“We need to respect the ocean as if our lives depended on it, because they do. The ocean holds most of the life on Earth.”

SYLVIA EARLE, OCEANOGRAPHER; LOGGERHEAD MARINELIFE CENTER “GO BLUE” AWARD RECIPIENT

Loggerhead Marinelife Center has long been a beloved local institution. We’re also a global leader in sea turtle health and ocean conservation.

In 1983, Eleanor Fletcher founded an institution that would become Loggerhead Marinelife Center in Juno Beach. Fletcher, The Turtle Lady, taught school children ocean conservation at her home. She encouraged officials to support policies to save endangered sea turtles. She was so successful, her program soon outgrew the house! In 2007, we opened our current facility.

More than 70,000 visitors experienced the majesty of some of Earth’s oldest inhabitants. Today, we are a world-class sea turtle rehabilitation center. The Gordon and Patricia Gray Veterinary Hospital treats and returns hundreds of sea turtle patients back to the ocean each year. Thousands of guests show up to watch beautiful releases and cheer these newly rehabilitated creatures on their way to the sea.

In 2016, the Center welcomed more than 300,000 visitors. We provided education programming for more than 50,000 learners, some of whom had never seen the ocean.

Located on one of the world’s most important sea turtle nesting beaches, we work with conservation organizations across the globe to save the lives of sea turtles and protect their ocean home.

HISTORY
Loggerhead Marinelife Center began as the Children’s Museum of Juno Beach. (Circa 1983)
1972 Inspired by walks on Juno Beach, retired educator Eleanor Fletcher teaches children about the sea turtle’s role in ocean ecosystems.

1974 Fletcher, “The Turtle Lady,” is licensed by Florida Department of Natural Resources to expand her work on sea turtle health.

1985 Fletcher opens Children’s Museum of Juno Beach. It becomes a popular family destination. Visitors learn about sea turtles and their nesting areas.

1989 Fletcher began Sea Turtle Nesting Survey Program along Juno Beach.

“Loggerhead Marinelife Center is a top tourism destination and an economic driver in Palm Beach County. Nearly 60 percent of guests come from outside of our local area.”

JACK E. LIGHTON
PRESIDENT AND CEO
LOGGERHEAD MARINELIFE CENTER

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PRESIDENT AND CEO
LOGGERHEAD MARINELIFE CENTER
1990
The Children’s Museum changes to Marineliffe Center of Juno Beach to emphasize sea turtle research.

2001
LMC launches The Leatherback Project.

2003
Palm Beach County approves a lease for the Center to build a new facility in Loggerhead Park.

2007
The new 12,000 square foot Loggerhead Marineliffe Center campus opens.

2009
Lynne and Pete Wells found Blue Friends Society, a group of conservation-minded supporters. Today, there are over 800 active members.

“The strong support for our campaign — from civic leaders and donors, to kids raising money for turtles — demonstrates that our community wants this expansion to happen.”

KAREN MARCUS
RETIRED PALM BEACH COUNTY COMMISSIONER, LMC BOARD MEMBER

Go Blue Awards Luncheon, 2016
Why expand? To accelerate our impact in education, rehabilitation, research and conservation.

Why expand the Center’s campus?
With success comes responsibility to keep on succeeding. Enlarging our campus will help us maintain our high standards of excellence in each of our core areas: education, rehabilitation, research and conservation.

**SUCCESS**

**Why expand the Center's campus?**
With success comes responsibility to keep on succeeding. Enlarging our campus will help us maintain our high standards of excellence in each of our core areas: education, rehabilitation, research and conservation.

**In only five years we’ve…**

- **DOUBLED OUR NUMBER OF GUESTS**
  That’s more than 300,000 guests in 2016.

- **TRIPLED EDUCATION PROGRAMMING**
  In 2016, we taught 50,000 learners ocean conservation through 31 public programs. Many students come from Title 1 schools.

- **DISCOVERED A BREAKTHROUGH IN SEA TURTLE REHABILITATION**
  Dr. Manire’s innovative nutritional delivery system helps reduce patient mortality.

- **ACCELERATED SEA TURTLE REHABILITATION**
  We treated and released thousands of sea turtle patients and hatchlings.

- **QUADRUPLED THE NUMBER OF SEA TURTLE NESTS MONITORED**
  In 2016, Center researchers monitored over 16,500 sea turtle nests along 9.5 miles of beach.

- **ESTABLISHED LMC’S GLOBAL PARTNERSHIP NETWORK**
  We have conservation projects in 10 U.S. sites, Puerto Rico, and 10 nations.

- **LAUNCHED TWO IMPORTANT CONSERVATION PROGRAMS**
  Responsible Pier Initiative is now on 50 piers across the U.S. and Caribbean. Project SHIELD offers conservation solutions to piers, resorts, and marine industries.

- **EXPANDED GO BLUE AWARDS**
  LMC annually recognizes individuals and institutions making significant contributions to ocean conservation.
WAVES OF PROGRESS EXPANSION CAMPAIGN
The capital expansion project will increase our existing footprint by 129% with 27,500 total square feet of hospital, exhibits, classrooms, retail, and research laboratory space.

### Key Features of Expansion Plan

**A** Gordon and Patricia Gray Auditorium provides state-of-the-art presentation and lecture space.

**B** Amphitheater and Ocean Reef Tank showcase sea turtles and their natural marine habitats.

**C** Ocean View Café offers guests a place to relax and reflect on their visit.

**D** Expanded Outdoor Hospital increases number of tanks so more sea turtles can be rehabilitated.

**E** Classroom Space expands our programming for school students and life-long learners.

**F** Research Lab supports LMC’s growing scientific leadership in global ocean conservation.

**G** Welcome Center inspires visitors to embrace our education, rehabilitation, research and conservation mission.

**H** Retail Store Expansion helps preserve LMC’s free admission status.

**I** Grand Hall offers flexible space for events, conferences, and programs.

**J** Interactive Exhibit Hall invites guests to experience the marvels of the ocean world.

**K** Operations Center enhances general site management.

**Schedule**

- **Fall 2017**: Shovels in ground to transform footprint
- **Fall 2020**: Grand opening in Phase 1

**Waves of Progress Expansion Campaign**

**Education**

Education is the cornerstone of our mission. We need more innovative spaces for eager learners of all ages.

We can’t say no to kids who want to learn! Or turn away life-long learners who want to engage in ocean conservation. As more families and guests become attuned to the extraordinary marine life in our surrounding waters, we believe it is our responsibility to spark that interest and inspire future environmental stewards through our diverse hands-on education programs.

Our expansion provides more indoor and outdoor learning spaces.

That means many more kids in our hands-on classrooms, more support for Palm Beach County Public Schools STEM curriculum, and more life-long learners engaged in our mission.
“We asked renowned architects Cambridge 7
and Harvard-Jolly to come up with a vision
—one that awes visitors and inspires kids to
love our oceans. One that preserves the
family-friendly charm of our beloved home-
town locale and accelerates our global
leadership in sea turtle research and ocean
conservation. One that warmly welcomes
guests tomorrow and in the years ahead.”

BRIAN K. WAXMAN
LMC BOARD CHAIR

Above
Families with young children have always
favored the play and play area in our courtyard.
The expanded play zone with colorful new
turtles and inviting pathways will be irresistible.

Below
The expanded hospital yard provides room
for additional rehabilitation tanks, allowing
LMC to treat and release more rescued sea
turtles.

Opposite
The new Gordon and Patricia Gray
Auditorium (top right), the Amphitheater
(center), and Ocean Reef Tank (bottom
right) will give guests new ways to
experience and embrace the Center’s
education, rehabilitation, research and
conservation mission.
“We asked renowned architects Cambridge 7 and Harvard-Jolly to come up with a vision — one that awes visitors and inspires kids to love our oceans. One that preserves the family-friendly charm of our beloved hometown locale and accelerates our global leadership in sea turtle research and ocean conservation. One that warmly welcomes guests tomorrow and in the years ahead.”

BRIAN K. WAXMAN
LMC BOARD CHAIR

Above
Families with young children have always loved to pause and play in our courtyard. The expanded play zone with colorful new turtles and winding pathways will be irresistible.

Below
The expanded hospital yard provides room for additional rehabilitation tanks, allowing LMC to treat and release more rescued sea turtles.

Opposite
The new Gordon and Patricia Gray Auditorium (top right), the Amphitheater (center), and Ocean Reef Tank (bottom right) will give guests new ways to experience and embrace the Center’s education, rehabilitation, research and conservation mission.
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K Operations Center enhances general site management.

Schedule

FALL 2017 SHOVELS IN GROUND TO TRANSFORM FOOTTPRINT

FALL 2020 GRAND OPENING PLEASE JOIN US!

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We can’t say no to kids who want to learn! Or turn away life-long learners who want to engage in ocean conservation.

As more families and guests become attuned to the extraordinary marine life in our surrounding waters, we believe it is our responsibility to spark that interest and inspire future environmental stewards through our diverse hands-on education programs.

Our expansion provides more indoor and outdoor learning spaces.

That means many more kids in our hands-on classrooms, more support for Palm Beach County Public Schools’ STEM curriculum, and more life-long learners engaged in our mission.
“The Center’s expansion means more school children will learn about the oceans. More Palm Beach County teachers will engage students with ocean study activities. More world-class researchers will hold education seminars right here in Juno Beach.”

ANN MILLER
RETIRED EDUCATOR
PBC PUBLIC SCHOOLS & LMC BOARD MEMBER

What does the expansion provide?
- NEW OCEAN CONSERVATION AUDITORIUM
- NEW DISCOVERY ZONE EXHIBIT
- NEW OCEAN EXPERIENCE EXHIBIT
- NEW LARGE MULTIPURPOSE LEARNING HALL
- NEW INDOOR HANDS-ON CLASSROOMS
- NEW OUTDOOR EDUCATION AMPHITHEATER
- REDESIGN OF CURRENT LEARNING CENTER

In 2016 we provided education programming for more than 50,000 learners some of whom had never seen the ocean.
Thousands of sea turtles couldn’t live without us.

Our state of the art hospital transforms patient outcomes and puts them on a faster path to recovery. Our hospital is becoming a global teaching hub. “We try to never turn a patient away and that can often mean a crowded ER,” says Dr. Charles Manire, Center Veterinarian. “The expansion will mean we can accommodate more patients from other parts of Florida. It will also allow us to train more visiting veterinarians from around the world.”
Xander, a loggerhead rescued from St. Lucie, Florida, July 2015, arrived at LMC in critical condition. Rehabilitated over several months, Xander was released in March 2016.

“LMC vet Dr. Charlie Manire developed a novel method of injecting nutrients that now saves once untreatable patients. This innovative thinking puts the Center on the cutting edge of sea turtle research and rehabilitation.”

DR. JEANETTE WYNEKEN
DEPARTMENT OF BIOLOGICAL SCIENCES,
FLORIDA ATLANTIC UNIVERSITY,
LMC BOARD MEMBER

What does the expansion provide?
- **REDESIGN OF OUR EXISTING INDOOR HOSPITAL**
- **MORE THAN DOUBLES REHABILITATION YARD**
- **GREATLY EXPANDS HATCHLING CAPACITY**

2011
LMC’s world-class hospital releases its 1000th sea turtle back to the ocean.

2013
Jack Hanna endorses LMC’s new Responsible Pier Initiative. Today, more than 50 ocean piers take part.

2013
Ocean conservationist Gordon Gray establishes Circle of 50, donors who give at least $5,000 annually to support our mission. It’s grown to Circle of 125.

2013
Dr. Charles Manire perfects revolutionary technique to provide nutrition to sick sea turtles, reducing mortality rate.
The Center has become a world leader in sea turtle research.

For nearly three decades, during sea turtle nesting season, the Center’s research biologists have monitored 9.5 miles of beach in North Palm Beach County. This stretch is among the world’s most important and densely nested beaches for leatherback, green and loggerhead sea turtles.

LMC has collected an unparalleled data set that helps determine the overall health of each sea turtle population. Our scientists explore how changing coast lines impact sea turtles. They present their findings at international conferences.

Early mornings from March 1 to October 31 LMC researchers monitor crawls, nests and hatchlings.

2016 Sea Turtle Nesting Season

In 2016, an estimated 3,954 female loggerhead, green, and leatherback sea turtles laid 1,649,648 eggs, producing 812,500 hatchlings on the beaches that LMC monitors.

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2014
The Center launches Responsible Boater Initiative and assumes management for Juno Beach Pier.

2015
The Center launches Project Shield, partnering with tourism groups, SCUBA, fishing-charter operators and other marine industries to promote best conservation practices.

2015
LMC researchers report record sea turtle nesting season on the 9.5 miles of beach the Center monitors: 10,679 loggerhead, 213 leatherback, and 5,443 green turtle nests.

What does the expansion provide?

- FULLY-EQUIPPED RESEARCH LABS REQUIRED TO SECURE GRANTS
- CLASSROOM AND PRESENTATION SPACES FOR CONFERENCES
- LAB SPACE FOR VISITING RESEARCHERS

“As new labs are created and equipped, more great science will be done at the Center. As a researcher with a lifelong interest in marine biology, I’m proud to be a part of making this happen.”

TOM KODADEK
PROFESSOR OF CHEMISTRY AND CANCER BIOLOGY, SCRIPPS FLORIDA, LMC BOARD MEMBER
The Center promotes marine conservation and works with global partners to keep sea turtles healthy and oceans clean.

The Center has greatly accelerated our global conservation impact through research and collaborative programs with partners ranging from international agencies to small grass roots non profits.

In 2014, the Center launched Project SHIELD, an initiative providing conservation and pollution prevention solutions to recreational and commercial operators in areas of vital sea turtle habitat.

One component is the Responsible Pier Initiative, providing conservation education to thousands of anglers, and is responsible for the rescue of sea turtles and removal of marine debris. “Our goal is to expand our international network and use the tools and resources in Juno Beach to solve global conservation challenges,” says Tommy Cutt, LMC’s Chief Conservation Officer.
“Oceans don’t have boundaries. Conservation efforts must span the globe. Until I visited the Center, I had no idea just how much good work it does around the world.”

PAUL NICKLEN
ARCTIC EXPERT AND NATIONAL GEOGRAPHIC PHOTOGRAPHER

ON THE GROUND PROGRAMS
LMC’s conservation staff deploys innovative solutions designed to protect sea turtles and their habitat.

RESEARCH PARTNERSHIPS
LMC participates in symposiums and workshops to share best practices, present research and meet with partners to solve local conservation challenges.

VIRTUAL FIELD TRIPS
In addition to our many other conservation efforts, LMC invites students around the world to experience Loggerhead Marinelife Center and learn about the importance of ocean conservation through our Virtual Classroom.

Although we’re involved in efforts around the globe, we’re most active right here in our backyard, working on the ground in no fewer than 33 separate locations around the state.
Our expansion budget is $14 million. We thank our visionary supporters for helping us build a solid financial foundation to launch LMC’s Waves of Progress Capital Campaign. Will you help us raise the rest?

**Expansion Budget**

- **Construction**: 55%
- **Educational Exhibits**: 24%
- **Finance & Insurance**: 10%
- **Scientific Equipment**: 7%
- **Endowment**: 4%

**A Range of Naming Opportunities**

The Loggerhead Marinelife Center Expansion provides a range of highly visible and exquisitely designed naming opportunities. They enable generous donors to leave a legacy that inspires all those who visit us to learn about sea turtles and ocean conservation.

Contact Lynne Wells at 561-627-8280, ext.102 or Lwells@marinelife.org for more information.

“More than 300 volunteers donate thousands of hours each year to lead tours, host school children, and care for our sea turtles. The Center is also blessed to receive strong financial support from an appreciative community that believes in our mission.”

Joe Zavertnik, LMC Volunteer
Our lead donors help us make Waves of Progress.

“Donors look for careful stewardship of their dollars. The Center’s leadership team has proven they’re strong managers who can execute a vision. I’m pleased to support the campaign with a lead gift and board challenge.”

BRUCE BEAL
LMC BOARD MEMBER AND PHILANTHROPIST

“The top threat to mankind is not nuclear, nor global warming. It is the decimation of ocean life. Each year, 115 million sharks, the apex of life in the seas, are killed for shark fin soup! Sea turtles, our oldest and most important reptiles, are threatened species. The Leatherback is critically endangered. Surely, education is our best hope to reverse this deadly trend. That will be a major thrust in our expansion program.”

GORDON GRAY
LMC BOARD MEMBER AND PHILANTHROPIST

“I believe in the Center’s mission. I want more people to make the connection between those marvelous creatures being nursed back to health at the Center and the need to care for our marine ecosystems.”

ROE GREEN
LMC BOARD MEMBER AND PHILANTHROPIST

2015
Charity Navigator gives LMC its highest rating for excellence in stewardship of donor funds.

2015
The Center partners with Ocean Conservancy to remove more than 10,000 pieces of plastic from prime turtle nesting beaches.

2015
LMC receives Providencia Award for outstanding contributions to The Palm Beaches as a tourist destination.
The Center leads initiative to ban balloons from 12 Florida beaches.

The Community Foundation for Palm Beach and Martin Counties awards LMC matching grant to establish permanent endowment.

The Center partners with FPL’s Manatee Lagoon to manage its retail operations.

LMC researchers report a record breaking loggerhead nesting season with 15,234 loggerhead nests (previous record was 11,525 nests in 2012).

CAMPAIGN CHAIR
Bruce A. Beal

HONORARY CHAIRS
Raymond E. Graziotto
Karen Marcus

OPERATING CO-CHAIRS
Leanna Landsmann
Diana Wilkin

CAMPAIGN DIRECTOR
Lynne Wells

Loggerhead Marinelife Center Capital Campaign

Gordon Gray*
Roe Green
Carrie Hanna*
Dawn Hoffman
Todd Hutchison*
Dan Jennings
Susan Johnson*
Tom Kodak, Ph.D.*
Kim Edward Koger, M.D.
Leanna Landsmann*
Bart Livolsi*
Ed Lunsford
Karen Marcus*
James F. Mullen IV, CPA
Morgan R. Poncy, M.D.
Tami Shull
M. J. Saunders, Ph.D.*
Robert Weisman
Lyne Wells*
Diana Wilkin*
Jeanette Wyneken, Ph.D.

PRESIDENT AND CEO
Jack E. Lighton*

“I invested in the Center’s first expansion in 2007 with optimistic confidence in its ability to significantly advance the preservation of ocean ecosystems. A decade later, as we reflect on the Center’s profound accomplishments, I’m honored to be a part of building what will become a world leader in marine conservation.”

RAY GRAZIOTTO
VICE CHAIRMAN, LMC BOARD

*Campaign Steering Committee
“Why is the Center’s work so important? Sea turtles tell us the health of the ocean. The ocean determines the health of the planet.”

GUY HARVEY, Ph.D. MARINE WILDLIFE ARTIST AND CONSERVATIONIST

“Waves of Progress”


Loggerhead Marinelife Center
14200 U.S. Highway One
Juno Beach, FL 33408

“Waves of Progress”

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