



Spyhopper

ACS Newsletter
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Laguna San Ignacio

One of North America's Unique Marine Ecosystems



Spyhop in the sunset. Photo © Steven Swartz and Mary Lou Jones

**By Steven Swartz and
Mary Lou Jones**

In late January thirty-three years ago we first set foot on the shores of Laguna San Ignacio, Baja California Sur, Mexico. Our objective was to document the gray whales that utilized the lagoon during the winter months to breed and care for their newborn calves. With initial support from the American Cetacean Society and other environmental organizations, we conducted studies on gray whales and documented the lagoon's wildlife from 1978 to 1982. While many things have changed at Laguna San Ignacio since that time, one of the most impressive things is all that has remained the same; sort of universal constants that wild places like the lagoon and the surrounding Baja desert preserve for all time. Most important of these is the diverse variety of coastal and marine animals that call Laguna San Ignacio their home for all or a part of each year. The world is fortunate that the residents of La Laguna and the government of

Mexico have seen fit to make this area a federally protected marine sanctuary, and thereby ensure that it will persist for generations of people to visit and appreciate. But it wasn't always like that.

At Christmas each year between 1977 and 1982 we found ourselves among holiday shoppers as we prepared for three months of camping in a remote portion of the southern Baja desert. At a time when most families draw together, we were focused on leaving town. Frantically we searched for necessary camp gear and other items, made countless arrangements for coordinating our field season from afar, and waited for our grant money to arrive. Coleman stoves and lanterns, tents, water proofing, inflatable boats and outboard motors, crates of batteries, 35mm film, audio tapes, ice coolers, etc. had to be purchased before holiday shoppers grabbed the last remaining items. Finally, we would cross off the last remaining items on our seemingly endless lists of things to do, load our vehicles, and venture across the border from San Diego into Mexico.

San Ignacio, cont.

In those days it took at least two days to get to the town of San Ignacio, even longer if the winter rains had recently washed out the only highway, Baja No. 1. During these first few days in Baja the ringing in our ears (the inertia from the sounds of the city) would subside and yield to the domineering silence of the desert. Gradually we would hear only the sound of sand under our feet, a kangaroo rat in the brush, the “cackle” of a raven, the screech of an osprey, or the sound of whale blows across the water on still nights. We settled into the rhythm and dictate of a new timekeeper, and yielded to the pace of the winds and tides. This annual transition in attitude and perception, a slowing down to follow more natural clocks, developing an full appreciation of what each day brought us, for better or worse, is what we came to call “lagoon time.”



Gray whale mother and calf. Photo © Hiram Nanduca (LSIESP)

The Laguna San Ignacio wetlands complex lies along the Pacific coast in the middle of the Baja California peninsula, and is surrounded by, and is part of, the Vizcanio Biosphere Reserve. It is included in the UNESCO World Heritage Site: “Whale Sanctuary of El Vizcanio.” The lagoon is best known from the gray whales that congregate there each winter to breed and calve. However, it is also home to bottlenose dolphin, sea lions, commercially important fish and shellfish, and multitudes of migratory waterfowl, and shore birds. Protected species such as Osprey, sea turtles, Peregrine falcons, and desert iguanas are also found in and around Laguna San Ignacio.

There were only a handful of families that lived along the shores of the lagoon in the 1970’s, making their livings by fishing at the lagoon and ranching in the mountains to the east. The town of San Ignacio was 60 km or more from the lagoon

depending on which road was not washed out. All of the roads were unpaved, rocky, and had to cross the mudflats which were notorious for miring vehicles. It generally took all day to go to town, and another day to drive back, without any breakdowns. Throughout the 1980s and 1990s seasonal fishing for shellfish and finfish increased dramatically in Laguna San Ignacio and resulted in the establishment of fishing camps along the southern shores of the lagoon. The fishing village of El Cardon, located 11 km from the lagoon, is now the permanent residence for 100 or more families. The residents of Ejido Luis Echeverria, located 8 km from the lagoon, now number approximately 400, mostly employees of the eco-tourism companies and local fishing cooperatives. The community supports a primary and secondary school for approximately 100 students, a church, community store and other local businesses. In concert



Tri-color Heron. Photo © Steven Swartz (LSIESP)

with the governing regulations of the Biosphere Reserve, regulated eco-tourism provides a reliable economic base for the surrounding community and the prosperity of its residents, and thus the potential for a sustainable future for this very unique marine ecosystem.

Laguna San Ignacio attracted world wide attention in the late 1990s when it was targeted by a multi-national corporation as the proposed location of an industrial scale solar salt production facility; a project that would have significantly altered the lagoon ecosystem, perhaps irreversibly. After a five-year campaign by a coalition of local, national and international environmental organizations, on March 2nd, 2000, Mexico's President Ernesto Zedillo halted the salt plant project stating, "There are few places in the world like the Vizcaino Reserve... We're dealing with a unique place in the world both for the species that inhabit it, and for its natural beauty, which we should preserve." Mexico had previously established the gray whale lagoon sanctuaries in the 1980s, and now Mexico again demonstrated its leadership for preserving wilderness areas for breeding gray whales. This time, however, it was clear that the Laguna San Ignacio reserve was intended to protect all the species that lived there, including the local people. The Laguna San Ignacio marine protected areas is not a museum. Rather it, like the larger Vizcaino Reserve, is zoned for specific economic activities that can be conducted in accordance with maintaining the integrity and productivity of the ecosystem, such as local ranching, fishing and eco-tourism. All such activities within the Reserve are regulated by government permits and monitored to ensure compliance with the mandates and mission of the Biosphere Reserve. Local fishing cooperatives, eco-tourism associations, the community,

cooperatives, eco-tourism associations, the community, and officials have evolved a partnership for conservation to implement these measures so as sustain the unique nature of the lagoon and their livelihoods.

Since the defeat of the proposed salt production plant, local residents, fishing co-operatives, and eco-tourism entrepreneurs have developed a thriving eco-tourism business that focuses on the winter-time occupation of the lagoon by gray whales, and that hosts thousands of whale-watchers and eco-tourists each year. The "Association Rural de Interés Colectivo" (ARIC), all of the Eco-Tourism operators, non-government environmental organizations, and the local residents strive to be stewards of the "ecosystem" and to maintain a balance between eco-tourism, community development, and the biological integrity of the lagoon. The prosperity of local business provides the economic incentive to preserve the lagoon habitat that offers a world class wildlife experience attracting visitors from every continent. As a hedge against future development threats, a consortium of Mexican and international environmental groups formed the Laguna San Ignacio Conservation Alliance to carry out measures that will guide development in the areas surrounding the lagoon, and to hopefully secure the lagoon's future as an ecologically healthy and functional marine protected area. To date the Alliance has worked with local landowners and the Mexican National Protected Area Commission (CONANP) to conserve 140,000-acres of lagoon habitat. The Alliance hopes to conserve more than 100,000 additional acres by then end of 2011.

Thirty years ago most whale watchers arrived from San Diego on sport fishing vessels that numbered only a dozen

ACS is currently booking February and March trips to San Ignacio. Dates are listed on our web site at www.acsonline.org. These are unforgettable trips where you reside in a catered camp situated at water's edge, with safari-style tents, cots, and solar-heated showers to make your days and nights comfortable and carefree. With delicious Mexican food and happy hour each evening, you will capture a lifetime of memories as you grow to love and respect the gray whales you will see so closely. The crew consists of both American and Mexican guides, skiff drivers and cooks. Naturalist leaders are drawn from both sides of the border and may include professional naturalists or students with a special emphasis on gray whales. For more information, contact the ACS office at 310-548-6279 or send an e-mail to acsoffice@acsonline.org.

San Ignacio, Cont.

or more trips each winter. Other than the few local families that fished and ranched at the lagoon, human visitation was sparse to say the least. Today multitudes of visitors arrive at the lagoon each winter by boat, plane or overland to view gray whales from small “pangas” operated by local professional naturalists, and to take kayak excursions into the red-mangrove marshes to view more than 200 species of waterfowl and marine birds that frequent the lagoon. As in the past, hundreds of gray whales continue to arrive at the lagoon in January and remain in residence until April each year. These include the now famous “Friendly Whales” of Laguna San Ignacio, whose natural curiosity with humans in small boats continues to thrill and amaze all human visitors. Eco-tourism operators developed a management plan that limits the number of whale-watching “pangas” that are allowed on the water each day and the areas they may visit so as not to overpopulate the lagoon with boats and noise. The inner two-thirds of the lagoon are reserved for the gray whales, with only local fishermen and scientific researchers allowed to operate in this portion of the lagoon during the winter.

In 2006 with our colleagues Dr. Jorge Urban, and Alejandro Gomez-Gallardo of the Autonomous University of Baja California Sur (UABCS) we established the “Laguna San Ignacio Ecosystem Science Program” (LSIESP) to monitor the wildlife in the lagoon and to assess the health of the ecosystem. The LSIESP is a project of The Ocean Foundation and is supported entirely by non-government and non-profit organizations. Our goal is to provide information on the biological status of the lagoon and its wildlife that would serve as the basis for evaluating options for future development, and to evaluate the outcome of implemented management actions and regulations. Through its outreach efforts, the LSIESP promotes social awareness and stakeholder participation from within the community and local schools for the conservation of this unique marine protected area.



Gray whale calf underwater. Photo © Sergio Matinez (LSIESP)



Gray whale at sunset (and past ACS conference photo contest winner). Photo © Steven Swartz (LSIESP)

LSIESP researchers monitor a suite of “ecosystem indicators” that represent a mix of physical parameters (e.g., sea temperature and salinity) and biological parameters that include a range of organisms representing various trophic levels (e.g., primary production, zooplankton, fish, turtles, migratory waterfowl, dolphin, and gray whales). The program builds on available historical information and implements new surveys that document trends in the wildlife populations and their use of the lagoon’s habitats, and so doing foster an understanding of the dynamics between lagoon wildlife populations and the physical and biological environments inside and outside the lagoon, including human activities. The principal work consists of Master’s and Ph.D. level students and collaborating researchers from Mexican and other universities that contribute their expertise in many related fields including zoology, biology, oceanography, and desert ecology. As LSIESP researchers, graduate students obtain opportunities to participate in applied wildlife conservation and field research to learn skills that will serve them in their careers as wildlife conservation scientists. The LSIESP distributes

its findings in scientific publications, lay-person journals and articles, at professional scientific meetings, and through its internet web-site at www.lsiecosystem.org.

While human activities will continue to evolve around Laguna San Ignacio we remain optimistic that local communities and visitors from around the world will continue to support the conservation of this unique coastal marine protected area by encouraging eco-tourism and the local economy that benefits its human residents, the gray whales, and all marine wildlife that derive their livelihood from this essential ecosystem.

You may learn more about the history of conservation in Baja California’s gray whale breeding lagoons from reading Serge Dedina’s book “*Saving The Gray Whale, People, Politics, and Conservation in Baja California*” (2000, University of Arizona Press), and by visiting the Laguna San Ignacio Ecosystem Science Program’s web-site at www.lsiecosystem.org.

ACS/LA 2009 - 2010 Census Highlights

by Alisa Schulman-Janiger

ACS/LA GRAY WHALE CENSUS AND BEHAVIOR PROJECT

The American Cetacean Society's Los Angeles Chapter has conducted a unique long-term, shore-based study off of the Palos Verdes Peninsula, just north of Los Angeles harbor, now in its 30th year (27th consecutive season). Trained volunteers have put in thousands of hours perched in the cold wind at the cliff's edge at the Point Vicente Interpretive Center to maintain the gray whale census project and collect data on other marine mammals. The project is unique not only for its longevity and consistent reporting, but in the fact that it is a citizen-based contribution to the science of marine mammals. The census project runs from December 1 through May 15 during daylight hours, seven days a week. During the 2009 - 2010 season, thirteen marine mammal species - including record numbers of lunge-feeding fin whales and bottlenose dolphin - kept us busy, while record low northbound gray whale counts were frustrating. Our cliffside post is on the patio of the Point Vicente Interpretive Center (PVIC), 125 feet above kelp beds and rocky shoreline, with a seafloor that drops off abruptly nearshore. Our trained volunteers collect data on gray whales and other cetaceans (identifications, counts, and behaviors).

COVERAGE:

- 1949 hours over 166 days, averaging nearly 12 hours/day - 65 volunteers contributed 7433 effort hours; many have over 10 years of experience. Nine core volunteers each donated 200-670 hours.

NUMBERS OF GRAYS COUNTED:

- Southbound: Fourth lowest in 27 seasons - 312 southbound (303 last season); Peak day: 17 January (20)
Southbound range: 301-1291
- Northbound: Record low* - 521 northbound (677 last season); Peak days*: 4 March and 15 March (20)
Northbound range: 634-3412 (previously)
- Gray whale counts fluctuate annually
 - Variable feeding ground conditions (especially ice coverage) affect migratory timing and corridors
 - More fog this season (weather conditions impact counts)
 - Locally, most southbound gray whales prefer offshore corridors; many northbounders shift nearshore
- Wild populations fluctuate, as do the number of whales that complete the migration
 - NMFS (National Marine Fisheries Service) estimated the gray whale population at 20,110 in 2007
 - Gray whales were removed from the endangered species list in 1984
- Turn-around - Official turn-around date: 20 February (daily northbound whales exceed southbound whales)
Southbound and northbound migrations overlapped; turn-around date flip-flopped (3 February - 22 February)

CALF COUNTS FALL:

- Southbound calves: 17 southbound calves (5.4% of southbound migrants) from 8 January-27 January
 - (Last season we saw 18 newborn calves: 5.9% of the southbound migrants)
 - 7th highest newborn calf percentage; (1997-1998=record season: 106 calves=8.6% of southbound migrants)
 - Previous southbound calf counts ranged from 3-60 (0.5%-8.9% of southbound migrants)
 - 1 more probable cow/calf pair
- Northbound calves: 41 northbound calves (7.9% of northbound migrants) from 16 March-11 May
 - (Last season we counted 52 northbound cow/calf pairs: 7.7% of northbound migrants)
 - 13th highest calf percentage; (1996-1997=record calf count season: 222 calves=13.8% of northbound migrants)
 - Previous calf counts have ranged from 11-196 (0.9%-18.5% of northbound migrants)
 - 2 more probable cow/calf pairs

BEHAVIORS AND HUMAN INTERACTIONS:

- We saw gray whales mill, roll, lunge, breach, spyhop (especially calves), bubble blast, and nurse calves
- We saw pods merge and separate
- On four days we witnessed near-collisions as boats closely approached gray whales. These whales clearly reacted: one southbound cow/calf pair turned around and headed back north, one turned low-profile, and one disappeared.

KILLER WHALES: One of last season's highlights was the sighting of 10-20 transient KILLER WHALES on 10 May (1): CA27, CA49
Please contribute to our California killer whale photo-identification project! Send photos and sighting data that you may have to: janiger@cox.net; we will match images to our catalog, and notify you with results.

*This data is copyright-protected, and is provided as a public service. Please contact Alisa Schulman-Janiger, the project director, for permission to cite in publications (janiger@cox.net). For more details and daily sighting reports, visit www.acs-la.org.

NOTE:
Volunteers Needed! Contact Alisa at janiger@cox.net if you would like to participate in the census now! Training is provided.

Moko

By Amy Taylor

He appeared on Easter Monday, 2007, following fisherman Bill Shortt who was in a small dinghy off Mahia peninsula on the east coast of New Zealand. After a few days at sea together Bill thought the young friendly dolphin must have escaped from captivity because he seemed so tame, especially when the friendly mammal started following Bill back to shore and resting at a buoy a couple of hundred meters from his house on the beachfront.

The dolphin was alone, but it wasn't long before an adoring human pod surrounded him. There hadn't been any captive bottlenose dolphins in the country for many years so people wondered if he had been orphaned, injured, or was just anti-social with other dolphins. He was named "Moko" for the Mokotahi headland he frolicked below. Bill spent more than two years watching Moko playing with the hordes of people who visited but was never tempted to get in the water himself. The "Big Fella" continued to shadow the fisherman, once almost climbing into the dinghy to present him with a seahorse. They shared an interest in fishing and women in red bikinis – it was only natural for a special kind of friendship to develop - soon Shortt declared himself Moko's "unofficial best mate."

In May 2008, Moko made world headlines by guiding two stranded Pygmy Sperm whales back to sea, and he earned the public affection that had once been given to other celebrity dolphins in New Zealand - Pelorus Jack, a Risso's dolphin who from 1888 spent over 20 years guiding ships to safety through the treacherous waters of the Cook Strait, and Opo, the playful bottlenose who spent the summer of 1955 in Opononi.

Moko was portrayed as a hero, a healer, but also as a delinquent. Reports of aggression also hit the media, and tensions and conflict grew along with misunderstanding of this wild animal that many people had grown to love. Soon people stalked him relentlessly, while local

"To the dolphin alone beyond all other, nature has granted what the best philosophers seek: friendship for no advantage"

Plutarch, 62 AD



Amy, letting Moko make the rules. Photo ©

Moko, cont.



Kirsty Carrington - a "Moko Minder" in Whakatane. Photo ©

fishermen fumed over stolen catch or broken gear. Surfers were reportedly pushed off their boards never to be seen again, with one surfer even reporting the theft of his board to the police (luckily the board washed ashore and they stopped short of issuing an arrest warrant.)

Then, one day, he left them - following a fishing boat blaring loud rock music out to sea and up the coast - first to Gisborne then a few weeks later to Whakatane. This is where I met him, a long way off Ohope beach on a beautiful summers day in January. I heard his whistles and clicks and felt his rubbery skin and strength when he lifted me up in the water. We played catch with a dead juvenile hammerhead shark until he lost interest and let it sink to the depths, stealing a boogie board from a swimmer instead. I soon learned that Moko was the boss. He wasn't aggressive at

random, but could hurt people if they didn't want to play the game by his rules - not usually a very likeable characteristic, but somehow it made him even more endearing.

He soon attracted a new "human pod" in Whakatane, and through filming for a documentary I became part of it. There were so many women in the group of "Moko Minders" that had been set up by Kirsty Carrington and the local council that it seemed as though Moko had his own harem; someone even suggested a T-shirt saying "Moko stole my boogie board - and my wife."

We soon got to know his quirks, favorite fishing spots, where he liked to sleep, the noises he made when he was excited or annoyed, that he didn't much like his fins being touched but enjoyed being massaged with seaweed. We knew the sound of his breath and often heard him before we saw him, especially at night. Before long he was falling asleep next to us in the water, what seemed like the ultimate sign of trust. As each summer's day went by, he got deeper under our skins; even the hardened dredging boat skipper dreamt about him (Moko often slept by his boat at night and woke him up by bashing against the hull in the early hours.).

I wondered why Moko's solitary presence tugged at our heartstrings, and why he appealed so much to women - maybe we had begun to see him as an abandoned child instead of a wild dolphin. Whatever the case, there seemed to be some primal connection we hadn't felt with other animals, and just spending time with an intelligent and playful aquatic mammal who was actively seeking companionship was inexplicably moving.

Crowds came, conflicts arose, winter came along with floods and earthquakes and then, once again, Moko followed the same fishing boat up the coast, listening to AC/DC along the way. Many people in Whakatane were left heartbroken, while others proclaimed "he's just a dolphin" and were certain that he wasn't swimming away with a tear in his eye.

Next stop Tauranga, a hectic harbour and busy holiday town, and the city where I live. But after three days of his usual tricks he went missing. We found him over a month later on July 8th, washed up dead on Matakana Island, almost unrecognizable. Just as his appearance remains a mystery, so does his death - the necropsy remains inconclusive. At

six years old he was not quite a teenager in dolphin years and far from the usual 45-year lifetime for bottlenose dolphins.

Mahia and Whakatane communities fought unsuccessfully for Moko's remains to be returned to them. Instead the decision was made by the elders of the Matakana island tribe for him to be buried where he was found. The Moko Minders organized a funeral service in Whakatane, and hundreds of people came to say goodbye. We all wrote on his coffin while people around the world wrote tributes online. He was taken by boat to the bay where he often played, and seaweed was gathered for his grave. The following day we watched through our tears as he was buried at Matakana Island, under the leading lights for the harbour entrance.

We were told how Moko's journey up the east coast mirrored that of a sacred waka centuries before, and he was seen as a special guardian and a descendent of the whales and dolphins that followed the original migration of the Maori tribes. Unanswered questions still linger in Moko's wake. Why do these rare "sociable solitary" dolphins choose people over their own kind? Could they be studying our behavior as we study theirs, and if so, what conclusions would they come to?

** For more information on the documentary about Moko search for "Moko Doco" on Facebook.*

"Man had always assumed that he was more intelligent than dolphins because he had achieved so much... the wheel, New York, wars, and so on, whilst all the dolphins had ever done was muck about in the water having a good time. But conversely the dolphins believed themselves to be more intelligent than man for precisely the same reasons."

*Douglas Adams,
The Hitchhiker's Guide to the Galaxy*

SOLITARY CETACEANS

- It is not known why some cetaceans choose a solitary existence (or even if it is a choice).
- Theories include; pod separation due to predator disturbance or bad weather, loss of a mate or companion, food availability, reproductive strategies, ill health, and behavioral problems that cause the individual to be a social outcast. There is also the less accepted theory that certain cetaceans come forward as "ambassadors" for their species.
- Some solitary cetaceans are only alone temporarily, and can re-join a pod (sometimes with another species) or else choose to interact with other cetaceans on an irregular basis.
- Definition for a sociable, solitary cetacean: An individual that has little or no contact with it's own species and who regularly closely approaches humans, often including touch, social, sexual, play and aggressive/boisterous behaviors.
- There are a number of stages in the development of social, solitary cetaceans; arriving at and staying in one area, following boats, having limited then close contact with people, and in some cases a withdrawal from human interaction and a return to interacting with their own species.
- Threats to the cetacean include: Human harassment, boat strike, entanglement in fishing gear, and pollution.
- There are also threats to humans through a parasite or disease being passed on, or through direct injury – scratches, bites, bruises and possibly broken bones. In one case a bottlenose dolphin in Brazil killed one swimmer and injured 29 others when it was being severely harassed.
- There have been approximately 91 solitary cetaceans on record, with the vast majority being Bottlenose dolphins. Other species include Common dolphins, Beluga, Orca, Spotted and Dusky dolphins. These individuals have been an even mix of male and female.
- Solitary cetaceans have been recorded in coastal areas at various locations around the world – there is no particular "hot-spot" but there have been a relatively large percentage in the UK and in New Zealand.
- The number of solitary cetaceans appears to be on the increase – prior to 1980 there was an average of two individuals in different parts of the world at any one time, and that has increased to an average of ten.

Information sourced from "Lone Rangers" by Dr. Lissa Goodwin and Margaux Dodds (A report on solitary dolphins and whales including recommendations for their protection.)

Basic Blues On Display

Articulated Blue Whale Skeletons on Public Display Throughout the World



85.3 ft. blue whale skeleton in the newly opened, Beaty Biodiversity Museum, Vancouver, BC. (Photo courtesy of University of British Columbia.)

by **Uko Gorter**

One stormy November day in 1987, a 26 meter, full-grown female blue whale stranded on a remote beach near the town of Tignish on Prince Edward Island, Canada. It was decided to bury the massive decaying carcass in the island's famous red-clay soil for possible future research and display in a museum.

Nearly forgotten two decades later, the remains were finally unearthed on May of 2008, after the clearance was given by the local government to the University of British Columbia to display the skeleton in its newly designed Beaty Biodiversity Museum in Vancouver, BC, Canada.

The Herculean task of exhuming, transporting, cleaning, and articulating this cetacean Grande Dame took more than two years. Under the expert guidance of UBC Professor Andrew Trites and master skeleton articulator, Mike deRoos,

the skeleton was carefully put together in a lunge feeding position, to give it a more dynamic and natural pose.

The Beaty Biodiversity Museum opened its doors on October 16 for the general public, where the blue whale lady now forms the centerpiece of its collection.

Besides the Beaty Biodiversity Museum, we are suddenly seeing an unusual flurry of activity in a number of other museums where blue whale skeletons once again hold a prominent place in their exhibit halls. Some are newly installed whereas others are lovingly restored and cleaned. The costly task of installing these gargantuan mammals speaks to the importance museums and other institutions place on displaying them.

As the largest animal to have lived on this planet, blue whales speak to everyone's imagination - even to those who may never hope to see one in the wild. Everything about

them is superlative. Not surprisingly, it is the most downloaded fact sheet on our ACS website (www.acsonline.org/factpack/bluewhl.htm).

You can find many images of blue whales in books, posters, and websites that show them next to – and dwarfing – dinosaurs, elephants, and school busses. But there is only one way to really appreciate their sheer size and volume. That is by standing next to – or in some cases even inside – a full-size articulated blue whale skeleton.

Yet, there are currently only about 20 or so museums and institutions throughout the world where these are on public display. Californians may count themselves extremely fortunate to have at least three to admire, as well as having the unique opportunity to actually see them in the wild.

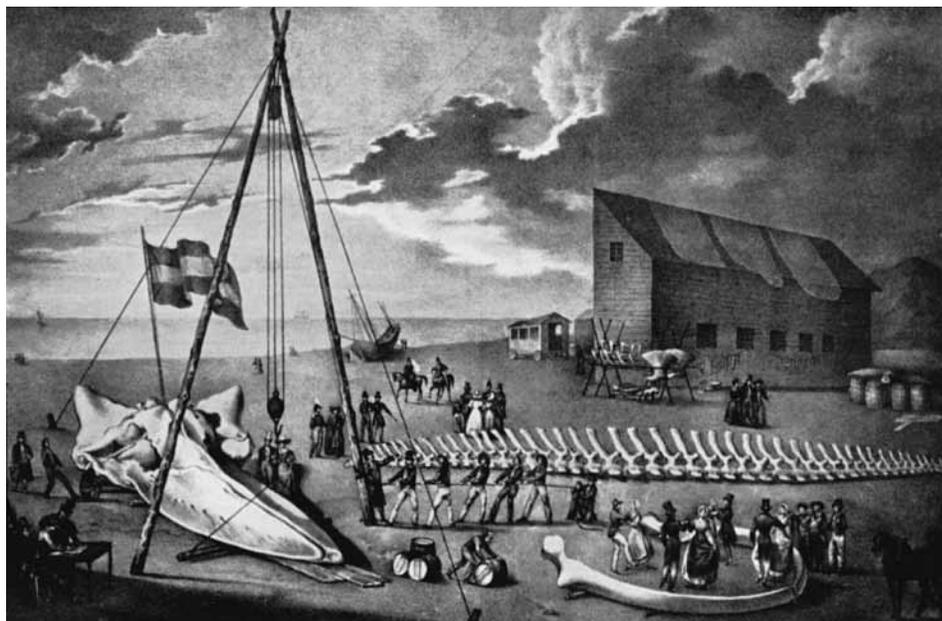
The story of first blue whale skeleton goes back to November 4 in 1827, along the Belgian coast near the town of Ostend. Fishermen – on a vessel called the “Dolfyn” (Dolphin) – noticed a floating carcass of a large whale and deposited it with considerable difficulty on the beach, where this malodorous mess was displayed to the public for an entire week. Even the famous French zoologist, Georges Cuvier was consulted to help reveal the whale’s identity. Its original length was given as 95 ft., which was certainly exaggerated, as most blue whales in the North Atlantic usually do not attain such length. The true length is actually close to 88 ft., which is still an impressive size.

Eventually the carcass of the “Ostend Whale” – as it came to be known – was flensed and the bones cleaned. Jointly purchased by Ostend businessman, Herman Kessels, and physician, Dr.

Dubar, the crudely assembled skeleton then became a traveling exhibit touring many cities throughout Europe where it finally ended up in St. Petersburg, Russia. And to this day, is still displayed there in the Zoological Museum of the Academy of Sciences next to a stuffed horse and two favorite dogs of Tsar Peter the Great.

At that time, very little was known about how their bones were situated inside their massive hulking bodies. A beautifully illustrated and classic cetacean bone atlas of 1870, titled: “Osteographie des Cétacés vivants et fossiles” by cetologists Pierre Joseph van Beneden and Paul Gervais, perpetuated the errors where mandibles, hyoid and rib bones were positioned incorrectly. Most natural history museums copied these errors for many decades. And only recently, partly due to increased knowledge of their anatomy in situ (aided by new technology), and perhaps because of efforts by biologist Pierre-Henry Fontaine, have museums corrected these mistakes.

With some research and the help of a few museum curators, I was able to compile an annotated list of natural history museums, aquariums, and other institutions in the world that exhibit fully articulated blue whale skeletons. In some cases these also include full-scale wooden or fiberglass models and even one stuffed specimen. The sizes given here may not always be accurate, and may well reflect the size of the animal before flensed and cleaned, or are perhaps more indicative of the museum director’s pride.



Bones of the “Ostend Whale” being assembled in 1827 - painting by M. Van Cuyck, Rijks Prentenkabinet in Amersterdam. The whale is still displayed in the Zoological Museum of the Academy of Sciences in St. Petersburg, Russia, next to a stuffed horse and two favorite dogs of Tsar Peter the Great.

Basic Blues, cont.

North America, USA & Canada

1. At 87 ft., the blue whale skeleton outside the Seymour Marine Discovery Center at Long Marine Lab, of the University of Santa Cruz, CA, is one of the largest on display. Washed ashore dead at Fiddlers Cove near Pescadero, CA, in 1979, this behemoth was assembled in 1985. It was restored (missing ribs and vertebrae were replaced by replicas) and cleaned in 2001.
2. A similar sized skeleton, collected in 1908, was recently brought back to the California Academy of Science's, Kimball Natural History Museum in San Francisco, CA.
3. The 72 ft. long blue whale skeleton (named "Chad" after one of its benefactors) of the Santa Barbara Museum of Natural History, has just returned from a year long cleaning and restoration process. Its badly damaged skull was replaced by a "fresh" 2007 beached specimen, while a few additional bones have come from two other stranded blues. With its bones more accurately placed, it is now displayed in an arching dive position.
4. Washed ashore in Rhode Island in 1998, a 59 ft. blue whale – a mere youngster – is prominently displayed at the New Bedford Whaling Museum, MA. It is named KOBO, an acronym for King of the Blue Ocean.
5. Slightly larger at 62 ft., a blue whale skeleton has found a home at North Carolina Museum of Natural Sciences.
6. As shown on page 10, the 85.3 ft. blue whale from Prince Edward Island is now displayed at UBC's, Beaty Biodiversity Museum, Vancouver, BC, Canada.

7. A 65 ft. blue whale skeleton is the recent centerpiece of Ottawa's Canadian Museum of Nature. It was washed ashore in 1975, and finally articulated and displayed in May of 2010.

Europe

8. The iconic parallel display of an 82 ft. blue whale skeleton (1934) and a 93 ft. wooden model (1938) are still the main attraction in the Large Mammals Hall in the Museum of Natural History, in London.
9. The most unusual pairing however, can be found at Gothenburg's Naturhistoriska Museet in Sweden, where a 52 ft. stuffed specimen (the only one of its kind in the world) and its skeleton are displayed side by side. This blue whale stranded on October 29, 1865, and was subsequently skinned and preserved on a wooden frame. The upper jaw opens via a crank to reveal its black baleen. And on special occasions visitors are allowed to climb inside to visit the ornate parlor.
10. The "Ostend" blue whale skeleton of Ostend, Belgium, is now displayed at the Zoology Museum of the Academy of Sciences, St. Petersburg, Russia. Its length, as confirmed by museum staff, is close to 88 ft., making it one of the largest on display.
11. A 50 ft. young specimen can be seen at the Museum of Natural History in Wroclaw, Poland.
12. At 88.5 ft., the blue whale skeleton housed in the Vestfold County Museum of Tønsberg, Norway, is the largest on display in the world. It was collected (presumably hunted) near Iceland in 1900, and donated

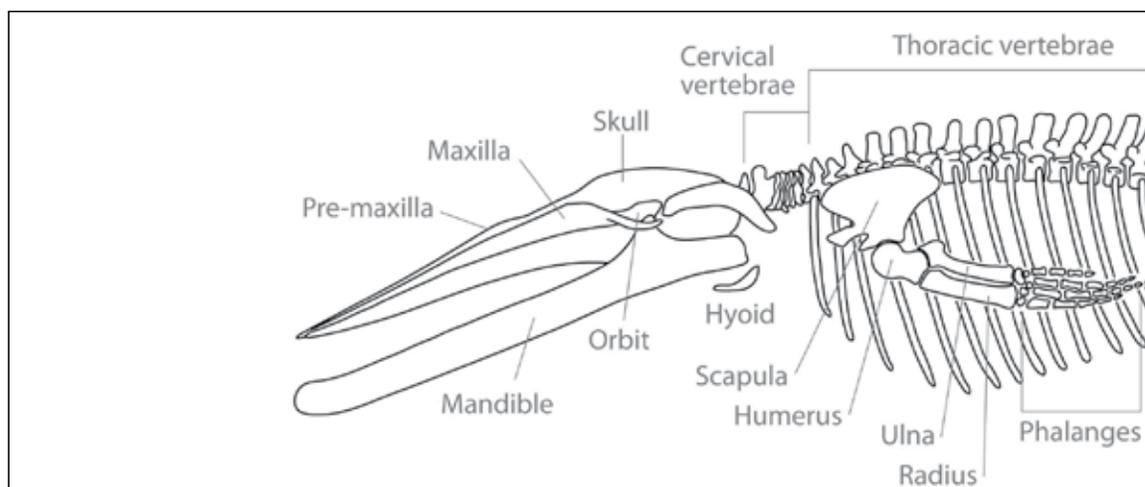


Diagram of a blue whale skeleton. Illustration by Uko Gorter.

to the Tønsberg Museum.

13. The 78.7 ft. blue whale skeleton, along with other cetaceans in the Whale Hall of the Bergen Museum in Norway, is currently undergoing a thorough cleaning.
14. A small 47.3 ft. blue whale skeleton can be found at the Museum of Natural Sciences in Brussels, Belgium.
15. A 42.6 ft. blue whale skeleton is suspended from the ceiling in the main exhibit hall at the Zoological Museum of the Christian-Albrecht University, Kiel, Germany. It was found stranded alive between Sylt and Amrum, in 1881.
16. A 66 ft. specimen is on exhibit at the Galerie de Paléontologie et d'Anatomie Comparée of the Muséum National d'Histoire Naturelle in Paris.

Africa

17. As the only such exhibit on the African continent, the Iziko South African Museum in Cape Town, proudly displays a 67 ft. blue whale skeleton.

Australia and New Zealand

18. The Museum of Victoria in Melbourne, Australia, is the owner of – what is believed to be – a 61 ft. pygmy blue whale (*Balaenoptera musculus brevicauda*). This animal stranded at Cathedral Rock near Lorne in 1992.
19. Another pygmy blue whale – this one at 72 ft. – can be admired at Whale World in Albany, Western Australia.²⁴
20. The Museum of New Zealand, Te Papa Tongarewa in Wellington also displays a pygmy blue whale. This one

is 67.5 ft. long.

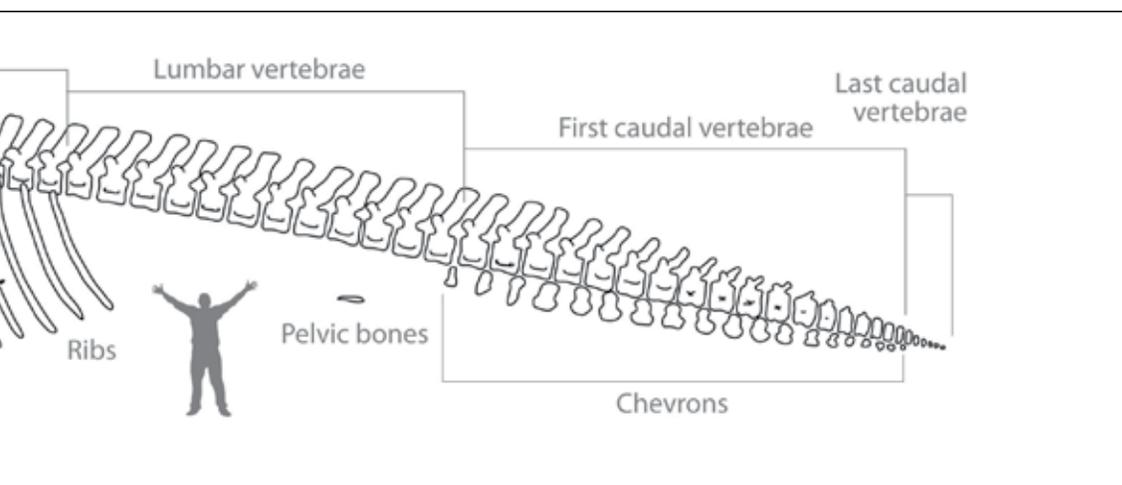
21. At 87 ft., the blue whale skeleton of the Museum of Canterbury in Christchurch, New Zealand, is one of the largest on display. However, it is currently undergoing a large-scale restoration process.

Asia

22. A 78 ft. skeleton hangs in the lobby of the Kaikyokan Marine Science Museum, Shimonoseki, Japan. It is on loan from the Trømsø Museum, Norway, since 1999. This 8-year old female blue whale was originally hunted off the coast of Finnmark and the skeleton obtained in 1886.
23. The Regional Museum of Natural History in Bhubaneswar, Orissa, India, has recently added a 47.3 ft. juvenile blue whale skeleton to its collection.

Farewell to These Blues

24. Undergoing a large-scale renovation, the National Museum of Scotland in Edinburgh (formerly, the Royal Museum) will no longer exhibit its 78 ft. blue whale skeleton when the museum reopens its doors next summer. This famous specimen was found floating near the mouth of the Firth of Forth on October 5, 1831, and its skeleton has been on display from 1864 until 2008. It is now stored at the museum's Collection Centre.
25. The 78.7 ft. Antarctic blue whale (*Balaenoptera musculus intermedia*) skeleton of the Western Australia Museum has also been taken off display, and stored for a possible future exhibit in a new museum.



Basic Blues, cont.

Future Blue Displays

26. A future exhibit is planned for the Hvalfangstmuseet in Sandefjord, Norway. This after a 75.5 ft. stranded blue whale was obtained from the island of Jan Mayen, in 2002.
27. After a 72 ft. blue whale stranded on the Northern California coast in October of 2009, its remains were secured and buried by researchers from the Humboldt State University for possible future display in Mendocino County, CA.

I hope all of you have the opportunity to see one of these up close and marvel at the size and beauty. Blue whales, like their other rorqual relatives, are remarkably sleek and their skeletons hold many clues as to their amazing adaptation to the marine environment. My list may not be entirely exhaustive. If any of you have additional (correct) information on fully articulated blue whale skeletons throughout the world, or know of future exhibits, I would love to hear from you. Contact me at uko@ukogorter.com.

My thanks to: Brian Lin of the UBC Public Affairs Office, Elin Graabaek Thoresen, curator of the Vestold County Museum, Norway; Georges Lenglet, of the Institut Royal des Sciences Naturelles de Belgique, Brussels; Jacques Cuisin, curator of mammals at the Museum National de l'Histoire Naturelle of Paris; and E. A. Pavlova of the Zoological Museum (Russian Academy of Sciences).

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Meet Carolyn Kraft!

The Los Angeles Chapter of ACS recently announced its new President, Carolyn Kraft, and welcomed Sandy Mazza as Secretary.

“One of my first goals as president, with the support of the ACS/LA board, is to increase our visibility online and to continue former president Bernardo Alps’ tradition of providing the high-caliber monthly programs that our members have come to expect,” said Kraft. “ACS/LA is a community of dynamic and passionate people focused on making a difference for whales, dolphins, and porpoises in the greater Los Angeles area. I am excited to be able to work with a talented board to deliver on the goals and expectations of all of our members.”

Carolyn served as Vice President of ACS/LA from spring of 2009 until the fall of 2010. She currently works in the Programs Department at Cabrillo Marine Aquarium in San Pedro, CA, and writes the always-educational and interesting Ocean Wild Things blog (<http://oceanwildthings.com>). In her spare time, Carolyn enjoys whale watching, eating Whale Tail Chips®, and educating anybody who will listen to her about the life history and conservation status of her current obsession, the California spiny lobster (*Panulirus interruptus*).

Please join us in welcoming and encouraging Carolyn in her new position as the LA Chapter President. She will undoubtedly continue the legacy of outstanding service to the ACS/LA membership, the community, and ACS in general. Welcome aboard, Carolyn! (If you would like to get in touch with Carolyn, please visit <http://oceanwildthings.com/contact> and send her a message.)

A Little Taste of the Conference

The Photo Contest Captured the Talent and Passion for Marine Life of ACS Members and Friends

Our next Spyhopper issue will cover our outstanding conference, *Whales 2010: Inspiring a New Decade of Conservation* that took place in Monterey, CA November 12-14. ACS would like to thank our members and friends who joined us, and the amazing group of speakers who brought so much to benefit us all.

Carolyn Kraft organized the photo contest, which is always a conference highlight. We would like to share two of the winning photos with you in this issue, and hope to feature more later in our publications and on our web site.

Winning Photos:

Odontocetes

First Place: Michiru Ogino
Second Place: Tory Kallman
Third Place: Jodi Frediani

Mysticetes

First Place: Carrie Newell
Second Place: Jody Frediani
Third Place: Cody Martin

Other Marine Life:

First Place: Jodi Frediani
Second Place: Peggy Stap
Third Place: Peggy Stap

Tory Kallman's winning photo: "This transient killer whale was chasing a sea lion that it eventually captured. It was taken aboard Monterey Bay Whale Watch in the spring. It was quite a thrill to see such a giant animal leaping through the water with such grace." Photo © Tory Kallman.



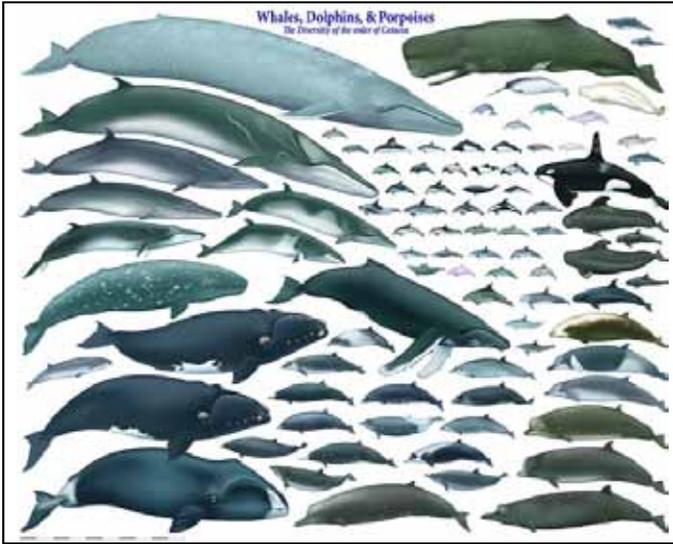
"Do Not Disturb!!" by Michiru Ogino. Michiru is the director of the Marine Mammal Center Japan, and sent us this description: "This sperm whale stayed from 14 May to 2nd June, 2009 in the Tanabe Bay, Wakayama prefecture until he started to swim back offshore by himself successfully. We decided to give no rescue, but to maintain a silence from human activities. Thank you to the local government agencies involved in the 24-hour watch to maintain this animal's and the observing human's safety." Photo © Michiru Ogino.



New Items for Cetacean Lovers

Purchases Benefit ACS As We Gear Up For 2011

With the generous help of dedicated ACS member artists, ACS has been updating its merchandise selections. If you are looking for the perfect gift for a cetacean lover, check out new exciting and educational merchandise!



Cetacean Poster: Designed exclusively for ACS, this new cetacean poster by illustrator Uko Gorter features 88 species of odontocetes (toothed whales) and mysticetes (baleen whales), representing the amazing diversity of whales, dolphins, and porpoises. Each poster is 26.375" X 38". \$18.00 + \$2.00 shipping/handling. This is a very current, accurate and inclusive depiction - a rare find for the cetacean student and lover.

Mugs: Enjoy your morning coffee or tea in these heavy glazed ceramic mugs featuring beautiful photos by wildlife photographer Michael Daniel Ho (www.michaeldanielho.com) Collect both bottlenose dolphin & calf and orca & calf. Dishwasher and microwave safe; 11 oz. glossy white; easy comfort grip curved handle. \$10.00/each + \$2.00 shipping/handling.



T-Shirts: ACS has two new T-shirts designed by Uko Gorter. Both shirts are heavy cotton and feature the ACS fluke logo over the front pocket area. "Fluke collage" (left) is light-blue and is available in S, M, or L; "Whales 2010: Inspiring a New Decade of Conservation" is royal blue and available in S, M, L, and XL. Shirts are \$18/each + \$2 shipping

Contact the ACS national office to place your order. For credit card orders you may call 310-548-6279, Monday - Friday 9 am to 5 pm PST. To mail a check or credit card order, send it to ACS National Office, P.O. Box 1391, San Pedro, CA 90733. If you have questions or need assistance, please call the number shown above.

Kids In Action

A Letter From Willy Jones



Willy Jones from Waverly, Pennsylvania, a junior intern for Blue Ocean Society for Marine Conservation, explains the different species of whales and how baleen works.

A whale watching trip before the first grade started Willy on a personal quest to help whales and began a long-term connection to the boat and crew. From first grade on, he has taken personal action to make his voice heard against whaling, bring about awareness of threats to the environment, and gain support for and from those who could make a difference. The most impressive thing is how much Willy has learned about whales and the issues that affect them through his own self-driven quest for information. Now at the age of 10, Willy is a junior intern for the Blue Ocean Society for Marine Conservation, and spearheads multiple projects to address conservation and social issues.

Contact to (and response from) the IWC at age seven, his own column in the BOS newsletter, clean-up drives, political support, work for local animal shelters, and food drives for the hungry are a few of Willy's extra-curricular activities. Willy credits the compassion first awakened in him by the whales with a broader desire to help others and make an impact by the way he lives and the information he learns and shares. This letter from Willy introduces you to an amazing young man, active self-motivated student, and informed conservationist:

Hi. My name is Willy Jones. I'd like to tell you a little bit about myself. I've done a lot of things in my life that I feel good about.

When I was seven, my mom took me on a whale watch. I saw a humpback whale floating right next to the boat and I got to look right into its eye. From then on, I felt a special spot inside me for whales. I felt so good and happy to see the whales free and swimming around in the ocean. Then I saw a balloon floating in the water. I knew that if a whale ate it, it could die. That made me feel like I got kicked right in the gut and I felt all crumbly inside. Seeing that, I realized that when I was a little kid, I let balloons go because I didn't realize that it could affect whales. Then, I knew that I could affect the whales in a good or a bad way. I wanted to do it the good way and pick up garbage instead of littering.

After that, I started doing beach and river clean-ups. After I did a few clean-ups, I thought that I also can make a difference with people too. I could affect people in a good way too.

I read the Public Option* because I thought it could help people get health care. I also canvassed for Barack Obama because I thought he would be a good president for our country. I also stood up for kids who were bullied because I didn't want them to feel worthless. And I did a food drive at my school because I didn't want the homeless and poor people to not have food.

So the way I see it, the whales taught me one lesson that led to many other lessons.

Sometimes helping people and whales can be very hard. The food drive was hard to get all of the food together and everything. But the homeless people were very grateful and helped us unload all the food from the car. When I saw that, I felt so happy and proud of them. The homeless people didn't have anything, and they still helped us.

Willy Jones, October 26, 2010

* Willy participated in a reading of the Public Health Care option, which you can view on UTube at <http://www.youtube.com/watch?v=lxTAWxLwI3A>.

Chapters In Action

Allison Dahle Riehl, Los Angeles

The ACS Los Angeles Chapter had an exciting summer of whale watching with more than 100 people joining us on our Summertime Blues whale watching trip on July 24th. The *Condor Express* found the perfect spot where blue whales and humpback whales surrounded the boat in the Santa Barbara Channel. Passengers were mesmerized by the non-stop lunge feeding taking place in every direction, this left little time for people to eat since we didn't want to miss a thing!

Not long after the Summertime Blues trip, the blue whales followed us back to Los Angeles and spent close to two months feeding near-shore on a record amount of krill, most likely related to a very cool summer. We ended up have an amazing blue whale watching season as local whale watching boats took advantage of the opportunity to see the largest animal to ever live on earth feed on krill in Santa Monica Bay.

This was also a great opportunity for the Cabrillo Whalewatch program, which we jointly sponsor with Cabrillo Marine Aquarium. The owners of the *Voyager* in Redondo Beach called on gray whale naturalists to step in and help on the blue whale watching boats. ACS/LA Board member Diane Alps quickly organized a blue whale naturalist training trip and many gray whale naturalists answered the call to help.

The blue whales moved on in September and we were sad to see them go, but it was time to prepare for gray whale season! Our fall lecture series started on September 29th where Jodi Frediani shared her stories of "Swimming with Humpback Whales on the Silver Bank," accompanied by beautiful photographs. A week later, the Cabrillo Whalewatch program started on October 5th followed by another ACS/LA lecture on October 26th presented by Graham Slater, Ph.D. from UCLA on "Diet matters: Why do cetaceans have the greatest size range of all mammals?" We also staffed a table at Cabrillo Marine Aquarium's Autumn Sea Fair and held our last lecture of the fall season on November 30th, where Susan Chivers, Ph.D. of NMFS discussed her "Quest for Two Dolphins: Common dolphins in the California Current."

Gray whale watching season officially started on December 1st, the first day ACS/LA Gray Whale Census and Behavior Project volunteers began counting gray whales as they migrate past the Palos Verdes peninsula. We are always looking for more volunteers to help on this important project. If you live in the Los Angeles area, have time available, and would like to help, please contact Census Project Director Alisa Schulman-Janiger by emailing janiger@cox.net.

ACS/LA looks forward to an exciting year in 2011 full of gray whale watching and more great lectures. To find out more about upcoming events please visit the ACS/LA website at <http://www.acs-la.org/>.

Kim Valentine, San Diego

This past quarter, the San Diego chapter has been fortunate to have some great cetacean biologists as speakers as we gathered at Scripps Institution of Oceanography:

- Dr. David Weller (Protected Resources, National Marine Fisheries Service, SW Fisheries Div., NOAA), spoke with us about the status and conservation of the western gray whale.
- Mari A. Smultea, (Scientific Director/ Marine Mammal Scientist, Smultea Environmental Sciences, LLC), gave a presentation about marine mammals in southern California.
- Dr. William Perrin (Senior Scientist, Southwest Fisheries Science Center, Adjunct Professor, Scripps Institution of Oceanography) talked about cetacean taxonomy in the 20th century.

In December we hosted a "Meet and Greet" in La Jolla for members to get acquainted. Dr. Tom Jefferson was in attendance to sign some of his books (*Marine Mammals of the World*) for Christmas gifts.

Our speaker series will reconvene with Dr. Ann Bowles on January 25, 2011. Ann is Senior Research Scientist at Hubbs-SeaWorld Research Institute in San Diego. She will present "Alarms, AHDs, and Diagnostics: A Look at the Bioacoustics Toolbox for Marine Mammal Management."

Wellington Rogers, Orange County

ACS/OC has recently confirmed March 13, 2011, as the date for their around Catalina Fundraiser. See the details on the ACS/OC website (www.acsonline.org. Click on *About Us* and then select Chapters.)

January 2, 28, and 30 will be the Days of the Dolphin project days.

Results of elections for 2011/2012 Officers and Board of Directors will be announced in January.

Uko Gorter, Puget Sound

As of this writing, our Puget Sound region is already in the grip of winter weather. We have seen snow and ice cripple our urban areas. However, our Southern Resident killer whales continue as usual and a new calf (L116) was sighted on October 13. This calf is the first for L82, and seemed less than a week old when first sighted. For our ACS/PS Speaker Series meeting, we welcomed Dr. Stephen Raverty, veterinarian pathologist of British Columbia, presented a talk about diseases and pathogens in killer whales and other marine mammals in our Salish Sea. Dr. Raverty graciously agreed to replace Dr. Joe Gaydos, our scheduled speaker, who was unable to attend due other pressing priorities.

No meeting is scheduled for December, but we will reconvene on January 19, when Brad Hanson of the Northwest Fisheries Science Center (NOAA), will present a talk on harbor porpoise surveys and his latest work on our SRKWs.

Our last educational outreach was held on October 13. We gave eight lectures on the Washington State Ferry run between Seattle and Bainbridge Island. A total of about two hundred students from the Tahoma School District were invited to attend the lectures on board before heading to the Seattle Aquarium as part of the "Sound Experience" event. We will likely repeat this event in April of 2011. Other outreach opportunities are in the works, much depends on volunteer time of course.

So, if you live in the Seattle (Puget Sound) area, think about volunteering for our educational outreach program. And, we hope to see you at our monthly lecture series, held every third Wednesday of the month at the Phinney Neighborhood Center.



ACS member Valerie Warner shares her wonderful photo taken Nov. 12 with our members: "With Monterey mountains as backdrop, we were blessed with this exquisit breach while out on a Princess Monterey boat; as a part of the 2010 ACS Conference." Photo © Valerie Warner.

Chapters, cont.

Diane Glim, Monterey Bay

The Monterey Bay Chapter was honored to host the 12th International American Cetacean Society Conference in Monterey from Nov. 12-14, 2010. The outstanding program was complemented with excellent cetacean sightings during full and half-day whalewatching trips on Monterey Bay. Many chapter members volunteered their time to ensure the success of the conference, including Thom Akeman, Mari Bautch, Cheryl Butner, Katy Castagna, Jean Donnelly, Tiana Duart, Sally Eastham, Stefanie Kaku, Carol Maehr, Sassy Stihler, Debbie Ternullo and Teresa Wagner.

The life-sized sculpture of Vicky Vaquita accompanied Cheryl Butner and Diane Glim to the World Conservation Expo in San Francisco on 10/3/10. A booth was set up and brochures distributed to share the plight of the most endangered cetacean.

The Monterey Bay Chapter sponsored a talk at the Monterey Institute of International Studies about “Whaling in the 21st Century” by Dr. Wil Burns on 10/6/10. Vicky Vaquita was also introduced at the talk.

The October monthly meeting was a panel discussion with sea otter experts from the Monterey Bay Aquarium and the CA Dept. of Fish & Game. Sea Otter Research and Conservation (SORAC)’s experiences with stranded, sick or injured southern sea otters was

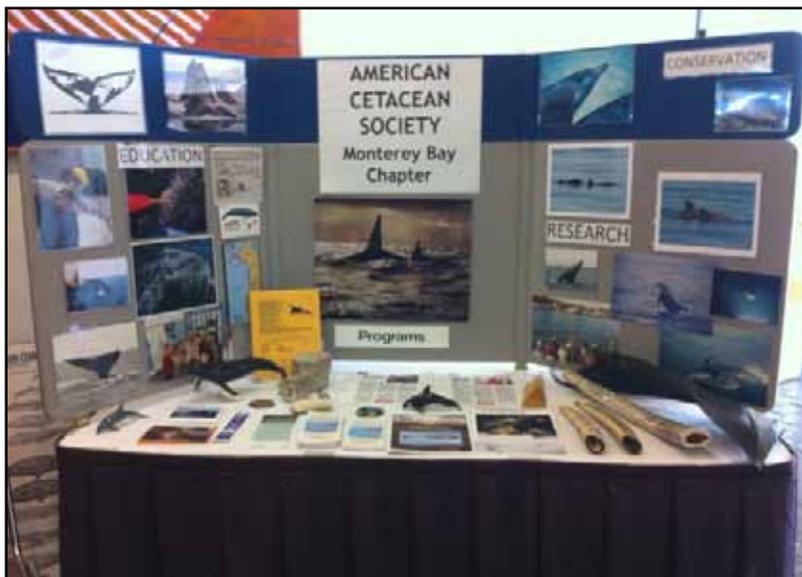
discussed. Medical rehabilitation for return to the wild is the primary objective, and in the case of orphaned pups, exhibit otters serve as surrogates to teach young otters survival skills. The program also tracks wild otters for population studies.

Dr. Scott Shafer discussed the pole-to-pole migrations of the Sooty Shearwaters at the Nov/Dec meeting. The last chapter meeting of 2010 was also the last meeting with Diane Glim serving as president of the Monterey Bay chapter. We welcome Randy Puckett as chapter president in January 2011.

Beth Cataldo, San Francisco

The San Francisco Bay Area ACS welcomes Lynette Koftinow as Vice-president of the Chapter. The ocean has been Lynette’s heartbeat for a long time, having been raised out on the ocean with her father, and then subsequently spending time diving and kayaking oceans around the world. Once she became curious and concerned for the oceans and their inhabitants, Lynette began studying about marine biology, including marine mammals. She has taught children about the environment and has worked as an education docent at the Marine Mammal Center in Sausalito. Lynette will be organizing the speaker’s series in 2011 and has some great events already lined up, starting in January. Please check back on the ACS SF Bay Area web site to see the latest confirmed events: <http://www.acssfby.org/> or e-mail the Chapter President, Beth Cataldo, if you want to be on our e-mail list and receive upcoming event information: elizabethcataldo@gmail.com.

The Chapter attended *Surf’s Up* at the California Academy of Sciences NightLife series on December 2. During the event, participants explored the science, art, and culture of surfing. This evening soiree included films, talks with professional surfers, live music and drumming, surfboard art, and interactive presentations on the ocean, the science of waves, and much more. The SF Bay Area American Cetacean Society was there to show surfers how to tell a Great White Shark from a Humpback Whale from 50 yards away (before it’s too late). We also promoted the organization and speaker series.



ACS - Monterey Bay set up an impressive booth at the Blue Ocean Film Festival in Monterey in August.

ACS Tagline Contest!

Great Words Promote Great Causes

When ACS coined the tagline “*They’re Not Saved Yet*” in the early 1990s, it went to the heart of a major threat facing great whales plying international waters – commercial and “scientific” whaling and the emergence of Japan as a major force in shaping policies and outcomes at the International Whaling Commission (IWC).

We have a long way to go in ending commercial and scientific whaling, and today cetaceans face more threats than at any other time in history, including entanglement in fishing gear, bycatch, pollution, ocean noise, vessel collisions, habitat destruction, climate change, and hunting, to name a few.

As we approach these and other challenges over the next decade, ACS would like to develop a new high-impact, effective tagline (motto or slogan) that conveys our work, impact, and strategic approach to protecting the whales, dolphins, and porpoises you care about. In keeping with our commitment to a grassroots approach to our work, I would like this important element of ACS’s identity to come from you – our members – not a high-dollar marketing consultant who may not feel as passionately about cetaceans as ACS members do. Here’s the details...

1. **Guidelines:** Taglines should be 40 characters or less (including spaces) and need to be unique and original. You can enter up to four separate taglines. For great advice on developing non-profit taglines, check out the latest *Nonprofit Tagline Report*, by Nancy E. Schwartz of *Getting Attention* at: <http://bit.ly/b4B8iy>.
2. **Eligibility:** Entrants must be 18 years of age or older; entrants under the age of majority in their jurisdiction of residence must obtain a parent’s or legal guardian’s consent before participating, and by participating represent that they have done so. Entries are limited to individuals only; commercial enterprises and business entities are not eligible. Directors, officers, and employees of ACS and members of their immediate families (defined as children, parents, siblings or spouses) are not eligible to participate in the contest.
3. **Copyright:** ACS cannot consider taglines that are in use or copyrighted anywhere else, for or by any other organization or company.
4. **Entry Deadline:** The window for accepting taglines opens on Friday, December 31st, 2010 and runs until Monday, February 28th, 2011. One winner will be selected by a vote of the members of the ACS National Board at its monthly meeting in March, 2011 from among all eligible entries received. Each entrant’s chances of winning are dependent upon the number of entries received.
5. **Notification:** ACS will notify the winner by email and/or by mail at the address provided within approximately three business days following selection. The winning tagline will be announced via e-mail, at chapter local chapter meetings, and in the *Spyhopper* newsletter.
6. **Legal stuff:** The winner (and their legal guardians, if winner is a minor) may be required to sign an affidavit of eligibility, liability waiver and publicity release that will allow ACS to use the winner’s name, biographical information, winning entry, and prize information for publicity and promotional purposes without further compensation where permitted by law.
7. **Prize:** The winner of the contest will receive a huge “ACS Goody Box” stuffed with assorted books, apparel, cetacean art, novelties, and membership benefits. Prizes will be mailed to the contest winner within five business days of announcement.

Please submit entries to: acsoffice@acsonline.org or mail them to ACS Headquarters at:

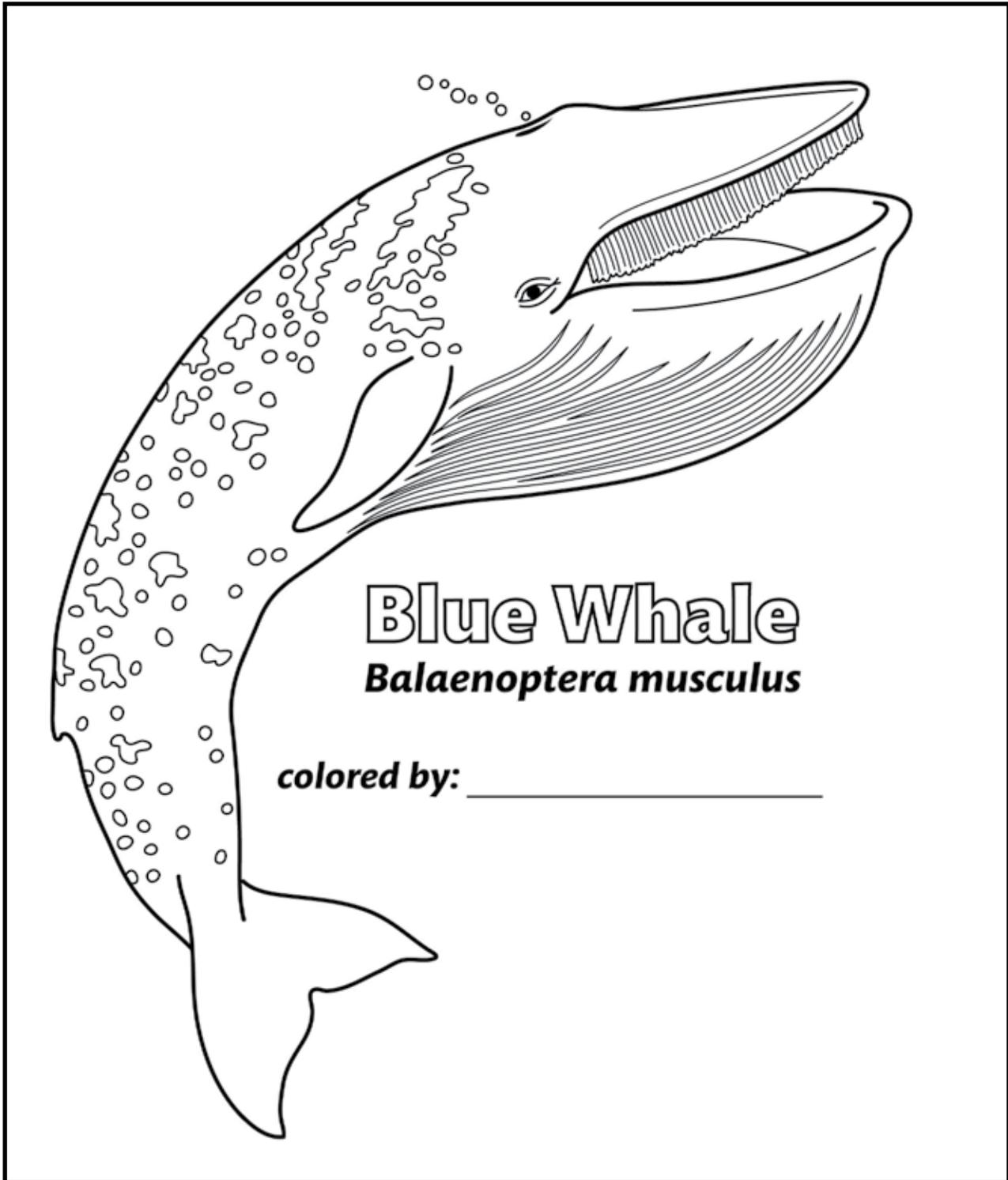
ACS Tagline Contest, American Cetacean Society
P.O. Box 1391, San Pedro, CA 90733-1391

I’m very excited to open this opportunity up to our membership and look forward to what I know will be an avalanche of brilliant and effective taglines. Good luck! Happy holidays to you and yours.

On behalf of whales, dolphins, and porpoises,

Cheryl

For Kids Who Love Whales, Dolphins, and Porpoises





Membership in ACS Puts You in Good Company

The American Cetacean Society (ACS) protects whales, dolphins, porpoises, and their habitats through public education, research grants, and conservation actions. Founded in 1967, ACS is the oldest whale conservation organization in the world.

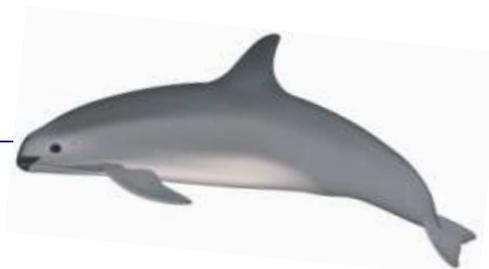
ACS is a 501(c)(3) non-profit public benefit corporation with national headquarters based in San Pedro, California and active chapters in Los Angeles, San Diego, Orange County, Monterey, San Francisco, and Puget Sound. Our members live throughout the United States and in more than 20 countries.

Join us in our mission, and help us spread the word! This upcoming year will bring many exciting opportunities for knowledge and involvement through ACS.

You can join/renew by using the form below, or go to www.acsonline.org and enroll using PayPal. We hope to see you on the active rolls soon, and would love to have you share in our upcoming *Whalewatcher* journals and *Spyhopper* newsletters.

Thank you,
Your friends at ACS

Photo ©Michael Ho, <http://MichaelDanielHo.com>



Please join or renew your membership!

Select a membership category:

- | | | |
|---|---|---------------------------------------|
| <input type="checkbox"/> \$35 Individual | <input type="checkbox"/> \$75 Supporting | <input type="checkbox"/> \$45 Foreign |
| <input type="checkbox"/> \$25 Senior (62 plus) | <input type="checkbox"/> \$250 Contributing | |
| <input type="checkbox"/> \$25 Student or Teacher (circle one) | <input type="checkbox"/> \$500 Patron | |
| <input type="checkbox"/> \$45 Family | <input type="checkbox"/> \$1000 Life | |

Choose a chapter:

- | | | | |
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| <input type="checkbox"/> At large | <input type="checkbox"/> Los Angeles | <input type="checkbox"/> Monterey Bay | <input type="checkbox"/> San Francisco |
| <input type="checkbox"/> Orange County | <input type="checkbox"/> Puget Sound | <input type="checkbox"/> San Diego | |

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If you have questions, please call our national office at 310-548-6279 or e-mail acsoffice@acsonline.org



AMERICAN CETACEAN SOCIETY

A Legacy of Conservation

The legacy of ACS will be the pivotal role it has played for over 40 years in protecting the world's "ambassadors of the seas." Part of your legacy can be in the support you provide toward this cause. You don't need to be wealthy to make a gift that will have an impact on the future of whales, dolphins, and porpoises and their habitats. A charitable bequest to ACS in your will or living trust will serve as a powerful testimony to your conviction that this work is important to the health and biodiversity of our marine ecosystem.

I hope you'll join me in including ACS in your estate planning. I can't think of a better gift for our children and grandchildren.



All information about charitable bequests is held in the strictest confidence.

Your Name: _____ E-mail: _____

Street Address: _____ Phone: _____

City, State, Zip: _____

Please send more information about.....

- How IRAs can be used for charitable gifts
- Charitable gift annuities
- Charitable lead and remainder trusts
- Remembering ACS in my will

*The American Cetacean Society
welcomes gifts of stocks and
securities. To arrange transfers,
please contact your personal
financial planner.*

Please indicate if you have already made bequest arrangements to ACS:

- I have established a charitable bequest to the American Cetacean Society. Please add my (our) name(s) to the Legacy of Conservation Display at ACS Headquarters and in the *Spyhopper* publications.

Thank you for supporting ACS and our mission.

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AMERICAN CETACEAN SOCIETY 

On Behalf of Whales, Dolphins, and Porpoises...

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