



Clean Ocean Advocate

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- C.O.A.S.T. 2007 Concludes Another Successful Summer
- NJDEP Jeopardizes Future Protection of Waterways
- Welcome Wishes and Fond Farewells!

September 2007 Highlights

*****Eco-Tip of the Month*****
Pack Smart Lunches: The average child who brings a disposable lunch to school will generate approximately 67 pounds of waste per year. Help cut down on waste by using reusable sandwich, drink, and snack containers, as well as a cloth napkin.
Source: Bergen County Utilities Authority

Clean Ocean Action
18 Hartshorne Drive, Suite 2
Highlands, NJ 07732
732-872-0111
www.CleanOceanAction.org
RETURN SERVICE REQUESTED



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MAILING LIST RENEWAL OR SIGN-UP FORM

- ➡ If you received a message on your address label, it's time to renew.
 - ➡ Your contribution will ensure that you receive this monthly newsletter, action alerts, and notices of events for one year.
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To pay with MasterCard or Visa, please call 732-872-0111.

COA is a 501(c)(3) organization and contributions are tax deductible.

SEPTEMBER 2007

September 1, Saturday

- **Pig-Tails & Polos Party with purpose**, 5pm, Pat's 30 Acres on Hurly Pond Road, Wall. Annual party of ocean-loving friends; live music and refreshments. Sponsored by Joe Concha and Realhoboken.com. For tickets, email joe@onekeyworld.com.

September 23, Sunday

- **WATERSPIRIT's 10th Anniversary "Joys of the Sea" Gala**, honoring Clean Ocean Action, 3-6pm, Stella Maris Retreat Center, Elberon, NJ. For tickets, call 732-923-9788.

September 27, Thursday

- **Fall Student Summit**, 9am-1pm, Island Beach State Park. South Jersey middle schools must apply by Sept. 15. Contact Anna at COA.

September 28, Friday

- **COA's Sunset at Sandy Hook**, 6-11pm, Sea Gulls' Nest Restaurant, Sandy Hook. See inside insert for details.

See inside for volunteer opportunities this fall.

Our COalition

Featuring...

Friends of the Boardwalk



When you think of a classic, popular shore scene in New York, what location comes to mind? For many, it is Coney Island. The **Friends of the Boardwalk** is a nonprofit, volunteer-based organization that works to ensure a safe and clean boardwalk at Coney Island for all to enjoy. Since 1998 the volunteer-based organization has worked to improve the boardwalk for the residents and visitors each year.

Currently, the main focus of the group is the severe state of disrepair of the boardwalk and the lack of City support to make repairs. Friends of the Boardwalk works to find solutions and to provide a safe location for "shore" fun. Also, the Friends donated a gazebo on the boardwalk.

In addition, Friends of the Boardwalk monitors for pollution. Volunteers collect information about litter or "floatables" on Coney Island beaches and send the reports to the Parks Department. Recently, the group joined other organizations in opposing the Southwest Brooklyn Waste Transfer Station proposed for Bensonhurst, which is nearby Coney Island, that threatens environmental quality and marine life. The group participated in a flotilla protest against the proposed station.

"We want to make sure that the boardwalk at Coney Island is a safe and clean place to go," said **Todd Dobrin**, President of Friends of the Boardwalk.

The organization supports plans for a bike path and beach access ramps to the high water mark for the elderly or health-impaired. The Friends also organizes a program called "Classroom on the Pier."

To be a "friend of the boardwalk" or to get involved, contact Community Board 13 at 718-266-3001.

CLEAN OCEAN ZONE

Kari Martin, 732-872-0111, Outreach@cleanoceanaction.org

NJ Assemblymen Launch State Effort to Support the COZ

A bi-partisan New Jersey Assembly resolution will be introduced when session resumes in November to urge the US Congress and President to pass The NJ/NY Clean Ocean Zone Act (H.R. 2854). The measure will be introduced by prime sponsor NJ Assemblyman Sean Kean (R-11) and co-prime sponsor Asm. Reed Gusciora (D-15). The announcement was made at an August 20th press conference at which US Representative Chris Smith (R-4), a current federal co-sponsor of the bill, participated. This measure marks the start of the process to gain state support for the COZ in New Jersey.



C.O.A.S.T. 2007

C.O.A.S.T. Concludes Another Successful Summer

This summer, more than 40 respected volunteers braved the boardwalks and beach clubs of Monmouth and Ocean County, with valuable information, and high spirits. The 2007 C.O.A.S.T. Campaign raised nearly \$3,000 from the sale of the limited edition "Uncle Salmon" T-shirt, tote bags, and donations. At more than 25 sites, volunteers also collected more than 1,280 petition signatures from concerned citizens in support of the Clean Ocean Zone, federal legislation that would permanently protect the ocean waters off the New York and New Jersey coast.

Our outstanding C.O.A.S.T. volunteers reached an amazing number of concerned beach-goers and shore visitors. Many new volunteers signed-up to participate and teamed-up with long-time volunteers to make for another successful campaign.

"On behalf of Clean Ocean Action, I extend a gigantic 'thank you' to all of the terrific volunteers who lent their time and efforts to this year's C.O.A.S.T. Campaign. It has been a pleasure to work with such inspirational and highly motivated people who care so much about the wellness of our ocean," said Michele Plantamura, 2007 C.O.A.S.T. Coordinator. "Without them, we would not have been able

to educate hundreds of beach-goers about being the solution to ocean pollution. Our C.O.A.S.T. volunteers make our mission possible."



Volunteers Craig Phares and Meghan Gerrity at the summer C.O.A.S.T. Campaign



Don't miss out on "Uncle Salmon!"

The official, limited edition 2007 C.O.A.S.T. T-shirt is still available! The "We Want You to be the Solution to Ocean Pollution" T-shirts, featuring "Uncle Salmon," raise funds to help COA continue efforts to stop ocean pollution. T-shirts are available for purchase on COA's website or by calling the office.

COASTAL WATER QUALITY

David Byer, 732-872-0111, Policy@cleanoceanaction.org

NJDEP Jeopardizes Future Protection of Waterways



The New Jersey Department of Environmental Protection (NJDEP) is proposing changes to the definition of "Category One waters." Category One (C1) waters receive the second highest protection against degradation in New Jersey. Waterways designated as C1 are protected from measurable changes in water

quality. Designating waterways as C1 is extremely important for the health of our rivers and the downstream ocean.

The change will extremely narrow the definition and will drastically limit the NJDEP's ability to upgrade waters to C1. The change excludes from consideration a significant amount of saline and brackish waters, found at and near the coast. This means the proposed rule will keep many of these waters in the bottom tier of protection. COA strongly opposes this proposed change.

At the same time, these rules propose adding 910 river miles to C1 status under the new definition. COA supports upgrading these waters, as they do merit protection. However, COA does not accept coupling these upgrades with the proposed definition.

COA's comments submitted on August 20th were also signed by nine other organizations: Bayshore Regional Watershed Council, Fishermen's Conservation Association, Garden Club of Long Beach Island, Monmouth County Audubon Society, Natural Resources Protective Association, PaddleOut.Org, Raritan Riverkeeper, Sisters of St. Dominic, and WATERSPIRIT. The comments are posted on www.cleoceanaction.org (follow links for "Issues & Campaigns" and "Coastal Water Quality").

WASTING OUR WATERS AWAY

Beneficial Reuse of Wastewater

The NJDEP proposed changes to the Water Quality Management Planning rules. COA commented specifically on some proposals regarding reclaimed water (effluent from wastewater treatment plants) for beneficial reuse (RWBR). According to NJDEP, RWBR is water that is to be re-used for non-potable uses instead of using potable water or diverted surface or ground waters. Different uses of RWBR require different levels of treatment.

COA generally commends the Program Objective of preserving quality water and reducing the export of freshwater out of basins. However, COA requested that NJDEP adopt a Vision Statement to add clarification to these goals and staff to manage this program. COA believes NJDEP should explicitly state that RWBR programs will not allow for development into regions traditionally limited by inadequate water supplies. Also, COA recommended NJDEP address treatment for endocrine disrupting chemicals, which alter reproductive systems of humans and aquatic life, and emerging contaminants.

SAVE THE DATE!

October 4, Thursday

- **Ocean Golf Classic**, Rumson Country Club, 8:30am
9-hole shotgun and 1:00pm 18-hole shotgun, awards luncheon and dinner. *Rain Date: October 11.*

October 20, Saturday

- **COA Fall Beach Sweeps**, 9am-12:30pm, over 55 locations along the coast. For information, visit COA's website and follow the links for "Beach Sweeps." All ages welcome. Groups of 15 or more are requested to pre-register online or by telephone. Event is rain or shine.

POLLUTION PREVENTION

Anna Will, 732-872-0111, Education@cleanoceanaction.org

Volunteer Meet N' Greet: September 6

All COA volunteers, newcomers and long-timers alike, are invited to COA's office at Sandy Hook for a party with a purpose. Meet COA staff and other volunteers, share experiences, learn about current ocean pollution issues, and prep yourself as an effective COA volunteer! Fish printing demonstrations and pizza provided! Join us on Thursday, **September 6, 7-8pm**. Please RSVP to Anna. Directions are posted on COA's website.

Ahoy, COA Volunteers!

COA calls for all hands on deck as we sail into another season of fun-filled fall festivals. Find an event near you and volunteer for 2-4 hours to help COA raise awareness to improve and protect our ocean. Offering your expertise and enthusiasm is fun and rewarding for both volunteers and COA. Also, before or after volunteering, enjoy these festivals:

- ➔ **Sunday, September 9 - Beach Plum Festival**, Island Beach State Park, Seaside Park, 8am-4pm; features art and craft show, beach plum picking, beach plum jelly making, rock-climbing wall, children's games, bird banding demonstrations, environmental exhibits, and live entertainment by the Glimmer Grass Band
- ➔ **Saturday, September 15 - Festival of the Sea**, Point Pleasant, 8:30am-7pm; features live entertainment all day, five-mile run, food vendors, 150 arts and crafts booths, commercial exhibits, kids games, and nonprofit and information booths. Rain date: September 16.
- ➔ **Sunday, October 7 - Cattus Island Nature Festival**, Toms River, 9am-3:30pm; features boat, canoe, & van tours, nature walks, crafts and games, presentations, and exhibitors. Held rain or shine.
- ➔ **Sunday, October 14 - Coast Day**, The Lobster House, Cape May, 10:30am-4pm; promotes understanding and stewardship of NJ's marine and coastal resources.

To volunteer for COA or for more details about an event, contact Anna or Emily. Volunteers are essential to COA's work, and your efforts will allow us to educate citizens and decision-makers alike about being the solution to ocean pollution.

SEA SCENES: Lusty Lobster and Doug Douty

For over 25 years, **The Lusty Lobster** in Highlands, NJ, has provided fresh seafood and live lobsters to New Jersey and beyond. Lusty Lobster serves the public at the market in Highlands, is a wholesaler to local restaurants, and offers off-site catering. The business is committed to social and environmental responsibilities.

"We know firsthand how important it is to protect our ocean waters," said Lusty Lobster owner **Doug Douty**. "We have always felt a strong commitment to support Clean Ocean Action and are proud to sponsor their tireless efforts. We love COA."

Lusty Lobster's delectable clams, shrimp, and raw bar have been a longstanding gem of COA's events, including COA's annual Beach Party and Sunset at Sandy Hook (see insert for details). In addition, Doug has donated special catered dinners and raw bars (including a personal shucker) for auctions at events.

The entire Douty family of Doug and Debbie and children Sean and Megan, and Matt are involved with the business, from working behind the counter and private parties to community events. Sean even won a clam shucking contest in 2006.

"The Douty family is remarkable and a model of community involvement and leadership. Their friendship, kindness, and support is inspiring and their fun and enjoyment of life is legendary. It is a joy and honor to count them as friends of COA," said Cindy Zipf, COA Executive Director.

Visit www.bestlobster.com for online ordering, recipes, and even lobster facts and trivia. Thank you, Douty family, for being ocean advocates at the Jersey shore!



Doug Douty of Lusty Lobster, seafood extraordinaire and ocean advocate

STAFF NEWS

Welcome Wishes and Fond Farewells!

COA welcomes two new staff members and thanks this summer's interns for their hardwork and enthusiasm.

Welcome **David Byer**, Water Policy Attorney, to the COA staff. David has a Juris Doctor, magna cum laude, from Vermont Law School (VLS) where he received many academic and leadership awards, and is a member of the New Jersey Bar. He also received a Bachelor of Science (also magna cum laude) from University of South Carolina in Accounting, with a minor in general sciences. David will be the principle legal investigator and advocate of legislative and regulatory policies on ocean pollution issues at COA.

David has impressive experience in activism particularly in social investing and investor responsibility. He has worked as a law clerk and fellow co-authoring papers for several companies, and in law school led activities and was co-founder of Shareholder Advocacy Committee. He also led a campaign at VLS to reduce sweatshop-free clothing at the campus storeroom and started a composting program. David just completed a clerkship in Kenai, Alaska, and drove cross-country, in his Prius, to apply his extensive skills to protect the marine environment. He is originally from Connecticut and enjoys hiking, snowshoeing, rock climbing, gardening, cooking, softball, soccer, and tennis. Since joining the staff on August 13, David plunged in, preparing extensive comments on NJDEP proposals that would undermine water quality protections (see *articles pg. 2*).

Helen Edwards joins COA as part-time South Jersey Program Coordinator. Helen also works as a microbiologist for NJDEP at the Leeds Point Laboratory and was an Americorps NJ Watershed Ambassador in the Cape May area. Helen obtained a Bachelor of Science degree from the University of Michigan in microbiology and a Master of Business Administration from the University of Detroit. In her position at COA, Helen will plan, organize, and lead grassroots programs in South Jersey to educate and motivate the public to prevent pollution. Helen will coordinate the Beach Sweeps, Student Summit, and Sewer Sleuth programs in south Jersey. For fun, Helen enjoys the beach and volunteering for the Bayshore Discovery Project, home of the A.J. Meerwald, a Delaware Bay oyster schooner and NJ's official tall ship.

Michele Plantamura, the 2007 C.O.A.S.T. Coordinator, completed her internship with COA. Michele led a successful outreach and awareness campaign to inspire beach-goers to help be the solution to ocean pollution (see *cover story*). Michele graduated this August from Monmouth University with a Bachelor of Arts degree in Communications Public Relations and Journalism.

Lisa Harris finished her internship, where she gained experience in public relations, outreach, marketing, and grassroots organizing. At COA, Lisa researched and organized advertising opportunities, gathered Beach Sweeps data, assisted with the Corporate Beach Sweeps program, and compiled press clippings for marketing and outreach packets. Lisa resumes her education at the University of Vermont where she is sophomore majoring in Environmental Studies with a concentration in Environmental History.

Miles Vidreiro is completing an internship that focuses on research to help inform the development of the Bayshore Regional Dredged Material Management Plan for northern Monmouth County. Miles is contacting municipalities and businesses along the bayshore to collect information about dredging needs and regional opportunities for the reuse of dredged material from the bayshore, as well as methods to control sediments from entering waterways. Miles is entering his Junior year at Monmouth University, where he is majoring in Political Science and Anthropology.



Welcome, David!



Welcome, Helen!

EVENTS

Jennifer Smiga, 732-872-0111, Events@cleanoceanaction.org
Emily Hackett, 732-872-0111, Programs@cleanoceanaction.org

Earth Share of New Jersey Falls into Campaign Season

As a member of Earth Share of New Jersey, COA is participating in this fall's workplace giving campaigns: Combined Federal (CFC), NJ Employee Charitable (NJ ECC or SECC), Public Employee Charitable (PECC), and many private corporate campaigns. For the special codes to designate your workplace giving gift to COA, contact Jennifer Smiga of COA. For information about Earth Share of NJ, contact Paula Aldarelli at 609-989-1160, or visit www.earthsharenj.org.

Companies Invest in a Clean Ocean with Sweat Equity

What do 6,128 bottle caps, 4,364 cigarette filters, and a pair of dentures have in common? They were all collected this summer during COA's Corporate Beach Sweeps program. Through the dog days of summer, corporations in New Jersey and New York invested in a cleaner ocean by sending their employees to Sandy Hook to become part of the solution to ocean pollution. Over 600 employees from **Goldman, Sachs & Co.** and **iCIMS** cleaned over ten miles of Sandy Hook bay and ocean beaches.

"The Beach Sweeps program is a great opportunity for our employees to get out and see the results of their efforts," said **Colin Day, iCIMS President and CEO**. Employees of iCIMS are granted two days per year for "green" volunteerism, contributing to environmental progression through non-financial means.

Goldman Sachs Community TeamWorks (CTW), is an annual, global volunteering initiative that gives the people of Goldman Sachs one day away from the office, May through August, to volunteer in a team-based project organized with a local nonprofit organization. In 2007, they mobilized over 20,900 volunteers globally to make an impact in their local communities.

2007 Corporate Beach Sweeps Top Five Items:

6,128 plastic bottle caps and lids
4,416 plastic food and candy wrappers
4,364 cigarette filters
3,436 plastic straws and stirrers
2,422 pieces of plastic and foam

The Corporate Beach Sweeps program is an activity that provides awareness, knowledge, and hands-on experience. Participants learn about nonpoint source or "people" pollution and its ill effects on the ocean and marine life. During the Sweeps, employee teams collect harmful and unsightly litter from beaches and record information about the debris using datacards. The top five items found during the corporate cleanups (see box) come from people, which can be reduced through public awareness and education.

The program provides worthy "take-home" lessons, including how people can be good environmental stewards. Many participants learn ways to reduce the amount of trash they produce, and proper ways to dispose waste, including recycling. Further, they are reminded that litter and other pollutants in streets and parking lots miles away from the beach make their way to the ocean with every rainfall.

Special thanks to the many volunteers, including **Jill Barry, Matt Feiring, Ann & Ryan Gilmartin, Pete Hagen, Nico Hall, Alexis Harrison, Rick Jones, Megan Swigon, Brett Thompson, and Alex Washington**, and the **National Parks Service at Gateway National Recreation Area -- Sandy Hook Unit** for their cooperation and for their hard work in organizing and carrying-out this summer's Corporate Beach Sweeps program.



(Above) Goldman Sachs volunteers' find is ironic at the Corporate Beach Sweeps
(Below) Employees of iCIMS gather after a long morning of beach cleaning



(L to R) Lisa Harris, Anna Will, Indulgence Café's Maria Petersen, & Michele Plantamura

Volunteers Indulge!

Maria Petersen, owner of **Indulgence Café**, Atlantic Highlands, has a passion for home cooking and, lucky for COA, she also has a passion for the environment. Maria generously donated a portion of the cost of her delicious sandwiches to support COA's Summer Corporate Beach Sweeps, satisfying some very hungry volunteers. Thank you, Maria, for recognizing and supporting our volunteers' hard work.



A Seaside Celebration Hosted by Sea Gulls' Nest Restaurant to Benefit Clean Ocean Action

Join Clean Ocean Action and friends for the *9th Annual Sunset at Sandy Hook* from 6-11 p.m. on Friday, September 28th, 2007, at The Sea Gulls' Nest Deck Restaurant on Sandy Hook.

Each year, over 300 guests gather at this widely anticipated event to celebrate the protection of our ocean, share time with friends beside the sea, and welcome autumn to the shore. This fun-filled affair features specialty dishes from over 20 Jersey Shore restaurants and caterers, Sunset Bar of beer and wine, live music by Michael Gilhool and by The Thom White Band, silent auction, and an exciting opportunity to win a beautiful piece of jewelry, donated by Gem of an Idea in Fair Haven. Auction highlights include: spa package to Brahma Yoga Spa; private ride on the Horizon/Blue Cross Blue Shield blimp; ride on the Star Ledger Munchmobile; bagels for a year from Panera Bread Bakery Cafés; week trip to George's Pond, Maine; kayak and outing with Jersey Paddler; and more.

Special Thanks to Committee Members

Chair Janine Karoly
 Helen Aquino * Diane Bade * Doreen Catena
 Michael Dijon, Shore Point Distributors
 Susan Drastal * Ann Gilmartin
 Liz Lehmann, Brookdale Culinary
 Arts Department * Debbie Schluter
 Tracy Taylor, High Point Auto Insurance
 Stevie Thompson, Guaranteed Plants & Florist
 Elisabeth Wendel

Enjoy Fare from a "Sunsational" Group of Shore Restaurants and Caterers:

4th Quarter Sports Tavern
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 Riverfront Café
 Sea Gulls' Nest
 Sickles Market
 Tavolo Trattoria Italiano
 Tavolo Pronto
 Thyme Square Restaurant
 Val's Tavern
 Windansea
 Yumi



*COA supporters shine in preparation for September 28th
 (Back, L to R): Jennifer Smiga, COA; Rick Ruggiero and
 Drew Rizzo, Panera Bread of Freehold; John Durrue, Jersey
 Paddler; Diane Bade; Janine Karoly, Committee Chair;
 Bowie Kok, Yumi; Scott Segal, Sea Gulls' Nest
 (Front, L to R): Callie Haytaian, Garrett Bade, Jack Haytaian*

Ways to Grow Your Support for a Clean Ocean

Beach Plum \$500

"Sunsational Basket", featuring Jersey Shore specialty products
 Choice of a hand-crafted fish plaque by local artist
 Clambake for Two from The Lusty Lobster
 COA souvenirs
 Listing in program and admission for two

Bayberry \$350

Clambake for Two from The Lusty Lobster
 COA souvenirs
 Listing in program and admission for two

Dune Grass \$100

Admission for one and complimentary gift from COA



*Charity Navigator, America's largest
 independent evaluator of charities,
 designates COA as a Four Star Charity,
 its highest ranking, for effective
 and efficient use of donations.*

*For tickets or sponsorship,
 call 732-872-0111 or go to
www.cleanoceanaction.org.*