



Photograph by George Kruse

## Bert Schwarzschild Appointed Whale Center Executive Director

The Whale Center recently appointed Bert Schwarzschild its new Executive Director, to fill the vacancy created by the retirement of the organization's founder and first Executive Director, Maxine McCloskey. Maxine plans to remain active in Whale Center affairs. She presently serves as President of the Whale Center, and as its International Conservation Director. She serves as an appointed advisor to the U.S. Commissioner to the International Whaling Commission (IWC).

Bert brings to the Whale Center extensive skills and experience. Most recently he served as a national consultant to the American Youth Hostels (AYH) Washington D.C. office, developing a plan for the Pacific Coast Hostel Chain, and as a consultant to the AYH Golden Gate Council. As Executive Director of AYH Golden Gate Council from 1978 to 1982, he implemented the phenomenal expansion of that organization from 1 to 5 hostels, and from 2 to 30 staff members. One of these hostels, the San Francisco International Hostel, is the country's largest, and is considered a national model. Bert has "shirt sleeve" experience in fund raising, newsletter publication, publicity, promotion and outreach; administration, personnel supervision and practices; and environmental and living resource conservation. He has worked extensively and successfully with local, state, and federal officials on park and coastal matters, including coastal protection and access.

Bert has also been a volunteer environmental conservationist and activist on the local, national, and international scene. In the San Francisco community, he worked for years to conserve and enhance city livability. His successful fight to establish the first neighborhood planned, designed, and maintained park in San Francisco was selected as a case study in the textbook *The Citizen and the Environment* (University of Indiana Press).

He is a member of the Commission on Edu-

cation of the International Union for the Conservation of Nature and Natural Resources (IUCN) and has participated in IUCN meetings in Christchurch, New Zealand, Reading, England, and Schneverdingen, West Germany. He is Chairman of the San Francisco Bay Area Committee of the Friends of the IUCN Commission on Education-USA, and edits the group's national newsletter, *Grassroots*.

Bert organized and headed the Assisi Bird Campaign (ABC) whose efforts culminated with the endorsement by Italian government leaders of ABC's plan to create a permanent nature preserve on Saint Francis Mountain (Mt. Subasio) in Assisi, Italy, to achieve U.N. designation of Assisi as a World Heritage Site, and to establish the Assisi International Ecology Center. He also serves on an international Committee to Preserve Mount Subasio, with such distinguished fellow members as Sir Peter Scott of WWF, Cardinal Oddi of the Vatican, San Francisco Mayor Dianne Feinstein, Dr. Albert Baez, Assisi Mayor Gianfranco Cosra, and officials of Italy's major ecology organizations.

Bert's other interests include bicycling (he has led and is planning to lead another bike tour in China), travel and exploration, and, when he finds time, reading and gardening. In another career, Bert was a practicing electronic engineer, and a partner in an electronic engineering representative firm.

Bert is excited about his new position with the Whale Center, "because I believe the human species cannot survive unless we learn to live in peace and harmony with our brothers and sisters, the other creatures." Like Maxine McCloskey, whose round-the-clock energy expenditure helped to bring the Whale Center to its present high reputation and effectiveness, Bert believes in integrating his personal and work life, and in committing himself to his work. He has pledged to try to fill Maxine's shoes, but admits, "it's a hard act to follow!"