanting.

Safina and veteran producer John Angier begin developing a public television series—**OCEAN**. They film pilot segments in Belize and Zanzibar. Blue Ocean partners with Stony Brook

University's School of Marine and Atmospheric Sciences (SoMAS) to share information and collaborate on climate change research and communication.

Blue Ocean leads a consortium of non-profit organizations to test ways of inspiring consumers to make sustainable seafood choices.

## 2008

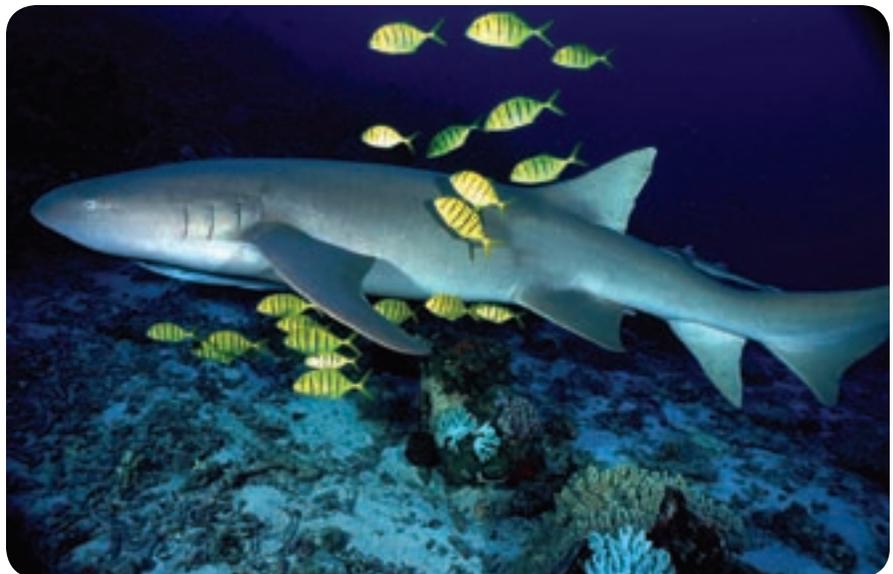
**Chefs Collaborative** becomes a partner in the **Schooling Chefs** program.

Safina and Dane Klinger publish "Collapse of Bluefin Tuna in the Western Atlantic" in *Conservation Biology*.

Blue Ocean and Lindblad Expeditions award two exceptional students the Kalpana Chawla Ocean Journey Scholarship in honor of the deceased NASA astronaut Kalpana Chawla, and her love of the natural world.

Environmental Defense Fund names *Song for the Blue Ocean* one of the Most Influential Environmental Books of All Time.

Blue Ocean hits the 2.5 million mark for distribution of ocean-friendly seafood guides.



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# Financials

## Summary Statement of Activities

Year Ended May 31, 2008

	<i>Unrestricted</i>	<i>Temporarily Restricted</i>	<i>Permanently Restricted</i>	<i>Total</i>
<b>PUBLIC SUPPORT AND REVENUE</b>				
Public support	\$ 628,640	\$ 728,175	\$ —	\$1,356,815
Revenue	16,134	—	3,285	19,419
Net assets released from restrictions	<u>577,640</u>	<u>(574,355)</u>	<u>(3,285)</u>	<u>—</u>
<b>TOTAL SUPPORT AND REVENUE</b>	<u>1,222,414</u>	<u>153,820</u>	<u>—</u>	<u>1,376,234</u>
<b>EXPENSES</b>				
Program services	<u>853,550</u>	<u>—</u>	<u>—</u>	<u>853,550</u>
Supporting services:				
Management and general	181,053	—	—	181,053
Fund raising	<u>134,347</u>	<u>—</u>	<u>—</u>	<u>134,347</u>
Total supporting services	<u>315,400</u>	<u>—</u>	<u>—</u>	<u>315,400</u>
<b>TOTAL EXPENSES</b>	<u>1,168,950</u>	<u>—</u>	<u>—</u>	<u>1,168,950</u>
<b>INCREASE IN NET ASSETS</b>				
Before other increases	53,464	153,820	—	207,284
Other increases	<u>2,031</u>	<u>—</u>	<u>—</u>	<u>2,031</u>
Increase in net assets	55,495	153,820	—	209,315
Net assets, beginning of year	<u>337,234</u>	<u>344,759</u>	<u>80,000</u>	<u>761,993</u>
<b>NET ASSETS, END OF YEAR</b>	<u>\$ 392,729</u>	<u>\$ 498,579</u>	<u>\$ 80,000</u>	<u>\$ 971,308</u>

Blue Ocean Institute's complete audited financial statements may be obtained by writing to:  
Business Manager, Blue Ocean Institute, P.O. Box 250, East Norwich, NY 11732.

# Staff and Board

## Blue Ocean Institute Staff

Dr. Carl Safina, President and Co-Founder  
Mercédès B. Lee, Vice-President and Co-Founder  
Julie Pareles, Executive Director  
Dr. Alan Duckworth, Seafood Research Director  
Dr. Marah J. Hardt, Research Fellow  
Elaine Landoli, Director of Communications and Marketing  
Kate McLaughlin, Seafood Program Director  
Myra Sarli, Business Manager  
Megan Smith, Office Assistant

*Seafood Interns:* Jessica Dutton; Lyndie Hice; Katie May Lauman; Jennifer Johnson; Katie McGlynn; Marianne McNamara

*Interns:* Christine Chiodo; Kerri Walsh

*Marine Educators:* Patricia Paladines, Next Wave Program Manager; Ann Haskell; Kerri Dobbs, Jonathan Gerle; Jennifer Normoyle; Lauren Posillico; James Schmitt; Carmen Wrba.

*Sea Stories:* Steven Pavlos Holmes, Editor; Karla Linn Merrifield; Hannah Hindley (intern)

*Volunteers:* Carrie Smith; Lee Marc Stein; Scarlet Watts

*Former staff active in FY2008:* Jenna Blakey; Nick Hall; Dane H. Klinger; Jean Luo (intern)

## Blue Ocean Institute Board of Directors

Dr. Carl Safina, *President and Chairman of the Board*  
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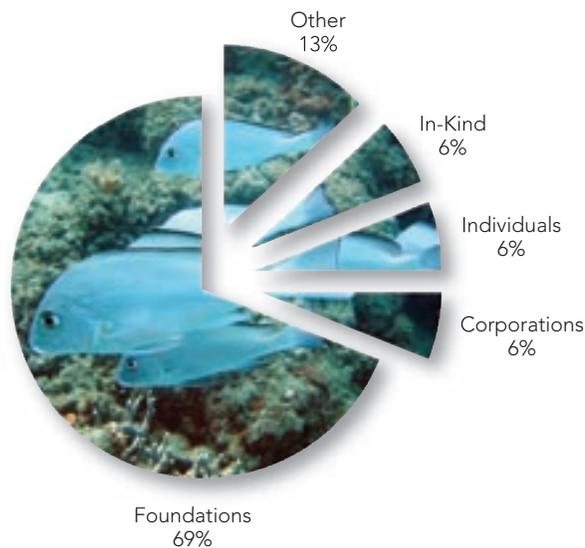
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## Annual Report Production

Birgitta Millard, *creative director*; Coral Color Process, *printing*

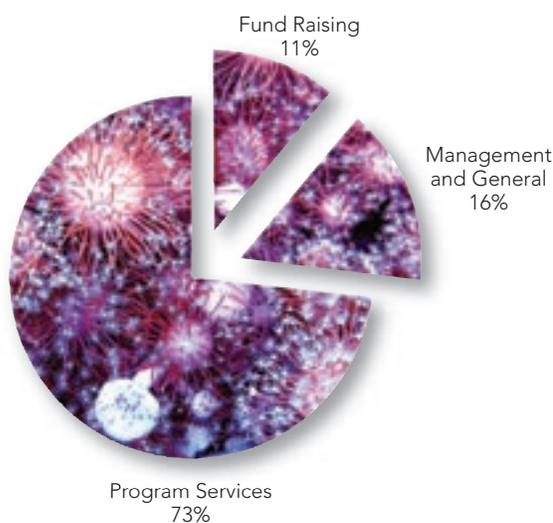
## Operating Revenue

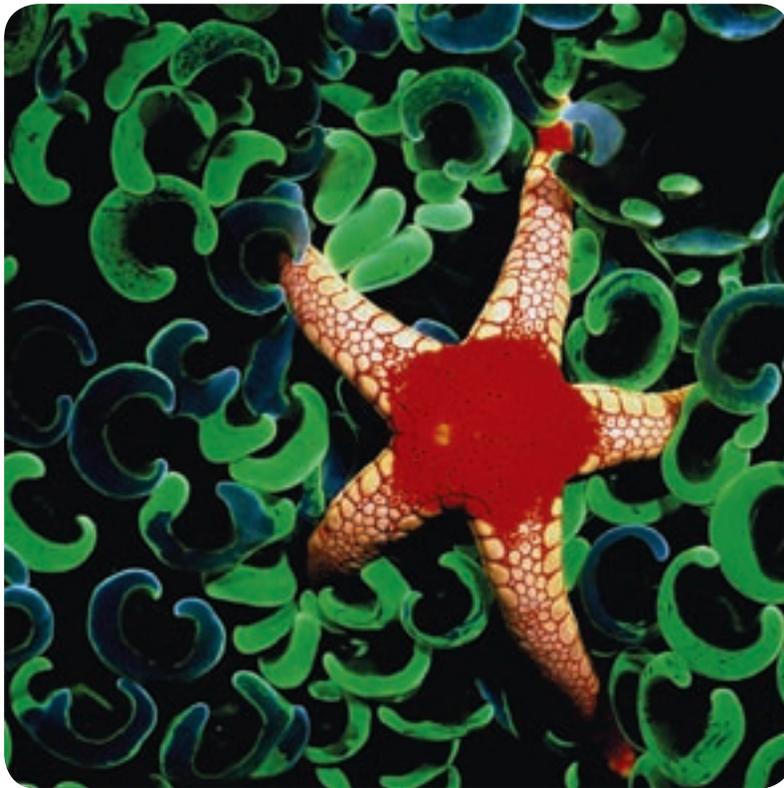
Fiscal Year 2008



## Expenses

Fiscal Year 2008





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## BLUE OCEAN INSTITUTE

*Fresh Inspiration for Ocean Conservation*

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