



 SAN DIEGO NATURAL HISTORY MUSEUM

annual report 2006–2007



Dear Friends,

I thought nothing could top the experience of opening *Fossil Mysteries* in the summer of 2006, but hold on to your hats because 2006–07 was an amazing year. I probably should say that it was an “ancient, authentic, amazing” year since we were caught up in the complex preparations for the opening of the *Dead Sea Scrolls* exhibition on June 29, 2007, just as the fiscal year was winding down. The exhibition opened to an astonishing rush of media coverage and enthusiastic crowds. As most of this exhibition run will occur during 2007–08, I will report on the overall numbers of visitors in next year’s report, but the story of the exhibition preparations is contained herein.

A real home run for the Education Department was the *Global Climate Change: Perspectives and Solutions* lecture series presented under the Climate Smart Initiative. The seven speakers addressing a packed theater plus simulcast to additional crowds in the Sefton Atrium convinced us that we needed to place these lectures with accompanying slide shows on our website. You can already see that technology on our website, and it will continue for the next Global Climate Change lecture series.

This has been a great year for our Museum scientists, who have published a total of 66 manuscripts, making it one of our most productive years ever. Be sure to take a look



at the breadth of topics being explored. This year, hundreds of volunteers involved in biological atlases and other volunteer-based research projects continued our well-earned reputation as a leader in citizen science and community-based collaborative research.

Finally, none of the work you see in the following pages would have been possible without the generosity of our donors. This year we received over 1000 gifts, a record for the Museum. Gifts, grants, and contracts supported not only the work within the Museum’s walls, but also field work and cross-border education programs. To these contributors we are deeply grateful.

Best wishes,

A handwritten signature in black ink that reads "Michael W. Hager". The signature is fluid and cursive, written in a professional style.

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

# Museum by the Numbers

Membership saw a spike in July 2006: 500 new members joined (as compared to 96 in July 2005). This is due to the tremendous popularity of *Fossil Mysteries*, the permanent exhibition that opened July 1, 2006.

Fiscal Year	2005–06	2006–07
New Members	1,254	3,264
Total Members	5,112	7,358



On March 29, 2007, the Museum staff rallied in the Sefton Atrium to congratulate the McGlothlin family. Unbeknownst to the family, the McGlothlins represented the \$1 million admission sale of the year. The Museum awarded this family of seven a special membership package. This was the first time that admission sales had ever reached \$1 million in a fiscal year—and it happened in the 9<sup>th</sup> month. George Brooks-Gonyer (Vice President, CFO and COO), Eowyn Bates (Director of Annual Fund and Membership Programs) and Joanne Furer (Visitor Services Manager) flank the family.

## Donors

Fiscal year 2005–2006  
636  
Fiscal year 2006–2007  
819

## Attendance (not including special events or public programs)

Fiscal year 2005–2006  
240,300  
Fiscal year 2006–2007  
314,802

After the opening of *Fossil Mysteries*, attendance in July 2006 was 36,063. This compares to 27,203 in July 2005. During the last two days of the fiscal year, the Museum experienced record attendance—over 5000—thanks to *Dead Sea Scrolls*, which opened on June 29, 2007.

## Volunteer hours

Volunteers served 51,767 hours at the San Diego Natural History Museum, equal to almost 25 full-time staff members! These volunteers extended the Museum’s reach by educating school children, interpreting exhibitions, organizing collections, and much more.

## Specimens added to the Scientific Collection

475 new bird specimens  
120 new mammal specimens  
8164 new plant specimens  
86,277 new fossil specimens  
958 new reptile and amphibian specimens  
1800 new insect specimens



Museum visitors in *Fossil Mysteries* on the first Free Tuesday after *Fossil Mysteries* opened.



Exhibitions

The Museum is filling in its own shoes and the building’s expanded footprint. With the success of the permanent exhibition *Fossil Mysteries* and collaborations on national projects, the Museum launched itself onto the national scene. Scientists and artists from around the world were enlisted to work in partnership with SDNHM experts to create *Fossil Mysteries*. As the first part of the permanent exhibitions plan, *Fossil Mysteries* set the bar high for future exhibitions.

Recognized for their expertise, Museum staff members were solicited to collaborate on national exhibitions this past year. Dr. Bradford Hollingsworth, Curator of Herpetology, worked in partnership with the American Museum of Natural History and Fernbank Museum of Natural History to develop *Lizards & Snakes: Alive!*, an exhibition that will travel to SDNHM in 2010. Museum Provost Dr. Exequiel Ezcurra was recruited to consult on *Water*, an exhibition that explores our most precious resource. *Water* comes to the Museum in the summer of 2008. Drs. Hollingsworth and Ezcurra will respectively serve as curators for the exhibitions in San Diego.



The first Museum exhibition to travel, *Plant Portraits: The California Legacy of A.R. Valentien*, has been hosted around the nation. This year, *Plant Portraits*, curated by Director of the Research Library Margaret Dykens, has been exhibited at the Savannah College of Art and Design, Callaway Gardens near Atlanta, the Lady Bird Johnson Wildflower Center in Austin, and The Field Museum in Chicago.



Dead Sea Scrolls

“I do believe this is indeed one of our best Dead Sea Scrolls exhibitions.” Coming from Pnina Shor, head of the Department for the Treatment and Conservation of Artifacts at the Israel Antiquities Authority (IAA), the government agency that cares for the majority of the scrolls, this statement means a lot.

Echoing Shor’s sentiment, Dead Sea Scrolls scholar Dr. Shalom Paul, who has lectured at exhibitions around the country, calls *Dead Sea Scrolls* “...a magnificent exhibition expertly designed and presented which contains more scrolls than ever have been at any other exhibition, including a remarkable co-existence of Israeli and Jordanian scrolls. A must-see for all who are interested in the Hebrew Bible, early Judaism and early Christianity.”

“The best Dead Sea Scrolls exhibition” reflects three years of planning and one year of design and development carefully and daringly undertaken by the San Diego Natural History Museum. From the inception of the idea, the Museum’s aim has been to approach



This exhibition marks the first time these scrolls have reunited since they changed hands during the Six Day War in 1967.



**Above:** Traveling Exhibition Designer Josh Payne in the Museum's wood shop; Exhibit Artist and Preparator Jim Melli creating the cave for *Dead Sea Scrolls*; Senior Exhibit Designer Michael Field and Exhibit Developer Nancy Owens Renner standing by *Dead Sea Scrolls* white models.

these treasured artifacts with a wide-angle lens, incorporating divergent disciplines and theories into 14,500 sq. ft. of gallery space.

Museum President and CEO Dr. Michael “Mick” Hager explains, “We agreed to exhibit the scrolls, but only on the condition that we would be able to make it more comprehensive than any other exhibition to date. As a natural history museum, we have the resources to explore the scrolls from a unique perspective—anthropologically, historically, scientifically. These documents are incredibly significant and meaningful for so many people for a wide variety of reasons.” The Museum asked Dr. Risa Levitt Kohn, Professor and Director of San Diego State University’s (SDSU) Jewish Studies Program, to curate the exhibition. “I met Dr. David Noel Freedman, whom I studied under at the University of California, San Diego, for lunch in December of 2003. Dr. Weston Fields, Director of the Dead Sea Scrolls Foundation was passing through town and joined us. He had just finished working on a Dead Sea Scrolls exhibition in Grand Rapids, Michigan. I starting asking questions about the show, how much space was needed, security issues, cost of transport, etc. By the end of lunch I was convinced we could do it in San Diego. I turned to Noel and said ‘We should do that here.’ He said, ‘No dear, YOU should do it here.’ The rest is history.”

Dr. Levitt Kohn assembled a team of academic advisors to help select the scrolls—10 of which have never before been exhibited—and select lecturers. “The Israel Antiquities Authority was impressed with our selection of scrolls, and that credit is all due to Dr. Levitt Kohn,” states Dr. Hager.

Having a curator in place helped the Museum’s bid for other important manuscripts from other museums, libraries, government organizations, and universities. In addition to 24 scrolls from Israel, the Department of Antiquities of Jordan agreed to lend the Museum three Dead Sea Scrolls including the Copper Scroll (the only Dead Sea Scroll written on copper). This exhibition marks the first time these scrolls have reunited since they changed hands during the Six Day War in 1967.

*Dead Sea Scrolls* also features rarely seen and little-studied ancient Hebrew codices from the National Library of Russia, medieval manuscripts from the British National Library, and stunning modern hand-scribed texts and art. Tracing the words in the scrolls through time and different cultures, the exhibition connects the ancient world to the modern.

Nancy Owens Renner, Exhibit Developer, speaks about the forming of a “story” for the exhibition: “We know that people will come here to see the authentic objects, so making the exhibit started there. We know that meaningful exhibitions give visitors a different perspective, perhaps about something they are already familiar with. Such exhibitions make people connect and empathize with others, and transport visitors to other times and places. We tried to hit all those criteria, while offering a variety of ways for our visitors to engage with the content.

“This exhibition is an integration of the big picture and the little details. A successful exhibition works on multiple levels: it should be understandable at first glance, and also be rich enough to explore in depth,” says Owens Renner.

The scroll room feels like a quiet inner

sanctum—the curved indigo walls lead visitors onward in their exploration. While the first section of the exhibition, *Journey to the Dead Sea*, features more vibrant colors and sounds, muting the scroll room allowed the scrolls to shine. Duke Windsor, Exhibit Designer, says, “We want people to notice objects more than the walls, for the installation not to be overpowering. There’s a lot of information to soak up in a certain period of time. Visually, the ambition is to create surroundings that complement what you see rather than steal the show... to create an experience that is sharply focused but not imposing.”

Michael Field, Senior Exhibit Designer, helped create that environment. An expert in exhibition lighting and design, he says, “Most of the effort is spent on things you don’t see.” As part of the agreement to exhibit the scrolls, designers had to accommodate exacting temperature, humidity, and lighting requirements. As a result, after much experimentation, each scroll case has its own air-conditioning unit and light exposure is monitored hourly.

When it came to installing the exhibition, Tim Murray, Director of Exhibitions, employed the expertise of Director of the Research Library Margaret Dykens and former Curator of Collections

Paisley Cato, Ph.D. The handling of the delicate Dead Sea Scrolls was left to the IAA, but Dykens’ familiarity with rare-book handling was put into practice while installing precious manuscripts from Russia, Ethiopia, and even San Diego.

Dykens describes the experience: “Meeting the couriers who came with their precious, irreplaceable objects from around the world—Jordan, Russia, England, and Israel—gave me a new personalized view of the exhibition; these were not merely objects of great antiquity, but objects intimately connected with people, people who care passionately about them and their historical and cultural significance.

“Working together to coordinate the safe transport, receipt, and installation of so many irreplaceable antiquities was definitely nerve-racking and challenging, but very exciting also. I remember Risa turning to the group at one point when we were preparing to unpack another crate and saying, ‘This is like Christmas morning, but even better!’”

On Friday, June 29, the exhibition opened to more than 1800 people. The numbers for opening weekend shot up to 3100 per day. Not a bad way to end one fiscal year and start another!



The Book of War (11Q14) dates from 20–50 CE and describes an eschatological war.

What our visitors are saying:

*This is a wonderful and creative panoramic presentation that includes so much more than Qumran and the scrolls. I salute you.*

*I find it fascinating that this exhibit brought together such diverse views. To me, the Dead Sea Scrolls represent the unity all people look for.*

*Even for an atheist like me, the scrolls were incredibly moving. I believe that the viewing allows an understanding of those with whom you may not agree. Understanding leads to tolerance which ultimately leads to peace.*

*It was like a trip through time. I felt closer to God through his word by being closer in time to the actual words. Thanks for the opportunity to examine the roots of my faith.*

*A truly profound and inspiring experience... As an historian, I was able to appreciate the complexity of the history surrounding the scrolls... Thank you so much for the opportunity to view this piece of history. It is truly something that all people from all parts of the world and all faiths can come together to share.*

*Amazing to see the power of language to shape the world. As a teacher, seeing the history and development of reading and writing is one of the best parts of the exhibit.*





Collections Manager Angelo Soto-Centeno, volunteer and former staff member Dick Schwenkmeyer, and Curator of Herpetology Dr. Bradford Hollingsworth

# Citizen Science

“Citizen Scientist” is the new turn of phrase ascribed to volunteers, with or without scientific backgrounds, who contribute to scientific research. These people actively produce tangible, relevant, and important research. While the term may be new, researchers at the San Diego Natural History Museum have welcomed citizen science for 133 years.

Dr. Thomas Deméré, Curator of Paleontology and Director of PaleoServices, explains, “As a natural history museum we serve a unique, two-way purpose. We distill knowledge and information from the academic world for the public through exhibitions, classes, lectures, and books. We are the face of science to the general public. On the other hand, we invite members of the public to engage in real research, which feeds back into academia.”

Two of the Museum’s long-time citizen scientists are Carole Hertz and Barbara Myers. The “Shell Ladies” have volunteered in Marine Invertebrates for 34 and 31 years respectively. Their love of San Diego’s coastline drew Carole from her classroom and Barbara from her

“To me, science is about seeking and discovering fundamental truths to explain Earth’s natural wonders, through observation, curiosity, research, and enthusiasm for learning.”

paralegal office to research at the Museum. They have co-authored scientific papers describing at least 35 new species between the two of them.

Provost and Director of BRCC Dr. Exequiel Ezcurra was brought into the ecological fold his first year at university by a soil specialist and professor. This professor invited Dr. Ezcurra to assist him in the soil study lab—this invitation led to cleaning test tubes at first, then managing the greenhouse and herbarium, then co-authoring a paper during Dr. Ezcurra’s second year.

“This professor was willing to co-author a paper with me—not that it was charity, it was hard work. But to know that you have contributed to the ever-evolving body of scientific knowledge is incredibly empowering,” says Dr. Ezcurra. “That experience may be why I am a scientist today.”

Marites Villarosa Garcia may be on a similar path as Dr. Ezcurra. At 18, she’s on the younger end of the spectrum, but she’s been able to assist Entomology Curator Dr. Michael Wall in maintaining the entomology collections, preparing specimens, creating field guide pages for the website, and even beginning to describe a species. “I probably could be working, saving up money for school, but I love it here. Here, I am part of something grand,” she says.

Some of the Museum’s more prominent citizen science research projects are the atlases. The atlases divide San Diego County—one of the top 10 biodiversity hotspots in the world—by a grid, and assign volunteers to collect, observe, and document life in their area.

The *San Diego County Bird Atlas* was published in 2005. It addresses all the county’s birds—wintering birds, migrants, and exotics as well as breeding birds. The

Bird Atlas, spearheaded by Curator Philip Unitt, is based on data collected by Unitt and over 400 volunteers who devoted some 55,000 hours to observation and record keeping. The massive amount of data collection, covering all of San Diego County, would never have been possible without this active group of citizen scientists. Each one is credited in the *San Diego County Bird Atlas*.

“We are undertaking incredibly important research,” says Curator of



Volunteer Lois Escajeda mounting plants.

Botany Dr. Jon Rebman. “Right now, if someone asked ‘What areas in San Diego County are the richest in biodiversity?’ no one would have an answer to that critical question, which could affect land-use decisions, habitat health, and myriad other things. We need to know the basic, fundamental information—the ‘who’—in order to be able to evaluate change due to climate, habitat destruction, and more. That’s the ‘when, where, why, how.’”

The Museum’s Botany Department staff has trained over 550 “parabotanists” for the Plant Atlas project. While the Bird Atlas was an enormous effort (there are approximately 500 species of birds in San Diego County), the Plant Atlas exceeds it:

there are 2400 plant taxa, 600 non-native weeds alone!

Volunteer Mary Ann Brooks-Gonyer’s collection area is north of Escondido. After six months of training and practice, she could identify 70% of the specimens she collected. Brooks-Gonyer’s contributions to the herbarium will serve the botanists of the next century, right alongside the specimens collected in the 1800s.

Over 200 new records and one completely new subspecies of fern have been discovered through the Plant Atlas already.

Dick Schwenkmeyer got involved with the Museum when he was in his early teens—he was a member of “The Specialists Club,” a group of high school students interested in science created by Charles “Harbie” Harbison, the Curator of Entomology at the time.

“To me, science is about seeking and discovering fundamental truths to explain Earth’s natural wonders, through observation, curiosity, research, and enthusiasm for learning,” says Schwenkmeyer. “I developed interest in science while roaming local canyons as a kid and by attending classes at the San Diego Natural History Museum under the tutelage of Harbie.” Schwenkmeyer shared this love of San Diego’s natural world with high school and college students in 22 years of teaching, infecting more than a handful with the “biology bug.” He continues to volunteer for Dr. Bradford Hollingsworth, Curator of Herpetology.

As voracious enthusiasts for life, eager to share that enthusiasm, perhaps biologists are predisposed to accept and benefit from citizen science. In so doing, they enable ordinary citizens in our community to enrich their personal scientific knowledge while becoming active and committed stakeholders in local conservation issues.





In June 2007, Museum paleontologists discovered a mastodon in Carlsbad. Only the second mastodon found in San Diego County, this animal lived 120,000 to 220,000 years ago. Here Maggie Carrino cleans the fossil remains.



This year Dr. Exequiel Ezcurra, Provost and Director of BRCC, served as a Juror for the Volkswagen Conservation Award; acted as an external advisor for the ALCOA Foundation's Conservation and Sustainability Fellowship Program; and accepted the national Peacemaker Award, along with Dr. Michael Hager, for efforts that gained UNESCO World Heritage Site status for the Sea of Cortés.



Curator of Entomology Dr. Michael Wall has described 24 new species this year—no small feat.



After five years of work, 2007 is the final year of the Pines Fire study, spearheaded by Curator of Birds and Mammals' Philip Unitt. About 1330 field trips by 38 volunteers generated a database of 25,085 records. Unitt has already presented this critical research to many professional and lay audiences.



May 2007 marked Dick Schwenkmeyer's 60<sup>th</sup> year volunteering with the Museum. He is dedicated to the renovation of the amphibian and reptile collection, caring for the collection he helped build. Here he is examining SDSNH 38310, a *Crotophytus vestigium* (Baja California Collared Lizard)—the same specimen, in fact, that he collected in May 1947! His dedication has helped build the Museum's herpetological collection, used by scientists from all over the world.



Research Librarian Margaret Dykens and Collections Care Assistant Wendy Strohmeyer unpack the donation by Karen Clements of over 700 valuable ornithology and scientific books from the private collection of the late Dr. James F. Clements, long-time Museum trustee emeritus.

## Professional support for BRCC given by individuals appointed to Emeritus positions or to two-year volunteer positions as Research Associates, Departmental Associates, or Field Associates:

### Birds and Mammals

Ms. Suzanne Bond	Departmental Associate
Ms. Susan Arter	Research Associate
Dr. James E. Diffendorfer	Research Associate
Dr. Eric Mellink	Research Associate
Dr. Michael A. Patten	Research Associate
Dr. Matt Rahn	Research Associate
Dr. Amadeo M. Rea	Research Associate
Dr. Wayne D. Spencer	Research Associate

### Botany

Dr. Reid Moran	Curator Emeritus
Dr. Anne Fege	Research Associate
Dr. José Luis León de la Luz	Research Associate
Dr. Michael S. Mayer	Research Associate
Dr. José Delgadillo Rodriguez	Research Associate
Dr. Michael G. Simpson	Research Associate
Mr. Jim Dice	Departmental Associate
Mr. Roderick Dossey	Departmental Associate
Ms. Annette Winner	Departmental Associate
Ms. Suzanne Bell	Field Associate
Mr. Larry Hendrickson	Field Associate
Ms. Jerilyn Hirshberg	Field Associate
Mr. Andrew Pignolo	Field Associate
Dr. Robert C. Vinton	Field Associate

### Entomology

Dr. John Brown	Research Associate
Dr. Robert C. Dalgleish	Research Associate
Mr. David K. Faulkner	Research Associate
Dr. Terry McGlynn	Research Associate
Dr. Marshal C. Hedin	Research Associate
Dr. Tomas M. Mustelin	Research Associate
Mr. Jim Berrian	Departmental Associate
Mr. Ron McPeak	Departmental Associate
Mr. Michael Klein	Departmental Associate

### Herpetology

Dr. Charles Crumly	Research Associate
Dr. Lee Grismer	Research Associate
Dr. William Presch	Research Associate
Mr. Clark Mahrtdt	Departmental Associate
Mr. Richard Schwenkmeyer	Departmental Associate

### Library

Ms. Carol Barsi	Librarian Emeritus
Dr. Reed Pierce	Departmental Associate

### Marine Invertebrates

Dr. Joel Martin	Research Associate
Mrs. Carole M. Hertz	Departmental Associate
Mr. Larry Lovell	Departmental Associate
Mrs. Barbara W. Myers	Departmental Associate

### Mineralogy

Dr. Mike Walawender	Research Associate
Ms. Pamela Bruder	Departmental Associate

### Paleontology

Dr. David Archibald	Research Associate
Dr. Annalisa Berta	Research Associate
Dr. Michelangelo Bisconti	Research Associate
Dr. Robert M. Chandler	Research Associate
Dr. Paul Murphey	Research Associate
Dr. Donald R. Prothero	Research Associate
Dr. Hugh Wagner	Research Associate
Ms. Pat DonVito	Departmental Associate



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

# Climate Smart Initiative

*Global Climate Change: Perspectives and Solutions*, a popular Museum lecture series, won 1<sup>st</sup> place in the San Diego's Climate Champions Awards. Supported by the Hattie Ettinger Conservation Fund 🌿, the H. William Kuni Fund 🌿, Eleanor and Jerry Navarra, and the Mission Valley Rotary Club, this series addressed the issues that climate change presents on a global and local scale. Over 2800 people attended these free lectures. Lecturers included Dr. Jonathan Overpeck of the University of Arizona; Dr. Mark Thiemens of University of California, San Diego (also a member of the Museum's Board of Directors); Ron Sims, County Executive of King County, Washington; and Dr. Michael Oppenheimer of Princeton University who is a lead author of the most recent report from the Intergovernmental Panel on Climate Change.

*Global Climate Change: Perspectives and Solutions* is part of the Museum's contribution to Climate Smart, an initiative that raises public awareness about the local implications of climate change and catalyzes regional action on global warming. Along with SDNHM, The San Diego Foundation, Birch Aquarium at

Scripps Institution of Oceanography, San Diego Regional Energy Office, and the Reuben H. Fleet Science Center bring together philanthropy, research, public education, and financial incentives to spur government, business, and individuals to slow global warming.

In addition to the lecture series, the Museum screened HBO's *Too Hot Not to Handle* and Academy Award-winner *An Inconvenient Truth*.



Dr. Michael Oppenheimer



Venturing into the field of professional education, the Museum offered a workshop for real estate, construction, and insurance professionals on protecting homes and property from wildfires. Participants received Continuing Education Units. Here Cliff Hunter, Chief of the Rancho Santa Fe Fire Protection District, speaks at one of the seminars which were held throughout the County.



Dave Massey joined the Museum as Director of Education in April 2007. After a career in public education, he brings with him a wealth of experience and connections within the science and environmental-education realms.



Beautify Nature Walks, a new program this year, uses student volunteers to clean up Balboa Park and nearby Florida Canyon. Museum Canyoneers—trained volunteer naturalists who lead hikes for the public—take these volunteers on mini-nature tours as they clean up the environment.



Over 3200 children enjoyed Ms. Frizzle's™ free magical science performances on Sundays this year. Ms. Frizzle also does school assemblies and children's workshops.



This year, 5637 students came to the Museum free of charge thanks to the Museum Access Fund, which is supported by our Natural Partners, foundations, and individual donors.



*Nature, Mommy, and Me* is a storytime in exhibition areas for budding naturalists. Held every second Thursday, it is free with Museum admission.



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One of the original Florida Canyoneers, Dorcas Utter has been a San Diego Natural History Museum volunteer since 1973. She developed the C4U program in 1978: guides connected visually impaired persons to the outdoors through smell, touch, sound, and sometimes even taste. The last year for the C4U program was 2006. Thank you, Dorcas, and all the C4U guides for your many years of dedicated service to the Museum and the public!

Thomas W. Sefton (1917–2006)

Trustee Emeritus Tom Sefton served on the Museum’s Board of Trustees from 1960 to 1978. The Sefton Family has played a major role in the life of the San Diego Natural History Museum for more than half of its 132-year existence. Tom’s grandfather, Joseph Sefton, Sr., and father, Joseph Sefton, Jr., were avid naturalists. “Tommy” Sefton accompanied his father on many of the Museum’s research



expeditions and many specimens currently in the collections were collected by Tommy Sefton. Gifts of the Foucault Pendulum, the former Sefton Hall of Shore Ecology, the J. W. Sefton Boardroom, and J. W. Sefton Cretaceous Environment are results of the family’s long support of the Museum. Tom also helped to launch the Capital Campaign for the new Museum building with a major gift in 1994 for the Sefton Family Grand Atrium—the largest single grant in the Museum’s history at the time. He received a high scientific honor when a 3-million-year-old new species of extinct walrus found in Chula Vista, *Dusignathus seftoni*, was named in his honor in recognition of his support of research and collection. “Tom Sefton’s memory will live on forever in the lives he touched through his support of the San Diego Natural History Museum,” says Dr. Michael W. Hager, Museum President and CEO.

Charmaine (1941–2007) and Maurice Kaplan (1912–2007)

Honorary Museum Trustee Maurice Kaplan’s professional life ranged from government service as an attorney for the Securities and Exchange Commission to Wall Street investment firms and corporate positions. Charmaine Kaplan was a model and an accomplished horsewoman with a keen business sense. When they moved to Rancho Santa Fe in 1984 they immediately put their wealth of experience in business to work and launched a second career in philanthropy. In addition to the San Diego Natural History Museum, they contributed and worked with groups as varied as the University of California San Diego Moores Cancer Center, Scripps Institution of Oceanography, La Jolla Playhouse, San Diego Opera, and San Diego Museum of Art.



Dr. Hager recalled that Charmaine and Maury were often the first to grasp the significance of proposed projects. When the Museum planned an ambitious, \$40 million building project in 1998, the Kaplans embraced it with major support for the 300-seat, giant-screen Charmaine and Maurice Kaplan Theater. And when Dr. Hager proposed the *Dead Sea Scrolls* exhibition three years ago, the Kaplans were the first supporters and became chairs of the Leadership Committee. “They always got the concept,” Hager says. “A lot of other donors don’t come aboard at that point, but with the Kaplans’ support, others decided the project was going to be a success.”

The San Diego Society of Natural History  
Statement of Activities Year Ended June 30, 2007

	2007				2006
		Temporarily	Permanently		Total
	Unrestricted	Restricted	Restricted	Total	
<b>SUPPORT AND REVENUE</b>					
Contributions	\$ 252,805	\$ 4,359,860	\$ 14,100	\$ 4,626,765	\$ 4,632,499
Government appropriations	856,550	-	-	856,550	1,747,644
Grants and contracts	1,293,288	524,975	-	1,818,263	4,492,400
Store	657,566	-	-	657,566	566,089
Admissions	1,625,717	-	-	1,625,717	787,458
Investment income	1,335,952	9,736	-	1,345,688	855,533
Education	482,233	-	-	482,233	487,542
Memberships	352,724	-	-	352,724	205,183
Other	456,816	-	-	456,816	90,421
Net assets released from restrictions:					
Satisfaction of program restrictions	5,969,282	(5,969,282)	-	-	-
Total support and revenue	<u>13,282,933</u>	<u>(1,074,711)</u>	<u>14,100</u>	<u>12,222,322</u>	<u>13,864,769</u>
<b>EXPENSES</b>					
Program expenses					
Exhibits	5,227,835	-	-	5,227,835	7,202,001
Science	3,268,049	-	-	3,268,049	3,198,502
Education/public programs	2,370,462	-	-	2,370,462	2,081,869
Store cost of goods sold	394,122	-	-	394,122	262,216
Membership	<u>305,892</u>	<u>-</u>	<u>-</u>	<u>305,892</u>	<u>271,114</u>
Total program expenses	<u>11,566,360</u>	<u>-</u>	<u>-</u>	<u>11,566,360</u>	<u>13,015,702</u>
Supporting services					
Management and general	1,088,908	-	-	1,088,908	961,290
Fundraising	1,209,581	-	-	1,209,581	1,061,811
Marketing	<u>763,675</u>	<u>-</u>	<u>-</u>	<u>763,675</u>	<u>536,224</u>
Total supporting services	<u>3,062,164</u>	<u>-</u>	<u>-</u>	<u>3,062,164</u>	<u>2,559,325</u>
Total expenses	<u>14,628,524</u>	<u>-</u>	<u>-</u>	<u>14,628,524</u>	<u>15,575,027</u>
<b>CHANGE IN NET ASSETS</b>	(1,345,591)	(1,074,711)	14,100	(2,406,202)	(1,710,258)
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<u>17,789,543</u>	<u>4,343,757</u>	<u>6,505,154</u>	<u>28,638,454</u>	<u>30,348,712</u>
<b>NET ASSETS AT END OF YEAR</b>	<u>\$ 16,443,952</u>	<u>\$ 3,269,046</u>	<u>\$ 6,519,254</u>	<u>\$ 26,232,252</u>	<u>\$ 28,638,454</u>

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, 2007 and 2006. GAAP sets a standard of reporting which we must follow; however, GAAP reporting may not always be the best way to understand our results because it is detached from the multi-year nature of our significant projects.
2. Included in the results for 2007 and 2006 is \$1.5 million and \$1.4 million respectively of “depreciation expense.” Depreciation is a non-cash expense that primarily amortizes the cost of the building addition. We do not write out a check for this amount, yet it is reflected as an annual expense in our audited results. Excluding the non-cash depreciation expense noted above, the Museum incurred deficits of \$942,450 and \$276,610 in 2007 and 2006 respectively. Both of these deficits were planned and were primarily due to the timing of two major exhibits. In 2007, the Museum was preparing for the *Dead Sea Scrolls* exhibition which opened on June 29, 2007. The Museum incurred approximately \$3.7 million of expenses prior to the opening. We expect this exhibit to be a great success. However, most of the revenue will not be realized for GAAP reporting until next year. In 2006, the Museum incurred approximately \$4 million of expenses related to the installation of the *Fossil Mysteries* exhibit which opened in July 2006. These expenditures were funded by contributions received in a prior year and grants. This great exhibit will benefit the Museum for years to come.
3. Program Expenses: In 2007, our program expenditures constituted 79% of all our spending. Generally, any ratio 75% or above is considered to be excellent in judging the efficiency of delivery of our programs. Our ratio is truly outstanding.

Thus, based on all of the above, we are very pleased and proud of our results for the past two years.

Development

Year	2004–05	2005–06	2006–07
Gifts	872	847	1,103
Members	5,347	5,112	7,358
President’s Circle	71	77	101

In the lists that follow, the Museum has tried to accurately identify all the individuals, corporations, foundations, government agencies, and other organizations whose donations made it possible to offer a wide range of educational programs, carry out environmentally sensitive research and create enjoyable visitor experiences. Five donors are highlighted to provide a sense of what drives their generosity. Several made key gifts to the *Dead Sea Scrolls* exhibition. Their donations made it possible for the San Diego Natural

History Museum to develop and host an exhibition that drew rave reviews when it opened and continues to delight visitors and break attendance records.

The Museum had another strong fundraising year, ending with commitments of \$4,789,457.60 from all sources. Several trends bode well for the continued financial health of the San Diego Natural History Museum. Over the past three years the number of gifts, the number of members, and the number of President’s Circle members have all steadily increased.

Gifts and grants allowed 5637 school children to visit the Museum through the Museum Access Fund; provided funding for the *Fossil Mysteries* Teacher Guide; enabled Ms. Frizzle™ to visit each Sunday; underwrote research projects, including two on-going, county-wide atlases; supported the wildly popular *Global Climate Change* lecture series; and funded the development of the *Dead Sea Scrolls* exhibition.

The San Diego Natural History Museum is grateful for the support of all its investors.



Dear Friends of the Museum,

I want to thank you from the bottom of my heart for paying for our second grade students to enter your museum at no charge. Most of the students in my class had not ever been to a museum! [...] Our students will never forget their field trip to see the real fossils. [The fossils] were even more special because they were from our local area, not from a traveling exhibit from a far away place.

Sincerely,

Madeline Antreras, De Anza Elementary School



Donors



Through the Jewish Community Foundation, Joan and Irwin Jacobs made the title gift early in the planning process for the *Dead Sea Scrolls*

exhibition. Their commitment allowed the Museum to expand the size and scope of the exhibition to include materials from Russia, England, Ethiopia and Jordan.

“We were struck by the ambitious and well-thought-out plan to bring a number of the original scrolls plus many documents and artifacts to our community. Benefiting from the participation of many governments and scholars, the exhibition provides a highly educational and stimulating experience and one many of us will remember for a lifetime,” says Dr. Irwin Jacobs.

Dead Sea Scrolls Donors

The exhibition *Dead Sea Scrolls* was made possible through generous private and public support. We are most grateful for the vision, leadership, and generosity of these major donors and all who participated.

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Carol Wilson, a volunteer for 12 years, is unique because she is active in the Museum both on an administrative level and also in very hands-on ways. She began borrowing specimens from the *Nature to You* Loan Library in the 1970s, a resource she depended on in her teaching days.

Carol co-leads the intensive six-month Docent training program and has trained more than 50 Museum Docents. This year, Carol joined the Museum’s Board of Directors and sits on the public programs committee. “Now I see the Museum from a different vantage, and I’m glad to be serving in a new capacity.”

In addition to being a Docent, a Docent officer, and a board member, Carol and her husband, Dennis, have been President’s Circle members for 11 years. “Dennis grew up here and spent lots of time in the Museum—he even took classes from Dick Schwenkmeyer (see page 10). We feel a deep connection to the Museum. Permanent exhibitions are especially important to us—we want to see the Museum’s plan for full representation of regional habitats finished in our lifetime!”

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Says Joye Blount, Senior Vice President with Bank of America, “The Dead Sea Scrolls are one of the world’s most prized cultural treasures and Bank of America is thrilled to partner with the San Diego Natural History Museum to bring this exhibition to our great city. Thanks to the tireless work of the Museum, visitors get a once-in-a-lifetime opportunity to see these ancient documents for themselves. We are gratified to receive this singular honor and look forward to future collaborations.”

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

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As a presenting sponsor of *Dead Sea Scrolls*, the Barona Band of Mission Indians underwrote two major elements of

*Dead Sea Scrolls*—the opening gallery, *Journey to the Dead Sea*, and the audio tour. Previously, the Museum featured items on loan from the Barona Tribal Museum in the *Earth, Wind & WILDFIRE* exhibition. Respect for the land and all that inhabit it are common themes for both organizations.

Rhonda Welch-Scalco, Chairwoman of Barona Band of Mission Indians explains, “We believe that this will be one of the most unforgettable and enriching exhibitions ever to reach our city. As a long-time supporter of cultural and arts programs, Barona is extremely honored to have the opportunity to help share this important piece of history with the San Diego community. We applaud the San Diego Natural History Museum and all the other museums and attractions in Balboa Park for providing our community with such an exciting and ongoing lesson in history, science, nature, and culture.”

Ms. Judy Guilmette  
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## **Our Mission**

To interpret the natural world through research, education and exhibits; to promote understanding of the evolution and diversity of southern California and the peninsula of Baja California; and to inspire in all a respect for nature and the environment.

### **Senior Management**

Michael W. Hager, Ph.D., President and CEO  
George Brooks-Gonyer, Vice President, CFO and COO  
Exequiel Ezcurra, Ph.D., Museum Provost and Vice President of BRCC  
Janet C. Redding, Vice President of Institutional Advancement  
James Stone, Vice President of Public Programs

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Margaret Dykens, Director of the Research Library  
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Tim Murray, Director of Exhibits  
Elizabeth Schiff, Assistant Vice President, Development  
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### **Credits**

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Writer: Jessica Holmes Chatigny  
Editorial Committee: Margaret Dykens, Julie Hocking, Janet C. Redding, Elizabeth Schiff, James Stone, Delle Willett  
Photography: Israel Antiquities Authority, Pablo Mason, Paul Nestor, Resolusean, Bob Ross



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