

miocean

your ocean...our ocean...miocean.

problem All rivers flow to the ocean and so does all our garbage..





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problem

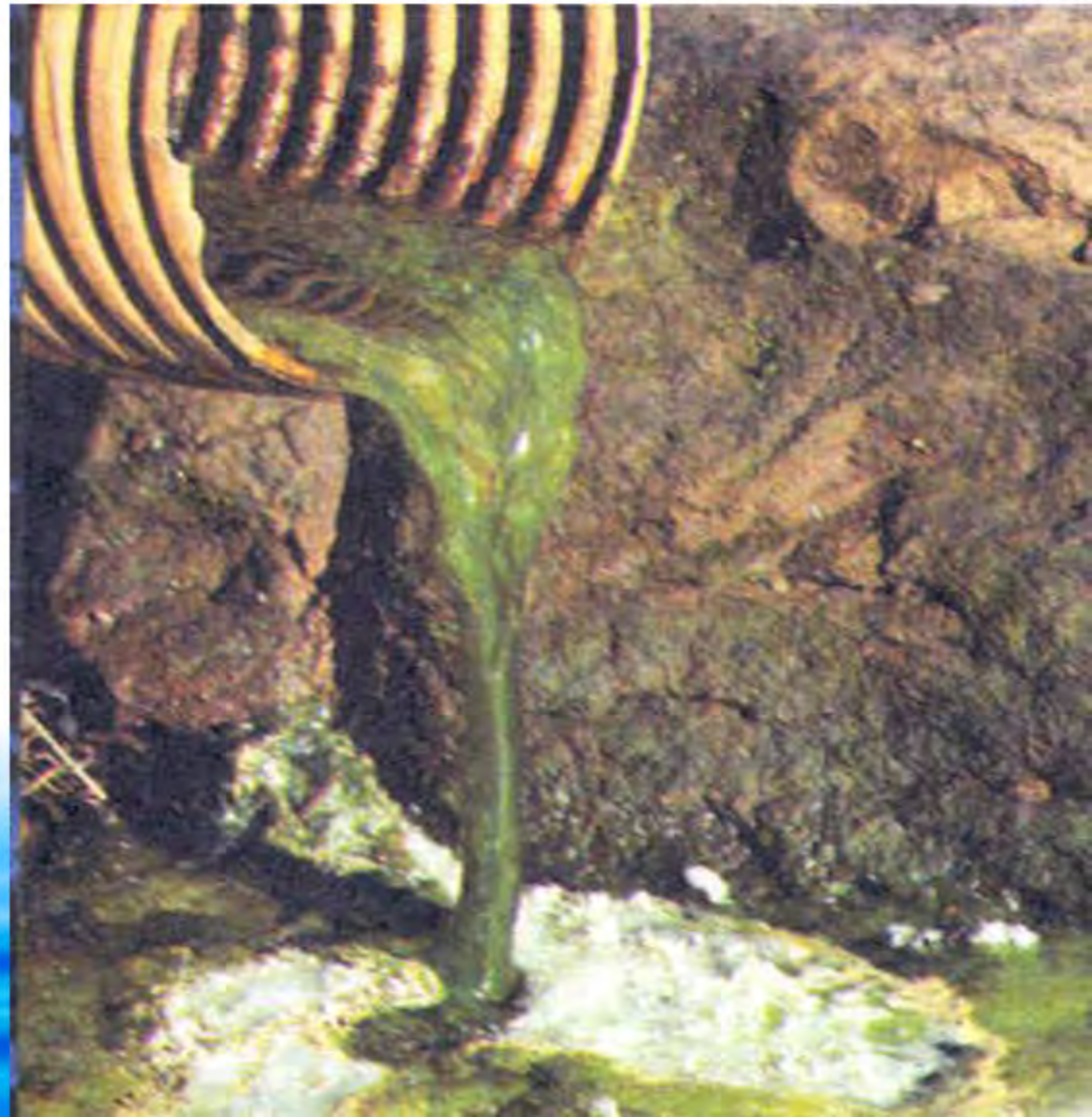
The time it takes for debris to decompose in the environment

| | |
|---------------------------|-----------------|
| Glass bottle | 1 million years |
| Monofilament fishing line | 600 years |
| Plastic beverage bottles | 450 years |
| Disposable diapers | 450 years |
| Aluminum can | 80-200 years |
| Foamed plastic buoy | 80 years |
| Rubber boot sole | 50-80 years |
| Foamed plastic cup | 50 years |
| Tin Can | 50 years |
| Leather | 50 years |
| Nylon fabric | 30-40 years |
| Plastic film canister | 20-30 years |
| Plastic bag | 10-20 years |
| Cigarette filter | 1-5 years |
| Wool sock | 1-5 years |
| Plywood | 1-3 years |
| Waxed milk carton | 3 months |
| Apple core | 2 months |
| Newspaper | 6 weeks |
| Orange peel | 2-5 weeks |
| Banana peel | 2-5 weeks |
| Paper Towel | 2-4 weeks |

Source: The Ocean Conservancy

problem

And it's not just trash.
It's all the liquid
chemicals we use
everyday that get poured
into the kitchen sink,
flushed down the
toilet, spread on the
lawn or dumped
in the gutter.
Everything ends up
In the ocean.



problem

And it doesn't
just affect human life,
it affects all life
along the coast.

TRASH IN DEAD SEA LION'S STOMACH

Kirsten Sedick, below, education coordinator at the Pacific Marine Mammal Center in Laguna Beach, holds a jar full of objects found in the stomach of a sea lion - like the one pictured here - that washed ashore Sunday at Crystal Cove. The sea lion, nicknamed Ping, died a day and a half later at the Pacific Marine Mammal Center in Laguna Beach. Center veterinarian Richard Evans said the trash found in the sea lion's stomach contributed to the death. The contents included:

- Two sandwich bags
- One trash bag
- Four balloons
- Pieces of Styrofoam



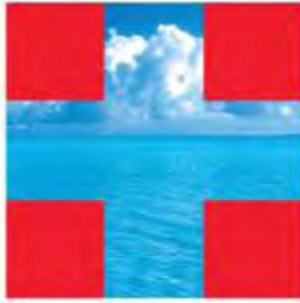
MARK RIGHTMIRE, THE REGISTER

Human litter ends his life



our solution

Not long ago, a group of local business people, one of which had gotten very sick from ocean pollution, decided to take action and do something about it. And mioccean was born.

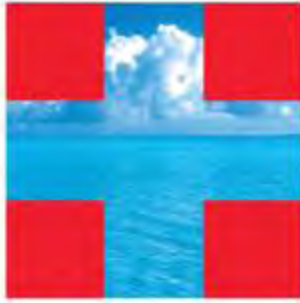


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mission

*With one mission
and one mission only,
to eliminate urban
runoff pollution.*

Miocean is committed to
eliminating urban runoff pollution.



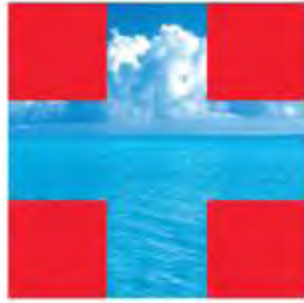
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approach

We believe by funding short term end of the pipe solutions, and long term educational programs, we can bring balance and harmony to all life along the coastline.

Miocean is committed to eliminating urban runoff pollution.

By funding short term, end of the pipe pollution solutions and long term educational programs, we can bring balance and harmony to all life along the coastline.



miocean

strategy

Our strategy is pretty simple.
Just apply sound business
principles and only fund
projects that are measurable
and results driven.

In other words projects
that make a difference
we can see.

Apply sound
business principles
and only fund projects that
are measurable and
results driven.



miocean
passion

We have a lot of passion for what we're doing, and we discovered that others felt the same way.



- SunCal Companies
- The Tiffany & Co. Foundation
- Makar
- Rolls Royce



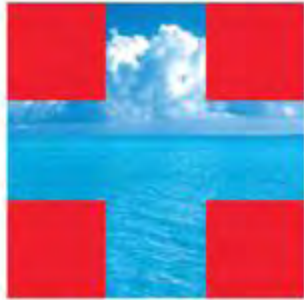


miocean
passion

And as word spread individuals, private foundations and major corporations started getting involved.

R.C. Baker
Power Plus
Quiksilver Foundation
First American Title Company
Headlands
Ketel One
St. Regis Resort (Manarath Beach)
Wohl Investment
Fusco Engineering
Innovate Partners
Ultimate Bars
Crocs
Centra Realty
Metagenics
O'Donnell Atkins
MKA Capital
Buchanan Street Partners
The Bizzack Family
Union Bank of California
Capital Pacific Holdings

Nossaman
Law Offices of George Burns
Pinecreek Capital
Cressa Partners
Moody Family Foundation
US Trust
Southland Windows
TVG Partners
KPMG
MD Webb
City of Dana Point
Opus West
Knightsbridge Management
Beacon Pointe Advisors
Irwin Union
Pretend City
Tiffany & Co South Coast Plaza
Howard Building
Scott Reid
Jensen Investment



miocean

unique

We're not an environmental group, although what we do impacts the environment.

We're a results driven community group of what we like to call "business people with a conscious".

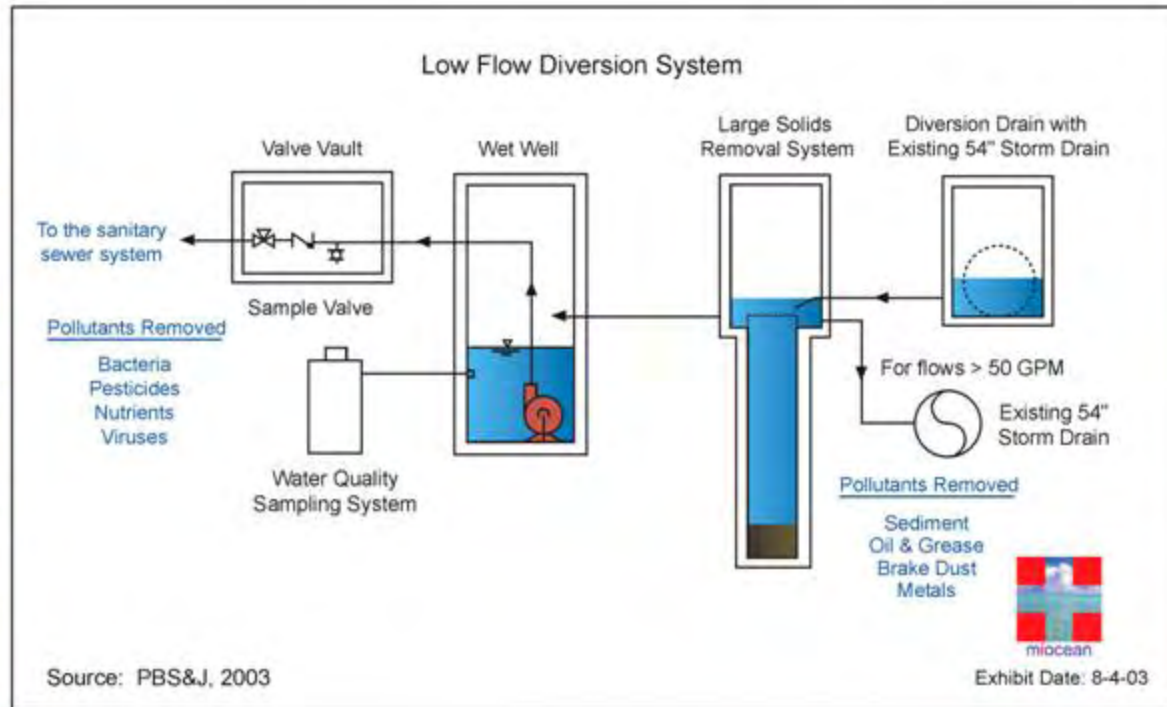
We make things happen.



action

mioclean

PROJECT: NORTH CREEK





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results

Since September 2003, the North Creek diversion project has removed approximately 20 tons of litter, sediment and debris.





action

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PROJECT: SALT CREEK – MONARCH BAY TREATMENT PLANT





action

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PROJECT: BACK BAY SCIENCE CENTER & LABORATORY





action

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PROJECT: OCEAN INSTITUTE 5TH GRADE SCIENCE CURRICULA





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education

Our relationship with the Ocean Institute is an example of Miocean leveraging it's investments by helping educational programs become more effective.

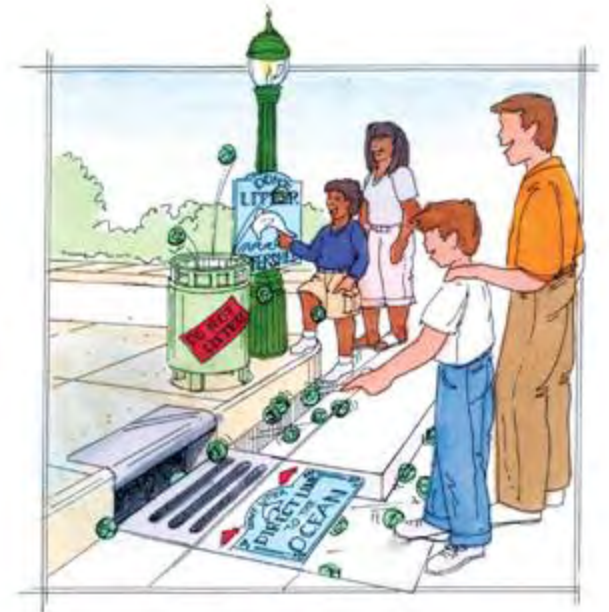




action

miocan

PROJECT: PRETEND CITY DIORAMA





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action

PROJECT: NORTH CREEK PHASE 2 - DOHENEY BEACH





action

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PROJECT: WYLAND FOUNDATION CLEAN WATER MOBILE CLASSROOM





action

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PROJECT: SCRIPPS-BIRCH AQUARIUM





action

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PROJECT: SANTA ANA RIVER MOUTH AND GREENVILLE CHANNEL





action

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PROJECT: SCRIPPS OCEAN INSTITUTE #1 - PILOT PROJECT





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future projects

FUTURE PROJECT: ALISO CREEK TREATMENT PLANT AND WETLAND





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future projects

PROJECT: SALT CREEK RECYCLING PLAN

PROJECT: LAGUNA BEACH URBAN WATER DIVERSION UNIT PLAN

PROJECT: HARBOR PATROL/EDUCATION BOAT – HUNTINGTON BEACH/DANA POINT

PROJECT: HUNTINGTON BEACH FIRST STREET BEACH



miocean

board of directors

The board's commitment is demonstrated not only by the personal time each member dedicates to the foundation, but also by the fact that the board underwrites 100% of the operating costs of Miocean. Which means every dollar contributed goes to eliminating runoff pollution.

Ian Adam

Craig S. Atkins

Robert Allison

Julie B. Beckley

Jeff Bizzack

John-Paul Beeghly

Steven Bray

Robert Brunswick

Patrick R. Fuscoe

Martyn Hoffman

Jeff Katke

Lynda Lane

Paul Makarechian

Jeff Manley

John Moody

Keith Ross

Michael Webb

Greg Wohl

Randy Zurbach



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2007-2008 fundraising goals

Our goal for this year is 1,000,000. Now we know as an individual or even an individual corporation the idea of eliminating runoff pollution looks like an impossible task.

\$1,000,000

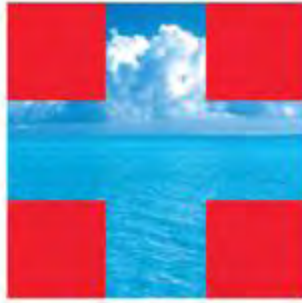


BLUE42

business people eliminating urban pollution on our blue 42 mile orange county coastline

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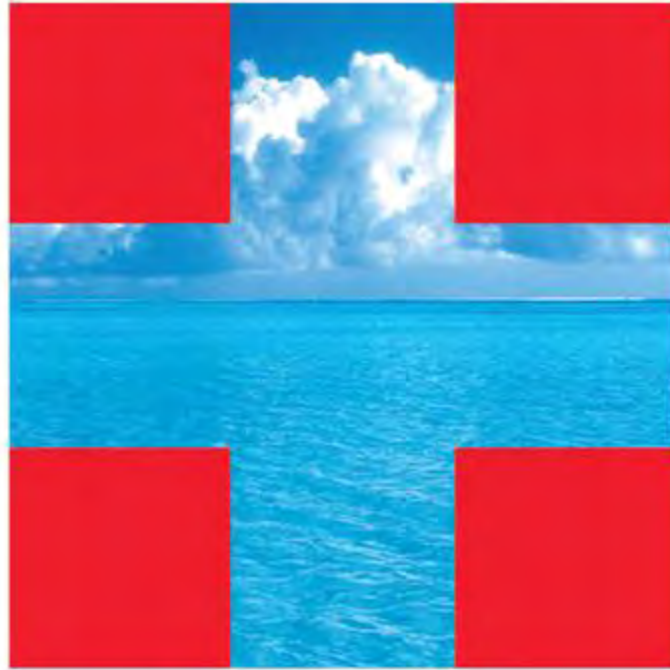
vision

But our vision is to create
a focused, community
based foundation of
business leaders,
dedicated to eliminating
runoff pollution.

Because we believe when
we all come together
as a community
and pool our efforts...

a community can make an
ocean of a difference.





miocean

“bringing our oceans back to life.”

✧ www.miocean.org ✧