

Jack O'Neill
1923 – 2017



Donor Spotlight



New Evaluation
Demonstrates
Program's Impact

odyssey NEWS

Jack O'Neill

March 27, 1923 – June 2, 2017



Dear friends: O'Neill Sea Odyssey's founder and inspiration, Jack O'Neill, died peacefully surrounded by his family on Friday, June 2. Below is a statement from his family which sums up his impact as well as anyone could. May strong winds carry you, and gentle breezes greet you, Jack.

– Dan Haifley, Executive Director

Jack O'Neill, surfer, ocean lover, boating enthusiast, wetsuit pioneer, balloonist, and founder of the iconic worldwide surf company O'Neill, has passed away in Santa Cruz, California, of natural causes at the age of 94.

Surrounded by family, Jack was as soulful and encouraging as always, reiterating his love for his family, appreciation for a life well lived, his hopes for his friends and the oceans he loved, all within the familiarity of his oceanfront home (*'Jack' continued*)

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100,000th Student Campaign Donor Spotlight

We've asked Theresa Coyle, one of O'Neill Sea Odyssey's long-time supporters, to share her thoughts about her unique connection to, and history with, the OSO program. Here's what she had to say...

In 1996, after 26 years of teaching at the elementary level, I decided to take a half time position for a year. It was that decision that led me to O'Neill Sea Odyssey. Jack O'Neill was launching his new idea of offering an educational program aboard the Team O'Neill catamaran to teach about the importance of taking care of the ocean, and he was looking for an education coordinator to help him establish it.

Fortunately for me, I was chosen for the job and ended up spending the next six years teaching part-time and working part-time with Jack to create what would become an amazing gift to educators and their students - and to the community, as well.

The program started out as a 3 hour, 3 station experience that was offered to K-12 teachers in exchange for a community service project. It involved lessons on Marine Biology,

Marine Ecology, and Navigation with instruction in each of the 3 areas on the boat with follow up instruction in the on-shore classroom. After the first year, we determined that it was better suited to the 4th - 6th grade levels (as it addressed several state standards in science and math) and began to fine tune it with that in mind.

One of the most exciting components of the program was the community service project requirement. We asked teachers to propose a community service project as their "payment" for the trip (which allowed us to participate—as



our classroom budgets would not have) and as a result many benefited. The projects included establishing recycling programs at school, beach clean-ups, school and community clean-ups, storm drain stenciling, designing and posting artwork and informational posters around the community and more. A personal favorite was a class that wrote poetry about their experience with the program, created illustrated poetry

books, sold them as a fundraiser and then donated the money back to the O'Neill Sea Odyssey program which added to the funds for future classes to be able to take part. A nice full-circle initiative.

Among the many other benefits that the program has provided, is the ripple effect that has been felt throughout the communities. Not only have the participating students taken home important lessons about the ocean and the environment, but their parents and chaperones have too. Along with the nearly 100,000 students served, there are many, many more lives that have been touched by the program. What a vision Jack O'Neill had!

My husband, Michael, and I continue to support the program because we believe in it! Not only does it address environmental concerns in an engaging, hands on way, it also targets a young population that has the potential to take these lessons to heart at an early age and spread the word to others. It's important to us to be a part of something that teaches invaluable lessons now and will have an impact on future generations as well.

Thank you, Theresa and Michael! We are grateful for your continued support. OSO couldn't do it without you.

Please join the Coyles and others who have contributed in support of our 100,000th student milestone. Learn more and subscribe to Odyssey News at oso100k.org ♦

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Leave a Legacy for Youth and the Ocean

You're part of the reason we're here and you can also be part of the reason we'll be here 100 years from now. Since 1996, O'Neill Sea Odyssey (OSO) has served nearly 100,000 youth with a free, ocean-going science and environment program.

This has been possible in part because you have provided much-needed and deeply appreciated support for OSO's program for area youth. In 2005 OSO's Board of Directors made a commitment to raise funds to ensure

our future by establishing a permanent endowment fund for OSO which is housed at the Community Foundation for Santa Cruz County.

We would like to invite you to help us build a future foundation for our program, for the kids, and for the ocean. You can do this by naming OSO's permanent fund at Community Foundation of Santa Cruz County in your estate plan. There are also many ways to leave a permanent legacy and reap some significant financial benefits before hand, including: a beneficiary designation in your retirement fund or insurance policy, gifts from a will or living trust, an annuity that provides you with lifetime income, gifts of real estate, and charitable trusts.

We would be honored to meet with you to discuss supporting our permanent fund in a way that works best for you. Please contact Dan Haifley at **(831) 465-9390** or at dhhaifley@oneillseaodyssey.org, or fill out the attached form and mail it to us. Thank you! ♦

New Evaluation Demonstrates Ocean Science Program's Impact

*95% of students of all
income levels retain
lessons on ocean science
and stewardship.*

Appplied Survey Research (ASR) has completed its evaluation of student survey results for O'Neill Sea Odyssey's (OSO) program for the 2015-16 school year and found that the free, ocean-going science and ecology program had a high impact on participating youth.

OSO engages 4th - 6th grade youth with a hands-on science education field trip on a 65-foot catamaran on Monterey Bay and in a shore-side education center, in addition to ocean science curriculum provided for use in the classroom. It is free, and each class completes a community service project. OSO also funds bus transportation to and from our site for lower income schools.

The study measured the results of surveys of students administered before and after the program as well as the results of surveys completed by teachers whose classes participated in the program, and cross-analyzed them against demographic data about the participating schools. "We are pleased that the ASR analysis indicates that our instructors continue to be effective at teaching ocean concepts across several subjects including math and science while inspiring environmental stewardship and advocacy", said OSO Executive Director Dan Haifley.

Between July 2015 and June 2016, 5,281 students in 202 classes participated in the program, fewer than the previous year due to El Nino-driven harbor (*'Impact' continued next page*)

Enrollment Form

- I have named OSO in my estate plan (we will contact you relative to recognition)
- I would like to talk to someone about a gift to OSO in my estate plan
- I wish to learn more about the OSO/Community Foundation's gift annuity program
- I would like the recommended language for including OSO in my estate plan

Name(s): _____

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City: _____ State: _____ Zip: _____

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Please send to OSO, 2222 East Cliff Drive, Suite 222; Santa Cruz, CA 95062

(*'Jack' continued*) of over 50 years, with the famous waves of his beloved Pleasure Point beach lapping at his deck.

Jack was born in Denver, Colorado and moved with his family to Long Beach, California. He acquired a love for the beach early in his youth in Southern California. He attended the University of Portland in Oregon, where he received a degree in business.

Following service in the US Navy during World War II, Jack married Marjorie Bennett and they moved in the early 1950s to Ocean Beach in San Francisco, California. Jack immediately began experimenting on his kitchen table with various materials designed to protect against the frigid ocean water in Northern California. He said, "I just wanted to surf longer."

By the 50s Jack had both invented the first surfing and bodysurfing wetsuits and opened his first surf shop near Ocean Beach. He also coined "Surf Shop," a term for which he later received a Registered US Trademark. At that time Jack famously remarked, "All my friends said, 'O'Neill: you will sell to five friends on the beach and then you will be out of businesses'".

Inspired by the growing surf scene, Jack moved with his growing family 75 miles south to Santa Cruz, and opened his next surf shop there, where the Dream Inn stands today. Shortly thereafter he began making surfboards, promoting the first surf movies from Bruce Brown and producing wetsuits for the expanding population of surfers in Santa Cruz and throughout California.

The surfing craze soon expanded way beyond California, and Jack rode that wave better and longer than almost anyone in the surf industry. Jack viewed what he did as a passion, and was more surprised than anyone that the business grew to the point that it did.

Jack and Marge, with the help of their family, grew the business. Along the way Jack traveled the world and became internationally known as a

surfer, an airplane and balloon pilot, sailor, fisherman, and adventurer.

Jack was most recognizable for his eye patch and his beard, often seen driving around Santa Cruz in his convertible Jaguar. The eye patch resulted from his surfboard hitting his left eye while riding a wave.

By 1980 O'Neill had become a thriving international business and the world's largest ocean recreation wetsuit designer and manufacturer. As worldwide interest in surfing exploded, so did the O'Neill surf brand in Australia, Europe, Japan, and beyond.

For his proudest achievement, in 1996 Jack established O'Neill Sea Odyssey (OSO), a marine and environmental education program using his personal Team O'Neill catamaran, taking over 30 children at a time into the newly designated Monterey Bay National Marine Sanctuary, along with the dedication of a coast-side classroom and laboratory building in the Santa Cruz Harbor, which he built in 1965. Jack played an instrumental role in the development of the harbor.

Now over 20 years old, the O'Neill Sea Odyssey program is one of the largest of its kind in the world, having hosted nearly 100,000 school-aged children. Remarking on OSO, Jack said, "The ocean is alive and we've got to take care of it. There's no doubt in my mind that the O'Neill Sea Odyssey is the best thing I've ever done."

For nearly his entire life Jack lived by and for the world's oceans, and worked tirelessly to promote public access to their many health, economic and environmental benefits. He was very concerned, for example, with the health of waters at area beaches. Jack's generosity and care extended to other people and projects as well.

Jack has left behind many dear friends and was predeceased by wife Marjorie in 1972, and son Mike in 2012, and is survived by his wife Noriko, daughters Cathi, Bridget and Shawne,



sons Pat, Tim (Lisa) and Jack Jr., and grandchildren Uma, Riley, Connor, Bridget, Phoenix and Kodiak.

Memorial contributions in support of Jack's love of the oceans may be sent to oneillseaodyssey.org ♦

(*'Impact' continued*) shoaling that kept the Team O'Neill catamaran from being able to leave the harbor. The Student Survey showed that the program was effective in promoting substantial increases in students' environmental awareness. Before participating, an average of 73% of students agreed with the survey questions overall. After attending, this percentage increased to 95%. When student surveys were divided by income level, results showed that all groups of students increased their environmental knowledge after attending the program. The students from lower and middle income groups generally had lower overall levels of agreement (73% and 71%, respectively) before the program started than the higher income groups (80%). All groups were at 95% after the program. When teachers and group leaders were asked, 100% said that their students "learned a lot" from the program.

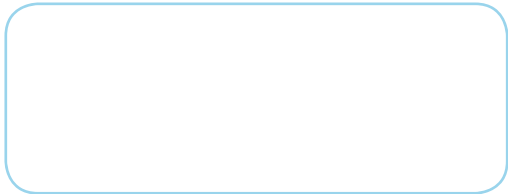
Seven percent had attended the program previously. Based on population estimates, 64% of the students were Hispanic or Latino, 19% were White, 9% were Asian, Filipino, or Pacific Islander, 1% were African American, less than 1% were American Indian or Alaska Native, and 7% were of another race or ethnicity. 46% of the students attending the OSO program did not have English as their primary language, a slight increase from previous years. More than half (66%) of students were receiving free or reduced price meals. 55% of participating groups were lower income groups, 29% were middle income groups, and 15% were higher income groups. ♦



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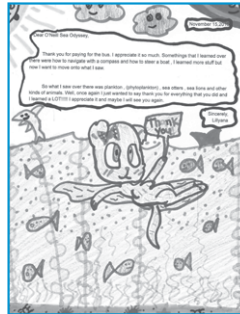
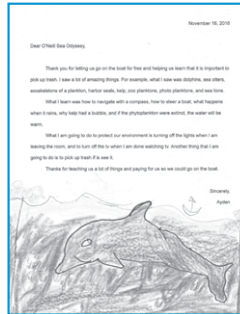


Thank You

*Ronald de Waal of Trademark provides
OSO \$50,000 in memory of Jack O'Neill.*



Summer 2017



Castroville Students Write About Program, Bus Transportation

These Castroville students wrote to O'Neill Sea Odyssey in November, 2016. Bus transportation funds have been generously provided by a number of sources, including a major anonymous donor, the California Coastal Commission, the Monterey County Fish and Game Advisory Commission, Omega Nu, the Santa Cruz County Fish and Game Commission, the California Coastal Conservancy, and a variety of individual donors.

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