



SAN DIEGO NATURAL HISTORY MUSEUM

2007–2008 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.



Dear Museum Friends:

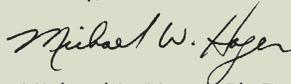
This year board chair Eleanor Navarra, George Brooks-Gonyer and I invite you to read the San Diego Natural History Museum's Annual Report for the Fiscal Year 2007–2008. While I was out of the office this spring on my first-ever sabbatical to the Conservation Study Institute in Vermont, George added the Acting President and CEO roles to his usual position as Vice President, Chief Operating Officer and Chief Financial Officer. I am grateful for his leadership which allowed me to engage in study and thought around the topics of conservation and sustainability.

We are all eager to share the results of our two blockbuster exhibitions, *Dead Sea Scrolls* and *A Day in Pompeii*, with you. Janet Redding, Vice President for Institutional Advancement, wrote the lead article in which she captures many of the lessons learned by the Museum's departments during the course of the past year. The year was full of "firsts" and led to a new sense of confidence in our ability to take on challenging exhibitions.

While over 726,000 people visited the Museum last year, our scientists headed into the field and brought back a wealth of data and specimens to their labs. The results of their research can be seen in the listing of publications by both staff scientists and research associates, the single largest year's listing to date. More can be learned about the activities of the Biodiversity Research Center of the Californias in an article written by Research Librarian Margaret Dykens.

And finally, none of these accomplishments would have been possible without our donors and volunteers who support the work of the Museum. Space does not allow us to profile every donor, but the brief profiles of several donors and organizations give you a sense of why people choose to support the Museum. Please accept our heartfelt thanks.

Sincerely,



Michael L. Hager Ph.D.
President and CEO



Eleanor Navarra
Chair, Board of Directors



George Brooks-Gonyer
Vice President, Chief Operating Officer and Chief Financial Officer

Raising the Bar

Eight shining spades simultaneously shoveled the first bite of dirt. It was November 1998—the birthday of the Museum’s new 90,000-square-foot expansion that would host large, world-class exhibitions for many visitors to experience, and make science, collections and research accessible to everyone. Hundreds of well wishers enjoyed birthday cake and punch, celebrating the culmination of a decade of effort, ushering in a new century of possibilities.

One oud player, two camels, and one belly dancer delighted over 660 Museum guests at the premiere of the world’s largest assemblage of Dead Sea Scrolls ever on exhibit. It was June 2007. In an oasis setting, guests feasted on tasty Middle Eastern foods and festive pomegranate drinks before being led by Joan and Irwin Jacobs, Mayor Jerry Sanders and Rana Sampson into the Legler-Benbough Exhibition Hall to see the display of scrolls, individually selected by curator Risa Levitt Kohn, Ph.D.

Six months later, an unprecedented 394,000 visitors who saw the precious antiquities convinced us that we are giving the public what it is looking for and what we want to provide: world-class exhibitions, access to meaningful science, collections and research.

At sunrise, six super-semis streamed into the Museum’s east parking lot, brimming with 250 artifacts from the ancient city of Pompeii. It was January 14—one week after *Dead Sea Scrolls* closed, 33 days before *A Day in Pompeii* opened. The exhibits staff hardly had time to blink between the closing of one blockbuster exhibition and the opening of another.

Over the next four months, 131,000 visitors experienced the remains of an urbane lifestyle along the Mediterranean coast that ended abruptly in 79 CE with the cataclysmic eruption of Mount Vesuvius.

Both of this year’s exhibitions were linked by their location near the Mediterranean, by their relationship to the Roman Empire, and by their dramatic conclusions. Qumran, the site near where most of the Dead Sea Scrolls were discovered, fell to the invading Roman Empire in 68 CE, just 11 years before Pompeii succumbed to an unprecedented natural disaster.

For 365 days the Museum was the talk of the town, in the news from Tijuana to Maine. Actually, the whole world knew, thanks to the Internet with postings on 210 websites. They came from every state in the Union and at least a dozen other countries—a record 726,000 visitors to the Museum in one year, making us the 10th largest tourism destination in San Diego, according to the *San Diego Business Journal*. It was June 2008.

As the year closed out the Exhibits Department packed and shipped *A Day in Pompeii* to the Discovery Place

erolls
Jacobs



in Charlotte, North Carolina, installed *Water: A California Story* and turned its attention to the installations of *Water: H₂O=Life* and *Spirits in Stone* to open in early July.

A few women gathered to form the Covey, a volunteer organization to act as an auxiliary support group for the Museum, followed within several months by a volunteer docent program. It was January 1968. In 2007 with the allure of *Dead Sea Scrolls* and *A Day in Pompeii* volunteer numbers soared to 769, contributing 69,122 hours of time—equivalent to 60 full time staff salaries. Sixty percent of the volunteers had never participated as Museum volunteers before. Some had never been to the Museum.

In fall 2005 the Museum had the support of 5200 members. By July 2008 the number more than doubled to 11,000, the largest membership in the Museum's history. It was a bar-raising year, leading to a new level of reputation and expectation from our members, our staff, our volunteers, and indeed, everyone in the San Diego/ Baja California region.

Meanwhile, the Education Department continued to serve School in the Park, host camps, classes, trips and lectures. Nearly 146,000 adults and children participated in the Museum's school and public programs. And if we include people on our whale-watching cruises interacting with

our volunteer Whalers, the number jumps to 171,000. PROBEA capped another successful year of cross-border environmental training programs, one of the highlights being Director Doretta Winkelman receiving the "Angel of the Earth" award from the Rancho La Puerta Foundation for its ten years of collaborative programming.

The Biodiversity Center of the Californias extended its already prodigious output of scientific publications, planned new expeditions, carried out field work and added to the 8.3 million specimens already in the Museum's collections. Our first annual report of 1923 reported one scientific publication published. In 1995: 18. In 2008: 114.

So, how is the Museum different after this phenomenal year? New relationships were formed within and without the Museum. Some lessons were learned. Some long-term benefits realized.

The Israel Antiquities Authority had some tough requirements to meet. To even be considered for hosting the *Dead Sea Scrolls*, the Museum had to upgrade its heating and air conditioning systems. These new systems are considerably more energy-efficient and will continue to both save energy and provide better climate control for our irreplaceable collections.

Security for priceless antiquities, along with a higher volume of visitors, dictated replacement of older analog surveillance cameras with new digital cameras, and creation of a 24-hour security surveillance center. In addition to the formal security detail, dozens of Museum staff went through first aid and AED training to be able to better serve our visitors.

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We added customer service enhancements with the establishment of the Dinosaur Café, a timed-ticketing system with online access, and a Group Sales Department. This department not only handled ticket sales for groups, many of whom came on tour buses, but also met each group and guided them through their entrance and, frequently, group lunch reservations.

Continuing the Museum's long history of publishing scientific publications, the *Dead Sea Scrolls* exhibition catalog, written by Dr. Risa Levitt Kohn and published jointly with San Diego State University, sold over 50,000 copies to exhibition and lecture attendees. The cross-divisional team of Museum writers, editors and designers created both a publication and a popular product to enhance the visitor experience.

We developed meaningful relationships with the four major universities in San Diego: USD, UCSD, SDSU and Point Loma Nazarene University. Each entity served as a sponsor for events, lectures, openings and group tours. These relationships continue today as the Museum

recognizes that it has much in common with universities over and above the traditional relationships with scientists in similar disciplines to the Museum's own research team.

Another cross-divisional partnership was the work between the Visitors Services team and the Education Department in putting on two often-sold-out lectures each Monday night for 22 weeks during the run of *Dead Sea Scrolls*. Special Events staff was frequently part of this intricate choreography, managing an event before, during and/or after one of the lectures. Seventeen of the lectures were sponsored, so the Development Officers were involved in hosting and thanking the sponsors for their particular lectures. Hundreds of volunteers played an especially valuable role in managing the crowds and hosting authors during book signings.

The Museum Store broadened its merchandise offerings with exquisite hand-made products from other countries including Israel, Jordan and Italy, and introduced new products in our signature Valentien line.

Through the use of creative short videos, relationships with arts and entertainment, travel, science and religion writers, seized opportunities, speakers bureau promotion, paid and donated media, the Marketing team created the buzz around the *Dead Sea Scrolls* and *A Day in Pompeii* from the West Coast to the East. Many of the media relationships will carry forward.

Probably the most important lesson we learned was that whatever decision was made in one department would most likely affect another. Clear and timely communication was imperative.

“All of these experiences contributed to the San Diego Natural History Museum becoming adept at handling blockbuster exhibitions.”

— George Brooks-Gonyer, VP, Chief Operating Officer and Chief Financial Officer and acting CEO in 2007–08.



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A Year of Awards and Recognition

An Emmy: Cox Communication’s Channel 4 San Diego Insider Magazine created a behind-the-scenes 30-minute special of the *Dead Sea Scrolls* exhibition. They won an Emmy (Pacific Southwest Chapter) for the show for “Outstanding Achievement: Religion – News Single Story or Series.” They thanked the Museum for providing the content!

A Silver Addy: Loma Media created an award-winning video on the *Dead Sea Scrolls* exhibition, used extensively for Speakers Bureau presentations and as a sales tool for the Group Sales Department. The video, written and directed by Loma principal John DeBello, won the People’s Choice Silver Addy Award at the San Diego Addys Creative Show 2007 in the category of Advertising for the Arts and Sciences. They also thanked the Museum for providing the content.

Graphic Design: Art Director Mary Lou Morreal entered publications she designed for the Museum in the 2007 Annual Graphic Design Awards contest presented by *Graphic Design USA* magazine. She won for seven out of 13 pieces submitted. There were over 10,000 entries.

Outstanding Cultural Achievement: from the San Diego Regional Chamber of Commerce’s Mexico Business Center, presented at the Seventh Annual International Tribute Awards Gala. The Museum was chosen for its efforts to educate and inform the public on the great biodiversity of the Baja California peninsula and the Sea of Cortés through its classes, exhibitions, and

Museum-produced film *Ocean Oasis*. The Center recognized the Museum’s effort to include bilingual elements in its programs when possible, assuring English- and Spanish-speaking visitors have full access to information. The Center also recognized the Museum’s annual *Dos Aguilas* Binational Fiesta, which honors distinguished leaders from both sides of the border and raises money and awareness for SDNHM’s binational education and research programs.

Best Museum: Chosen “Best Museum” by *Ranch & Coast Magazine*, which recognized the Museum for being family-friendly, offering myriad events and activities, wonderfully interactive field trips, and world-class exhibitions.

Climate Protection Champion: The City of San Diego’s first annual Climate Protection Champion Award for the Museum’s partnership in the Climate Smart Initiative.

Highest Rating: The City of San Diego gave the Museum its highest rating by a panel reviewing the Museum’s annual grant application. It praised the Museum for its visionary goals and objectives; the outstanding *Dead Sea Scrolls* exhibition; diversity as a core value; the Peacemakers Award for the Museum’s giant-screen film *Ocean Oasis*; development of retail products; getting input from learning-disabled visitors; excellent budget notes; excellent job quantifying the level of volunteer support; the CEO’s open-door policy; composition of the board; programming and outreach of the Environmental Science Education

Center; its citizen-science projects; and having our mission woven throughout our operations.

Benjamin Franklin Award/San Diego Book Award: George T. Jefferson and Lowell Lindsay’s *Fossil Treasures of the Anza-Borrego Desert*, published by Sunbelt Publications, won a 2007 Ben Franklin Award from the Independent Book Publishers Association, winning the gold medal in Science/Environment. It also took first place in the San Diego Book Awards in the San Diego interest category. Several Museum paleontologists were contributing authors: Curator of Paleontology, Dr. Thomas Deméré; Collections Manager Kesler Randall, Field Paleontologist Mark Roeder, Collections Manager N. Scott Rugh, and Research Associate Dr. Hugh M. Wagner.

E.A.R.T.H. Award: San Diego EarthWorks—a local organization dedicated to helping create a healthy, prosperous and sustainable future for our planet—recognized the Museum for our work on behalf of a clean, healthy environment. The Museum’s wild-fire prevention programs, including the exhibition *Earth, Wind & Wildfire*, were selected to receive the award. The Museum has played a leadership role in educating San Diegans about wildfire recovery and reducing property losses.

Angel of the Earth: Doretta Winkleman, Director of PROBEA received the “Angel of the Earth” award from the Rancho La Puerta Foundation for PROBEA’s ten years of collaborative environmental education programming in Baja California.

Notables

This year, the Covey celebrated its 40th anniversary of service to the Museum. Founded in 1968, this volunteer organization's mission is to raise funds and encourage community participation in Museum activities. The Covey is currently 58 members strong and still remains a vital organization to the Museum. The Covey continues to hold monthly luncheons, sell cookies at the annual Balboa Park December Nights (formerly called Christmas on the Prado), as well as underwriting the development of a new line of note cards for the Museum Store, using images from the Research Library's rare book collection. The Covey has raised over \$200,000 for the Museum in the past 17 years and plans to continue their mission of supporting the Museum in the years to come.

Forty years have passed since the newly formed women's auxiliary members Fay Dalton and Ardith Reed proposed organizing trained docents to guide groups, mostly schoolchildren, through the Museum and educate them about the exhibits. From this humble beginning, other specialized programs have evolved to provide a more in-depth experience of the Museum and its exhibitions. Now celebrating the program's 40th anniversary, today's 59 active Docents continue to deliver outreach and in-museum docent-created programs to over 6000 schoolchildren annually.

The Canyoneers marked their 35th anniversary of educating and training the public in the ecology and preservation of their local environment. The Canyoneers were started by Helen Chamlee Witham, an associate botanist at the Museum, as well as a teacher and an environmental activist. Today, 77 Canyoneers lead hikes at 67 locations from September to June. Since its inception, Canyoneers have led over 2000 public hikes. The Canyoneers are looking forward to continued support of the Museum's mission of awakening the public to places where the imagination can roam.

The Museum was re-accredited by American Association of Museums. In this highly selective process, only a few museums around the country receive this distinction. The Association noted: "The SDNHM is a very mission-driven organization with sound planning and a vision firmly grounded in reality. We commend your commitment to diversity in staffing, exhibitions, and local and regional programming; the founding and work of the Biodiversity Research Center of the Californias; exemplary collections, collections care, and accessibility; and the development and presentation of educational programs that are relevant to contemporary issues."

Dr. Exequiel Ezcurra was appointed president of the National Council for Natural Protected Areas of Mexico. Dr. Ezcurra is Provost and Director of the Museum's Biodiversity Research Center of the Californias. It is unusual for someone working in the U.S. to be on this board, and even more unusual to be its president.

Going Green

Reducing Our Waste

Fifty percent of the Museum's total waste by weight is recycled, including 100% of all batteries, bulbs, ballasts, e-waste, plastics, glass and metal. Additionally, construction waste materials are recycled whenever possible.

A composting program has been put into place.

The Building

Most of the building's exterior dark surfaces have been painted to a lighter color to reduce the heat-island effect from direct sunlight.

We installed a Smardt Chiller AC unit that serves the whole building at 50% of the energy-consumption rate as our older HVAC system. This new AC system and our heating system are controlled using automatic timers and sensors.

Our building is cleaned using green-certified cleaning products.

Lights throughout the building are controlled with automated motion sensors which ensure that lights are on only when needed.

Our Partners in a Greener Museum

The Dinosaur Café, operated by the Cohn Restaurant Group and located in the Museum, uses sustainable paper products made from corn, which is compostable. The Café also serves organic, free-trade, shade-grown coffee products.



Biodiversity Research Center of the Californias

“Research at SDNHM truly became cutting-edge this year. Our scientific output, in terms of research publications, has been increasing at an astonishing rate of 30% a year, and citations of our work rank among the highest in any research museum,” says Dr. Exequiel Ezcurra, Provost and Director of the Museum’s Biodiversity Research Center of the Californias. The quantity of scientific publications by Museum staff and associates is extremely high (100+), and the journals in which the research is being published are among the most prestigious of all scientific journals, (*Proceedings of the National Academy of Science*, *Systematic Biology*, and *Science* to name just three!).

Our scientists are prolific, passionate and creative in their research. BioBlitz Balboa Park, May 3–4, 2008, the brain child of Curator of Entomology Dr. Michael Wall, was a 24-hour race to collect and identify all the species occurring in Balboa Park. BioBlitz enlisted the help of 50+ visiting scientists and researchers, and directly engaged the public in everything the Museum’s mission describes. Children and adults swarmed over Balboa Park and visited our tables to watch as scientists identified ants and mosses, soil microbes and beetles and left with a new-found sense of respect and awe, after learning that the total number of species came to 1035.

The San Jacinto project is another creative Museum research initiative. Phil Unitt, Scott Tremor, and Dr. Brad Hollingsworth are leading this effort to re-visit a survey conducted in 1908 by the Museum of Vertebrate Zoology at U.C. Berkeley—an expedition to the San Jacinto Mountains, establishing the benchmark for southern California’s biology. On the 100th anniversary

of this expedition (2008–2010) the Museum is retracing its path to see how the area’s wildlife has changed. Birds, mammals, amphibians and reptiles are being sampled and comparison of data from 1908 with today has already begun; the value of these long-term comparisons in the light of habitat disruption, population explosion, and climate change cannot be overestimated.

After years of painstaking research, Dr. Tom Deméré, Curator of Paleontology, published his groundbreaking study on the evolution of whale-feeding strategies in *Systematic Biology*. Synthesizing paleontological, morphological, and molecular approaches, this important investigation into the mystery of the origin of baleen in whales found that the evolution from toothed ancestors to modern toothless baleen whales involved a step-wise process and transition, not easily or often documented in the fossil record.

The Botany Department has also raised the bar: as of 2007–8, the total new specimens received in collections under the San Diego County Plant Atlas project—36,000—has surpassed the *entire historical collection of specimens* from the county deposited in the SD Herbarium in the previous 130 years! And it has added 200 new plant records for the county! Parobotanists, who work in the field collecting and pressing plants, contributed 1694 hours during the last fiscal year. This does not include the time contributed by the volunteers in Botany who mount plants, do database entry, and file and scan specimens in the Herbarium.

Dr. Brad Hollingsworth, promoted from Assistant to Associate Curator of Herpetology, continued his intense collections in preparation for creating a herpetological atlas for all of peninsular

California, entailing collaborations with scientists at CIBNOR in Mexico as well as frequent collecting trips. Brad also welcomed Melissa Stepek as Collections Care Assistant in the Department of Herpetology, who was hired through Brad’s grant from the National Science Foundation.

Continuing with his research in the Sea of Cortés, Dr. Exequiel Ezcurra published a large number of papers and book chapters on the ecology of this unique region this year. He also sponsored the sabbatical stay of Dr. Enriqueta Velarde, who came to the Museum from the University of Veracruz to analyze her 30-year database on seabird reproductive aggregations in the Gulf’s Midriff. A comprehensive paper on the demographic and ecological interactions between seabirds, sardines and anchovies, and oceanographic anomalies in the Gulf is now being printed in the prestigious journal *Ecology*.

Our research collections provide critical resources to visiting scholars every year. Dr. Brett Ratcliffe was one of 20 scientists to visit the Museum’s Entomology Department during the Entomological Society of America Annual Meeting in San Diego. Dr. Ratcliffe, a world authority on scarab beetles, checked on specimens in the SDNHM collection for an upcoming monograph on the dynastine scarab beetles of Mexico. Similarly, historical glass-plate negatives stored in our Research Library archives were examined by Dr. Robert Sullivan, Senior Curator of Paleontology and Geology at the State Museum of Pennsylvania, who is investigating paleontological specimens found by Charles Sternberg in the early 1900s in New Mexico.

Biodiversity Research Center of the Californias Publications

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- Bold** indicates staff members. Underline indicates research associates.

BRCC Associates

Name	Appointment
Ms. Susan Arter	Birds and Mammals Research Associate
Dr. James E. Diffendorfer	Birds and Mammals Research Associate
Dr. Jeffrey L. Lincer	Birds and Mammals Research Associate
Dr. Eric Mellink	Birds and Mammals Research Associate
Dr. Michael A. Patten	Birds and Mammals Research Associate
Dr. Matt Rahn	Birds and Mammals Research Associate
Dr. Amadeo M. Rea	Birds and Mammals Research Associate
Dr. Wayne D. Spencer	Birds and Mammals Research Associate
Ms. Suzanne Bond	Birds and Mammals Departmental Associate
Dr. Reid Moran	Botany Curator Emeritus
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Dr. Anne Fege	Botany Research Associate
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Dr. Michael S. Mayer	Botany Research Associate
Dr. Michael G. Simpson	Botany Research Associate
Mr. Jim Dice	Botany Departmental Associate
Mr. Roderick Dossey	Botany Departmental Associate
Ms. Annette Winner	Botany Departmental Associate
Mr. Larry Hendrickson	Botany Field Associate
Ms. Jerilyn Hirshberg	Botany Field Associate
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Ms. Sarah Siren	Paleontology Departmental Associate
Ms. Carol Stadum	Paleontology Departmental Associate

Stephen L. Walsh (1961–2007)

Stephen L. Walsh received a B.S. degree in geology in 1987 from San Diego State University and worked in various capacities in the Department of Paleontology at the San Diego Natural History Museum from 1988. A brief foray into graduate school proved too stifling to Steve and instead he set out on his own course of study. Initially, his research interests focused on Eocene and Oligocene stratigraphy and mammal faunas of southern California and the western United States and through his prodigious field and laboratory efforts he built the Museum's large and comprehensive collection of Paleogene fossil mammals. In later years he turned more and more to his new passion for the theoretical foundations of stratigraphy, even teaching himself German so he could read the primary literature in that language. It seems clear that Steve was just finding his voice as a mature earth scientist and the strides he was taking were leading him in new directions of discovery. We can only imagine what great things he might yet have accomplished and we will forever mourn the loss of our colleague and friend.

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The San Diego Society of Natural History Statement of Activities Year Ended June 30, 2008

(with summarized financial information for the year ended June 30, 2007)

	2008				2007 Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	
SUPPORT AND REVENUE					
Contributions	\$ 265,943	\$ 1,558,922	\$ 4,099,055	\$ 5,923,920	\$ 4,626,765
Government appropriations	513,535	35,000	-	548,535	856,550
Grants and contracts	1,510,964	76,500	-	1,587,464	1,818,263
Store	2,765,592	-	-	2,765,592	657,566
Admissions and exhibit ticket sales	12,010,615	-	-	12,010,615	1,625,717
Investment income (loss)	(416,342)	-	(159,186)	(575,528)	1,345,688
Education	696,998	-	-	696,998	482,233
Memberships	548,415	-	-	548,415	352,724
Other	335,921	-	-	335,921	456,816
Net assets released from restrictions:					
Satisfaction of program restrictions	3,281,267	(3,281,267)	-	-	-
Total support and revenue	<u>21,512,908</u>	<u>(1,610,845)</u>	<u>3,939,869</u>	<u>23,841,932</u>	<u>12,222,322</u>
EXPENSES					
Program expenses					
Exhibits	9,533,028	-	-	9,533,028	5,227,835
Science and research	3,583,657	-	-	3,583,657	3,268,049
Education/public programs	2,346,758	-	-	2,346,758	2,370,462
Store cost of goods sold and operating expenses	1,924,498	-	-	1,924,498	394,122
Membership	260,834	-	-	260,834	305,892
Total program expenses	<u>17,648,775</u>	<u>-</u>	<u>-</u>	<u>17,648,775</u>	<u>11,566,360</u>
Supporting services					
Management and general	1,250,562	-	-	1,250,562	1,088,908
Fundraising	1,331,171	-	-	1,331,171	1,209,581
Marketing	964,094	-	-	964,094	763,675
Total supporting services	<u>3,545,827</u>	<u>-</u>	<u>-</u>	<u>3,545,827</u>	<u>3,062,164</u>
Total expenses	<u>21,194,602</u>	<u>-</u>	<u>-</u>	<u>21,194,602</u>	<u>14,628,524</u>
CHANGE IN NET ASSETS	318,306	(1,610,845)	3,939,869	2,647,330	(2,406,202)
NET ASSETS AT BEGINNING OF YEAR	<u>16,443,952</u>	<u>3,269,046</u>	<u>6,519,254</u>	<u>26,232,252</u>	<u>28,638,454</u>
NET ASSETS AT END OF YEAR	<u>\$16,762,258</u>	<u>\$ 1,658,201</u>	<u>\$10,459,123</u>	<u>\$28,879,582</u>	<u>\$26,232,252</u>

Notes to Audited Financial Statements

Understanding Our GAAP Results

1. The above audited financial statements are prepared in accordance with Generally Accepted Accounting Principals (GAAP) for the years ended June 30, 2008 and 2007. GAAP sets a standard of reporting which we must follow; however, GAAP reporting may not always be the best way to understand our results because it is detached from the multi-year nature of our significant projects.

2. Included in the results for 2008 and 2007 is \$1.5 million and \$1.5 million respectively of "depreciation expense." Depreciation is a non-cash expense that primarily amortizes the cost of the building addition. We do not write out a check for this amount, yet it is reflected as an annual expense in our audited results.

Excluding the non-cash depreciation expense noted above, the Museum incurred a surplus of \$4,160,985 and a deficit of \$942,450 in 2008 and 2007 respectively. In 2007, the Museum was preparing for the *Dead Sea Scrolls* exhibition which opened on June 29, 2007. The Museum incurred approximately \$3.7 million of expenses prior to the opening. The results in 2008 reflect the great success of this exhibition.

3. Program Expenses: In 2008 and 2007, our program expenditures constituted 83% and 79% respectively of all our spending. Generally, any ratio 75% or above is considered to be excellent in judging the efficiency of delivery of our programs. Our ratio is truly outstanding.

Institutional Support



Janet C. Redding, Vice President for Institutional Advancement, and Elizabeth Schiff, Assistant Vice President, Institutional Development

Of special significance last year were three major commitments which added over \$4 million to the Museum's endowment, bringing that reliable, long-term source of income up to \$10 million. An anonymous donor has created an endowed chair for a Curator of Ornithology; a trust set up over two decades ago by Hallem and Mary Koons has matured and will provide ongoing support for research and education publications. The general endowment also received a gift of \$500,000.

Without the support of those listed on the following pages, the Museum would not have been able to accomplish everything you have read about in the preceding pages. We have tried to accurately identify all the individuals, corporations, foundations, government agencies, and other organizations that made donations enabling a wide range of educational programs, environmentally sensitive research and enjoyable visitor experiences. These donations also made it possible for SDNHM to develop and bring to San Diego two significant exhibitions, *Dead Sea Scrolls* and *A Day in Pompeii*, which drew rave reviews, delighted visitors, broke attendance records and drove membership to its highest level in the history of the Museum. We have

highlighted five donors to provide a snapshot of the breadth of interests and motivations of our donors.

The SDNHM is grateful for the support of all its investors.

Programs Supported

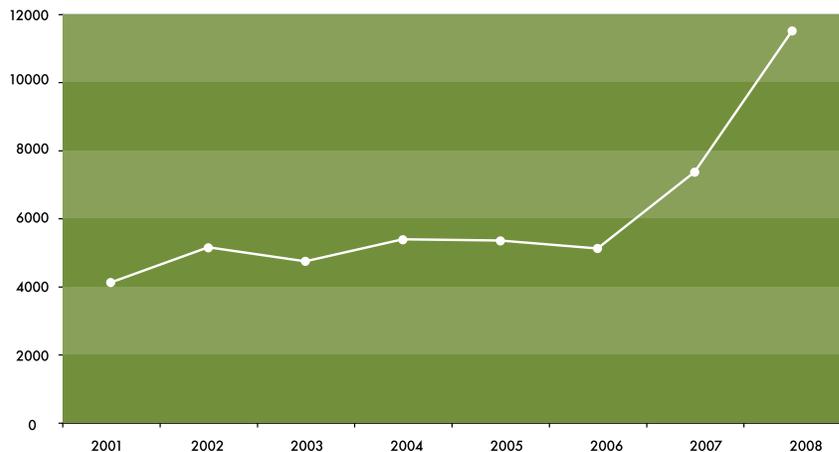
Documented in-kind gifts valued at \$428,805 were given for such purposes as collections, underwriting of events, professional services and art. Generous donations from a variety of sources come to the Museum for myriad departments, projects and programs as shown below.

- BioBlitz Balboa Park
- Birds and Mammals
- Botany
- BRCC
- Conservation Science in the Sea of Cortés
- Dead Sea Scrolls* lecture series
- Education
- Entomology
- Exhibitions
- Endowment
- General Operations

- Herpetology
- K-12 curriculum development
- Mammal Atlas
- Ms. Frizzle™
- Museum Access Fund
- Nature to You Loan Library
- Ornithology
- Paleontology
- A Day in Pompeii* lecture series
- Plant Atlas
- PROBEA
- Research Library
- San Jacinto Centennial Expedition
- School in the Park
- Sustainability Business Forum
- Sustainable Planet lecture series
- Volunteer Department

In order to include all donors, the Development Report captures gift, grant and government funding given or pledged to any department during the past fiscal year. Due to the timing of pledge payments, total support as shown here will not match the GAAP financial statements on the facing page.

Membership Households



Source of Funds

Foundations	\$1,180,361
Individuals	3,986,909
Business	182,713
Government	693,523
Other	86,848
Total	\$6,130,354

Purpose of Gift

Annual Operating	\$1,946,272
Capital Projects	90,062
Endowment	4,094,020
Total Giving	\$6,130,354

Donors



Suzanne Bond

Even after she extended her 14-year career at SDNHM into a 25-year stay at Hubbs-SeaWorld Research Institute, Suzanne Bond continued here as a volunteer and built on her already substantial legacy. Says curator of Ornithology Phil Unitt, "We don't know the number of specimens she has prepared but estimate that it must be at least 10,000 and therefore a very substantial fraction of the department's collection. She has always been a vital resource in the training of new volunteers and students." Suzanne credits her experience at the Museum for developing her talents, so widely known she was recruited to help on collecting expeditions the Western Foundation for Vertebrate Zoology sent to Borneo. These opened her to a worldwide perspective on and enjoyment of diverse human cultures as well as the natural environment.

Suzanne published *The Mammals of San Diego County* as one of the Museum's *Transactions* in 1977 and has co-authored half a dozen scientific articles. An avid outdoors lover, she has long been active with the Canyoneers and donated her passenger van to the Museum when she couldn't load her new kayak onto the top by herself! Over the years Suzanne has donated across the Museum to *Bird Atlas*, *Birds and Mammals* operating and endowment, bird cases matching grant, Research Library, general operating, and Education. She is truly a friend to every department.

\$5000 and above

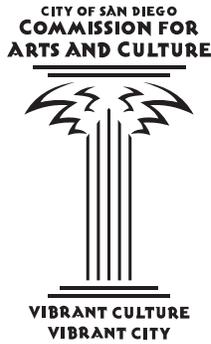
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Commission for Arts and Culture**

The City of San Diego Commission for Arts and Culture provides major annual funding for Museum exhibitions and programming. Established in 1988 by City Ordinance on the use of transient Occupancy Tax funds (hotel room tax), the Commission promotes, encourages, and increases support for San Diego non-profit arts and culture organizations.

Victoria Hamilton, Executive Director of the Commission, says, "We greatly value our partnership with the San Diego Natural History Museum in promoting cultural tourism and quality programming. Exhibitions like the *Dead Sea Scrolls* significantly contribute to San Diego's economy and vibrancy."

We congratulate the Commission on its 20 years of leadership in stimulating tourism and celebrating diversity through arts and culture in San Diego.

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Ray-Etta Morrell

This beauty pageant winner from Ketchikan, Alaska, is still inspiring others to achieve new heights and give back to their community. To spend a few hours with Ray-Etta Morrell will leave you inspired, exhausted and somewhat embarrassed that you could not keep up with her. Over the years Ray-Etta has been a Museum volunteer and Covey member and piano player. She still organizes the weekly Covey bridge game, which raises funds for the Museum, and has just established an exercise class at the community center near her home.

Ray-Etta's dedication to the Museum goes back two decades. She became active because of the people she met and the fellowship offered by Museum involvement. Her influence and impact on the Museum will continue for decades into the future. Her personal commitment as a Live Oaks Society member by making a gift from her estate guarantees that her life's example of caring will continue for future generations.

Ketchikan got it right! The beauty of Ray-Etta's enthusiasm for life, her sincerity in caring for others has helped make the Museum better and in turn attracted more Ray-ETTAs.

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Ellen and Tim Zinn

Before moving to San Diego, Ellen and Tim Zinn had been involved on boards of many philanthropic organizations including Chicago's Field Museum. When she joined the Museum board during the building expansion campaign, Ellen put this experience into action in chairing the grand opening benefit gala, *Cirque Fantastique*. When Museum President Mick Hager asked Ellen and Tim to help him bring the *Dead Sea Scrolls* exhibition to San Diego, they immediately made a financial commitment. However, it is the additional commitment they made which makes them so special among last year's Museum supporters. Ellen returned to the Board of Directors and the Zinns told Mick they would host a series of dinners in their home to introduce new people to the Museum and the *Dead Sea Scrolls*. Said Ellen, "This is such a wonderful and exciting place and my job is to expand the number of community members who want to help the Museum achieve its goals." Through this generous gift, Mick was able to share the Museum's rich history, the excitement of current biological research and plans for future exhibitions, including the *Dead Sea Scrolls*, with a new group each night. The Zinns also hosted their annual Christmas party at the Museum. And, at the end of the year, we counted 12 new members of the President's Circle! Thanks, Ellen and Tim and welcome to our new friends!

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The Live Oaks Society is comprised of supporters who have made gifts to the Museum through their estate plans. These generous donors are providing funds for endowment support which will assure the future of the Museum and its programs.

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CRG Beverage

When asked for ideas about how the Museum could handle the huge food and beverage needs of the *Dead Sea Scrolls* exhibition, David and Lesley Cohn stepped up with suggestions and solutions which enabled us to meet the ever-increasing demand from guests visiting the Museum and for private events. They established CRG Beverage to acquire a liquor license for the Museum and accepted the challenge of creating the "Dinosaur Café," located in the Sefton Atrium, to serve daytime museum visitors.

Both the café and CRG Beverage have become important partners to the Museum, with the Dinosaur Café attracting a loyal following of Museum visitors, volunteers and staff who enjoy their free-trade organic coffee, infused water, soups, sandwiches and snacks, all of which are served in environmentally friendly containers. CRG Beverage has also been instrumental in seeking in-kind support from other vendors for the Museum's most important exhibition openings and the Museum's fund-raising event, the *Dos Aguilas Binational Fiesta*.

When asked about motivation for his partnership David Cohn replied, "We support SDNHM because of the great people who operate it, what it adds to fabulous Balboa Park and the education component of the Museum." Thank you, David and Lesley.

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Photography: Jack C. Daynes, Jim Melli, Bob Ross

Photos

cover *Schistocerca nitens*, Gray Bird Grasshopper

p.5 *Dead Sea Scrolls* gala

p.7 *Danaus plexippus*, Monarch butterfly

p.9 Bio Blitz 2008

p.12 *Bubo virginianus*, Great Horned Owl fledgling



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