



100k Students:  
Celebration  
Highlights



Student Proposes  
"Pick Up a Beach Day"



Jack O'Neill Way  
Dedicated

# odyssey NEWS

## Celebrating Success

Sunday, June 24, was a special day for O'Neill Sea Odyssey. It was a day of celebration to acknowledge the nearly 100,000 students who have participated in the ocean science program and to recognize and thank the community of supporters who have made it possible over the last 22 years. In addition, the late OSO founder, Jack O'Neill, was honored by the City of Santa Cruz. Mayor David Terrazas led

the dedication to re-name the street above Cowell Beach, "Jack O'Neill" Way, the site where the first O'Neill Surf Shop in Santa Cruz once stood.

In a surprise announcement, Mayor Terrazas seized the opportunity to present OSO Executive Director, Dan Haifley, with a key to the City in recognition of his longstanding community and ocean activism. Also recognized (*'100k' continued inside*)



Lorraine Kinnamon's dance troupe Te Hau Nui celebrating OSO's milestone and Jack's O'Neill's legacy. Photos courtesy of Nikki Brooks and Jasper Lyons.



The O'Neill Family celebrates Jack O'Neill Way. From Left to Right. Bridget O'Neill, Phoenix O'Neill, Pat O'Neill, Kodiak O'Neill, Mayor David Terrazas, Captain Tim O'Neill, JJ O'Neill, Connor O'Neill, Riley O'Neill, and Shawne O'Neill.

# Thank You

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enrolled students without collecting household applications.”

“Instead,” the website continues, “schools that adopt CEP are reimbursed using a formula based on the percentage of students categorically eligible for free meals based on their participation in other specific means-tested programs, such as the Supplemental Nutrition Assistance Program (SNAP) and Temporary Assistance for Needy Families (TANF).” Many schools are adopting the CEP program, which means that OSO will be using it for schools that adopt it, but will continue to use the USDA free and reduced price lunch program for those that have not. To learn more about the program, you can go to [www.fns.usda.gov/school-meals/community-eligibility-provision](http://www.fns.usda.gov/school-meals/community-eligibility-provision) ♦

## OSO to Use New Low-Income Measurement Tool for Some Participating Schools

For many years, Program Manager Laura Walker has used the free and reduced price lunch program numbers from the California Department of Education to measure the percentage of low and moderate-income status of students in school classes that participate in O'Neill Sea Odyssey. Some school districts are now switching over to the Community Eligibility Provision (CEP), which, according to its website, “is a non-pricing meal service option for schools and school districts in low-income areas. CEP allows the nation’s highest poverty schools and districts to serve breakfast and lunch at no cost to all



## Want Your Newsletter Emailed?

If you would like to opt out of the paper version of this newsletter and would like a PDF emailed to you, please email [dhaifley@oneillseaodyssey.org](mailto:dhaifley@oneillseaodyssey.org) and write in the subject line: “Email newsletter please.” Thank you! ♦

## Keep Up On Weekly Happenings

Check out O'Neill Sea Odyssey's blog [oneillseaodyssey.org/blog](http://oneillseaodyssey.org/blog) and follow us on Twitter, Instagram and Facebook. Thank you for your support! ♦

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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](mailto:dhhaifley@oneillseaodyssey.org), or fill out the attached form and mail it to us. Thank you! ♦

## Changes at OSO

O'Neill Sea Odyssey Executive Director Dan Haifley has announced his retirement, effective December 31, 2018. "With a heart full of gratitude, I wish to announce that I will retire as Executive Director of O'Neill Sea Odyssey on December 31, 2018, nearly 20 years after Jack O'Neill hired me to run the program. I've been contemplating this change for a while and because the organization is in good shape, I believe it's time to turn leadership over to someone who will take it into a bright future," he said.

In July, Laura Walker, who has worked with OSO for 20 years, was promoted from Education Coordinator to Program Manager in recognition of her work across the spectrum of the organization. "Laura manages our crew, curriculum and website, and works with the teachers who use our program. Her work has been invaluable to the success of our program," said Executive Director Dan Haifley. "Laura Walker has brought a high level of professionalism and great creativity to her work, particularly when it comes to designing high-impact curriculum and teaching tools. She will be a crucial part of the team as OSO moved forward, and I am deeply grateful for all she has done."

In May, Operations Coordinator Adam Steckley announced his decision to return to the east coast to be closer to his family. His last day is June 30. Steckley, who came in O'Neill Sea Odyssey in 2005 after a successful career in outdoor environmental education in Florida, brought a high level of professionalism and innovation to his work at Sea Odyssey, including the 100,000th student campaign which was his brainchild. "Adam has left an indelible mark on this organization, and we owe him a big debt of gratitude," said Executive Director Dan Haifley. Adam's bookkeeping duties are being taken over by Carl Keehn and Patrice Riley, and the social media duties are being undertaken by long-time crew member Nikki Brooks. ♦

### 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): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone (day): \_\_\_\_\_ Telephone (evening): \_\_\_\_\_

Email: \_\_\_\_\_

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

*(‘100k’ continued)* by the Mayor was Rebecca Aiello, a young student who proposed “Pick up a Beach Day” in the City of Santa Cruz to protect our coastal waters and marine life from pollution. Miss Aiello was awarded a Mayor’s Proclamation and commended by Tucker Hirsch of Save Our Shores. Speaking to further recognize Jack O’Neill and the O’Neill Sea Odyssey milestone were Brian Kilpatrick of O’Neill Wetsuits, Bridget O’Neill, Dan Haifley, Senator Bill Monning and Assemblymember Mark Stone.

One of the highlights under the tents on the beach was the marine debris art activity which was coordinated by volunteers Rachel Kippen, Theresa Coyle, Janice Otis and Shirley Busch. Utilizing O’Neill graphics and logos, event attendees adhered pieces of plastic pollution collected from beach and river cleanups to create three unique panels designed to raise awareness around ocean pollution.

Traditional Hawaiian woven mats (created by Rachel from repurposed agricultural drip-tape) were the tools for another activity where participants created stamp art led by volunteer Jim Laske. OSO interns, Sophie Holin and Tobin Zunes-Wolfe, were the artist and photographer respectively, behind the face painting and “photo booth” activities, while Louanne Korver displayed and sold prints of her beautiful portrait of Jack O’Neill. Just above the water, Santa Cruz Sand man, Bill Lewis, created his celebratory sand sculpture.

Te Hau Nui dancers performed for event attendees on the plaza in a display of grace, color and flare. Following variations of traditional hula and Tahitian dance, Director Lorraine Kinnamon invited the public on to the dance floor for their finale.

Nearing the end of the celebration, the winning raffle ticket for a 2-hour private charter aboard the Team O’Neill catamaran was drawn. Congratulations to Camille Clark of Santa Cruz for being the lucky winner!

Thank you to everyone who joined in the celebration! We are truly grateful for the amazing support over the

last 14 months during our 100,000th Student Campaign and were thrilled to share this milestone alongside the community. Special thanks to our sponsors Dream Inn Santa

Cruz, Merrill Lynch’s The Basuino Souza Group, and Nordic Naturals. Together we raised over \$65,000 to help educate the next generation of ocean stewards. ♦



*Dan Haifley, OSO executive director, accepting the key to the city*



*Te Hau Nui*



*Rebecca Aiello, a young student who proposed “Pick Up a Beach Day” in the City of Santa Cruz.*



*Former OSO education coordinator, Teresa Coyle lends her artistic expertise to the marine debris art table*



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Summer 2018