



The Home of “Winter”

2006 MEDIA KIT

249 Windward Passage
Clearwater, Florida 33767
727-441-1790

www.CMAquarium.org

QUICK FACTS

- **Non-Profit 501©(3)**
- **Located at top-ten ranked beautiful Clearwater Beach, Florida**
- **Opened in 1972**
- **Moved into current facilities in 1979, a former waste treatment facility**

Primary goals:

- Environmental Education
- Rescue, rehabilitation, and release of injured marine life

Current media stories:

- Winter (juvenile dolphin with no tail)
- Marine life strandings
- Sea Turtle nesting

On-site attractions:

- Dolphin presentations
- Otter presentations
- Sea turtle presentations
- Stingray presentations
- Various fish observation tanks
- Eco-boat tours
- Youth Camps

Staff: 20 full-time; 15 part-time (seasonal)

- Chairman, Board of Directors – Nathan Hightower, Esq.
- CEO – David Yates
- COO – Dana Zucker

- 100,000 annual attendance
- Funding sources, in descending order:
 - Guest admissions/programs
 - Individual donations
 - Eco-boat tours
 - Merchandise sales
 - Private and government grants and contracts
 - Summer camps
 - Private functions

Mailing and Contact Info:

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www.cmaquarium.org



Letter of Introduction

Thank you for your interest in Clearwater Marine Aquarium. We stand as a testament to what can be accomplished if a vision is put forth and energetically followed. We are often asked what makes us different from other similar facilities, and our answer is three-fold:

- We are heavily and uniquely involved in active rescue, rehabilitation, and release of injured and stranded marine life. Not many do this, but we do, and we do it well. Our staff and strong volunteer team oversee a Herculean effort to accomplish this. We have rescued hundreds of marine life animals over the years, with most being released back into their natural habitat.
- We have the only dolphin presentation in the Tampa Bay area.
- We have Winter.....the strongest and most unique animal story in the country.

We are a public trust, and endeavor to partner with the media to bring coverage to the many compelling stories and educational activities we generate each year. You will find us proactive and professional. Please let us know how we can assist you.

Thank you for your interest in CMA.....

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1: Winter – A Miracle in Progress

History - Winter was a three (3) month old female Atlantic bottlenose dolphin that stranded on December 10, 2005. She was found entangled in a crab trap at Mosquito Lagoon (near Cape Canaveral) by local fishermen. She was rescued and transported to CMA by Harbor Branch Oceanographic Institute and the Hubbs Institute of Orlando. Winter had deep wounds on both sides of her mouth, across the tongue, under both of her pectoral fins, and on her peduncle. The wounds on the upper and lower peduncle (tail stalk) were so deep that the blood flow was cut off and the tail tissue was dead, falling off within the first few days that she was at CMA. On arrival she was dehydrated and thin, and had problems being fed. Her outlook was grim.

Medical Status - Winter has defied all expectations. She has surpassed all industry expert projections, some of whom did not expect her to be alive at this point. With round-the-clock medical attention, she has grown into a completely healthy juvenile dolphin, ready to be shown to a waiting audience.

Tail - A prosthetic tail. Winter's story does not end yet. CMA is in discussions with a major prosthetics manufacturer to develop a series of prosthetic tails to be placed on Winter, which, if successful, will allow her to swim in a normal dolphin style. This is unprecedented, as there has only been one other prosthetic tail, with a dolphin in Japan, but it did not have near the injury Winter has.

Media Angles - Winter's story is unusually compelling in nature, and will generate broad media interest in many demographic groups, with the following story components:

- Broad demographic groups have:
 - A general affinity with marine life...
 - An even higher affinity with dolphins...
 - A still higher affinity with young dolphins...
 - And an unsurpassed fascination with the possibility of a prosthetic tail...

2: Statement of Purpose

The Clearwater Marine Aquarium (CMA) is a 501©(3), nonprofit, *working* aquarium dedicated to public education, marine research, and the rescue, rehabilitation, and release of injured or stranded marine life. CMA serves as a vital connection between the marine environment and the Tampa Bay community. More than 250 dedicated volunteers assist in continuing efforts to protect Florida's fragile marine environment. The Clearwater Marine Aquarium's programs include:

Marine Mammal Program – The marine mammal training staff is devoted to maintaining the health and well-being of resident dolphins and river otters through physical and mental stimulation, and husbandry sessions. Trainers provide on-site and off-site educational presentations regarding marine mammal biology, care, training, and enrichment. Daily educational presentations are conducted for the benefit of CMA visitors.

Education Programs – Staff and volunteers bring an environmental message to school children, civic groups, and special events regarding Florida's fragile marine community. Education Specialists provide "hands-on" learning opportunities through marine biology field trips and summer camp programs.

Marine Animal Stranding Team – The team is on call 24 hours a day to respond to injured, sick, or deceased whales, dolphins, sea turtles, and otters. The goal of the stranding team is rehabilitation for release whenever possible. They also perform necropsies and gain valuable information from deceased animals for research and future animal care activities.

Sea Turtle Program – This program is responsible for monitoring sea turtle nesting along Pinellas County beaches and investigating the impact of beach restoration on nesting activity. Biologists rehabilitate injured sea turtles and release those able to survive on their own.

Marine Life Adventures – Biologists provide a unique and exciting learning experience for vacationing families, individuals, and groups. Adventurers enjoy special on-water excursions that enable them to gain a deeper appreciation for Clearwater Bay's marine environment and take part in ongoing scientific research projects directly benefiting Florida's marine eco-system.

Research Ventures – Staff biologists and marine mammal trainers work alongside researchers from many universities in a variety of research projects. These include: Studying dolphin populations within the Intracoastal Waterway; cross-modal echoic/visual samples with our dolphins; sea turtle nesting research; and tool task projects with our resident North American river otters.

Volunteer Program – The growth and productivity of CMA is dependent on this program. CMA is blessed with over 250 volunteers who give their untiring time and devotion for the care of the animals and our guests. We can never thank our volunteers enough for their support and dedication. CMA is always in search of new volunteers and intern, so come join us! For more information on all of our programs visit our website – www.CMAquarium.org.

Note: See following pages for more detail on each area noted above.

3. Clearwater Marine Aquarium: Celebrating 30 years of Environmental Excellence

Each year, more than 100,000 people come to the Clearwater Marine Aquarium to learn about dolphins, sea turtles and other wonders of the sea, but few know the fascinating history behind the big blue building near Clearwater Beach. The Clearwater Marine Aquarium recently celebrated its 30th Anniversary and takes this opportunity to look back fondly on its growth from a tiny exhibit into an internationally-known animal care and environmental education facility.

In 1972, a group of dedicated volunteers decided to establish a permanent marine biology learning center in our area. The Sea-ORAMA, a mounted fish exhibit at the Clearwater Marina, had been in storage for several years, and residents missed having a place to go to learn about the sea. They hoped for a larger exhibit with live marine animals to observe, and with Marcy MacCormack and Al Priest leading the effort, incorporated under the name Clearwater Marine Science Center (CMSC). The present facilities were built in 1975.

Now, more than 30 years later, the future is bright for the Clearwater Marine Aquarium. Our scientists knowledge of marine animals, where they live, why they strand, and how to best help them is steadily increasing. So too, is the public's awareness of our work with marine animals. These developments ensure CMA will continue its mission of rescue, rehabilitation and release of marine animals, while advancing to the forefront of marine science research.

The Cooper Education Wing facilitates a large number of marine biology classes and summer camps and an ever-increasing diversity of marine-oriented classes. Among these, one of the most exciting is Marine Life Adventures, an eco-tourist program which offers children and adults the chance to learn while experiencing the real Florida on our local bays, beaches, and barrier islands. As CMA's education programs increase students appreciation of our fragile environment, they will surely stimulate its preservation for future generations.

Today, the Clearwater Marine Aquarium is an internationally respected *working* aquarium for animal care, public education, and marine research. Yet, in spite of our incredible growth and development, we remain your "neighborhood" aquarium, a place where children and adults alike can continue to wonder at the unending diversity, grace, and beauty of the creatures of the sea. We invite you to visit us soon and share in our pride and happiness as we celebrate more than 30 years of environmental excellence and caring in the Clearwater community!

Yes, CMA has come a long way since that tiny, mounted fish exhibit located in the Clearwater Marina in the early 70's. We have accomplished much and learned even more. As we move through the new millennium, we invite you to join us in our mission of marine conservation, education, and research, and to celebrate with us the many successes yet to come.

4. Marine Mammal Department

The marine mammal training staff at the Clearwater Marine Aquarium is devoted to maintaining the health and well-being of the animals by providing a positive, safe, and enriching environment, while utilizing their presence to educate the public.

The marine mammal training staff maintains the health and well-being of CMA's resident bottlenose dolphins, Nicholas, Indy, Panama and Winter, and three North American River otters: Webster, Garth, and Cooper. This includes monitoring nutritional health, providing daily environmental enrichment, conducting behavioral training sessions utilizing operant conditioning techniques, and scheduling and carrying out veterinary exams.

Nutritional health is met by feeding the animals specialized diets and providing vitamin supplements. Nutritional values are taken into consideration, such as the fat and calorie content of fish, when selecting USDA-approved fish for the animals' daily diet. Currently, the dolphins are fed a diet that consists of herring, tinker mackerel, capelin, pacific sardines, and squid, while the otters are fed capelin, lake smelt, Science Diet cat food, and carrots. The otters also receive live enrichment foods such as minnows, fiddler crabs, and crayfish.

Daily environmental enrichment is vital to any animal. The training staff designs environments and toys that can be easily changed. On a daily basis, the animals are provided with new and interesting man-made toys of different sizes, shapes, textures, and colors. Natural objects (i.e. leaves, grass, mud, shrimp, minnows, etc.) are also utilized. This type of stimulation helps to spark the animals' curiosity and interest, thereby mentally and physically challenging them.

The most important aspect of the training department's responsibilities is conducting behavioral training sessions, which focus on three main goals: Physical exercise, mental stimulation, and husbandry. Physical exercise is achieved by having the animals conduct high-energy behaviors. These behaviors sustain muscle tone, strengthen the cardiovascular system, and maintain overall good physical health. Mentally stimulating behaviors, which challenge the animals, help them stay mentally alert; such behavior would be "creative" or "retrieval" with the dolphins and otters. The most important goal is to conduct husbandry, or medical management behaviors, teaching the animals to voluntarily participate in their own medical care – eliminating any stress associated with routine procedures.

Ensuring the health and well-being of the animals is of paramount importance. Physical examinations are conducted regularly and allow us to constantly monitor the health of the animals. Trainers are able to take the dolphins' heart rates, inspect the inside of their mouths, take voluntary blood samples, and have them assume a variety of different positions to allow our veterinarian to conduct visual examinations.

The training staff at CMA has been at the forefront of behavioral conditioning training with river otters. The otters are trained to enter a crate for easy transport, allow manipulations of their footpads and webbing, stand on a scale for accurate body weights, and roll onto their backs in the water so that their abdomen and hindquarters can be examined. The trainers have pioneered "water work" with the resident otters, which simply means that a trainer enters the water during a training session and conducts husbandry behaviors while the animal is relaxed, floating on its back. A complete visual examination can be performed while the animal is comfortable in its natural surroundings.

Continuing with CMA's goal of education, the training staff conducts public educational presentations to visitors of CMA with the resident dolphins and otters. By using the animals' presence, we can increase the public awareness of these fascinating creatures, and ways to preserve their natural environments. The trainers also conduct off-site presentations to community-based organizations regarding marine mammals and training. For those interested in learning more about marine mammal care and training, three different programs, "Day with a Dolphin," "Trainer for a Day," and "Dolphin Encounter," offer participants an opportunity to come face to face with resident marine mammals and shadow the trainers during public presentations and environmental enrichment.

5. Educational Programs

The Clearwater Marine Aquarium offers educational outreach programs to the Tampa Bay community, along with daily public presentations at the Aquarium. These programs, designed to stimulate the curiosity of those interested in the animal and plant life inhabiting our local waters, provide information on conservation and ecological issues. Marine science educators at CMA promote awareness through hands-on learning and observational approaches using a catamaran vessel as a mobile classroom from which young scientists can explore Clearwater Bay's marine community.

Many educational programs are offered throughout the year, including marine biology summer camps, "Trainer for a Day," "Day with a Dolphin," "Dolphin Encounter," Marine Life Adventures and community outreach presentations. Each program offers a unique approach to studying the marine environment. Summer camps for children ages 5–15, allow hands-on learning in an atmosphere surrounded by marine biology information. Children participate in creative activities to strengthen their knowledge and are afforded the opportunity to snorkel within the surrounding waters, soaking in the wonders under the sea!

"Trainer for a Day," "Day with a Dolphin," and "Dolphin Encounter" programs allow persons young and old to come face to face with marine mammals. These programs are geared to offer participants an opportunity to learn about behavioral training concepts, nutritional needs, conservation, and environmental enrichment, as they work alongside CMA's marine mammal trainers and resident river otters and dolphins. Marine Life Adventures is geared toward the marine biologist at heart or the family looking for a once-in-a-lifetime vacation. This program takes you on an under the water adventure as you collect, photograph, and release marine life of all shapes and sizes.

Off-site educational presentations are offered to community-based organizations and schools. These programs focus on sea turtle conservation, marine mammals, or seashore life. Presenters transport live specimens in a mobile touch tank, allowing a close-up view of many animals seen within our local waters.

By promoting awareness through environmental educational programs, CMA plays a vital role in helping to preserve Florida's fragile marine ecosystem. Our goal is to teach future generations to enjoy the splendor of the oceans and to protect the creatures that make life in Florida a wondrous experience.

6. Marine Animal Stranding Program

Our activities in the rescue, rehabilitation and release of marine mammals have provided scientists with many unique opportunities to gather important information about animals that become stranded on the shore. The Clearwater Marine Aquarium (CMA) is a dedicated member of the Southeast United States Stranding Network. In fact, CMA is one of only a few facilities on the Gulf Coast of Florida that holds a Letter of Authorization from the National Marine Fisheries Service (NMFS) to respond to marine mammal strandings. CMA's Marine Animal Stranding Response Team is on call 24 hours a day, seven days per week. The team consists of biologists, animal handlers and trainers, a veterinarian and many specially trained volunteers.

Over the years, from 1984 through the present, much information has accumulated from CMA's 300-plus marine mammal stranding events. Most of the marine mammals reported were dead when they were found on the shore. When that is the case, information and samples may be collected and added to a database of information. Even when a marine mammal is alive, the chances of rehabilitating it to the point of release are very slim.

Our rescue team has responded to strandings of several different species of marine mammals (cetaceans).

Bottlenose dolphin (*Tursiops truncatus*)
Short-snouted spinner dolphin (*Stenella clymene*)

Rough-tooth dolphin (*Steno bredanensis*)

Dwarf sperm whale (*Kogia simus*)

Pygmy sperm whale (*Kogia breviceps*)

Beaked whale (*Mesoplodon europaeus*)

Striped dolphin (*Stenella coeruleoalba*)

Risso's dolphin (*Grampus griseus*)

Fraser's dolphin (*Lagenodelphis hosei*)

Bryde's whale (*Balaenoptera edeni*)

Sperm whale (*Physeter macrocephalus*)

7. Sea Turtle Program

Since 1978, the Sea Turtle Program at the Clearwater Marine Aquarium has striven to conserve and protect endangered and threatened sea turtles. There are five species of sea turtles found in the Gulf of Mexico. These include: Loggerhead (*Caretta caretta*), Green (*Chelonia mydas*), Hawksbill (*Eretmochelys imbricata*), Kemp's Ridley (*Lepidochelys kempii*), and the Leatherback (*Dermochelys coriacea*). Over the years, CMA sea turtle biologists have responded to the needs of all five of these species. Through research, education, and conservation the Sea Turtle Program strives to conserve endangered sea turtles.

Every year, starting in late April, Pinellas County beaches are prime nesting grounds for Loggerhead sea turtles. Every morning during nesting and hatching season (May 1st – October 31st), biologists patrol 35 miles of potential nesting habitat from Clearwater Beach south to Treasure Island. Protective measures ensure nesting females and their hatchlings can complete the nesting and hatching process safely. All nest sites are marked to help ensure the safety of the eggs and nests, and evaluate hatchling success.

Artificial lighting along the beaches of Pinellas County continues to be the leading threat facing sea turtle hatchlings. At night hatchlings will emerge from their nests and race toward the reflection of the moon and stars off the water. Unfortunately, artificial lighting provides false cues and guides hatchlings in the wrong direction. Protective cages are therefore made and placed over each nest to restrain hatchlings until trained staff can release them. Without these protective cages, hatchlings would never reach the water. Artificial lighting also affects nesting females who often avoid heavily lit areas or who may become disoriented when returning to the water. Biologists conduct light surveys along the coast to determine problem areas. Sea turtle posters, brochures, and letters are passed out each nesting season to educate the public. Educational Turtle Walks along the beach are also available.

Ongoing research is vital to the welfare of endangered sea turtles. Sand research is conducted on all nesting beaches of Pinellas County each year. Sand is collected and tested for salinity, temperature, grain size, moisture content, and compaction. All these components are critical in successful nest sites and hatchling survival. The Sea Turtle Program's latest research involves a GIS (Geographical Information System). This enables sea turtle biologists to record the precise latitude and longitude at each nest site or false crawl location. Data is then correlated with lighting research to determine areas of lighting pollution and how it affects nesting adults and their hatchlings. Biologists are then able to take necessary measures to resolve lighting problems along the beach.

We also respond to sea turtle strandings that can involve both living and deceased turtles. In the case of dead strandings, necropsies are performed to determine cause of death. Strandings are caused by many factors such as boat hits, fibropapillomatosis (virus that causes tumorous growths), entanglement in fishing line, etc., and incidental capture. We are one of the largest sea turtle rehabilitation facilities on the West Coast of Florida. Turtles that survive these various strandings undergo rehabilitation, which may require minor surgery performed by local veterinarians and assisted by CMA staff. Permanently handicapped turtles are cared for and given a home at CMA. Through the actions of the Sea Turtle Program's staff and volunteers, CMA is able to provide endangered sea turtles with a better chance for survival.

8. Marine Life Adventures

Have you ever dreamed of being a Marine Biologist? Do you want to get wild, maybe even a little wet? Then Marine Life Adventures is for you. This interactive marine field experience has levels to match anyone's "Wilderness Threshold" from two-hour sightseeing excursions introducing you to the wild inhabitants of Clearwater Harbor to four days of active field research on critters large and small.

While you are on the water, you will be doing more than just having fun; all of our trips give you the opportunity to participate in the restoration of Tampa Bay and surrounding waters. Acts as simple as picking up a little trash make the water a safer place for animals. While nets bring sea life aboard to study, population data is gathered by counting and recording every animal before it is released. Help create new habitat for the juvenile fish that depend on the estuaries by making fish condos or planting new mangrove trees.

If you are just up for a splash, then try our Sea Life Safari. This two-hour sightseeing excursion leaves the Clearwater Marine Aquarium daily at 11:00, 1:30 and 4:00 and is packed full of fun. We will take you into the mangrove sea-grass estuary and introduce you to all of its inhabitants.

If you want a more personal approach, try our Custom Adventures. These programs run by reservation and can last three to six hours. Clearwater Marine Aquarium biologists will guide your family/group through the Intracoastal Waterway. You will have the opportunity to explore the underwater world by snorkeling. If you do not want to swim, we have a water-snooper that will give you a peek under the sea while you stay dry.

For the seriously wild, we can immerse you in a two-to-four-day Adventure! These will give you the opportunity to participate in many of our research projects. From microscopic plankton to manatees and dolphins, we will give you the opportunity to learn about these animals, daily lives and what role they play in the ecosystem.

Some topics that may be covered during custom, two-day, three-day, and four-day adventures include the following:

Mangrove Habitat Restoration – Plant a mangrove seedling, then come back next year and see how much it has grown.

Plankton Netting – Biologists set out a net to capture some of the smallest but definitely not the least important animals in the water. The plankton is then passed around in magnifying boxes for all to study.

Seine Netting – Help biologists pull a hand-held net through the water and discover what lives below the surface.

Otter Trawl – This net is deployed from the boat to gather specimens that cannot be captured with a seine net.

Snorkeling – Explore new habitats and get a glimpse of the world below the surface. All that is needed is a mask, a snorkel, and a sense of adventure!

Scallop Counts – During this seasonal activity, snorkel through a grid area, and count the number of scallops you find. These animals are called indicator species and act like canaries in the mine: a healthy population means a healthy bay.

Fish Condos – Build structures to place under docks along naked sea walls to provide much needed habitat for juvenile fish and filter feeders.

Catch and Release Fishing – We will take you to a few of our secret sweet spots to do a little fishing, great for all skill levels.

Shark Tagging – Catch and release fishing with an edge. We will go out at peak feeding times for juvenile sharks that we will tag with equipment provided by the National Marine Fisheries Service. When tagged sharks are recaptured, valuable information about migratory patterns is gained.

We will work with you to design a day to fit your group's needs and interests by choosing from the above activities or developing new activities for you.

9. Volunteer Program

The CMA volunteer program utilizes citizens willing to donate their time for the benefit of our fragile marine environment. Volunteers assist in conducting educational presentations, running the front desk and gift shop, and helping with animal care and rehabilitation. Currently, over 250 volunteers help with CMA's mission. Volunteers are selectively placed with various Aquarium programs.

CMA values its volunteers and acknowledges that their actions promote positive attitudes toward education and conservation. Year-round volunteers must be at least 18 years old. Students between the ages of 14 and 17 may apply to CMA's Junior Volunteer Program, which is held each summer from June until August. The deadline for applications to this program is in late April of each year. Requirements for the program may vary from year to year so applicants are encouraged to be in contact with us after the first of the year for more information and the exact deadline date.

10. Chief Executive Officer Summary – David Yates

David Yates graduated from the University of Nebraska-Omaha in 1985, and began his career that year as a CPA with Arthur Young & Company. In 1987, David was presented with an opportunity to work with a group of related-companies based in Tarpon Springs, Florida. From this association, Yates oversaw the group's purchase of the Ironman Company in 1989. Yates became the Executive V.P at that time, and transitioned into the CEO/President role in May, 1992. During his tenure, the company won multiple Emmy's for its NBC show, became the U.S.'s fifth-largest sports brand, and expanded the Ironman events and brand into the international arena. Ironman's best-known business venture is the highly successful best-selling Timex Ironman watch.

11. Chief Operating Officer Summary – Dana Zucker

Since graduation from West Virginia University in 1991 with a Masters degree, Dana Zucker has been involved in the non-profit world for many years in a variety of ways. After spending a number years in the fundraising field with various Community Centers, Dana has also worked in the areas of special needs and non-profit camps. Dana also spent a number of years in the retail world working as a regional trainer for corporate turn-around projects. After the birth of her twins, Dana became a professional volunteer, taking seats on both local and international boards with organization's involved with children's health, education, environment, and the arts, including development of media strategies. Upon moving to Florida in 2004, Dana initiated her involvement with Clearwater Marine Aquarium, and was named Chief Operating Officer in April, 2006.