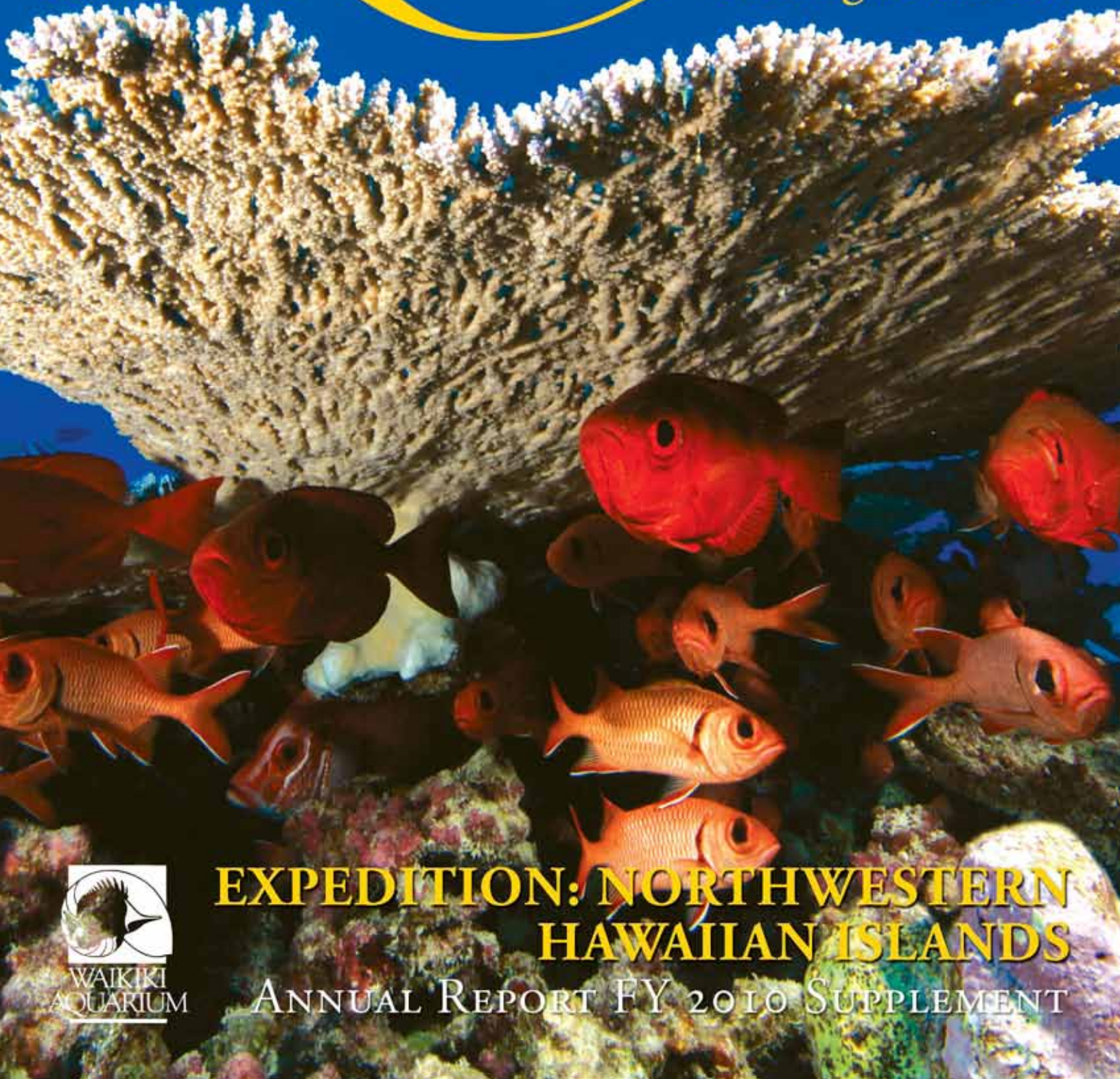


[www.waquarium.org](http://www.waquarium.org)

# *Kilo iä*

*Autumn 2010*

looking at the sea

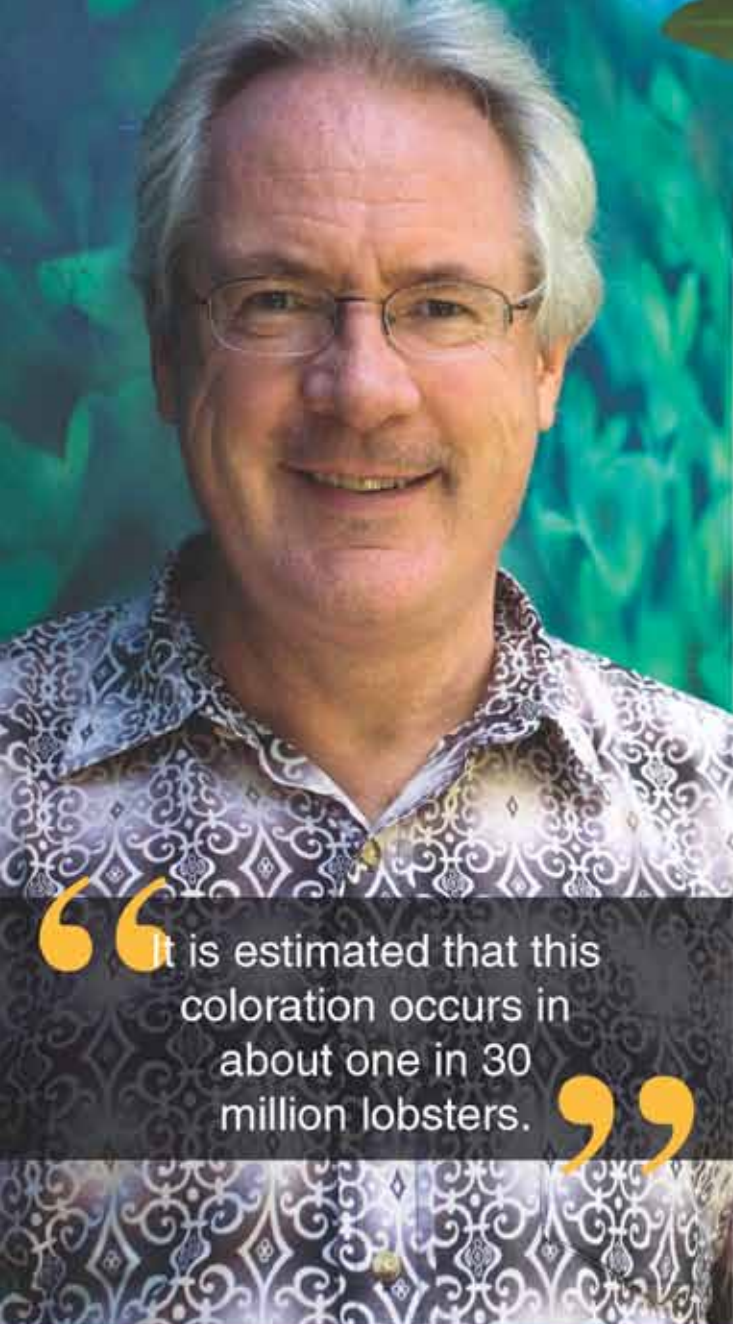


WAIKIKI  
AQUARIUM

**EXPEDITION: NORTHWESTERN  
HAWAIIAN ISLANDS**

ANNUAL REPORT FY 2010 SUPPLEMENT





## FROM THE DIRECTOR

The Aquarium is home to vibrantly colored and dynamic fishes, stunning coral displays, mesmerizing jellyfish and charismatic monk seals, but the undoubted star of the show over the past few months has been a lobster that became famous even before it went on display.

Christened "the golden lobster" by local media and "Leilani" by the staff at Wainani Kai Seafood, who donated her, the orange-brown crustacean is not a new species, but a rare color form of a standard Maine lobster.

Lobsters produce their own pigments from the food they eat. Normal colored lobsters have skin and shells made up of red, yellow and blue pigments that are absorbed from their food and that bind with proteins in the shell. These colors combine to produce a normal-colored lobster. (Lobsters turn red when boiled because the proteins in the shell are destroyed.) Every now and again, however, the genes for processing red and blue are absent, and only the yellow is expressed and we get the rare yellow-golden lobster.

How rare is a golden lobster? Very! It is estimated that this coloration occurs in about one in 30 million lobsters.

In the wild, yellow-golden lobsters are at a disadvantage because their bright colors make it easy for predators to spot them. Leilani's new temporary home at the Aquarium will spare her this fate. She made a starring appearance at the recent Family Night and will be on display at the Aquarium for a short time before moving to a research facility for the remainder of her natural life.

Dr. Andrew Rossiter  
Director



*Andrew Rossiter*

“It is estimated that this coloration occurs in about one in 30 million lobsters.”



*Kilo ʻiā*

Issue Number 175 Autumn 2010

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Cover photo: Big eye on Rapture Reef, French Frigate Shoals.  
Photo courtesy of Greg McFall-NOAA's Office of National Marine Sanctuaries.



# LURED IN

Is it a rock? A sponge? Or a frogfish? Stop by and visit our new frogfish — one of our most popular “weird” residents.

Aside from their unusual stubby appearance, frogfish are remarkable for their feeding mechanism. Look carefully and you may see its small lure, or illicium, which is tipped with a fleshy bait called the esca. The fish dangles this lure in front of its large jaw. When prey venture too close, the frogfish rapidly expands its cavernous mouth, sucking the animal in. A frogfish can expand its mouth cavity up to twelve times in just milliseconds, making this one of the fastest capture mechanisms in the animal kingdom.

Frogfish eat crustaceans, other fish — and even each other. When we have more than two animals on display, you will notice the glass barrier that we use to separate them — for obvious reasons.

The scaleless frogfish uses its superb camouflage to help it catch its food and to protect itself from becoming something else's food.



## Members' Night



Dr. Rob Toonen investigates a sample out in the field.  
Photo: Carlie Wiener.

## Sneak peek at monumental new exhibit

November 14

Waikiki Aquarium members will be among the first to get a sneak peek at work underway on the new Northwestern Hawaiian Islands exhibit during Members' Night on Nov. 14.

This significant new exhibit, which is scheduled to open next year, celebrates the unique profusion of life found in the Papahānaumokuākea Marine National Monument. This is the largest project undertaken at the Aquarium for some time, and it has come about in large part thanks to the support of our members. You can read more on page 4 about the work that Aquarium staff have put into making this exhibit a reality.

The evening begins with the 2010 FOWA Annual Meeting. Members will get a behind-the-scenes view of the exhibit in progress and learn more about the monument and its inhabitants from interactive displays, activities and a presentation by Dr. Rob Toonen, a coral biologist and marine aquarium enthusiast, who regularly conducts research in the Northwestern Hawaiian Islands. For years, Toonen has been studying the causes and consequences of larval dispersal in the ocean, particularly between the Main Hawaiian Islands and the Northwestern Hawaiian Islands. Roughly 80 percent of marine species go through a planktonic stage when

they can be dispersed in ocean currents. Toonen's talk, “What is connectivity and why should you care?” includes plenty of photos and a slide show of critters from the Papahānaumokuākea Marine National Monument.

See the calendar on page 8 for more information.

## GET WET

The Aquarium has a new way to draw visitors into the wonders of the ocean with a new water table that will be set up periodically on the deck near the moi tank. The table will sometimes be used as a touch pool and sometimes as an observation-only place for the Aquarium to share some unique and wonderful sights.

The water table will enable additional hermit crab and sea urchin encounters for the more than 15,000 school children who come to the Aquarium for docent tours every year. It will be used for animal encounters during special events or to provide an extra learning experience during education classes. Plus, it provides an ideal place for the Aquarium to share with the public some of the strange animals that sometimes come our way, but which, for various reasons, cannot go on permanent display.

Our mahalo goes to NOAA's National Marine Sanctuaries program and National Marine Sanctuaries Foundation, which provided the funding for the table.



Pictured at the opening for the new wet table, from left, NOAA's Dan Basta, UH-Milner's Charviller Virginia Hinshaw and Aquarium Director Dr. Andrew Rossiter. Photo courtesy of NOAA National Marine Sanctuaries.



A dive support boat heads out at Pearl & Hermes. Photo: Dr. Kelly Gleason.



Aquarium Biologist Rick Klobuchar (at right) and U.S. Fish & Wildlife's Jim Maragos harvest corals at La Perouse, French Frigate Shoals. Photo: Heidi Schuttenberg.



Richard Pyle is renowned for his exploration of the Twilight Zone. He is also the world expert on collecting fish from deeper waters. Here, he makes a decompression stop to release the gas accumulating in the fishes' swim bladders. Photo: Ray Boland.



Coral fragments suspended in a holding tank for transport back to O'ahu. Building on past experience, Klobuchar was able to improve the transportation system for the animals and had a 100 percent survival rate for both fish and corals. Photo: Rick Klobuchar.



Big eye on Rapture Reef, French Frigate Shoals. Photo courtesy of Greg McFall-NOAA's Office of National Marine Sanctuaries.

# EXPE NORTHW

There it was: Midway Atoll. After more than four hours of bumpy flight over nothing but deep, blue water, Aquarium Biologist Rick Klobuchar watched the famed Northwestern Hawaiian Island chain spreading out over the ocean. It lived up to every postcard expectation: turquoise waters, white sand and nothing else for miles.

Klobuchar was arriving on Midway to join a research expedition on NOAA's research ship, the *Hi'ialakai*. Part of the expedition was dedicated to collecting fish and corals for the Aquarium's upcoming exhibit on the Northwestern Hawaiian Islands.

This was Klobuchar's first visit to the Papahānaumokuākea Marine National Monument, which had, only a month before, become a UNESCO world heritage site. The place more than lived up to expectations.

"I used the word 'amazing' a lot on this trip," Klobuchar says with a laugh.

When Klobuchar arrived at Midway, Bishop Museum ichthyologist Richard Pyle had already been busy for several days collecting fish from the waters around Pearl and Hermes and Midway. Waiting for Klobuchar were three tanks full of some of the species unique to these far-flung islands.

Around 90 percent of the fish on these deep reefs are found nowhere else in the world. Among the fish collected on this trip are the softly colored Thompson's





# ADDITION: WESTERN HAWAIIAN ISLANDS

anthias, spotted knifejaws, Hawaiian morwongs and black and ivory masked angelfish, a species that is extremely rare in the main islands, but which can be seen swimming in large schools here. Many of these fishes have never been exhibited at the Aquarium before.

Klobuchar worked closely with Pyle to make sure the fish were prepped for their flight back to O'ahu. He also contacted his colleagues back at the Aquarium to alert them that the fish were acclimated to colder water than they had been expecting; staff in Live Exhibits were able to reconfigure the waiting quarantine tanks to minimize stress on the animals when they arrived. All the careful attention to detail paid off: There was a 100 percent survival rate for the fishes and corals collected during the expedition.

With the fish safely dispatched, Klobuchar was able to get out in the water himself. As the Aquarium's coral expert and the lead staff member on the new NWHI exhibit, the reefs were an amazing inspiration for him. Spanning 1,200 nautical miles, this is possibly the last large-scale, predator-dominated coral reef ecosystem on the planet. Many areas of the monument are still unexplored and researchers are still finding things they've never seen before.

Klobuchar saw expansive reefs completely dominated by coral; individual *Acropora* table corals that stretched 40 feet across; schools of reef fish numbering in the hundreds and, sometimes, thousands; and plenty of apex predators — most dives were accompanied by sharks.

"They were just very curious and would circle around us, watching," Klobuchar says.

The Hi'ialakai docked at Midway for four days and the dive support boats went out every day. The vessel then made a day trip up to Kure Atoll — the northernmost coral reef — before heading south again to French Frigate Shoals and onward home to O'ahu.

NOAA's Randall Kosaki and U.S. Fish & Wildlife's Jim Maragos collected more corals to bring back to the Aquarium. Along with Klobuchar, they collected up to 22 species, some of which are likely new species. They will join other corals that were harvested during a previous expedition and which are growing successfully behind the scenes at the Aquarium.

Some of these corals will be used to populate the new exhibit; other specimens will go into the Aquarium's growing Coral Ark, a species bank that holds uncounted value for future research and restoration.

As one of the most remote island chains on our planet, the Northwestern Hawaiian Islands show us a glimpse of our planet before humans became the top predator in the ocean food chain. The area and its inhabitants enjoy new protected status, yet they are still not immune to human touch.

During this expedition, researchers were concerned by the high water temperatures they recorded and are worried the corals in the NWHI — many of which are found nowhere else in the world — are headed for a big bleaching event. The last such event was in 2002 and many of the corals still have not recovered. Klobuchar saw evidence of the damage when they dived at a site known as Coral Gardens off of Kure. Once known for its prolific life, all divers found on this trip were thick, choking beds of algae.

It is scenes like this that reemphasize for Klobuchar — and everyone at the Aquarium — the importance and value of their work with the upcoming NWHI exhibit and the Coral Ark.



# CRUSTACEAN Celebration

The crustaceans ruled at Family Night on Aug. 27. As the sun went down over Waikīkī, parents and keiki mingled with a crusty cast of characters, from barnacles to mole crabs to glowing ostracods. The experts were there to answer questions and Hokulani Bake Shop was there with its cupcake truck, plus its donation of crustacean-shaped cookies for every child. Sara Probst from the U.H. Theatre Department brought her beautiful hand-crafted puppets and enthralled the audience with her puppet shows. And kids crafted their own crab claws, then took to the lawn to catch bubble "food" before learning how to shimmy like a shrimp and scuttle like a crab. It's cool in the crustacean kingdom.



KE  
KANI  
O KE KAI 2010

## ROCKING BY THE OCEAN

Surf and sunsets once again provided the perfect setting for this summer's Ke Kani O Ke Kai concert series. This year we featured some of the best in Hawai'i entertainment, including HAPA, Makana, Willie K, Amy Hanaiali'i and Ho'okena.

Our restaurant partners provided ono kine grinds for concert-goers: Our mahalo to Kahai Street Kitchen, Rainbow Drive-In, Yama's Fish Market, Big City Diner and Hula Grill Waikīkī.

Also, mahalo nui loa to the series' presenting sponsor Outrigger Hotels & Resorts. And to our sponsors: Pepsi, Hawaiian Airlines, JMJ Rentals, Northwestern Mutual Financial Network, Servco Foundation, King Windward Nissan, Kona Brewing Company, Honblue, Kualoa Ranch and Becker Communications. The Aquarium is also grateful to Barefoot Wines and HASR Wine Co. for their support, and to Kōkua Hawai'i Foundation's Plastic Free Hale'iwa, who shared the message about reducing the use of plastic to protect our oceans and environment.

Most of all, thank you to all our concert-goers for coming! Four of the five concerts this year were sell-outs. That was bright news indeed, given that net proceeds from the series will go toward the first phase of a photovoltaic system at the Waikīkī Aquarium.



Pictured from top: Amy Hanaiali'i, Makana, Ho'okena, Willie K and HAPA with Aquarium Director Dr. Andrew Rossiter. Photos: Kelsey Ige.





# CLASSES & ACTIVITIES

October-December 2010

## Afterschool at the Aquarium

Wednesdays 3:00 p.m.

Looking for something to do after school? Every Wednesday, the Aquarium hosts a fun activity on the lawn. You can enjoy stories by the sea, or maybe a critter encounter or a creative movement session. The activities last from 10 to 20 minutes and are designed for ages 4 to 8, but everyone is welcome. Free with Aquarium admission.

## Small Fry

Oct 6-Nov 3, Wed

A Session 8:30-10:00 a.m.

B Session 10:30 a.m.-noon

For the youngest learners. An adult and their 1- to 3-year-old team up to discover the amazing undersea world of the Aquarium. Five weekly sessions include crafts, song, play and exploration of the exhibits. For adult-child teams. \$65/adult & child (\$90 for non-members).

## Aquarium After Dark

Oct 8, Fri 6:30-8:00 p.m.

Dec 28, Tue 6:30-8:00 p.m.

Discover if fish sleep, sea snails snooze or weedy seadragons doze on an after dark flashlight tour of the Aquarium exhibits. Minimum age 5 years; youngsters must be accompanied by an adult. \$10/adult, \$7/child (\$14/\$10 for non-members).

## Exploring the Reef at Night

Nov 5, Fri 6:30-9:00 p.m.

Nov 19, Fri 6:30-9:00 p.m.

Dec 4, Sat 6:30-9:00 p.m.

Dec 20, Mon 6:30-9:00 p.m.

Jan 2, Sun 6:00-8:30 p.m.

Jan 18, Tue 6:30-9:00 p.m.

For an experience you'll not forget, join us as we explore the reef at night. Aquarium staff and participants wade up to their knees on these wet and wild excursions. Test your nocturnal vision as we search for crabs, shrimps, eels and octopus. For adventurers aged 5 years and up; youngsters must be accompanied by an adult. \$15/adult, \$9/child (\$18/12 for non-members).

# REGISTRATION INFORMATION

- Questions about the activities? Call the Waikiki Aquarium Education Department at 440-9007.
- Preregistration is required for all activities.
- FOWA members are allowed up to four total registrants at FOWA rate.
- A handling fee of \$5 will be assessed for withdrawals.
- No refunds can be made for no-shows or for withdrawals made seven days or less before an activity.

### To register by phone:

Call 440-9011. Visa and MasterCard are accepted.

### To register by mail:

Full payment must accompany completed registration forms. Please, no cash.

Make checks payable to **University of Hawai'i**. Visa and MasterCard are also accepted.

Mail the completed registration form with a check or credit card information to:

**Waikiki Aquarium Education Department**  
**2777 Kalākaua Avenue**  
**Honolulu, HI 96815**





## Ocean Arts! Holiday-Themed Ocean Crafts

Nov 11, Th Veterans Day

A Session

9:30-11:30 a.m.

B Session

12:30-2:30 p.m.

Nature provides the inspiration. You provide the creative juices to produce marine-themed art projects. The projects are great multi-age challenges, perfect for gifts, decorations and holiday cards. All materials are provided. An adult-child program for ages 6 and up. \$9/person (\$14/person for non-members).

## Members' Night

Nov 14, Sun

Join us for the 2010 FOWA Annual Meeting & Members' Night to find out how your support of the Friends of Waikiki Aquarium has helped the Aquarium over the past year, and be among the first to get a sneak peek at the work going on behind the scenes on the new Northwestern Hawaiian Islands exhibit. Learn more about the Papahānaumokuākea Marine National Monument and its inhabitants from Dr. Rob Toonen, a coral biologist and marine aquarium enthusiast, who regularly conducts research in the Northwestern Hawaiian Islands. The FOWA Annual meeting begins at 5 p.m.; doors and exhibits open at 6 p.m.; presentation at 6:45 p.m.

## Oceans Alive!

**Movement: Fins, jets, arms and legs**

Dec 28, Tue

10:00-11:30 a.m.

Sing, dance, move and groove. Draw, color, create and play. Observe, watch, look and touch. Learn more about the sea during our Oceans Alive! Move through stations and enjoy a variety of hands-on activities in the Aquarium's newest class offering. Designed for keiki 2-5 years old. \$5/person (\$7 for non-members).

# ACTIVITY REGISTRATION FORM★

Name(s) \_\_\_\_\_

Adults \_\_\_\_\_

Phone (home) \_\_\_\_\_

Children/Ages \_\_\_\_\_

Phone (work) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

email: \_\_\_\_\_

Please register me for

Activity

Session

Date(s)

Number of Adults/Children

Price

_____	/	_____	_____	_____
_____	/	_____	_____	_____
_____	/	_____	_____	_____
_____	/	_____	_____	_____
_____	/	_____	_____	_____

Total amount of payment enclosed (check payable to University of Hawai'i): \_\_\_\_\_

If paying by credit card

Credit card # \_\_\_\_\_

☐ JCB

☐ Visa

☐ MasterCard

Expiration date: \_\_\_\_\_ Last three digits of security code on back of card: \_\_\_\_\_

I am a FOWA Member ☐ Yes ☐ No





*Acropora cytherea*  
Photo: Rick Klobuchar

## OUR MISSION:

To inspire and promote  
understanding, appreciation  
and conservation of  
Pacific marine life.

# FY 2010 ANNUAL REPORT SUPPLEMENT



# DIRECTOR'S MESSAGE

The highlight of this past year has been the long-awaited start of construction on our Northwestern Hawaiian Islands exhibit. It took a small army of Aquarium staff to delicately maneuver the 1,200-pound acrylic panel that forms the front face of the exhibit through the galleries and into the exhibit.

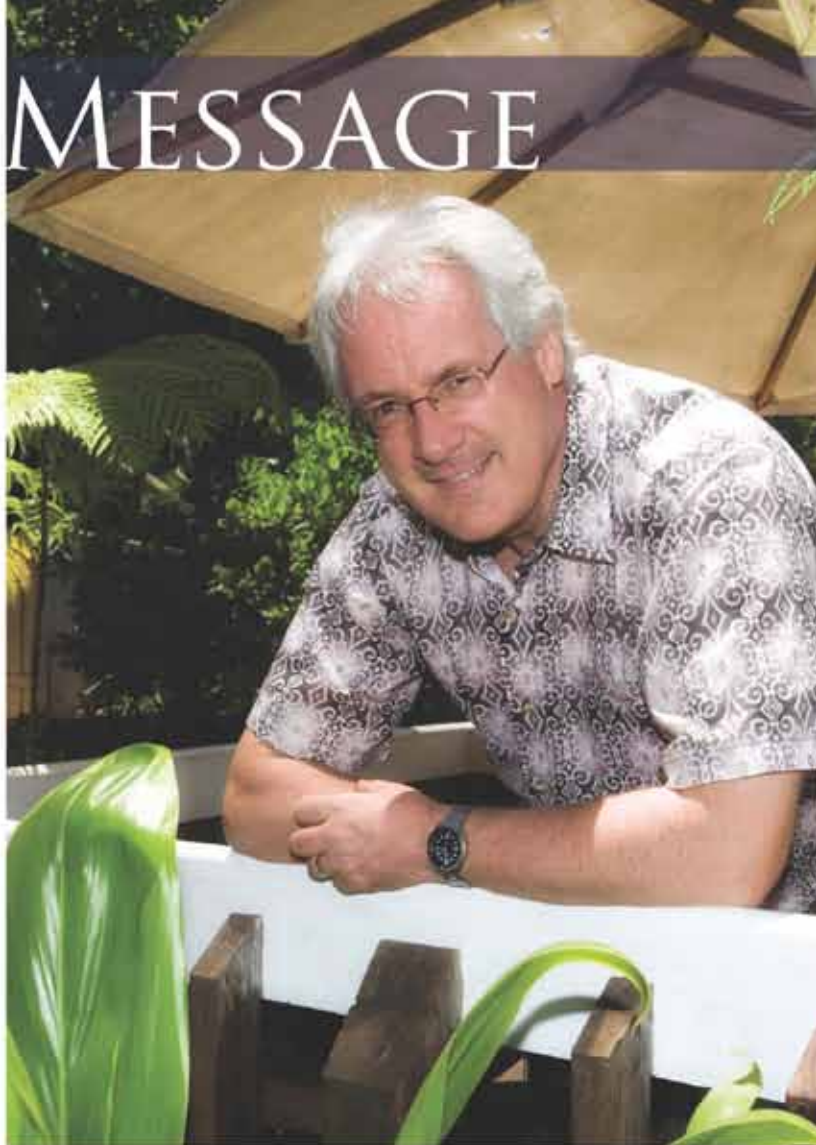
After successfully passing water testing, staff members are now installing the life support systems. The fish and corals that will call the exhibit home have been collected and are being well looked after in the quarantine area — you can read more about this work on page 4.

Much remains to be done before the exhibit is open to the public, which, if everything proceeds smoothly, we estimate will occur in spring 2011. In the interim, an educational graphic display has been installed over the construction wall fronting the exhibit. We hope this goes some way toward explaining why the marine life of these islands is so special.

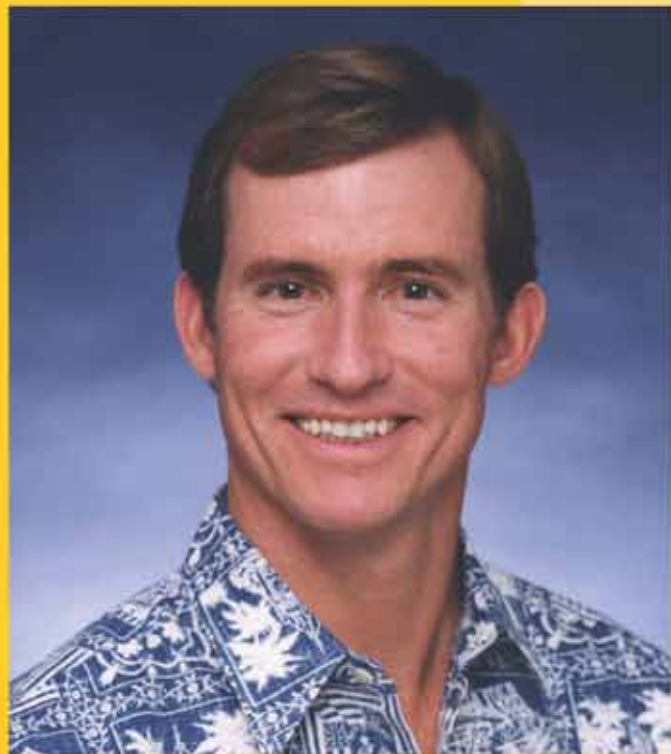
Before this major new exhibit opens, we will also begin work on a new Hawaiian Streams exhibit that will highlight these important but often underappreciated ecosystems. Replacing two existing displays in Gallery Four, this exhibit will feature a waterfall and stream and focus on the handful of freshwater fishes and invertebrates native to Hawai'i, while highlighting their conservation needs.

Together, these two exhibits further our commitment to continual improvement and renovation at the Aquarium. Both were funded in part by money raised at our summer concert series, and so, to all who attended, thank you. We hope you will agree that these two projects are money well spent; projects that display some of Hawai'i's living treasures and that bring home to us all why we need to conserve them.

*Andrew Rossiter*



## MESSAGE FROM THE CHAIR, FRIENDS OF WAIKĪKĪ AQUARIUM



We all take great pride in supporting the Waikiki Aquarium through our membership with the Friends of Waikiki Aquarium.

Although small in size, the Waikiki Aquarium has an enormous impact on our community. Our facility is a beehive of activity, day and night, as a constant stream of guests parades through the front gates. In fact, nearly 1,000 people a day stop by to see the incredible exhibits and hundreds of species of marine life, some found nowhere else in the world. Our kama'aina keiki are bussed here on class field trips to learn first hand about the undersea ecosystems that surround our islands. Visitors and locals alike come not only to see the exhibits, but also to participate in the many educational programs put on by Aquarium staff and volunteers.

If you visit regularly, you will appreciate the constant change and improvements. This year, the Aquarium team has forged ahead with the construction of a new major exhibit showcasing the Northwestern Hawaiian Islands. When complete, this world-class display will allow all to experience many of the unique species found in our Northwestern Hawaiian Islands. This exhibit will go a long way to fulfilling our mission of "inspiring and promoting an understanding, appreciation and conservation of Pacific marine life."

Financially, the Board of Directors of the Friends of Waikiki Aquarium has done an outstanding job of maintaining a healthy balance sheet and using those funds to promote the constant revitalization of the facility, the displays and the behind-the-scenes academic research.

Charles Kelley  
Chair, Friends of Waikiki Aquarium

*Charles R. Kelley*



# FY 2010 HIGHLIGHTS

## kokua: reaching out

- ★ A total of 290,479 people **visited** through our admission desk this fiscal year, signaling a drop in attendance of 2.4 percent.
- ★ The Community Education Program offered 80 classes and activities, which were attended by 2,363 people.
- ★ Our school programs hosted 5,372 students and teachers in the Docent Program and 15,559 overall.
- ★ We formed several **partnerships** this year to promote Aquarium membership. A partnership with Foodland garnered more than 40 new memberships. We also attended a Hawaiian Airlines Employee Fair to promote memberships to its more-than 3,900 employees, and joined in Kahala Mall's Kids' Day to promote the Aquarium's programs, services and membership. Another partnership with the University of Hawai'i Federal Credit Union offered its 23,000 members a special Waikiki Aquarium discount.
- ★ The Aquarium joined in the New Baby Expo 2010 on May 15 and 16 at the Blaisdell Center. As an Hourly Prize Giveaway Sponsor, we donated 16 family memberships that were packaged in baskets donated by Diamond Bakery. The expo is attended by up to 14,000 people.
- ★ A partnership with the Hard Rock Café offered FOWA members a 20 percent discount on food, non-alcoholic beverages and non-charity merchandise.
- ★ The Aquarium was selected as a **shoot location** for the independent film, **KNOTS**. The Aquarium hosted a cast and crew of more than 50 people. The film is a co-production of Redhead Productions LLC and Island Film Group and is currently in post-production.
- ★ Our **facility rental** program hosted more than 70 private events this year, with a total guest count of more than 10,500 people. We also hosted a monthly meeting of the O'ahu Wedding Association to showcase the Aquarium facility, and developed two versions of a postcard for marketing/promotions of facility rentals to the wedding and general markets.

## hana hou!

- ★ Romance was in the air — and the water — again on Feb. 14 as we celebrated Valentine's Day with an evening of **Seaduction**. Thirty-one couples dined exhibit-side with a three-course meal by The Catering Connection.
- ★ We celebrated **SeaHunt** on March 27. In line with the Aquarium's policy to leave a smaller plastic imprint on the environment, this year's hunt took on a new plastic-egg-less format. The hunting grounds were transformed into a coral reef and 588 hunters searched out marine life puzzle pieces; when assembled, they gave facts about different animals. The event received strong support from McDonalds, 'Ohia Productions, Eight-Point Distributors, Service Systems Associates, NOAA, Hawaii Dental Service and the Hokuani Bake Shop.
- ★ The 2009 **Ke Kani O Ke Kai** concert series featured The Brothers Cazimero, Hoku Zattermeister, Kaunakakaiwa Kanakaole, Maimalua and Willie K. Three of the five concerts were sell-outs. Our 2009 restaurant partners were Yama's, Big City Diner, Rainbow Drive-In, Blu Water Grill and Hula Grill. They donated 50 percent of their proceeds to the Waikiki Aquarium. The 2009 concerts brought in more than \$32,000, which is helping fund an upcoming revamp of the Hawaiian Streams exhibit. The 2010 season kicked off with a sell-out crowd for HAPA. Guests enjoyed good food from Kahai Street Kitchen. For the first time, beer and wine and Waikiki Aquarium logo items were on sale at the concerts. Ke Kani also has adopted the plastic-free philosophy: Instead of bottled water sales, water coolers and paper cups were stationed around the lawn.
- ★ More than 300 people attended **Family Night** on Aug. 20 and gained a new appreciation for the weird world of echinoderms.
- ★ World-renowned fish biologist Prof. Eugene Balon joined us for **Members' Night** on Nov. 15 to share his work with the coelacanth, the fish that was thought to have gone extinct with the dinosaurs.

## 'imua: to progress

- ★ Aquarium staff continued their research on **corals**, **nautilus propagation** and **monk seal metabolism**.
- ★ Aquarium Biologist Rick Klobuchar presented the Aquarium's work with **clam artificial joints** at the annual Regional Aquatic Workshop in Omaha, Neb., in June. His talk won the RAW Best Presentation prize.
- ★ Aquarium Biologist Mariko Katayama nurtured five **juvenile weedy sea dragons** behind the scenes. These, the first recruits to a seahorse, seadragon and pipefish research and breeding program, have flourished under her care and attentiveness. A companion major new exhibit along these lines is planned for late 2011.
- ★ Despite a shortage of personnel, staff have used their expertise and experience to maintain the health and well being of our collection and the appearance of our exhibits at high levels.
- ★ We received funding from NOAA for two 20-foot diameter pools for monk seal holding and rehabilitation.
- ★ This year we undertook the infrastructure planning and began construction of the new Northwestern Hawaiian Islands exhibit.
- ★ Our **repair and maintenance program** continued. The foyer and gallery roofing were replaced, as was the foyer carpet. Improvements were made to the staff women's restrooms; new air conditioners were installed in Gallery One and the classroom; a new workshop area was created in the old generator area; and the behind-the-scenes kitchen was renovated with a new stainless steel sink and countertop.
- ★ The 100th Anniversary plaque was relocated to the front of Aquarium.
- ★ New **graphics** were installed for the NOAA humpback whale interactive kiosk in the theatre area and the NOAA Hawaiian Islands Humpback Whale National Marine Sanctuary in the lawn area.
- ★ A NOAA geodetic marker was installed in the lawn area.
- ★ We purchased a 2001 four-cylinder Chevy S10 pickup from state surplus for carrying loads. The truck is E85 Ethanol compliant. We also purchased a new zero-turn riding mower to more efficiently mow the yard.
- ★ The Aquarium signed a **Memorandum of Agreement** with NOAA/National Marine Sanctuaries allowing us to purchase a water table, renovate the classroom and support the Northwestern Hawaiian Islands exhibit.
- ★ NOAA/Pacific Services Center provided underwriting for a unique **Traditional Ecological Knowledge** series with cultural practitioners and noted scientists from the Nature Conservancy, NOAA and University of Hawai'i.
- ★ Grants totaling more than \$55,000 from the state Department of Land & Natural Resources Kaulunani Program, the University of Hawai'i Women's Campus Club and a private foundation allowed us to create a **Hawaiian Coastal Garden** with native plants, purchase new wheelchairs for visitors, and initiate a much-needed program to provide bus transportation to the Aquarium along with educational materials and lunch for 1,500 school children and 100 families in economically disadvantaged areas.

## mahalo!

- ★ As always, we couldn't do it without our **volunteers**. This year 385 active volunteers donated nearly 17,600 hours to our operations — an increase of 1,753 hours over last year. Your passion and your enthusiasm and your time is greatly appreciated.
- ★ In an economic climate where we need to do more with less, our **community outreach** and **collaboration** has been critical. Major areas for this fiscal year included our National Oceanic & Atmospheric Administration programs, corporate partnerships, grants and donors. Initiatives such as April's Earth Day and June's World Ocean Day, along with strong support from Friends of Waikiki Aquarium board members, helped forge **new corporate relationships**, increased marketing reach and monetary support. Turn to page 14 to see all those who have provided valuable funding this year.



# FINANCIAL REPORT FY 2010

A total of 290,479 people visited through our admission desk this fiscal year, signaling a drop in attendance of 2.4 percent. This decrease includes an 18 percent decrease in visiting school groups, attributable to the unprecedented furlough program instituted by the state Department of Education. Kama'āina attendance increased slightly by 1.4 percent, but visitors decreased by 2.4 percent.

Happily, overall income increased by 3 percent mainly due to increases in grants and contributions (up 78 percent), facility rentals (up 40 percent) and an increase in funding from our gift shops (up 70 percent). Areas experiencing declines were admissions (down 3.4 percent), U.H. allotment (down 18 percent), general fundraising (down 22 percent) and interest income (down 53 percent).

Overall expenditures decreased by almost 3 percent for the period mainly in the areas of personnel (down 3 percent), repair and maintenance (down 19 percent), marketing, fundraising and protocol (down 12 percent), and printing and publications (down 8 percent). Other categories experiencing increases were sup-

plies (up 5 percent), furniture, exhibits and equipment (up 17 percent) and general and administrative costs (up 22 percent).

Natural Selection Gift Shop sales decreased by less than 1 percent for the fiscal year while expenses also decreased by 4.6 percent, mainly due to a decrease in personnel costs and general administrative costs. The gift shop implemented a computerized point of sales system in fall 2009 to better track sales for future planning.

The Natural Selection Gift Shop at Hanauma Bay had a 2.5 percent increase in sales for the year. Expenses also increased by 5 percent, mainly due to an increase in the cost of the annual audit and the cost associated with the Armored Car pickup. This year, gift shop proceeds have enabled the Aquarium to undertake several overdue repair and maintenance projects, such as the replacement AC for the classroom, new carpet in the Aquarium foyer and Gallery One, and repairs to roof and ceiling areas around the building.

## WAIKĪKĪ AQUARIUM COMBINED STATEMENTS OF REVENUES, EXPENSES AND CHANGE IN FUND BALANCE Years ended June 30, 2010 and 2009

	2010	2009
<b>REVENUES</b>		
Admission fees	\$1,461,124	1,512,191
Allotment - University of Hawai'i	602,579	731,664
Grants and contributions	323,890	182,085
Friends of Waikiki Aquarium membership dues	144,963	145,741
Transfer from Natural Selection gift shops	308,055	181,633
Interest income	26,288	55,806
Facility rental	207,901	148,152
Fundraising	88,084	113,155
Education	44,788	43,803
<b>Total revenues</b>	<b>3,207,672</b>	<b>3,114,230</b>
<b>EXPENSES</b>		
Personnel costs	1,932,173	1,997,771
Repairs and Maintenance	195,796	240,405
Supplies	192,991	182,488
Utilities	319,718	340,717
Marketing, Fundraising, Protocol	57,386	65,191
Professional Services	139,206	140,334
General and Administrative	124,993	102,843
Furniture, fixtures, exhibits and equipment	146,367	125,130
Printing and publications	40,876	44,292
<b>Total expenses</b>	<b>3,149,506</b>	<b>3,239,171</b>
<b>Change in fund balance</b>	<b>58,166</b>	<b>(124,941)</b>
<b>Investment gain (loss)</b>	<b>68,010</b>	<b>(199,301)</b>
<b>Fund balance at beginning of year</b>	<b>2,426,397</b>	<b>2,750,639</b>
<b>Fund balance at end of year</b>	<b>\$2,552,573</b>	<b>2,426,397</b>

## RESTRICTED & DESIGNATED FUNDS

### Fund balance at June 30, 2010:

Waikiki Aquarium	\$2,552,573
Natural Selection Gift Shop	662,107
Natural Selection Gift Shop at Hanauma Bay	359,954

### Less:

Restricted funds held by:	
University of Hawai'i Foundation	(310,678)
Friends of Waikiki Aquarium	(2,350,406)
Designated funds:	
Working capital for operations - Aquarium	(500,000)
Working capital for operations - Gift shops	(375,000)

### Unrestricted and undesignated fund balance at June 30, 2010

\$ 38,550

## Notes to Combined Financial Statements

The combined financial statements represent the unaudited results of operations on a modified cash basis of accounting for the Aquarium and includes funding from the following sources: University of Hawai'i-Mānoa, U.H. Foundation, Research Corporation of the University of Hawai'i and the Friends of Waikiki Aquarium.

The unaudited results of the Natural Selection Gift Shop's operations at the Waikiki Aquarium are presented in an accrual basis of accounting and are not a component of the Aquarium's combined financial statements. The shop contributes 20 percent of its gross sales to Aquarium operations.

The unaudited results of the Natural Selection Gift Shop at Hanauma Bay's operations are presented in an accrual basis of accounting and are not a component of the Aquarium's combined financial statements. The shop contributes 10 percent of its gross sales to Aquarium operations.



## NATURAL SELECTION GIFT SHOP

(A division of the Friends of Waikiki Aquarium)

### COMBINED STATEMENTS OF INCOME AND CHANGE IN FUND BALANCE

Years ended June 30, 2010 and 2009

2010 2009

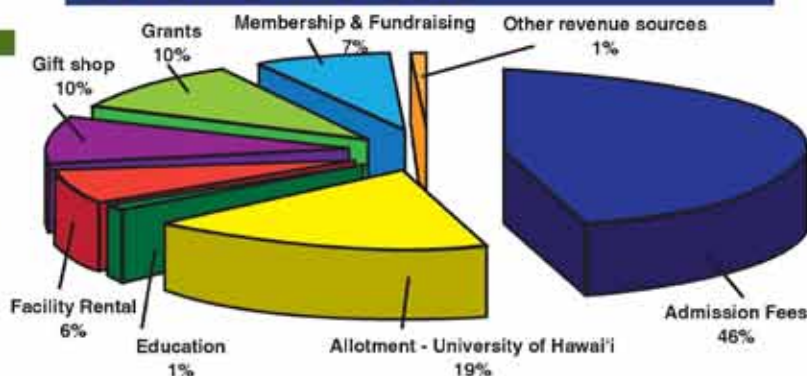
#### REVENUES

Sales	\$567,766	572,471
Cost of sales	248,574	239,234
<b>Gross profit</b>	<b>319,192</b>	<b>333,237</b>

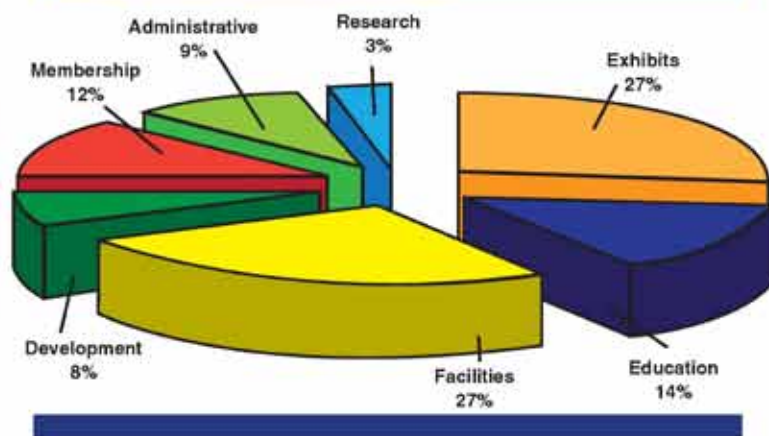
#### EXPENSES

Personnel costs	85,721	97,122
General Excise taxes	24,073	23,741
General and administrative	12,125	12,429
Equipment, supplies, maintenance & repairs	6,375	4,004
Depreciation	2,432	0
Insurance	2,287	2,109
<b>Total expenses</b>	<b>133,013</b>	<b>139,405</b>
Operating income	186,179	193,832
Interest income	2,139	6,696
Transfer to Waikiki Aquarium	(113,553)	(114,494)
<b>Change in fund balance</b>	<b>74,765</b>	<b>86,034</b>
Investment gain (loss)	8,092	(8,608)
<b>Fund balance at beginning of year</b>	<b>579,250</b>	<b>501,824</b>
<b>Fund balance at end of year</b>	<b>\$662,107</b>	<b>579,250</b>

#### REVENUE FYE 2010



#### EXPENSES FYE 2010



### NATURAL SELECTION GIFT SHOP at HANAUMA BAY COMBINED STATEMENTS OF INCOME AND CHANGE IN FUND BALANCE

Years ended June 30, 2010 and 2009

2010 2009

#### REVENUES

Sales	\$693,094	676,217
Cost of sales	307,566	299,088
<b>Gross profit</b>	<b>385,528</b>	<b>377,129</b>

#### EXPENSES

Personnel costs	155,923	152,854
Commissions to City	69,502	67,130
Storage rental	5,631	5,631
General and administrative	19,117	11,828
Equipment, supplies, maintenance & repairs	4,412	4,944
Insurance	4,086	4,548
<b>Total expenses</b>	<b>258,671</b>	<b>246,935</b>
Operating income	126,857	130,194
Interest income	3,441	8,387
Transfer to Waikiki Aquarium	(194,502)	(67,138)

<b>Change in fund balance</b>	<b>(64,204)</b>	<b>71,443</b>
<b>Fund balance at beginning of year</b>	<b>424,158</b>	<b>352,715</b>
<b>Fund balance at end of year</b>	<b>\$359,954</b>	<b>424,158</b>



# The Waikīkī Aquarium WALL OF FAME

The beautiful exhibits at the Aquarium and the valuable research and conservation efforts that go on behind the scenes and in the classroom are the result of the work of many. Here we recognize those who support us through their generous donations. Our mahalo to all those who believe in what we do.

## \$500+

Alston Hunt Floyd & Ing  
Thomas and Jane Chung  
Ian and Carlene Damon  
Brandon Ethington  
Cynthia Foster  
Iliahi Foundation  
King Windward Nissan  
Kona Brewing Company  
Servco Foundation

## \$1,000+

Becker Communications  
Marcus Boland  
Barbara Campbell  
Diamond Bakery  
elle Couture Jewellers  
Randy Fernley  
Hawaii Community Foundation  
Hawaiian Electric  
Jennifer Isobe  
Kaulunani Grant, state Department of  
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Chuck Kelley  
Kualoa Ranch  
Michael Marks  
Matson Navigation  
John Overton  
Madelyn Ross Fund  
Brett Thomas  
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## \$2,000+

A & B Foundation  
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Hawaii Dental Service  
Lloyd Moore Foundation  
Northwestern Mutual Foundation

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Belt Collins Hawaii Ltd.  
Clean Water Branch Department of Health  
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Marine Mammal Center  
Pepsi Bottling

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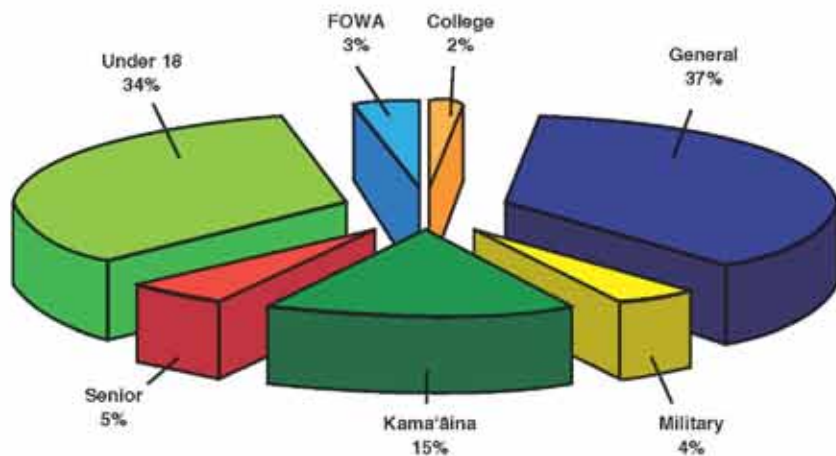
## \$50,000+

Freeman Foundation  
National Marine Sanctuary Foundation  
— NOAA-National Marine Sanctuaries  
— NOAA-Pacific Services Center

## Contributions in kind

Aloha Water  
Disney Nature  
Duke's Canoe Club, Waikiki  
Foodland Stores  
Hokulani Bakery  
Service Systems Associates

## ADMISSIONS FYE 2010



## NEW & RENEWING

The Membership Office  
recorded these new and  
renewing memberships  
between May 4 and Aug. 4,  
2010.

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Lisa & Scott Adams  
Mrs. Mary Agor  
Lionel & Chris Aguilar  
M. M. Akamine  
Michael & Noelani Akau  
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Tom & Carol Allison  
Ken Allison & Lisa Grant  
Mr. & Mrs. Joaquin Almanza  
Roger T. Ames  
Madolyn Ames & Belle Gilding  
Jeanne A., Leah & Michael Anderson  
Kristin Angulo  
Mr. & Mrs. Hart Anway  
Mark & JoAnn Aquino  
Charles & Alison Arista  
Rev. Donald & Judy Asman  
Kenneth & Mae Au  
Sean & Renee Baker  
Frank & Kayleen Bartell  
Mr. & Mrs. Alfredo Barbiolo  
Charles & Carol Barclay  
Kasey Barton & John Maurer  
Beau & Myra Bayne  
Frank & Ingeborg Bednar  
Steven Belaus  
Ron & Gina Bernier  
Debra Bennett  
Stella Berg & Steve Russo  
Gregory House Programs  
Mr. Micah Biggers  
Peter & Kathy Bissen  
Craig & Barbara Bjorkman  
Katharine Blackburn  
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To inspire and promote understanding, appreciation and conservation of Pacific marine life.

Sand anemone.  
Photo courtesy of Greg McFall-NOAA's  
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