



SAN DIEGO NATURAL HISTORY MUSEUM

ANNUAL REPORT



2008-2009

October 2009



Dear Museum Friends:

This year's Annual Report ushers in another milestone for the San Diego Natural History Museum—the start of our 135<sup>th</sup> anniversary. We enter this landmark year on the heels of presenting what I believe are some of the most educational exhibitions we have ever offered. *Water: A California Story* and *Water: H<sub>2</sub>O = Life* could not have been more timely as we enter into mandatory water rationing. We closed the fiscal year with Gunther von Hagens' *BODY WORLDS & The Brain—Our Three Pound Gem*. This groundbreaking exhibition had 300,000 visitors and reached an unprecedented number of students with its outreach and programming.

As importantly, as we move into the anniversary year, we reflect on the theme from our successful capital campaign, *Full Circle*, which referred to the Museum's return to its original mission and vision as a repository and research organization focused on our amazing region. Our first comprehensive strategic planning process, initiated in 1991, led us back to the motivation for our founding: a fascination by early San Diegans with the extraordinary biodiversity of the southern California and Baja California region.

It is worthwhile to reflect on the past year's accomplishments and on how our mission has consistently guided our efforts in research, education, and exhibitions. The Biodiversity Research Center of the Californias' contribution to the Annual Report focuses on an exciting centennial project in the San Jacinto mountains. This expedition unites each of our research disciplines as we revisit pioneering work done 100 years ago, collect new data and compare changes. It represents the highest value of what our Museum can accomplish in providing unbiased scientific research which can inform and influence communities and the decisions of policy makers.

On a personal note, I returned from my first sabbatical renewed and invigorated. Working with Board President Eleanor Navarra and the Museum's Senior Management Team, we have met the challenge of these difficult economic times and "trimmed our sails." None of these decisions were easy, but I am confident that we have positioned the Museum to weather the ongoing downturn.

We are motivated to strive for excellence by each of you. It is our volunteers, members and donors who have invested in the mission of the Museum and it is our obligation and honor to put into action plans and dreams that will last another 135 years. Please accept our most sincere thanks for your continued commitment to the San Diego Natural History Museum.

Sincerely,

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

**Eleanor A. Navarra**  
Chair, Board of Directors

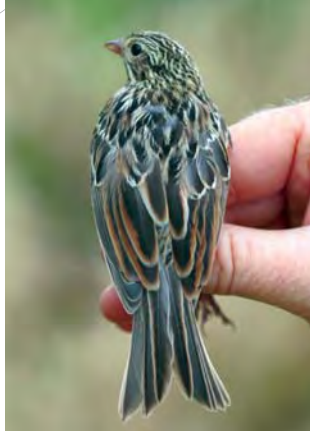




research







The Museum's collections represent a rich and vital source for investigations in many of the fundamental arenas of modern biological sciences.

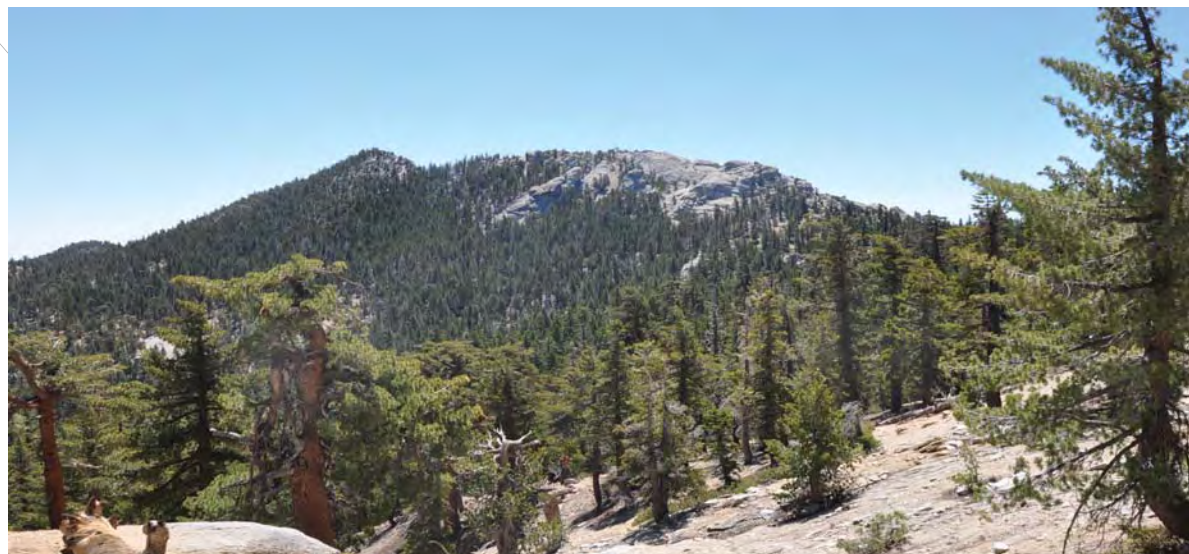
## The Biodiversity Research Center of the Californias

The Biodiversity Research Center of the Californias (BRCC) is the research division of the Museum, and includes Birds and Mammals, Botany, Entomology, Herpetology, Marine Invertebrates, Mineralogy, Paleontology, and the Research Library. BRCC scientists actively pursue independent research projects, which range from investigating the systematics of *Heteroptera* (plant bugs) to conservation biology research of amphibians and reptiles in Baja California. The BRCC receives project funding from the National Science Foundation and other respected research-granting foundations.

Each curator is entrusted with caring for a collection of irreplaceable specimens. The Museum's collections

total approximately 9.2 million specimens, some of which date from the 1800s. They represent a rich and vital source for investigations in many of the fundamental arenas of modern biological sciences, such as climate change, evolution, biodiversity, and ecology.

BRCC staff members work collaboratively with universities in the U.S. and Mexico, and are involved in studies that inform local as well as binational decisions about endangered or threatened species, land use, and conservation. This is the tradition that started with the forming of the San Diego Society of Natural History in 1874, and is still being carried out today. We are proud to present examples of such investigations in the following pages.





**The San Jacinto Centennial Resurvey is the quintessential example of the quality of research at the San Diego Natural History Museum.**

## San Jacinto Centennial Resurvey

In 1908 the Museum of Vertebrate Zoology of the University of California, Berkeley, mounted an expedition to the San Jacinto Mountain region of Riverside County, pioneering the exploration of southern California's biology. On the 100<sup>th</sup> anniversary of this expedition, from 2008 to 2011, the San Diego Natural History Museum (SDNHM) is retracing its path to see how the area's wildlife has changed over the last century. The expedition of 1908 represented a unique benchmark, allowing our scientists today to analyze how the wildlife and habitats of southern California are responding to environmental change, using the longest historic perspective possible.

The San Diego Natural History Museum's research team has been visiting the same 19 sites as those surveyed in 1908, collecting data on all species of vertebrates in the region so that comparisons can be made. The original expedition, led by Joseph Grinnell, Harry Swarth, and others, was documented with numerous specimens, photographs and copious field notes that allow today's scientists to design the current effort as a true comparison. Starting in

2008, Curator of Birds and Mammals Philip Unitt has spearheaded our team of ornithologists, mammalogists, herpetologists, ecologists, and support staff as they have made expeditions into such areas as Tahquitz Valley, Carrizo Creek, Palm Canyon, and Lake Hemet, collecting specimens and data, and photographing each region. Analysis of the data may reveal how multiple factors such as urban development, agriculture, wildfire, fire suppression, decreased rainfall, and global warming have affected the area's birds, mammals, reptiles, and amphibians over the past 100 years.

Notable discoveries so far include the little brown bat (*Myotis lucifugus*) at Tahquitz Valley (it was known previously in southern California only from the San Bernardino Mountains), nesting of the Hermit Warbler (*Dendroica occidentalis*) at Fuller's Mill, and the Savannah Sparrow (*Passerculus sandwichensis nevadensis*) at Lake Hemet (both birds not previously known to nest south of the San Bernardino Mountains), the invasion of the Rufous-crowned Sparrow (*Aimophila ruficeps*; absent from the San Jacinto

region in 1908 but aided by wildfire and the spread of exotic grasses), spread of the desert cottontail (*Sylvilagus audubonii*) and cactus mouse (*Peromyscus eremicus*) to elevations considerably higher than known in 1908. The discovery of a Mountain Yellow-legged Frog (*Rana muscosa*) in Willow Creek, a new locality for that severely endangered species, was welcome news for the conservation of one of southern California's rarest amphibians.

The San Jacinto Centennial Resurvey is the quintessential example of the quality of research at the San Diego Natural History Museum. It is a multi-disciplinary, broad-based, long-term research project which, when completed, will provide environmental scientists, ecologists, community planners, and other stakeholders with invaluable data—facts which, while being of immediate use, may very likely play a completely unknown role for those who reside in California long after we are gone.



## Research Without Borders

In April 2009 Dr. Jon Rebman, Curator of Botany, made a collecting trip on muleback into one of the most remote regions of Baja California, the Sierra de la Libertad. This area is practically uninhabited and inaccessible, and thus represented a chance for the botanists to find and collect plants that might be newly documented as occurring in the peninsula, or potentially even plants unknown to science. As he rode in on muleback, he carried that most venerable and basic implement of the botanist's tool kit, the wooden plant press.

In sharp contrast to the humble plant press, our researchers also increasingly rely on sophisticated digital information as one of the best tools to advance their cause and to share their expertise. As interest grows in conserving biodiversity and promoting environmental protection, the data we can compile from collections, such as those found in academic and museum herbaria, are very significant. Specimen data gleaned from a range of herbaria such as our own at the San Diego Natural History Museum can be pooled and the resulting information

used to determine what species are found in what areas, what plants are flourishing, what species may have declined over time, and how scarce a particular species may be. This comprehensive aggregation of information is enormously important for the "big picture" it can provide.

In December of last year, Dr. Rebman initiated the establishment of the Baja California Botanical Consortium (BCBC), a group including four institutions from both sides of the border, in addition to the SDNHM, to combine their data to provide just such a "big picture" of what is happening with the plants of Baja California. This information is available to researchers on our Baja California website at [bajaflora.org](http://bajaflora.org). Although tools are still being developed to make the database fully searchable for the public at large, a wealth of the Museum's own resources are already available, including photographs of plants, images of regional habitats, a database of historic place names of

Baja California, and scanned and indexed field notes from the historical collections of former curator Reid Moran.

Information technology is allowing our researchers to squeeze ever more knowledge out of specimens that continue to be brought in by the tried-and-true techniques of field work and collecting.





Paleontological salvage operations at the Thomas Jefferson School of Law yielded some amazing finds this past winter.







## Local Discoveries

The Paleontology and PaleoServices departments have been busy over the past fiscal year. A significant achievement was the hosting of a mini-conference about the nature of a partial mastodon skeleton originally excavated by Museum paleontologists in 1993 along State Route 54 in National City. The Pleistocene-age fossil and the sedimentary rocks preserving it appear to provide intriguing evidence relevant to the question of when humans first reached the Americas. This controversial subject was a key element of the conference, which was attended by scientists from the University of Michigan, the Denver Museum of Nature and Science, the University of Illinois, Anza-Borrego Desert State Park, and other institutions, along with the San Diego Natural History Museum.

Conference activities involved fieldwork to reopen the original quarry site and recover samples for dating the strata. Conference lab work examined fossils and associated rocks recovered from the quarry and reviewed original quarry maps, photographs, and field notes. Discussions focused on patterns of bone and rock breakage found in the quarry, possible processes responsible for the breakage patterns, and the age of the site. The conference was a success and resulted in a series of recommendations for future work and publications.

Paleontological salvage operations at the Thomas Jefferson School of Law in the East Village community of downtown San Diego yielded some amazing finds this past winter. Pleistocene-age fossils, including a partial mammoth skeleton, remains of

smaller terrestrial mammals such as rabbit and horse, a partial gray whale skeleton, and shells of subtropical mollusks were discovered in a sequence of strata exposed between 10 and 40 feet below street level. Diagnostic fossils of the mammoth included both tusks, a partial skull, four molar teeth, the atlas vertebra, and bones of the forelimb, while diagnostic elements of the gray whale recovered included a scapula, a complete lower jaw, portions of the rostrum, and numerous ribs and vertebrae. The age of these fossils is estimated to be 200,000 to 500,000 years old.





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



## BRCC Associate List

|                               |   |
|-------------------------------|---|
| 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                     |
| Dr. José Delgadillo Rodriguez | Botany Research Associate                   |
| Dr. Anne Fege                 | Botany Research Associate                   |
| Dr. Richard S. Felger         | Botany Research Associate                   |
| Dr. José Luis León de la Luz  | Botany Research Associate                   |
| 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                      |
| Dr. Robert C. Vinton          | Botany Field Associate                      |
| Dr. Paisley Cato              | Collections Care Research Associate         |
| Dr. John Brown                | Entomology Research Associate               |
| Dr. Robert C. Dalglish        | Entomology Research Associate               |
| Mr. David K. Faulkner         | Entomology Research Associate               |
| Dr. Marshal C. Hedin          | Entomology Research Associate               |
| Dr. Tomas M. Mustelin         | Entomology Research Associate               |
| Mr. James Berrian             | Entomology Departmental Associate           |
| Mr. Matthew Graham            | Entomology Departmental Associate           |
| Mr. Ron McPeak                | Entomology Departmental Associate           |
| Ms. Daniela E. Ramirez C.     | Entomology Departmental Associate           |
| Dr. Charles Crumly            | Herpetology Research Associate              |
| Dr. Lee Grismer               | Herpetology Research Associate              |
| Dr. William Presch            | Herpetology Research Associate              |
| Mr. Clark Mahrtdt             | Herpetology Departmental Associate          |
| Mr. Richard Schwenkmeyer      | Herpetology Departmental Associate          |
| Mr. Angelo Soto-Centeno       | Herpetology Departmental Associate          |
| Mr. Dustin Wood               | Herpetology Departmental Associate          |
| Ms. Carol Barsi               | Librarian Emeritus                          |
| Dr. Reed Pierce               | Library Departmental Associate              |
| Dr. Joel Martin               | Marine Invertebrates Research Associate     |
| Mrs. Carole M. Hertz          | Marine Invertebrates Departmental Associate |
| Mr. Larry Lovell              | Marine Invertebrates Departmental Associate |
| Mrs. Barbara W. Myers         | Marine Invertebrates Departmental Associate |
| Dr. Michael J. Walawender     | Mineralogy Research Associate               |
| Ms. Pamela Bruder             | Mineralogy Departmental Associate           |
| Dr. J. David Archibald        | Paleontology Research Associate             |
| Dr. Annalisa Berta            | Paleontology Research Associate             |
| Dr. Michelangelo Bisconti     | Paleontology Research Associate             |
| Mr. Ian Browne                | Paleontology Research Associate             |
| Dr. Robert M. Chandler        | Paleontology Research Associate             |
| Dr. Paul C. Murphey           | Paleontology Research Associate             |
| Dr. Donald R. Prothero        | Paleontology Research Associate             |
| Dr. Hugh M. Wagner            | Paleontology Research Associate             |
| Ms. H. Patricia Don Vito      | Paleontology Departmental Associate         |
| Ms. Carol Stadum              | Paleontology Departmental Associate         |




## education



**BioBlitz, the Museum's annual rapid biodiversity assessment, held this year at Mission Trails Regional Park, enticed naturalists of all ages into the field.**



BioBlitz sponsored by Heller Foundation of San Diego, Union Bank of California, Beyster Family Foundation Fund 





Concerns about a growing disconnect between humans and our surrounding environment have proliferated across the country, spreading through books such as Richard Louv's *Last Child in the Woods* and articles in *The New York Times*. One such article suggests that we are so disconnected from the living world that we can live in the midst of a mass extinction and be entirely unaware that anything is happening.

San Diego Natural History Museum's Education Department addresses these concerns. With programs like BioBlitz, PROBEA, School in the Park, and the Sustainable Planet Lecture Series the Museum has canvassed the trails and backwoods, parks and beaches of San Diego County and Baja California to re-establish and strengthen the bond between nature and you.

The Education Department was also busy connecting people with nature inside its walls. The Nature to You Loan Program loaned out 2,096 specimens and reached 92,275 teachers, students and social club

members. Over 62,000 students participated in onsite and offsite programs. Nearly 9,000 people participated in lectures, classes and Museum trips.

The Sustainable Planet Lecture Series hosted four sold-out lectures addressing issues like *The Coming Fight for Water* and *Thinking Like a Watershed*, which complemented the two water exhibitions the Museum hosted.

Disconnect from the natural world may be a growing epidemic as time and technology progress, but the Museum's Education Department provides a remedy when you feel your eyes beginning to hurt from staring at your computer screen and your spine beginning to form to that office chair. San Diego is one of the best classrooms nature offers, and the Museum's programs provide ample ways to learn within and throughout it.


Volunteer Canyoneers led over 150 elementary school groups on Friday-morning hikes through local natural areas such as the Torrey Pines State Reserve.

School in the Park students scoured Balboa Park for rocks and minerals, surveying the landscape around the Museum to identify local landforms, and measuring weather conditions at different park locations.

PROBEA cultivated a native plant nursery in La Gloria, Mexico, with more than 20 different native species available for Baja California teachers and schools to check out and study.

BioBlitz, the Museum's annual rapid biodiversity assessment, held this year at Mission Trails Regional Park, enticed naturalists of all ages into the field. Amateur botanists uncovered two species of lichen new to the region, budding bird lovers spotted a new species of bird not seen in the area before, and families spent hours examining beetles, bats, and butterflies alongside Museum scientists.





exhibits

More than 424,000 people enjoyed the Museum's exhibitions, including 44,475 students (11,000 of whom used our Museum Access Fund for free admission), and 49,000 San Diegans who visited on Resident's Free Tuesdays during the first week of each month.

Science writer Loren Eisely once said, “If there is magic on this earth, it is contained in water.” Unfortunately that magic threatens to fizzle in the wake of a warming climate and ever-increasing human impacts. Its beauty and power, influence and inspiration hang perilously in the balance in an era when our water usage may well reshape and restructure ecological communities as we have known them.

The San Diego Natural History Museum hosted two exhibitions about water this year, *Water: H<sub>2</sub>O=Life* and *Water: A California Story*, to address the importance of sustainable water usage, and to inspire within visitors a respect for the environment in which they live.

*Water: H<sub>2</sub>O=Life* surveyed water on a global level, exploring its physical nature, its ubiquitous yet ultimately finite and unevenly distributed existence, and the responsibility we have to share the existing fraction of usable water.

*Water: A California Story*, the Museum’s own regional water exhibition, narrates the story of local water supply and demand. By setting the scene within southern California’s environmental conditions and introducing the conflict between local water supply and its

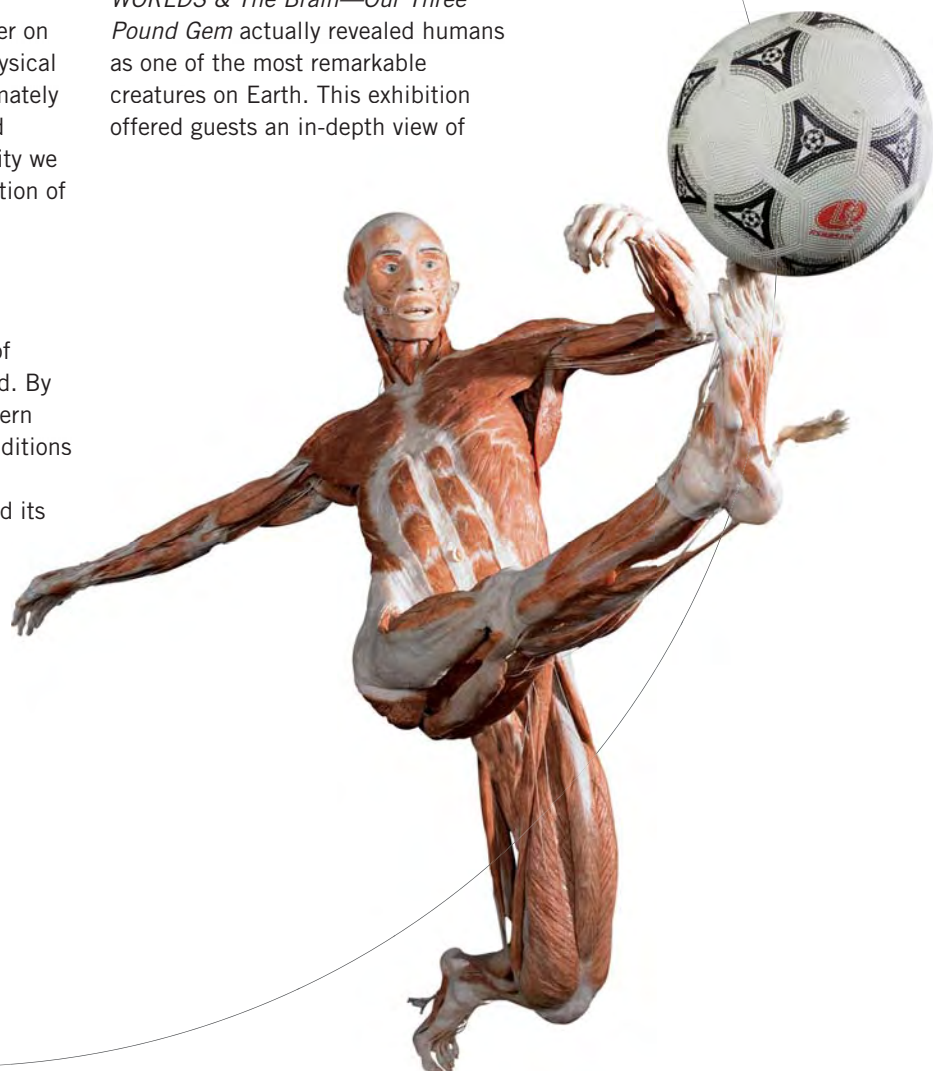
demanding antagonists—human over-consumption and climatic warming—the exhibition warns of the imbalance between water availability and consumption and demonstrates that we have demanded much without considering the limit of our supply.

Both exhibitions concluded with a message of hope and empowerment: as part of a local and global ecosystem dependent on water, we can begin building a balanced and sustainable water “economy” and leave a viable water legacy for future generations.

An exhibition of real human bodies may seem outside the scope of a natural history museum, but *BODY WORLDS & The Brain—Our Three Pound Gem* actually revealed humans as one of the most remarkable creatures on Earth. This exhibition offered guests an in-depth view of

the human brain, the anatomical key to our species’ development and the primary distinction between us and our fellow creatures.

Over 20 full-body specimens, numerous case displays, and several public programs explored the complex make-up of the human body, from birth to death, through developing adolescent years and into various states of aging. Visitors came face-to-face with ailments including cancer, addiction, obesity, and brain damage, and learned how our complex system of bones, muscles, and organs work together to accomplish the extraordinary endeavors unique to the human race.





## development

**Philanthropy:** Voluntary giving of time, assistance, or money for the public good. The term is from the Latin, *philanthropia*, which means “love of man.”

1. desire to benefit humanity. A desire to improve the material, social, and spiritual welfare of humanity, especially through charitable activities

—*Encarta Dictionary*

The most common reaction people have to those of us who choose a profession in fundraising is, “I could never do that—ask people for money!” My response is that it is a privilege and an honor to assist people who give of their time, their talent and their treasure in support of something that they believe in...and that’s what philanthropy is about.

Here in the United States we set the standard worldwide for philanthropy. Our tradition of coming together to meet critical unmet societal needs, first as volunteers in grass-roots organizations, then as board members and donors, is unique and a model and inspiration for the rest of the world.

Here at the San Diego Natural History Museum the development staff has the privilege of working with each of you and helping direct your support to the research and programs that you are passionate about. You provide guidance on the board; you devote countless hours as volunteers in our research division; you help us educate children about the natural world—in short, the Museum couldn’t do its job without you. And when people are passionate about natural history, and recognize that the Museum’s mission is a match with their passions, it’s not about asking for money. We simply ask how we can help you in realizing that mission, whether it’s through a research expedition, a new permanent exhibition, providing access for school children, or the countless other ways your generosity has a profound effect.

We are only successful at fundraising when we reflect the values of the organization we work for and are as passionate about its mission as each of you. Every one of us in the Institutional Advancement Division is dedicated to the Museum, its mission and its vision. Being able to work with each of you, every day, and see the vision realized is more rewarding than you can ever imagine. Thank you for allowing us the privilege of working at the heart of philanthropy. We appreciate your generosity each and every year, and your friendship. We look forward to serving you in the years to come.

Ann Laddon  
Vice President of  
Institutional Advancement



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Christy Walton  
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Elizabeth Smith

##### Canyoneers

President, Ellen Taylor  
Vice President, Garry Posey

##### Whalers

Co-Presidents, Judy Lawrence and  
Diane Cullins



## Memorials

We are deeply grateful to the many friends who help the Museum with their time, talent and treasure. The following list of individuals represents members, donors and volunteers who passed away this fiscal year. We are thankful for their commitment to the Museum and wish to honor their memories.

Mrs. Mildred G. Abbott  
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Mr. Sid Craig  
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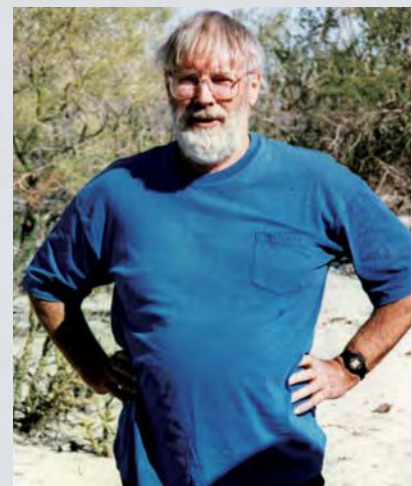


### **Dr. Norman Roberts**

Dr. Norman Roberts represented the highest standard of a citizen scientist. He was one of the earliest to explore the back roads of the rugged Baja California peninsula and awareness of his knowledge and expertise was so widespread that he was asked by editors of *National Geographic* magazine to guide them on their trips to Baja California. A crowning achievement of his love affair with Baja California was the writing and publishing of his book, the *Baja California Plant Field Guide*, which has been continually reprinted because of its popularity. Norman's field guide can be found in the glove compartment of every serious Baja California enthusiast.

### **Arthur Hester**

Art Hester was a beloved member of the Museum family. As an active member of the Covey, he helped with projects ranging from education classes to exhibition openings. Art was a passionate birder, and was deeply involved with the *San Diego County Bird Atlas* project. Art and his wife of 33 years, Dorothy, were active members of the Leadership Circle and participated in many Museum trips.





**THE SAN DIEGO SOCIETY OF NATURAL HISTORY**  
**STATEMENT OF ACTIVITIES**  
**Year Ended June 30, 2009**  
**(With Summarized Financial Information for the Year Ended June 30, 2008)**

|   | 2009                |                        |                        | 2008                |                     |
|---|---------------------|------------------------|------------------------|---------------------|---------------------|
|   | Unrestricted        | Temporarily Restricted | Permanently Restricted | Total               | Total               |
| <b>SUPPORT AND REVENUE</b>                      |                     |                        |                        |                     |                     |
| Admissions and exhibit ticket sales             | 4,655,767           | \$ -                   | \$ -                   | 4,655,767           | 12,010,615          |
| Contributions                                   | 2,099,300           | 1,969,440              | 5,449                  | 4,074,189           | 5,923,920           |
| Government appropriations                       | 452,733             | 72,898                 | -                      | 525,631             | 548,535             |
| Grants and contracts                            | 1,672,390           | 23,000                 | -                      | 1,695,390           | 1,587,464           |
| Store   | 713,045             | -                      | -                      | 713,045             | 2,765,592           |
| Education                                       | 359,685             | -                      | -                      | 359,685             | 696,998             |
| Memberships                                     | 329,787             | -                      | -                      | 329,787             | 548,415             |
| Other   | 375,290             | -                      | -                      | 375,290             | 335,921             |
| Net assets released from restrictions:          |                     |                        |                        |                     |                     |
| Satisfaction of program restrictions            | 1,905,394           | (1,905,394)            | -                      | -                   | -                   |
| Total support and revenue                       | <u>12,563,391</u>   | <u>159,944</u>         | <u>5,449</u>           | <u>12,728,784</u>   | <u>24,417,460</u>   |
| <b>EXPENSES</b>                                 |                     |                        |                        |                     |                     |
| Program expenses                                |                     |                        |                        |                     |                     |
| Exhibits  | 5,437,513           | -                      | -                      | 5,437,513           | 9,533,028           |
| Science and research                            | 4,067,990           | -                      | -                      | 4,067,990           | 3,583,657           |
| Education/public programs                       | 1,948,109           | -                      | -                      | 1,948,109           | 2,346,758           |
| Store cost of goods sold and operating expenses | 787,406             | -                      | -                      | 787,406             | 1,924,498           |
| Membership                                      | 308,958             | -                      | -                      | 308,958             | 260,834             |
| Total program expenses                          | <u>12,549,976</u>   | <u>-</u>               | <u>-</u>               | <u>12,549,976</u>   | <u>17,648,775</u>   |
| Supporting services                             |                     |                        |                        |                     |                     |
| Management and general                          | 1,184,551           | -                      | -                      | 1,184,551           | 1,250,562           |
| Fundraising                                     | 1,195,658           | -                      | -                      | 1,195,658           | 1,331,171           |
| Marketing                                       | 1,023,367           | -                      | -                      | 1,023,367           | 964,094             |
| Total supporting services                       | <u>3,403,576</u>    | <u>-</u>               | <u>-</u>               | <u>3,403,576</u>    | <u>3,545,827</u>    |
| Total expenses                                  | <u>15,953,552</u>   | <u>-</u>               | <u>-</u>               | <u>15,953,552</u>   | <u>21,194,602</u>   |
| Revenue and other support in excess of expenses | <u>(3,390,161)</u>  | <u>159,944</u>         | <u>5,449</u>           | <u>(3,224,768)</u>  | <u>3,222,858</u>    |
| <b>INVESTMENT LOSSES</b>                        |                     |                        |                        |                     |                     |
| Investment income                               | 108,295             | -                      | -                      | 108,295             | 74,560              |
| Net unrealized (loss)                           | <u>(1,554,472)</u>  | <u>-</u>               | <u>(496,261)</u>       | <u>(2,050,733)</u>  | <u>(650,088)</u>    |
| Total investment losses                         | <u>(1,446,177)</u>  | <u>-</u>               | <u>(496,261)</u>       | <u>(1,942,438)</u>  | <u>(575,528)</u>    |
| <b>TOTAL CHANGE IN NET ASSETS</b>               | <u>(4,836,338)</u>  | <u>159,944</u>         | <u>(490,812)</u>       | <u>(5,167,206)</u>  | <u>2,647,330</u>    |
| <b>NET ASSETS AT BEGINNING OF YEAR</b>          | <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>   |
| <b>NET ASSETS AT END OF YEAR</b>                | <u>\$11,925,920</u> | <u>\$ 1,818,145</u>    | <u>\$ 9,968,311</u>    | <u>\$23,712,376</u> | <u>\$28,879,582</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, 2009 and 2008. 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. Thus, we experience financially "lean" years like 2009 and wonderful years like 2008.

2. Included in the results for 2009 and 2008 is \$1.6 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. Also included in the above results are losses due to the decline in the market value of the investments in our endowment. Like depreciation expense, these losses are non-cash and do not impact our daily operations. These unrealized losses were \$2.1 million in 2009 and \$.07 million in 2008.

Excluding the non-cash items above, the Museum incurred a deficit of \$1,549,587 and a surplus of \$4,807,261 in 2009 and 2008 respectively. The results in 2008 reflect the great success of the Museum's *Dead Sea Scrolls* exhibition.

3. In 2009 and 2008, our program expenditures constituted 79% and 83% 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 ratios are truly outstanding.



## Donors

### \$5000 and above

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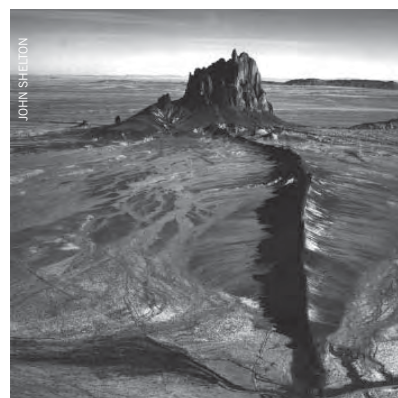
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If you have visited the Museum recently, you most likely strolled through the Level Three Oexhibition, *Aerial Portraits of the American West: Photographs by John Shelton*. These stunning aerial photographs artistically illustrate North America's most fascinating geologic features. Visit [www.sdnhm.org/exhibits/shelton/index](http://www.sdnhm.org/exhibits/shelton/index) to see some of these incredible images and read the story of the late John Shelton.

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Since January 2006, the Museum has welcomed beautiful exhibitions of nature photography on our Level Four gallery through a generous partnership with The Ordovery Gallery. Founded in 2003 by retired attorney and professional photographer Abe Ordovery, the gallery focuses on contemporary photography, painting, and sculpture with an emphasis on natural history. The Museum has hosted 14 Ordovery exhibitions featuring internationally acclaimed artists. Abe and his wife, attorney Eleanor Musick, travel widely and are avid naturalists, deeply concerned about conservation and environmental issues. *Pictured above: Abe Ordovery, Art Wolfe and Eleanor Musick.*



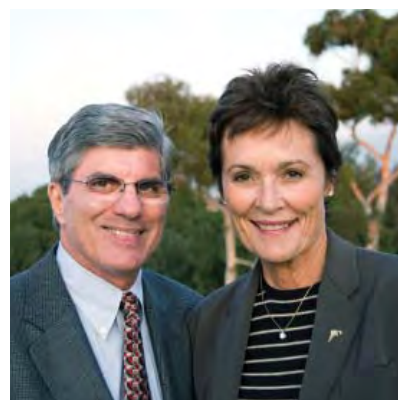
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The Navarras embody the profile of our Museum donors: generous with their time, talent and treasure, and passionate about our mission. Eleanor has been both a Docent and a Board member, including service as Chair of the Board for three years. Jerry enjoys flying his plane down the Baja California peninsula to the couple's home on the Sea of Cortés. The Navarra's support has been broad—from gala events to education programs. The Navarra's signature project at the Museum is the conservation and exhibition of the A. R. Valentien collection—a previously hidden treasure now available for all to enjoy.



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## Images

Cover: Southern Mule Deer, San  
Jacinto Mountains

Back Cover, inside covers: *Uta*  
*stansburiana*, lizard skin close-up

p.4: view from window of lighthouse  
on West San Benito Island, Baja  
California

p.5: Savannah sparrow; Panorama of  
San Jacinto Mountains from  
Tahquitz Valley

p.6: Townsend's big-eared bat

p.7: vegetation in the Sierra de La  
Libertad with Mexican Blue Palms;  
mule train with field gear in the  
Sierra de La Libertad, Baja California

p.8: horse pelvis fossil

p.9: Thomas Jefferson School of Law  
project site

p.14: BioBlitz 2009

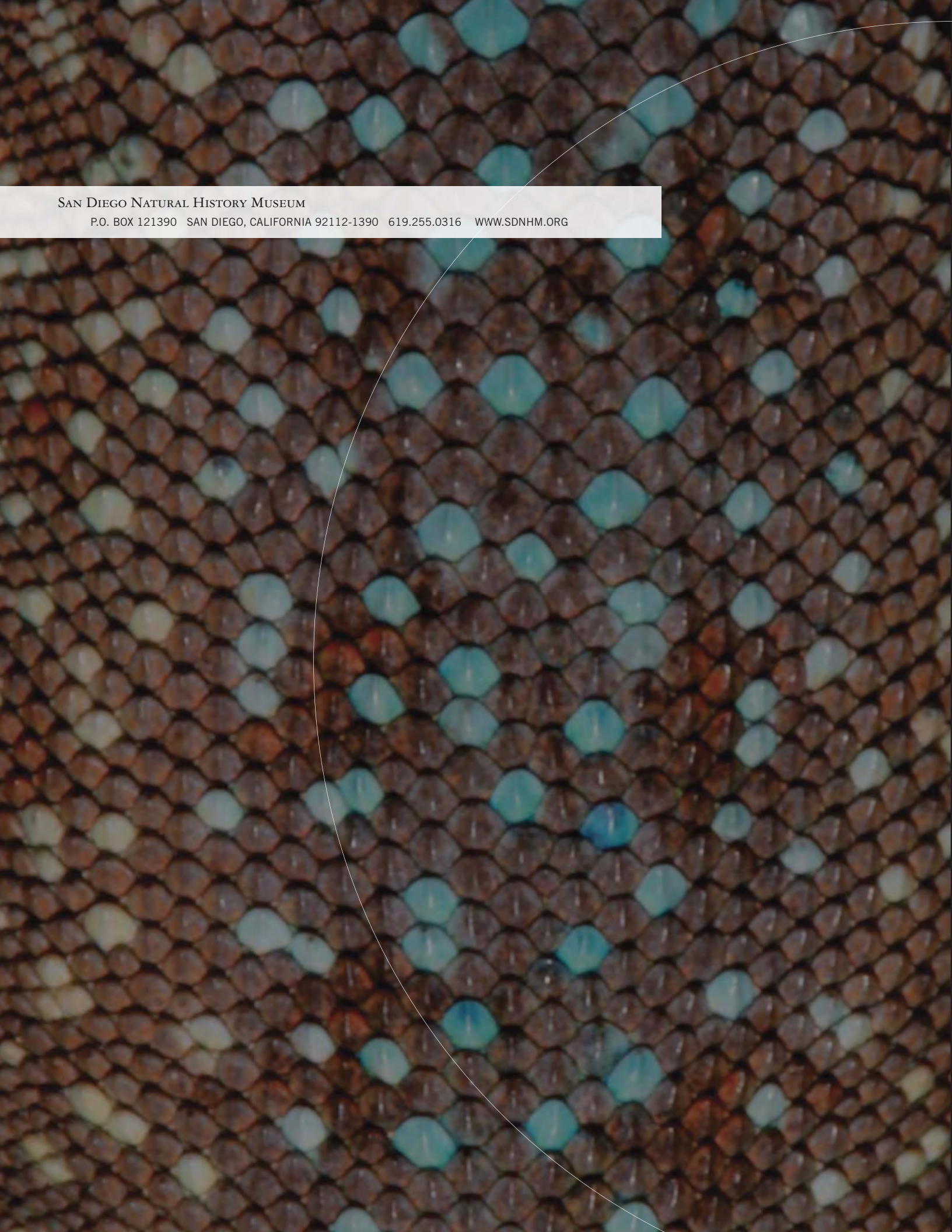
p.15: Behr's Metalmark

p.16: *Water: H<sub>2</sub>O=Life*

p.17: *BODY WORLDS & The Brain—  
Our Three Pound Gem*

p.18: Staff members of the  
Development and Membership team:  
top row (from left to right): Gillian  
Joshi, Eowyn Bates, Wendy Endsley,  
Connie Shinkle; bottom row (from  
left to right): Alexandra Prsha, Donna  
Raub, Ann Laddon, Jessie Holmes  
Chatigny. Missing from photo: Sally  
Bushue and Evelyn Jackson.



A close-up photograph of a reptile's scales, showing a pattern of brown and tan scales with occasional lighter, yellowish-green scales. A thin, white, curved line starts from the top right corner and arcs across the image towards the bottom left.

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