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# 2005 ANNUAL REPORT

## ***RAISING AWARENESS: "YOU ARE THE SOLUTION TO OCEAN POLLUTION"***



***"In 2005, Clean Ocean Action marked 21 years of ocean advocacy work and continued to improve and protect the waters off the New Jersey and New York coast. The year was challenged by several proposals that would harm the ocean. Fortunately, strong, grassroots actions by citizens and organizations fought back and claimed victory in many cases. We celebrate these victories and pledge to continue the efforts to permanently protect our waters for now and the future."***  
**- Cindy Zipf, Executive Director**

In 2005, Clean Ocean Action (COA) launched a new public Awareness Campaign to engage citizens, organizations, and businesses across the region in actions to protect the ocean. Among the many highlights from this ongoing, grassroots effort were:

- COA reached thousands of shore residents and visitors with the premiere of the new 30-second Public Service Announcement (PSA), featuring **Bruce Springsteen's** song, "Waitin' on a Sunny Day." The PSA, directed by **Edvantage Media** and produced by **Coastline Group**, aired on TV 40-NBC South Jersey and WPIX/WB 11-NY, and on six radio stations from Sandy Hook to Cape May
- "The Giving Ocean," a six-minute informative video, was created by the same production team to introduce citizens and sponsors to COA's successes and work ahead
- A new print advertisement appeared in Currents, MAR Magazine, Night & Day Magazine, OCEAN Magazine, Two River Times, and others
- The campaign motivated new ocean advocates and raised \$160,364, and over 100 new volunteers signed-up to donate time, energy, resources, and assistance to COA programs
- Volunteers at 28 locations in Monmouth and Ocean Counties collected thousands of signatures on petitions and raised awareness during the summer C.O.A.S.T. campaign
- The Spring and Fall Student Summits provided 1,300 students and teachers a rewarding seaside learning experience
- Over 2,700 volunteers made a difference along the coast by participating in the 20<sup>th</sup> year of Beach Sweeps by cleaning beaches, collecting pollution evidence, and becoming part of the solution to ocean pollution.

## ***MAKING A BIG SPLASH***

Meet the wizard behind COA's 2005 Public Awareness Campaign, **Brian Pasch**. Brian, his wife Denise, and son Connor, were introduced to us in 2003 by long-time friends, Jeffrey Wrightson and Lance (Chick) Cunningham. Impressed by the achievements of COA, Brian immediately worked to improve the organization's marketing materials. Brian initiated the campaign with a surprise fundraising event at his home in his famous wine cellar. The event was followed by several others and led to the production of the 30-second Public Service Announcement, 6-minute video "The Giving Ocean," and other marketing materials. His extraordinary vision, expertise, and energy propelled this new and exciting campaign. The launch and continued success of the campaign is due to the Pasch Family's remarkable leadership and generosity.



A lifetime resident of New Jersey, Brian received a bachelor's degree in Physics with a minor in Education from Rutgers University. Brian has had a colorful career with employment ranging from a high school physics teacher, land surveyor, published author, and computer programmer. He spent three years working at Goldman Sachs in New York before joining a direct marketing company as a partner in 1993.

The Pasch family moved to the area in 1994, and into their new home in Rumson with their son Connor in 2000. Brian has become an active member of his community and a willing advisor to local nonprofit organizations. Through collaboration with local friends and community leaders, Brian has helped raise hundreds of thousands of dollars for Monmouth County based charities.





## 2005 ANNUAL REPORT: *Issues and Actions*

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### Watch-dog Activities...

#### CITIZENS REPORT POLLUTION AND

**PRODUCE RESULTS:** Concerned citizens in Atlantic Highlands and Highlands alerted COA about "fishy" dredging and disposal activities in nearby waterways. Investigations by the NJ Department of Environmental Protection (NJDEP) revealed illegal activity and permit violations. Clean-up and restoration was ordered.

**REGIONAL SOLUTIONS:** The Bayshore Regional Watershed Council, along with COA, initiated a citizen-based process to develop a regional dredged material management plan for Raritan Bay-Sandy Hook Bay.



**Cindy Zipf outlined the need for the "Clean Ocean Zone" to citizens and the media**

#### PERMANENTLY PROTECT OUR WATERS:

Support for the Clean Ocean Zone (COZ) grew in 2005 to include 84 organizations, 32 municipalities and environmental commissions, and 12,445 citizen petition signatures. New Jersey's Acting Governor Codey listed support for the COZ in the 2005 Coast Initiative. Legislation written by citizens was well underway and a briefing paper was finished. Members of the COZ Legislative Committee met with legislators in Washington, DC, to identify ocean champions to introduce the COZ bill.

#### PREVENTING AN OCEAN OF TRASH:

Federal legislation was introduced that called for the removal of thousands of tons of large debris from the ocean that washes-up on US shores each year. COA testified before a joint Congressional Committee hearing to provide evidence of the pollution problem.



**COA Intern Lisa Kiwak attracted regional media coverage for a summer education campaign**

**IMPROVING OUR WATERS:** As a result of actions taken by COA, organizations and citizens, the US Environmental Protection Agency (EPA) abandoned its flawed policy proposal that would have allowed poorly treated sewage to be dumped in our nation's waterways.

#### "DO YOU KNOW WHAT YOU'RE

**SWIMMING IN?"** Several heavy rain events spawned a massive algal bloom in June, keeping people out of the ocean from Sandy Hook to Long Branch, NJ. Monitoring results revealed bacteria levels in the water seven times the state standard. COA pressured the state to improve beach water monitoring and public notification.

#### TRACKING DOWN POLLUTION:

The "Sewer Sleuth Testing Kit," a "citizen-friendly" COA program that will help track down potential sources of bacteria in waterways was pilot-tested in Atlantic Highlands.



**(Right) A representative from US EPA, US Senator Frank Lautenberg (D-NJ), US Representative Frank Pallone, Jr. (D-6), and COA's Cindy Zipf discussed the condition of coastal waters at a May news conference**

## Energy Issues...

New and continued threats to the ocean from tapping energy sources abounded in 2005. Also, offshore renewable energy technologies were proposed.

**STOP OCEAN DRILLING:** The federal Energy Bill that passed in Congress included many provisions that threatened and undermined ocean, coastal, and environmental protections. US Rep. Frank LoBiondo (R-2) introduced a bill (H.R. 1571) that would permanently ban oil and natural gas exploration off the NJ shore. Also, US Senator Jon Corzine (D-NJ) and US Rep. Frank Pallone, Jr. (D-6) announced H.R. 1798 to permanently place a moratorium on oil and gas exploration and drilling off the entire Mid-Atlantic.

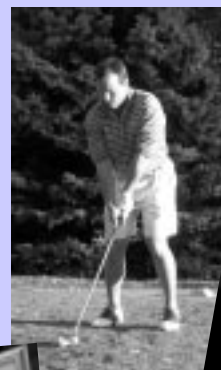
**CLOSE THE LOOP:** Oyster Creek Nuclear Generating Station sought to renew their NJ Pollution Discharge Elimination System (NJPDES) permit for its once-through cooling system, a system that has significant and adverse impacts on the marine environment. COA rallied organizations and citizens to comment on these impacts, which include thermal pollution, chlorination, and trapping and harming organisms and animals.



**Citizens gathered to discuss and develop strategies for water protection**

**ENSURE SOUND POLICY:** The Interim Report on Offshore Wind Development, released by the Blue Ribbon Panel, reviewed environmental and economic issues pertaining to proposed offshore wind facilities off the NJ coast. COA reviewed the report and gathered information about the proposed new use of the ocean.

**DEVELOP SOUND SOLUTIONS:** COA was named to NJ Governor-Elect Jon Corzine's Energy Policy Transition Team. The goal of the 15-member group was to shape an agenda and implementation process, as well as identify objectives and priorities to be addressed in the first six months by the new administration.



## Fundraisers for the Ocean - 2005

Support for a cleaner ocean has never been stronger. In 2005, ocean advocates celebrated at fun and festive events:

- The Sons of Ireland's Second Annual Polar Bear Plunge on New Year's Day raised \$20,450 for COA
- Nearly 1,000 citizens attended the Almost Open Party to benefit COA at Whole Foods of Middletown on June 13. The party raised \$24,369, and Whole Foods more than matched these donations, bringing the grand total to nearly \$50,000
- The exclusive premiere screening of COA's PSA and "The Giving Ocean" brought together over 100 ocean advocates at The Ocean Club in Atlantic Highlands, launching a wave of support
- 120 fish enthusiasts registered for and participated in the "flat-out" fun Flounder Tournament in April, hosted by Bahrs Landing; the event brought awareness to the fishing community about the affects of pollution on marine life, as well as on public health through fish consumption
- In May, the annual Family Luau for the Ocean brought entire families to Ship Ahoy Beach Club to celebrate a new beachy season
- 340 revelers enjoyed an evening of sea fare, music, and fun at the Sunset at Sandy Hook event at the Sea Gulls' Nest in September
- Golfers teed-off for a clean ocean at the Navesink Country Club for the 4<sup>th</sup> Annual Ocean Golf Classic





## 2005 ANNUAL REPORT: *Gifts to the Ocean*

*In appreciation...*

*Each of you gives significantly by volunteering your time, energy, and creativity.  
You empower COA and strengthen our ability to improve and protect our precious ocean.  
Together we continue to make a difference. We thank you all. - Cindy Zipf, Executive Director*

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*(We regret inadvertent omissions or inaccuracies and welcome corrections.)*

Special thanks to the following for their in-kind contributions:

Chuck Abel	Michael Gilhool	The Denise & Brian Pasch Family
Adpro Imprints	Gourmet Picnic	Pat McCarthy Photography
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Gateway National Recreation Area, Sandy Hook	Education Center	

*In addition, COA thanks the many individuals and businesses that have donated gifts and services to our various events and programs throughout the year.*



## 2005 ANNUAL REPORT: *Memorial Fund Internship Program*

Donations made in memory and in honor of friends and relatives are dedicated to The Memorial Fund Internship Program, which promotes and motivates new leaders in environmental advocacy. We are honored to receive these gifts in celebration of life and love for the sea.

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### *In Honor of...*

Birthday and Holidays for Raymond Dodd  
The Honorable and Mrs. Richard English  
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Holiday Gift for Stevie and Todd Thompson

### Corporate Matching Gifts...

*Cendant Corporation      ExxonMobil      Prudential Foundation*

### Earth Share of New Jersey (ESNJ)...



ESNJ is a nonprofit organization founded in 1995 by 18 of NJ's leading environmental groups, including COA, to raise funds through a payroll-giving program. In 2005, over \$9,000 was raised for COA's programs from employees of America's Charities, McKinsey & Company Inc, Prudential, and United Way, among others. For information on this program or for a list of participating companies, please contact Jennifer Smiga, COA Events and Development Director.

## Statement of Income and Expenses

### Income

Grassroots Donations	\$408,455
Foundation Grants	191,709
Interest	10,518

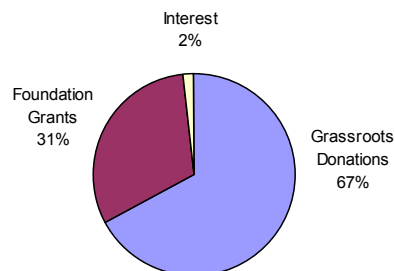
Total Income \$610,682

### Expenses

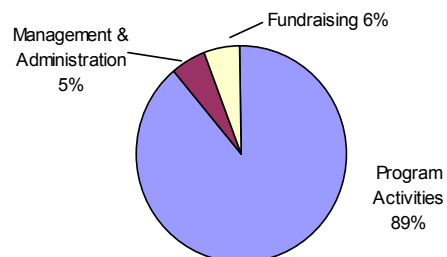
Program Activities	\$483,734
Management and Administration	31,209
Fundraising	29,590

Total Expense \$544,533

### 2005 Income



### 2005 Expenses



Clean Ocean Action's 2005 audit was prepared by Simon, Spinelli & Cambrione, Certified Public Accountants.

Copies of the audited financial statements are available upon request.