

Making Waves.

THE NATIONAL PUBLICATION OF
THE SURFRIDER FOUNDATION

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Getting Past The Simple Stats of Water

You've heard the statistics:

- **Over 70% of the world is covered by water**
- **Only 0.3% of the world's water is fresh**
- **60-70% of the human body is comprised of water**

In fact, we've all heard these statistics so many times and for so long, I don't think we hear them at all anymore. It's almost like hearing "We need air to breathe." We just assume these things. Why should we think about it any further?

We should think about it because it supports life.

The three statistics above suggest that water is a large enough resource that it demands our respect and attention. The tiny amount of fresh water on the globe further points to its value and importance as a key natural resource. The first two elementary statistics suggest that water is not only "a key resource," but also "the key resource" to our existence.

Yet we continue to live our lives as we do.

I think we do this because we don't realize there is a worldwide water shortage.

Here is a homework assignment:

- Google "water shortage" and view the results.
- Click the "News" column, and see how real this issue is around the world.
- Now, Google "water shortage" and add your state to that search (for example, I'd search "water shortage California").

Spend five minutes on this exercise and you'll quickly understand the magnitude of this issue.

However, there are many things we can do to curb our use of water:

- Rather than hosing down your driveway, use a broom. This can save you roughly 150 gallons of water each time you feel compelled to clean a driveway.
- Rather than taking a 15-minute shower and using between 7-10 gallons of water per minute, cut your shower time down to five minutes and use a third of the water.
- Rather than washing your car with a hose that you never turn off, use a nozzle, or better, take your car to the neighborhood carwash that uses recycled water.
- Rather than landscaping with non-native plants and pouring thousands of gallons of water on them each month, create an Ocean Friendly Garden with natural, indigenous plants that are drought-tolerant. You'll quickly find that your yard will blossom and your curb appeal will increase. Plus, you'll save massive amounts of water.

Perhaps the most interesting part of this list is how utterly simple the alternatives are. It's not like it's more challenging to use a broom on your driveway than a hose. In fact, we're really just simplifying our collective lives.

Treat water as if your life depended on it. Because it does.

Jim Moriarty
CEO, Surfrider Foundation

For more information on water, visit
www.knowyourh20.blogspot.com



The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enjoyment of the world's oceans, waves and beaches, for all people, through conservation, activism, research and education.

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127 victories since 1/06. The Surfrider Foundation is striving to win 150 environmental campaigns by 2010. For a list of these victories please go to: www.surfrider.org/whoware6.asp



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Blue Water Task Force

Looking for an easy way to get involved with a chapter and make a difference? Find out if your lo-

For the fourth consecutive year, Aveda's distributors and employees selected the Surfrider Foundation as their Southern California Earth Month partner. Throughout April, Aveda will conduct a company-wide campaign to promote access to clean water worldwide, and participating salons and retail stores in Southern California will host everything from cut-a-thons to raffles with proceeds going to the Surfrider Foundation. In addition, Aveda employees and customers are invited to get out of the salon and out to the beach with Chapters to give back. To learn more, head to your local Aveda retail store or salon, or visit www.aveda.com.

AVEDA
THE ART AND SCIENCE OF PURE-FLOWER AND PLANT ESSENCE



Surfrider is coming to a college near you.

courtesy of the Oceans Tour, one of Participant Media's Social Action campaign initiatives for DisneyNature's Earth Day release "Oceans." Beginning March 20th, the tour will visit college campuses nationwide with a series of music art installations and special advance screenings of DisneyNature's "Oceans." The Surfrider Foundation will be onsite at each of these events to help educate students about the threats facing our coastlines, and the simple steps we can take to protect them.

Check out www.savemyoceans.com
for a complete list of tour dates and stops.

Disneynature's "Oceans" releases in theaters on April 22, 2010.



KNOW YOUR H₂O

An Introduction to Water

By: Drew Albenze, Joe Geever and Belinda Smith

Water... it's the basis of life. Many of us know it by its chemical compound, H₂O. We swim in it. We surf in it. We use it to irrigate our lawns, crops and parks. We bathe with it. We drink it. Yet, despite our familiarity with it, most people never stop to question where all this water comes from, or where it goes when we are finished with it.

Here's a quick pop quiz to test your knowledge about water. See how well you can answer these questions:

- Where does your water come from before it arrives in your home?
- Where does it go after it leaves your home?
- How much water does your household use a month?
- What chemicals or contaminants are in your water before it reaches your home?
- What chemicals or contaminants are in your water after it leaves your home?
- How much energy is required to supply your water?

You might ask yourself, "What does the water that passes through my home or business have to do with the Surfrider Foundation's mission?" The answer is "everything." How we manage our fresh water is intimately connected to the quality of our ocean water and health of our coasts.

Nowhere is this more evident than in California. With a population of nearly 39 million people and over 13 million housing units, California spends a staggering amount of money and energy trying to facilitate its handling of wastewater. The most common method throughout the state is to partially treat wastewater and then pump it out into the ocean. This is not unusual; municipalities across the country practice this same method of wastewater disposal. Complicating the issue is the

fact that, due to its ever-increasing population, California is facing a growing challenge in meeting its fresh water needs. In response, many cities are actively pursuing desalination as a way to increase their fresh water supply. This means that California is spending money and energy to treat wastewater that is flushed into the ocean, before spending even more money & energy to pump water back out of the ocean and filter out the salts. We have dubbed this wasteful and energy intensive process of pumping and dumping "the cycle of insanity."

While these issues are particularly challenging in California due to rapid population growth in arid regions, they are being felt all across the nation and around the world. To break this cycle, we need to look at the entire water management system in a holistic way.

Communities need to find a way to manage their water needs, so that they can meet demand without harming nearshore ecosystems, increasing ocean pollution, and wasting energy. The good news is that there are a number of real, relevant and viable solutions that can not only solve our fresh water problems, but also improve and restore the health of our coasts. These solutions are all based on a simple and time-proven strategy: reduce, reuse and recycle.

"From the water recycling efforts that are taking place here in Orange County, CA, to the low impact development initiatives that we are seeing in cities like Portland, it is clear that we can solve our water management crisis using existing approaches that are practical and cost effective," says Surfrider Foundation Environmental Director Chad Nelsen.

Water being treated at a plant, before being discharged into the ocean.



dreamstime

marinephotobank.com

Divers survey a sewage outfall off the coast.





A ship sails in solitude through the waters of the South Pacific

One thing is sure: without a radical change in how we manage our water resources, this crisis will not only continue to impact our marine and coastal environments, it will also contribute to the problem of climate change, which indirectly impacts us all.

The Surfrider Foundation will cover this topic extensively in future issues, exploring the different elements of our water management system and holistic solutions that can solve our fresh water crisis and improve the health of our oceans, waves and beaches.

Water shortages are a serious issue.

At least 36 states are projecting shortages between now and 2013. While 70% of the Earth is covered by water, only 1% is available for our use. Look at how we are using it:

- Each American uses an average of 80-100 gallons a day inside and outside of their homes
- Home water leaks can waste up to 90 gallons of water a day.
- A leaky toilet can waste up to 200 gallons of water a day.
- In 2000, the United States used about 408 billion gallons of water per day to satisfy the country's water needs.
- We waste about two gallons of water per minute when we leave the bathroom faucet running while brushing our teeth.
- One average load of laundry uses about 41 gallons of water.

Daily indoor per capita water use in the typical single family home is **50-70 gallons.**

Here is how it breaks down (gallons/percentage of usage):



11.6 / 16.8%



15.0 / 21.7%



1.0 / 1.4%



18.5 / 26.7%



1.2 / 1.7%



9.5 / 13.7%



10.9 / 15.7%



East Coast

In November, the East Coast Chapters held their largest regional conference to-date with over 50 volunteers from Maine to Georgia convening in Beach Haven, NJ. Like past conferences, the majority of the training was done by volunteers; **Lindsey Jurca** and **Bill Hickman** guided activists through Core Volunteer Trainings and Volgistics, and **Julie Lawson** and **Chris Wade** walked everyone through their highly successful single-use bag and LNG campaigns respectively highlighting how those campaigns built up their chapters.

Earlier this winter, on a cold Saturday morning, the **New Hampshire Chapter** hosted a beach cleanup with 16 volunteers collecting over 150 pounds of trash and 450 pounds of rope and traps.

After a two year process of listening and stakeholder input, the **Massachusetts Chapter** officially commented on the Draft Massachusetts Ocean Plan due out in 2010 that will prepare the state for Marine Spatial Planning to balance various ocean activities and needs. In addition, the Chapter welcomes in new Vice Chair **Katrina Sukola**.

The **Rhode Island Chapter** staged "Trick-or-Trash," a giant one-day beach cleanup in conjunction with a computer and e-waste collection. In a single day, volunteers cleaned eight surf spots collecting nearly 5,000 pounds of waste. The Chapter wishes to thank Narragansett Rubbish for hauling away the trash, and to Cartridge World and Office Recycling Solutions for collecting the e-waste.

Recently, the **Eastern Long Island Chapter** volunteers participated in a beach cleanup specifically aimed to remove heavy and large debris from the north side of Montauk Point. Volunteers including organizer **Mike Bottini** and **Lisa Pierce Fiedelholz** (and her three children), filled five pickup trucks with mangled lobster pots, fishing gear, and knotted nets off the beach.



Jay Fruin throws another lobster pot in the truck.



L-R: Stephanie Levine, Jay Levine, Bob Donahue and Eugene Alper with one of the five truckloads of fishing gear removed from Montauk's beach.

Southeast

Down South in Georgia, members of the **Coastal Georgia Low County Chapter** continue to gather field data on shore birds for the City of Tybee Island's "Runoff, Shore Birds and Beach Water Quality" research project funded by a grant from the Coastal Management Program of the Georgia Department of Natural Resources and NOAA. According to marine scientist and Chapter founding member **Dr. Joe Richardson**, "The inclusion and involvement of Surfrider volunteers was instrumental in getting this project approved for funding." Over the course of the project, Surfrider Foundation volunteers will conduct field surveys to compare beach water quality in areas of high bird density to control areas. For more information about this research project, contact Dr. Joe Richardson of Coastal Environmental Analysis at joe@ceasurf.com.

In 2009 Atlanta set new rainfall records. Unfortunately, all that rain flooded many homes, businesses and parks with as much as 30 feet of water, mud and debris. Following the storms, the **Atlanta Chapter** led by **Brian Harvin** and **Chris Andrews** joined several other volunteer groups and the National Parks Service to dig out Paces Mill River Park on the Chattahoochee River.

In October, the **Florida Chapters** petitioned the United States Supreme Court to uphold beach access and public trust law in the state of Florida. Surfrider Foundation entered an amicus curiae, or "friend of the court," brief in the *Florida Department of Environmental Protection v. Stop the Beach Renourishment* case that was argued in early December. The case will determine the constitutionality of Florida's beach management program with regards to the judicial takings doctrine, and fundamentally will decide when the beach belongs to the public or whether it is private land after beach renourishment has occurred.

The chapter supports the State of Florida in asserting that the beach is held in public trust. Emerald Coast Atlanta board members **Michael Sturdivant** and **Steve Combs** traveled to Washington D.C. to attend the hearing, where the home-owner's attorney conceded that they never owned the previously submerged land, so only the taking of any rights seemed to remain in question. There was a lengthy discussion about beach-view vs. beachfront property, about whether the owners had actually suffered any damages, or if they gained storm protection and property value from the project. The Supreme Court is expected to issue its decision this spring.



Jeff Andrews

Surfrider volunteers help remove mud and silt from Paces Mill River Park's picnic area.

West Coast

The **San Francisco Chapter's** "Plant Don't Pave," and Ocean Friendly Gardens programs, received city grants to help beautify the Sunset with native species, reduce urban runoff and ultimately curb ocean pollution. In addition, the Chapter broke ground on the community-driven Ocean Friendly Garden project, exhibiting responsible and native planting in the local community.

In other news, the San Francisco Chapter's (RAP) committee chair, **Kathleen Egan** won a trip to Alaska for her work building a life-sized, wave from plastic trash. The Chapter's (RAP) sub-committee is thriving, working to chronicle plastic on the beaches, and push local Sunset district merchants to cut plastic use.

Inspired by a local activist's efforts to respond to continuing erosion issues in Half Moon Bay, the **San Mateo County Chapter** organized an October meeting and forum to discuss erosion impacts and access improvements at Surfer's Beach. The informational dialogue covered the causes of erosion and potential responses to erosion in an effort to engage and activate community members on issues. The San Mateo County Harbor District lead the discussion and the development of projects that will help remediate the harbor's retention of sediment, and prevent it from reaching Surfer's Beach, down coast areas, and cause erosion.

The **San Luis Bay Chapter** has appealed the decision of the County Supervisors approval of a gravity sewer in Los Osos to the California Coastal Commission. The Chapter is asking the Commission to safeguard the environmentally sensitive habitat in the Morro Bay area. The Chapter endorses a STEP collection, which is a pressurized system employing fused pipes. Chapter members believe this system will best avoid impacts to the environment and sewage spills since it does not use gravity sewer features such as pump stations, and will minimize infiltration into sewage collection pipes.

Many surfers get nervous around sharks, but the **Marin Chapter**, located in the heart of the Red Triangle, understands and educates people on the importance of sharks in marine ecosystems. As co-sponsor of Sharktoberfest, surfers including local Marin Chapter member and white shark survivor Jonathan Kathrein assembled at the Aquarium of the Bay in San Francisco to party with the sharks and create opportunities to learn about and celebrate their importance. The event included film screenings, discussions and a party was held with the National Marine Sanctuary. "Sharks are important components of a healthy ocean," says event organizer and Surfrider Foundation

member **David McGuire**, "and surfers recognize that." 2010 embodies tremendous potential for the brand new Executive Committee of the **South Bay Chapter**! The Teach & Test Program continues to flourish with numerous local high school students actively monitoring bacteria levels at their local beaches. In addition, the Chapter is engaging dedicated Surfrider volunteers who, along with the students, are making a hands-on contribution to their community, and sprouting a new generation of environmental activists.



L-R: 2010 South Bay Executive Committee: Paul Albertson, Ronald del Valle, Aaron Reise, Doug MacGilvray, Brooke Jones, Chris Frias.

Pacific Northwest

Thanks to the hard work of local Eagle Scout Ty Gideon, Ocean Shores has a re-established beach access point. Ty, with the assistance of the **Olympic Peninsula Chapter** and **South Coast Organizing Committee**, worked directly with the city to meet all the necessary requirements and secure funding. With the help of family, friends and his troop, Ty was able to clear and level the lot, and have telephone poles delivered and arranged to mark the trail. All of us at Surfrider Foundation are proud of Ty and thank him for caring about our oceans and the access we have to them.



Blue Water Task Force labs are now up and running in Seattle, Westport, Tacoma and Bellingham, expanding the Washington Chapters' testing area. View results on the Chapters' websites, blogs and social media pages.

The **Portland Chapter** hit the ground running this winter with the Snowrider Project and watershed education initiatives.



L-R: Marin Surfrider member and shark survivor/advocate Jonathan Kathrein, Sherman's Lagoon Jim Toomey, Marin Surfrider member/event organizer David McGuire, and author Margaret Kathrein.

Following extensive coordination with the Mt. Hood Ski Bowl and the US Forest Service, Michael Halle lead the charge for getting new “Don’t Be a Tosser” signs for the ski lift towers encouraging mountain-goers not to litter. A month later, Timberline cut a deal to install signs on their lift towers as well.

On the oceanfront, Chapter Chair, **Stiv Wil-son**, joined oceanic plastic researcher Dr. Marcus Eriksen from Algalita Marine Research Foundation to sail the Atlantic Gyre and collect water samples. Throughout his journey, Stiv will document the research and provide daily updates to chapters across the country through various blogs and websites.



Ted Hardy scaling the lift tower.

The **Newport Chapter** has been working steadily on their efforts with the Georgia Pacific (GP) Pulp Mill campaign, organizing a public forum in partnership with Oregon Sea Grant to facilitate a dialogue and panel discussion around the outfall’s much anticipated monitoring plan as required by their new ocean discharge permit. The panel will include representatives from the chapter’s environmental issues team, Georgia Pacific, and Oregon Department of Environmental Quality, along with an Oregon State University near-shore scientist.

The Newport Chapter is also gearing up for an Ocean Friendly Garden demonstration project at Newport City Hall, implementation of the Nye Creek bioswale mitigation project, and youth storm drain art projects.

The **Clatsop and Curry organizing committees** located on the north and south coasts, are moving forward with their respective Blue Water Task Force programs and addressing local water quality issues. Students at Astoria High School are developing graphs and charts for Cannon Beach City Council Members correlating rainfall with high bacteria readings. In the south, volunteers continued working with Port Orford on an ordinance for storm water best management practices.

Hawaiian Islands

The North Shore’s Waimea Valley Pavillion was rocking on November 14th as the Surfrider Foundation **Oahu Chapter** hosted the 7th Annual John Kelly Environmental Achievement Awards sponsored by Barefoot Wine, Kona Brewing Co., and the Triple Crown of Surfing. The evening honored artist Bill Braden with the Environmentally Friendly Local Company Award and his involvement with the Save Pukea-Paumalu campaign, Yvon Chouinard with the Lifetime Achievement Award, and Keith, Chris and Dan Malloy with the Professional Surfer Award.

The event hosted over two hundred activists and supporters, and raised over \$7,000 for the Oahu Chapter and their continued efforts to protect Hawaii’s oceans, waves and beaches through programs such as Rise Above Plastics.

In addition to the John Kelly Environmental Awards, the Surfrider Foundation hosted a Hawaii Chapters Conference at Camp Erdman. The inaugural two-day conference brought together 30 members from Oahu, Kauai, Maui, and the Big Island, and provided a venue for discussion and strategic planning for the Foundation on a statewide level.



John Kelly Environmental Achievement Award recipients (L-R): George Kam (accepting on behalf of Yvon Chouinard), Jinny Braden, Bill Braden and Keith Malloy.

International

The **Vancouver Chapter** recently hosted a free screening of the Canadian documentary *Addicted to Plastic*, followed by a discussion panel with several keynote speakers including director Ian Connacher, Ben West from the Western Canada Wilderness Committee, and **Maya Stano**, the Vancouver Chapter’s Vice Chair. This screening served as the launching platform for the Chapters’ recently completed policy paper “Avoiding a Plastic Bag Legacy – Vancouver Plastic Bag Ban: Stimulating Progress Toward Sustainability,” which will be submitted to the City Council in support of the Chapter’s efforts to inspire a citywide ban of single-use plastic bags.



The Vancouver Bag Monster

In addition to the policy paper, the Chapter recently produced a pamphlet for local businesses outlining the environmental issues associated with plastic bags, along with a number of simple solutions business owners can implement to help reduce their dependence and use. The Chapter is also working to distribute postcards that can be used for taking inventory of plastic waste in the natural environment with the hope of compiling an extensive database on the presence of plastic litter throughout British Columbia.



MUSICIAN, PRODUCER AND SCUBA DIVER:

BLINK-182'S BASSIST MARK HOPPUS TELLS US ABOUT HIS CONNECTION TO OUR OCEAN



Megan Thompson

Mark with his favorite sea-creature. This is an artificial octopus. None were harmed for this photo shoot.

For many musicians and bands, the ocean and its accompanying lifestyle plays an important role in their careers, inspiring songs, album artwork, and an overall vibe. How has it played into your musical career as an artist and as producer?

Growing up in Southern California, I think the surf/skate/punk culture has been ingrained since the beginning. I can't point to a specific manner in which it has influenced me, because its effect is all encompassing. It's part of who I am.

You recently hosted the Surfrider Foundation's 25th Anniversary Gala. How did that and your involvement with the organization come about?

I wanted to do what I could to help keep the oceans clean. Clean oceans are very important to me. I looked around to see what I could do. Surfrider is a So Cal-based organization working on a worldwide scale. They have a positive attitude and message, and seem like great people. I called them up and asked if there were any way I could help. We worked on a few projects to help raise awareness and money for the cause, and a few months ago they called and asked if I would host their annual event. It was an easy "yes" on my part, but I'm convinced that after seeing my hosting abilities they're wishing they had gone with Sal Masekela. He's way better than I am. Had a great time, though!

Not many people know you're an avid SCUBA diver. How did you get into diving, and where are some of your favorite spots?

My whole life I've always wanted to dive. It seemed like the perfect combination of exploration, technology, oceanography, and being an astronaut. But I was always too scared. What if I saw a shark?! Then, a couple of years ago I was on vacation in Hawaii, sitting by the pool, and a woman walked by our cabana and asked, "Who wants to learn how to scuba dive today?" Out of nowhere I heard myself say, "I do!" I went diving, loved every second of it, and have been avid ever since. I've dived/dove/been diving up and down the Channel Islands, Turks and Caicos, Hawaii, Fiji, St. Thomas, etc. My favorite dive spots are right here in California. The Channel Islands are beautiful, and it's really encouraging to see the life coming back to overfished and depleted areas in the preserves. I truly believe that divers, surfers, fishermen, swimmers, lobster trappers, and everyone else can work together and thrive in Southern California (and everywhere else) in a positive and constructive manner while being responsible stewards of the oceans. Wow that sounded professional.

In your opinion, what do you think are some of the greatest threats to our oceans and marine life?

Ignorance. Not knowing how our actions affect the oceans. Thinking that one little thing won't hurt or help anything. Thinking "eh, it's just one plastic bottle, or one fish, or one lobster, or can of oil" magnified millions of times every year makes a huge difference.

Why do you feel it is important that people care for and protect their oceans, coasts, rivers, lakes and waterways?

It's crazy to me when I get asked this question. The answer seems self-evident. Why is it important to protect that which covers 70% of our planet, and is necessary for all life on earth? But yet, here we are...

In honor of Making Waves' Water issue, tell us five things you do to protect and preserve your diving spots.

First, I've stopped washing my car in my driveway, and take it to a carwash that treats and recycles its water. I have also added a water softener to the house. These two small changes alone have allowed my family and I to reduce the amount of water we use, and have decreased the amounts of soap, shampoo, etc. that go down the drain and into our water system.

I try real hard to utilize my re-usable grocery bags in an effort to reduce the amount of plastic bags that end up floating around in the ocean. One day recently a friend and I were heading out to Anacapa on his boat, and while we were still in the harbor, the intake sucked up a plastic bag and it blew out one of the engines. Our day was ruined. This one is hard for me; because it means that I have to have the prescience to realize when I go to the store I'm going to need bags when I check out. Maybe I'll start keeping the bags in the car, so they're there whenever I go to the store. Hmm...

I've also changed our home's landscaping to drought-tolerant succulents. Southern California is naturally arid, and by replacing most of my yard with beautiful succulents, I can keep the lush green look that I dig, while using less water and eliminating the amount of fertilizer and pesticide runoff. Again, all those chemicals have to go somewhere when it rains...

Last, but not least, I joined the Surfrider Foundation, to help a cause that I believe in and stay to informed about the conditions of our oceans and coastlines.



CONNECT THE DROPS

The Surfrider Foundation is proud to announce it has teamed up with Brita and Nalgene's FilterForGood campaign. Together, Surfrider Foundation and FilterForGood will inspire individuals to "connect the drops" and make positive choices to ensure our nation's waterways stay clean and healthy for generations to come.

FilterForGood and the Surfrider Foundation share the goal of inspiring individuals to make positive choices that ensure healthier water for our communities and the world. The FilterForGood campaign, a movement started by Brita and Nalgene, raises awareness of the simple steps everyone can take to live healthier, eco-friendly lives, such as staying hydrated by filling reusable bottles with Brita filtered water instead of purchasing bottled water.

"Working side by side with Surfrider, FilterForGood will expand on its core mission to promote personal sustainability by inspiring individuals to take better care of themselves, their communities and the planet," said Drew McGowan, Brita senior group manager.

As part of their exclusive national water partnership with the Surfrider Foundation, FilterForGood will donate \$100,000 to the organization to fund ongoing efforts to maintain and enhance water quality throughout our nation's watersheds.

"The Surfrider Foundation is renowned for our commitment to keeping America's oceans, waves and beaches clean, but we also understand the importance of maintaining clean, healthy inland waterways because of their key role in the hydrologic cycle," said Matt McClain, Surfrider Foundation's Director of Marketing and Communications. "By working with FilterForGood we can make a greater impact nationwide, so that we'll all have clean and healthy water to drink, surf in and enjoy."

To find out more about Surfrider Foundation's partnership with FilterForGood, as well as to see the duo's stunning new ad, go to <http://www.filterforgood.com/surfrider>.

HOW THE WORLD USES FRESH WATER

- about 70 percent for irrigation
- about 22 percent for industry
- about 8 percent for domestic use

Source: World Water Assessment Program (WWAP)

The total volume of water on Earth is about 1.4 billion km³.
The volume of freshwater resources is around 35 million km³,
or about 2.5 percent of the total volume.

Source: United Nations Environment Program (UNEP)

12 STEPS
TO IMPROVE
WATER QUALITY

Don't pour
chemicals down
the drain

11

Smokeless Tobacco Settlement Benefits Surfrider



In November, Surfrider Foundation received a check for \$600,000 as part of a cypres plan of allocation resulting from a \$96 million class action settlement against the U.S. Smokeless Tobacco Company. This gift represents the second largest gift in the Foundation's history, and was made possible through the efforts of attorneys Randy Renick of Hadsell Stormer Keeny Richardson and Renick, LLP and R. Alexander Saveri of Saveri & Saveri, Inc. In 2006, Renick and Saveri also played an instrumental role in Surfrider's single largest gift ever – \$880,000 – from a settlement against the makers of polychloroprene or neoprene.

The recent case was brought on behalf of users of smokeless tobacco who – as a result of U.S. Tobacco's anti-competitive and illegal sales and marketing practices – were forced to overpay for the product. As part of the settlement, purchasers of U.S. Tobacco products were provided an opportunity to file claims and receive their share of the settlement. After tens of thousands of claims were paid in full, millions of dollars remained for distribution to public interest, legal services, and non-profit institutions in California.

As a result of Surfrider's ability to leverage the 2006 settlement into a series of important victories and long term programs that will continue to significantly benefit the public, Renick and Saveri ensured that Surfrider was a recipient of funds from this latest settlement.

"Having had a previous chance to work with Surfrider to fight for substantial and positive environmental change was fantastic," said Randy Renick. "Now having a second chance to provide Surfrider with some of the tools it needs to continue to protect California's coasts is extraordinary. We couldn't be happier to see them receiving a significant piece of the settlement."

Coming just prior to the holidays, the gift was the "icing on the cake" for Surfrider's 25th Anniversary year; a year in which our donors responded to the economic crisis by increasing major gift support by 6% over 2008. Surfrider Foundation's Executive Director, Jim Moriarty stated, "In a difficult economy we closed 2009 in excellent shape. This gift from Randy and Rick only adds to that success and will allow us to engage in new campaigns to protect oceans, waves and beaches throughout California."

It's Survey Time!

Please take part in our
Making Waves reader survey:
www.surveymonkey.com/s/3T227VR
Participants will have an opportunity
to win a limited edition Surfrider
25th Anniversary Casio G-Shock
timepiece



1 **MEN'S LIMITED EDITION
"BEACH FIRE CLASSIC"**

Organic T-shirt (S-M-L-XL-XXL)
Sale \$12.00 while supplies last

2 **ROBB HAVASSY 2010 CALENDAR**

15-month calendar showcases
Robb Havassy's detailed artwork.
\$15.95

3 **MONOPOLY
"SURFING EDITION" GAME**

An all-ages version of Monopoly that takes
you to the World's best surf breaks.
Sale \$29.95

4 **SURFRIDER FOUNDATION FLEXFIT HAT**

Made of bamboo/organic cotton blend and
embroidered in white on indigo blue.
\$24.95

5 **ROBB HAVASSY "LOVE & SURFING"
ORGANIC T-SHIRT**

100% organic black t-shirt features
woman surfer sketch
on front with logo on the sleeve.
(S-M-L-XL) \$26.00

6 **SURFRIDER FOUNDATION
TRUCKER HAT**

Earth brown adjustable hat is 70% organic
cotton and 30% recycled polyester
with the Surfrider logo on the left.
\$20.00

7 **"ICONIC" TRAVEL MUG**

Features 25 of the world's
most iconic waves in honor of the
Surfrider Foundation's 25th Anniversary.
Made from recycled plastic and is BPA free.
\$12.95

8 **WOMEN'S "SEAGULL" HOODIE**

Made from 100% organic cotton, it features
"Surfrider Foundation" on the front,
"Protect and Surf" on the left arm,
and seagulls on the hood.
(S-M-L-XL) \$50.00

9 **SURFRIDER FOUNDATION
RECYCLED TOTE BAG**

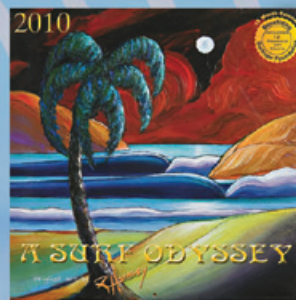
Made of 85% recycled polyester and measuring
12.5 x 14.5 x 7, each bag diverts three 20oz.
plastic bottles from entering a landfill.
\$9.50

10 **MEN'S "WAVE" HOODIE**

Made from 100% organic cotton,
it features
"Surfrider Foundation" on the front,
"Protect and Surf" on the left arm,
and a wave on the hood.
(S-M-L-XL-XXL) \$50.00

Surfrider merchandise

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