

SAN DIEGO NATURAL HISTORY MUSEUM



2009-2010 ANNUAL REPORT

Our Mission

To interpret the natural world
through research, education and exhibits;
to promote understanding of the evolution
and diversity of southern California
and the peninsula of Baja California;
and to inspire in all a respect for nature
and the environment.



October 2010

Dear Museum Friends:

In 1874, just 15 years after the publication of Darwin's revolutionary *Origin of Species*, the San Diego Society of Natural History was founded by a group of naturalists who were trailblazers in their desire to document the western frontier and explore what was, and remains today, the wild and exotic peninsula of Baja California. The same fundamental curiosity, desire for more knowledge, and passion to understand our natural environment that inspired their actions 135 years ago continues to fuel the activities of the San Diego Natural History Museum today.

Technology has hurtled humans into the 21st century at a rate that defies conventional evolutionary adaptation. We are both the subjects and initiators of an unprecedented and unpredictable experiment. With each new scientific and technological advance, there are two possible outcomes: the obsolescence of what we thought irreplaceable or the resurgence of value in things thought outmoded. With the close of our 135th year, the latter outcome has come to the fore as technology offers us new ways to serve society with our 9.2 million research specimens and a renewed relevance of the importance of the citizen scientist and informal natural-history-based science education. The Museum provides our community with the data from which to assess climate change, conserve our habitats, and balance the resource requirements of a growing population—the critical tools to make informed decisions.

At the same time, there is no technology to replace many of the quotidian activities of natural history research – our scientists spend countless hours in the field observing nature; they collect, study, and prepare specimens; these activities provide the foundation for our education programs. Following traditions established many years ago, we help schoolchildren experience hands-on learning through our Museum programs and outreach to teachers and families; we entertain and educate the public, from tourists to local community members, who visit to see our wonderful exhibitions, and we earn new acclaim each year for our critical role in research and conservation work in southern California and Baja California. These threads connect not only our research and education programs, but also families who have woven a dedication to the mission of the Museum through generations.

Our service to the community on behalf of the Museum derives from this legacy. We hope you will be inspired by the stories from the past and how they have influenced the activities and accomplishments of the past year. Please accept our most sincere thanks for your continued commitment to the San Diego Natural History Museum.

Sincerely,



Michael W. Hager

Michael W. Hager, Ph.D.
President and CEO



Stephen J. Cohen

Stephen J. Cohen
Chair, Board of Directors



THE LEGACY CONTINUES

San Diego Natural History Museum after 135 years

It always starts with questions. What is that plant with the large white flowers? What was that iridescent insect with a bright blue body that just zoomed by? Why are we seeing tarantulas out at night recently? Perhaps the questions occurred after a series of good rainfall years, which resulted in carpets of conspicuous blooming plants in San Diego's back country, with all the insects, birds, and other organisms that accompany such a bounty.

Who knows what questions came into people's heads that prompted the naturalists who initiated the San Diego Society of Natural History to create a formal, incorporated group in 1874? Why did they do this? Their motivation was to share their questions, to discuss their exploration of the great outdoors of southern California and lands south of our Mexican border. Whatever kernel of curiosity, desire for more knowledge, and passion to understand our natural environment inspired their actions in the late 1800s, continues to fuel the activities of the San Diego Natural History Museum today, because there are always more questions to investigate.

In many cases the tools have been radically changed; laptop computers, GPS systems, and digital cameras have replaced the early founders' reliance on notebooks, pencils, and compasses. But scientists and naturalists are still asking questions and finding answers. What happens to our local plants and animals after devastating droughts and fires? How did certain marine animals adapt over geologic deep time to become the organisms we see today? What are the insects that co-exist in remote desert oases with particular species of indigenous palms? Why do we find certain species of birds seemingly flourishing in response to human population and development, while others are receding?

The San Diego Natural History Museum is proud of its 135-year-old history, and cognizant of the fact that many of our day-to-day activities are still in keeping with the traditions laid down so long ago; we still seek to share educational opportunities with schoolchildren through our Museum outreach; we still strive to delight and stimulate the public who walk through our doors to visit our exhibitions; we still play a seminal role in southern California and Baja California conservation efforts. In the pages that follow you will see how, 135 years later, this proud legacy continues.



B R C C

The Biodiversity Research Center of the Californias (BRCC) is the research division of the Museum, including the Birds and Mammals, Botany, Entomology, Herpetology, Marine Invertebrates, Mineralogy, and Paleontology departments, as well as the Research Library. BRCC scientists are all actively pursuing their own research projects, which range from investigating the evolutionary history and paleobiology of pinnipeds and cetaceans, to the distribution, identification, and conservation of the birds of California and Baja California. BRCC staff members also serve as expert advisors to support the scientific accuracy of our exhibitions, as well as our educational programs.

Each curator is entrusted with caring for a collection of irreplaceable specimens, which total approximately 9.2 million, some of which were found over 200 years ago. The collections represent a rich and vital source for investigations in many of the fundamental arenas of modern biological sciences, such as climate change, evolution, biodiversity, and ecology.

BRCC scientists work collaboratively with academics at universities in the United States and Mexico, and are involved in studies that are informing local as well as binational decisions about endangered or threatened species, land use, and conservation. This is the tradition that started with the forming of the San Diego Society of Natural History in 1874, and is still being carried out today. Examples of such investigations are detailed in the following pages.

HERPETOLOGY T H E N A N D N O W



The herpetology collection had its origins in the early days of the San Diego Society of Natural History. The earliest catalogued specimen is a ring-necked snake with a collection date of April 7, 1891. Frank Stephens, the San Diego Society of Natural History's first director and vertebrate biologist, primarily studied birds and mammals, but he also collected amphibians and reptiles. In 1922, the Herpetology Department began its inaugural era when Laurence M. Klauber (1883-1968) became honorary curator and was asked to catalogue the collections that Stephens had assembled.

Klauber was an engineer who became President and Chairman of San Diego Gas & Electric Company. In his spare time, he pursued his passion for amphibians and reptiles, and, through his thorough scholarship, research, and field work, became highly respected in the scientific community. He started his personal collection in 1925, and, at retirement in 1961, donated 44,481 catalogued specimens to SDNHM. Klauber's collections focused on areas along the southwestern borderlands. From San Diego County alone are 17,051 specimens. Though Klauber personally collected only 5,415 specimens, his talent for enlisting the help of collectors throughout the region and the country generated many more. For instance, Klauber assembled a collection of 8,600 rattlesnakes representing nearly every known species. Today, the SDNHM collection holds 9,607 rattlesnake specimens, the largest in the world. Brad Hollingsworth, Ph.D., was appointed Curator of Herpetology in 2000, after serving as a postdoctoral fellow and guest curator of exhibits. Brad's research focuses on the evolution and biogeography of the herpetofauna of Baja California and its associated islands. Brad is also an Adjunct Professor at San Diego State University where he regularly teaches a zoology course.

Brad has shepherded the Department of Herpetology as it has entered a new era of revitalization. With the building expansion completed in 2001, the amphibian and reptile specimens, now totaling 76,000, were moved to a state-of-the-art collections facility. The expansion improved working conditions within the department and allowed Museum scientists better access to the specimens. Over the history of the collection, an assortment of containers and jars were used, along with a variety of cataloguing practices. The collection had grown large enough that finding specimens became difficult and maintaining proper archival storage conditions too time-consuming. In the last eight years, three improvement projects have transformed the collection and will allow us to enter the digital age.

The first project was to improve the physical storage conditions and improve the information database. Each of the 76,000 specimens has been re-housed, re-shelved, and the collection contents inventoried for the first time. The verification of our holdings against the database resulted in the correction of numerous data-entry mistakes, the identification of species, and many standardization changes to make information more easily found.

The second project was to transform specimen locality information into numerical latitude and longitude coordinates, which allows specimen information to be digitally mapped. While most databases are searched using alpha-numeric characters (e.g. names, dates, and catalogue numbers), digitally mapping allows geospatial searches by selecting areas on a map.

Our third project is on-going and the most tedious of the three. Fifty-thousand new Museum archival tags are being added to ensure the link between the specimens and information in the database is maintained.

Both the building expansion and the completion of the collection renovations have increased the integrity of the collection information and the long-term storage, care, and accessibility of this valuable biodiversity resource. Over 57% of the specimens in the collection come from Baja California and California, so our collection is primarily based. The collection serves as the basis for research in aspects of historical biogeography, systematics, functional morphology, ecology, physiology, behavior, ethnozoology, tracking the introduction of exotic species, land use planning, and GIS distributional modeling. The biodiversity of amphibians and reptiles from our region over time would not be as well-understood today if scientists, like Laurence M. Klauber, lacked the foresight to preserve their research specimens in museum collections.

The scientific use of museum collections has been well-established, but their use by citizen scientists, educators, land managers, and the public-at-large has been more limited. While traditional specimen curation still dominates our core functions, today's collections have quickly made specimen information available in digital form to be distributed via the Internet. In the digital age, the Department of Herpetology is now ready to launch a number of online projects to make the biodiversity information contained in our collections more available to everyone. The Herpetological Atlas of Peninsular California is the first of several online projects to make collections available to those interested in the amphibian and reptile species of our region. Starting with regional checklists, users will be able to map their favorite species, conduct their own geospatial searches, and learn more about the patterns of biodiversity from San Diego to the tip of the Baja California peninsula. In the future, we hope to open our databases to everyone and allow the Hollingsworths and Klaubers of the future to submit their discoveries online.



Brad Hollingsworth, Ph.D. Opposite page, Laurence M. Klauber



ENTOMOLOGY T H E N A T I O N A L

The San Diego Natural History Museum Entomology collection consists today of 980,000 pinned and labeled insects as well as some 20,000 insects preserved in ethanol. The collection had its historical beginning with a few beetles collected in the 1850s by Oliver Sanford, and has benefited from large donations such as 24,000 butterfly specimens from the Fred Thorne and William Hedges collection, as well as many specimens collected during field work over the last 100+ years. Important historical figures in the department include such names as John A. Comstock, author of *The Butterflies of California*, and Charles Harbison, who worked in the department for some 39 years, part of that time as Curator.

Especially strong in beetles and butterflies, the collection also has important holdings in flies, bees and ants, and net-winged insects. The collection is particularly abundant in specimens from southern California, the southwestern U.S., and Baja California and features some 3,000 specimens of spiders as well as insects. A third of the collection predates 1950, representing a significant historical record of peninsular California's entomofauna.

Many of the species represented in the collection are either rare, no longer occur in our area, or have become extinct and as such constitute a critical resource for local agencies such as the

Department of Agriculture, Environmental Health Department, and U.S. Fish and Wildlife Service as well as private firms and academic researchers.

A watershed year for the Entomology Department occurred in 2006 when Michael Wall, Ph.D., was recruited as Curator of a department which had languished without leadership for many years. Michael also serves as Vice President of Research and Public Programs. Michael's research focuses on the taxonomy and systematics of true bugs, as well as the natural history and ecology of plant-insect interactions.

Benefiting from Michael's direction as well as a two-year National Science Foundation (NSF) grant for improved accessibility and rapid computerization of the collection, the department has recently made great strides. One year into the project, the staff of the department has inventoried and curated 16,193 species represented by 476,000 specimens, re-housed 32,000 poorly stored specimens, and developed and populated an online species inventory database for the collection. Over 50 volunteers have been recruited to help with activities in the department, as well as three undergraduates hired through the NSF's Research Experience for Undergraduates program.

Two major departmental initiatives include the Point Loma survey and the Noyes House Arthropod Survey. The Point Loma Naval Bases Invertebrate Species Survey, an ambitious undertaking which is scheduled for completion in December 2010, is one of the most thorough terrestrial invertebrate surveys of coastal vegetation in southern California ever conducted. Over the course of the past year, the department has collected from 60 pitfall traps, 24 pan traps, and 4 malaise traps either once or twice a month for a total of 16 collection events. This translates into

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roughly 1,408 samples. Each of these samples is coarsely sorted by volunteers to six categories easily recognized by novices, resulting in 8,448 coarsely-sorted samples. These samples are then further processed by skilled staff members and volunteers. The end result is the identification of the species and abundance in each trap at each collecting event. Ultimately, there will be species lists, distributions, and phenologies for every species sampled in this study. This data will be stored in a database and GIS, so further correlation analyses with vegetation and aspect can be determined. None of this would be possible without a dedicated set of volunteers. To date volunteers have logged in 3,817 hours on this project.

The Noyes House Arthropod Survey seeks to utilize a community organic garden at the Noyes House in National City as a way to educate the public, and school children in particular, about using urban gardens as habitat for beneficial invertebrate species. The project also correlates California teaching standards with specific lessons learned from students' interaction with the garden, such as facts about food webs, ecosystems, and life histories. Over the course of several months photographs and arthropod specimens were taken to provide an estimate of the arthropod biodiversity of the gardens and a vacant lot that was to be developed into a garden. The information gathered will be used to develop signage and lesson plans for the community gardens.

The Entomology Department, with its origins in the earliest days of the formation of the San Diego Society of Natural History, is actively thriving today and making full use of modern research and curatorial techniques to capitalize on the rich historic data provided by a growing collection maintained since the late 1800s.



Michael Wall, Ph.D. Opposite page, Charles Harbison

BRCC LEADERSHIP TEAM



Left to right: Jon P. Rehman, Ph.D., Curator of Birds and Mammals; Michael Wall, Ph.D., Director of the Biodiversity Research Center of the Californias; Tom Denéché, Ph.D., Curator of Paleontology; Scott Tremor, Mammalogist; Margaret Dykens, Director of the Research Library and Registrar; Bradford Hollingsworth, Ph.D., Curator of Herpetology

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Biodiversity Research Center of the Californias 2009–2010 Associates

Ms. Susan Arter Birds and Mammals Research Associate	Ms. Jerilyn Hirschberg Botany Field Associate	Mr. Larry Lovell Marine Invertebrates Departmental Associate
Dr. Aaron Sasson Birds and Mammals Research Associate	Dr. Robert C. Vinton Botany Field Associate	Mrs. Barbara W. Myers Marine Invertebrates Departmental Associate
Mr. Christopher Swarth Birds and Mammals Research Associate	Dr. Esquivel Ezcurra BRCC Research Associate	Ms. Pamela Bruder Mineralogy Departmental Associate
Dr. James E. Diffendorfer Birds and Mammals Research Associate	Dr. Paisley Cato Collections Care Research Associate	Dr. J. David Archibald Paleontology Research Associate
Dr. Marilyn Fogel Birds and Mammals Research Associate	Dr. John Brown Entomology Research Associate	Dr. Annalisa Berta Paleontology Research Associate
Dr. Jeffrey L. Lincer Birds and Mammals Research Associate	Mr. David K. Faulkner Entomology Research Associate	Dr. Michelangelo Bisconti Paleontology Research Associate
Dr. Eric Mellink Birds and Mammals Research Associate	Dr. Marshal C. Hedin Entomology Research Associate	Dr. Robert M. Chandler Paleontology Research Associate
Dr. Michael A. Patten Birds and Mammals Research Associate	Dr. Tomas M. Musclini Entomology Research Associate	Dr. Paul C. Murphy Paleontology Research Associate
Dr. Matt Rahn Birds and Mammals Research Associate	Mr. Matthew Graham Entomology Departmental Associate	Dr. Donald R. Prothero Paleontology Research Associate
Dr. Amadeo M. Rea Birds and Mammals Research Associate	Mr. Ron McPeak Entomology Departmental Associate	Dr. Hugh M. Wagner Paleontology Research Associate
Dr. Wayne D. Spencer Birds and Mammals Research Associate	Ms. Daniela E. Ramirez C. Entomology Departmental Associate	Ms. H. Patricia Don Vito Paleontology Departmental Associate
Ms. Suzanne Bond Birds and Mammals Departmental Associate	Mr. Michael Klein Entomology Departmental Associate	Ms. Carol Stadum Paleontology Departmental Associate
Ms. Samantha Marcum Birds and Mammals Departmental Associate	Dr. Charles Crumly Herpetology Research Associate	
Dr. Reid Moran Botany Curator Emeritus	Dr. Lee Grismer Herpetology Research Associate	
Dr. José Delgadillo Rodríguez Botany Research Associate	Dr. William Presch Herpetology Research Associate	
Dr. Richard S. Felger Botany Research Associate	Mr. Clark Mahrdt Herpetology Departmental Associate	
Dr. José Luis León de la Luz Botany Research Associate	Mr. Richard Schwenkmeier Herpetology Departmental Associate	
Dr. Michael S. Mayer Botany Research Associate	Mr. Angelo Soto-Centeno Herpetology Departmental Associate	
Dr. Michael G. Simpson Botany Research Associate	Mr. Dustin Wood Herpetology Departmental Associate	
Mr. Jim Dice Botany Departmental Associate	Ms. Carol Barsi Librarian Emeritus	
Mr. Roderick Dossey Botany Departmental Associate	Dr. Reed Pierce Library Departmental Associate	
Ms. Annette Winner Botany Departmental Associate	Dr. Joel Martin Marine Invertebrates Research Associate	
Mr. Larry Hendrickson Botany Field Associate	Mrs. Carole M. Hertz Marine Invertebrates Departmental Associate	

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TRANSACTIONS

OF THE
SAN DIEGO SOCIETY OF NATURAL HISTORY
VOLUME VIII, No. 20, pp. 185-276, figs. 1-112

A KEY TO THE RATTLESNAKES WITH SUMMARY OF CHARACTERISTICS

BY
LAURENCE M. KLAUBER
Creator of Rattlesnake and Amphibian, San Diego Society of Natural History



SAN DIEGO, CALIFORNIA
PRINTED FOR THE SOCIETY
DECEMBER 7, 1936

A Key to the Rattlesnakes with Summary of Characteristics, by Laurence Klauber, 1936.



EDUCATION



The Society of Natural History, now known as the San Diego Natural History Museum, became synonymous with education during the time of Ellen Browning Scripps' patronage. It was Miss Scripps who publicly championed education as a primary role of the Museum. From 1918 to 1932, she focused her generous philanthropic attention to developing progressive education programs at the Museum. In fact, in 1926, *Miss Scripps* was featured on the cover of *TIME* magazine as "a woman who taught school when Lincoln was a country lawyer ... and who has always regarded her wealth as a trust for the benefit of humanity."

This legacy of informal science education at the Museum has left an indelible stamp on the San Diego community. Through outreach to teachers, programs and events offered to school groups, and via classroom instruction enriched through exhibitions and programs, almost every San Diego student has at one time or another enjoyed a San Diego Natural History Museum experience. Teachers can utilize a self-guided curriculum for exhibition investigation, schedule a Docent-led tour, view a film in the Charmaine and Maurice Kaplan giant-screen theater, or attend a science workshop. *Museum on Wheels*, a mobile program delivered by Museum Docents, is offered at school sites throughout San Diego County. All Title I-funded and underserved community schools are eligible to receive program scholarships through the Museum Access Fund.

The Museum's loan program, *Nature to You*, allows teachers, librarians, and families access to a lending library of more than 1800 specimens. These specimens provide children with a once-in-a-lifetime opportunity to touch a deer pelt or a rattlesnake's fang, examine the colors of an Anna's Hummingbird, and through hands-on experiences learn about the amazing diversity of nature around them.

Today, in keeping with the Society's binational mission, the Museum continues its award-winning teacher-education programs in San Diego and on the peninsula of Baja California, Mexico. The PROBEA program (Proyecto Bio-regional de Educación Ambiental, A.C. or Bioregional Environmental Education Project), provides teachers on both sides of the U.S./Mexico border with innovative curricula and strengthens communities via its environmental education efforts and outreach.



Left to right: San Diego students studying weather patterns during a Museum science workshop. PROBEA instructor facilitating an "All About Bats" workshop in Tequite, Mexico.

Environmental Science Education Center 2009-2010 By the Numbers

Nature to You Loan Program
106,076 participants

School Programs
63,898 students

Museum Access Fund
6671 Title I students served

PROBEA

284 teachers trained

Total Public Programs
176,929 participants



VOLUNTEERS

Behind the scenes in the Biodiversity Research Center of the Californias, the impact of hundreds of volunteers is felt every day.

Volunteerism has been the cornerstone of the Society of Natural History since its founding. *Inspired by Nature*, published to commemorate the Museum's 125th anniversary, described these amateur naturalists as "...nature enthusiasts in correspondence with leading intellectuals throughout the United States and Mexico. Their goal was the pursuit of nature study to better understand the natural world."

Today, several dedicated groups at the San Diego Natural History Museum continue the tradition of its earliest volunteers. The Covey, established in 1967, encourages service to the Museum by its members and raises funds to support special projects. The Docents, founded in 1977 to provide volunteer educational services for the Museum, are an invaluable component of the Environmental Science Education Center (ESEC). Docents work with ESEC staff to deliver California standards-based curriculum through on-site tours and through the *Museum on Wheels* program which hits the road each school year to bring hands-on science learning to school children and take specimens into classrooms to reinforce textbook lessons.

The Museum Whalers program, now in its sixth season, expanded their tours last year by developing a partnership with H&M Landing as a complement to the existing program with Hornblower Cruises & Events. Hornblower tours feature grey whales and dolphins in wintertime, and the new H&M Landing summer cruises ventured further out into the Pacific to see blue whales and other examples of marine life.

Back on "dry land," the Museum's Canyoners continue to lead nature hikes, as they have since 1973, through the diverse regions of San Diego from the coast to the desert. Our largest volunteer group, the Canyoners also offered ten walks called "Beautified Nature," focused on environmental clean-up. Dozens of other volunteers, representing both the Museum and Torrey Pines State Natural Reserve docents, joined scientists and staff on May 21-22 for the third-annual BioBlitz held at Torrey Pines. They raced the clock to record how many species of flora and fauna could be found in a specified area in a 24-hour period. **Answer: 1129 species!**

Behind the scenes in the Biodiversity Research Center of the Californias (BRCC), the impact of hundreds of volunteers is felt every day. BRCC volunteers work alongside department staff to assist with specimen collection, preparation, collections management, and database maintenance as well as many other day-to-day activities. Some serve as paraboranists, collecting specimens from the field for the Plant Atlas, or assist in our other Atlas projects, which will ultimately provide a comprehensive guide to the plant and animal diversity of our region. Last year, BRCC volunteers contributed 41% of the Museum's total volunteer hours.

The Museum is led by a volunteer Board of Directors who jointly contributed 800 hours in support of the Museum's mission last year. As legacies, there are several families whose service on the Board of Directors is multi-generational. The Board's mix of community leaders, scientists from both sides of the border, and academics, is exemplary in its diversity and in the support and expertise provided to the Museum.

Volunteers Statistics 2009-2010 By the Numbers

Total Volunteer hours
48,462

Total Volunteers
742

Dollar value of volunteers hours
\$981,356

BRCC Volunteers contributed
20,066 hours

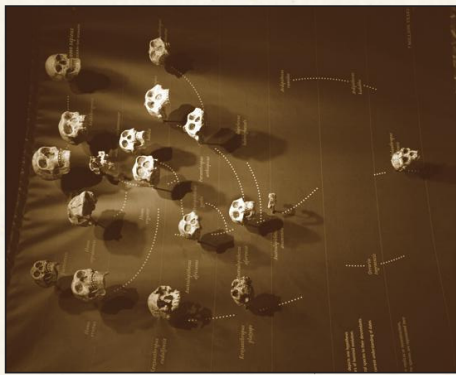
Docents reached 3,662 school children
with 90 separate classes

Canyoners led 71 public hikes
for 1,500 people,

16 hikes for 458 schoolchildren,
and 10 Beautified Nature Walks,

The Whalers include 60 active whalers,
reaching 26,000 ocean-goers

Opposite page: Dick Schwenkmayr, a volunteer with the Museum since he was in his teens, is still actively volunteering today in his 8th decade. Here he is shown in earlier years sharing a tarantula with a young natural history enthusiast.



Clockwise from top: All That Glitters: The Splendor and Science of Gems and Minerals; Darwin: Evolution/Revolution; Dinosaurs: Ancient Fossils, New Discoveries.

Exhibitions are the public face of the San Diego Natural History Museum, attracting tourists, local residents, schoolchildren and teachers, and creating family traditions and memories. We often hear a member was nostalgic about a beloved exhibition that was a family favorite while growing up, a place that their child had to return to every visit.

This exhibit tradition that would educate—and sometimes entertain—the public began in the early 1900s, with many of the original exhibitions created by Executive Director Frank Stephens. Early displays were simple, glass-topped cases filled with various specimens from the collections.

Ninety years later, exhibitions include an entirely new dimension of technology and interactivity, while at the same time employing and respecting traditional methods. This blending of old and new was beautifully realized in the 2009–10 exhibition *Darwin: Evolution/Revolution*. Visitors could compare the beaks of taxidermy specimens of Darwin's famous finches, view a flat-screen debate on the definition of "theory"; they could also examine a live iguana in a state-of-the-art enclosure positioned near a precise replica of Darwin's study recreated using photographs of his home in England.

The 2009–10 exhibition season opened with *Body Worlds & The Brain—Our Three Pound Gem*, called "the best anatomical exhibition ever produced." In October, the Museum premiered the new *Downing 3D Experience* in the Charmaine and Maurice Kaplan Theater. 3D movies now complement each exhibit offering visitors a wonderful value experience. *Dinosaurs: Ancient Fossils, New Discoveries* presented the most recent dinosaur finds, kicked off by a fascinating lecture by Jack Horner.

A few months later, the highlight of the year was the opening of an exhibition conceived and designed in-house, *All That Glitters: The Splendor and Science of Gems and Minerals*. This exhibition will be on display until April 2012, with stunning new gems, minerals, and exquisite jewelry, from our "backyard" mines of San Diego County and throughout the world, aspects of which will rotate every six months. Other 2009–10 featured exhibits included the *Best of Nature* photography exhibition and stunning fourth floor exhibits presented through the Museum partnership with Ordover Gallery.

The Museum's core (permanent) exhibitions, *Fossil Mysteries* and *Water: A California Story*, are revitalized and refreshed with new finds and recent research. They serve as an educational backdrop for informal science programs, and are closely tied to the academic research conducted by our curatorial staff members.

Exhibits Statistics 2009-2010

By the Numbers

Total Admissions
365,671

EXHIBITS

THE SAN DIEGO SOCIETY OF NATURAL HISTORY

STATEMENT OF ACTIVITIES Year Ended June 30, 2010 (With Summarized Financial Information for the Year Ended June 30, 2009)

	2010				2009			
	Operations	Unrestricted	Total	Temporarily Restricted	Permanently Restricted	Total	Total	(Note 18)
SUPPORT AND REVENUE								
Admission and exhibit ticket sales	\$ 4,328,213	\$ -	\$ 4,328,213	\$ -	\$ 4,328,213	\$ 4,655,767		
Contributions	2,328,563	2,328,563	2,328,563	2,893,439	701,700	5,203,462	4,074,189	
Government appropriations	153,000	-	153,000	387,157	-	540,157	528,660	
Grants and contracts	169,005	-	169,005	-	-	169,005	169,005	
Store and contracts	158,750	-	158,750	-	-	158,750	158,750	
Store	262,288	-	262,288	-	-	262,288	262,288	
Education	410,633	-	410,633	-	-	410,633	329,787	
Memberships	550,104	-	550,104	-	-	550,104	375,236	
Other	2,443,800	-	2,443,800	(2,443,800)	-	-	-	
Net assets released from restrictions:								
Satisfaction of program restrictions	12,981,146	-	12,981,146	186,796	701,700	13,869,642	12,728,704	
Total support and revenue								
EXPENSES								
Program expenses								
Exhibits	5,063,480	628,091	5,691,571	-	-	5,691,571	5,437,513	
Science and research	2,919,771	383,660	3,303,431	-	-	3,303,431	4,067,990	
Education/public programs	1,523,480	303,632	1,827,112	-	-	1,827,112	1,948,109	
Store cost of goods sold	611,265	54,807	666,072	-	-	666,072	787,408	
and operating expenses	164,168	10,961	175,129	-	-	175,129	309,958	
Membership	10,292,194	1,381,141	11,673,335	-	-	11,673,335	12,949,976	
Total program expenses								
Supporting services	1,037,690	142,499	1,180,189	-	-	1,180,189	1,184,561	
Management and general	1,169,529	21,923	1,191,452	-	-	1,191,452	1,195,668	
Fundraising	871,192	60,286	931,478	-	-	931,478	1,023,387	
Marketing	3,078,411	224,710	3,303,121	-	-	3,303,121	3,403,576	
Total supporting services	13,360,605	1,605,851	14,966,456	-	-	14,966,456	15,953,562	
Total expenses								
Revenue and other support in excess of expenses	(379,459)	(1,605,851)	(1,985,310)	186,796	701,700	(1,096,814)	(3,224,709)	
INVESTMENT GAINS (LOSSES)								
Investment income	67,852	-	67,852	-	-	67,852	108,295	
Net unrealized gain (loss)	719,163	-	719,163	-	432,590	1,151,753	(2,050,733)	
Total investment gains (losses)	787,015	-	787,015	-	432,590	1,219,605	(1,942,438)	
TOTAL CHANGE IN NET ASSETS								
407,556	(1,605,851)	(1,198,295)	186,796	1,134,290	122,911	(5,167,206)		
NET ASSETS AT BEGINNING OF YEAR	26,578,020	(13,652,100)	11,925,920	1,818,145	9,869,311	23,712,376	28,872,582	
NET ASSETS AT END OF YEAR	\$ 26,985,576	\$ (15,257,951)	\$ 10,727,625	\$ 2,004,941	\$ 11,102,801	\$ 23,835,167	\$ 23,712,376	

Notes to Audited Financial Statements

Understanding our GAAP Results

- The above Statement of Activities is part of the Museum's audited financial statements. The complete audited financial statements can be found on the Museum's website or are available by request.
- The financial statements are prepared in accordance with Generally Accepted Accounting Principles (GAAP). GAAP sets a reporting standard which we must follow. However, it may not always be the best way to understand our results because it is designed from the multi-year nature of our business. Thus, we have "lean" years like 2009, "average" years like 2010 and "wonderful" years like 2008 (not shown).
- Included in results for 2010 and 2009 is \$1.6 million of depreciation expense. Depreciation is a non-cash expense that primarily amortizes the cost of the building addition. We do not write a check this amount, but it is a required expense under GAAP.
- Also included in the above results are gains of \$1.2 million in 2010 and losses of \$2.1 million in 2009 in the market value of the Museum's endowment. Like depreciation expense, these unrealized gains and losses are non-cash and do not impact our daily operations.
- Excluding the non-cash items above, the Museum incurred a surplus of \$576,889 in 2010 and a deficit of \$1,549,589 in 2009.
- In 2010 and 2009 our program expenses constituted 78% and 79%, respectively of all our spending. Generally any ratio in excess of 75% is considered excellent in judging the efficiency of delivery of our programs.

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Whalers

IN MEMORIAM

The following list of individuals represents members, donors and volunteers who passed away this fiscal year. We are thankful for their commitment to the Museum and wish to honor their memories.

Dr. Edward Baker	Mr. James Joseph
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Reid Moran (1916–2010)

Reid Moran, who served as Curator of Botany from 1957 to 1982, died in January at age 93. A prominent and respected researcher, he established the San Diego Natural History Museum as a leader in the floristics of the Baja California peninsula. Moran was the world authority on the Crassulaceae, a family of succulent plants, and in particular the genus *Dudleya*, subject of his Ph.D. dissertation. He named at least 18 plants new to science, and published many papers elucidating relationships within the Crassulaceae. As a mark of the respect he earned among his peers, more than a dozen plants have been named for him.

Guadalupe Island, a volcanic island 260 km west of Baja California, was Reid's lifelong passion and his most visible direct contribution to conservation. He visited the island repeatedly from 1948–1981, documenting the near-complete destruction of plant life due to the presence of feral goats. His efforts were at least partly responsible for convincing the Mexican government to remove the goats a few years ago, which has resulted in the remarkable recovery of many plant species there.



Bert McIntosh (1928–2010)

Bert McIntosh was a dear friend to the Birds and Mammals Department of the Museum in particular, and was well-loved in many areas. He and his late wife Margaret were dedicated participants from the beginning in the *San Diego County Bird Atlas* project. After Margaret passed away in 2001 Bert became even more active in working toward the publication of the Atlas.

A Poway District high school science teacher for close to 30 years, he was highly regarded by his colleagues and former students. Bert also served as president of the San Diego Field Ornithologists, and he and Margaret traveled widely, including living abroad for Bert to teach at schools in Pakistan, Costa Rica, and the Dominican Republic.

In October 2009, the Museum staff was challenged by Michael Wall, Ph.D., Director of the Biodiversity Research Center of the Californias and Curator of Entomology, to make a gift to the annual fund, the backbone of the Museum's yearly operating budget, "be it a buck or a billion," and nearly everyone did. In fact, over 80% of the staff made a contribution.

This level of giving is a wonderful reflection of how strong the sense of community is at the Museum. The staff's commitment to the Museum's mission is hard to quantify, even to longtime friends of the Museum, but this level of giving is a powerful example of a dedicated staff.

As a result of this incredible response, the staff is listed as a sponsor for the California tourmalines case in *All That Glitters: The Splendor and Science of Gems and Minerals*. It is the perfect way to recognize all the staff who work diligently every day, mostly "behind-the-scenes."

Lastly, we are extremely proud to report on our Leadership in Energy & Environmental Design (LEED) certification, announced on December 17, 2009. This certification represents a year of work by our Building Operations and sets the Museum in an exclusive group of qualifying buildings: the San Diego Natural History Museum is believed to be the oldest LEED-Existing Buildings; Operations & Maintenance (EB: O&M) certified museum in the nation (among reporting projects); the first in California to certify under LEED-EB: O&M; and the first in Balboa Park to achieve LEED-EB: O&M certification. LEED certification translates into the following energy-saving and environmentally-friendly actions by staff and vendors:

- 50% of the Museum's total waste by weight is recycled.
- The Museum's new SmartChiller AC unit uses 50% less energy than the previous system.
- 100% of our batteries, bulbs, ballasts, e-waste, plastics, glass and metal are recycled.
- Reusable water pitchers have replaced bottled water at meetings.
- Heating and lights throughout the building are controlled by automatic timers and sensors.
- The Museum is cleaned using green certified cleaning products.



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We are deeply grateful to the many friends who support the Museum with their time, talent and treasure.

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Dallas and Mary Clark

Mary Clark

When you arrive at the soaring north entrance of the San Diego Natural History Museum, you will be entering the Clark Wing. Near the entrance is a beautiful plaque featuring a delicate bas relief of a marsh wren, *Cistothorus palustris clarkae*. Inspired by Mary's comment, "Now that we have two wings we can fly," the new wing of the Museum is dedicated to the Clark Family.

The Clark family involvement with the Museum began just after World War II when, as a new bride, Mary and her husband Dallas moved to San Diego. Mary became a trustee of the Natural History Museum in 1964 and in 1974 began the first of two terms as President. She retired from 25 years on the Board in 1995 and shortly after was elected Trustee Emeritus. The very next year, Dallas Clark established The Mary and Dallas Clark Chair of Botany to honor his wife, a position which has been filled by Dr. Jon Rebmam for 14 years.

There is probably no greater honor in the scientific world than to have a plant or animal named for you. Phil Unitt, Curator of Birds and Mammals, announced in 1996 at the dedication of the Biodiversity Research Center of the California that the new subspecies of marsh wren he had discovered would be named for Mary Clark, the *Cistothorus palustris clarkae*. Mary is forever joined to the San Diego Natural History Museum, a true legacy, and the namesake of a little marsh wren, on whose wings rest 135 years of history.

* Denotes gift through the San Diego Foundation

* Deceased

If we have omitted your name or made an error, please accept our apologies and help us correct our records. Call the Development Office at 619.255.0172.



Joseph W. Sefton, Jr.

The bust of J. W. "Joe" Sefton, Jr. outside the boardroom bearing this name at the San Diego Natural History Museum states: 1920-66: Member, Board of Trustees 1922-51 President, Board of Trustees, Trustee Emeritus "His Legacy Lives On!"

Joseph W. Sefton, Jr. helped shape the focus of the Museum from the 1920s until his death in 1966, when his son Thomas Sefton replaced him on the Board. In addition to banking and the broader interests of the San Diego community, they shared a strong interest in natural history and in Museum operations. Grandson Harley Sefton joined the board in 1995 and continued the Sefton tradition of service to the Museum. The Museum's long association with the Sefton family continues today through the interests of Donna Knox Sefton, her son Harley Knox Sefton, and the Sefton Family Foundation.

The Seftons' gifts of the Foucault Pendulum and the Shore Ecology Hall were early evidence of the family's longtime enjoyment and support for the Museum. Today, the completely renovated and LEED-certified Museum building is the legacy of a few far-sighted families and individuals in San Diego's history with the Sefton family among the very staunchest friends and supporters since the time of Ellen Browning Scripps. The Sefton Family's extraordinary history of support and leadership is recognized in perpetuity in the renovated Museum's stunning Sefton Atrium.

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The City of San Diego Commission for Arts & Culture is a stalwart champion of the community's vibrant cultural life, including the San Diego Natural History Museum. Since its creation in 1988, the Commission has worked relentlessly during good economic times and bad, to ensure San Diego's cultural infrastructure is supported through the fair distribution of Transient Occupancy Tax funds. At the San Diego Natural History Museum, the Commission's support is instrumental each year in all areas of operations, including exhibitions and education programs.

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For decades, the County Board of Supervisors has supported Museum programs that benefit San Diego's communities and its precious natural environment. Notable projects include the Museum expansion in 2001, docent-outreach programs and major exhibitions, such as the award-winning Earth, Wind & Wildlife: the critically acclaimed Dead Sea Scrolls; Water: A California Story; and All That Glitters: The Splendor and Science of Gems and Minerals. We are grateful that the County Supervisors have committed support for the upcoming exhibitions Lizards & Snakes: Alive! (October 2010–April 2011) and Ends of the Earth: From Polar Bears to Penguins (May 2011–January 2012).

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All That Glitters

San Diego's largest "jewel box" was revealed the evening of May 22, when the jewels of Balboa Park gathered with other Museum guests for an elegant dinner-dance celebrating the opening of our newest in-house exhibition, All That Glitters: the Splendor and Science of Gems and Minerals. The 32 bejeweled "Clitterati" were assembled by Gala Chair Ellen Zinn; the Gala honored Chairwoman Pam Slater-Price and the County Board of Supervisors for their steadfast support of the San Diego Natural History Museum.

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