



BEYOND THE BREACH

Findings, impacts and news of Pacific Whale Foundation | 2018 | Q3



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LETTER FROM THE DIRECTOR



Aloha, and welcome to our second quarterly Pacific Whale Foundation newsletter: BEYOND THE BREACH. We love sharing updates, values and impacts of our nonprofit work!

The goal of this publication is to engage a global community of environmental stewards with timely information about our research, education and conservation programs that protect the ocean and provide an opportunity to get involved wherever you are in the world.

In Hervey Bay, Australia, we began our groundbreaking *Swim With Whales Impact Study* this year. From July through October, we implemented this initiative to help us assess the impact of immersive whalewatching by monitoring and recording behavioral changes before, during and after in-water encounters with adult humpback whales. Of the 5,000 passengers we carried on our Hervey Bay eco-cruises this season, 199 assisted with this important research project as citizen scientists and advocates on behalf of humpback whales living in their natural habitat.

Meanwhile on Maui, our Research team has developed effective partnerships with numerous innovative research organizations such as Cascadia Research Collective to research false killer whales and bottlenose dolphins; Hawai'i Institute of Marine Biology at University of Hawai'i, Mānoa to assess body condition of Maui's humpback whales using drones; National Institute of Standards and Technology for chemical analysis of marine debris; and NOAA Sanctuary as authorized responders of their Large Whale Entanglement Response and Marine Mammal Stranding programs.

With a goal to introduce students to the marine environment through science and engaging experiences that inspire them to care about and protect our oceans for their entire life, our passionate Education team continued to focus on the *keiki* (children) this season. We received a grant to engage all intermediate and high school students in Maui County with solutions for plastic pollution in our oceans; reached over 500 youth through science-based curricula and activities through our weekly summer *Ocean Camp*; and are preparing to reach an additional 3,000 schoolchildren through our *Keiki Whalewatch* program.

Finally, our conservation and marine debris efforts continue to gain momentum. We welcomed 21 new restaurants that have pledged to seek alternatives to single-use plastic straws through our *The Last Straw* initiative; developed a new *ADOPT* program that will position our *Coastal Marine Debris Monitoring Program* as an effective means of protecting sea turtles; participated in a statewide working group meeting on O'ahu to evaluate progress made in the 2016-2020 Hawai'i Marine Debris Action Plan; and educated a group of 100 residents and visitors with information and tools to help save the endangered Main Hawaiian Islands insular population of false killer whales.

It was an incredible quarter, and the best is yet to come as we prepare to officially welcome home the whales in Hawai'i on November 10, 2018. Not only will we get to continue our research to ensure the continued recovery of these incredible creatures, we will also create thousands of whale and ocean advocates through our educational eco-cruises. We look forward to joining our supporters in continuing to inspire, empower and create positive change for our oceans.

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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Wailuku, HI 96793 | (808) 201-1983

PacificWhale.org



connect with us



A pod of humpback whales near the Olowalu coastline along Maui's southwest facing shoreline in the 'Au'au Channel | Image Courtesy of Michael Sweet Photography

CREATE LOCAL IMPACT WITH GLOBAL REACH

Philanthropy is the gift of giving. It is an act performed selflessly to benefit the public good. Since 1980, Pacific Whale Foundation has been leading the charge in advocacy, research and education to promote ocean conservation and the protection of whales, dolphins, turtles and other marine animals living wild in their natural habitat. Our scientific research in Maui, Australia, Ecuador, Chile and others actively informs global policies that are changing the future of our world's oceans, while our local commitment to youth education programs inspires the next generation of ocean advocates to be stewards of our environment and future leaders in our community. Together, we are a global voice of change that is shaping the future course of our oceans.

Please join our board, staff and global community this holiday season in assuring sound environmental practice, education for youth and adults, critical advocacy work on behalf of the ocean ecosystem and access to our programs for all by donating to the **2018 Pacific Whale Foundation Annual Appeal**. Every dollar makes a difference. Visit PacificWhale.org/you-can-help or join on p. 14 to help today.

MAUI WHALE FESTIVAL | SAVE THE DATES



Protecting the ocean through science and advocacy and inspiring environmental stewardship.

Each year, thousands of humpback whales travel 3,000 miles or more from their northern feeding grounds to the waters of Maui to mate, give birth and care for their young calves. The annual Maui Whale Festival, presented by Pacific Whale Foundation, celebrates this homecoming with a series of inspiring events held during Maui's peak humpback whale season. Each occasion and activity is designed to build awareness and share our love of marine animals and their ocean habitat; an homage to their grace and wonderment. Please join us as we celebrate the 39th annual Maui Whale Festival in 2019 with engaging, fun and educational events.



RUN & WALK FOR WHALES

(Virtual participation available!)
SAT, FEB 2, 2019 | MAUI HARBOR SHOPS

WORLD WHALE FILM FESTIVAL

FRI, FEB 8, 2019 | IAO THEATER, WAILUKU

CONCERT CRUISES

SAT, FEB 16, 2019 | MA'ALAEA AND LAHAINA



WHALE DAY

FRI, FEB 22, 2019 | KĪHEI

GREAT WHALE COUNT

SAT, FEB 23, 2019 | 12 MAUI SURVEY SITES



WILD & WONDERFUL WHALE REGATTA

SAT, FEB 2, 2019 | MAUI HARBOR SHOPS

Fun-filled, fast moving watercourse race of these miniature whales. Your whale could win you a free trip to Maui!

Donations support marine education for schoolchildren

For assistance, please call toll free 1-800-942-5311 or email whaleregatta@PacificWhale.org

MEET OUR SUPPORTERS



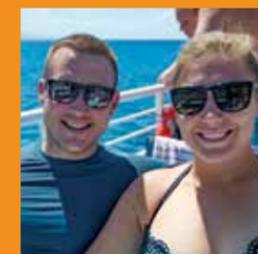
"I like the humuhumunukunukuāpua'a, which I saw on your Lana'i cruise yesterday! We came back after learning that you're a nonprofit, which makes us more willing to spend our dollars with you. This is the first time I've ever seen something like this."

Tatiana & Fred
Passengers
Brazil



Sammy: "We were here with you about a month ago - we wanted to come back to the water to see the reefs. Lulu: "Swimming was my favorite part about today because I saw a lot of fish. I saw one that was black and I think that was the prettiest fish I ever saw."

Sammy & 'Ohana
Passengers
Eureka, CA



"We like people watching; I'm like a kid in a candy store right now, seeing all of these different nationalities and cultures. We don't normally give to charity, so learning that this is part of a nonprofit this morning was pretty great."

Brian & Crystal
Passengers
Folsom, CA

HELP SAVE THE FALSE KILLER WHALE

For each day spent on the ocean monitoring for any of the 16 odontocetes that our Research team is authorized to study, an estimated 100 hours is spent analyzing the collected data. The team's findings are documented, peer-reviewed, published and presented to a global network of scientists and environmentalists, becoming part of a cumulative effort to determine where our education and advocacy efforts are best invested. It is careful and critical work that is overseen by a staff of highly intelligent, patient and composed scientists. But ask them about false killer whales and watch them ignite.

"People need to be talking about this," remarks Senior Research Biologist Stephanie Stack, "they need to let government officials know that they want them to be protected and they want them to recover." Senior Research Analyst Jens Currie continues with, "This is a charismatic species — when they catch fish they share with each other. We are the reason this population is declining. We put them in this situation. We have to do everything we can to get them out of it."

When the Main Hawaiian Islands insular population of false killer whales was listed as endangered in 2012, the National Marine Fisheries Service noted "a probability of greater-than-90-percent likelihood of the DPS [designated population segment] declining to fewer than 20 individuals within 75 years, which would result in functional extinction beyond the point where recovery is possible." Today, an estimated 150-200 individuals remain, with our team's last sighting of the elusive dolphin species nearly 3 years ago. That is, until last month.

With 7 PacWhale Eco-Adventure vessels, (our sister company; a social enterprise that functions solely to fund the mission work of Pacific Whale Foundation), we have well-trained eyes and ears on the water who know how to properly identify the species. When Stephanie and Jens received the phone call from colleagues on September 19, they were onsite in 20 minutes. Because their research permit has

a limit of 5 hours, "the pressure was on," per Jens, "Wind was picking up and our UAV (drone) can only be launched at 15 knots or less to be safe."

A primary goal in these situations is to capture an identification shot of each individual, in order to determine "who and how many." As part of our collaborative effort to understand more about the species, we share these sightings with Cascadia Research Collective, who hosts the main repository of photo-IDs for this species. This season's sightings, (during two separate encounters), resulted in 200 hours of data to review, which includes photogrammetry to obtain measurements and metrics to determine, for example, the rate of an injury's healing or worsening, pregnancy, age and more. False killer whales are slow to recover from human impacts, including interactions with fisheries, reduced food supply and exposure to pollutants. By documenting these occurrences, resource managers get to know the threats and to determine whether or not more are dying than being born.

"It's so important for us all to be sharing our data in order to create a fuller picture," says Stephanie.

"This is a really special opportunity," says Jens, "this endangered population has a chance to recover. If we take action, we can aid in the efforts to reverse the declining trends. Then, we can tell if the mitigation efforts are having an effect or no effect. The environment is a delicate ecosystem facing many pressures, and the loss of this population would be a sad occurrence when we have the opportunity to help."

Stephanie continues, "A lot of people don't understand that whales and dolphins are important to nutrient cycling in the environment. False killer whales need our help and the only way that they are going to get help is from resource managers. Support people who care about marine resources and the environment."

MORE FROM PWF

Read an interview with Jens on this topic at blog.PacificWhale.org and scroll to September 10.

Experience the excitement that was captured on Facebook Live by Stephanie at facebook.com/pg/PacificWhaleFoundation/videos and scroll to September 19.

WHY THIS MATTERS

Healthy ecosystems depend on plant and animal species as their foundations. When a species becomes endangered, it is a sign that the ecosystem is slowly falling apart.

Each species that is lost triggers the loss of other species within its ecosystem. Humans depend on healthy ecosystems to purify our environment. If we allow our environment to become contaminated, we risk our own health. Food for thought.



Science Night was hosted by Pacific Whale Foundation on September 26 in Lahaina, HI. More than 100 visitors and community members joined us at Koholā Brewery to learn about Hawai'i's most endangered cetacean, the elusive false killer whale. Members received a free false killer whale sticker to show solidarity for these endangered dolphins and we welcomed more supporters to our 'ohana.

RAPID RESPONSE REQUEST

Please report false killer whale sightings to Senior Research Analyst Jens Currie (808) 990-5544.



NMFS Research Permit # 21321

ADOPT A FALSE KILLER WHALE

Support our research of this rare beauty — or a humpback whale or dolphin — by adopting today! You'll receive the story of your animal, sightings updates and a Certificate of Adoption. Deluxe and Classroom adoptions additionally include lesson plans, DVDs, fun facts, lifelike models and more! While individual sea turtles are not photo identified, your symbolic adoption of this endangered species helps to fund habitat conservation through our Coastal Marine Debris Monitoring Program. Help make a difference today.



FALSE KILLER WHALE
Miaka Kilo (#029) has been seen 3x, and was most recently seen 3/20/2014. Rabbi (#039) has been seen 3x, and was most recently seen 3/9/2015.

NMFS Research Permit # 21321



HUMPBACK WHALE
Elisa (#0128) has been seen 4x since 1997, and was most recently sighted on 2/8/2017. Sally (#0668) has been sighted 5x, most recently on 3/21/2018.



BOTTLENOSE DOLPHIN
Ohani (#044) has been seen 5x, and was most recently sighted 7/28/2018. He'e Nalu (#093) has been seen 13x, and was most recently sighted 3/14/2018.

NMFS LOC # 18101



HAWAIIAN SEA TURTLE
While we do not photo-identify turtles, adoptions exhibit your guardianship of this special species and the oceans where they live.



PLASTIC POLLUTION SOLUTIONS

WHO

Pacific Whale Foundation has received a grant from Maui County's Environmental Protection & Sustainability Division to share the film, A Plastic Ocean with all Maui County junior and high school students.

WHAT

FREE curriculum & activities tailored to your needs, hosted by Pacific Whale Foundation and created in partnership with Plastic Ocean Foundation.

WHERE

Your school! We'll come to you on Maui, Lana'i or Molokai - or - we will send you the curriculum.

WHEN

Offered **October, November and December 2018**. Contact us at (808) 856-8341 to schedule your 1-hour time slot.

WHY

Plastic pollution is growing exponentially. Each year, 8 million tons of plastic ends up in our oceans. A common misconception is the idea of 'throwing something away.' Every piece of plastic ever created still exists today, and by the year 2050 there is projected to be more plastic in the oceans than fish. Let's change that!

NEW GRANT-FUNDED PROGRAM FOR MAUI TEENS

Every piece of plastic ever created still exists in some form today. Plastic never disappears; it only breaks down into smaller pieces, known as *microplastics*. In the center of the Pacific Ocean gyre, researchers have found more plastic than plankton, breaking into small particulates that enter the food chain where they attract chemical pollutants like a magnet. These chemicals are stored in seafood's fatty tissues, and eventually consumed by humans.

In 2017, Pacific Whale Foundation hosted the premiere of the documentary film *A Plastic Ocean* at Wailuku's Iao Theatre in order to boost awareness of the misleading concept of 'throwing something away' and to create meaningful conversations with our community. The event was complemented with a body scrub making booth, bringing attention to the fact that most drugstore brand scrubs are made with plastic 'microbeads'; local designers showcasing swimwear made from recycled ghost nets and reusable alternatives to common single-use plastics like water bottles, straws and takeaway containers; distribution of DIY beach cleanup kits to promote our *Coastal Marine Debris Monitoring Program*; and a panel discussion led by representatives from **Malama Maui Nui, NOAA, Pacific Whale Foundation** and the **County of Maui Department of Environmental Management**. At times the discussion was heated, with passionate audience members asking tough questions of the recycling division.

Following the event, Department of Environmental Management panelist Dr. Hana Steel wrote that the film was "an eye-opener," pointing out that the audience of the premiere likely had a preexisting environmental ethic that led them to attend the screening. She suggested that PWF offer a free screening of the film and make it available to any classroom that wanted it.

In April 2018, Pacific Whale Foundation applied for a grant through the County of Maui Environmental Protection & Sustainability Division to support sharing the film and engaging intermediate and high school classrooms in conservation practices, as our next generation's environmental stewards, decision makers and consumers.

"While the issue of plastic pollution can be overwhelming, the goal of the program is to find simple, actionable solutions on an individual level, to leave students with a feeling of empowerment and understanding that their everyday habits and actions do make a difference," says Pacific Whale Foundation Education Manager Robyn Ehrlich, a certified educator with 10 years of experience teaching on Maui. Working with *A Plastic Ocean* creators **Plastic Ocean Foundation**, her team designed the educational supplement to follow the film with activities and discussion suitable for varying grade and classroom standards.

"If you don't already have an idea of the immense issue of plastic pollution in the ocean, this film is eye opening," says Pacific Whale Foundation Special Events & Development Coordinator Marina Scott, who worked with Dr. Steel to develop the program, "If you have an existing understanding, the graphic evidence presented can either depress or inspire — and Pacific Whale Foundation sincerely hopes to perpetuate the latter."

The tagline of the film 'we need a wave of change' has been taken quite literally by PWF, facilitating that wave throughout Maui County and ideally beyond. Interested schools "beyond" Maui are also encouraged to partner by emailing robynehrlich@PacificWhale.org or calling (808) 856-8341.

HOW

Maui County intermediate and high school teachers interested in welcoming Pacific Whale Foundation's *Plastic Pollution Solutions* program may choose from 3 curriculum delivery options: a school assembly to share and discuss the 22-minute film (better suited for large groups), a classroom presentation and customized workshop (better suited for smaller groups), or a leave behind, for teachers that prefer to present the program in another way. For details and scheduling information on Maui and beyond, contact Robyn Ehrlich at (808) 856-8341 or robynehrlich@PacificWhale.org. We are happy to share our curricula with interested schools in other parts of the world; just contact us!

ONLINE AUCTION | FOR THE NEXT GENERATION OF OCEAN STEWARDS

Each whale season during the months of January through April, Pacific Whale Foundation offers a *Keiki Whalewatch* program for both local and visiting school groups that reaches more than 3,000 students each year. With the goal of developing a generation of leaders who know and care for the marine environment, the program offers a highly subsidized opportunity for schoolchildren to learn about whales living wild in their natural habitat. Featuring a customized whalewatch ecotour and an optional classroom program with standards-based, grade-level appropriate, hands-on activities for students, the program is open to school groups from pre-K to high school while funds last. For many participants, this is their first time seeing humpback whales from a boat.

In January of 2018, we were able to offer this program to students on Molokai and Lana'i for the first time ever, thanks to a generous donation from the Servco Foundation. Through the **Pacific Whale Foundation**

2018 Online Auction, we hope to sustain this program into 2019 and to help ensure that all Maui County children are able to enjoy outdoor environmental education programs. Our goal is to make this program accessible to all Hawai'i students.

Through charitable support, registration fees for *Keiki Whalewatch* are currently \$8 per student, \$15 per adult chaperone, and there is no charge for the classroom teacher. Program costs are heavily subsidized by the support of Pacific Whale Foundation Members and generous donors like you.

Pacific Whale Foundation's 2018 Online Auction will be open for bidding November 10-19, 2018 at biddingowl.com/PacificWhale. Visit PacificWhale.org and subscribe to email updates for more.

WHY IS THIS IMPORTANT?



Being hands-on is especially important because it allows students to engage in kinesthetic learning and provides educators with a unique opportunity to enrich the minds of their students in new and engaging ways.



Children need science role models. Learning science through direct inquiry helps develop critical thinking and self-efficacy, and it improves grades across the board. The evidence is clear.



82.7% of Hawai'i students graduate with a diploma. By working with schools, we hope to level the playing field for our youth through the principle of *laulima*, which means "many hands" and promotes working together cooperatively.

ADDITIONAL AUCTION BENEFITS

- One-stop shopping for your Maui holiday.
- Locally sourced gifts for everyone on your list.
- Those donating gifts are supporting a charitable cause. Show them you care!

SHOP WITH US. MAKE A DIFFERENCE!

As a social enterprise, proceeds generated through PacWhale Ocean Stores in Ma'alaea, Lahaina and online directly fund the research, education and conservation programs of parent nonprofit Pacific Whale Foundation.

Use promo code **PWF SHIPPING** at store.PacificWhale.org now through December 31, 2018 to receive free shipping on any order over \$75.



AND FOR THE KEIKI: **ocean camp**

FALL: OCT 8-12 | WINTER I: DEC 24-28 | WINTER II: DEC 31 - JAN 4 | SPRING: MAR 18-22

Daily and Weekly science-based adventures for inquisitive kids!

PACIFIC WHALE FOUNDATION: AUSTRALIA



In Australia we are doing important research work in both fluke identification, which helps in understanding the humpback population; distribution of mother and calf pods, which helps in identifying population dynamics and trends; and more recently an impact study on swimming with whales, helping us to understand what impact this increasingly popular addition to whale watching may have on our migrating whale population.

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 environment through increased awareness of how we affect our planet.

Now completing its second year of ecotour operations, **Pacific Whale Foundation Eco-Adventures Australia** is a subsidiary of the international NGO Pacific Whale Foundation, which has been conducting research in Australia for 34 years. As a social enterprise, profits from Naturalist-led ecotours and retail sales support nonprofit research, education and conservation programs in Australia and around the world.

Under the direction of the Board of Directors and Acting Executive Director, Australia research is led by Senior Research Biologist Stephanie Stack with operations overseen by Pacific Whale Foundation Eco-Adventures Australia Director Andrew Ellis and supported by former Board Member and current independent advisor Paul Forestell.

ABOVE: Pacific Whale Foundation Eco-Adventures Australia Director Andrew Ellis and former Board Member and current independent advisor Paul Forestell.

RIGHT: Certified Marine Naturalist Erin Hord teaches a young passenger about humpback whales.

PG 8: Eco-Adventurers aboard our 38-passenger Ocean Defender in Hervey Bay.

Q: How did you originally become involved with Pacific Whale Foundation, and, how has that role changed over time?

AE: 30 years ago, I engaged PWF to come aboard as interpreters to give my passengers the best knowledge of what we were watching in the bay, as well as information on conservation issues that affect our oceans. My role has changed over the years from a working relationship to one that takes in my passion of educating people, especially school kids, on the marine life and ocean environments of the Australian East Coast.

PF: I met Greg (Kaufman) just over 36 years ago, shortly after Pacific Whale Foundation was registered as a 501(c)(3) nonprofit organization; we were both team members on a humpback whale research project in Alaska run by the University of Hawai'i. We became fast friends, drawn together by a mutual fascination with whales and the challenge of educating the public to protect them and their habitat. In 1988 I began full time with Pacific Whale Foundation as Director of Research & Education, until 1996. Over the past 22 years, I continued to work with Greg and the organization as a research associate, board member, and board chair. I am now serving in the capacity of Director of International Programs.

What is the biggest challenge to our oceans, from your unique perspective?

AE: I believe we have come a long way in the last 30 years on how we dispose of our waste, however, there is so much more we can do to ensure a clean and safe environment for our ocean life. Plastics pose a huge problem to marine life and it is our duty to ensure that we minimize the use, dispose effectively of all rubbish, ensuring that our marine life, and ourselves, will enjoy a clean pristine environment in which to exist. The biggest challenge is to explain to our passengers and others on how we can make a difference. The simple things like recycling, correct disposal methods and minimizing our footprint is our challenge to all. Watching our marine life in a natural habitat is a perfect emotional trigger to engage people and to reinforce our obligations and ideals for the future.

PF: A major threat to Earth's oceans is the insufficiency of international effort to achieve a set of agreed upon "best practice" standards to manage human behavior in marine eco-systems that cross international boundaries. More pressure needs to be brought to bear on relevant government agencies in countries that border the ocean to work more collaboratively to implement multi-national conventions that will more effectively protect marine resources on a global basis using an eco-system perspective. Pacific Whale Foundation's role in developing a global model for sustainable whale watch operations is extremely important, and derives from our proven ability to demonstrate that a sound business model; a commitment to science, education and environmental stewardship; support for local communities; customer satisfaction; and ability to balance financial, social and ecological demands creates a win-win-win scenario for industry, the community and the environment.



During the course of your work with PWF, what has been the most impactful change that you have seen or measured?

AE: Over the last few years we have created a wonderful model in Australia that showcases sustainable whale watching, provides educational opportunities both aboard and in community outreach and has caused a change in other operators of whale watching tours to be more aware of the impacts marine operations may have on both the environment and on people alike if we ignore our obligations for sustainable operations. We have seen a huge change in relationships between government departments from a regulatory role to one of collaboration and education.

PF: I think 2018 marks an incredibly important year in the history of our 31 years in Hervey Bay, (34 in Australia). We are in the midst of a very successful introduction of a new research project assessing the impact of "swim with" activities with humpback whales; excellent interpretation programs on the boat for both adult and younger passengers; an increasingly smooth-running retail shop; safe and successful trips; excellent reception from the community — including other boat crews, other captains, other owners, vendors and local folks in general. My loudest "kudos" go to Andrew; I believe that what Andrew has engineered here in Hervey Bay, with support and collaboration from all of the Australia team, from so many of the folks on Maui, will have a significant and positive impact on how Pacific Whale Foundation's international involvement in sustainable eco-adventures is perceived. What is happening in Hervey Bay is complementing our efforts in Ecuador, Chile and Oman to build global understanding of the significant impact PacWhale Eco-Adventures is having on promoting sustainable whale and dolphin watching worldwide.

What is one thing that our extended community can do — right now — to make a difference?

AE: Campaigns such as 'The Last Straw' are a natural progression for our organization to involve communities throughout the world in cleaning up our ocean environment. Ocean tours are the perfect opportunity to introduce these campaigns, however, we do need to ensure that we continue to expand our educational and conservation efforts throughout each community we work in. This will create a domino effect to other communities, whether or not we have the opportunity to be directly involved.

PF: Get involved in a program that promotes ecosystem protection — however you can, just do it!



Learn more about our work in Australia at PacificWhale.com.au

FEEDBACK FROM DOWN UNDER

"Having a scientist on board and research team conducting their ongoing recordings and investigations made the trip all the more invaluable and unique. No hesitation recommending PWF for an astounding whale watch experience. Very special. Thank you." — **elizabeththomson001**

"This company is brilliant. They have a marine biologist on board and it shows. They are not for profit and it shows they really care for the whales and their customers. Just loved it and wayyy better than the trips we've done before." — **christines1234**

"It was a privilege to be on a whale watching tour where all the proceeds go back into research. The expertise of the crew enhanced the experience which was sensational. Highly recommend." — **BendigoJenn**

BOARD LEADERSHIP

Eric Brown PhD, MS
Chair

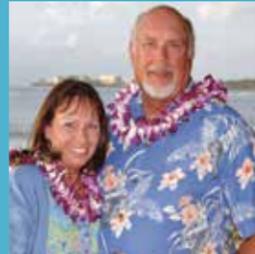
Josephine Malano-Dando
Secretary/Treasurer

MaryKate Rosack
Director

Kevin Wood, PhD, MS
Director

Wayne White
Director

VOLUNTEER SPOTLIGHT



Renée Ueckert & Ken Lipinski
“PWF has so many ways to give and they have so many incredible ways to use donations. We love knowing that our donations and volunteer time help with much needed research, photo-ID tracking of humpback whales and dolphins, keiki whalewatches and so much more. All of the activities contribute to PWF’s efforts involving marine science and ecology, education and improving the environment both in the oceans and on the land. E MALAMA I KE KAI.”

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

IN MEMORY



Marv Paularena
Extraordinary, longtime supporter, volunteer, and ocean advocate Marv Paularena lent his passion and knowledge at our outreach stations, special events and more, for which we will be forever grateful. Aloha to you, Marv — you’ve touched many and you will not be forgotten.

WELCOME NEW BOARD MEMBER



Meet one of our newest members to the Board of Directors, MaryKate “MK” Rosack. Based in Orlando, Florida where she serves as Director of Marketing for Olive Garden, MK has both a Bachelor of Science in Advertising and a Masters of Business Administration from University of Florida, and is currently working on a Certificate of Nonprofit Management from Rollins College Edyth Bush Institute for Philanthropy & Nonprofit Leadership. Growing up on Florida’s East Coast, MK’s passion for oceans and wildlife began at an early age. In her free time, MK enjoys travel, photography, kayaking, visiting National Parks, and of course, whale watching. MK is excited to get more involved with Pacific Whale Foundation, and looks forward to using her marketing and business background in her new role on the Board of Directors.

How did you hear about us?

The first time I heard about Pacific Whale Foundation was through my Aunt Michele, who adopted Migaloo for me through your ADOPT program 3 years ago for Christmas. I got really interested, joining your email list and following your posts on social media; I loved everything the organization was about. From that point on, everyone was getting me whales for my birthday and holidays. In February, I came to Maui for the first time and joined one of your photo safaris, later clogging your Research team’s inbox with photos. Soon after, they responded telling me that I had found a match — number 0692 — which I adopted and named Milo, after my cat (who thinks he is a dog). He is getting older, so this will keep Milo around for a long time.

How did you get involved as a Board Member?

Giving back is something that has always been important to me. Although Pacific Whale Foundation is based in Hawai’i, the reach and global footprint we have in protecting our world’s oceans is significant. While there are some incredible environmental stewardship organizations here in Florida, Pacific Whale Foundation’s reach is so much broader. I wanted to be a part of that.

What is the function of the Board?

To ensure the mission and purpose are fulfilled through our programs and services. I firmly believe in our mission to protect the ocean through science and advocacy, and to inspire environmental stewardship, and the Board is responsible for ensuring the organization has what it needs to bring this to life.

Why should a donor or member want to get involved?

We only have one Earth and our world’s oceans and wildlife are so impacted by what we do as humans. We need to protect it for the next generation. The ocean is a treasure and we need to treat it as such. I would hate for the next generation to not have that. Pacific Whale Foundation offers a way to get involved.

Learn more about our Board of Directors at PacificWhale.org/about-us/governance.



MK’s adopted whale, Milo, also known as number 0692. Learn more at PacificWhale.org/you-can-help/adopt-a-whale.

PWF RESEARCH IN ECUADOR



Pacific Whale Foundation’s research work in Ecuador is based out of Machalilla National Park. Along with ensuring sustainable ecotourism operations in this developing whalewatch hub, we are also involved in education of local ecotour operators to ensure minimal human impact while maintaining economic growth and development.

Ecuador Research Director Dr. Cristina Castro is currently monitoring humpback whales through photo-identification, with nearly 4,000 identified to date by their unique tail pattern, as well as migration patterns across 10,000 kilometers. Additional projects include recently initiated acoustic monitoring; skin and blubber sampling that helps to determine organic pollutants and heavy metals, as well as a study of isotopes and hormones; and the relationship of fisheries with small cetaceans, anthropogenic impacts and pollutants.

Castro received a Ph.D. in Biology and a B.A. in Biology and Chemistry at the Central University of Ecuador. Since 1997, her studies have focused on the breeding grounds of humpback whales in Machalilla National Park. During this time, she has directed marine mammal environmental education programs and written books on environmental education for indigenous children living in the Ecuadorian jungle and coast.

“In 2001, I had the opportunity to meet PWF Founder Gregory Kaufman,” Castro recalls, “I was a very young biologist and mother

in my fourth year of doctoral thesis work with humpback whales in Puerto López, Ecuador, also working as a teacher to pay to develop the photos I used to identify whales. Greg liked my story so much that he came to Ecuador to learn about our research. PWF was the only organization that believed in our goal of doing research while simultaneously teaching people about whales.”

She continues, “my biggest challenge has been to conduct research in places where there is no information; where there are neither human resources nor economic resources, and where nobody dreams of creating something out of nothing. We did that in Ecuador. When I first started working with PWF, people did not understand the relationship between the company and the foundation. Over the years PWF has gained a very important place in the scientific community and also in the International Whaling Commission. PWF generates research, supports researchers and projects around the world and also generates its own resources to support the work. It is a true nonprofit foundation, and I will finish until my last days being a part of PWF.”

How can people get involved?

Support us through our volunteer programs, experience our tours, visit our social networks and spread our stories, support our education and conservation programs, avoid consumerism, the use of plastic and other things that harm the environment. And above all, have confidence and faith that there is good in this world.

Learn more:

PacificWhale.org/research/ecuador



Dr. Cristina Castro



Humpback whale in Machalilla National Park

3 WAYS TO GET INVOLVED IN OUR RESEARCH

1. DONATE PHOTOS

The PWF research department receives photo donations from PWF vessel staff and from the public that we use to build our photo-identification catalogs for humpback whales and odontocetes. Visit PacificWhale.org/donatephotos for details! (Hint: To identify humpback whales, we need photos of the underside of the whale’s flukes. For odontocetes, we need photos of the animal’s dorsal fin).

2. DOWNLOAD THE FREE “WHALE & DOLPHIN TRACKER” APP

Participate in our research as citizen scientists by submitting marine wildlife sightings from any location around the world. The more data we collect, the more we can do to help: PacificWhale.org/research/citizen-science/whale-and-dolphin-tracker

3. VOLUNTEER FOR OUR RESEARCH DEPARTMENT

In addition to our Research Internships, we offer opportunities for dedicated citizen scientists to assist with data management tasks and photo-identification in our research office. Visit PacificWhale.org/content/internships-volunteering-jobs for details.

MEET OUR NATURALISTS



Bryson Oliveira (Hawai'i)
A USCG Veteran, Bryson joined PWF in 2011 and is the Captain of our Ocean Quest vessel



Josh Wittmer (Pennsylvania)
A graduate of Duke University at the Duke Marine Lab and the Bermuda Biostation (BIOS), Josh is one of our earliest Certified Marine Naturalists



Annelise Cochran (Maryland)
Once an elementary school science teacher, Annelise has a double major in environmental studies and psychology with focus in animal behavior



WHALEWATCH · SNORKEL · SUNSET DINNER · COCKTAIL & EVENING · SAIL · HOLIDAY · DOLPHIN WATCH · PRIVATE CHARTERS

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 Naturalists with a four-year degree in the sciences, each has undergone a 120-hour in-house Eco-U training to ensure the best possible didactic experience for passengers and supporters. Our award-winning floating classrooms have consistently earned a reputation for excellence in communicating sustainable practice.

ECO-U | EXPERTS IN THE MAKING

Vessel staff are regularly offered continuing education courses geared to motivate and inspire. Examples include:

- Seabirds, Monk Seals and Cetaceans
- Hawaiian Language, Geology and Geography
- Seamanship and Knots
- Connecting with Keiki
- Anatomy of a Whalewatch
- Be Whale Aware

Most recently, Kaho'olawe Island Reserve Commission (KIRC) staff member Lopaka White (pictured) joined us to share historic, cultural and ecological information about Hawai'i's smallest main Hawaiian island; a regular topic of interest for our Eco-Adventurers during cruises. Following 200 years of abuse through ranching and military bombing exercises, hundreds of community volunteers now contribute work there each year to help restore, protect and preserve the island and surrounding waters as a *wahi pana* (sacred place) and *pu'uhonua* (place of refuge) for rare and endangered species.



YOUR @PacificWhaleFoundation INSTAGRAM POSTS



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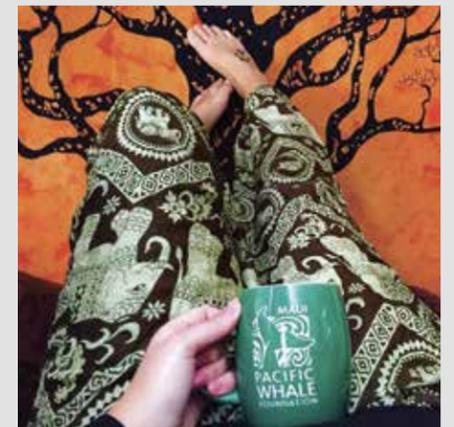
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SHOW YOUR LOVE

Tag us @PacificWhaleFoundation, #PacificWhaleFoundation, #PacWhale, #EcoAdventures for your chance to be featured in our next issue, seen by 9,500 Members and supporters plus 250,000 views per month.

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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

Costal 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 _____

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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) _____
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Mail or return this form to: Pacific Whale Foundation,
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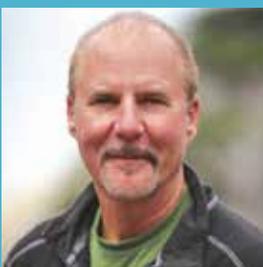
WHO WE ARE

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 400,000 individuals each year through its Maui and Australia offices and research projects in Ecuador and Chile.

HERO SPOTLIGHT



The Customer Care Department salutes its staff for all that they do for the organization. These silent heroes are the first to arrive (5:45 am) and the last to leave (9:00 pm) every day, 365 days a year. As the first point of contact, they educate customers about our mission work, deliver outstanding customer service, and do everything within their power to grow our support base. Customer Care staff do all of these tasks tirelessly and without complaint, yet they rarely receive the recognition they deserve for the crucial impact they have on the success of our organization. We'd like take this time to recognize and thank each and every one of our staff for all that they do. You are our heroes.



Gregory D. Kaufman
Founder
12/24/54 - 2/10/18

A VOICE FOR WHALES

Our thoughts and love are with you and your ohana.

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



Pacific Whale Foundation
300 Ma'alaea Road, Suite 211 | Wailuku, HI 96793
PacificWhale.org | (808) 201-1983

Connect with Pacific Whale Foundation at   