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LATEST TECHNOLOGY SYSTEM DEPLOYED IN THE CHOPTANK RIVER TO HELP DEVELOP AND STUDY CONSERVATION EFFORTS IN CHESAPEAKE BAY

Ft. Pierce, Florida - May 17, 2010 | The Ocean Research and Conservation Association, Inc. (ORCA) announced today that it has deployed a water quality monitoring system called Kilroy™ to determine watershed flow patterns and physical water characteristics from Island Creek into the Choptank River of Chesapeake Bay. The Kilroy™ system is compiling data for water flow speeds, flow direction, temperature, wave height and water depth.

Policy makers in the Chesapeake Bay region face serious challenges on how to develop appropriate conservation actions. The Bay is literally choking on nutrient pollution from manure produced by factory farms. Three proposed changes to farming practices could achieve at least a 70% reduction in nutrient runoff and yet years after the solutions have been suggested none of the Bay states (PA, MD, DE, VA) have enacted a set of policies to end the discharge of nutrients into the Bay (at a proposed cost savings to farmers). Until policy makers and regulatory agencies have the type of conclusive and reliable water quality data that ORCA's Kilroy™ technology is designed to provide, appropriate actions cannot be taken to remedy the situation.

In 2008, the Claneil Foundation awarded ORCA a multi-year grant to pilot a study project using the Kilroy™ system in the Chesapeake Bay. Mailee Walker, executive director of the Claneil Foundation said, "ORCA's work will ensure that reliable information is made available to citizens, communities and lawmakers. It will also allow for better information to promote effective watershed conservation action plans based on scientifically accurate descriptions of the sources of pollution."

The work being done by ORCA is in collaboration with Green Eyes Observing.

ORCA's Kilroy™ technology is a real time monitoring device that monitors physical water conditions. The sensor package can include speed, direction, temperature, salinity, depth, turbidity and prevalence of key micro-organisms. As an integrated system, Kilroy™ can stream that data via cellular signals and web-based interfaces twenty-four hours per day. Kilroy™ uses 21st century technology to provide instantaneous data, giving conservation and enforcement managers the critical information they need to achieve their mission of healthy coastal environments.

OCEAN RESEARCH & CONSERVATION ASSOCIATION, INC.

The Ocean Research & Conservation Association (ORCA) is dedicated to the study and protection of marine ecosystems and the species they sustain through the development of innovative technologies and science based conservation action. An IRS 501(c)(3) non-profit corporation, ORCA operates from its headquarters at the Duerr Laboratory for Marine Conservation housed within the Indian River State College on the Fort Pierce Inlet and ORCA's Conservation Technology Center in Melbourne. Learn more about ORCA's innovative conservation technologies at www.teamorca.org.

ORCA is the nation's first nonprofit marine conservation organization dedicated to developing "in-the-water" technologies that will provide the data resolution required for science-based conservation to succeed. No other marine conservation organization is working to improve marine habitat by focusing on developing technologies and conservation strategies to identify and eliminate problems in the water.

At the helm of ORCA is Board Chair and CEO, Dr. Edith "Edie" Widder, who also founded the organization in 2005. Dr. Widder was honored with one of the most prestigious awards in America for her work – a MacArthur Fellowship from the John D. and Catherine T. MacArthur Foundation. The MacArthur Fellowship is given to an individual in recognition of their originality, creativity, self-direction, and capacity to contribute importantly to society through their work.

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