



**NOAA** NATIONAL OCEANIC AND  
ATMOSPHERIC ADMINISTRATION  
UNITED STATES DEPARTMENT OF COMMERCE



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### **NOAA Selects Ipan Talofof Resident as Environmental Hero**

Businessman Jeff Pleadwell was named one of the National Oceanic and Atmospheric Administration's 10 environmental heroes today for his contributions to ocean safety, weather reporting, and coral reef preservation.

Using personal jetski and rescue equipment, Pleadwell and his staff have been credited with numerous rescues of tourists, local fishermen, and kite-surfing enthusiasts from the waters off southeastern Guam, near his business establishment. The popular beach spot is not an area routinely patrolled by local safety authorities and is without life guard support. To help keep people informed, Pleadwell posted marine safety signs along the property and puts out flags when the National Weather Service issues warnings for rip currents and high surf.

Pleadwell, a weather enthusiast, operates a privately funded weather station and remote Web cam, supported by a professionally developed Web site. He provides twice daily surf and 24-hour rainfall observations to the National Weather Service Forecast Office in Guam.

"The services Jeff provides are vitally important to the community at large and our agency in particular, especially during severe weather events," said Genevieve Miller, Meteorologist in Charge of the Guam Forecast Office. "The data help ground-truth our forecasts. He also monitors the only ocean buoy in the region which provides essential sea swell data for the Southern Marianas Islands and its 250,000 residents."

Pleadwell is an avid supporter of coral reef protection programs.

"Jeff's commitment to environmental protection, and preservation of island arts, crafts, and history is reflected in both his business and private life," said Chip Guard, Warning Coordination Meteorologist at the Guam Forecast Office. "On his own time, he monitors scientific gauges that support coral reef research. He also operates a museum, free to the public, featuring glass fishnet floats, nautical gear, rare sea shells and artifacts relating to Sergeant Yokoi, a Japanese soldier who hid in the jungle for 28 years after World War II."

NOAA established the Environmental Hero Awards in 1995 to commemorate the 25<sup>th</sup> anniversary of Earth Day by honoring volunteers who help NOAA carry out its mission — to understand and predict changes in Earth's environment and conserve and manage coastal and marine resources to meet our nation's economic, social and environmental needs. The award program also raises awareness about NOAA's volunteer programs.

“Thousands of people across the country join forces with NOAA each year and the Environmental Hero award is our way of saying ‘thank you’ to several of those individuals that have made a significant impact,” said Jane Lubchenco, under secretary of commerce for oceans and atmosphere and NOAA administrator. “Jeff is an outstanding volunteer – he has been sharing his time, knowledge and experience for the past decade.”

NOAA understands and predicts changes in the Earth's environment, from the depths of the ocean to the surface of the sun, and conserves and manages our coastal and marine resources.

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On the Web:

National Atmospheric and Oceanic Administration: [www.noaa.gov](http://www.noaa.gov)

National Weather Service: [www.weather.gov](http://www.weather.gov)