

Field Notes

ISSUE 1 VOLUME 4 FEBRUARY 2013

SAN DIEGO NATURAL HISTORY MUSEUM

Pages from the Past

Most of our members know about the valuable work our Docents perform with their Museum-on-Wheels program, which takes the Docents out to schools around the county, inspiring local kids to learn about the natural history of our San Diego region. But are you aware that they are carrying on a long-held tradition at the Museum? In the photo below, taken during the 1920s, Museum staff are shown visiting schools in the area, bringing wooden boxes which contained birds, mammals, and other nature specimens for the children to borrow and study. Today, our Docents travel in a van sporting brightly-colored snakes, plants, and insects rather than in a plain 1920s-era truck, but the enthusiasm of the children remains the same!



Field Notes is published three times a year by the San Diego Natural History Museum.

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Cover Image: High elevation vegetation of the Sierra de La Libertad with Isla Ángel de la Guarda and the Gulf of California showing in the background. Photo by Jon Rebman.

The Membership Department can be reached Monday–Friday, 9 AM–5 PM, for assistance with change of address, replacement cards, renewing or upgrading your membership, and any other questions. Contact 619.255.0275 or membership@sdnhm.org.

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.*

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Dear Museum Members,

It is my pleasure to welcome you to the February 2013 issue of *Field Notes*, the San Diego Natural History Museum magazine exclusively for members and special friends of the Museum.

In the pages ahead, you'll read about two exciting research projects—our efforts to digitize our extensive herpetology collection and our recent botany expedition into the heart of Baja California. These two projects truly showcase the amazing work of our scientists and the importance of our Biodiversity Research Center of the Californias (BRCC). If these articles spark your interest in the BRCC, be sure to go online at www.sdnhm.org/science to learn more.

We also bring you the latest public program news, from our Whalers to our extremely popular Family Days, Nature and Me Storytime and Ms. Frizzle™ (see page 14 for a calendar of activities).

On the exhibition front, we're very excited to welcome Dr. Entomo's *Palace of Exotic Wonders* on February 22. We're hosting a fun, family-friendly, members-only party on that same day—learn more on page 19. And, while you're here, check out *Chocolate* before it closes on March 10 and a beautiful new exhibition in the Ordover Gallery, *On the Trail of Ansel Adams*.

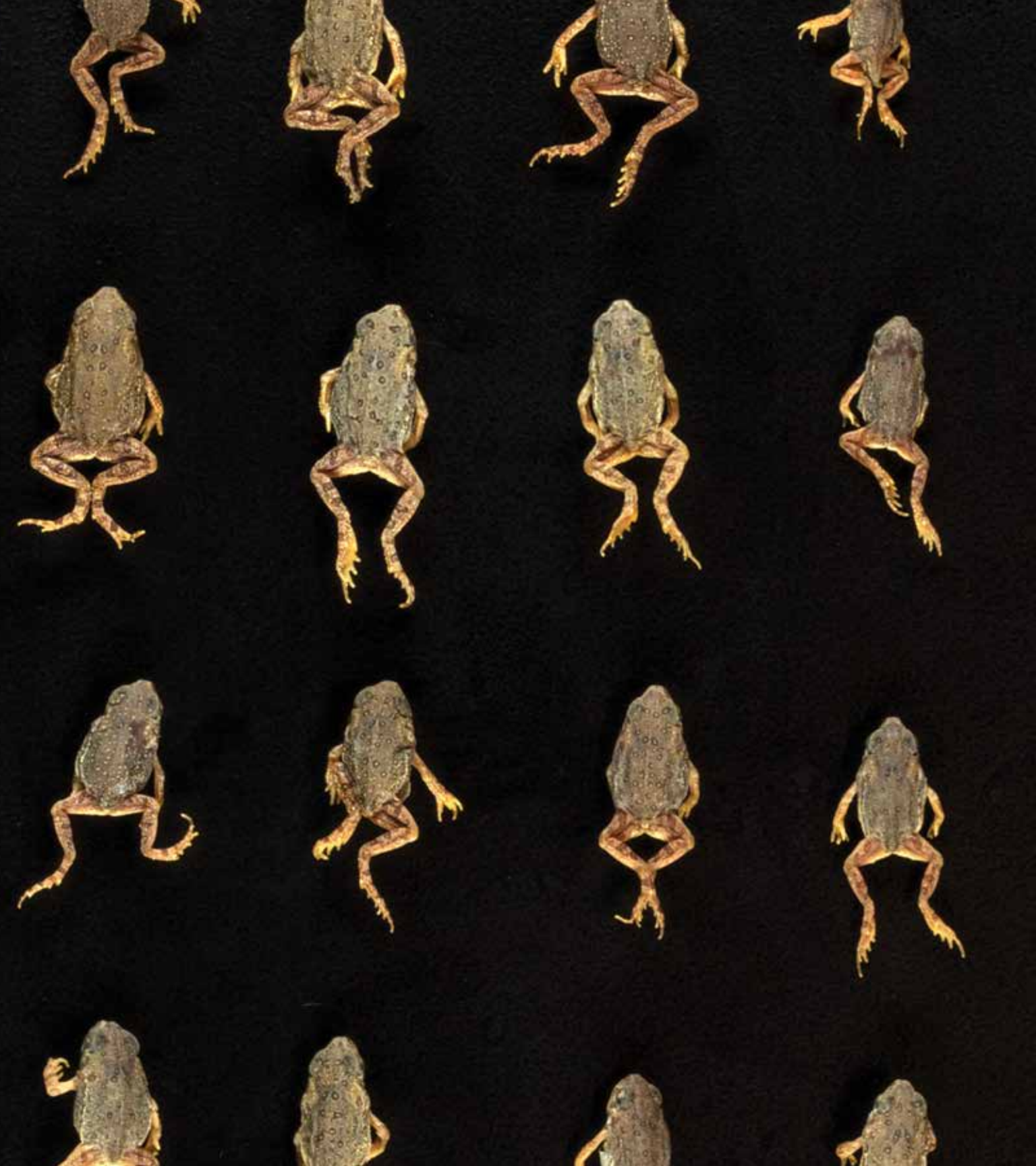
And finally, I hope you can join us for the 2nd annual Fossil Ball on Saturday, March 9, in our *Palace of Exotic Wonders*. This gala event celebrates the Museum's 139 years of inspiring individuals of all ages to connect with nature and promises to be a great event. Please contact fossilball@sdnhm.org or 619.255.0182 for ticket and table pricing and availability.

It is a pleasure and an honor to share our wonderful Museum projects and programs with you. Thank you for your continued support and commitment to the San Diego Natural History Museum.

I hope you can visit us soon!

Sincerely,

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



No Specimen Left Behind: Increasing Access to the Museum's Collections

By Bradford D. Hollingsworth, Ph.D.
Curator of Herpetology

Museum curators are always excited to display and show off the objects and specimens housed in their collections. They represent both the legacy of the past and the future of discovery. They inspire new questions and serve as place-markers to our current knowledge. Imagine the potential benefit if all of the specimens could be displayed to the public. *No Specimen Left Behind* is an effort to digitize Museum collections and publish the resulting multimedia information online. No longer will a visitor need academic credentials or a security card to access the Museum's research collections. In 2013, the Museum's Department of Herpetology began a two-year project to deliver its digital content online. Funded by a grant from the Institute of Museum and Library Services, this effort is helping us bring our collections directly to you.

Collected over the last 139 years, the specimens housed and cared for at the San Diego Natural History Museum make up the primary resource for understanding our region's biodiversity. Legacy data from these collections contain information about the flora and fauna of our

past, which sets the baseline for detecting change and forecasting the future. Our collections are both invaluable and irreplaceable. They describe the biology of individual organisms and define habitats and ecosystems. Museum specimens last for hundreds of years and preserve physical samples of diversity that are critical for scientific research, conservation, land-use decisions, and education. While traditional specimen curation still dominates the core functions of collections care, we have been increasingly making specimen information available online, most notably as a part of our Atlas programs.

The process of digitization uses either high-resolution scanners or digital photography. Herpetology alone has over 55,000 specimens specifically from the Museum's region of focus, covering over 19,000 individual localities, and representing all of the 223 species of amphibians and reptiles found in our area. Using a high-resolution 22-megapixel digital camera, we have begun the laborious process of photographing each of the specimens in the collection. Both top and bottom views are taken, so when completed,

Opposite page: Research specimens of Woodhouse's Toad (Anaxyrus woodhousii), collected in 1930, document the expansion of this species into the Imperial Valley with the spread of agriculture.



At the digital imaging station, collection technician Laura Williams adjusts the position of a specimen to be photographed. With help from Department of Herpetology volunteers, approximately 100 specimens can be photographed per day.

there will be 110,000 images available. In addition, there are scans of over 12,000 pages of historical field notes discussing the research activities of our previous curators and 483 historical publications (12,731 pages) from the Museum's science series. Herpetology also has over 20,000 digital photographs of living amphibians and reptiles, of which 5,000 have embedded locality coordinates used for mapping.

The question arises about how best to deliver this collection information to you. Given the proven success of our Atlas programs, the team will focus their efforts around the *Herpetology*

Atlas of Peninsular California, which covers the Museum's region from southern California to the tip of the Baja California peninsula. The *Herpetology Atlas* brings together four sources of biodiversity information: research specimens, geo-tagged photographs, field notes, and published papers. Together, these digital collections will be navigated through an online field guide and displayed on digital maps. For each of the 36 species of amphibians and 187 species of reptiles from our area, we are planning to include interactive distribution maps, as well as regional checklists to help navigate the collection.

Combining Herpetology's resources into a digital museum has enormous transformative potential. For instance, we have already identified hundreds of references within the scanned historical field notes of our first curator, Laurence M. Klauber, that link to specimens in our research collections. In order to transcribe his 12,000 pages of field notes, which date from 1923 to 1967, we have partnered with the Balboa Park Online Collaborative to develop an online crowdsourcing solution. With the combined help of more than 25 volunteers, who work from their home computers, we have already transcribed more than half the pages. The transcription allows us to tag the named people, places, and amphibian and reptile observations. Details regarding weather, habitat, and behavior are added and the context of the original observation can reveal more details about the locality and data on population size.

At a larger scale, the digital museum will allow the *Herpetology Atlas* to identify patterns across

a species' distribution. Ecological correlations and habitat preferences will lend insights into how our biodiversity is distributed across the landscape. During the second phase of the *Herpetology Atlas*, the digital museum platform will be opened up to the Museum's citizen scientists. Interested members of the public will be encouraged to contribute their own observations about the distribution of amphibians and reptiles from our area. Data collected by the public will be validated by the Museum's scientists and added to the rich history of museum collections. Over the next two years, we look forward to bringing our amphibian and reptile collections to the world.

Research at the Museum

The Biodiversity Research Center of the Californias (BRCC) is the research division of the Museum, including the Birds and Mammals, Botany, Entomology, Herpetology, Marine Invertebrates, Mineralogy, and Paleontology departments, as well as the Research Library. BRCC curators and scientists actively pursue research projects which range from studying the distribution and abundance of vertebrates of the San Jacinto Mountains to the floristics of both states of Baja California. Our scientific staff members also serve as expert advisors who support the scientific accuracy of our exhibitions as well as our educational programs.



High resolution images (22 megapixels) include a color standard and scale. Specimen SDSNH 68637 is a Great Basin Collared Lizard (*Crotaphytus bicinctores*) from the Gila Mountains, Arizona, collected by Jimmy A. McGuire on March 19, 1993.

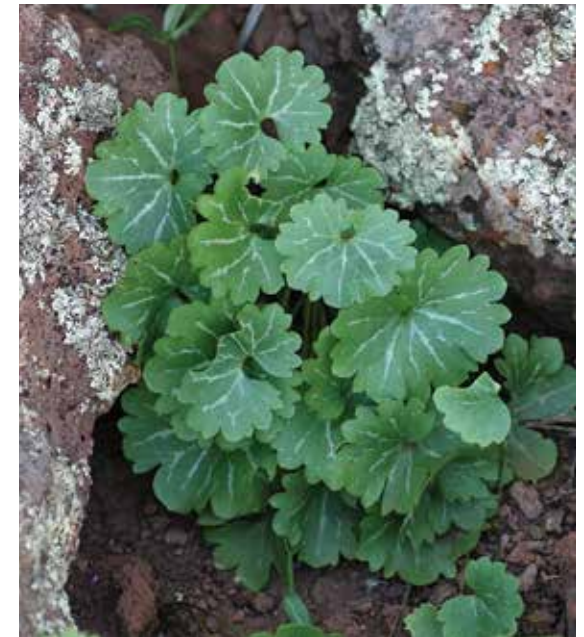
Sierra de La Libertad

Dr. Jon Rebman, Curator of Botany, joined a multidisciplinary group of Mexican scientists on a natural history expedition into the Sierra de La Libertad of Baja California, Mexico, on October 1–8, 2012. This remote and isolated mountain range is in the central portion of the peninsula to the southwest of Bahia de Los Angeles and has been the subject of two previous botanical

expeditions by Rebman and others. The goal of this trip was to explore the highest elevations of this range using local guides, as well as about 20 mules to facilitate the transportation of gear, food, and scientific supplies.

The group was very fortunate this year since there had been heavy rainfall from summer monsoons and from scattered storms that were the result of dissipating hurricanes. Subsequently, the Sierra was the most verdant it had been in many years. The flora of the Sierra de La Libertad is a fascinating compilation of northern and southern peninsular plant species and also contains a rather large component from southeastern Arizona and the Sierra Madre of Sonora.

This mountain range is the source of many recent new plant records for the peninsula and new species for science, and this trip did not disappoint the scientists. Of the 145 different plant specimen collections made during the expedition, six are new records to the peninsula, approximately 32 are new plant records for the state of Baja California, and four are possible new plants for science that have never been described. The plant specimens collected on this trip will become part of the specimen collection in the Herbarium at the San Diego Natural History Museum, and duplicate specimens will be sent back to Mexico to the BCMEX Herbarium at the state university (UABC) in Ensenada, Baja California. These important collections will help provide scientists with a better understanding of the flora of this remote region and also facilitate an improved knowledge of biogeographic trends and species distributions on the peninsula. Over the next few years, Rebman will have his hands full studying these specimens and publishing papers on the flora and getting all of these new plant species formally described.



Opposite: A population of the Mexican Blue Fan Palm (*Brahea armata*), an endemic plant to Baja California, growing on the top of the Sierra de La Libertad.

Upper photo: A probable new species of buttercup (*Ranunculus*) with interesting leaf patterns found growing only in the highest elevations of the Sierra.

Lower photo: Two mules packed with plant presses full of herbarium specimens and other scientific equipment on the most recent 10-day expedition.

VOLUNTEER NEWS



Museum Whalers

You can have a whale of a time as a Museum Whaler! That's what Judy Lawrence found out. She, along with 80 other volunteers, provides naturalist interpretation aboard whale-watching cruises in winter with Hornblower Cruises and Events and summer with H&M Landing. Since 2006, over 450 volunteers have been trained and many of the original Museum Whalers are still active. One of those is Judy Lawrence.

A native of Pennsylvania, Judy grew up in upstate New York. A winter trip to San Francisco convinced her to pack up her

bags and move to California in 1967. With a degree in Clinical Laboratory Science, she ran a microbiology lab at a hospital and then moved to San Francisco State University to provide clinical lab support for the students. Then she landed her dream job at the Marine Mammal Center in San Francisco where they rescue and rehabilitate over 200 stranded animals each year. Judy stayed with the Center until she retired and moved to San Diego. Volunteering is in her blood, and she soon joined La Jolla Friends of the Seals. When she discovered the Museum Whaler program, it was a perfect fit. "It was the closest I could get to the harbor seals without the controversy," Judy said.

Judy is, without doubt, the quintessential Museum Whaler. She was initially hesitant to join the program for fear she would become seasick on the cruises. She needn't have worried. She joined the Museum Whalers in 2006 and her enthusiasm knew no bounds. Within two years she took on the big job, in partnership with Diane Cullins, of becoming the first Museum Whaler co-president. She and Diane cut the mold for the presidents who followed. When the Museum, in partnership with H&M Landing, began blue

whale cruises, Judy and Diane eagerly stepped forward to head up the effort.

What does Judy like most about volunteering as a Museum Whaler? "Every cruise is different," she says, "and in the past few years we have seen so many different types of whales—fin whales, minke whales, sperm whales, humpback whales, and, of course, blue whales in the summer."

Want to join Judy and her fellow volunteers on a whale-watch cruise? Each year, the gray whales migrate from their summer feeding grounds in the Arctic to the lagoons of the Baja Peninsula where they breed and give birth. Hornblower whale-watching cruises leave from North Harbor Drive daily at 9:30 AM and 1:30 PM. Tickets can be purchased at the Museum or by phone at 877.946.7797. Museum members receive discounted prices of \$32 for adults; \$29 for seniors; and \$18.50 for children. And if you want to join Judy as a Museum Whaler, contact Janet Morris, Director of Volunteer/Intern Services at 619.255.0245 or jmorris@sdnhm.org.

We look forward to seeing you on the water!

The Dennis and Carol Wilson Endowed Curator of Ornithology

Many members of our Museum family know Carol and Dennis Wilson, pictured here with Birds and Mammals Curator Phil Unitt. Carol has been a Museum Docent for 16 years, and has been co-chair of the six-month program for Docent's Training for 10 years.

She first became involved with the Museum while she was a teacher in Ramona. Carol used the Museum's Loan Library to borrow specimens to augment her classroom lessons. But it's Dennis Wilson who, while less well-known in the Museum's classrooms and exhibition spaces, first developed a strong connection with the San Diego Natural History Museum as a high school student.

Honoring their mutual commitment to the Museum's future, the Wilsons have established a major endowment with a \$1,000,000 gift, completing a pledge they set up in 2007. Because Carol and Dennis admire and appreciate Phil Unitt's work, they decided to ask that Phil receive the special honor of being named the Dennis and Carol Wilson Endowed Curator of Ornithology.



Phil Unitt, Carol and Dennis Wilson

As Carol explained how this very special gift came about, she said, **"We know that long-term support through endowment is essential to keeping all the good things happening at the Museum, and we decided we could build to a gift of this size by making a pledge over five years.** We are so pleased it has worked out for us and for the Museum! We urge others to consider making a pledge to endow one of the other scientific departments at the Museum."

Museum President and CEO, Mick Hager, announced the Wilsons' marvelous gift at a meeting of the Board of Directors this fall. He shared that Dennis is actually the "backyard birder" of the couple! The Wilson Curatorship will be recognized, appropriately, with a plaque being designed and created by the Museum's own Exhibits Designer Jim Melli. It will feature a Black Phoebe, one of Dennis and Carol's favorite "backyard" birds!

IN MEMORIAM

By Margi Dykens

William Robert Cherry, fondly known as Bob to friends, died on December 3, 2012, after a truly valiant and courageous battle with cancer. His many friends at this Museum mourn his passing. He was a remarkable man of great warmth, humor, sensitivity, and generosity.

Bob started as a volunteer in the Research Library in 2004 and quickly made his mark with his work with our maps. Under Bob’s systematic and careful organization, the map collection of the library was transformed from a haphazard and poorly utilized grouping of items in various locations throughout the 3rd floor, into a wonderfully accessible resource, with all the maps cataloged and organized in map cases in the library by geographic region and dates.

His energy and enthusiasm about his work was infectious. He loved nothing better than discovering a beautifully illustrated map from the 1800s that he could share with me and other volunteers, and he had a great appreciation for the skills and effort that went into early cartography,

marveling at the detail and beautiful rendering of the topography, geology and other elements.

Being Bob, he did not confine himself to the Library; he made sure to meet, visit, and share jokes with many others in the Museum. He worked hard while he was here, but he would always make his coffee runs a social occasion, stopping by to say hello and chat with other Museum staff and volunteers wherever he saw them. It was a rare day indeed when he did not make the effort to bring a smile through a witty comment or share a hug with someone else in his travels throughout the building. He was a person who brightened other people’s day.

Bob was a retired engineer and had been employed at Scripps Institution of Oceanography for some 30 years. A skillful artist, he did lovely pen-and-ink illustrations of everything from vintage airplanes to African animals. He was very creative, making his own envelopes and note cards from various designs, some of which we sold in the library to help raise money for our book purchases. And nobody was a better salesman than Bob during our used book and map sales to benefit the library! An avid

reader, he and I shared and enjoyed many books over the past eight years, the majority of which Bob donated to our book sales as well.

Walking down the library stacks, I see Bob’s influence on so much of our department. His presence is there not only in the map cases and map catalog, but in his beautifully hand-printed call numbers demarking each compactor case, the stack of duplicate maps he discovered and made available for staff to purchase at our last sale, and even the computer monitor he brought from home to donate for the library.

The last time I visited Bob and Mary Jane, his wife of 61 years, at their home in Santee, was near the end of November, and Bob was extremely frail and in a great deal of pain. Remarkably, he was still cracking jokes and still very much himself. Despite the many rounds of painful chemotherapy and medical treatments he had undergone, his concerns expressed to me were always for the well-being of Mary Jane, rather than complaints about his own discomfort. With understated courage and a genuine sense of caring for others, Bob was a good man in every sense of the word. Our Museum family is greatly diminished by his loss.

Dr. Theodore J. Cohn

Dr. Theodore J. Cohn, formerly of San Diego, died November 25, 2012, at the age of 82 in Ann Arbor, Michigan. Ted was a professor at San Diego State University (1964–1993) and an internationally recognized expert on the systematics of crickets and katydids. Ted inspired many regional naturalists, including several museum employees and volunteers. “My wife, Robyn Garcia, and I took General Entomology at SDSU with Ted. Both of us remember him as very supportive and he presented an entertaining and engaging course. We’ll forever remember, when he saw some new or unusual insect, his expressive voice and odd phrases such as ‘It’s soooo paradoxical’ or ‘I’ll be hornswaggled!’ . His enthusiasm for insects was infectious,” reflects Jim Berrian, a field entomologist at the Museum. Ted was a past trustee of the Museum and will long be remembered fondly by our community.

What Your Will Can’t Do

As you probably know, your will does not control all your assets. For example, a will does not control:

- IRAs, 401(k)s and other retirement plan assets. For each account, you need to name a beneficiary to receive the benefits or proceeds of your plan.
- Life insurance policies. You need to name the beneficiaries of your life insurance policies to receive the death benefits after your lifetime.
- Any assets you own jointly with rights of survivorship. If you are the first of the two joint owners to die, your part will automatically pass to the surviving joint owner. Note, however, that your share of assets held as tenants in common will flow through your will to your beneficiaries.

And another thought... Remembering the Museum in

your will does not have to be “all or nothing!” A percentage of most assets may generally be left through your estate to the Museum.

Or, you may name us as a contingent beneficiary of your retirement plan assets or life insurance policies. That way the Museum benefits only if your primary beneficiary is no longer living.

For more helpful hints on making an estate plan, please visit: sdnhm.org/support/plannedgiving.

Contact your estate planning attorney to learn more about making your plans the best they can be. If you are thinking about including the Museum in your will, in a trust, or to discuss other estate plans, contact Donna Raub at 619.255.0314 or draub@sdnhm.org.

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2nd ANNUAL

FOSSIL BALL

SATURDAY MARCH 9, 2013

sdnhm.org/support/fossil-ball

FAMILY FUN

Join us for family-friendly activities at the Museum. All events listed below are FREE for members!

Family Days

All Family Days activities are held between 11 AM and 3 PM

Monday, February 18—*Chocolate**
Saturday, March 16—*Dr. Entomo's Palace of Exotic Wonders***
Saturday, April 27—*Recycle Art**

Wacky Science Sundays* with Ms. Frizzle™!

Join the Frizz and friends every Sunday at 12:15 and 2:15 PM.

February—Sea Lions
March—Spiders
April—Butterflies
May—Decomposers
June—Bees

Nature and Me Storytime

Calling all budding naturalists! Nature and Me Storytime is held the second Thursday of every month at 11:15 AM. All ages are welcome (ages 1–5 suggested) with a parent or guardian.

Ms. Frizzle © 2013 Scholastic Inc. All Rights Reserved.

* Sponsor: Rice Family Foundation
** Sponsor: Dr. Seuss Fund at The San Diego Foundation

February 14—Chocolate
March 14—Insects
April 11—Butterflies
May 9—Spiders
June 13—Dinosaurs

Family Day Fun

Where can you turn on a flashlight and walk into a cave, sculpt in clay with a local artist or trade cacao beans like an Aztec? Why at the NAT Family Day, of course!

From September through May each year, the Museum hosts a monthly Family Day celebrating a new exhibition or a fascinating science topic inspired by our research departments. Family Days run from 11 AM to 3 PM and are hosted by our education department's staff and instructors. At each event, we

conduct experiments, make crafts, and provide a variety of fun activities for an entertaining and educational family experience. The goal of Family Day is to provide hands-on learning opportunities while having fun. Join us and you might have a chance to meet one of our scientists or you may even run into Ms. Frizzle, as she has been known to make a special Family Day appearance!

Kristen Churchill, Museum Docent and parent of Julian (7) and Isabel (5), tries to attend every Family Day. Mom says the kids are crushed when they have a schedule conflict and can't make it. "Family Days have fostered their love of science and nature and given them a chance to express their creativity," says Kristen.



Museum Docent Kristen Churchill, with children Isabel and Julian

Family Day Fun

continued

In 2012, we took a trip back in time aboard the *Titanic* as we bid farewell to the exhibit in September. Next, we picked up flashlights to enter the Critter Cave to learn all about crepuscular and nocturnal animals during Halloween week.

In December, we explored our newest exhibition, *Chocolate*, with this sweet treat as the theme for the day. Babycakes donated mini chocolate cupcakes, kids exchanged cacao beans as currency for goods, and made cacao-pod necklaces to remember their fun day. **Since we can't ever get enough chocolate, you'll have another opportunity to learn all about chocolate on our next Family Day: Monday, February 18.**

Last month, members and guests got to meet our herpetologists on our *Hooray! for Herpetology* Family Day. Kids and adults alike love meeting our scientists and researchers face to face on one of our science Family Days. Live lizards, frogs, and snakes were on display, and a scavenger hunt rounded out the activities. Adults learn as much as the kids and have just as much fun!

The Canyoneers have also become part of the monthly

activities. In November and December, they started off the morning with a clean-up hike in Florida Canyon. Meeting at the Moreton Bay Fig tree at 10 AM with bags and pickers at the ready, a Canyoneer led a hike through the canyon allowing families to "nurture nature" by picking up trash while learning about local plants and animals that thrive in the area.

Family Day activities are free with Museum admission, and always free for members. Our family friendly activities are a great benefit of your membership!

Over the past year, specific Family Days have been generously sponsored by Mandell Weiss Charitable Trust, The Pratt Family Foundation and the Rice Family Foundation. Their support allows us to expand the program which will help us to share our love of nature with even more families.

Mark your calendar and join us for our next Family Day! We can't wait to see you!

Thank You, Solana Pacific Elementary School!

Since 1923, the *Nature to You* Loan Program has brought the world of natural

history to students of all ages by developing exhibits of mounted animals and fossils and making them available to San Diego educators. Educators (of any kind) can become a member of the program for \$50 a year. Supported by donations and membership fees, the collection has grown from 70 original specimens to more than 1,300.

The Museum recently received a very touching gift from Solana Pacific Elementary School. Students who love the Loan Library specimens put out jars in their classrooms to collect money. They did not have any specific item in mind that they wished to fund, but rather just wanted to donate money to help out however they could. Together, the students raised \$307.04, which science teacher and *Nature to You* member, Jerry Wasserman, hand-delivered to the Museum. Jerry has been a member and HUGE advocate of the program for years, calling the *Nature to You Program* "the best [classroom] science resource in San Diego."

If you want to learn more about the *Nature to You Loan Program*, please contact Lauren Marino at 619.255.0236.

U.S. Fish & Wildlife Service, Wildlife Without Borders

For nearly as long as the Museum's Environmental Science Education Center (ESEC) has been in existence, the U.S. Fish & Wildlife Service (USFWS) Wildlife Without Borders has been a partner. Since 1994, the USFWS has awarded 15 grants to ESEC and its PROBEA (*Proyecto Bio-regional de Educación Ambiental*) program.

Funding has supported a range of environmental education and community stewardship projects in Baja California, Mexico and in San Diego, including the most successful program to date—*Smart Schools: Green Practices for the Baja California Peninsula Program*. USFWS funding was also crucial to the *Ocean Oasis* project, which led to the production of an award-winning film of the same name,

and conservation efforts in the biodiversity-rich Sea of Cortés.

The consistent financial support and confidence demonstrated by USFWS has enabled ESEC-PROBEA programs to grow and expand to serve the entire Baja Peninsula and to build a model that is known throughout Baja California and beyond.

City of San Diego Councilmember, Todd Gloria (District 3)

Two Museum programs received unexpected grants last year from City of San Diego Community Projects, Programs and Services. Thanks to Councilmember Todd Gloria (District 3), this new funding enabled the Museum's volunteer naturalists, the *Canyoneers*, to purchase supplies used when they take members of the public on guided nature hikes. Things

like new binoculars, magnifying eye loupes, bug observation containers, animal tracking props, books and field guides will help students and adults connect with nature through self-discovery.

Funding also enabled the Museum's Paleontology Department to purchase new equipment to clean and study fossils uncovered in San Diego. The new cleaning unit is three times the size of the old unit, and is able to hold the large fossils that paleontologists have found recently in San Diego, such as ancient whales and mastodons. The coastal region of the City of San Diego is underlain by a geological archive of ancient sedimentary rocks that preserves vast intervals of the last 75 million years of Earth history. The new equipment helps Museum Paleontologists bring this story to life for our visitors.

GO GREEN!

We are making the transition to sending many of our event invitations and other membership communications via email. We don't want you to miss any activities— so, please contact membership@sdnhm.org or 619.255.0275 with your email address. Thank you for helping the Museum become more environmentally sustainable.

Decadence, Delivered

Close your eyes and imagine the perfect party ~ hmmm ~ good food, great wine and CHOCOLATE. The VIP/Leadership Circles opening event of the Field Museum's *Chocolate* exhibition here at theNAT had it all! Through the generous support of our lead marketing partner, Chuao Chocolatier, the evening's guests grazed their way through a rich array of chocolate truffles paired with fabulous boutique wines from the Central Coast, personally selected by Sommelier and Cordon Bleu Chef, Michael Rees of 3E Wines. All this was complemented by hors d'oeuvres provided by Culinary Concepts. For anyone suffering "guilty pleasure" at the event, we were reassured to learn some of the health benefits of chocolate and wine:

- Both chocolate and wine have high amounts of antioxidants that protect the body from free radicals that cause aging and heart disease.
- Chocolate has nearly eight times as many antioxidants as a strawberry.
- Cacao beans are considered a super food, those foods which will help you maintain your weight, fight disease, and live longer.
- Research has shown that chocolate lowers bad cholesterol (LCL) and wine raises good cholesterol (HDL)! The perfect combo!
- Chocolate stimulates endorphin production, which gives a feeling of pleasure.
- Chocolate contains serotonin, which acts as an anti-depressant.
- Wine has been shown to reduce the risk of heart disease, certain cancers, and slow the progression of neurological degenerative disorders like Alzheimer's and Parkinson's Disease.

"Sweet" Public Programs

Chocolate Sundays at theNAT

Visitors will have the chance to sample the gourmet chocolates that have taken over San Diego, one delightful bite at a time, in February and in March. At each Chocolate Sunday three of San Diego's finest chocolatiers will be on hand serving samples of their products and answering visitor questions.

February 24: Dallmann Chocolate Boutique; Eclipse Chocolate; David Bacco Chocolatier

March 3: Chuao Chocolatier; Eclipse Chocolate; David Bacco Chocolatier

Time: Noon–4 PM or while supplies last

Remember, admission to *Chocolate: The Exhibition* is free for members. Members may purchase chocolate tasting tickets at the Visitor Services Desks for \$1 per sample.

Indulge your senses in the complete story behind this crave-worthy treat.

Chocolate
THE EXHIBITION

Free for members.
Hurry...this sweet experience ends March 10!

Kudos to PR Firm Cook + Schmid for Titanic Effort!

The San Diego Natural History Museum’s showing of *Titanic: The Artifact Exhibition* (February 10–September 9, 2012) outperformed all other *Titanic* exhibitions world-wide, setting the record for the highest ticket sales during the weekend coinciding with the 100th anniversary of the ship’s tragic sinking.

This impressive accolade was largely due to the San Diego public relations/marketing

firm of Cook + Schmid, whose expert marketing team enticed the public with a host of innovative messages and events that drew visitors from around the world to see *Titanic* in San Diego.

In fact, among six industry awards Cook + Schmid received recently, three were in recognition of the firm’s innovative *Titanic* exhibition marketing campaign. The campaign included dramatic opening and closing events, a public scavenger hunt for “icebergs” that contained

free exhibition tickets, actors playing roles as *Titanic* passengers, sharing real *Titanic* artifacts with students in local schools, and demonstrating wireless radio transmissions similar to those used on the *Titanic*, just to name a few highlights.

We would like to congratulate Cook + Schmid for these awards, and express our gratitude for a partnership that spans many years, starting with former Museum Board member, Jon Schmid, who is a founding partner of the firm.

Free Guided Nature Walks

Join us on a Canyoneer hike! Museum volunteers lead interpretive nature walks throughout southern California. Hike descriptions, dates, and times can all be found online at www.sdnhm.org/calendar. No reservations are required—just show up and be ready to learn about our region’s plants and animals.

Be one of the first to see Dr. Entomo’s Palace of Exotic Wonders!

Join us on Friday, February 22, for the members-only premiere of *Dr. Entomo’s Palace of Exotic Wonders*. Bring the whole family, and come dressed as your favorite bug! We’ll have a costume contest with a prize for the winner.

Resembling an old-fashioned circus sideshow, this exhibition explores the truth, myths, and mysteries surrounding some of nature’s most curious creatures—many of them alive and on view.

Don’t miss a special section of *Dr. Entomo’s Palace of Exotic Wonders* that features some of the unusual insects that call San Diego home, straight from the Museum’s own Department of Entomology.

Friday, February 22, 6–9 PM
RSVP by February 8,
619.255.0308
rsvp@sdnhm.org
sdnhm.org/dr-entomo

Watch your inbox as our official *Dr. Entomo’s Palace of Exotic Wonders* member’s opening invitation will **ONLY** be coming via email. If you’ve previously opted out of receiving our emails and would like to be back on the list, contact enews@sdnhm.org.



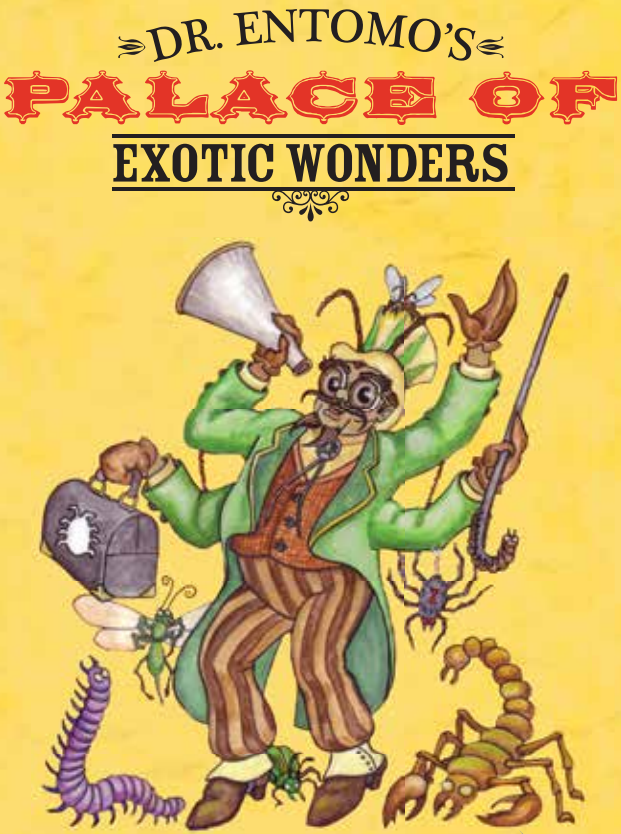
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Dr. Entomo's Palace of Exotic Wonders is supported by the City of San Diego, Commission for Arts and Culture; and the Dr. Seuss Fund at The San Diego Foundation

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A Rainforest Adventure

Bugs! IN 3D

**Narrated by
Judi Dench**

The Downing 3D Experience in the Charmaine and Maurice Kaplan Theater is sponsored by John and Tracy Downing, the Downing Family Foundation, the Eleanor and Jerry Navarra Family, Jerome's Furniture, and Stephen Cohen, President, Private Asset Management, Inc.