



BEYOND THE BREACH

Findings, impacts and news of Pacific Whale Foundation | 2018 | Q4



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photo: Rob Owen



LETTER FROM THE DIRECTOR



Your 2018 support of Pacific Whale Foundation has created results and tangible impacts that will bring us into 2019 with a renewed sense of purpose, drive and joy.

This year, we directly engaged hundreds of thousands of individuals in Research, Education and Conservation programs designed to protect the ocean through science and advocacy and to inspire environmental stewardship.

1,837 students engaged in our new Plastic Pollution Solutions program in their own classrooms; 3,325 children experienced our Keiki Whalewatch program, adding to our growing community of ocean advocates; 1,010

Ocean Campers found new science role models; 23 local restaurants joined The Last Straw, saving .5 million single-use-plastic straws from our landfill; 6 sightings of the endangered false killer whale Main Hawaiian Islands insular population were documented, a substantial increase as a result of our new urgent response program funded by supporters like you; 490 volunteers joined us to participate in local mauka to makai conservation efforts and to support our community events; and 306,051 took part in our award-winning "floating classroom" ecotours on Maui and in Hervey Bay, Australia, staffed by Certified Marine Naturalists that have collegiate level degrees in the sciences and have undergone our in-house 120-hour Eco-U training program. Combined, we reached 423,571 residents and visitors from the far reaches of the world with our mission work!

Just weeks into 2019, we are proud to report that we've reached our fundraising goal of \$1M in 2018 Memberships, program fees and charitable contributions. Your support made it possible for Pacific Whale Foundation to contribute over 50% of the total cost of the Chile blue whale *Alfaguara Project* for 2019, which has significantly increased scientific knowledge on the endangered Chilean blue whales since 2004. Looking forward, expect updates from our Research department regarding two of the most important marine mammal conferences of 2019: the International Whaling Commission (IWC) in Kenya – an annual meeting that gathers roughly 200 invited scientists from 40 countries to present research and recommendations for whale conservation and management policies – and the World Marine Mammal Science Conference in Spain – gathering marine mammal scientists, managers and policy makers from more than 60 countries to engage in interdisciplinary dialogue on the world's most pressing marine science and conservation issues as they relate to marine mammals.

You have helped us achieve so much in 2018 and we anticipate bigger impacts in 2019! Mahalo for your continued support and work as fellow ocean stewards! We hope that you participate in the 39th Annual Maui Whale Festival, which you will read about on the coming pages.

Kristie Wrigglesworth
Acting Executive Director, Pacific Whale Foundation

OUR MISSION

The mission of Pacific Whale Foundation is to protect the ocean through science and advocacy and to inspire environmental stewardship.

OUR VISION

Our vision is to be the people's environmental organization for the protection of the world's whales, dolphins and other marine animals living wild in their natural habitat.

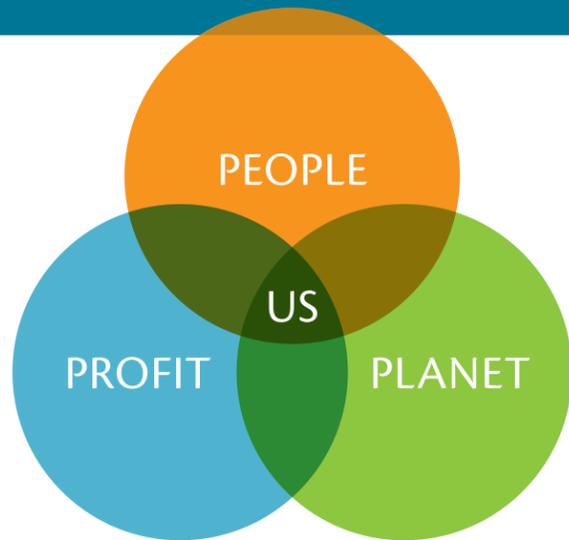
We believe that it is essential to involve the public in our mission. We encourage you to become a part of our global community of people who care about the future of our oceans and marine wildlife.

Pacific Whale Foundation
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PacificWhale.org



connect with us



WHAT IS A SOCIAL ENTERPRISE?

A social enterprise is a for-profit business that sells goods or services in order to help fund the mission work of its parent nonprofit organization. Proceeds generated through our market and ecotour social enterprise, PacWhale Eco-Adventures, directly fund the nonprofit Research, Education and Conservation programs of Pacific Whale Foundation, with additional funds raised through memberships, donations, charitable grants and in-kind services.

It's people like you that make it work.



photo: Rob Owen

MEET OUR SUPPORTERS



"We first heard of Pacific Whale Foundation through word of mouth and have always had really good experiences."

Linda & daughter Toni
Passengers
High River, Alberta, CAN



"We have been Members for a long time and always enjoyed supporting this foundation for the whales."

Joy & Tom
Passengers
San Diego, CA



"I had no idea that our Photo Safari tickets contribute directly to oceanic research & education, but anything PWF stands for has our unwavering support and endorsement."

Wade "The Alpaca Guy" & Dr. Nicolosi
Passengers
Los Angeles, CA & Chicago, IL

The ecological, social, cultural and spiritual significance of whales is celebrated world-wide; connecting us closer as human beings to ourselves, to one another and to our environment. In the traditions of ancient Hawai'i, Kanaloa is an ocean deity that presents itself in different kinolau (body forms), one of which is the koholā (whale) as the largest ocean form. The koholā is revered in modern day Hawai'i not only by the thousands of whale watchers, but by the native Hawaiians who still consider it as one of Kanaloa's magnificent creations.

RESEARCH PROGRAM NEWS

IT TAKES A VILLAGE

This December, Pacific Whale Foundation's Chief Scientist, Jens Currie, was welcomed as a featured speaker at Hawaiian Islands Humpback Whale National Marine Sanctuary's *Sanctuary Science Series*. During this public event, Jens presented findings of a four-year study conducted by his team of researchers to determine safe boating speeds around humpback whales, with the ultimate goal of reducing whale-vessel collisions. During the study, nearly 11,000 miles were surveyed with over 1,500 humpback whales encountered, ranging from calves to adults.

"A key factor in whale collisions is vessel speed," remarks Currie, "While we know that slower speeds allow operators more time to spot and adjust for whales, there had not previously been a study to determine a specific speed that is the safest, without crippling transit, until now."

In 2016, a major victory was achieved with the removal of the North Pacific humpback whale population from the endangered species list; their numbers restored to a healthy population. Increasing whale populations and vessel traffic worldwide has led to an increase in reported vessel collisions with a wide range of cetacean species but are a key mortality factor for larger whale species, including humpback whales. They are more susceptible to collisions in areas where their habitat overlaps with heavy vessel traffic, and Hawai'i is certainly an area that fits that description. Over 9.3 million people visited Hawai'i in 2017 along with more than half of the North Pacific humpback whale population, estimated at over 20,000 strong.

"With a mission to protect the ocean through science and advocacy and to inspire environmental stewardship, best practices like our *Be Whale Aware & Be Dolphin Wise* are critical to our nonprofit work," remarks

Pacific Whale Foundation Acting Executive Director Kristie Wrigglesworth, "The more participants we can reach through collaborations like these with Hawaiian Islands Humpback Whale National Marine Sanctuary, the better we can come together as a community to ensure a healthy ocean ecosystem."

Research is critical to the sustained health of Hawai'i's marine life and, to quote the authors of the featured study, "More scientific research leading to sound management strategies will ensure that both humans and animals can safely co-exist."

Study available at PacificWhale.org/research/publications.

NEXT STEPS

A new research study and partnership with the Marine Mammal Research Program at University of Hawai'i will assess body condition of humpback whales using unmanned aerial vehicles (UAV), or drones.

"We had an excellent initial period of research with Lars Bejder and students using drones to pioneer some new and exciting work on dolphins," shares Chief Biologist Stephanie Stack, "As part of this partnership, Lars and his lab have generously offered to analyze all of the aerial footage we collect as part of our dolphin research here on Maui. However, to be able to take advantage of this offer, we would need to purchase the same equipment/UAV he is currently using."

A recent appeal to our incredible family of members and donors helped to purchase a new drone for Stack's team. Aptly called *Iolana*, or "soaring bird" in the Hawaiian language, the name was submitted by PWF volunteer Jen Meyers in a social media competition this fall.



GET INVOLVED!

Join our Research team on January 26, February 23 and March 30, 2019 for the annual **Great Whale Count**. One of the world's longest-running citizen scientist projects, this event brings volunteers together to count whales from 12 shore-based sites around Maui as part of a long-term survey of humpback whales in Hawai'i.

HOW MANY WHALES ARE IN HAWAII RIGHT NOW?

The most recent estimate for the Hawaiian population of humpback whales (based on 2004-2006 data) is 10,000-12,000 with a likely peak of 6,000-8,000 whales arriving from January through February.

ARE THE NUMBERS OF WHALES DECREASING?

Yes. Our results from the Great Whale Count have shown an overall increasing trend in the number of whales from 1995-2015, but the numbers were significantly lower in the 2016 and 2018 counts.

Whale counts from researchers in Southeast Alaska, Prince William Sound, and Hawai'i all show a decrease in sighting rates over the last 4-5 years. We do not know what the cause of this trend is, but researchers are working collaboratively to learn more.

WHAT IS CITIZEN SCIENCE?

This is a term for scientific research carried out by members of the public in partnership with researchers. The economic benefit of citizen science is incredibly important to researchers, who can only collect a small amount of data themselves and are often facing budgetary restrictions. By crowdsourcing data collection, researchers can learn much more about the natural environment than they can with individual effort. Plus, we meet a lot of great people along the way!

Register today at: MauiWhaleFestival.org/GreatWhaleCount.

ADDITIONAL 2018 COLLABORATIONS



MAHALO NUI

Mahalo to the PWF Research department's longest running volunteers, Dave and Lorraine Holmes, who have collectively contributed more than 3,100 hours of their time.

8 year ago, Dave and Lorraine attended an open house for volunteers interested in supporting Pacific Whale Foundation. With a background in biology, Dave became heavily involved in the quality control of our humpback whale catalogs, providing a crucial set of eyes to confirm matches. Lorraine's background as an equine veterinarian technician and administrative assistant paired with her love of books made her an excellent candidate to set up our reference library, making sure that all of our historical photos were digitized. Lorraine is our biggest advocate and tells whoever will listen how proud she is to be part of Pacific Whale Foundation's 'ohana (extended family unit) and how impressed she is with the work being done in both the research department and the organization at large.

Last year marked the retirement of Lorraine from the volunteer team who, after contributing nearly 1,500 hours with us, will truly be missed. For Dave, there is no end in sight for his quality control of our catalogs or from retiring from the research department. We continue to appreciate his hard work and dedication!

Interested in volunteering? Visit PacificWhale.org/Volunteer.

EDUCATION PROGRAM NEWS

SMALL BUT MIGHTY ACTIVISTS

Located some 3,200 miles away from Hawaiian waters, Manitou Springs Elementary School lives in central Colorado in an area that consists of many one-story, adjoining, small shops, restaurants, and pubs, as well as a creekside city park with a children's playground made from repurposed materials. This fall, two of the school's third-graders, Ronan and Ivy, approached their teacher, Miles McIlhargie, with the idea to adopt a dolphin for their classroom.

"They came up with this idea on their own," writes McIlhargie, who was teaching the classes about marine biology at the time. "They wrote a proposal letter and created a fundraising campaign that they sold to the third-grade teachers as well as the school principal."

Ronan and Ivy created donation jars that went into each of the 4 third-grade classrooms and were able to surpass their initial goal of \$40. "They have just adopted two dolphins and donated the remaining money they raised to the foundation," Miles continued. Their adopted dolphins are named Gracy and Splashy.

"These are the stories that motivate and inspire us every day," remarks PWF Director Kristie Wrigglesworth, "we developed the **Adopt** program as an accessible means for classrooms and individuals to make a difference. As adopters, Manitou Springs Elementary School's third-grade class now has a curriculum, the story of their dolphins, a map of recent activity and miniature models to share with their classmates. Best of all, we'll now be keeping in touch with them every time a new sighting is recorded of their dolphins, whether made through our citizen-science **Whale & Dolphin Tracker** app or by our Research crew. By connecting them with science and philanthropy, we help to teach them the importance of caring for our environment."



To view named whales, dolphins, and false killer whales available for adoption – or, to name your own – please visit PacificWhale.org/Adopt.



A PLASTIC OCEAN

Through a one-year grant from the County of Maui Environmental Protection and Sustainability Division, Pacific Whale Foundation has partnered with Plastic Ocean Foundation to offer our FREE **Plastic Pollution Solutions** education program to all middle and high school students in Maui County. The program includes a screening of the 22-minute film, *A Plastic Ocean*, as well as curriculum and activities appropriate for various subject areas.

To date, the program has reached 1,837 students in 13 schools through 47 individual presentations. Participating teachers have shared positive feedback and many have expressed a desire for future partnership to continue exploring the topic of marine debris and plastic pollution with their students.

"I just wanted to thank you for sending your team to meet with our students," writes Maile Atay of Hawaii Technology Academy, "Your presenters were so engaging, patient, and full of knowledge. The students were very interested in the presentation and several students signed up for a follow-up beach cleanup right away. We were able to pick up about 20 bags worth of junk, as well as two large buoys, four beverage crates and one 20-foot long PVC pipe!"

"Many of the students seemed shocked to learn that marine debris is affecting the food we eat," remarks our Youth Education Specialist Becca Lewis, "Very few students were aware of which types of plastics could be recycled in Maui County aside from the HI-5 program. After the workshop, the students had a greater awareness of how marine debris impacts them as individuals as well as ways that they can help."

"Students feel empowered to take action," says Education Manager Robyn Ehrlich, "Some schools and students have already begun through individual projects and class beach cleanups. One student from Baldwin High School suggested: 'Why don't governments prohibit and limit the amount of plastic created?'"

We hope he finds out.

Learn more at PacificWhale.org/Education.



GET INVOLVED!

Looking for a family-friendly way to support environmental stewardship? Register for the **Run & Walk for Whales**, the official kickoff of the 2019 **Maui Whale Festival**, as well as one of Maui's largest and most scenic run and walk events. A variety of courses encourage all abilities, with 500+ participants annually and growing. The Run & Walk is followed by a courtyard celebration featuring Hawai'i's reggae ambassador, Marty Dread with breakfast, community sponsors and prizes. Virtual participation is also available.



Visit MauiWhaleFestival.org/RunWalk for details.

CRUISE WITH US. MAKE A DIFFERENCE!

As a social enterprise owned 100% by Pacific Whale Foundation, PacWhale Eco-Adventures functions solely to fund the mission work of its parent nonprofit. Staffed by college-educated Certified Marine Naturalists with a four-year degree in the sciences, each has undergone a 120-hour in-house *Eco-U* training to ensure an enriching experience for passengers and supporters. Our award-winning floating classrooms have consistently earned a reputation for excellence in communicating sustainable practice and for having a great time doing it. This season's offerings include:

LEARN

ULTIMATE WHALEWATCH WITH THE EXPERTS
•
VIP WHALEWATCH
•
WHALE PHOTO SAFARI

PLAY

MOLOKINI WILD SIDE SNORKEL
•
LĀNA'I SNORKEL & DOLPHIN WATCH
•
MOLOKINI & TURTLE ARCHES SNORKEL

CELEBRATE

SUNSET SAIL
•
SUNSET & CELESTIAL CRUISE
•
ISLAND RHYTHMS
SUNSET COCKTAIL CRUISE

39TH ANNUAL MAUI WHALE FESTIVAL | CONCERT CRUISES

Enjoy live music and dancing at sea with some of Hawai'i's most popular performers. John Cruz performs Saturday, Feb 16 and, for the keiki, Banana Slug String Band joins us on Saturday, Feb 23 to celebrate our shared love for humpbacks and other marine animals.

Reserve today: MauiWhaleFestival.org/ConcertCruises



SAT, FEB 16 & SUN, FEB 24 • 5PM
JOHN CRUZ



SAT, FEB 23 • 2PM
KEIKI CONCERT CRUISE

A VOICE FOR WHALES | BEHIND THE DOCUMENTARY



One year ago, almost to the date of our 3rd Annual *World Whale Film Festival*, Pacific Whale Foundation's founder Greg Kaufman passed away after a hard fought battle with cancer. A pioneer in noninvasive humpback whale research in the mid-1970s, Greg founded Pacific Whale Foundation in 1980 to educate the public, from a scientific perspective, about whales and their ocean habitat. The trailer for Greg's upcoming biography film 'A Voice for Whales' by filmmaker Selket Kaufman will be shown exclusively to the audience of this event.

What inspired you to produce this film?

This was a project long overdue; I knew it was a story that needed to be told. Fortunately my time with Greg was not only a gift but also an inspiration to relay his passion and vision towards something greater than ourselves.

What universal themes are explored in your film?

The film is about interconnectedness and humanity's delicate balance with nature. It's a story about one man's mission to stand up against injustice to those who have no voice in disadvantageous circumstances. Greg Kaufman was complex, determined and often misunderstood, but he was an extraordinary man with an extraordinary story.

What do you wish to accomplish with this film?

I hope this film will allow others to be inspired the way Greg inspired me about hope and standing up for what you believe in, no matter the odds. I have traveled around the world to interview friends, colleagues and people who knew him best to help tell his story.

What should we expect for this year's film festival?

This will be the third annual event that was brought up as a crazy idea one night at the kitchen table and is now one of our biggest events at the Maui Whale Festival. This year we are proud to be hosting the event at the historic Iao Theater in Wailuku. We have a great line up of inspirational films and presenters.



CONSERVATION CAMPAIGN | THE LAST STRAW

23

PARTICIPATING LOCAL RESTAURANTS

OVER 4,000

REUSABLE STRAWS SOLD

~500,000

PLASTIC STRAWS OUT OF OUR LOCAL LANDFILLS, SINCE WE STOPPED SERVING IN JULY 2015

HERO SPOTLIGHT | MOLLY STEER

Last year, 10-year old Australian Molly Steer and her mother went to see a movie called *A Plastic Ocean*. It was the first time that she had been told that plastic "never, ever breaks down, and actually never goes away."

"The movie said that all over the world oceans are filling up with our plastic rubbish," remarks Molly, "This plastic gets into our oceans and hurts the marine animals. But not only that, when humans eat fish and seafood, we are eating the plastic that they have eaten. Birds are eating broken up bits of plastic and then starving because there's no room left in their stomachs for real food."

Since first seeing *A Plastic Ocean*, (which Pacific Whale Foundation is currently sharing with public Maui schools; see p. 6), Molly has been running her *Straw No More* campaign, convincing more than 90 schools in Australia and overseas to do away with drinking straws. Further, Molly helped to convince the Cairns Regional Council to unanimously agree to set a goal of removing straws and other single-use plastics, and to look at supporting local businesses to make the same change.

"I don't really care how long it takes, I just want animals to stop dying and the world to stop dying." – Molly

Our own *The Last Straw* campaign has engaged 23 local restaurants to #REUSEORREFUSE single-use plastics, sold over 4,000 reusable straws and prevented more than 500,000 straws from entering our local landfills since we stopped serving straws on our ecotours in 2015. As a fellow eco-warrior project, we donated Molly a membership for her work as an environmental hero. Molly wrote, "Sorry it's taken a while to get back to you. Mum said I had to study instead of do *Straw No More* stuff! I am so happy to be an honorary member at Pacific Whale Foundation. Me and Mom are really excited to get the materials!"

"Just the thought of our marine animals having to eat the plastic that we drop in our oceans is enough to make me a staunch supporter of campaigns such as *The Last Straw*, and to do everything possible to reduce and eventually eliminate single use plastics from our society," remarks Pacific Whale Foundation Eco-Adventures Australia Director Andrew Ellis (pictured below), "but to hear the passion of a young lady like Molly Steer and to see her unfailing dedication to show others a better future for our oceans, is to realise what little I am doing and how much more I need to accomplish myself. To see a 10 year-old stand up in front of a room full of dedicated ecotourism professionals and make them feel as though they need to do more is truly awe inspiring."

SIGN THE PLEDGE Visit PacificWhale.org/TheLastStraw today.

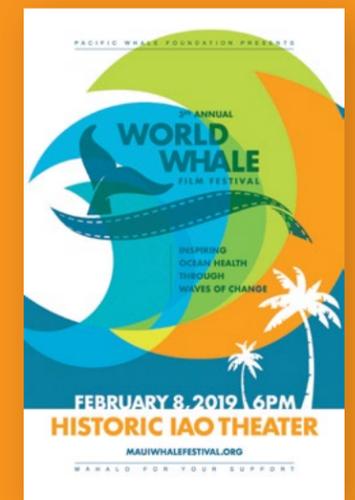


Pacific Whale Foundation Eco-Adventures Australia Director Andrew Ellis has helped us create a wonderful model in Australia that showcases sustainable whale watching, provides educational opportunities both aboard and in community outreach and has increased awareness of the impacts marine operations may have on both the environment and on people. By providing our floating classroom model with marine cruises that help to develop advocates not only for whales, but all marine life and their environment, we hope to inspire all to change the way we live and operate; to ensure that our kids, and their kids, get to have greater opportunities to enjoy our ocean through increased awareness of how we affect our planet. Under his leadership, we earned the title of *Best Marine-Based Ecotour* at the 2018 Fraser Coast Business & Tourism Awards. Mahalo, Andrew!



GET INVOLVED!

Join us on Friday, February 8th at Iao Theater in Wailuku for our 3rd annual *World Whale Film Festival*. This international event promotes storytellers who are passionate about our oceans. Purchase tickets today to experience conservation-minded short documentaries and to talk story with the directors.



Visit MauiWhaleFestival.org/FilmFestival for details.

BOARD LEADERSHIP

Eric Brown PhD, MS
Chair

Josephine Malano-Dando
Secretary/Treasurer

MaryKate Rosack
Director

Kevin Wood, PhD, MS
Director

Wayne White
Director

VOLUNTEER SPOTLIGHT



Lorrie Francis-Profio
Mahalo to Lorrie for her 5 years of volunteer service with us! She loves volunteering with Pacific Whale Foundation because she is constantly learning about Maui and the ocean environment, is surrounded by like-minded individuals who care about the natural world, is able to keep her skills sharp after retirement, and she believes in the mission. Lorrie also volunteers with the Monk Seal Response Team and Hotline, recently winning an award for her monk seal lineage chart and community service. She says, "Thanks to the knowledge I gained volunteering with PWF while taking the marine options program at UHMC, I was able to fill the teacher in on a few things!"

Interested in volunteering with us? Go to our website at PacificWhale.org and click on [How You Can Help](#)

WELCOME, NEW BOARD MEMBER

INTRODUCING WAYNE WHITE

Based in Citrus Heights, California, where he is an international conservation consultant as president of W-Squared Consulting, Wayne White is fully dedicated to the PWF mission.

He graduated from California State University at Fullerton, earning a Master's degree in biological sciences with a focus on marine biology and ichthyology and worked for U.S. Fish and Wildlife Service for 31 years. As Chief of the Endangered Species Program, he took pride in overseeing the implementation of the Endangered Species Act and Marine Mammal Protection Act in Hawai'i, California, Oregon and Washington.

Serving on the nonprofit Boards of the Center for Lands Management, Ecological Restoration Business Association and Habitat Stewardship Foundation, Wayne is an expert addition to our leadership team.

What initially drew you to Pacific Whale Foundation?

I have been traveling to Maui to visit family for the past 12 years and, since my first visit, have appreciated Pacific Whale Foundation's work. My sister volunteered and worked for PWF for several years, which drew me closer to the organization and its mission. I am also a close friend of Dr. Martinez, a former chief scientist at PWF, and became interested in the Research program, contributing to the scientific understanding of marine life and marine ecosystems.

Why do you want to volunteer as a Board Member?

After retiring from U.S. Fish and Wildlife Service, I served on several nonprofit Board of Directors associated with the conservation consulting field I was working in. After serving on the National Mitigation Banking Association Board for 8 years, with two years as president, I was hoping to use that experience to go beyond charitable giving to aid the right nonprofit conservation organization in executing its mission in the capacity of a Board Member. Since I was familiar with PWF and believed in its mission, I set a goal to become a Board Member.



What is your most memorable experience with PWF?

In January 2012, my wife and I were on the Friday night Marty Dread Island Rhythms cruise to celebrate our anniversary. My sister had arranged

for Marty to sing a special song for us. However, just before Marty sang the song, a humpback surfaced right next to the boat — slowly surfacing and looking right at me. I may have been too busy following the whale to catch the song or to dance with my wife, but I had never been so close to a whale! Luckily my wife is a forgiving soul.

Why should I support PWF? What is the benefit?

Contributing to Pacific Whale Foundation directly benefits whales and other critical marine animals. Memberships and donations to PWF help support research and conservation of these magnificent animals, as well as educational opportunities to people living on and visiting Maui. Members receive newsletters and discounted ecotours that help educate and expand their knowledge of marine conservation, and keiki programs invest in the future by educating our youth about conservation principles and teaching them how to be good stewards of our planet and the island. PWF ecotours allow anyone to have an up-close experience with Maui's marine ecosystem and learn from naturalists about whales and marine conservation.

Learn more about our Board of Directors at PacificWhale.org/Governance.



Empower philanthropy and social good by shopping at our **Ocean Store**. As a social enterprise, proceeds generated through our Ma'alaea, Lahaina and online sites directly fund the Research, Education and Conservation programs of Pacific Whale Foundation — which makes you one conscious consumer!

SHOP WITH US. MAKE A DIFFERENCE!

OUR WORK IN CHILE



PROTECTING THE WORLD'S LARGEST ANIMAL



Considered the most important scientific and conservation program on blue whales in Chile, the **Alfaguara Project** has significantly increased scientific knowledge on Chilean blue whales, created awareness on its threats and promoted the implementation of national and international conservation measures for the species and its ecosystems since 2004.

Pacific Whale Foundation is a proud partner of this project, conducted by Centro de Conservacion Cetacea (CCC), providing 50% of its annual operating budget in 2019 in support of their

mission to "increase public awareness and the participation of the Latin-American region in conservation issues related to marine mammals and their aquatic ecosystems, through the dissemination of scientific, legal and ethical information in Spanish."

"Blue whales of southern Chile are facing serious and increasing anthropogenic threats that need to be urgently addressed, particularly ship strikes and intensive salmon farming," remarks project lead Bárbara Galletti, "With one of the most outstanding and delicate fjords ecosystems in the world, Southern Chile encompasses the most important feeding ground for blue whales known in the southern hemisphere."

Blue whales as flagship species can contribute enormously to raise awareness to protect this unique marine ecosystem. Unfortunately, intensive and irresponsible salmon farming is destroying the coastal and marine ecosystems of Chilean Patagonia by increasing marine chemical pollution and marine debris, among others.

The Alfaguara Project has been working for more than a decade in different salmon farming campaigns led by Centro Ecoceanos to call for a moratorium on the expansion of this industry in the Chilean fjords, reduce the use of antibiotics/antifouling and denounce the illegal extermination of sea lions, among others. The Alfaguara project has also detected skin lesions on blue whales and is studying its possible causes.

"Conservation requires collaboration," says PWF Director Kristie Wrigglesworth, "It is critical that we work together with our international colleagues to limit human-caused damage to marine ecosystems. By supporting one another in our research, best practices and educational outreach, we can make regional changes that have a global impact."

2019 PROJECT OBJECTIVES

- Identify and quantify marine debris based on experience with the Maui PWF scientific team in order to propose guidelines and measures to reduce marine litter.
- Model the probability of ship strikes collision risk and promote the adoption of a proposal at the United Nations and the International Maritime Organization.
- Approach cruise and cargo ship companies to explore alternatives and implement measures to reduce fatal collisions.
- Develop collaborations to minimize other potential anthropogenic impacts produced by coastal pollution (chemical and acoustic), from marine debris and salmon farming, among others.
- Actively work with national and regional authorities, tourist representatives and coastal communities to improve the monitoring of whale watching operations and compliance of national whale watching regulations.
- Continue collaboration under the IWC Southern Hemisphere Blue Whale Catalogue in order to increase our understanding of southern hemisphere blue whale movements and population abundance and structure.

Learn more at PacificWhale.org/Chile.



Dating back to 1980, Maui Whale Festival was known as Whale Day, celebrated in late April on Earth Day in a parking lot in central Kīhei. From sunrise to sunset, Maui residents and visitors celebrated the work of local environmentalist groups, live entertainment, food booths and family-friendly activities. Over time, a Run & Walk for Whales and conservation rally were included, earning the event a mayoral proclamation that encouraged all citizens to support and participate in programs that seek to protect whales. In time, Whale Day grew beyond Pacific Whale Foundation's wildest dreams, from 2,000 participants in its 10th year to 20,000 in its 37th, eventually requiring all of Kalama Park in Kīhei. Today, Maui Whale Festival is offered in February, peak humpback whale season, in Wailuku Town, Kīhei, Lahaina and Ma'alaea with major activities occurring on a weekly basis that allow residents and visitors many more opportunities for engagement. Stay tuned for updates regarding next year's festivities, as we celebrate our 40th anniversary!

RECENT OUTREACH EVENTS

Have an upcoming event or opportunity that we can take part in?
 CONTACT: aliciawood@PacificWhale.org
 Want updates and news as it happens?
 VISIT: PacificWhale.org/mauling-list



RUN & WALK FOR WHALES

SAT, FEB 2 • 7AM
 Start & Finish: Maui Harbor Shops, Ma'alaea

The official festival kickoff, as well as one of Maui's largest and most scenic run and walk events. A variety of courses encourage all abilities, with 500+ participants annually and growing. The Run & Walk is followed by a courtyard celebration featuring Hawai'i's reggae ambassador, Marty Dread with breakfast, community sponsors and prizing.

Online registration will close at 11:59 pm (Hawaiian-Aleutian time) on Wednesday, January 30, 2019.

REGISTER: MauiWhaleFestival.org/RunWalk

WORLD WHALE FILM FESTIVAL

FRI, FEB 8 • 5PM
 Historic Iao Theater, Wailuku

The annual World Whale Film Festival promotes international storytellers who are passionate about our oceans. Growing in popularity each year, this 3rd annual event will engage 300 guests (limited seating!) with short films and a filmmaker panel discussion focused on solutions to marine debris and other issues effecting ocean health. The official theme of World Whale Film Festival 2019 is 'inspiring ocean health through waves of change'.

TICKETS: MauiWhaleFestival.org/FilmFestival

CONCERT CRUISES

SAT, FEB 16 & SUN, FEB 24 • 5PM • JOHN CRUZ
 SAT, FEB 23 • 2PM • KEIKI CONCERT CRUISE

Enjoy live music and dancing at sea with some of Hawai'i's most popular performers. John Cruz performs Saturday, Feb 16 and, for the keiki, Banana Slug String Band joins us on Saturday, Feb 23 to celebrate our shared love for humpbacks and other marine animals.

BOOK: MauiWhaleFestival.org/ConcertCruises

KĪHEI 4TH FRIDAY CELEBRATES MAUI WHALE FESTIVAL

FRI, FEB 22 • 6PM
 Azeka Shopping Center, Kīhei

Thanks to the grant support of County of Maui's Office of Economic Development, we will be teaming up with Kīhei 4th Friday in a HUGE celebration of Maui Whale Festival with 3,000 residents and visitors of all ages. Stay tuned for exciting announcements as Maui-girl Anuheha (pictured) and friends curate an unforgettable lineup of music and entertainment.

SUPPORT: MauiWhaleFestival.org/Sponsor

THE GREAT WHALE COUNT

3 DATES THIS YEAR!
 SAT, JAN 26 • 8AM - 12PM
 SAT, FEB 23 • 8AM - 12PM
 SAT, MAR 30 • 8AM - 12PM
 12 survey sites along the shoreline of Maui

The annual Great Whale Count brings volunteers together to count whales from shore as part of a long-term survey of humpback whales in Hawai'i. This event provides a snapshot of trends in relative abundance of whales and is one of the world's longest-running citizen scientist projects, also offering a chance to spend time at a favorite spot or to explore a new part of the island.

(You must create an account on MyVolunteerPage to register for an event).

SIGN UP: MauiWhaleFestival.org/GreatWhaleCount



RECENT EVENT PARTICIPATION

- Paddle for a Cure, Baldwin Beach: 10/3/18
- Reef Check Australia's Coast to Coral Series, Mooloolaba, Sunshine Coast, Australia: 10/9/18
- Sunday Market, Kahului: 11/11/18
- Sea Talk, Maui Ocean Center: 11/14/18
- SOLAMAC Conference, Lima, Peru: 11/18
- Global Eco Asia-Pacific Tourism Conference, Townsville, Queensland: 11/26-28/18
- Wailuku Town Party, Wailuku: 12/4/18
- Shop & Share, Ka'anapali: 12/7/18
- Lahaina Town Party, Front Street: 12/14/18
- Sanctuary Science Series, Hawaiian Islands Humpback Whale National Marine Sanctuary: 12/18/18
- Makawao Town Party: Baldwin Avenue, 12/21/18
- Kīhei Fourth Friday, Azeka Mauka: 12/28/18
- Kōkua Night, Maui-wide: 1/15/19

UPCOMING EVENTS

- Maui Whale Festival, Maui-wide: Feb 2019
- Pod Cast, Lahaina Whale Celebration: 3/10/19
- Earth Day Celebrations: 4/22/19
- World Oceans Day: 6/8/19
- Global Eco Asia-Pacific Tourism Conference, Townsville, Queensland: 11/26-28/19

FIELD EVENTS

- Dana Point Festival of Whales, Dana Point, CA: 3/2-10/19
- Mendocino Whale Festival, CA: 3/2/19
- EarthxOcean, Dallas, TX: 4/19-28/19
- New England Whale Festival, Quincy, MA (dates TBA)
- Hervey Bay Whale Festival 2019, Hervey Bay, Fraser Coast Area: 8/10-18, 2019
- Hermanus Whale Festival, South Africa: 9/27-29/19
- World Whale Conference and Whale Heritage Site Summit in Hervey Bay: 10/7-11/19
- Sitka WhaleFest, along the coastal edge of Baranof Island in the Tongass National Forest and spectacular Southeast Alaska: 10/31/19
- Eden Whale Festival, NSW, Australia: 11/1-3/19

Pacific Whale Foundation's Ecuador Research Director, Dr. Cristina Castro recently presented her work at the SOLAMAC Conference (The Latin American Society of Specialists in Aquatic Mammals). Along with ensuring sustainable ecotourism operations in the developing whalewatch hub of Machalilla National Park, Ecuador, Cristina is also involved in education of local ecotour operators to ensure minimal human impact while maintaining economic growth and development. Learn more at PacificWhale.org/Ecuador.



Image from Cristina's SOLAMAC Conference presentation.

MAHALO TO OUR MOST RECENT MEMBERS & DONORS

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MEMBER LEVELS & IMPACT

CHAMPION | \$5,000 & above

Helping to protect endangered marine mammal species from extinction



HUMANITARIAN | \$2,500 - \$4,999

International programs and humpback whale research in Maui, Australia, Ecuador and Chile



ADVOCATE | \$1,000 - \$2,499

Advocacy work by our researchers on behalf of the marine environment



EDUCATOR | \$500 - \$999

Hands-on opportunities that prepare our youth to become ocean stewards



CONSERVATIONIST | \$250 - \$499

Coastal marine debris monitoring to protect ocean habitats



FAMILY | \$125

INDIVIDUAL | \$75 (\$55 for seniors)

Visit PacificWhale.org/you-can-help/become-member-renew-membership to learn about additional member benefits.

JOIN TODAY

WITH YOUR TAX-DEDUCTIBLE DONATION

Name _____

Email _____

Address _____

City, State, Zip _____

Phone _____ Birthday _____

Member Level _____ Auto Renew

Member Gift (Individual and Family choose 1, other Members choose 2):

- No gift needed – give 100% to Pacific Whale Foundation
- Whale or dolphin watch gift certificate
- Reusable canvas tote
- VIP Member tshirt (specify size) _____
- Extra tshirt \$20 each (specify size) _____
- Extra reusable canvas tote \$20 each

Amount \$ _____ Monthly Annual One-time

Payment Method _____

Card # _____

Exp Date _____ Security Code _____

Mail or return this form to: Pacific Whale Foundation,
 300 Ma'alaea Road, Suite 211 Wailuku, HI 96793.

COMMENTS

FOR OFFICIAL USE ONLY

Gave _____ Send _____

Will Pick-up _____

Staff Code _____ Date _____

Pacific Whale Foundation is a nonprofit tax-exempt 501(c)(3) organization; federal tax ID number 99-0207417. Your donation is U.S. tax deductible to the extent allowed by law.

WHO WE ARE

With a mission to protect the ocean through science and advocacy and to inspire environmental stewardship, Pacific Whale Foundation (PWF) conducts Research, Education and Conservation programs for the communities in which it serves. Founded by Greg Kaufman in 1980 as a 501(c)(3) nonprofit organization dedicated to saving the world's whales from extinction, PWF has now grown into a social enterprise that offers fee-based programs and services through PacWhale Eco-Adventures to help fund its nonprofit work. Combined with memberships, donations, charitable grants and a remarkable group of dedicated volunteers, PWF now reaches more than 420,000 individuals each year through its Maui and Australia offices and research projects in Ecuador and Chile.

WHAT WE DO



RESEARCH

Bona-fide, peer-reviewed research on marine animals and marine debris in Hawai'i, Australia, Chile and Ecuador



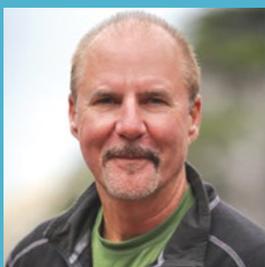
EDUCATION

Award-winning ecotours, camps, workshops and keiki whalewatches with schools



CONSERVATION

Citizen-science initiatives like *The Last Straw* and our *Coastal Marine Debris Monitoring Program* (FREE clean-up kits available)



Gregory D. Kaufman

Founder

12/24/54 - 2/10/18

A VOICE FOR WHALES

Our thoughts and love are with you and your ohana.



Pacific Whale Foundation

300 Ma'alaea Road, Suite 211 | Wailuku, HI 96793

PacificWhale.org | (808) 201-1983

Connect with Pacific Whale Foundation at



10 WAYS TO GET INVOLVED

ADOPT

Your love for the whales, dolphins, turtles and other marine wildlife can be expressed with a donation at any level — and helps to make a world of difference.

PARTICIPATE

Each month we offer a calendar of free opportunities in addition to our Eco-Adventures, including free Haleakalā excursions, Coastal Marine Debris Monitoring Programs and more.

JOIN

As a member, you connect with a large and dynamic family working to protect the world's marine wildlife and our shared oceans.

CRUISE

Hop aboard one of our "floating classrooms," where every Marine Naturalist has collegiate-level science experience and has been recruited specifically to offer the greatest Eco-Adventure on Maui.

SHOP

Empower philanthropy and social good by shopping at our physical or online stores. With proceeds directly supporting our nonprofit programs, your spending power makes you a conscious consumer.

EXPLORE

Visit PacificWhale.org and our *Whale & Dolphin Tracker* mobile app to access a wealth of information for remote participation in our programs and services.

LEARN

Pass it on! Our informational campaigns are designed to encourage green practices that offer ready-to-use solutions for environmental issues. Register for email updates at PacificWhale.org/mailling-list to get involved.

ENROLL

Seasonal *Ocean Camps* educate, inspire and motivate the next generation to care for our environment, and to have a lot of fun doing it.

VOLUNTEER

Offer your in-kind services to assist our Research, Education, Conservation, special events or fundraising teams — or — check out our Volunteers on Vacation offerings (FREE).

DONATE

Your contributions directly fund our nonprofit Research, Education and Conservation programs, geared to encourage a global community of people who care about the future of our planet's oceans.

MAHALO