



July 12, 2008

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

Re: Nomination of Jeff Rosaler to the South Coast Regional Stakeholder's Group

With this letter, the Laguna Ocean Foundation would like to strongly recommend the appointment of Mr. Jeff Rosaler to the Regional Stakeholder Group as he will provide representation for our Foundation's regional input as well as valuable, professional input regarding marine ecology, human use of the marine environment, public outreach, and education.

Who We Are

Laguna Ocean Foundation is a non-profit 501(C) (3) organization founded in 2003 by a small group of concerned Laguna Beach residents in response to the City's VISION 2030 report. The report emphasized that the coastal resources of Laguna Beach are an essential part of the community and there was a need for further protection and conservation of these resources. Locals and visitors flock to the beaches, tidepools, kelp forests and offshore habitats of Laguna Beach and the landscape of pristine sandy coves nestled between rocky intertidal points have long captured the imagination of artists. With increasing visitation, it was recognized that people using the community's beaches needed to be better educated about the delicacy of the marine ecosystems, with this goal in mind the Tidewater Docent Program was created in 2002 to provide interpretive education experiences at several Laguna Beach tidepool sites. As the program expanded, the local enthusiast decided that the program needed a home and that more could be done to further enlighten the community concerning conservation marine biology. After five years the foundation has expanded. A governing Board of Directors now oversees several programs with a professional consulting staff and a large group of local volunteers and supporters. Also, the Foundation initiated the effort to establish the Marine Protection Officer position in Laguna Beach, the first of its kind. The Foundation understands the importance of the Marine Life Protection Act and is committed to the MLPA Initiative and will fully support the nominee for the duration of the South Coast Regional process.

The Foundation's mission is to preserve and protect the beaches, intertidal zone, watersheds, and ocean waters of Laguna Beach and to educate the public about these resources.



Why We Support Jeff Rosaler

Contact information:

Jeff Rosaler

Laguna Niguel, California 92677

1. Able to bring first-hand knowledge and perspective to bear on the marine resources of the South Coast Study Region,

Mr. Jeff Rosaler, born and raised in southern California, has spent the majority of his life swimming, surfing, diving, fishing, sailing, and making his career in and around the ocean. In 1999, he received a degree in Marine Biology from *University of California at Santa Cruz* and most recently completed his Masters in Biological Sciences from *California State University at San Marcos*. His studies focused on marine ecology and his Master's thesis: *Using habitat as a proxy for species richness and species diversity in marine reserve site selection for rocky intertidal areas of Laguna Beach* focuses on marine reserve design using the modeling program MARXAN and rocky intertidal community ecology.

2. Able to balance a south coast regional perspective with localized knowledge,

Jeff has 8 years of experience in the field of experiential education, teaching adults and children about southern California coastal resources. The visions and missions held by the various non-profits he has and is currently employed by, including the Ocean Institute, Rapture Marine Expeditions, San Diego Maritime Museum and the Laguna Ocean Foundation naturally augment his world view. A USCG licensed captain, Jeff has spent over 5 years of documented sea time on the coastal waters of southern California, including 8 of the Channel Islands, gaining a passion and extensive knowledge of the local oceans. In his current position, with the Laguna Ocean Foundation, he is responsible for coordinating two interpretive education programs for the intertidal areas of Laguna Beach, has conducted two semester long research and education programs with the local high school marine ecology class (a summary and results were published in *Current: the Journal of Marine Education*), conducted an intertidal resource assessment including GIS habitat mapping and a shorebird monitoring project. Jeff is a part time contractor with the environmental consulting firm Coastal Resource Management where he most recently helped conduct a public use monitoring study for central Orange County ASBS/MPAs.

3. Willing to express fundamental interests and to clearly convey the interest of one or more stakeholder groups,



Jeff also is an active participant with the Orange County Marine Protected Area Committee (OCMPAC) where he has been involved with conducting teacher workshops, enforcement trainings, docent trainings, and educational programming for better management of our local MPAs. Through this group Jeff has a communication network with Orange County city and county officials, non-profits, environmental consulting firms and local education faculty.

4. Capable of working collaboratively, seeking to integrate the interests of a full range of constituencies,

Along with his work with the OCMPAC Jeff has attended, advised and worked with the Laguna Bluebelt Coalition. This coalition of citizens and organizations within Laguna Beach sought to bring together various stakeholders of our local resources. Through this group Jeff has listened and understands the needs of a full range of local constituencies and through the support of the coalition Jeff will continue to communicate to this wide range of stakeholders during the process.

5. Able to access and use an effective communication network to reach stakeholders not attending public meetings,

Jeff also collaborated with this group to help develop an education and outreach program for the general public concerning the MLPA Initiative with the funding of the Resource Legacy Fund Foundation and the collaboration of the Ocean Institute, Birch Aquarium, Cabrillo Marine Aquarium, and the Aquarium of the Pacific. Through this program development Jeff has developed relationships with each organization and is happy to communicate with these groups and participate in their continued public outreach campaign for the MLPA. Through all of these collaborative groups Jeff will communicate with key members of other organizations, as well as post MLPA updates on the Foundation's website (www.lagunaoceanfoundation.org), the Laguna Bluebelt website (www.lagunabluebelt.com) and the OCMPAC website (www.ocmarineprotection.org). Jeff is also supported by the 400+ member dive organization [OCdiving.com](http://www.OCdiving.com) with members throughout the South Coast Region and will provide updates on the MLPA at www.OCdiving.com. The Laguna Ocean Foundation also holds public forums in which local users would be able to learn more about the MLPA and provide input to Jeff to bring to the Stakeholder meetings.

6. Committed to completing all aspects of the charge of the regional stakeholder group.

The Laguna Ocean Foundation will fully support Jeff Rosaler for the entire length of the South Coast Study Region effort and Jeff is committed to the MLPA process not just to our study region but for the completion of the statewide network by 2011.



Knowledge of geographic information systems

Jeff has taken several courses and done several projects with ArcGIS, including his thesis work and the creation of a database for the Foundation coastal resources.

Thus, we appreciate your time and effort reviewing the nominations, and respectfully request that you include Mr. Jeff Rosaler in the MLPA Regional Stakeholders Group for the South Coast Region.

Sincerely,

A handwritten signature in black ink, which appears to read "Fredric L. Sattler". The signature is fluid and cursive, with a long horizontal stroke at the end.

Fredric L. Sattler

Chairman of the Board