

July 18, 2008

Marine Life Protection Act Initiative
c/o California Resources Agency
1416 Ninth Street, Suite 1311
Sacramento, CA 95814
Attention: Melissa Miller-Henson

Re: Self Nomination of David A. Weeshoff to MLPA South Coast Regional Stakeholder Group

Nominee:

David A. Weeshoff

LaCrescenta, CA 91214-3002

Selection Criteria Statement:

As a long term resident of Southern California, self-educated ornithologist, recreational fisherman, conservationist and active aquatic bird rehabilitator I am keenly aware of the various marine ecosystems of our local waters, and how those resources are affected by the macro forces of weather, currents, harvesting, pollution, recreation, etc. I believe, to use an old phrase, that we are eating our "Seed Corn", and must preserve our marine resources to allow them to recover and thrive. As Edward O. Wilson said, "There can be no purpose more enspiriting than to begin the age of restoration, reweaving the wondrous diversity of life that still surrounds us."

As a scientist (BS, Experimental Psychology, 1968) my interests include the wisest use and protection of marine resources by all species and users including recreational fishermen, commercial fishermen, conservationists, biologists, businessmen, and animals, with a particular emphasis on long-term resource sustainability. I am certain that the best science can be successfully applied in the public interest if the processes and conclusions are communicated effectively to the Public in an open and comprehensible way. I am committed to biodiversity. My technology background with IBM has given me confidence in pragmatic, applied science as a solution to complex problems.

My career and volunteer experiences, including 32 years with IBM, have always required attentive listening to diverse opinions, cooperation and collaboration with various vested interest groups, and finding paths to accommodation, compromise, and consensus.

Over the years I have developed communications skills, including written and oral, which would well serve the MLPA SCRSG. I speak to schools, community groups and clubs on environmental issues frequently. As an active member of the Audubon Society, International Bird Rescue Research Center, Heal the Bay, Algalita Marine Research Foundation, Sierra Club and the California Council for Wildlife Rehabilitators, I would use their communications networks, newsletters, and member meetings, as well as my own resources to communicate the perspectives of the MLPA SCRSG.

I am fully committed to completing all aspects of the RSG. Since my retirement from IBM in 2004 I have worked tirelessly, as a volunteer, to improve marine habitat, water quality, and sound resource

management of Southern California waters through personal efforts, educational programs (Speaker's Bureaus, etc), Board of Director commitments, and other activities.

Affiliations:

Member, Board of Directors, International Bird Rescue Research Center, San Pedro, CA
Member, Board of Directors, San Fernando Valley Audubon Society, and Education Chair
Member, Speaker's Bureau, Heal the Bay, Santa Monica, CA – present to 40+ schools per year
Member, Speaker's Bureau, Algalita Marine Research Foundation, Long Beach, CA
Member, Board of Directors, Glendale Character and Ethics Project, Glendale CA
Member, Board of Directors, Glendale Education Foundation, Glendale, CA
Member, California Council for Wildlife Rehabilitators
Member, National Wildlife Rehabilitator's Association
Member, Sierra Club, Crescenta Valley Chapter
Participant, SeaDoc Monofilament Fishing Line Recycling Program, U.C. Davis
Participant, CDF&G, OSPR, Oiled Wildlife Care Network – Oil Spill Response Team, U. C. Davis

Past Involvements – Collaborative Public Processes:

While I yet have no specific experience in public processes, my career in sales and systems development with IBM, a very large, collaborative enterprise, has given me the necessary skills to cooperate and build consensus. I have personally addressed governmental organizations, including the Los Angeles County Board of Supervisors, on environmental issues.

Willingness to commit the time for full participation:

I am certainly willing to commit the time necessary, including reallocating my time and efforts currently committed to other organizations and initiatives. I am willing to travel, and understand the overall time commitment will be substantial.

Organizations and Individuals – Communications:

- California Audubon Society – Board, Membership (local and state-wide), etc. – Garry George, Chapter Network Director
- Local Audubon Societies, including Los Angeles, Palos Verdes, San Fernando, and Santa Barbara societies – Presidents of local chapters
- International Bird Rescue Research Center – Board, employees, volunteers, blog readers – Jay Holcomb, Executive Director
- Algalita Marine Research Foundation – Board, Directors, Membership, - Dr. Marcus Eriksen, PhD, Director of Research & Education
- Heal the Bay – Board, Membership – Dr. Mark Gold, President
- SeaDoc Society – Board, Membership – Dr. Kirsten Gilardi, DVM, Assistant Director, Marine Programs

References submitted upon request.

Specific Communications and Outreach Mechanisms:

As appropriate and opportune, I would communicate through letters, email, telephone and on-site presentations to the various organizations. I would plan to use the organizations' websites, mailings and regular meetings to leverage their existing communications infrastructures. As was clearly evident in

the Cosco Busan Oil Spill response, the Public is keenly interested in environmental protections and the plight of birds, and looks to trusted organizations for answers.

Areas of Knowledge and Expertise:

- Avian physiology, habitat, resource requirements, environmental impacts on breeding, feeding, etc., especially of pelagic and shore birds.
- Effects of oil spill and oil seepage on marine resources and wildlife, and mitigation of those effects.
- Creating and delivering entertaining, informative, and comprehensive environmental educational programs for all levels of community organizations, schools and interest groups.
- Working with and within groups to form consensus.
- Ability to quickly absorb scientific and technical information.

Respectfully submitted:

David A. Weeshoff