

*Pre-release Draft*

# True-Blue

**30 YEARS**

---

OF MAKING WAVES

**CLEAN OCEAN ACTION**



# Making Waves to Save Our Seas

30 Years of Ocean Advocacy, 1984-2014

Clean Ocean Action, a leading regional and national coalition working to protect the marine waters off the New York and New Jersey coasts, officially began in 1984 to reduce sources of ocean pollution.

Since that day, the organization has been researching marine pollution issues, formulating policies and campaigns to eliminate pollution sources, and educating and motivating citizens to help stop ocean pollution. With all eight ocean dumpsites closed, powerful new clean water laws on the books, and a greater public awareness of the ocean and its improved health, it is clear that the coalition works.



# True-Blue Letter from Cindy

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**True-Blue:** *adjective* meaning faithful and loyal to an idea.

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*Dear Friends of the Ocean,*



We have come a long way together: from the 1980s when ocean water quality was so bad you wouldn't want to put your big toe in the sea, to today when we dive-in and marvel that we can see clear down to our toes and

beyond. Our shore has gone from being a national joke to a premier vacation destination. We've gone from the "Ocean Dumping Capital of the World" to one of the nation's only realms of the sea that is wild and free from industrialization.

Not bad for the little coalition that could, and then did – proof positive that people make a difference.

I would sum up Clean Ocean Action's legacy as being bound by a simple, true-blue idea: The ocean is a shared joy, resource of rich bounty, and priceless asset; its health and vibrancy is our shared responsibility.

The true-blue ocean:

-  Is at the heart of the enduring, inspiring, and remarkable friendships of citizens, organizations, and businesses;
-  Is at the core of Jersey Shore pride and the tenacious way we defend our coast when threatened;
-  Unites groups from Cape May to Montauk to defend our shared sea;
-  Is clear in the victories that have been achieved and the leaders that made the difference;

 Is at the crux of every letter, alert, action, and reaction of the coalition; and

 Continues to call to those who are moved by the beauty and richness of the sea.

The power of this idea lies within each of our personal connections to the sea. It is our refuge, our Grand Canyon, our Yosemite. It supports our livelihoods and sustains our quality of life. It's in our memories of family picnics on the beach, a big fish landed, watching the sun rise and gazing into the endless unencumbered horizon, or a tasty seafood dinner. It's where we fall in love, raise our children, find solace, and gain strength.

*Where do we go from here? The opportunities abound.*

Clean Ocean Action will remain vigilant against those that threaten the ocean. We promise new and powerful opportunities to educate and motivate the small and the tall, and we will engage in actions to reinvigorate our elected leaders to protect our priceless sea.

But, the key to success is in each of you. Together, we can remain true to the deep blue sea.

Ever onward,

Cindy Zipf, Executive Director

# True-Blue Goals

*Improve & Protect the Ocean*

***Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.***

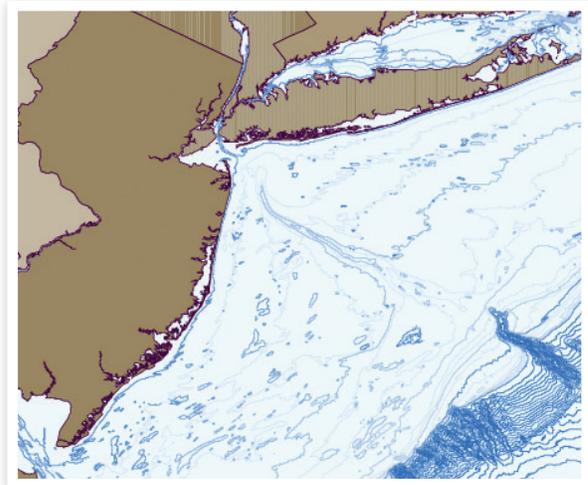
*– Margaret Mead*



**C**lean Ocean Action is a broad-based coalition of 135 active boating, business, community, conservation, diving, environmental, fishing, religious, service, student, surfing, and women's groups.

The mission is to improve the degraded water quality of the marine waters off the New Jersey / New York coast.

The coalition identifies sources of pollution and mounts attacks on each source by using research, public education, and citizen action to empower people and convince our public officials to clean up and protect our ocean.



*Photo: Scott Thompson*

# Dery Bennett: Founder and President

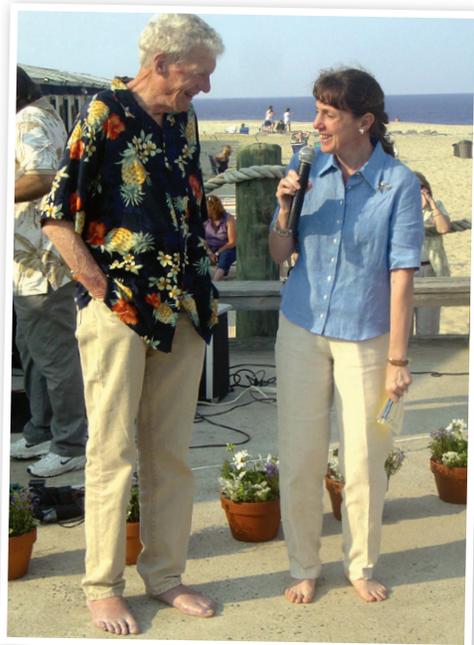
1984-2009

**D**ery Bennett—his name is as unique as the person, and his legacy is remarkable.

I think most people remember the first time they met Dery Bennett. For me, it was when I was interning at the National Marine Fisheries Service, Sandy Hook Laboratory in 1981. His impressive height, curly hair, shredded cut-offs, and giant, gnarly, bare feet made him stand out. He was chatting with some folks about fish, making some smart-alecky, good natured jabs and taunts amid the science. Everyone was enjoying his wit and he seemed to claim the room. Little did I know when I met Dery Bennett, Executive Director of the American Littoral Society (ALS), that I was meeting the person who would change my life and that of so many others.

At the end of that summer, on my way back to college, Dery said, "If you ever want to save the coast, let me know." I took an internship with ALS the following year, and the rest is... well, in this book.

*" I think Dery never wore shoes so that we could follow in his footsteps, go on to blaze new trails, and remember to feel the sand between our toes."*



Dery was that type of guy -- naturally unassuming and good-natured, but he made profound and brilliant impacts with an almost mystical acumen and serene

precision. Not just once or twice...all the time. Big and small, deals and triumphs, he made amazing things happen.

The list is long and includes federal and state legislation protecting marine life, freshwater wetlands, coastal habitats, beaches, and waterways. He was an early and national leader on public access issues, and went to court and the legislature to save open space. As a graduate in geology from Amherst College and an English professor, Dery had a knack for writing about the marine ecosystem. His rat-a-tat manual typewriter could be heard throughout the day, as he authored books, opinion pieces, articles, and newsletters.



To our good friend Dery - who literally walked into our lives without his shoes...we honor you and all you have accomplished. Jersey Printing Associates



He was widely published and also edited the Underwater Naturalist, the ALS magazine.

Most people know Dery founded Clean Ocean Action, but he also started, fostered, or guided many local, state, regional, and national organizations that became prominent leaders in coastal protection. To name a few: The Coast Alliance, New York/New Jersey Harbor Baykeeper, Delaware Baykeeper, Restore America's Estuaries, and Blue Frontier Campaign. He knew how to read folks and cultivated mission-driven people.

He also knew critters—birds, fish, crabs, worms, snails—anything that flew, walked, slithered, swam, undulated, crawled, or crept. He delighted in sharing fun facts and even doing impressions of them that were uncanny. At ALS he ran field trips focused on exploring the marine ecosystem and inspiring people to catch the advocacy bug. It worked for me, and it was what he was all about.

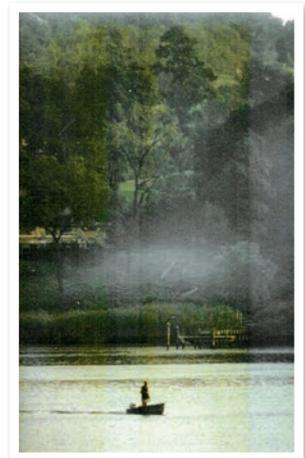
As a mentor, Dery made everything meaningful and purposeful (okay, maybe not everything). "Work" was

usually tied to a bit of fun, a journey, or an adventure; there were rarely mistakes, only teachable moments. He was also an insatiable prankster and jokester; he liked really bad jokes and absolutely loved a con. Trips to New York City to attend some insufferable bureaucratic rigmarole always included stopping to watch the dudes play three-card Monty.

Dery's life lessons continue to lurk—"things have a way of working out," "what's the worst thing that can happen?" "go outside every day and see something," and "never, ever take yourself too seriously."

*To ensure we don't stray from his teachings, I have a close-up, wise-guy photo of Dery on my office wall. It keeps an ever-watchful fish-eye view over us all.*

*Written by Cindy Zipf*



# Cynthia A. Zipf

*Executive Director, 1984-Present*



Cindy Zipf was raised on the Jersey Shore by a loving family who taught her the value of volunteering and community service. She often reflected on the personal strength of her mother to overcome great odds. When she was a child, she enjoyed “mucking around” in the mud flats looking for critters. Cindy’s college internship at the National Marine Fisheries Service, where she observed fish jumping from their tanks as they were exposed to chemical toxins, motivated her to advocate for the protection of the ocean and marine life. After graduation from the University of Rhode Island with a Bachelor of Arts degree in Geography and Marine Affairs, Cindy launched her career in ocean protection with an internship at the American Littoral Society. There, she met Executive Director Dery Bennett, who became Cindy’s beacon and mentor. At about this same time, Cindy was also introduced to her future husband, Rick Jones, who remains her anchor with consistent and unwavering support. Cindy’s selflessness, steadfast work ethic, respect for others and love for the ocean are the traits on which she draws to attack threats to marine life and the ocean.

***“When I think about the past 30 years of Cindy’s energy, dedication and unflagging devotion to the ocean, I also have to remember her ability to laugh at the absurdity of the obstacles along the way. Maybe this is the secret of effectiveness: an approach that combines purpose with humor. Most people would have burnt out long ago. Aren’t we and the ocean lucky that Cindy hasn’t?”***

– Barbara Bennett

The Woman's Reporter • September, 1984

# Zipf organizes Clean Ocean Action And is making waves where it counts



20 April 84  
Dear Cindy —  
I was very proud, indeed, to have one of my paintings selected by your group for your 10th year celebration, for reproduction for mailing.  
I am also proud of you and all the wonderful and important work you and your group are doing for all of us and our ocean.  
Thank you, and my best wishes go to you all for continued success.  
Sincerely,  
Barbara Gaber



**“Your friends  
are working to  
make your Clean  
Ocean Zone vision  
the next ocean  
triumph.”**

- Gina Cioffi,  
long-time friend  
of Cindy Zipf.



To carry out COA's mission, Cindy crafts and spearheads creative campaigns and programs to compel public policy and reduce pollution. Her passion for science and advocacy combined with the enduring objective of protecting marine life and water quality are Cindy's driving forces. She is at the helm of Clean Ocean Action – the “lean, green, ocean pollution fighting machine.”

Cindy is a respected expert on ocean issues and an effective speaker, having presented to elected and agency officials

at all levels of government, organizations, businesses, and educational institutions, as well as to thousands of citizens. It is through her leadership, dedication, and persistence that Clean Ocean Action is successful.

Cindy sits on numerous boards and has accepted many awards. She does so on behalf of COA, and not as an individual, because, just as it takes a village to raise a child, it takes a COAlition to protect the ocean.

Cindy, your wit and relentless passion have kept the ocean blue and all of us inspired to be strong in our pursuit of a pristine marine environment. Your true-blue friends Barbara Bennett, Gina Cioffi, Lisa Guide, Beth Millemann, and Mandy Wheeler

# It's About Time

## *The Feisty Coalition's Early Days*

**"People protect what they love."**

*- Jacques Cousteau*

The newly spawned Clean Ocean Action with its spunky Coordinator, Cindy Zipf, was officially launched at the Peninsula House in Sea Bright on February 26, 1984. Hundreds of people attended, including federal and state elected officials, namely US Representative James J. Howard (D-NJ). Representatives of 35 organizations – including leaders of environmental, fishing, boating, diving, surfing, garden clubs, and women's groups, as well as concerned citizens, were also in attendance.

The Ocean Dumping Task Force became Clean Ocean Action's Steering Committee, and the office was in the second bedroom of Cindy's two bedroom apartment above the hardware store in Sea Bright, NJ. With an electric typewriter and desk donated by concerned citizen Pamela Brinton of Fair Haven, a telephone, and a post office box, we were ready to make some waves!

Clean Ocean Action raised awareness about ocean pollution issues to legislators, businesses, and citizens in the old fashioned way-- monthly meetings, printed newsletters, phone calls, and driving thousands of miles to talk to community leaders. In its first few years, several dumpsites closed, one of the nation's first annual east coast beach cleanups started at Sandy Hook, Concerned Businesses was formed to focus on the economic impacts of pollution, and a grassroots Concerned Citizens action group was created.

The feisty coalition became the voice for the ocean and made ocean protection a priority for the region. Using research, education, and citizen action, clear campaigns based on facts and focused on solutions became the paradigm. The waters off the New York New Jersey coast were the "Ocean Dumping Capital of the World," but that was about to change.



### ***Steering Committee & Representation, 1984***

**Dery Bennett** – Chair – American Littoral Society

**John Amberg** – Monmouth County Friends of Clearwater

**Bob Anstett** –

*(Ocean County Citizens Conservation Council)*

**Pamela Brinton** – Concerned Citizens of COA

**Ken Brown** – Clean Water Action Project, Inc.

**Mimi Coffenberg** – Monmouth County Board of Realtors

**Julie Dvorak** – American Association of University Women

**Tom Fagan** – IUE, Local 417

**Bill Feinberg** – Asbury Park Fishing Club

**Scottie Franklin** – Main One Marina

**Gene Geer** – American Littoral Society, divers

**Don Marantz** – Jersey Coast Anglers Association

**Valerie Maxwell** – Monmouth County Educator



**clean ocean action kickoff!**  
**sunday 4-6**  
**feb 26 '84**  
**admit 1**

Peninsula House  
 Ocean Avenue  
 Seabright, N.J.  
 Champagne and  
 Hors d'oeuvres  
 \$25. Tax deductible

Make checks payable to Clean Water Fund (201) 846-4224

- CLEAN OCEAN ACTION**  
**Participating Organizations**
- American Littoral Society
  - Asbury Park Fishing Club
  - American Association of University Women, Northern Monmouth County Branch
  - Belford Seafood Co-op
  - Citizen's Conservation Council of Ocean County
  - Eastern Dive Boat Association
  - Environmental Defense Fund
  - Garden State Seafood, Inc.
  - Greenpeace U.S.A.
  - Hudson River Sloop Clearwater, Inc.
  - Jersey Shore Audubon Society
  - Junior League of Monmouth County, Inc.
  - Jersey Coast Anglers Association
  - League of Women Voters of Monmouth County
  - Marine Environmental Council of Long Island, Inc.
  - Marine Underwriters, Inc.
  - Monmouth Council Girl Scouts
  - Monmouth County Friends of Clearwater
  - Middlesex County Board of Realtors
  - Natural Resources Protection Association
  - National Council of Jewish Women, Greater Red Bank Section
  - National Coalition for Marine Conservation
  - New Jersey Sierra Club
  - New Jersey League of Conservation Voters
  - New Jersey Council of Diving Clubs
  - Ocean City Environmental Association
  - Ocean County Board of Realtors
  - Point Pleasant Fishing Cooperative
  - Rumson Garden Club
  - South Monmouth Board of Realtors
  - Staten Island Sport Divers
  - United Boatmen of New Jersey and New York
  - Village Women's Club
- \*Clean Ocean Action is coordinated by Clean Water Action Project, 46 Paterson St., New Brunswick, N.J. 08901 (201) 846-4224.



*“Perhaps the alliance you are developing will be powerful enough to eventually bring a halt to ocean dumping. It meanwhile will form the basis of a constituency in support of strong legislation, rigorously enforced.”*

– Scott McVay, Executive Director,  
 Geraldine R. Dodge Foundation, 1987.

We are honored to be at the root of your success!  
 Congratulations from The Rumson Garden Club

# Board of Trustees

## *At the Helm: Steering the Coalition*

Clean Ocean Action's Board of Trustees are leaders from a cross section of interests represented in the coalition: commercial and recreational fishing, boating, business, diving, education, environmental, faith, surfing, and women's group representatives, as well as concerned citizens. This assures that Clean Ocean Action remains true to the core values and mission of the coalition.

Several Board Members have presided for more than twenty years, providing long-term continuity and perspective. The Board reviews Clean Ocean Action's programmatic activities and ensures steadfast dedication to the mission, as well as fiscal responsibility. The individuals on our Board provide expertise, guidance, and resources. Our Board members are creative, innovative, and strong advocates for the ocean.

### 2014 Board Members

*Adelaide "Scottie" Franklin, Member Emeritus (Marine Trades Association)*

*D. W. Bennett, COA Founder and Past Board President, 1984 – 2009 (American Littoral Society)*



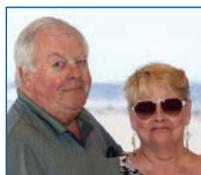
**Tom Fagan**  
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(Communication  
Workers of  
America, #1075)



**Leo Gasienica**  
Vice-president  
(Concerned  
Citizens of  
COA)



**John Grossarth**  
Treasurer  
(Concerned  
Citizens of COA)  
President  
(Communication  
Workers of  
America, #1075)



**Robert and Patricia  
Bennekamper**  
(Concerned Citizens  
of COA)



**William  
Feinberg,  
Esq.**  
(Asbury Park  
Fishing Club)



**Ben Forest**  
(Clearwater of  
New Jersey)



**Suzanne Golas**  
csjp  
(WATERSPIRIT)



**Patsy  
Guttenplan**  
(Concerned  
Citizens of  
COA)



**Jim Lovgren**  
(Fishermen's  
Dock  
Cooperative)



**Jeff Martin**  
(Educator, Cape  
May County)



**Valerie  
Montecalvo**  
(Bayside  
Family of  
Companies)



**John Wnek**  
(Educator,  
Ocean County)

### Past Board Members

**Bob Anstett**

(Ocean County Citizen's  
Conservation Council)

**Wini Applegate**

(Seaweeds Garden Club)

**Diane Bennett-Chase**

(Educator and Naturalist,  
Ocean County)

**Peggy Bowen**

(NJ Council of Dive Clubs)

**Pamela Brinton**

(Concerned Citizens of COA)

**Mimi Coffenberg**

(Monmouth County Board of  
Realtors)

**Lance "Chick" Cunningham**

(Carriage House Marina)

**Willie DeCamp**

(Ocean  
County Izaak Walton League,  
Save Barnegat Bay)

**Manny Dosit**

(Dosit's Sport Center)

**Mary Dosit**

(Rainbow Foundation)

**Julie Dvorak**

(Association of University  
Women)

**Gene Geer**

(American Littoral Society)

**William Gordon**

(Marine Sciences Consortium)

**Ray Graglia**

(Monmouth County Friends of  
Clearwater)

**Larry Hall**

(Concerned Citizens of COA)

**Louise Horgan**

(Brookdale Community College)

**Jane Jasien**

(Monmouth County Realtor)

**Daisy Belle Lincoln**

(Concerned Citizens of COA)

**Dennis Longcoy**

(Central Jersey Anglers)

**Captain Ed Maliszewski**

(Commercial Fisherman)

**Don Marantz**

(Jersey Coast Anglers  
Association)

**Trish Markey**

(Concerned Citizens of COA)

**Valerie Maxwell**

(Educators for a Clean Ocean)

**Hunter McKee**

(Concerned Citizens of COA)

**D'Arcy Rohan-Green**

(Concerned Citizens of COA)

**Doug Rossbach**

(Concerned Citizens of COA)

**Pat Curley Schneider**

(Educator, Monmouth County)

**Herb Segars**

(Diver and Underwater  
Photographer)

**Bob Smith**

(Monmouth Cablevision)

**John Tiedemann**

(NJ Marine Science  
Consortium)

**Mary-Beth Thompson**

(Eastern Surfing Association,  
Concerned Citizen of COA)

**Charlotte Todd**

(Cape May Environmental  
Commission)

**Karl Toft**

(Educator, Cape May  
County)

**Al Way, Jr.**

(Environmental  
Response Network of Cape May  
County)

**Tim Zeiss**

(Asbury Park Press)

# Guaranteed Supporters

## *Guaranteed Plants & Florist*

Just as Guaranteed Plants & Florist has a reputation for quality and consistency in their full service florist and retail garden center, they have the same reputation in community service, notably in their devotion to the ocean. Owned and operated by Todd and Stevie Thompson and Steven Powers since 1976, Guaranteed Plants has been a founding supporter of COA and has served as an “action center”-- distributing education material and hosting petition drives on issues. The dedicated team has spent countless hours of donated time to create beautiful decorations for every event, as well as donating plants and products.

Fueled by a passion for the ocean, Stevie and Todd Thompson have been involved with COA on a personal level, as well. They served on the Business Advisory Council in the 1990s, understanding and promoting the concept that “what’s good for the ocean is good for business.” As directors of the Monmouth County Hunt Meet they included COA as a beneficiary which made a profound impact. Today, the dynamic duo continues to volunteer at events and programs, speak at public hearings, and participate in paddle-outs for issue awareness. Todd also uses his photographic skills to capture the beauty and power of marine life, ocean events, and Mother Nature.

Stevie and Todd also passed their emotion for the ocean onto their children, with Schuyler and Georgia, growing up volunteering for COA as soon as they could walk in the Spring Brunch Fashion Shows and participating throughout their school years. Georgia is still involved donating her management and organizing skills.

It is truly a family affair with the entire extended Thompson Family of 24 (and a baby on the way) participating in many ways.

### **Monmouth County Hunt Race Meet Association**

“It was tough going for COA at the end of 1985—we were financially sputtering with little in the bank and nearly a month until the next fundraising opportunity. With funds raised through The Hunt Race Meet, Todd and Stevie Thompson came to the rescue with a surprise \$10,000 donation. These substantial funds kicked off 1986 with solid financial footing to implement the campaign and business plans. Stevie and Todd’s dedication truly gave COA a strong head start...and we’ve been off and running ever since!” - Cindy Zipf



# Outstanding Ocean Advocate:

## *US Senator Frank Lautenberg*

The late United States Senator Frank Lautenberg (D-NJ) is a national environmental icon, an extraordinary ocean champion, and long-time friend of Clean Ocean Action. For nearly 30 years, we had the pleasure and honor of working with him. Everyone who enjoys a day at the beach, catching a wave, reeling in a big fish, or sipping a cool drink of clean water, can thank Senator Lautenberg. Indeed, everyone who takes a deep breath of clean air is a beneficiary of Senator Lautenberg's work, as the ocean produces half of the world's oxygen, then absorbs nearly one-third of human-caused carbon dioxide emissions.

Senator Lautenberg took office when the waters off the NY/NJ coasts were the ocean dumping capital of the world, beaches were trashed, and waterways were plagued with pollution. He worked tirelessly, leading the US Senate in passing several key federal laws to help the ocean. In

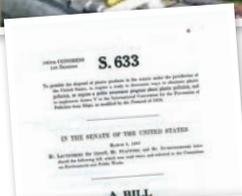
addition, Senator Lautenberg worked to continue funding for programs that celebrate ocean resources and improve water quality for current and future generations. For decades, Senator Lautenberg also led the national fight to stop offshore drilling in the Atlantic Ocean.

The memories are many: press conferences on the boardwalk defending water quality or battling Big Oil, joining citizens cleaning up littered beaches, listening to and talking with citizens about their treasured shore stories, and at committee hearings firmly challenging those who would harm the environment. Many beach goers may remember the "Crusader" helicopter that monitored water quality along the shore, which Senator Lautenberg spearheaded.

His commitment to clean ocean economies and those whose livelihoods depend upon them was unwavering, and true-blue.

***Senator Lautenberg was ever vigilant "a day at the beach should never turn into a day at the doctor's office."***

Sponsorship  
Still Available



US Senator Lautenberg helped pass laws, including:

- ~ Ocean Dumping Ban Act - ended ocean dumping of municipal and industrial waste
- ~ Marine Plastic Pollution Research and Control Act - made it illegal to dump plastics in the ocean
- ~ New York/New Jersey Bight Restoration Plan - mandated the US Environmental Protection Agency (EPA) to create a plan to restore the waters off the NY and NJ coasts
- ~ BEACH Act (Beaches Environmental Assessment and Coastal Health Act) - set national standards to ensure waters are safe for swimming
- ~ Medical Waste Tracking Act - required tracking of certain medical wastes including syringes
- ~ Oil Spill Protection Act - required a double-hull protective layer on newly constructed ships in response to devastating oil spills
- ~ Rising Ocean Acidification - required the government to study and abate ocean acidification



# Taking Action:

## *Beach Sweeps*

The first cleanup, called the Debris-A-Thon, was held in 1985 at Sandy Hook, NJ, with over 75 participants and was spearheaded by the Bruno Family. Over the years, the name of the cleanup changed to Trash Bash and Trash Attack, before settling on Beach Sweeps. Today, the Beach Sweeps is New Jersey's largest statewide environmental event, involving approximately 60 towns, 70 sites, and thousands of citizens every Spring and Fall.

The most important role of the Beach Sweeps program is to educate the small and the tall about the harmful impacts of marine debris – man-made litter or junk washing onto beaches and floating in the ocean – as well as inspiring actions to reduce sources of debris. Marine debris is not only ugly to look at and detrimental to the coastal economy, but it is also harmful and potentially lethal to marine wildlife due to problems caused by entanglement and ingestion.

At the heart of the program are Beach Captains, the volunteers who organize and manage the event at individual sites. Beach Captains direct all volunteers, make arrangements for trash and recycling pickup, collect local donations, and advertise in their areas.

Every Beach Sweeper becomes a “citizen scientist” as they record each piece of debris they pick up. The data collection turns a one-day event into a legacy of information that can be used to identify sources of pollution and monitor trends. The data helps us discover solutions to

keep beaches clean and healthy and to create federal, state, and local programs to reduce litter in the environment

and protect the public. Over the years, our data have been used to pass smoking bans on beaches and in parks, encourage recycling programs, stop balloon releases, and support plastic bag bans. In addition, the data have helped legal efforts to control marine debris at all levels from international treaties and federal legislation to local ordinances.

The Beach Sweeps program has received many awards and much recognition at the federal, state, and local levels.

***The Beach Sweeps program is one of the longest running coastal cleanup programs in the world. As of 2013, over 101,700 volunteers have put feet on the beach, collecting and tabulating over 5.2 million pieces of trash from New Jersey's beaches.***

In 1999, the Beach Sweeps was chosen as a “Local Legacy” for the 200th year celebration of the US Library of Congress and a 12-minute video was produced.

In 2010, the first “Beach Sweeps Symposium Against Beach Litter” was held at Brookdale Community College in Lincroft, NJ to commemorate the 25th year of the program. We published “The Journal of Citizen Action Against Beach Litter,” highlighting past

clean ups and program successes.

Of course, the Beach Sweeps would not be possible without the support of businesses and corporations. Local businesses and large corporations alike have generously sponsored the Beach Sweeps. Businesses have provided in-kind support (i.e., bags, gloves, snacks and beverages), as well as funds to help purchase materials needed for the statewide cleanup. Organizations have also donated resources to the Beach Sweeps and brought volunteers to clean beaches.

Now nearly 30 years young, the Beach Sweepers include three generations of participants: parents, children, and their children. Participants can now take their Beach Sweeping to the next level by partnering with Crowdrise to help raise funds for Clean Ocean Action in connection with their volunteer efforts.



Nothing can dampen the spirit of Beach Sweeps participants – neither rain, nor blasting winds, nor freezing temperatures. It has become a tradition at the Jersey Shore, but one we hope to eventually end. The goal of the Beach Sweeps is naturally clean beaches where “clean-up” events are no longer needed. The Beach Sweeps program proudly celebrates 30 years in 2015.



**What do a car transmission, toilet seat, and a twenty pound dumbbell have in common? They are all unusual items found during the Beach Sweeps and listed on our “Roster of the Ridiculous.”**

For 14 years, Wakefern Food Corporation/ ShopRite Stores, the largest retailer-owned cooperative



in the United States, has supported our Beach Sweeps with generous donations of resources, funds, and volunteers. They are the longest sustaining corporate supporter of the Beach Sweeps. Wakefern has demonstrated a true commitment to the long-term protection of the environment for more than 30 years. The company’s environmentally-focused initiatives include recycling programs for items such as grocery bags, plastic film and pharmacy stock bottles; at-retail Bag Re-Use Programs; Education Programs; and Conservation Partnerships. We are proud to have Wakefern/ShopRite as a long-time supporter of the Beach Sweeps, and a clean environment.



**Since 1985, over 101,000 volunteers have participated in the Beach Sweeps, resulting in over 160,000 volunteer hours for the environment.**



Aveda Corporation has chosen Clean Ocean Action as an Earth Month campaign

partner for many years. The support of Aveda, including funds raised during EarthMonth as well as groups of eager employees participating in Beach Sweeps, has helped us improve and expand our Beach Sweeps program. We continue to link the Beach Sweeps with solutions to stopping litter and debris in our oceans. Aveda has developed one such innovative solution: a recycling program for plastic bottle caps. Caps are collected at enrolled schools and sent by Aveda to their recycler where the material is made into new caps and containers. Anyone who has participated in the Beach Sweeps in recent years knows that plastic caps litter our beaches and waterways. Birds and other marine creatures mistake them for food with tragic results. We are grateful for Aveda for providing this solution, and for supporting Clean Ocean Action and our Beach Sweeps program.

# Keeping our Ocean Clean and Healthy

## *Prohibiting Oil & Gas Exploration & Drilling*



Many long-time residents of the Jersey Shore remember coming home from a day at the beach with “tar balls” on their feet. Sources of these oil blobs were many and were stopped by the mid-1980s. However, those memories and the unsightly and harmful effects of spills continue to serve as a cautionary tale. Indeed, the Gulf of Mexico continues to suffer the consequences from the massive oil spill in 2010.



Oil spill smudges 30 miles of Shore

Our region depends on clean ocean economies. Fishing, boating, diving, swimming, tourism, and the livelihoods these industries support represent billions of dollars. For three decades, the coalition along with a national network has worked to successfully keep oil and gas activities at bay. Unfortunately, recent relentless pressure has put the ocean at risk. After years of being under a bi-partisan Presidential and Congressional “do not drill here” list, the Atlantic Ocean is back in play, and energy companies are looking to start drilling as soon as possible. Exploration could begin as soon as 2015.



### ***Oil and Water Don't Mix***



In February 2001, Clean Ocean Action received frantic calls from citizens who observed birds covered in oil on

Monmouth and Ocean County beaches. It was a hit-and-run oil spill, likely originating from a ship entering New York Harbor. The relatively small spill fouled beaches and marine life. The culprit was never found.

Sponsorship  
Still Available

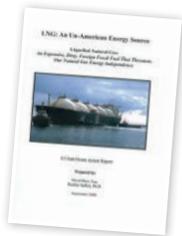
Fortunately, COA fosters a strong bipartisan federal and state opposition to oil and gas activities off the New York/New Jersey coast, and organizations, businesses and citizens are ready to rally and take action to save our coast and marine life. Indeed this pressure has given our region an “amnesty” from the worst oil threats by excluding NY and NJ from the official Mid-Atlantic area for drilling purposes. The federal government changed the entire federal map because we kept blocking efforts to drill in the Mid-Atlantic area. Some call this the Clean Ocean Action Exemption Zone. Now, for oil and gas development NY and NJ are included in New England region. But for every other federal activity, NJ is included as a Mid-Atlantic state. Of course, risks remain from oil drilling anywhere in the Atlantic Ocean, especially since the Gulf Stream flows north.



# Keeping Our Ocean Free from Harmful Industry

## *Blocking Liquefied Natural Gas (LNG) Facilities*

In 2008, three liquefied natural gas (LNG) facilities were proposed off the coasts of New Jersey and New York: a massive man-made island (dubbed “Insanity Island”); a floating port proposed by Exxon; and a floating “plug-in” port called “Port Liberty” proposed by Liberty Natural Gas. Initially, Clean Ocean Action was unclear about whether LNG was a boon or a bane. To develop an informed opinion about LNG, Staff Attorney David Byer and Staff Scientist Heather Saffert conducted an extensive investigation, which resulted in detailed report entitled, *LNG: An Un-American Energy Source*. It was clear that LNG was not in the public interest and could also interfere with a green energy future. The report described how LNG would harm marine life, including threatened and endangered species, create navigational hazards, and pose significant national security risks.



Since then, Clean Ocean Action has worked to oppose all LNG industrial port facilities proposed off the New York and New Jersey coasts. Campaigns have included rallies, the creation of a YouTube video and radio ads, public forums, and meetings with elected officials.

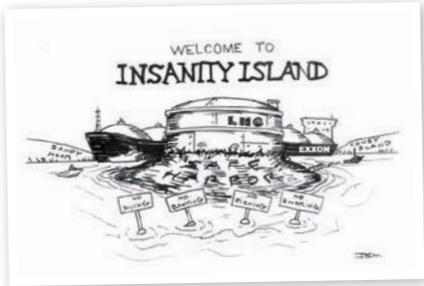
In 2008, then gubernatorial candidate Chris Christie was a vocal opponent, and on his first Earth Day as Governor, he stood by his campaign promises by accepting thousands of hand-made valentines delivered by students and by delivering his own vow to block any LNG project off the coast of NJ. He was joined by former Governor Tom Kean, who himself had made dramatic improvements to New Jersey’s environment during his time in office. Two projects were abandoned, but Port Liberty did not believe the Governor’s veto threat. In 2011, Governor Christie vetoed the proposal, and reaffirmed his veto again in 2012.



Surprisingly, Liberty has re-submitted the same proposal for an LNG import facility off our coast, but changed the name of the project to Port Ambrose. Recently, Coastal Policy Attorney Sean Dixon did extensive research into the law pertaining to the LNG port permitting process and global trends in natural gas markets and found evidence that the real plan for Port Ambrose is to export US natural gas overseas, which would dramatically increase the exploitation of shale gas on land in the US using hydraulic fracturing (“hydro-fracking”), a process that causes extensive air, water, and land pollution.

COA leads a coalition of over 130 organizations opposed to LNG throughout the region. Countless bi-state rallies, paddle-outs, meetings, hearings, presentations, information sessions, and press conferences have helped educate people and build opposition. The coalition is currently gearing up a bi-state campaign to block the Port Ambrose LNG port, and remains vigilant against future LNG proposals that would threaten our wild and industry-free ocean upon which so many of us depend. To date, nearly 25,000 citizens have submitted comments against Port Ambrose, and only 17 people have submitted comments in favor.





Thank you for keeping our ocean safe! Wishing you smooth sailing in the future.  
Sandy Hook Yacht Sales

# Outstanding Ocean Advocates

## *The Thompson Family – Littoral-ly Quintessential*

Drop a pebble in the water and it makes a ripple; drop a bunch of pebbles and they will make a big splash. Together, the ripple-effect created by the extensive and ever-growing family of BJ and Ernie Thompson of Fair Haven, NJ, have become the perfect wave of endless action to improve, protect, and defend their beautiful ocean. Each member of this impressive family of 24 and growing has played an important role in supporting, volunteering, enhancing, and contributing to the hard work of restoring the sea. Indeed, like treasured shells or sea glass found along the beach, their stories are sprinkled throughout many pages of this book.

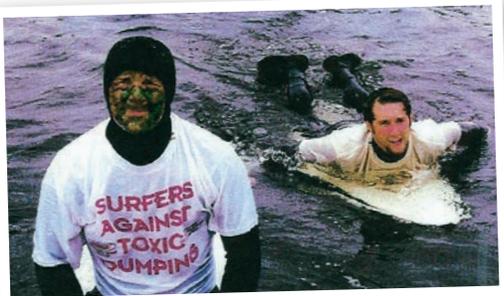
The nexus of this exceptional family is Scott Thompson, whose ocean spirit runs deep. An avid surfer since the 1960s, he traveled extensively to experience the waves around the country and the world. But, like a fish returning to native waters, Scott (known locally in the surf community as “The General”) came back to the Jersey Shore to raise a family with Mary-Beth. That was Kismet for Clean Ocean Action. A family of five, Mary-Beth, Scott, and their three sons, Tyler,

Mark, and Brett, are the quintessential family with positive vibrations that extend throughout the community. They are also found deep in the roots of Clean Ocean Action. In fact, we “littoral-ly” grew together in many ways.

Tyler was born just the same time Clean Ocean Action started. The General rallied his vast surfing network, called “the militia,” to join the fight and is always on-hand to “suit-up and paddle-out.” Mary-Beth, busy as she was with home and family, volunteered more and more. Both of them held leadership roles in the organization as sons Mark and Brett were born. Once the boys were in school, Mary-Beth’s impressive office and management skills led her to join our staff.



Over the years, The Thompson Family helped Clean Ocean Action grow. The next generation – Tyler, Mark, and Brett, along with their cousins and friends – starred in fashion shows and volunteered at every event. As soon as they were able, the three brothers became surfers and took on the role of ocean advocates. They each led the way in school—



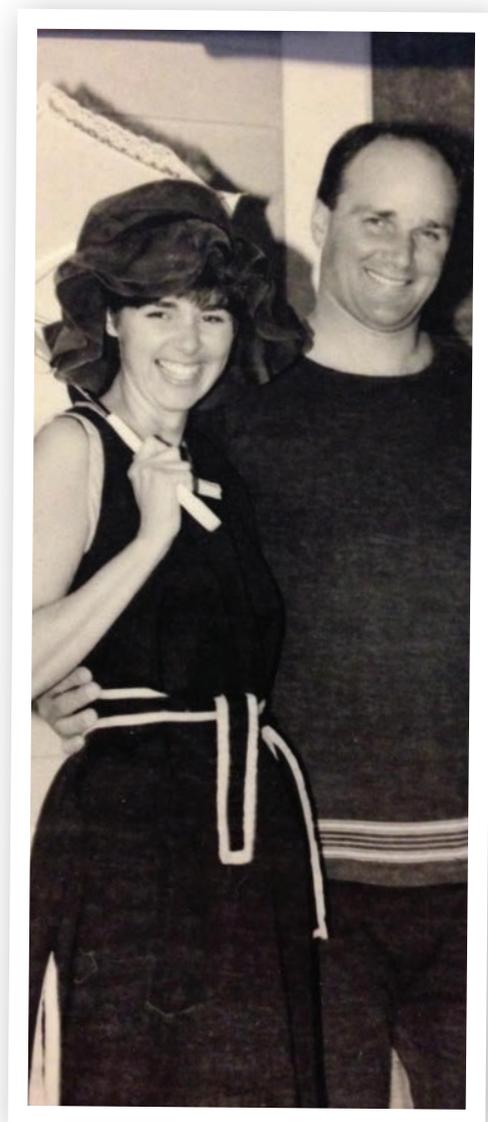
organizing environmental clubs and events. In college, they took their environmentalism abroad while in Australia, Chile, and Africa, respectively. Today, they continue to make waves for the ocean, even as Tyler and Mark start their own families, and Brett works with communities on their food sustainability in Tanzania in the US Peace Corps.

All the while, the General and Mary-Beth continue to inspire and nurture their family and Clean Ocean Action. We salute this rich, nurturing, vibrant, and "true-blue" family.

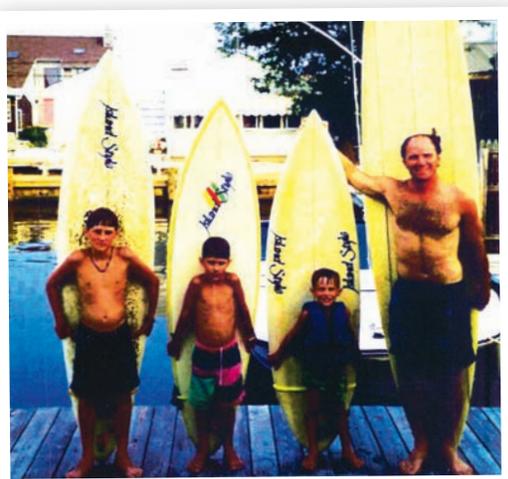


***"There is not a single campaign, benefit, event, rally, program, or activity that did not involve one or more of the Thompsons. They are remarkable. Along the way on our journey together, they have become a family to me, too, and I am so grateful for their love."***

*- Cindy Zipf*



*Just an Old-Fashioned love song.*



*Denman Beach House, Normandy Beach 1993*



*Tribe Goes Global with Andres of the Valpo Surf Project , Chilean Beach Clean-up on Global Ocean Awareness Day, June 2007.*

In celebration of the Thompson Family-True-Blue and ever inspiring.  
**With love, Cindy and Rick Zipf-Jones**

# Ocean Defenders - Unparalleled Legal Defense

*Litwin and Provence - A Dynamo Duo*

Clean Ocean Action is most grateful and fortunate to have two pillars of legal integrity overseeing the organization as counsel and much more. Gordon N. Litwin and Andrew J. Provence, of Litwin and Provence, LLC, have superbly guided, advised, counseled, protected, and defended the organization. Over the years, Clean Ocean Action has rarely been involved in court action due to our winning strategies. This is due in large part to the exceptional representation by Litwin and Provence—their arguments are so good, regulators know they would be better to negotiate than tangle in court with this legal team.

But, make no mistake. If you reject responsible reasonable compromise or defy the law, they will see you in court. They have spearheaded legal battles to protect the ocean with their outstanding environmental experience and brilliant skill moving ocean protection forward, and often setting national precedence.

At the same time, they draft legislation and have brokered negotiations that have influenced leaders from The White House to the State House. Review rules and regulations, assist COA Staff – especially the legal and science staff. You can see their hand within any ocean protection policy.

All the while, they are kind, good-natured, respectful, trusting, and joyful. They are wise, unwavering, and true-blue.

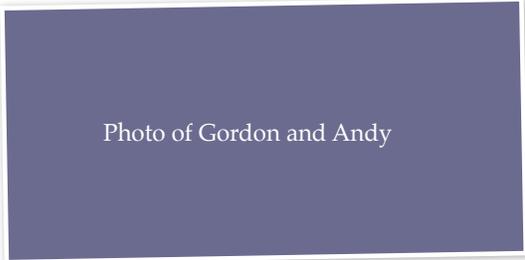


Photo of Gordon and Andy



**Cleaner Ocean Future Assured.**

*Counsel Andrew Provence and Gordon Litwin helped draft the bill that Governor Jim McGreevy signed in 2003. The legislation helped clean up the old Mud Dump. The legislation had bipartisan support. Senator Joseph H. Palaia (R-11) spearheaded the effort to stop ocean dumping of PCBs off the coast of New Jersey with Senator Adler (D-6) as a prime sponsor of the bill. An identical bill, Assembly Bill 2897, was also introduced with bipartisan support by Assemblymen Steve Corodemus (R-11) and Reed Gusciora (D-15).*



Waves of thanks for your outstanding leadership and guidance!  
Clean Ocean Action

# Dump No More

## *March for the Shore*

The “Dump No More, March for the Shore” was a week-long, 125-mile protest about the continued dumping of toxic muck in the ocean, despite earlier commitments to end the practice. The March started on Friday, August 25, 2000 at Cape May Point, and was timed to end at Sandy Hook, NJ, on September 1, 2000 – the third anniversary of the original 1997 federal promise to end ocean dumping of toxin-laden mud.

### *Highlights of the “Dump No More, March for the Shore” included:*

The Ocean Lifeline, made of flags, pennants and tee-shirts representing each town and group that participated along the way. It also included citizen-signed blue ribbons from individuals against ocean dumping. The Lifeline was a symbolic voice that called for the rescue of the ocean from dumping and was over 500 feet long. Kathleen Gasienica stayed up late into the night to sew the hundreds of items onto the line.

-  Over 1,500 marchers participated with banners, flags, and signs.
-  Mayors and other municipal representatives greeted marchers as they entered many towns along the route.
-  Elected officials, including US Senator Robert Torricelli and Congressmen Jim Saxton, Frank Pallone, and Rush Holt, joined a day of the March.
-  Governor Christine Todd-Whitman was met by the marchers and offered to establish a standard that would be safer than the lax federal criteria, which ultimately became state law.
-  The participation of national, regional and local organizations, including Alliance for a Living Ocean, American Littoral Society, Center for

 Marine Conservation, Friends of Island Beach State Park, Greenpeace USA, Jersey Coast Anglers Association, Ocean County Concerned Citizens, Monmouth County Friends of Clearwater, NY / NJ Baykeeper, NJ Audubon, Save Barnegat Bay, Surfers’ Environmental Alliance, and the Surfrider Foundation.

 A flotilla of boats originating in Highlands, NJ, flying “Dump No More” flags and banners, escorted the marchers from Sea Bright into the final rally point at Sandy Hook.

 Logistics were managed by COA staff family members Rick Jones and teenager Tyler Thompson, who traveled in an RV and set up tables and events in advance of the march.







# Fun Fundraisers



**2014 SHORE PADDLE**

**July 13th**  
on the Navesink River

**Victory Park**  
Rumson, NJ

REGISTRATION • 8AM  
8-MILE RACE • 9AM  
3-MILE FUN PADDLE • 9:30AM

plus

PRIZES FOR TOP RACE FINISHERS  
SUP DEMOS & CLINICS • BOARD RENTALS  
ECO FUN FOR KIDS • FACE PAINTING • YOGA

*All proceeds benefit Clean Ocean Action and Surfers' Environmental Alliance*

SIGN UP AT [PADDLEGURU.COM](http://PADDLEGURU.COM)

News & Updates: [FACEBOOK.COM/SHOREPADDLE](http://FACEBOOK.COM/SHOREPADDLE)  
Sponsorship & Donations: [CLEANOCEANACTION.ORG](http://CLEANOCEANACTION.ORG)



Clean Ocean Action rocks for the ocean!  
Congratulations from Plymouth Rock Assurance

# Tee Off for the Ocean

## *Ocean Golf Classic*



Under the creative and impressive leadership of Jeannette and Tom Yorke, the Ocean Golf Classic brought new faces to Clean Ocean Action's cause. Held annually from 2002-2007, the golf tournament raised important funds for the organization and awareness about ocean pollution. Through the years, the event was held at the Rumson Country Club, Deal Country Club, and Navesink Country Club. The field competed for awards and hole-in-one prizes. The Beach Club Challenge,

a tournament within the tournament, drew competitive foursomes from local beach clubs, the winner receiving a commemorative Ocean Golf Classic Trophy and the rights to fly the coveted Challenge Flag at their beach club for the following summer season. Chapel Beach Club was the enthusiastic winner of the Challenge nearly every year! Following the golf, players enjoyed a cocktail and dinner reception and silent auction with items donated by local businesses and friends of the ocean.



# Outstanding Ocean Advocates:

## *Riding the Wave of Support: Surfers Take Action*

Surfers share a spiritual connection with the sea. For hours at a time, they immerse themselves in the sea, in all weather and conditions and all year long. Surfers feel the very pulse of the ocean. Like divers, they are often the first alert system for the ocean, and we rely on them to report pollution events, animals in distress, or, to everyone's delight, marine life frolicking and enjoying the ocean. Naturally, they have always been ocean defenders.

At the same time, their marine mammal-like tendencies of spending hours in the sea make them more vulnerable to pollution and they have become an "indicator species." Surfers enjoy riding the swells brought on by a storm, be it a nor'easter, tropical storm, or hurricane; unfortunately, this is also when water quality is at its worst. Aging sewage infrastructure and rain transport water polluted with debris, oil and grease, chemicals, and pathogens into our

coastal waters. Clean Ocean Action works with surfing groups to protect public health and the environment.

Over the 30 years, our surfing coalition members, surf shops, magazines, and websites have supported campaigns and donated to events. Our surfing coalition members have participated in all of our major campaigns, from stopping ocean dumping and industrialization to improving standards and programs for water quality testing. Surf shops, magazines, and websites have served as important outlets to increase awareness about ocean pollution. Recently, SIMA (Surf Industry Manufacturing Association) has spotted our efforts and has generously funded our work.



**Richard Lee**, Director of Surfers' Environmental Alliance (SEA) speaks at a press conference on reducing plastics in the marine environment. He, along with other SEA founders Andrew Mencinsky and Brian Unger, has been long-time coalition member, and SEA has been involved in fighting ocean dumping of toxic mud and serving on the legislative committee to devise the Clean Ocean Zone campaign and legislation, as well as sponsoring Tour for the Shore.



**John Weber**, East Coast Regional Manager of Surfrider Foundation, speaks at a No Seismic Testing Press Conference. The Surfrider Foundation's many chapters – Jersey Shore, South Jersey, New York City, and Long Island – have all rallied in support of Clean Ocean Action and joined our campaigns and programs to make waves cleaner. John Weber and Greg Pollack were also Beach Sweeps Captains for many years.



Making waves to support a clean ocean for decades. Remember there is only one. **Stevie & Todd Thompson/Guaranteed Plants**



New Jersey's surfers join fight for the environment

At Summa Love Surfing & Yoga, owner Bryan Zinski promotes ocean stewardship at every surf camp by teaching students of all ages to respect and protect what they love – the ocean. They do a beach cleanup every day and contribute proceeds from special COA Days every summer. Bryan also volunteers at Student Summits, teaching kids lessons in surfing and environmental stewardship.



FOR THE LOVE OF SURFING...  
KEEP OUR WATERS CLEAN!

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We Provide More Than Just Supplies and Systems. WE Provide Solutions.

***“Mother Ocean Rules,”*** as do paddleouts, Scott Thompson and his militia of surfers from Paddleout.org consistently unite to support the Clean Ocean Zone and other initiatives. In prior years, Scott worked on ocean issues on the national board of SEA and also raised funding and awareness for COA as Director of the North Jersey Eastern Surfing Association. In this capacity, he coordinated the “Winter Surf Open” to benefit COA.



# Tour for the Shore

*By Land and Sea  
August 10 - 24, 2012*

In August of 2012, Clean Ocean Action, in partnership with dozens of businesses and organizations, led "Tour for the Shore" from Cape May, NJ, to Montauk, NY, to raise public awareness about the need for the Clean Ocean Zone.

The Tour involved an unprecedented journey by land and sea and an energetic duo. By sea, was volunteer extraordinaire and ocean adventurer Margo Pellegrino, who champions waterway protection by undertaking outrigger canoe paddling campaigns. On land, it was avid cyclist and COA Coastal Policy Attorney Sean Dixon. At the peak of the summer season, Margo and Sean journeyed concurrently from August 10 – 24, 2012, starting in Cape May and ending in Montauk. After a combined 14 days

of motion for the ocean, Margo and Sean had traveled a combined 850+ miles – 300 by sea and 550 by land.

During the Tour, coalition members and COA staff organized grassroots citizen events and walked the beaches, talking to beach goers. Businesses donated supplies and hosted evening meet-ups and forums. Hundreds of people small and tall signed-on to maps in official support of the Clean Ocean Zone. Representatives of numerous organizations staffed Tour events, informed citizens, and inspired participation in the Tour, including WATERSPIRT, who held a spiritual drum circle on their pavilion. Elected officials made appearances along the way to support the Tour and the Clean Ocean Zone.

In all, the Tour educated and motivated people, by land and sea, to support efforts for a clean ocean. You can take a virtual Tour for the Shore by going to [CleanOceanZone.org](http://CleanOceanZone.org).

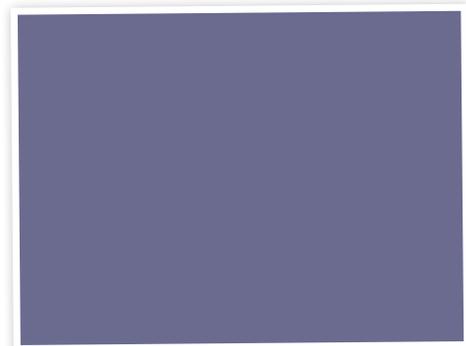
Photo: Richard Lee

Special thanks to ocean champions Surfers' Environmental Alliance for generously funding the 14-day event. Having helped draft the legislation, Richard Lee, Executive Director of SEA, is a "founding father" of the Clean Ocean Zone legislation, and a leading advocate for the water and beaches.



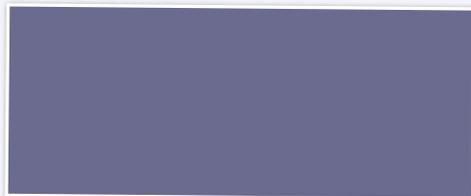


*In NJ, a group of 11 spirited women, called "Team Pirate Booty," raised over \$4,700 and earned themselves a paddle on the C-4 Watermen 14-person stand up paddleboard, "SUPzilla."*



*Emily and Will Grosarth hosted a lemonade stand to earn dollars for the Clean Ocean Zone*

Margo Pellegrino describes herself "a stay at home mother and near professional volunteer;" but Clean Ocean Action knows Margo as a paddling ocean advocate and a strong voice for the ocean. Recognizing the damage done to the ocean, Margo decided to "do something a little different" to get needed attention on the problems impacting the ocean. Margo organized her first 11-week sustained media campaign for ocean conservation and paddled from Miami to Maine in her outrigger canoe in 2007. *Margo has a caring family; her husband (Carl), two children (Billy and Julia), and amazing mother (NAME?) who support her while she is paddling for the ocean.*



# Student Summits: Seaside Symposiums

## *Students Become Scientists for a Day*

**E**ducating youth with hands-on events and activities is core to the mission of Clean Ocean Action. One such program is the Student Summit, a biannual event occurring in the Spring and Fall. Like most of our programs, this outstanding and exciting program has evolved over the years to its current successful and highly-rated format.

An early student gathering was held in May of 1990 at the United Nations in New York City. Entitled the "Youth

Environment Forum," the event was coordinated by COA Education Coordinator at the time, Susan Feiring. Hundreds of students sat in the General Assembly chambers and listened to fellow middle school students at the famous podium inspiring peers with their outstanding initiatives.

Our program to inspire students shifted to its current format of bringing school groups to the beach and providing an opportunity to explore the shore, have close encounters with marine life, understand the vulnerability of the ecosystem, and, most importantly, become aware of human impacts to the fragile coast and how to protect it. Much of today's "Student Summit" format was advanced by our South Jersey Coordinator at the time, Tony Totah. His creativity and knack for teaching, connecting model programs, and devising educational tools helped shape this successful program.

***"The program gave my students a good hands-on feel for the wonderful treasures that the NJ Shore has to offer. Each student left the program asking questions about the marine environment and how they can help protect it."***

*– Teacher Participating in the Student Summit*

The Student Summit provides New Jersey middle school students with an opportunity to experience hands-on, marine environmental education at the Jersey Shore. For many students, this is their first time at the beach. Field activities are led by volunteers and expert professionals. Our Student Summit remains popular and continues to be a free program,

thanks to donations by The Mary Owen Borden Foundation, Provident Foundation, Ocean First Foundation,

Comcast, Commerce Bank, and Staples Foundation for Learning. Over the years, C. Rooney Produce Company in Sea Bright, NJ, has donated cases of bananas and apples for the hungry explorers at the Summits.

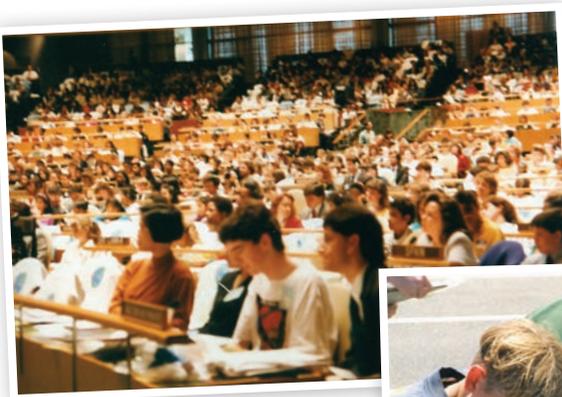
The Gateway National Recreation Area – Sandy Hook Unit and Island Beach State Park provide perfect outdoor classrooms for the Student Summits. Key to the program are the peer educational learning stations led by high school students from the Marine Academy of Science and Technology (MAST) and the Marine Academy of Technology and Environmental Science (MATES). The high school students are the work-station "educators" for a day; they become inspired by the joy of sharing their knowledge and are thrilled by the power of education.



The Summits provide students with an interdisciplinary experience that complements the New Jersey Core Curriculum Standards. Some of the topics include horseshoe crabs, identifying invertebrates, Project Terrapin, non-point source pollution, climate change, and sea level rise. Post-event student evaluation forms document the profound impact that the experiences have for improving the students' awareness and caring for the coast. Over the years, tens of thousands of youngsters have held a horseshoe crab for the first time. Gazing into the eyes of this pre-historic creature gives them a sense of wonder and responsibility.



*The tiny arms of a sea star reach out and touch a student, creating a bond that will be remembered with joy.*



Kathleen Gasienica is a marine educator extraordinaire and chief horseshoe crab advocate. She shares her knowledge about marine animals at opening presentations at Student Summits.



Kathleen is passionate about educating people

of all ages about one of New Jersey's unique and ancient marine animals, the horseshoe crab. She teaches the life history of this species, myths about this animal, its role in the ecosystem, its biomedical and economic importance to humans, and how we have impacted the species. Kathleen ensures that all who listen know the proper way to handle a horseshoe crab so they can get a safe, closer look at this invaluable species. She has educated thousands of children about marine animals in our programs and in her daily life. Kathleen has volunteered for Clean Ocean Action in so many ways and she is our treasured advocate for the ocean.



# Supporting the Coastal Economy, Concerned Businesses

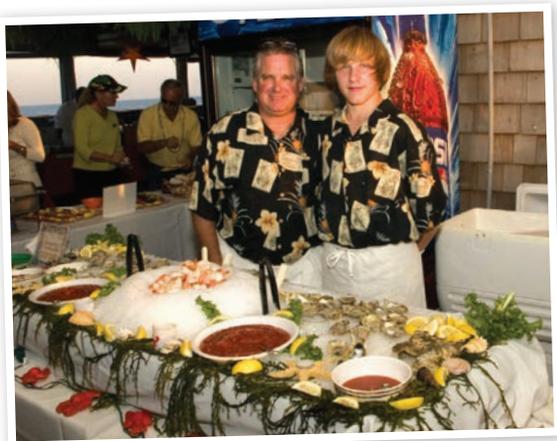
Concerned Businesses is a subsidiary task force of diverse and active industries, including bait and tackle shops, restaurants, supermarkets, professionals, corporations, and other businesses that operate by the credo, "What's good for the environment is good for business."



The Concerned Businesses of Clean Ocean Action was formed in 1988, after ocean pollution events of that summer and 1987 sent the coastal tourism industry into a tailspin, with billions of revenue dollars lost. The business community realized the importance of clean water for the New Jersey economy and became vocal advocates for Clean Ocean Action. Meetings were held to gather Concerned Businesses to strategize on issues and actions, and help attract new businesses to the coalition.

Concerned Businesses have testified at public hearings, spoken at press conferences, attended town meetings, and met with elected officials and other decision-makers. The businesses also provide financial and/or in-kind support for our organization's programs, such as the Beach Sweeps, as well as for fundraisers and special events. They have participated in our C.O.A.S.T. campaign, and some have served as Board of Trustees members.

The Concerned Businesses know the coastal economy from Cape May, NJ, to Montauk, NY, is dependent upon a clean, pollution-free ocean. They advocate for empowerment of shore businesses to protect their most precious natural resource – the ocean.



Best lobsters love best ocean advocates!  
Congratulations from Lusty Lobster and the Douly Family

# Business group fights pollution

By KENISTON W. TRAINOR  
THE REGISTER

SHREWSBURY — Members of Clean Ocean Action's Business Advisory Committee met at Citicorp last night to discuss ways to encourage other businesses to join the fight against ocean pollution.

Judith Becker, Citicorp human resource manager, said the business group was formed last summer to "serve as an advisory committee for Clean Ocean Action to address business-related activities."

Hunter McKee, of McKee Construction in Long Branch, said the advisory panel also is responsible for soliciting businesses to join the

Concerned Businesses of Clean Ocean Action.

"We've established the motto: What is good for the environment is good for business," McKee said.

He added that the group is putting together an information packet to send to interested business people to give them tips on how

See BUSINESS, Page 2A



**PRESENTS CHECK** — The Monmouth County Board of Realtors in support of the Clean Ocean Action Project presents a check to Cindy Ziph, coordinator of the coalition working in New Jersey. From left: Ziph, Don Willis, executive officer of the board, Mary Coffenberg, board chairperson of the Keep America Beautiful Committee, and Helen Hickey, 1st vice president of the board.

## Realtors supporting cleaner ocean water

**RED BANK** — The Monmouth County Board of Realtors has joined the Clean Ocean Action Project, a broad based coalition of concerned civic groups working to stop ocean pollution and clean up the waters of New Jersey.

"Our goal is to improve the degraded water quality of the marine waters off the New Jersey coast," said Mary Coffenberg, board committee chairperson and president of Little Silver Realty Inc. "Clean Ocean Action will identify the sources of pollution and educate the public and encourage citizen action to convince our public officials to enact and enforce measures which will clean up and protect our ocean."

"As Realtors we have pledged to offer the benefits of our knowledge and experience to the public," noted Don Willis, executive officer of the board. The Keep America Beautiful Committee has chosen to support

the clean water issue this year, as there are several bills before Congress and the Environmental Protection Agency (EPA) which will shape our nation's ocean protection policies for years to come," he said.

Robert Coult, Coult's Gallery of Homes and President of the Monmouth County Board of Realtors, expressed concern over the future of our multi-billion dollar tourism and fishing industry, is not taken now.

"Clean Ocean Action has the opportunity to significantly influence the decisions of the lawmakers," he stressed.

Three steps were taken by the board in initiating Realtor support and involvement. "A check was presented to Cindy Ziph, coordinator of Clean Ocean Action."

An education and information booth was set up at the recent EPA hearings at Monmouth College.



KEEP WHALES & DOLPHINS SPLASHING! SUPPORT CLEAN OCEAN ACTION.ORG



# Commemorative Tributes

*"Footprints in the Sand"*

Sponsorship  
Still Available

## *Footprints in the Sand*

Betsy & Bob Barrett

Flair Cleaners

Gloria Nilson

Highlands Business Partnership

"In Honor of Kathleen & Leo Gasienica"- Sue & Ed DePalma

Jersey Shore Partnership/Margot Walsh

Lisa & Jay Halikias

Lisa and Tom Mimnaugh

Milano Bros

Sperry Tents

Unitarian Universalist Congregation of Monmouth County



