

THE DROP

FALL 2018



CONTENTS

LETTER FROM OUR CEO	04
SMALL STEPS, BIG IMPACT	
MAKING PROGRESS.....	06
SURFRIDER REACHES HISTORIC 500TH COASTAL VICTORY	
GUEST FEATURE.....	08
TURNING THE TIDE ON PLASTIC POLLUTION	
CAMPAIGN SPOTLIGHT.....	12
SURFRIDER'S LEGAL TEAM DRIVES CHANGE	
INITIATIVE SPOTLIGHT	16
THE OCEAN FRIENDLY MOVEMENT	
SURFRIDER IMPACT.....	18
WHAT IT TAKES TO CREATE A VICTORY	
REGIONAL SPOTLIGHT	22
HAWAI'I BANS OXYBENZONE IN SUNSCREENS	
PARTNERSHIP SPOTLIGHT.....	24
THE BETTER BEACH ALLIANCE	
ACTIVIST PROFILE	26
SARAH BETUEL	
AMBASSADOR PROFILE.....	28
ANDY AND ASHLEY DAVIS	
DONOR PROFILE	32
LIISA FIEDELHOLTZ	
FEATURED PHOTOGRAPHER	34
MORGAN MAASSEN	
2018 COASTAL VICTORIES UPDATE	38



11



19



28



14



25



37

OUR MISSION

The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves and beaches through a powerful activist network.

SURFRIDER.ORG

Editorial: Nancy Eiring, Melissa Mefford

Design & Layout: Randy Assell



LETTER FROM OUR CEO

SMALL STEPS, BIG IMPACT

A recent scientific study predicted that by 2050, the ocean will contain more plastic than fish. Let that settle in. More plastic than fish. The ocean is massive and should be full of marine life but we are taking too much out of our diverse ecosystems and putting way too much plastic in.

An estimated 5 to 13 million tons of plastic waste, including straws, bags, bottles and foam containers, enter our ocean annually. In addition, that plastic does not biodegrade, it just breaks into smaller and smaller pieces. The resulting massive amount of plastic waste poses an ongoing threat to the health of our ocean and coasts.

The good news is that Surfrider's nationwide, volunteer-led network is tackling plastic pollution head-on to drive change and transform how we look at single-use items. We are attacking this problem in four primary ways: We are educating people about how they can take personal responsibility for their own plastic footprint; we are cleaning beaches and reporting on what we find; We are advancing policies to eliminate plastic pollution, including the passage of more than 160 local, state and national laws; and we are working with businesses through our Ocean Friendly Restaurants program.

I am very proud of Surfrider's recently launched Ocean Friendly Restaurants program to recognize and promote restaurants that are taking action to reduce single-use plastics and protect our coasts. In nearly every state along the U.S. East and West coasts, you can now find a registered location that has joined the program to protect our coastlines from plastic pollution.

At Surfrider, we know that our love for the ocean and coasts doesn't stop when we leave the beach. It becomes a part of everything we do. Small steps add up and when we work together, we can create an unstoppable wave of change.

Thank you for your continued support for the protection of our ocean, waves and beaches for the future.

For Clean Water and Healthy Beaches,



Dr. Chad Nelsen
Chief Executive Officer

MAKING PROGRESS

SURFRIDER REACHES HISTORIC 500TH COASTAL VICTORY

BY PETE STAUFFER, ENVIRONMENTAL DIRECTOR

This summer, the Surfrider Foundation won our 500th coastal victory since we began officially tracking campaign wins in 2006. This landmark achievement speaks to Surfrider's enormous impact on the protection of our ocean, waves and beaches. It's also a tribute to the thousands of chapter leaders, volunteers and staff who contributed to this significant milestone.



Above: Surfrider beach in Malibu protected by Surfrider.

Surfrider defines a victory as a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or accomplishes

both. Every day, government bodies make decisions that impact the coastal resources that we use and cherish. Surfrider's vision is to influence these decisions through our powerful activist network to achieve 100% protection of the coasts.

Ever since Surfrider's first iconic victory in 1984 to protect Malibu's famed surfing break, we have been known for our special breed of grassroots activism. Our chapters and members work tirelessly to defend our coasts from looming threats like seawalls, oil drilling and the loss of public access. We also flex our muscles in the policy arena to pass laws that will protect coastal and ocean resources into the future.

With every government decision made in our favor, Surfrider moves closer to achieving our mission of protecting the ocean, waves and beaches for all people. Whether passing laws to curb plastic pollution, strengthening water quality standards, or establishing marine protected areas, our impact extends to virtually every mile of U.S. coastline.

From local wins secured by our chapter network against daunting odds, to state and national victories that showcase Surfrider's increasing influence in ocean policy, our efforts are driven by the most serious threats facing our coastlines.

Grassroots campaigns represent the very essence of the Surfrider Foundation. When we win, it's more than just a victory for our coastlines—it's a validation that our theory of change works. It is clear that a dedicated community of coastal advocates can triumph in the face of numerous threats.

As we celebrate our 500th victory, we extend a heartfelt thank you to everyone who has supported Surfrider's work over the past decades. These victories belong to all of us—chapter leaders, grassroots activists, staff, coalition partners and our generous members and donors whose financial support makes it all possible. Here's to the next 500 victories!



Above: The 2016 California ban on plastic bags is a huge victory that has kept billions of plastic bags out of landfills, watersheds and the ocean.

VICTORY HIGHLIGHTS

HUMBOLDT PULP MILL SHUT DOWN • 1991

Surfrider wins the second-largest Clean Water Act suit in U.S. history against two pulp mills in Humboldt County, California.

BEACH ACT SIGNED INTO LAW • 2000

President Bill Clinton signs into law the BEACH Act to establish nationwide standards for beach water quality monitoring.

MAINE BEACH ACCESS GRANTED • 2011

Surfrider wins a public beach access case in Maine when the state's Supreme Court rules that private ownership rights cannot exclude the public from the crossing the beach for scuba diving access.

HONOLUA BAY PRESERVED • 2013

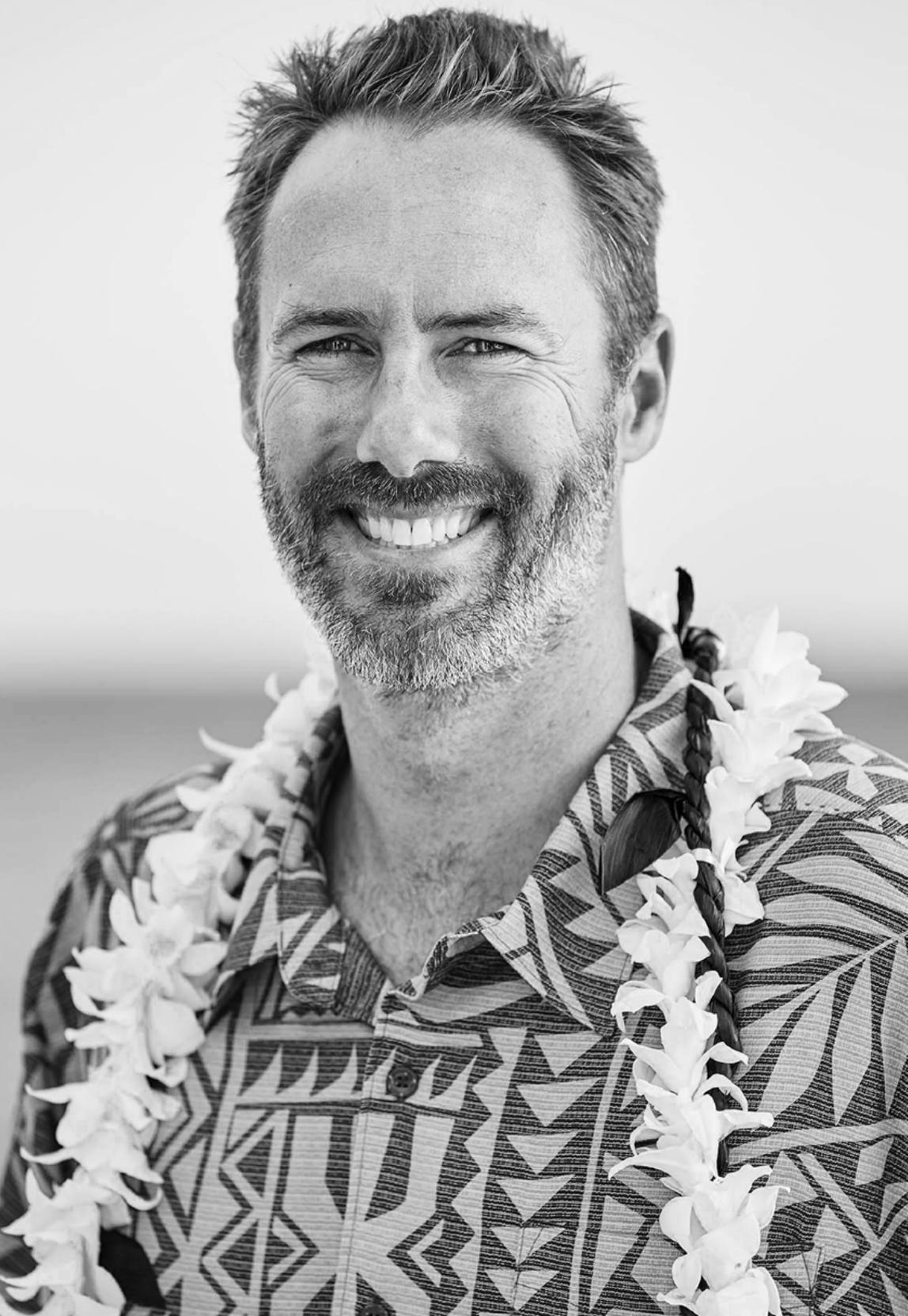
The Maui Chapter joins native Hawaiian groups and other partners in stopping the development of a golf course and luxury homes overlooking Honolua Bay, Hawai'i.

CALIFORNIA PLASTIC BAG BAN • 2016

Surfrider helps to pass Proposition 67 in California to uphold the nation's first statewide single-use plastic bag ban.

WASHINGTON'S COAST PROTECTED • 2018

Washington state adopts a marine spatial plan to protect the region's Pacific coast after a decade of advocacy from Surfrider and other ocean stakeholders.



GUEST FEATURE

TURNING THE TIDE ON PLASTIC POLLUTION

BY JOSH MORGAN, REGIONAL DIRECTOR OF OPERATIONS, T S RESTAURANTS

Growing up on the beach in Malibu, I learned to swim, surf, fish and dive in my backyard. The ocean was always my playground and my place for solace. Throughout my youth and now raising a family, the ocean continues to be a pillar of our lives as it is our place to spend time with each other and enjoy the water. The connection that developed with the ocean over the years has also given me a sense of responsibility in protecting it. I have always felt compelled to do my part in keeping it beautiful and full of life. I'm now passing down these lessons to my children as they become aware of the duty to protect the places we love.

Best friends, Rob Thibaut and Sandy Saxten, founded T S Restaurants to create a company that took all of the things they loved about the restaurant business, and added in lifestyle, friendship and family. The goal was to open a few restaurants in communities where they would like to live and play. Today, T S employs over 2,500 people and operates 13 multi-concept restaurants in stunning California and Hawai'i locations. T S sets the bar for destination restaurants serving up excellent food and amazing experiences. Above all, we strive "To create timeless memories and lifelong friendships, with sunsets and Aloha."

I started my journey in the restaurant business as a busser at Duke's in Malibu. I worked my way up through the ranks, ultimately becoming General Manager in 2005. Through this position, I gained a greater understanding of the nexus of business and environmental issues in Malibu. The city is not tied to the sewer system so each business and residence has their own wastewater treatment. I implemented measures to reduce waste and water use to reduce our impact and this project made me realize all of the proactive measures businesses can take to protect their local community, environment and water. I recognized that restaurants can play a significant role in reducing waste, conserving water, and of course, preventing plastic pollution.

All of our restaurants are either next to, or near, a body of water, whether it's the ocean or a lake. These are the places where we live, work and play. We are passionate about our role in protecting the ocean and places we enjoy for future generations, and reducing single-use plastic is something we strongly believe in. As people gather to eat and enjoy the serenity and peace that comes from staring out at a healthy ocean, we are indebted to do everything we can to prevent plastic pollution, protect the ocean and hopefully inspire our consumers to make Ocean Friendly choices in their lives.



Restaurants play a huge role in fighting plastic pollution. There are so many single-use plastic items that are only used once and persist in our environment forever. However, there are also many ways to incorporate reusable and sustainable alternatives to plastic. The Surfrider Foundation's Ocean Friendly Restaurants program provided us with a great roadmap and tools to understand how we can reduce our impact and make a difference. Eliminating plastic straws is a great start and is one of the first things we did to meet the Ocean Friendly Restaurants criteria. There are so many better alternatives like paper straws and reusable options out there. We took action and went from getting rid of foam products and plastic bags for all of our take-out, to ensuring proper separation of recycling and only providing tableware that can be reused.

Restaurants need to do everything in their power to eliminate single-use plastic items and replace them with reusable or more earth-friendly options. T S Restaurants have also found that making these choices brings

ocean awareness to others and helps to inspire conversation with our customers about Ocean Friendly practices and how to make smart choices to avoid disposable plastic and protect the ocean.

The next step for our restaurants is to encourage our purveyors and distributors to rethink their packaging for products that we purchase. Everything comes wrapped in plastic and it is up to the restaurant to deal with the waste. If all restaurants start to demand products from their distributors that do not use so much plastic packaging, the industry will shift to better Ocean Friendly alternatives.

Surfrider's Ocean Friendly Restaurants program is a perfect match for our business as we share the same values of the program and are always looking for ways to improve our practices. Working with Surfrider chapters in Hawai'i and California, we are on the path to having all 13 of our restaurants at the "platinum level," which means that we not only do our part to reduce single-use plastics, but we also implement



***“THERE IS ALWAYS
SOME WAY TO
PREVENT WASTE
BY THINKING
OUTSIDE THE BOX”***

measures to conserve water and energy, get rid of plastic beverage bottles and serve sustainable seafood. Another creative way we reduce waste is by only offering beer on tap to prevent huge quantities of glass from going to the recycling bin. We are also experimenting with serving wine only on tap in a few locations to prevent even more waste.

While we believe that being recognized under Surfrider’s Ocean Friendly Restaurants program is a good thing for our business and image, more than anything, it is the right thing to do. The ocean is the setting that holds all of our restaurants together and we want to be part of the movement to turn the tide on plastic pollution and protect the places we love.



Above: Many restaurants opt to replace plastic items with Ocean Friendly alternatives like these paper straws.



Above: People enjoying unrestricted access to Strands Beach in Dana Point, CA. thanks to Surridge's legal intervention.

CAMPAIGN SPOTLIGHT

SURFRIDER'S LEGAL TEAM DRIVES CHANGE

BY ANGELA HOWE, LEGAL DIRECTOR

The Surfrider Foundation is a powerful activist network, in part, because we have the ability to use the full force of the law on our side. Whether it is through legislation or litigation, our legal efforts compose an integral part of the mission work and overall function of our grassroots organization. Some may be surprised to learn that we only have two attorneys in our Legal Department: I'm the Legal Director and Staley Prom is our Legal Associate. We both work closely with Surfrider's regional and policy staff to inform our various campaigns. In addition, we have an amazing support network for our department, including a solid rotation of legal interns throughout the year, pro bono law firm assistance, a Legal Issues Team of pro bono attorneys who have enlisted to help if needed and committed Environmental Law Clinics from some of the top law schools in the nation. This year, we will also have a year-long UCLA Legal Fellow starting in the fall.

The true strength and effectiveness of Surfrider's legal endeavors are derived from our expert advisory team called the Legal Issues Committee. This group consists of seven seasoned environmental attorneys, five of whom have been leaders on the Surfrider Foundation's Board of Directors. The esteemed

members, each with decades of environmental law experience, consist of: Meg Caldwell, current Ocean Program Deputy Director at Packard Foundation and former Chair of the California Coastal Commission; Maggie Peloso, partner at Vinson & Elkins LLP; Steve Shipsey, Assistant Attorney General of the State of Oregon; Steve Roady, professor of Coastal Law at Duke University School of Law and former Oceans Director at Earthjustice; Kris Balliet, Coastal Law Consultant and Executive Director of the Tualatin Riverkeepers; Donna Christie, Ocean and Coastal Law Professor at Florida State University; and Marc Chytilo, owner of the Law Office of Marc Chytilo.

As the organization's litigation efforts span the nation, we also rely upon outside counsel to help as attorneys of record for the briefing and in the courtroom. This expert counsel comes from large pro bono law firms such as McDermott, Will & Emery LLP; environmental law clinics, including the University of Chicago Law School's law clinic; and nonprofit attorneys at Earthjustice, for instance.

Currently, the Surfrider Foundation carries an active caseload of 14 litigation cases plus four additional where we are an amicus ("friend of the court") party. These include important Clean

Water Act cases, such as the Lahaina Injection Well case to protect West Maui coastal waters; the U.S. Steel case to protect Lake Michigan waters and public health; and the recently filed border pollution case to protect south San Diego County coastal waters.

Some of the most significant litigation wins in Surfrider's history have been achieved in the past few years. In 2016, Surfrider won a six-year lawsuit that allows ample beach access at Strands Beach in California, in addition to mitigation in the form of coastal trail development, bike racks, web-based application development, coastal signage and a funded environmental education course for underserved schools. Also in 2016, the Save Trestles successful landmark settlement ended five different lawsuits and 15 years of fighting for the park, resulting in the protection of San Onofre State Beach for this and future generations. In 2015, the Surfrider O'ahu Chapter celebrated a victory at the Hawai'i Supreme Court that set statewide

precedent to protect the sanctity of coastal setback ordinances and prevent the misuse of zoning variances. These efforts shape the face of coastal environmental law throughout the nation.

In terms of process, the Surfrider Foundation uses litigation as a last resort and the Legal Department ensures that we have exhausted all administrative remedies and any other means for solutions before filing suit. The Board of Directors and Legal Issues Committee do a thorough evaluation of a proposed lawsuit. We fully assess the strength of a potential case, necessary resources and even effect on the applicable body of environmental law before filing litigation. In the Martins Beach campaign to open beach access, our local chapter took on the issue in 2010 after property owner Vinod Khosla closed the gates to the only public accessway. The Legal Department assessed the situation and advised outreach to the property owner, advocacy to the relevant city officials and state agencies and public education on the



© JEREMIAH KLEIN

Above: Local surfers enjoying the waves at Trestles thanks to the hard work of Surfrider and our supporters.



Above: Martins Beach is home to this beautiful view and Surfrider is fighting to keep it accessible to the public.

issue. When all other tactics did not result in public beach access, we finally filed litigation in 2013 under the California Coastal Act. During the past five years, we have been successful at three different levels of California courts. Now, Khosla has petitioned the U.S. Supreme Court to hear the case. We will continue to fight for beach access for all people, regardless of background, demographics or location.

In addition to litigation, we use our legal might to assess and recommend legislative action to address some of our most pressing issues, including the reduction of plastic pollution, water quality testing and state laws deterring offshore drilling. Surfrider's Legal Department attorneys are regarded as experts, on plastic pollution laws in particular, and have offered a slate of plastic pollution reduction options to the U.S. Senate Ocean Caucus and the National Caucus of Environmental Legislators. Other organizations, in addition to local, state and federal legislators, consistently turn to the Surfrider Foundation for expert advice on legislative drafting, interpretation and strategy.

While our in-house Legal Department is merely a department of two people, the depth of our legal team and reach of our efforts cannot be underestimated. Much like the layers of growth that have built the flourishing Surfrider network today, the legal team builds off the expertise of past Board members and committed pro bono attorneys, to help our vast grassroots network thrive in even the most sophisticated and precedent-setting battles.

To view Surfrider's legal updates, visit go.surfrider.org/legal, or find out more at surfrider.org/legal.

INITIATIVE SPOTLIGHT

THE OCEAN FRIENDLY MOVEMENT

BY TRENT HODGES, PLASTIC POLLUTION MANAGER

Plastic pollution has been an area of focus for Surfrider for more than a decade. Our volunteers and activists see first-hand the amount of plastic that ends up on our beloved beaches and in our local waters. This year, through the hard work of the Surfrider Foundation and other organizations, the international spotlight has emphasized the urgent need for action. The increasing steps toward global coordination, local campaign victories and proactive efforts of businesses phasing out single-use plastic items, show that the Surfrider grassroots model for change is turning the tide for our ocean and coasts.

Surfrider chapters have achieved more than 160 plastic pollution campaign victories, which have kept billions of plastic bags, foam, straws and other single-use items out of landfills and off our beaches. From historic plastic straw and cutlery bans in Malibu and San Francisco in California, to the defeat of a South Carolina state preemption bill that would have taken away the ability of cities to pass their own plastic ordinances, the Surfrider Foundation is defending our coastlines from the scourge of single-use plastic.

Our advocacy work results in the passage of local and state policies that keep plastic from entering our playgrounds, and drives effective change that works. Since the historic win of the statewide bag ban in California, in addition to numerous local plastic bag bans, beach cleanup results show that there are significantly fewer single-use plastic shopping bags found on local beaches. Through every new Surfrider campaign, we stop the flow of plastic to our beaches, educate, inspire and activate people to change their personal habits and take action to protect local beaches and the ocean.

Along with our plastic pollution campaigns, the Surfrider Foundation has worked to reduce plastic at the source by engaging with





the business community. Surfrider's Ocean Friendly Restaurants program, which started at the chapter level and is now available nationwide, works with restaurants to reduce single-use plastic items. By voluntarily choosing to follow a comprehensive set of criteria, which also includes energy efficiency, water conservation, provision of vegetarian options, sustainable seafood, and other Ocean Friendly practices, restaurants can make a significant impact. Just this year, Surfrider chapters have enlisted more than 300 restaurants in the program, keeping thousands of plastic bags, foam containers, plastic cutlery, straws and other disposable items out of landfills and the environment every day.

There is urgency to this work because we know that the stakes are incredibly high. We will continue to take action at local, state and national levels to reduce plastic pollution and protect healthy beaches for this and future generations.

Find out more at go.surfrider.org/ofr



Above: Surfrider's Ocean Friendly Restaurants program is catching on and businesses are signing up across the nation to reduce plastic pollution.

SURFRIDER IMPACT

WHAT IT TAKES TO CREATE A VICTORY

BY NANCY EIRING, DIRECTOR OF MEMBERSHIP AND ENGAGEMENT

For over a decade, the Surfrider Foundation has been on the front lines of fighting plastic pollution, including successful campaigns to ban single-use plastic checkout bags, polystyrene foam and plastic straws. Surfrider counts more than 160 victories—policies that have kept single-use plastic out of our ocean and waterways—in 16 states since January 2006. Collectively, our work has prevented single-use plastic items from entering our waterways and ocean by:

- Keeping 17.5 billion single-use plastic bags out of circulation every year due to Surfrider's bag ban efforts at local and state levels
- Recruiting more than 300 restaurants to our Ocean Friendly Restaurants program, which connects customers to businesses that are refusing harmful single-use plastic items
- Removing more than 145,000 pounds of plastic and other trash annually from beaches and parks by engaging over 25,000 volunteers in cleanup events

Before there is a victory, there is a campaign. Campaigns define us as an organization. They are how we protect our special coastal places, ensure our ocean is healthy and wild, keep pollution out of the water and defend every beach so our coastlines are clean and accessible for all to enjoy. At any moment in time, Surfrider and our network of chapters have 90+ active campaigns taking place.

When it comes to fighting plastic pollution, we are in a 'David vs. Goliath' battle. Big Plastic spends millions of dollars to defeat and prevent single-use plastic legislation by lobbying legislators, filing lawsuits and hiring additional firms.

Needless to say, Surfrider doesn't have an unlimited war chest to fight Big Plastic. The good news is that Surfrider has the blueprint—our formula for a victory—to win the battle. Each campaign victory is built on a combination of local knowledge supported by national experts in legal, policy, organizing and science. Our volunteer network—the boots on the ground—collaborate with regional and national staff and issue experts. Together, we are able to fight plastic pollution through campaign, program and educational initiatives to advance scalable impact.



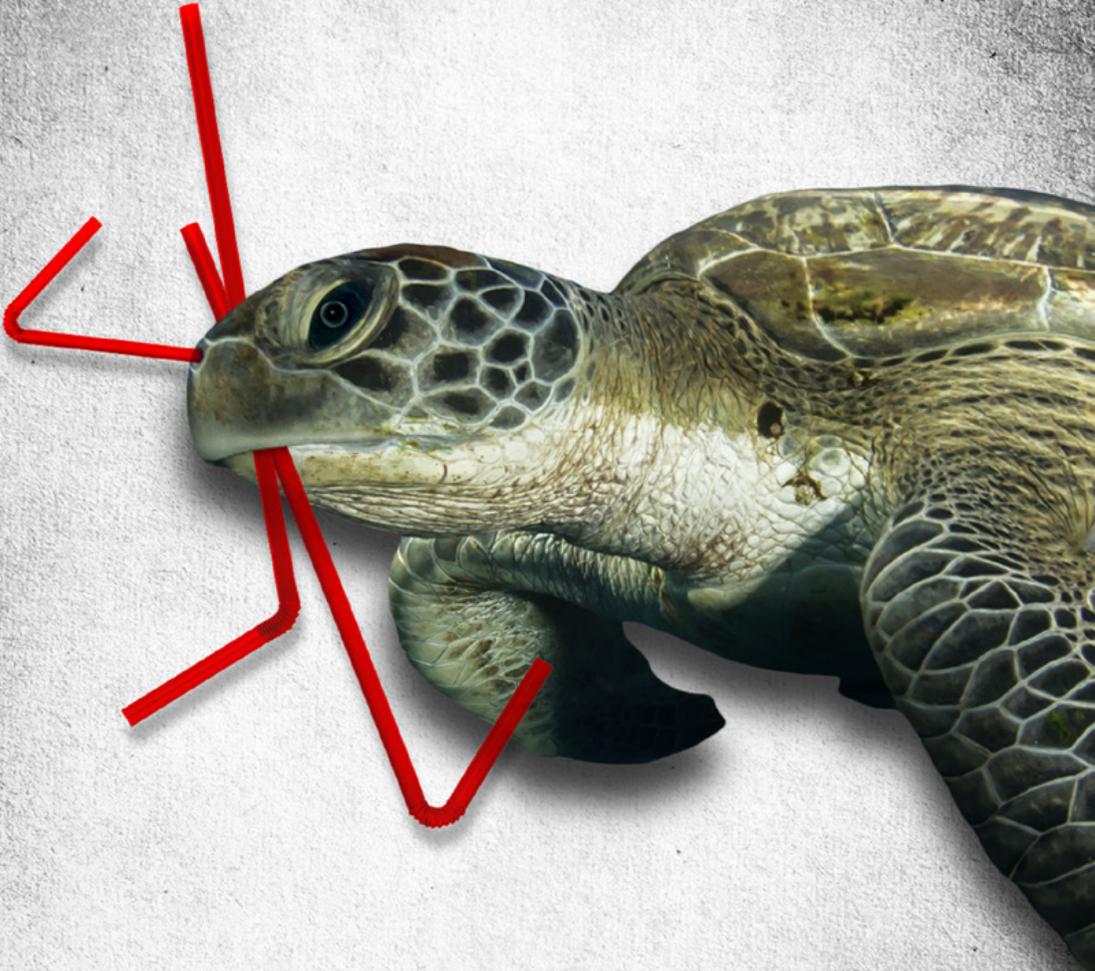
Above: Surfrider CEO, Chad Nelsen, moderating a panel discussion about micro-plastics and sustainability in Huntington Beach, CA.

With the appropriate funding and support, the campaigns result in victories and lasting protection for our ocean, waves and beaches. In the battle against Big Plastic and in our volunteer-led efforts to preserve clean water and healthy beaches, Surfrider depends on the support of our members, corporate partners and foundations to win against these ongoing threats.

Our work is making a difference. As of September 2018, Surfrider has already achieved 26 coastal victories this year to reduce plastic pollution across the nation. Imagine what that victory count would look like with more support!

Find out more at surfrider.org/campaigns.

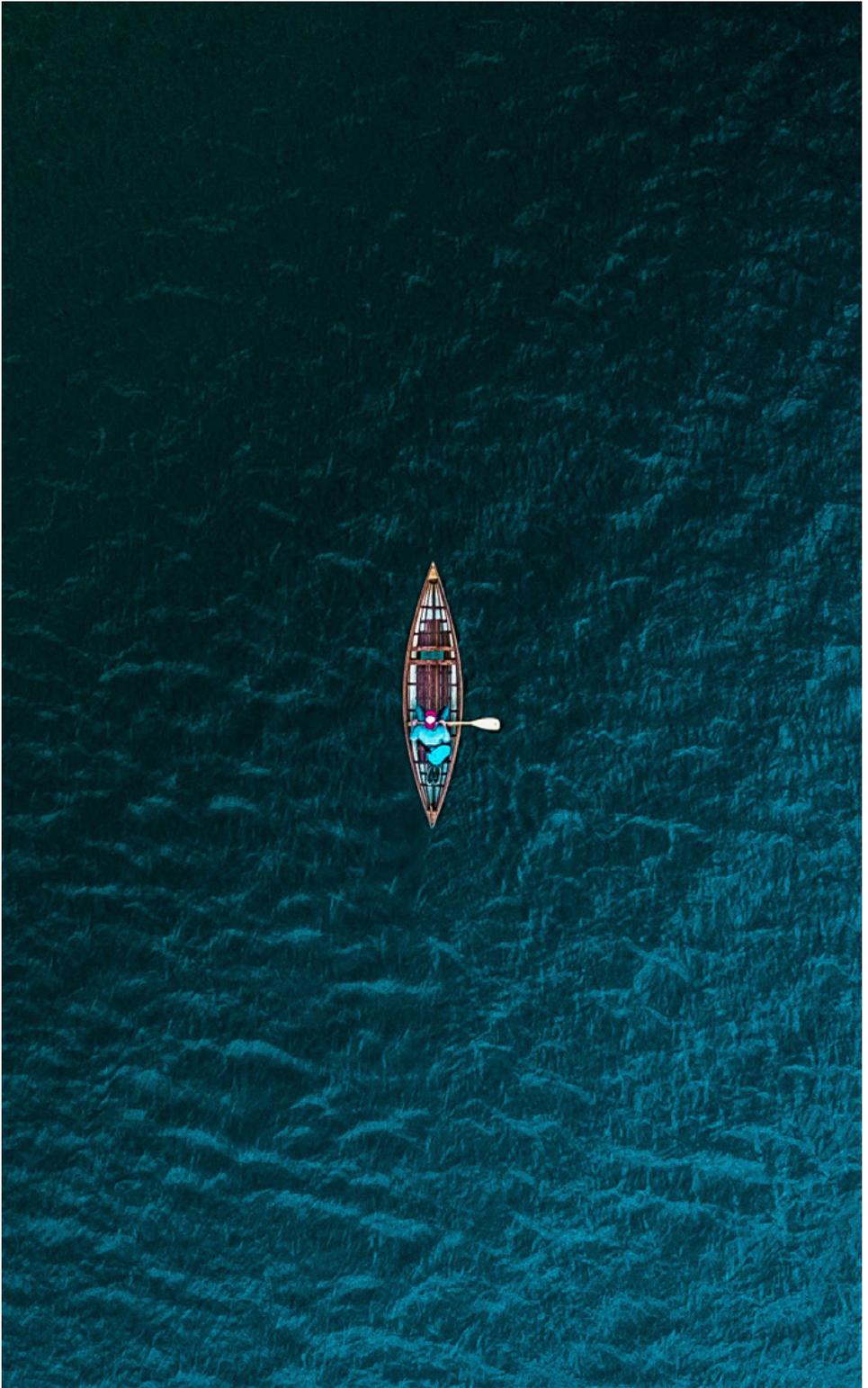




STRAWS SUCK

SAY NO TO SINGLE-USE PLASTIC

SURFRIDER.ORG



REGIONAL SPOTLIGHT

HAWAI'I BANS OXYBENZONE IN SUNSCREENS

BY STUART H. COLEMAN, HAWAIIAN ISLANDS MANAGER

As coastal defenders, we at Surfrider are committed to protecting what we love: our ocean, waves and beaches. Since we spend so much time in the sun, we also need to protect our skin. While many of us use sunscreen, a lot of these products can contain chemical ingredients that are toxic to both coral reefs and human health. In fact, it's estimated that up to 14,000 tons of sunscreen lotion enter the world's marine waters each year!



The compounds oxybenzone and octinoxate are just two of more than 80,000 chemicals that are registered in the U.S. for use in

common items like sunscreen and personal care products. One would think that most corporations would take steps to ensure their products are not harmful to human health or the environment. Instead, it seems as though many chemicals are presumed innocent until proven guilty.

While oxybenzone and octinoxate might be effective UV blockers, they can also act as endocrine disruptors. Fortunately, some top coral reef scientists began investigating the effects of these chemicals years ago and also discovered that they impair the growth of coral polyps, accelerate coral bleaching and harm other species.

Dr. Craig Downs, a leading eco-toxicologist at the Haereticus Environmental Laboratory, approached Surfrider's Hawai'i chapters to help ban these toxic chemicals. We began working with Dr. Downs and local scientific leaders, such as Dr. Bob Richmond, who won Surfrider O'ahu's 2017 John Kelly Lifetime Achievement Award for his work to protect coral reefs.



In 2016, scientific panels held at the International Coral Reef Symposium (ICRS) and the International Union for the Conservation of Nature (IUCN) in Honolulu both showed a consensus that oxybenzone is toxic to corals. At a press conference, they recommended a ban on sunscreen products that contain it.

Surfrider's Hawai'i chapters joined a statewide campaign to ban the toxic chemical oxybenzone in 2016 to protect our coral reef system, which generates \$800 million each year in gross revenue for the state. We helped to launch the Hawai'i Reef and Ocean Coalition (HIROC), which included coral reef scientists, educators, government officials and other environmental groups. One of HIROC's top priorities was banning sunscreen with oxybenzone and Senator Will Espero championed our bill at the Hawai'i State Capitol.

Part of our mission was to show that there were other effective ways of protecting skin from the sun, including rash guards, hats,

mineral-based sunscreen and more reef-friendly products. For two years, we worked with the HIROC and other groups to educate the public and the legislature about the harmful effects of oxybenzone and octinoxate.

In May of 2018, the Hawai'i State Legislature passed our sunscreen bill and sent it to the governor, who invited Surfrider, the HIROC and other allies to the signing ceremony at the state capitol. We all stood proudly as Hawai'i Governor David Ige signed the nation's first ban on the sale of sunscreen with oxybenzone and octinoxate.

As ocean and coastal enthusiasts, we see first-hand how our actions are making an impact as we work together to protect clean water and healthy beaches for this and future generations.

Find out more about Surfrider updates at: surfrider.org/coastal-blog

PARTNERSHIP SPOTLIGHT

THE BETTER BEACH ALLIANCE

BY MARY HERBRANSON, PARTNERSHIPS MANAGER

In the spring of 2018, Surfrider's Better Beach Alliance was founded in collaboration with REEF, one of the world's premier beach footwear and apparel brands. The two organizations teamed up to expand key areas of impact with Surfrider's national beach cleanup program, including number of cleanups, pounds of trash removed from the coasts and volunteer engagement. The Better Beach Alliance is working to engage 30,000 volunteers in 1,500 beach cleanups to remove 150,000 pounds of trash from the nation's coastlines this year.

As the founding sponsor of the Better Beach Alliance, REEF's commitment contributes not only to beach cleanups, but also to Surfrider's efforts to reduce single-use plastic at the source. REEF has taken a hands-on approach to protecting clean water and healthy beaches by participating in Surfrider chapters' beach cleanups, offering employees paid time off to volunteer and eliminating single-use plastic items from their headquarters office.

In line with the launch of the Better Beach Alliance, REEF's new mantra, Beach Freely, lends itself to the brand's updated impact strategy to help keep beaches clean for

everyone to enjoy. It also embraces the connection between our beaches and our own well-being.

Through the Better Beach Alliance, REEF and Surfrider aim to bring together industry and communities to play a critical role in enacting meaningful change to our planet. REEF's VP of Marketing, Mike Matey, expressed, "We hope to accelerate our impact by combining resources and we encourage more brands and communities to get involved."

Clif Bar, a 2017 sponsor of Surfrider's national beach cleanup program and long-standing Surfrider partner, has also joined forces with REEF and Surfrider under the Better Beach Alliance initiative. Clif Bar's commitment to sustainable production practices and active engagement in protecting the wild places we enjoy has long been an inspiring force in the outdoor industry and beyond.

For more information on how to get involved in the Better Beach Alliance, visit: go.surfrider.org/betterbeachalliance



© SHEA PERKINS



© SHEA PERKINS



ACTIVIST PROFILE

SARAH BETUEL

BY RYAN CRUSE, YOUTH NETWORK MANAGER

Why and when did you get involved with the Surfrider Foundation?

I became involved in the Surfrider Club in sixth grade at East Hampton Middle School, when I was elected president of the club. I wanted to do something to improve the environment and the club seemed like a great way to get involved.

What inspired you to take action?

Plastic pollution is a big problem in our local waterways and ocean. Not only are beaches polluted from debris that is left behind, but creatures that live in the ocean can also eat plastic and die a horrible death. Erosion is a major issue on the East End as well.

What has been the highlight of your experiences related to protection of the ocean and coasts?

Last year, I wrote a letter to the school board, parent advisory committee, and cafeteria supply company, asking that they get rid of foam plates in our school cafeteria. I was very happy that they agreed to do that.

I have also helped with beach cleanups, planted coastal grass to stop erosion, conducted water testing in our town pond to check for bacteria and worked with our club to raise money for ten recycling containers around our school. Over the summer, I reached out to ask people and businesses to stop

using plastic straws so our ocean and beaches can be cleaner as part of Surfrider's Strawless Summer project.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

I tell people that we are a passionate group that cares about protecting our ocean, waves and beaches. Being a member of Surfrider is a great way to get involved and do something about the problem of ocean pollution. I hope that my actions will inspire others to clean up their litter before they leave the beach, to recycle and to say no to plastic straws.

Anything else you'd like to add?

I have enjoyed being president of the Surfrider Club at East Hampton Middle School for the past three years and I plan to keep working on environmental projects in high school.



AMBASSADOR PROFILE

ANDY AND ASHLEY DAVIS

BY KYLE LISHOK, BRAND MANAGER

Why and when did you get involved with the Surfrider Foundation?

Andy: I really appreciated the unselfish people who took time out of their busy lives to help protect and preserve the planet. I first got involved because I felt like I wasn't doing enough.

Ashley: Surfing and keeping the water and beaches clean go hand-in-hand—you can't have one without the other. As our art grows, our voices have initiated momentum that wouldn't have happened without a meeting or a discussion that we started. Forward movement becomes REAL change that you can be proud of.

What inspired you to take action?

Andy: Being in or around the ocean almost all of my life has been very special for me. I wanted to be part of the solution. From picking up trash on the beach to donating art or raising money for conservation and education, I try to do whatever I can to help.

Ashley: My parents inspired me to change things. For people who work all day and get little time off, concern for the environment often doesn't exist. Connecting people to the coasts and applying broad, well-thought-out solutions are the only ways to fix the problem.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

Andy: We need to cherish the sea and planet Earth so that future generations can continue to preserve, protect, share and care for such an astonishing creation.

Ashley: As surfers and ocean enthusiasts, we're the "canaries in the coal mine," telling the masses that we're getting sick when it rains, seeing trash in the lineups and are worried about water quality, marine life and our health. We see why change is needed.

Anything else you'd like to add?

Andy: I'm thankful for all the people who have been able to fight, protect and win serious battles against threats. There are unknown heroes taking action because it's the right thing to do and I admire that a lot.

Ashley: The sea is here for us all when the man-made stuff will never be. So let's be there for it.

SURFRIDER ONLINE STORE

GEAR THAT GIVES BACK



100% OF THE PROCEEDS FROM OUR STORE DIRECTLY FUND OUR MISSION TO PROTECT OUR OCEAN, WAVES AND BEACHES

SHOP.SURFRIDER.ORG




SURFRIDER
FOUNDATION


SURFRIDER
FOUNDATION



DONOR PROFILE

LIISA FIEDELHOLTZ

BY SPENCER CAMPBELL, DIRECTOR OF DEVELOPMENT

Why and when did you get involved with the Surfrider Foundation?

Just after our second child was born, I was shocked to notice that the once-unspoiled local beaches weren't so pristine anymore. I heard of a beach cleanup organized by Surfrider's Eastern Long Island Chapter and joined them. We got so much accomplished. I liked taking care of my favorite place in the world and the people I met. I was hooked. I caught the bug.

What inspired you to take action?

My mother was an activist and she took us with her as we protested and fought for different causes. After having kids, I realized I needed to do something more for them.

What has been the highlight of your experiences related to the protection of the ocean and coasts?

I am deeply moved and humbled by the thousands of Surfrider activists all over the country. It's inspirational to see their faces, feel their fights and be in their presence. Some are sprinters and full of energy. Some are marathoners, fighting for a cause for 20 years. Hearing their stories is the highlight. They come from all over, with different backgrounds and yet are united by one thing.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

Just take one small action. Clean up your favorite beach. Pick up that bottle you find. Use a metal straw. Little acts add up. Then all of a sudden, you are an activist or you are supporting one.

Anything else you'd like to add?

I love to surf and swim, to look at the break, to feel scared, to feel the bliss of a perfect little wave and to see the sunset or sunrise on the ocean. I am angry that we might lose this precious renewable resource. The single most important action and responsibility that any of us has is to vote and get involved. This is it. There isn't another planet or ocean. It's up to you and me. These are our beaches. We need to FIGHT for them. PROTECT them. They are OURS. ALL OF OURS.



FEATURED PHOTOGRAPHER

MORGAN MAASSEN

BY TY SMITH, SENIOR MARKETING MANAGER

Why and when did you get involved with the Surfrider Foundation?

As a surfer and professional photographer from Santa Barbara, California, I'm proud to say that I've been working with the Surfrider Foundation for more than several years and am very appreciative of our ability to collaborate nationally and regionally.

What inspired you to take action?

Nothing inspires me more than the ocean. I cannot imagine life without it and the Earth couldn't function without its existence at healthy levels.

What has been the highlight of your experience related to protection of the ocean and coasts?

On a personal level, there is immense gratification in seeing my work being used to highlight the struggles our environment faces, as well as the beauty of what we have—and need to protect. It's also wonderful to be part of a cause that connects people and their energy to doing the right thing and protecting the ocean and coasts. As a Surfrider supporter, you meet and join together with people who are optimistic about daunting issues and are selflessly taking a stand.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

Education and accountability are some of the most important things I tell others about protecting clean water and healthy beaches. Ask brands, institutions, your own household and yourself why specific products are needed. Then take strides to decrease single-use plastic items and make your recycling and waste reduction as environmentally conscious as possible.

Anything else you'd like to add?

Take just a photo, leave just a footprint. Protecting what we love the most starts at the smallest scale!





2018 COASTAL VICTORIES UPDATE



48 COASTAL VICTORIES



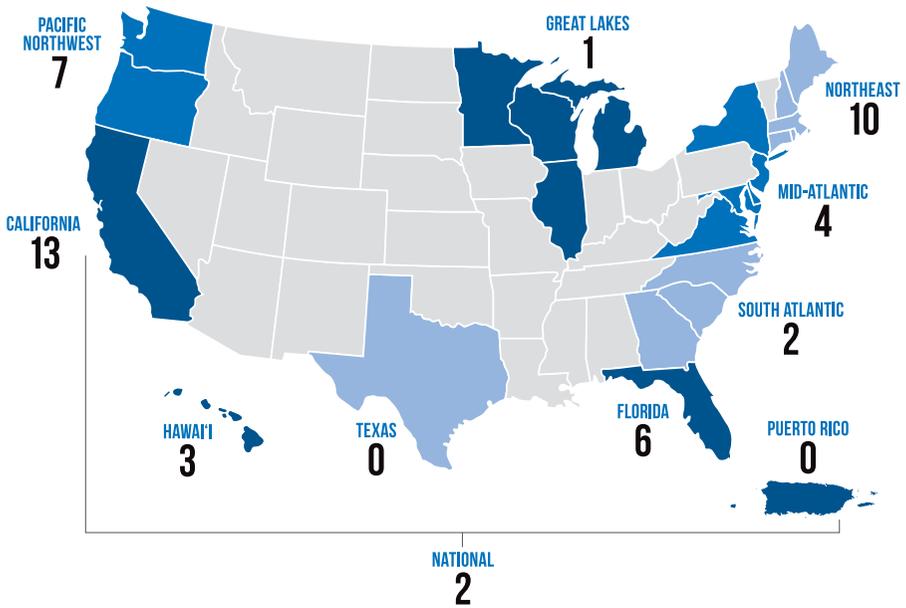
34 POLICY VICTORIES



13 SURF RELATED VICTORIES

A coastal victory is a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or both. Policy advancement establishes a policy that will support future protection of our ocean, waves and beaches.

WHERE THE VICTORIES TOOK PLACE



- Plastic Pollution: 26
- Beach Access: 4
- Ocean Protection: 5
- Clean Water: 7
- Coastal Preservation: 6



- Local: 38
- State: 8
- National: 2

(VICTORIES AS OF SEPTEMBER 2018)

For more information on our victories visit surfrider.org/campaigns.





P.O. Box 73550, San Clemente, CA 92673

Non-Profit Org.
U.S. Postage
PAID
Mailed from
Zip Code 92704
Permit No. 4833