January 2004

The year 2004 will be a significant one for the Hawaiian Islands Humpback Whale National Marine Sanctuary. It marks the 10th anniversary of the Maui headquarters in Kihei, Maui. For this reason, this issue of the newsletter highlights the history and special features of this unique sanctuary facility by the sea.

FROM EYESORE TO LANDMARK

In 1994, Allen Tom, the sanctuary’s Maui County liaison at the time was given the keys to the old National Oceanic and Atmospheric Administration (NOAA) satellite station situated on the shoreline in Kihei to use as an office for the sanctuary program. To say the least, he was stunned. “It was so run down and decrepit looking,” said Tom. “The buildings, which were built in the 1940s and 50s, and the grounds were a wreck. The paint was peeling badly, windows were broken, and weeds covered the entire grounds.”

With a small amount of funds from NOAA, Tom moved into the neglected, two-story, main building. While living on the second floor, he proceeded to renovate the first floor, with a lot of help from volunteers.

Tom says that when the grounds were cleared of obtrusive non-native, trees and shrubs, and the exterior painting began—with donations from local painting companies—people in the community started stopping by to see what was going on. “It was pretty amazing,” said Tom, “people came without any solicitation, and after explaining to them the mission of the sanctuary, they were very eager to help.”

What a difference a sanctuary makes! These before and after photos show the transformation of the sanctuary’s Maui office building from its dilapidated condition in 1995 to its current status as a landmark for marine conservation.

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to volunteer to help with the work.” In the 10 years since then, the sanctuary has been fortunate in sustaining this volunteer commitment with a core group of about 25 individuals who donate help on a regular basis, and many groups and organization who donate time on an occasional basis for specific work projects.

For three years Tom continued with this task, in addition to developing a management plan for the designation of the sanctuary in conjunction with Naomi McIntosh, the then new sanctuary program specialist for O‘ahu. “When we were developing this plan, we wanted to make sure that we developed programs that were responsive to the needs of the community and addressed important conservation issues for Hawai‘i’s humpback whales, so we held a series of public meetings to get input on what programs the sanctuary should propose to protect this important resource,” said McIntosh, who was named the manager of the sanctuary earlier this year, replacing Tom, who is now the National Marine Sanctuary Program regional coordinator for the Pacific Islands.

In 1997, when the management plan was completed, it was submitted to then Governor Benjamin Cayetano for state approval (a statutory requirement for sanctuary designation in state waters). The sanctuary received designation status shortly thereafter, and was given an increase in funding to support the programs and activities outlined in the management plan.

In the early years, sanctuary efforts mostly consisted of community outreach activities - such as newspaper articles, lectures and participation in community events - educating the public about the need to protect humpback whales and their fragile habitats in the Hawaiian Islands. Recalls McIntosh, “We were looking for our niche, and because we were a new sanctuary, we had the freedom to experiment with different programs and activities to see what would work best for meeting our resource protection goals.”

Among the programs implemented in the past 10 years, the annual sanctuary Ocean Count, is a state-wide effort to survey humpback whales in nearshore island areas from January through March, when the whales are here to mate and calve. According to Chris Brammer, Ocean Count coordinator, this program has been very successful. “This activity is great because it generates a lot of public interest and provides an opportunity for volunteers to contribute to the preservation of the whales in a meaningful way.”

Another successful sanctuary program is the development of school-based educational activities for grades K-12. “We work directly with teachers to develop material that is age appropriate and meets national science education standards,” says sanctuary education center coordinator, Jerry Stowell, who along with sanctuary staff and volunteers was instrumental in converting the old storage building on the Kīhei grounds into a colorful, interactive education center, with displays, models and marine specimens. “School groups can come here and have a guided tour and presentation, or teachers may request an on-campus presentation.”

Besides building mutually beneficial relationships with schools and teachers, the sanctuary has been very successful in developing partnerships with both public and private entities. Some of the sanctuary’s partners include Outrigger Hawai‘i Hotels and Resorts, the Maui Ocean Center, State Department of Land and Natural Resources, University of Hawai‘i Sea Grant Program, Waikīkī Aquarium, and the County of Maui. “Without the support of these partners,” says McIntosh, “I don’t think we would have as many successful programs as we do today.”

A good example of this partnering is the annual Family Ocean Fair held at Kīlauea National Wildlife Refuge, a public program sponsored by many corporate and government entities on Kaua‘i, developed by sanctuary site coordinator Jean Souza. “Because of community support, this fair has grown into one of the more recognized events on the island,” said Souza.

One of the most significant programs the sanctuary has spearheaded is the Science and Rescue Program, implemented in 2001 by David Mattila, who was hired as a contractor, and then subsequently hired as the full-time coordinator of that program.

The science part of the program currently revolves around SPLASH (Structure of Populations, Levels of Abundance and Status of Humpbacks), a multi-year, international humpback whale research project that promotes the development and sharing of research data related to humpback whales and the impact of human activities on their recovery from endangered species status. It is the most comprehensive whale study yet to be attempted anywhere. The sanctuary, represented by Mattila, is a member of the SPLASH steering committee.

The rescue part of the program is a cooperative effort of the sanctuary, NOAA Fisheries, and state and county agencies to respond to whales in distress, primarily because of entanglement in discarded fishing nets and lines. This program uses the latest in tools and techniques for this
specialized and dangerous activity.

As part of its mission to provide public education about humpback whales, the sanctuary also presents lectures and workshops at the site throughout the year by staff and experts in various fields of marine conservation; and field trips on whale watch boats during the winter whale watch season. All of these programs are free to the public. Although the Maui headquarters is the centerpiece of the sanctuary, over the last 10 years, two other field offices on O‘ahu and Kaua‘i have been established, with plans to open a third on the Big Island, in Kona, within the next year. “We’ve really grown in terms of space, programming, and staff. I guess you could say that we’ve gone from being a small mom and pop type operation, to becoming a diverse program that makes a number of significant contributions within the marine conservation community,” said McIntosh. “We’re very proud of that.”

To look at it now you would never believe that at one time the Sanctuary Education Center in Kihei was once a highly secret Navy facility for demagnetizing wartime ships. According to Jerry Stowell, the Education Center’s part-time coordinator, the building held several massive machines that were linked to huge copper cables that ran underground into the ocean where they ended just beyond the reef. “Navy ships would anchor here and connect to the cables to get demagnetized so that they would not act as magnets for enemy underwater mines,” said Stowell.

Through the years, since it was constructed in the early 1940’s, the building has also been used as a LORAN station, providing navigational beacon signals to aircraft, and as a weather station by the U.S. Coast Guard.

When the sanctuary took over the site in 1994, the building was a mess, requiring hundreds of hours of staff and volunteer work time to clean, break down interior walls, paint and rewire. According to Stowell, it was quite clearly “a dump.”

Today, the Center is the centerpiece of the headquarters, providing educational programs to walk-in visitors and school groups (K-12) throughout the year. Its interior is filled with static and interactive displays, videos, specimens and models of marine animals, posters, and art work made by students. The curriculum used for the students is based on current DOE Content Standards, and is multi-disciplinary, crossing different subjects such as science, Hawaiian history and math.

“This place has a lot of mana,” said Stowell. “People in the community are always coming in to donate things to the Center. One time an artist walked in here and donated a beautifully carved, full-scale wooden green sea turtle, that was worth thousands of dollars. Another time a group of local guys brought in some whale bones that they found in a really remote coastal area. People do that all the time, it’s incredible!”

Stowell credits former Maui liaison and site manager Claire Cappelle for getting the program off the ground and for being such a great leader. “Claire really knew how to work with people in the community and the staff. With very little funding in the early years, she pulled together a lot of resources and people to make something special out of nothing.”

Sanctuary volunteers assist with school groups and help to keep the displays up-to-date and in working order. “Our volunteers are simply amazing. Because most of them are retired, they come with a wealth of knowledge and experience that is very useful to us. But more importantly, they come with a sense of purpose and commitment to our mission. They’re a great group to work with.”

Stowell, who started off at the sanctuary as a volunteer four years ago, along with his wife Maureen, is a retired engineer and teacher, so working in the Education Center was appealing to him. He works at the Center 25 hours a week, and volunteers many additional hours.

This placard installed by the sanctuary program provides sanctuary visitors with information about the Native Hawaiian fishpond that lies seaward of the Maui site. The wall of the fishpond is barely visible behind the Hawaiian outrigger paddling canoe in the background.
While the main mission of the sanctuary is to protect humpback whales and other marine animals, another important goal is to educate the public about the Hawaiian culture including the importance of preserving and protecting native, endemic and indigenous plants, shrubs and trees in the islands.

Over the last three years, more than 30 varieties of Native Hawaiian flora have been planted and maintained on the grounds of NOAA’s Hawaiian Islands Humpback Whale National Marine Sanctuary Headquarters. Most were chosen for their low water, low maintenance, and salt and wind resistant qualities, since the soil at Kihei is sandy and the shoreline property has little protection from coastal winds.

According to sanctuary buildings and groundskeeper Joe Fell-McDonald, the sanctuary’s commitment to using these types of plants is in line with a recent movement on the part of government agencies to bring back to common usage plants that are in danger of extinction because of invasive alien species. “More and more residents are using native plants in their home gardens, and even hotels are beginning to make an effort,” said Fell-McDonald.

As in most Polynesian cultures, Hawaiians use plants for a variety of uses: for making food, thatching houses and rigging canoe sails, and for making medicines, cloth, hula implements, cooking utensils, and sleeping mats, just to name a few. Hawaiians believe that many plants are the kinolau (physical manifestation) of religious deities, and therefore must be cared for accordingly. Still practiced today, mostly by members of halau hula (hula schools), is the offering of pule (prayer) to the appropriate deity for permission to pick and use the plants needed. Without such prayer, there would be a great chance that something of grave consequence may happen.

If you would like to take a self-guided tour of the sanctuary grounds to view the plants, a brochure is available to assist you. Recommended reading: Native Planters (Handy & Pukui), Plants in Hawaiian Medicine (Noyes), and Lā‘au Hawai‘i: Traditional Hawaiian Uses of Plants (Abbott).

During the peak “whale season” (usually between mid-December through mid-April), breaching humpbacks frequently can be seen from the whale observation deck at the sanctuary’s Maui facility.

Unbeknown to most people, for the past three years, a pilot solar energy system has been quietly, and efficiently, producing electricity for the Kihei headquarters site. In October 2000, the sanctuary received funding for this project from the National Oceanic Atmospheric Administration, Maui Electric Company; and the National Renewable Energy Lab, U.S. Department of Energy. Sanctuary buildings are now partially powered by a 4,200 watt photovoltaic (PV) solar system, installed on the roof of the Education Building. The system converts sunlight directly to electricity, and an inverter changes the direct current produced by the solar modules to alternating current, so that the solar is able to power any conventional electric appliance.

Since the sanctuary’s power needs occur mainly during the day, solar electricity is efficiently used as it is produced, eliminating the need for a costly battery storage bank. Maui Electric Company supplies any additional power needed through this entire system, and will buy any excess solar power produced.

A study done by Maui Electric in 2002 determined that the solar system produces an average of 15 kilowatt-hours a day. At the time of this study, this PV system reduced the site’s electric bill by about 30%. Below are some other interesting facts about the energy saving capacity of this solar system.

- The solar arrays peak output of 4200 watts is enough to power forty-two 100 watt light bulbs.
- Estimated output for 20 years = 18,000 kilowatt hours.
- Avoided emissions = 98 tons of carbon dioxide over 20 years.
Among the 13 National Marine Sanctuaries, the Hawaiian Islands Humpback Whale National Marine Sanctuary is one of several that has a specific mandate to include native or traditional cultural components in its programs. As stated in the Hawaiian Islands Humpback Whale National Marine Sanctuary Act of 1992, the sanctuary’s management plan must “facilitate Native Hawaiian traditions and practices, with the primary objective of the protection of Pacific humpback whales and their habitat.”

This component was first implemented in 1997 - the same year the sanctuary was officially approved by the governor of Hawai‘i - when Joylynn Oliveira, then an undergraduate student at the University of Hawai‘i at Hilo, majoring in Hawaiian studies and marine science, received an internship to work at the sanctuary.

Oliveira’s main task at the time was to do research on humpback whales in Hawaiian culture, which later led to the development of a pamphlet called “The Cultural Significance of Whales in Hawai‘i,” a document now used widely in the sanctuary’s education and outreach programs. “Being able to work as an intern at the sanctuary was a perfect fit for me,” said Oliveira, “I love being able to

Native Hawaiian kupuna (elder) and sanctuary volunteer Kimokeo Kapahulehua shares ocean-related aspects of Hawaiian culture to Maui school kids during a class visit to the sanctuary office in Kihei.
combine my love for Hawaiian history and culture with my interest in marine science.”

After graduating from UH in the spring of 1998, the sanctuary was able to hire her as part-time employee. Then, in December of 1999, she became a full-time staff member.

Oliveira’s other tasks include translating brochures, creating displays, training volunteers, and working with school groups, the media and the general public to educate them about traditional Hawaiian cultural practices, beliefs and traditions regarding whales and other marine animals. She is currently in the process of developing an educational poster showing Native Hawaiian uses of the ocean.

Oliveira is also the coordinator of the South Maui Turtle Stranding Network, which is a joint program with NOAA Fisheries’ Marine Turtle Research Program. As such, Oliveira receives all reports of turtle strandings in the South Maui area, goes to the site and assesses the condition of the turtle with volunteers. If the animal is alive but cannot be returned to the water because of injuries or medical reasons, she collects it and ships it to Honolulu for treatment. If a turtle is found dead, it is frozen and sent to Honolulu for a necropsy. Oliveira has trained a core group of about 12 volunteers to help with this task. Since 2000, they have responded to about 50 turtle stranding reports.

“Unfortunately,” she says, “most of them are not found alive.”

Another one of Oliveira’s main duties is vice president of ‘Ao’ao O Nā Loko I’a O Maui, Association of Fishponds of Maui, the non-profit organization that oversees the restoration and protection of Kō‘ie‘ie Fishpond, which is adjacent to the sanctuary’s Kihei beach front headquarters. Oliveira’s main objective in serving on the board is to assure that the public is educated in Native Hawaiian traditions and practices. Part of the sanctuary’s Memorandum of Agreement with the association provides an office space at the sanctuary for its part-time administrative assistant.

“This project has really come a long way in restoring the site,” said Oliveira, “and I really enjoy working with this group and making a difference.”

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1151 Punchbowl Street, Honolulu, HI 96813
(808) 587-0106, fax: (808) 587-0115

O‘AHU OFFICE
6700 Kalaniana‘ole Highway, #104, Honolulu, HI 96825
(808) 397-2651, fax: (808) 397-2650

KAUA‘I OFFICE
4370 Kukui Grove Street, #206, Līhu‘e, HI 96766
(808) 246-2860, fax: (808) 246-2862

Please visit the sanctuary web site:
http://hawaiihumpbackwhale.noaa.gov

SANCTUARY OCEAN COUNT COMING SOON!

Now starting its eighth season, the Sanctuary Ocean Count has become a highly anticipated annual event throughout Hawai‘i. The program involves shore-based whale counting and whale behavior monitoring at 65 different shore sites around O‘ahu, Kaua‘i, Kaho‘olawe, and the Big Island. Counts will be conducted the last Saturday of January, February, and March. The count enables the sanctuary to look at whale population and distribution and behavioral trends at different shore sites over the course of the whale season and will also allow volunteers to learn more about humpback whales.

To Volunteer Call
Big Island: 1-888-55WHALE
Kaua‘i: 246-2860
O‘ahu: 397-2656

Sanctuary Ocean Count Dates & Times
Saturday, January 31, 2004
Saturday, February 28, 2004
Saturday, March 27, 2004
8:00 a.m. - 12:15 p.m.
SANCTUARY DATEBOOK

SANCTUARY LECTURE SERIES - Topic: 45 Tons of Information
Date: January 13
Time: 7:00 pm
Place: Sanctuary Education Center, 726 South Kihei Road, Kihei, Maui
Learn about humpback physiology, behavior, why they make the journey from Alaska to Hawai‘i, and what they do while they are here. Our presenters will share new information with participants. This program is great for whale enthusiasts of all levels!
For more information contact: Jerry Stowell at 1 (800) 831-4888 or 879-2818

OCEAN COUNT SITE LEADER AND VOLUNTEER TRAINING & WHALE LECTURE
Date: Saturday, January 17
Place: King Kaumualii School Cafeteria, Lihue, Kaua‘i
Time: 10:00 a.m. to 12:30 p.m.
Sponsor: Sanctuary
Contact: Jean Souza at 246-2860
Mandatory training for site leaders and volunteers participating in the Sanctuary Ocean Count. Training to include an overview of the project, data collection procedures, and whale behavior identification.

WHALE WATCHING AT WAIMEA BAY
Date: Monday, January 26
Place: Waimea Bay Beach Park, O‘ahu, call for meeting location.
Time: 11:30 a.m. to 1:00 p.m.
Sponsor: Sanctuary
Contact: Christine Brammer at 397-2651 (O‘ahu)
Call to sign up to take part in this fun whale-watching opportunity. Bring a brown bag lunch and a pair of binoculars and learn how to spot whales from O‘ahu’s shoreline.

WHALE WATCHING AT DIAMOND HEAD
Date: Wednesday, January 28
Place: Diamond Head (Call for meeting location)
Time: 11:30 a.m. to 1:00 p.m.
Sponsor: Sanctuary
Contact: Christine Brammer at 397-2651 (O‘ahu)
Call to sign up to take part in this fun whale-watching opportunity. Bring a brown bag lunch and a pair of binoculars and learn how to spot whales from O‘ahu’s shoreline.

HUMPBACK WHALE LECTURE
Date: Thursday, January 29
Place: Hanauma Bay Education Center, O‘ahu
Time: 6:30 p.m., to 8:00 p.m.
Sponsor: Sanctuary, Hanauma Bay Education Program, City and County of Honolulu
Contact: Christine Brammer at 397-2651
The Sanctuary will host a lecture, as part of the Hanauma Bay lecture series, that focuses on current humpback whale research efforts.

HUMPBACK WHALE LECTURE
Date: Friday, January 30
Place: Hale‘iwa, O‘ahu, (Exact location TBA)
Time: 7:00 p.m.
Sponsor: Sanctuary
Contact: Christine Brammer at 397-2651
The Sanctuary will host a lecture that focuses on current humpback whale research efforts.

WHALE WATCHING AT MAKAPU‘U POINT LIGHTHOUSE
Date: Friday, January 30
Place: Makapu‘u Point Lighthouse, O‘ahu
Time: 10:00 a.m. to 1:00 p.m
Sponsor: Sanctuary
Contact: Christine Brammer at 397-2651 (O‘ahu)
Call to sign up to take part in this fun whale-watching opportunity. Bring a brown bag lunch, water, sunscreen and a pair of binoculars and learn how to spot whales from one of O‘ahu’s best shoreline whale watch locations. This activity requires a 30-45 hike, so participants must be in good health to participate.

SANCTUARY OCEAN COUNT-1
Date: Saturday, January 31
Place: O‘ahu, Kaua‘i, and Hawai‘i
Time: 8 a.m. to 12:15 p.m.
Sponsor: Sanctuary
Contact: 397-2656 (O‘ahu), 246-2860 (Kaua‘i), 1-888-55WHALE (Hawai‘i)
Count humpback whales and record their behaviors from various shore sites around the islands.

DIVE INTO EDUCATION TEACHER’S WORKSHOP
Date: Friday & Saturday, February 20 & 21
Place: O‘ahu (Site TBA)
Time: TBA
Sponsor: Sanctuary
Contact: Christine Brammer at 397-2654 (O‘ahu)
This workshop will provide resources and training to Hawai‘i educators to support marine science education. The workshop will be tailored for grades K–4, 5–8, and 9–12 and will include exciting sessions from how to conduct fish counts and beach monitoring to learning about the Sanctuary Ocean Count.

SANCTUARY OCEAN COUNT-2
Date: Saturday, February 28
Place: O‘ahu, Kaua‘i, and Hawai‘i
Time: 8 a.m. to 12:15 p.m.
Sponsor: Sanctuary
Contact: 397-2656 (O‘ahu), 246-2860 (Kaua‘i), 1-888-55WHALE (Hawai‘i)
Count humpback whales and record their behaviors from various shore sites around the islands.

MARINE CONSERVATION EVENING
Date: Saturday, March 6 (Tentative)
Sponsor: Sanctuary, Sea Grant, Hanauma Bay Education
Place: Hanauma Bay Nature Preserve, O‘ahu
Time: TBA.
Sponsors: Sanctuary, Sea Grant, Hanauma Bay Educational Program, City and County of Honolulu.
Contact: Christine Brammer at 397-2651 (O‘ahu)
Join us to kick-off the whale season at Hanauma Bay Nature Preserve. Find out about SPLASH, a new, collaborative humpback whale research effort. Learn more about marine research in Hawai‘i.

6TH ANNUAL KAUA‘I FAMILY OCEAN FAIR
Date: Saturday, March 13
Place: Point NWR, Kilauea, Kaua‘i
Time: 10 a.m. to 4 p.m.
Sponsor: Sanctuary, Kilauea Point National Wildlife Refuge, and Kilauea Point Natural History Association
Contact: Jean Souza at 246-2860
A fun-filled family event with ocean-related exhibitors, children’s games, activities, and entertainment.

SANCTUARY OCEAN COUNT-3
Date: Saturday, March 27
Place: O‘ahu, Kaua‘i, and Hawai‘i
Time: 8 a.m. to 12:15 p.m.
Sponsor: Sanctuary
Contact: 397-2656 (O‘ahu), 246-2860 (Kaua‘i), 1-888-55WHALE (Hawai‘i)
Count humpback whales and record their behaviors from various shore sites around the islands.
Volunteers are the Backbone of the Sanctuary

While visiting the Sanctuary’s Maui site, you’ll likely meet some of the incredible and talented volunteers who are the backbone of many sanctuary programs. You will see volunteers leading education stations about humpback whales, sea turtles, *limu* (seaweed), and water quality for a visiting school group. You will notice dolphin and turtle skeleton displays that were created and assembled by volunteer hands. You will find volunteers in the office assisting with mailings for sanctuary events and others who are creating crafts for a children’s special event. The talent and diversity of the volunteers is unmatched and their enthusiasm is contagious.

Nobody appreciates these volunteers more than Sanctuary Volunteer Coordinator Cindy Hylkema, who began her association with the Sanctuary as a volunteer herself in 1994. After volunteering for three years, Cindy was hired as the Administrative Assistant, followed by her reassignment as Volunteer Coordinator a year later. “I am pleased to be a part of the beautiful relationship between the National Marine Sanctuary and the people of Maui. I have the privilege of knowing many fine individuals who give graciously of themselves. Amazingly, they somehow find us and how fortunate we are when they do.” Cindy has the privilege of working with volunteers on a daily basis.

The sanctuary has volunteers of all ages but on Maui, most of the core group of volunteers are retired, many are couples, who volunteer an average of about 3-4 hours per week. “The roles that the volunteers play in our program are as diverse as the individuals themselves.”

The volunteers provide much appreciated assistance in all areas of the sanctuary program and as Cindy says, “Our volunteers are the shining stars of the sanctuary program.”

If you would like to volunteer at the Sanctuary on Maui, please contact Cindy Hylkema at 1-800-831-4888. On Oahu, please contact Christine Brammer at 1-808-397-2651, and on Kauai, please contact Jean Souza at 1-808-246-2860.

Sanctuary volunteers Charlene Lewis and John Mitchell demonstrate to Lanai elementary school students the immense size of an adult humpback’s tail.