



Lindblad Expeditions & National Geographic: Partners in Exploration

Few organizations have a more resounding legacy in the annals of explo-

ration than the National Geographic Society. Known the world over, the Society today is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 for "the increase and diffusion" of geographic knowledge," its first meeting took place in Washington's Cosmos Club—which occupied the former house of Charles Wilkes, leader of the famous mid-19th century U.S. Exploring Expedition, which made notable discoveries in Antarctica, the Pacific, and along the coast of northwestern America. So from its beginning the Society was associated not just with voyages of exploration but also with some of the very places where its partnership with Lindblad now take it.

The Geographic has led the plunge into underwater exploration, sponsoring the classic bathysphere dives of William Beebe and the undersea



Lindblad Expeditions and National Geographic have joined forces to further inspire the world through expedition travel. Our collaboration in exploration, research, technology and conservation will provide extraordinary travel experiences and disseminate geographic knowledge around the globe.

achievements of Jacques Cousteau. Bob Ballard, today a National Geographic Explorer-in-Residence, found the *Titanic* using Geographic-inspired imaging

systems. Among the more than 8,000 research grants the Society has bestowed over the years are many supporting such famous scientists as ichthyologist Eugenie Clark, the "shark lady," and Sylvia Earle, an Explorer-in-Residence universally known as "Her Deepness," for that's generally where she can be found. And no organization has done as much to pioneer the art and technique of underwater photography. The Geographic's David Doubilet and Emory Kristof are among the world's best when it comes to making striking undersea images.

Lindblad's vessels are outfitted with a panoply of underwater exploration equipment ranging from snorkeling gear to high-tech imaging systems. "Splash-cams" are

cameras mounted on extensible poles that can be lowered dozens of feet into the sea and the pictures thus made can be relayed via fiber optic cables (continued on next page)

back to the ship. *National Geographic Endeavour* even has its own Remotely Operated Vehicle (ROV), a state-of-the-art robotic camera that captures otherworldly images from realms far beyond the reach of human divers. Each Lindblad ship has its own Undersea Specialist, whose utilization of these tools brings the underwater world to life.

Perhaps it was inevitable that these two complementary organizations, one bringing "the world and all that is in it" to millions of people, the other taking people out to see that same world, should eventually join forces. After all, both are dedicated to the same goals: exploration, discovery, adventure, and conservation. In April of 2005, with the re-naming of *Endeavour* and the inaugural voyage of *National Geographic Endeavour*, these two organizations came together as partners in exploration.

To crown our partnership, we've instituted a new Lindblad Expeditions/National Geographic Fund, which will help support scientists and conservation organizations working to better understand and preserve the world's remaining special places. Our voyages ahead will set course by the guiding star of conservation, which calls to the human heart in the same way it has for untold generations. Today's challenge is to ensure that it may continue so calling to generations yet to come. As we embark on our partnership, we will keep that guiding star always in sight.





"Everyone is an explorer. How could you possibly live your life looking at a door and not go open it?"

— Robert Ballard, National Geographic Explorer-in-Residence





AT LINDBLAD EXPEDITIONS, OUR HALLMARK HAS LONG BEEN OUR EXPEDITION STAFF

board our ships you will travel with Naturalists,
Historians, Photographers, Undersea Specialists,
Video Chroniclers, Expedition Leaders and many
other shipboard personnel. Unequivocally, they form
the lifeblood of our operation. And we believe, for the
following reasons, that the caliber of our staff puts us
in a league of our own:

RATIO. It's important to us that each of our guests has the ability to interact with our Expedition Team. To make this possible, we adhere to a ratio of 1 Expedition Staff member for every 15 guests. Maintaining this ensures our group size ashore is intimate and helps establish camaraderie. And since our Expedition Staff are such a fun, personable lot, we like to have them at-hand to join you for meals, for on-deck observations, and to answer questions in an informal setting. So before embarking

on an expeditionary course, it's vital to learn about the caliber of the leaders you'll be traveling with.

VARIETY OF POSITIONS & TALENT. Many companies that actually employ "Expedition Staff" probably have only 2-3 positions – a "Naturalist" and perhaps an "Historian" and/or "Leader" position. Not only is our ratio 1-15, but our variety of onboard positions and talent is such that you have constant access to new and exciting information and presentations. For instance, in Baja our Naturalists may range from experts on whales and birds; to our Undersea Specialist charged with bringing the ever-important marine world to life; to our local Naturalists who, by virtue of their education and residency, can illustrate the cultural and historical significance of a region from an insider perspective.

EXPERIENCE. The collective amount of experience among our Expedition Team is almost uncanny. Many have worked for us for decades, literally. Among our 19 Expedition Leaders, more than half have been with us for more than a decade and a handful for more than 20

years! You can't just go out and manufacture that kind of institutional knowledge. And their experience translates directly to a better guest experience.

How have we done it? Over the years we've cultivated relationships in various ways, including a strong mutual respect, a commitment to the well being of the places in which we travel and to the people who live there. And most importantly, a shared vision that our guest experience is the primary consideration. As a result, you travel with Staff who are not only devoted to service, but who thoroughly love sharing their passion with our travelers.

expertise. Hand-in-hand with "Experience," we have attracted some of the most interesting and informative Staff working and living in the places we visit. Many have literally "written the books." They have such deep knowledge, perspective and understanding of the things you'll want to learn about and experience that at times you're likely to be a bit awed by their expertise.

COMMITMENT TO NEW TALENT. Recognizing that any truly successful team cannot be made up solely of veterans, we also hire fresh, new talent in the field. That doesn't mean we hire people who are "green." Rather, we pro-actively identify the emerging stars in a region, and incorporate them into our network over time, and only then share with you their youthful energy and fresh perspectives.





EXPEDITION LEADER

Lindblad expedition is the real thing: an adventure rather than a scripted sightseeing tour. Wherever we go, we travel with a broad and high-caliber foundation of human and technical resources, and the authority and creativity to utilize them for the purpose of maximizing the experience of the moment. Everyone on the ships is totally committed to the event at hand and ready to take advantage of the moment, whether it is the sighting of marine mammals, a spectacular moonrise, an exchange with a local fishing boat, or an encounter with a particularly interesting character. Our diverse and

professional Expedition Staff includes scientists who can understand and evaluate any situation in their field. So we don't just see a whale spout, we figure out what behavior we are witnessing and whether we should hold the ship still for awhile, drop the hydrophone to listen for vocalizations,

send a Zodiac out with a Splash-Cam for underwater video, tow a plankton net to examine the water content under the video microscope, or just slowly follow along with the whale. In the end, it is the combined expertise, flexibility, commitment and patience in those marine mammal experiences that have become signature on so many voyages. And this attitude, ability and commitment form the core of every experience, whether it is natural, cultural, celestial, culinary, or even supernatural! I know the analogy is shopworn, but we truly are like being in the middle of a National Geographic special.

The expedition attitude and the relationships between everyone on board are the defining characteristics for me. We — the Expedition Staff, the ship's crew, and the guests — are all in it together bringing various areas of expertise, interest and angles of perception to make the most of every situation. We are not guides and tourists, but rather there is an understanding and respect amongst everyone that we are out to make the

most of things together, ready for anything, learning, growing, having fun and getting to know a place with all of our senses.

I myself am a nature-loving, independent, outdoor person, who loves to explore and is drawn towards experiencing the essence of any moment or place. With Lindblad Expeditions, I do things and go places that even I could not do on my own, with interesting people who create an incredibly stimulating environment.

To paraphrase John Steinbeck, "We don't take a trip, a trip takes us." Every expedition is different, a result of the combination and harmonics of variables like group personality, make-up of the Expedition Team, weather, wildlife sightings, and chance events. As Expedition Leader, I love most to sense these different variables in the first days of an expedition and feel how an energy and dynamic starts to develop, then use the many resources available to steer that energy, nurture it, nudge it here and there where possible, and let an expedition unfold with its own

personality and dimension. As an Expedition Leader for Lindblad, I have an experienced crew and expedition staff in a well-researched geography with an arsenal of equipment to explore, discover, enhance, interpret, present, discuss and record experiences. I have the authority and flexibility to be spontaneous, creative, and take advantage of any situation, and I have the tools, personnel, and experience to make that happen. And I have a constituency of expedition travelers who are curious, alive, and eager to be a part of every experience. What more could a person ask for?

All the best,

Tom O'BrienExpedition Leader



NATURALIST

o fully experience a place is to let go of what you know – to feel only the moment. This is what a Lindblad expedition does. It tunes our appreciation for both the grandeur and the details of our world, and raises our awareness of the cultural backgrounds, thus allowing us to recognize the value of diversity.

Our natural history staff is packed with knowledge of places far and wide. It is exciting to learn and share what we uncover with others. But maybe the greatest reward comes from watching our guests relax, discover and become children again with eyes of wonder. Once that wonder becomes part of your life it

changes all. You notice the tiny details in your yard or during the commute to work. Sights, sounds, smells become more acute. Living proof of this and the pleasure it presents is found by watching our staff. Many have returned to the same regions repeatedly over the decades. But there is not a one who doesn't cheer with excitement at the sight of a whale or penguin.

A stimulating aspect of Lindblad Expeditions is that in the fifteen plus years that I've been a member of the family we have not stood still, but have embraced various mechanisms to augment our means of observa-

tion. Throw your mind back two hundred years. Could you describe the whale you'd just seen with no photos or videos? If you were lucky you could have peered down into crystal clear water and seen the total outline of a body and an impression of how it moved. How many people back then had any idea of how cetaceans communicated? Now with bow-cams, Splash-Cams and hydrophones, we can both see and hear the activity beneath the sea. No matter how many times the vocalizations of a humpback whale come echoing through the speakers of the ship, it never fails to make your heart skip and joy surge through your body.

The digital age has revolutionized our means of communication. No longer must an excited guest struggle to paint a verbal picture of a bird or flower as a frowning Naturalist attempts to connect the dots. "What was that red flower?" has become, "Here's a picture of a plant I saw. What is it?" Discussions are improved with instant imaging. If the object is too miniscule to photograph, the video microscope can bring this hidden world to life.

I hate to put my face in the water, even in the shower. Life is wonderful at the edges of the sea and on the water, but in it, I won't go. So every time our Undersea Specialists share video of their daily adventure I'm riveted to the screen. What an awesome ecosystem is beneath our feet! And

I do mean beneath our feet, not some TV special filmed in some far-off land but right where we are at the time.

The technology "on the water" has also advanced. Zodiacs are a marvelous craft. They take us to places the ship cannot go. New engine designs have removed the irritating fumes and deafening roar of early outboards. Now we can communicate in a normal tone of voice while inching up to rocky headlands or sneaking into caves. We can sit and drift close to wildlife that doesn't seem to care that we are there. If solitude is more your style, kayaks are the answer. There is ample opportunity on most itineraries to let you be alone or with only one to share whether poking into hidden niches or paddling aerobically.

The world of expedition travel has changed dramatically these past years enhanced by tools that help us see and share.

Yours sincerely,

Karen Copeland Naturalist





KAYAKS:

A LINDBLAD EXPEDITIONS ESSENTIAL

One of the best means for personal exploration in the areas we travel is via kayak. Therefore, we've outfitted all of our ships with a fleet of them — not just a symbolic kayak or two, but enough for everyone to get out and explore on their own. There is something very special about being alone, or with a partner in our double kayaks, paddling along a remote coastline, listening to, for instance, the sound of a nearby waterfall and watching a bear forage for food as an eagle soars just overhead.

e offer kayaking in not just some of the most beautiful corners of the planet, but also in some of the most wild and harsh places too, like

Antarctica. In fact, Lindblad Expeditions pioneered kayaking in both polar regions. But rather than enter into it naively, we strategized with our most seasoned Antarctic Ice

Masters & Expedition Leaders, with well over 300 Antarctic expeditions between them.

In fact, one of our Expedition Leaders was initially so adamantly against kayaking in Antarctica, he said he'd resign if we decided to do so. Instead, we took an entire season to evaluate conditions at every landing, every day, assessing how to launch a safe kayak operation. At season's end, that very Expedition Leader and our Ice Masters came to the conclusion that it would not only be a mind-blowing experience for our guests to kayak in these waters, but that we could do so safely.

An important element of our polar kayak operations has been the use of safety transponders, worn by every guest. Were someone to capsize in polar waters, the beacon would transmit an immediate signal — activated by contact with water — to the ship's Bridge and to the "Rescue Zodiac" on patrol, and the capsized kayaker would be immediately retrieved within a minute or two.

None of this would be possible without our kayak platform (below) an invention created by one of our most seasoned Captains and Ice Masters, Leif Skog. This is essentially a mobile dock that can be placed virtually anywhere, as our base for kayak operations, allowing guests to easily get into and out of the kayaks, and immediately be immersed into an inspiring environment rather than having to paddle a great distance from where the ship may have to anchor.

And we've recently received permission to offer kayaking in Galápagos. Lindblad is the first company of its kind to be awarded unique permits for kayaking in this fragile environment.

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CAPTAIN

n the past, Lars-Eric Lindblad, was the ultimate pioneer in finding new and exotic destinations. Now his son, Sven Lindblad, continues to pioneer in different ways — giving guests a better appreciation of and understanding for our destinations. It is exciting to visit a wildlife area and explore it from new perspectives and find wonderful things only accessible for those who know how and where to look. We constantly research and in an innovative way improve our operation so it adds value to the experience for our guests.

We do so by using many tools: Remotely Operating Vehicle (ROV), Video Microscope, Bow Camera, Splash-Camera, Video Chronicles, Kayaks, Zodiacs, etc.

These tools of discovery enrich the experience so it becomes exploration in a true sense.

We explore destinations in a classic way meaning that we prepare, research and carefully document our experiences and findings. Expeditions focus on research and knowledge but are executed in an entertaining way. On board our ships a fascinating, charming and charismatic group of Naturalists, who represent the leading edge of science, culture and history, give presentations that are informative and highly engaging. And we probably have proportionally more staff per guest than any other expedition company.

The safety aspect of our operation has systematically developed through the years and today we are a leading company in the field. Lindblad Expeditions historically links to the first pioneering Antarctic expedition cruises in the late sixties when Lars-Eric first explored these waters. *National Geographic Endeavour* today has a direct connection to those pioneering times when, for decades, *Lindblad Explorer* and *World Discoverer* were the only cruise ships sailing in Antarctica.

The pioneering years educated us the hard way and today we have gone through an evolutionary development for safe ship handling. Our anchoring and landing procedures are the fastest and most streamlined of any other ships in Antarctica. We can safely anchor *National Geographic Endeavour* in all weather conditions. The anchoring method I developed brings the ship exceptionally close to shore without swinging; and the ship can withstand any winds, even up to 150 knots.

Our seasoned officers and crew are handpicked. They are well trained, efficient and will act appropriately and without hesitation in any severe conditions. One of our deck crew, the deck foreman, has been on more than 120 cruises in Antarctica. The bottom line — in Antarctica, experience is what counts.

I love navigating through pack ice — it's challenging but at the same time relaxing and fun. It requires total focus and the ability to handle at least two tasks at the same time. The most important is to read the ice

close to the ship and maneuver through the weakest part of the pack ice and at the same time scan the horizon for leads, open waters and avoid shallow areas. These tasks need to be done simultaneously and at the same time give intense steering directions to the helmsman. I actually find this meditative and can go on for hours without resting.

There's a way to sensitively approach wildlife, a polar bear or a walrus for instance, located deep in the pack ice and to come very close, have the light and wind from the best direction, stay with the animals for a good time, take photos and then back off without disturbing the wildlife at all. For a moment to be one with an animal in its own habitat is a delightful experience. For a hunter it would be the perfect kill, for us it is the perfect image in the most pristine environment.

To travel with enthusiastic people with high expectations and see them stunned by our operation and the beauties of the areas we are visiting is rewarding — knowing that we often, if not always, exceed their wildest expectations.





VIDEO CHRONICLER

In addition to our hallmark Naturalists, Historians and Leaders, we've added another vital position to our Expedition Staff: a Video Chronicler — a modern version of the early Chroniclers who accompanied every exploratory mission throughout history. With a state-of-the-art workstation and digital video camera, our Chronicler professionally edits and produces a video of the most exciting elements of your voyage. Set to music with skillful narration, this piece memorializes your expedition. Perhaps most notably, the video is available before you disembark. And captured footage certainly enhances our on-board presentations. With an array of video equipment and software, our Chronicler works with other Staff to make our presentations ever more visual and exciting.





UNDERSEA SPECIALIST

In 2000, we made a firm commitment to explore and highlight the undersea like we've never done before. In doing so, we created the Undersea Specialist position, whose primary job is to reveal the undersea realm and make it an integral aspect of the expedition experience. To accomplish this goal, we've equipped our Specialists with an arsenal of tools: a video microscope, bow cam, underwater cameras, hydrophones, and more. (Learn details about these tools in the following pages.)





VIDEO CHRONICLER

he last 25 years have brought a revolution in the way we will remember our lives. The miniaturization and lowered cost of video technology have allowed us to not only record the events of our lives, but also to edit them into something meaningful.

Few guests want to put the time and energy into creating a video while on our expeditions. It's completely understandable — there's so much to capture. Instead, they far prefer to relish the experience of being

there, without worrying about how it will be remembered. The good news is that in the last 25 years, a revolution in video technology has allowed us to completely change how we remember our lives. Gone are the days of the stereotypical, endless slideshow. It has thankfully been replaced with the engaging, compelling digital video. The downside: it can be difficult to do it well.

As a Video Chronicler, my goal is to take the pressure off. This is not a burden but rather an exciting and rewarding challenge to be a storyteller first and a technician second. Every day that I wake to the call over the PA of whales off the bow, or set foot on the lava-strewn islands of Galápagos, I know that the choices I make are important to my viewers. I'm shaping the memories of their journey, as well as their family and friends' impressions of these amazing places. Because I love these places and care about their future, I want to do my best each time so that each individual iournev is expressed.

This means that each expedition, like every good story, has a beginning, middle, and an end. The joyous mood of the guests, the excitement of the Naturalists when something outstanding happens, the personality of the land, and the behavior of the animals. These elements make the Video Chronicle unique to each journey — and these are precisely the elements that folks want to remember most. Anyone can buy a professional video

on Baja or the Antarctic, but when you buy the Video Chronicle of your own expedition, it becomes a part of your personal history.

At its core, the Video Chronicle is one of the best possible mementos of your expedition, ready to take with you as you leave the ship. You can watch it while the trip is fresh in your mind and relive the movement, sounds, and perhaps even better remember the smells of our destinations. Once home and armed with a copy of the Video Chronicle, you are well-equipped to answer the inevitable question from friends and family: "How was your trip?" The answer, "I'll show you!"

Sincerely,

Steve Ewing
Video Chronicler





UNDERSEA SPECIALIST

ince accepting my position as one of Lindblad Expeditions' first Undersea Specialists, I have been faced with many new challenges and rewarded with some incredible experiences. I dive on unexplored sites in some of the coldest water on the planet, pilot a Remotely Operated Vehicle (ROV), shoot, edit and present several short underwater video productions each week, and study a great deal to keep up with the variety of marine life I encounter and the current science of the subject. What excites me most is the opportunity to share with our guests something completely unexpected, something that astounds them and changes

their understanding of and appreciation for the place they are visiting. Like a window and a lens, our expedition technology lets us look into the otherwise hidden worlds of polar seas, the deep ocean floor, microscopic plankton and more, magnifying what we encounter and presenting it in a way that makes it an integral part of our voyages.

What this means to our guests is probably best understood in the context of our polar expeditions to the Arctic and Antarctic. Most come to see spectacular ice-bound scenery and teeming wildlife, and to hear stories of the heroic explorers who came before us; but few expect to see the rich

and beautiful world that exists below the surface. Probably because these freezing waters appear so inhospitable, we tend to imagine that nothing much could live there. So when I return from a dive with my camera full of bright, sharp video of brilliant scarlet sponges, weird sea-spiders and delicately beautiful feather stars, it's a real eye-opener.

Using the ROV, we can delve even further, looking into the strange and wonderful communities that inhabit the eternal darkness on the muddy floors of fjords or rocky, current-swept bottoms 500 feet down. These images help us to understand the real nature of the polar world. Seeing rainbowhued walls, covered with an incredible variety of strange corals, worms, snails and kelp, make it very clear that these freezing seas are full of life; in fact, they are the ultimate source of all life in polar regions. The ROV returns pictures of deep bottoms that have been scoured clean of all life by icebergs, grinding past like million-ton bulldozers. Watching from monitors in the ship's lounge, we can see the power of the ice and its major ecological role.

Of course, this technology applies equally well to warmer regions. In Baja, the South Pacific and Galápagos, I often surprise our travelers with hidden details. Video of the fish and wildlife seen when snorkeling is the best way to hold them still long enough to learn how to identify them and gain insight into their submarine lives. And for those not comfortable

snorkeling, this adds an element to their journey that would otherwise be missing.

We've utilized the Undersea Specialist program for over five years and I'm proud of the work we've done, both in adding to our guests' experience and in making some scientifically valuable observations. Our undersea videos tell a story and encapsulate a memory, adding something irreplaceable to the expedition experience. I'm happy to be a part of it.

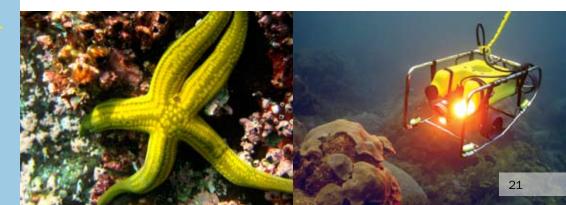
All the best,

David Cothran

Undersea Specialist

REMOTELY OPERATED VEHICLE (ROV) - NATIONAL GEOGRAPHIC ENDEAVOUR

This sophisticated underwater tool is, essentially, an underwater video camera framed in a metal cage with propulsion that is tethered to and "piloted" from the surface while the camera "flies" through the water. An ROV can be deployed where you might not want to send a diver: under unstable icebergs, or to many hundreds of feet of depth. Not only does it go to depths much beyond divers (it is rated to 500 ft.) but it can stay there indefinitely, whereas a diver's bottom-time becomes shorter the deeper they go. In certain instances, when there is something of interest to see fairly close to the ship, the ROV can be deployed, piloted from the lounge, and the footage can be viewed – live! Of course, we can also record footage for later interpretation and viewing, and to be added to the expedition's video chronicle.



GET CLOSER TO NATURE WITH OUR EXPEDITION TOOLBOX

Recognizing the importance of, and fascination with the undersea environment, we are firmly committed to bring this extraordinary ecosystem to our guests' attention. On all of our expedition ships we have installed video microscopes, which transmit microscopic images to television monitors; hydrophones, which allow us to hear this otherwise "silent" world; and underwater video cameras, manned by Naturalists who explain the significance of what you're seeing and answer questions. Our Undersea Specialist is devoted to bringing the marine environment to life by using undersea equipment and sharing their personal, in-depth knowledge.



UP CLOSE AND PERSONAL

The **video microscope** technology – a video stereoscope, technically – allows all of our guests, at one sitting, to view microscopic images on plasma screens while seated comfortably in the lounge. Things that likely would have gone unnoticed can now be highlighted – such as microscopic zoo- and phytoplankton, which form the base of the food chain. Or we can look at the barbules of a bird's feather to better understand how flight is possible.

A VIEW BENEATH THE SURFACE

Our high-quality, **digital video cameras** use a state-of-the-art underwater housing and lighting system. They allow our Undersea Specialist to record images of the undersea, such as reef fish, sea lions or even shipwrecks. This footage can then be shown and interpreted in the ship's lounge. To enhance our presentations, we have also installed a computer system that allows for non-linear digital video editing.





MARINE VOCALS

The **hydrophone** allows us to hear vocalizations by marine mammals. Not all of which make "sounds," but in some of the areas we travel they are quite vocal. When conditions are right, we deploy the hydrophone to either capture vocalizations in a recording to be heard later, or broadcast live on the ship's P.A. system to be heard while actually watching marine mammals!



FRONT ROW SEATS

New to our arsenal is the **Bow Camera**, an underwater camera designed to deploy and retract directly from *Sea Lion & Sea Bird's* bow. The camera is wired to monitors in our lounge where there is a joystick to operate, allowing viewers camera control. Get a whole new perspective on bow-riding dolphins!

HIGH-TECH "FISHING"

Another handy underwater camera is called a "Splash-Cam." This underwater video camera attaches to a telescoping pole and is "wired" to the surface. This allows us to deploy a camera where we wouldn't otherwise choose to send a scuba diver or to simply take a quick look at something of interest.



SIGHT UNSEEN

The vessels also have **plankton nets** onboard. These are cone-shaped nets with small mesh that are used to filter tiny animals, algae and protozoa from water. These samples can then be viewed using the video microscope.



