



2013–2014 ANNUAL REPORT
SAN DIEGO NATURAL HISTORY MUSEUM

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.

140 years of excellence...naturally!



October 2014

Dear Museum Friends,

On October 9, 2014, the San Diego Society of Natural History celebrated the 140th anniversary of its incorporation. Though the stories in this annual report look back at the past year, this introduction will provide a glimpse into the exciting year ahead.

This milestone year will be highlighted by expressions of our mission made real with the dedication of our second core exhibition, *Coast to Cactus in Southern California (de la costa a los cactus en el sur de California)*, the complement to *Fossil Mysteries (Misterios Fósiles)*. Together, these two exhibitions provide the complete story of our unique region: from the geologic and paleontological past which formed the landscape to our rich biodiversity today. As Balboa Park rings in the centennial celebration of the 1915 Panama-California Exposition, our Museum will be poised to serve as the unofficial visitor center for our region. We believe that every visitor to the Park should “start here.”

We like to say that research is the engine of everything we do, and both exhibitions are grounded in the results of 140 years of dedication

to the Museum’s mission. Fiscal year 2014 saw the completion of the San Jacinto Centennial Resurvey field work and the beginning of a similar multi-year project in the Sierra Cacachilas, a little explored and biologically rich mountain range southwest of La Paz, Baja California Sur. It is not unreasonable to think that in another 100 years, a new team of Museum researchers and binational partners will revisit these areas in order to observe, collect, and compare how they have changed over time.

The Museum benefits from a diversified funding stream including generous contributions from many loyal supporters; contract revenue through Paleo and Biological Services; and the revenue from admissions and membership, to highlight a few. Our robust traveling exhibition schedule is critical to attracting new audiences and renewing members. *Real Pirates* and *Dino Jaws* generated impressive numbers in 2013-14. For our 140th anniversary, in addition to inaugurating *Coast to Cactus*, the Museum is hosting *The Discovery of King Tut*, a breathtaking recreation of the historic moment when Howard Carter opened the tomb of the boy king, and *Maya: Hidden Worlds Revealed*. Together, each of these revenue sources helps the Museum to focus on fulfilling the mission you have entrusted to us.

We hope you will join us throughout the coming year as we celebrate 140 years of the Museum’s role in promoting and inspiring an understanding and love for the natural world.

Sincerely,

A handwritten signature in black ink that reads "Michael W. Hager".

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

A handwritten signature in black ink that reads "Jeff Block".

Jeff Block
Chair, Board of Directors



**One Team
Two Countries
Many Discoveries**

Cardon (Pachycereus pringlei) and Palo Blanco (Lysiloma candidum) forest in the mountains of Baja California Sur.

Take a team of more than 30 dedicated and enthusiastic biologists, combine with several weeks in a remote and previously unexplored part of Baja California, add collecting and camping equipment, mix well with the camaraderie of two adjoining nations, and the result? One dynamite research expedition! For those who think the thrill of explorers venturing off into unknown territory to seek out new species and scientific information is something that only happened in centuries past, read on.

In October and November 2013, scientists from the research departments of the San Diego Natural History Museum, along with Mexican colleagues from Centro de Investigaciones Biológicas del Noroeste (CIBNOR) and Universidad Autónoma de Baja California (UABC), as well as Botanical Research Institute of Texas (BRIT), embarked on a collaborative exploration of the Sierra Cacachilas. This mountain range south of La Paz is remote enough that very little, if any, previous investigation had been conducted in the area. Due to its location in the peninsula's Cape region, with its tropical climate and conditions, our researchers were especially eager to discover what unusual plants and animals might be revealed.

Plants, birds, bats, lizards, insects, spiders, snakes, toads, trees, scorpions—you name it; any part of the local flora and fauna was the treasure that lured the researchers to this little-known place. The researchers were out in force, collecting both day and night, combing the area and looking to find new specimens and observations to add to our body of knowledge. Aware of the fact they had limited time, they shared collecting opportunities, with botanists occasionally collecting an insect or two, and entomologists collecting a snake they observed.

The botany team, led by Dr. Jon Rebman, found a tiny annual at the highest elevations in the Sierra that is very likely a new species to science. It is in the genus *Stenotis* in the coffee family, with very small tubular flowers. The genus *Stenotis* is endemic to Baja California Sur. In addition, a very unusual fern was collected near Rancho Las Cruces that may also be a completely new species. Plants representing significant range extensions were found, and the group successfully documented several species that are rare or have very limited distributions.

“Life is short.
The world is big.
It awaits your
exploration. If
you're not living
on the edge, you're just taking
up way too much space.”



—Paul Beaver

Bat specialist Drew Stokes of the birds and mammals department explored abandoned mines in the Sierra and was excited to find large roosts of bats, including two significant and sensitive species. The California leaf-nosed bat is a species of special concern in the U.S., and the lesser long-nosed bat is a federally endangered species. It appears the mines provide a perfect habitat for these and other bat species in the area. A desert gray shrew, the smallest mammal found in California with a body only two inches long, was also collected.

The herpetology team led by Dr. Brad Hollingsworth, curator of herpetology, plans to use the expedition as the beginning of a year-long study in the area. They will compare diversity in this southernmost end of the peninsula with points farther north, and will collect data showing the reptile species' seasonality. The most abundant critter they encountered were the many beautiful red-spotted toads, which had just emerged from tadpoles, and were present in the thousands in the ravines of the Sierra. Numerous range extensions were also documented by the herpetology team.

Ornithologists were impressed to find wintering gray vireos in the Sierra. This bird breeds in the Southwest, especially in San Diego County, but its winter ecology in Baja California has been unknown up to this point. The vireo is strongly associated with the elephant tree, *Bursera microphylla*, because the fruit provides an important source of food, and these trees were

abundant in the area. Since breeding in the gray vireo is in sharp decline in San Diego, the Sierra Cacachila population may be extremely important for the conservation of this species. Another notable observation was the Golden Eagle, which has been rarely recorded in Baja California Sur.

Dr. Michael Wall, curator of entomology, and Jim Berrian, field entomologist and spider specialist, explored the abandoned mines and discovered what is likely to be a new species of spider, similar to a tarantula but “not as husky. It’s quite bald, and its abdomen is mustard-brown with iridescence,” remarked Wall. “Is it deadly venomous? I don’t know...we think it is new to science.” These are the kind of discoveries that researchers live for—the excitement of finding something previously unknown. But their discoveries go beyond just that initial thrill. Most important is the impact of compiling the rich data that will make cogent arguments for preserving this unique area of the world.

Benefits of collaborative efforts such as these go beyond those easily delineated in data points. The exchange of information between the American and Mexican scientists fosters not only robust scientific underpinnings for conservation efforts; it also promotes a cross-border collegiality that will undoubtedly lead to further explorations.

The researchers know they need additional time to visit the area and document more completely their findings, and plans are underway for supplementing the first expedition. These trips continue a tradition of binational scientific expeditions that dates back to the late 1800s, the earliest years of the Museum. These efforts have provided a wealth of knowledge about the greater southern California peninsula which is governed by two nations, but represents a unified area of great biodiversity—one definitely worth preserving for future generations.

The expedition to the Sierra Cacachilas was made possible through the generous support of the Walton Family Foundation at the recommendation of Museum Trustee Emeritus Christy Walton.



Tailless whip scorpions look scary, but they don't have any venom and run away quickly when disturbed.

BRCC COLLECTIONS BY THE NUMBERS

BIRDS | NEW SPECIMENS COLLECTED: **225** TOTAL SPECIMENS: **49,034**

MAMMALS | NEW SPECIMENS COLLECTED: **159** TOTAL SPECIMENS: **24,004**

HERPETOLOGY | NEW SPECIMENS COLLECTED: **118** TOTAL SPECIMENS: **76,700**

ENTOMOLOGY | NEW SPECIMENS COLLECTED: **~4,500** TOTAL SPECIMENS IN THE COLLECTIONS: **~660,000**

PALEONTOLOGY | NEW SPECIMENS COLLECTED: **16,607** TOTAL SPECIMENS: **1,318,386**

BOTANY | NEW SPECIMENS COLLECTED: **8540** TOTAL SPECIMENS: **238,348**

RESEARCH LIBRARY | **50,000** VOLUMES

MARINE INVERTEBRATES | **5** MILLION

MINERALOGY | **15,000** SPECIMENS

TOTAL NUMBER OF SPECIMENS: **~7.4** MILLION

Museum Families

Inspire New Beginnings

The Museum is now 24 months into its 30-month, \$16 million Special Projects Campaign, which will fund three significant projects: the core exhibition *Coast to Cactus in Southern California (de la Costa a los Cactus en el Sur de California)*; the Library Special Collections Gallery and associated exhibition *Extraordinary Ideas from Ordinary People: A History of Citizen Science*; and Bridge Funding which helps to sustain operations during the course of the fundraising campaign.



Through the extraordinary charity and commitment of our donors to date, we have raised \$14.7 million of the goal, leaving just \$1.3 million left to secure.* Over the past fiscal year, President & CEO Mick Hager, Director of the Research Library Margaret Dykens, and the talented exhibits team have presented the campaign highlights to 45 individuals, foundation, and government representatives, resulting in \$4,267,943 in new campaign commitments. Each and every gift reflects an investment in the goals of the campaign to promote the Museum's mission through these projects.

Volunteers have stepped up to generously provide three of our critically important leadership gifts. These are individuals who began their association with the Museum as members, later becoming Museum volunteers, and ultimately all having served on the Museum's board of directors. Dale Clark, following in the footsteps of her mother, Mark Clark (former chair of the board of directors), started as a volunteer in the herbarium and exhibits; she then dedicated herself to development of the

Coast to Cactus exhibition gallery images.

Museum's first website and served as its webmaster. In junior high school, Dennis Wilson participated in an after school Junior Naturalist program and attended summer classes at the Museum, and later his wife Carol, a teacher, became active with the docent program. Eleanor Navarra trained as a docent in the late 1990s, when she and husband Jerry were introduced to the A.R. Valentien watercolor collection. These volunteers became so inspired that they have provided leadership gifts which, in turn, will inspire others.

Over the next 10 years, as many as five million visitors will explore *Coast to Cactus* and come away with a deeper understanding of why San Diego County is one of only 35 global biodiversity hotspots. Our audience will also be empowered by the inspiring message which girds the *Extraordinary Ideas from Ordinary People* exhibition: that science is a conversation carried forward by curiosity, art, language, imagination, and the drive to look closely and ask questions. And anyone with these tools can contribute.

These two exhibitions and the programs supporting them represent the concrete expression of our mission come to life. *Coast to Cactus* will provide the centerpiece to the Museum's 2015 exhibition schedule, opening to the public on January 17, 2015. The Library Special Collections Gallery will be inaugurated 16 months later in May 2016.

*Figures as of June 30, 2014. At press time, the Museum had raised \$15.4 million of the goal, leaving just \$600K million left to secure.



Special Projects Campaign Donors

(as of June 30, 2014)

Leadership Partners

Joan and Irwin Jacobs
Lusardi Construction
Price Family

\$1,000,000 and above

California Department of Parks
and Recreation
Ms. Dale Hollis Clark in memory
of Mary and Dallas Clark
Jerome and Eleanor Navarra
Nita and Henk van der Werff in
memory of Mary and Dallas Clark
Dennis and Carol Wilson

\$100,000-999,999

The Legler Benbough Foundation
Stephen and Mary Birch
Foundation, Inc.
Roberta and Malin Burnham
The Dunham Family in Memory
of Jeanne Dunham
In Memory of Chapman Grant by
Terry Grant Hazard, Polly Hazard
Hoffman, Earl Thomas Hoffman,
Thomas B. Hazard, and M. Jo Hazard
Carol and Henry F. Hunte Fund 🌱
The Gilbert J. Martin Foundation
The Gerald T. and Inez Grant
Parker Foundation
Rice Family Foundation, in honor
of Morgan S. Rice
Dr. Seuss Fund 🌱
The Walton Family Foundation,
at the recommendation of
Christy Walton

\$10,000-99,999

Alice Anda and James Ward
Esther J. Burnham Trust
Carolyn and Cliff Colwell
Steve and Carolyn Conner
County of San Diego
The Coyle McDonald Family
Courtney, Steve, Alexandra,
Maximilian
Hans and Margaret Doe
Charitable Trust
Bernard J. Eggertsen and
Florence Nemkov
Marion Eggertsen and Family
The Favrot Fund
Dr. and Mrs. Laurence D. Favrot
Michele Gerus and Jeff Block
The Barbara and David Groce
Fund 🌱
Denise and Michael Hager
Institute for Law and Systems
Research
Mandell Weiss Charitable Trust
James Orwig M.D. Family
Philip R. and Pamela F. Palisoul
and Family
Richard Schwenkmeyer
Ellen Browning Scripps Foundation
Margaret and John Stevenson
Takahashi Family Fund 🌱

Up to \$9,999

Mr. and Mrs. Austin Blue
Anita Busquets and William Ladd
Virginia and Doug Crockett

Vice Admiral and Mrs. Walter J.
Davis, Jr.
James and Mary Dawe
Mr. and Mrs. Paul Dayton
Downing Family Foundation
Mr. and Mrs. John Downing
Susan and Craig Evanco
Tom Fleming
Gray Charitable Trust
Kimberly H. Gray
Doreen Gray
Allison Henderson and Jay Miles
Mr. and Mrs. Michael Hocter
Dr. and Mrs. Matt Hom
Jeffrey and Lindsey Kent
Diana and Lowell Lindsay
Terry and Linda Moore
Ms. Kathy Cusick and Mr. C.
Dennis Morgan
James and Claudia Prescott
Mr. and Mrs. Robert Proulx
Eberhard and Jessica Rohm
Jeanne and Henry Shenkman
Jeanne M. Shupala
Michael J. Smith
The Patricia and Christopher Weil
Family Foundation
Mary M. Yang

🌱 Denotes gift through the
San Diego Foundation



Making A Difference Across Generations

For many Museum members, inspiration comes not only from nature, but is a legacy passed along from generation to generation. Two members whose commitment to the Museum's mission was indisputable were Donna Knox Sefton and Philip Klauber. Their families inspired their original interests in natural history and their involvement and support of the Museum spanned decades.



Donna K. Sefton 1927-2014

Donna Knox Sefton was elected an Honorary Trustee of the San Diego Natural History Museum in 1996 and remained an important presence at the Museum throughout her life, both as president of the J.W. Sefton Foundation and as a

trusted sounding board for the Museum's senior management. The middle daughter of Besse and Harley Eugene Knox, the down-to-earth owner of a dairy farm, Donna Knox was raised to be thoughtful and gracious. Her father was propelled to public office by the family's neighbors, served as San Diego's mayor from 1943 to 1951, and was known as the "Mayor for the People" during WWII. He instilled in his daughters a love for the beauty of the San Diego region and a special appreciation of its natural resources.

After graduating from San Diego State University, where she majored in history with a minor in Spanish, Donna worked for American Airlines at a time when airlines sought well-traveled stewardesses, especially bi-lingual, now called flight attendants. She married the late Thomas W. Sefton, president of the former San Diego Trust & Savings Bank in 1951.

She was a loving mother to two children and a beloved presence in her later years for her four grandchildren, sister, nieces, and nephew. In addition to the San Diego Natural History Museum, Donna's love of nature led to her involvement with the Zoological Society of San Diego, to leadership roles with many civic organizations, and a lifelong passion for trail riding in the peaceful and beautiful mountains of the Pecos Wilderness in New Mexico, where she told her family she felt truly at home.

Philip Klauber 1915-2014

Philip Klauber, a native San Diegan and Honorary Trustee of the San Diego Natural History Museum, was a longtime supporter of the Museum and Balboa Park. Like his father, Laurence M. Klauber, Philip was a Stanford educated engineer. He retired

in 1980 from a nearly 20-year career with San Diego Gas & Electric, where his father had been Chairman & CEO from 1949-53. Phil's primary love was for family and civic engagement, which were also important to Laurence even as he pursued his scientific interests. One of the Museum's most valuable research collections is a Klauber family legacy: 34,999 preserved specimens in our Herpetology Wet Range, many of which were formerly stored in Laurence Klauber's basement. Equally important, more than 1,400 books, some dating back to the 16th century, are now part of the Klauber collection in the Museum Library.

Phil Klauber's sense of humor is obvious in a legendary speech to Bibliophiles of San Diego, discussing his father's two-volume set, *Rattlesnakes: Their Habits, Life Histories and Influence on Mankind*. He noted it sold for \$75, and said "The UC Press in 1982 published an abridged edition which is smaller – 350 pages vs. 1,533. Cost is only \$8.95; it is a concise and handy book for persons who don't want to know that much about rattlesnakes."

A tireless leader and volunteer for many San Diego civic organizations, Phil Klauber's strong sense of civic duty and his positive, go-forward attitude will be remembered as his legacy to the city he loved.





Volunteers are vital to all aspects of the Museum. Pictured here are volunteer Dick Schwenkmeyer (center), Angelo Soto, and Curator of Herpetology Dr. Bradford D. Hollingsworth.

VOLUNTEERS BY THE NUMBERS

CANYONEERS LED 89 HIKES FOR **1,583** PEOPLE, INCLUDING **10** HIKES FOR **400** CHILDREN AND CHAPERONES.

DOCENTS REACHED 4,477 STUDENTS AND CHAPERONES IN **109** CLASSES.

WHALERS REACHED 29,670 PASSENGERS ON **292** CRUISES THROUGH H&M LANDING AND HORNBLOWER CRUISES AND EVENTS.

BOARD OF DIRECTORS HOURS 1,614

16 HIGH SCHOOL INTERNS WORKED IN THE DEPARTMENTS OF HERPETOLOGY, ENTOMOLOGY, PALEONTOLOGY, AND BOTANY.

RESEARCH AND COLLECTIONS VOLUNTEER HOURS 19,367

DOLLAR VALUE OF VOLUNTEER HOURS \$1,435,925

TOTAL VOLUNTEER HOURS 54,515 TOTAL VOLUNTEERS 750

Hooked on Nature

A love of nature draws volunteers to the San Diego Natural History Museum, and a love of learning and sharing keeps them connected. Ask how nature became important in their lives and you'll often hear, "From the time I was born I've been playing in the outdoors." The pull of nature is strong, and the volunteers know if you are hooked as a child, nature will remain important your entire life. Learning more about the natural world and sharing with others, especially children, is what keeps our volunteers coming back.

When asked her favorite thing about volunteering for the Museum, Uli Burgin, Museum Whaler, put it beautifully, "I have always been interested in learning more about all aspects of the natural world. I can do this on my own, and probably would, but being a part of a group of like-minded people sharing what we learn gives me purpose." John Hopper, Canyoneer, says that being a Museum volunteer has allowed him to give back to his community and especially his grandchildren. "I couldn't have been happier than when my granddaughter asked me to teach her how to lead hikes," said John.

Bill d'Ablaing, Docent, when asked what his favorite thing is about volunteering at the Museum, didn't skip a beat. "I love interacting with the little kids," he said. Georganne Hctor, Docent and member of the Board of Directors, loves doing the research when someone asks a question she can't answer. "Your education never ends," she says. Barbara Kanzius echoed Georganne when asked why she volunteers at the Museum. "I love the fact that the Museum doesn't remain static. There is always something new to learn, and sharing with the kids is a real joy."

Science volunteers share in a different way, making a lasting contribution by assisting with the Museum collections. Dick Schwenkmeyer, longtime science volunteer, says his reason for supporting the Museum as a volunteer and donor is simple, "The Museum helped me out when I was in real need, offering me part-time work as a tour guide while I was getting started in my teaching career. When I retired, I decided to give back to the organization that has given me so much."

The commitment of the volunteers can be measured in numbers (715) and annual hours served (54,500) or it can be demonstrated by the number of people who are reached through their efforts. Museum Whalers (naturalists aboard whale-watching cruises), Docents (trained teaching guides who share their knowledge with young and old), Canyoneers (nature walk guides), and summer camp volunteers together shared the Museum's message with more than 36,300 people last year. Science volunteers may not necessarily work directly with the public, but they are no less eager to share their experiences with others. The Covey, 60 strong, continues to contribute funds to further the Museum's research efforts. Volunteers in other departments assist with administrative tasks, special projects, and live animal care. Ask any of these volunteers why they are here and you will learn that for many, the Museum has become a second home.

Volunteers at the San Diego Natural History Museum are a special breed of nature lovers—eager to learn and always ready to share. Henry Shenkman, longtime volunteer and donor, summed it up: "I had followed others' scripts for most of my life, doing what others needed, but once I came to the Museum I found my own script and I lived it to the fullest. I consider the Museum a cathedral for the lovers of nature."

INSPIRED BY NATURE:

"Being a part of a group of like-minded people sharing what we learn gives me purpose."

—Uli Burgin, Museum Whaler

“I thought snakes were slimy and yucky. Now I know they aren’t. Gopher snakes are really beautiful and an important part of the canyon near my house.”



—9-year-old girl at summer camp

Connecting our Community with the Natural World

The public programs division (education, exhibits, and volunteers) of the Museum has been busy over the past year looking at new ways to better engage our members and the public. Exhibitions, camp, and on-the-floor experiences are allowing for a variety of opportunities for engagement and inspiration of the natural world.

Hungry Dinosaurs Came to Visit

We all had an opportunity to learn about hungry dinosaurs and what they eat in the traveling exhibition *Dino Jaws*, which combined hands-on exhibits with lifelike moving dinosaurs. These gigantic animatronic dinosaurs, including slow-moving plant eaters and agile flesh-eaters, demonstrated what paleontologists have learned about each dinosaur’s unique feeding strategy.

Mammoths and Mastodons Stormed the Museum

The traveling exhibition, *Mammoths and Mastodons: Titans of the Ice Age*, developed by The Field Museum, engaged visitors by unraveling the biological and paleontological mysteries of mammoths and their evolutionary cousins, mastodons. A highlight of the exhibition was learning about *Lyuba*, the most complete and best-preserved mummified baby woolly mammoth ever found. In addition, the movie *Titans of the Ice Age 3D* brought these beasts to life in 3D.

Pirates Dropped Anchor at theNAT

Then there are those demanding pirates that scaled the walls of the Museum, swung into the



A young member examines a sea urchin shell.



photographers from around the world. The 73 images (selected from 1,284 entries) included sublime landscapes, dramatic wildlife images, and unusual close-ups of colorful insects. *Ecosystems of San Diego County* featured photographic nature-based works by 14 local artists, which depicted the diverse ecosystems throughout the county. Visitors also enjoyed the panoramic images and journal excerpts in *The Natural World: Photographs by Thomas D. Mangelsen*. This award-winning photographer chronicled his experiences in 10 of the world's last great places. Breathtaking images investigated humanity's relationship with nature. The exhibition was incredibly well-received, as

evidenced by hundreds of Museum patrons and photography fans who packed the theater for the artist's lecture and book signing.

Atrium, and captured *Camp-O-Saurus*, replacing it with *The Scurvy Nat*. They then sailed in with *Real Pirates: The Untold Story of the Whydah from Slave Ship to Pirate Ship*, an exhibition featuring more than 200 authentic artifacts, including cannons, swords, coins, gold, and jewelry, recovered off the coast of Cape Cod from the only authenticated pirate shipwreck discovered in U.S. waters. Visitors also had the opportunity to enjoy a special bonus exhibition titled *Pirates: Unlikely Naturalists*, which featured rare books from the Golden Age of Piracy—many dating from the late 16th to early 18th century—pearls, and Museum specimens. This exhibition shared how pirates, or privateers who traveled the globe, were in many respects the early progenitors of the citizen scientists who founded the San Diego Natural History Museum. *Pirates: Unlikely Naturalists* was curated by Museum CFO, COO & VP Susan Loveall and Dr. Mark Hanna in partnership with University of California, San Diego, with contributions from the personal collection of Will and Carl Larson (Palagems.com), international gem and mineral collectors from Fallbrook.

Camp, Camp, and More Camp!

This past year saw lots of changes for our camp program. In December, we introduced winter camp, single days of camp for our youngest naturalists over the winter holiday break. This initiative was a huge success and will be offered again this winter holiday. Major changes also took place for our summer camp program, moving from half-day camps to full-day camps, and the

Lectures by local pirate expert and UCSD Professor Mark Hanna helped put both exhibitions into context.

Incredible Photography All Year Long

Once again, amazing photographs covered the walls of the Orcover Gallery on the Museum's top floor. *Best of Nature 2013* was an international competition that displayed magnificent nature-based imagery by amateur and professional



Top left: *The Scurvy Nat* commandeered the Atrium during *Real Pirates*. Above: Pop-up programs delight visitors of all ages.

addition of two weeks of middle school camp. Next year, we will add single days of camp that will occur over spring break.

Happy Birthday, Kids!

After much demand, we introduced birthday parties for kids. A party at theNAT allows the birthday child and their friends to experience a fun, educational program around one of our themes: dinosaurs, reptiles, or bugs and butterflies. They also enjoy birthday treats, and then may explore the Museum with family and friends.

Butterfly Wall

Next to the Dino Café on Level 1, visitors of all ages can create a beautiful butterfly to hang on our butterfly wall or take home with them. And keep your eyes open during the upcoming year, as that butterfly may migrate, and another critter may take its place for a while.

“Pop-Ups” in the Galleries

Our public programs staff, docents, and volunteers have been “popping up” on the floor to engage with visitors in new ways. We have been drawing on the chalkboard in *Skulls*, having impromptu feedings of our rattlesnake in the *Water*

exhibition, walking around with non-venomous snakes for visitors to pet and learn about, in addition to offering sneak peeks of our upcoming permanent exhibition *Coast to Cactus in Southern California* or our *Nature to You* loan library. We always invite visitors to keep their eyes peeled: you never know what is going to happen next!

PROBEA (Proyecto Bio-Regional De Educación Ambiental / Bio-Regional Environmental Education Project)

This year, PROBEA worked with 17 schools throughout the Baja California peninsula, and all schools earned one or more green flags for their completed themes. The program’s five environmental themes are water, trash, toxics, energy, and native plants. One of the year’s highlights occurred when the Museum’s pilot school in Tijuana completed all five themes, earning them a large green flag designating them as our first Smart School in the peninsula. The local media even picked up this newsworthy effort.

Regardless of what type of activity, exhibition, or educational program we may bring to visitors or students, it’s rooted in nature: getting out in it and being inspired by it.

ESEC BY THE NUMBERS

SAN DIEGO PROGRAMS

NATURE TO YOU LOAN LIBRARY 81,627 PARTICIPANTS

SCHOOL PROGRAMS 29,325 STUDENTS AND CHAPERONES

FAMILY AND PUBLIC PROGRAMS 18,367 PARTICIPANTS

MUSEUM ACCESS FUNDS 6,683 TITLE 1 STUDENTS SERVED

BAJA CALIFORNIA PROGRAMS

PROBEA:

NUMBER OF TEACHERS TRAINED: 233 **NUMBER OF STUDENTS SERVED: 17,505**

SMART SCHOOL, GREEN PRACTICES PROGRAM:

NUMBER OF TEACHERS TRAINED: 95 **NUMBER OF STUDENTS SERVED: 13,622**

MUSEUM ATTENDANCE BY THE NUMBERS

369,565

Financials

Fiscal Year 2014 was a uniquely successful year for the Museum and our third year in a row recording an operating surplus. In April 2014, the Museum received an extraordinary estate commitment which totaled \$15 million. The gift is directed to the retirement of the Museum’s \$12.5 million in long-term debt, with any remaining balance directed to its general endowment. Final settlement of this estate gift spans both this fiscal year 2014 and fiscal year 2015, and both years’ financial statements will reflect this exceptionally generous gift.

The results shown below represent fiscal year 2013 and fiscal year 2014. The large increase in our total assets from \$40 million to \$53 million reflect the estate gift received in April, and is shown in the increase in cash and the estate contribution receivable. The decrease in liabilities also reflects the partial retirement of the Museum’s long-term debt, with notes payable declining by \$4.2 million. The increase in the permanently restricted net assets of \$2.9 million, which went into our endowment, was

largely due to the excess of the large gift over the amount of long-term debt.

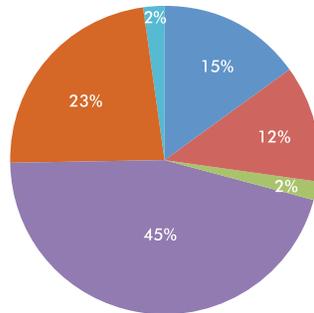
We are thrilled to report that on August 12, 2014, the entire gift was received and the long-term debt of the Museum was retired in full!

Our *Coast to Cactus in Southern California* exhibition, funded by the State of California Prop 84 \$7 million grant, began to take shape on our second floor, and by the end of the year was nearing completion. During the year, \$4.5 million was invested in this permanent exhibition which is on track to open in January 2015. Both the large estate gift and the permanent exhibition grant resulted in fiscal year 2014 being a very successful year for the Museum.

The Museum’s focus on operating sustainability, combined with these wonderful gifts, have resulted in a very strong financial condition, allowing us to invest in educational programs, scientific research in our region, and staff development.

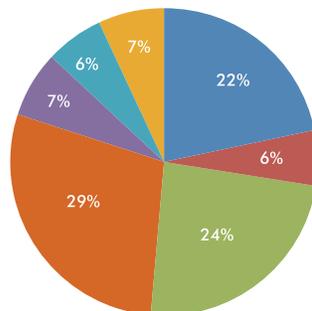
Susan Loveall
Vice President, CFO & COO

Revenue



- Admissions and other operating income
- Bio and PaleoServices contracts
- Endowment/investment income
- Contributions and membership
- New permanent exhibition grant
- Other support

Expenses



- Collections and research
- Education
- Exhibitions
- New permanent exhibition development
- Fundraising/membership
- Communications/marketing
- General administrative

July 1, 2013-June 30, 2014

OPERATING REVENUE AND EXPENSES

*restated

	Fiscal Year 2014		Fiscal Year 2013*	
Revenue and Support				
Admissions and other operating income	\$ 3,033,895	15%	\$ 3,430,008	30%
Bio and Paleo Services contracts	\$ 2,442,691	12%	\$ 2,097,499	18%
Endowment/investment income	\$ 488,307	2%	\$ 767,542	7%
Contributions & Membership ⁽¹⁾	\$ 8,892,749	45%	\$ 4,275,729	37%
New permanent exhibition grant	\$ 4,535,000	23%	\$ 467,640	4%
Other support	\$ 377,608	2%	\$ 406,622	4%
Total Revenue and Support	\$ 19,770,250	100%	\$ 11,445,040	100%
Expenses				
Collections and research	\$ 3,568,323	22%	\$ 3,030,778	27%
Education	\$ 937,172	6%	\$ 938,657	8%
Exhibitions	\$ 3,741,352	24%	\$ 3,870,200	35%
New permanent exhibition development	\$ 4,535,000	29%	\$ 467,640	4%
Fundraising/membership	\$ 1,143,013	7%	\$ 998,716	9%
Communications/marketing	\$ 917,026	6%	\$ 839,777	8%
General administrative	\$ 1,033,047	7%	\$ 960,553	9%
Total Expenses	\$ 15,874,933	100%	\$ 11,106,321	100%
Excess of Operating Revenue & Support Over Expenses	\$ 3,895,317		\$ 338,719	

FINANCIAL POSITION

	Fiscal Year 2014	Fiscal Year 2013
Assets		
Cash	\$ 7,696,681	\$ 2,843,730
Investments and perpetual trusts	\$ 15,867,243	\$ 11,803,334
Receivables and prepaid expenses	\$ 4,666,035	\$ 2,758,310
Estate contribution receivable	\$ 3,894,970	\$ -
Property, equipment (less accumulated depreciation)	\$ 21,710,872	\$ 22,595,863
Total Assets	\$ 53,835,801	\$ 40,001,237
Liabilities		
Accounts payable and accrued expenses	\$ 1,981,774	\$ 1,883,563
Other short-term liabilities	\$ 339,983	\$ 628,056
Notes payable	\$ 8,407,568	\$ 12,613,893
Total Liabilities	\$ 10,729,325	\$ 15,125,512
Net Assets		
Unrestricted	\$ 12,754,515	\$ 10,313,641
Temporarily restricted	\$ 15,858,972	\$ 2,970,552
Permanently restricted	\$ 14,492,989	\$ 11,591,532
Total Net Assets	\$ 43,106,476	\$ 24,875,725
Total Liabilities and Net Assets	\$ 53,835,801	\$ 40,001,237

(1) Includes \$3.8 million of estate gift directed towards debt retirement.

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3rd Annual Fossil Ball
Saturday, February 22, 2014

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Dr. Mick Hager with the Fossil Ball Committee Chairs: Jessica Rohm, Allison Henderson, and Susan Evanco. Not pictured: Pam Palisoul.

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Photography

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Cover photo: Sunrise in the Sierra Cacachilas.

Facing page: Leaf-Footed Bug on Abutilon xanti (Malvaceae), a rare plant species endemic to the Cape region of Baja California Sur.





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