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## **Seaweb Strengthens Leadership Team in Renewed Commitment to Ocean Conservation**

(November 14, 2002) Washington, D.C. -- In a strategic move to enhance its organizational effectiveness, SeaWeb announced today the appointment of Dr. Will Ferretti as its new Executive Director and the promotion of founding Executive Director, Vikki N. Spruill, to President.

The move signifies the organization's need to broaden and diversify its leadership base and comes six years after its inception. SeaWeb's strengthened management team also includes the promotion of Tom Johnson from Program Manager to Director of Operations. This new leadership team allows SeaWeb to continue to leverage the work of other marine conservation organizations and maximize the effectiveness of its programs, which are designed to raise awareness of threats to the marine environment and support better ocean conservation policy.

"SeaWeb's strength has been its ability to help people appreciate the importance of the ocean in our everyday lives and to take action to protect it," Spruill said. "Will Ferretti's accomplished career in building constituencies for complex environmental issues adds further depth to SeaWeb and will take us to the next level."

As Executive Director, Ferretti will lead SeaWeb's program activities and staff development efforts, while Spruill will continue to set the organization's strategic direction and vision, cultivate new partnerships, and play a major role in the development of new initiatives. The two will work together on board and funder development and on sustaining an effective organizational structure.

"I am very excited to be part of the SeaWeb team, whose ground-breaking initiatives have made it a respected leader in preserving the natural treasure of our oceans for future generations," said Ferretti, who comes to SeaWeb from the National Recycling Coalition in Alexandria, VA, where he was Executive Director for five years. "I look forward to contributing my experience to the innovation and collaboration that are the hallmarks of SeaWeb's success."

While Ferretti was Executive Director of National Recycling Coalition, he consolidated a state-by-state recycling advocacy and professional community into a true national coalition. He developed strategic partnerships with corporations to encourage environmentally sustainable practices, and co-founded an annual public awareness campaign promoting recycling that has over the past five years involved more than six million participants. During Ferretti's tenure, National Recycling Coalition's membership grew by more than 50 percent. Previously he was Director of New York State's Office of Recycling Market Development for eight years. He received his doctorate and master's degree in resource management and policy from The State University of New York and Syracuse University, and a bachelor's degree from The Pennsylvania State University.

"SeaWeb has significantly heightened the visibility of ocean issues and built a wide-ranging constituency in support of marine conservation," said Dr. Jane Lubchenco, SeaWeb board member and the Wayne and Gladys Valley Professor of Marine Biology at Oregon State University. "As threats to the ocean continue to escalate, it is more

important now than ever that SeaWeb deepen its commitment by dedicating the necessary leadership and staff resources that will keep ocean issues front and center for many years to come."

In 1996, SeaWeb was founded as a special project of The Pew Charitable Trusts to raise awareness of the world's ocean and the importance of the life within it. Spruill was recruited from Ruder Finn public relations, where she was Senior Vice President in the Washington, D.C. office, to serve as SeaWeb's first Executive Director. In 1999, SeaWeb incorporated as an independent, non-profit organization committed to innovative approaches to ocean conservation.

With a team of scientists, researchers, and communications specialists, SeaWeb works to inform the media, empower advocates and shape decisions that advance the cause of ocean conservation. Through its campaigns "Give Swordfish a Break" and "Caviar Emptor," SeaWeb has partnered with other leading conservation organizations to raise consumer awareness of seafood issues while successfully advocating for recovery measures to restore threatened marine life. Its Seafood Choices Alliance brings ocean conservation to the table by providing the seafood sector--fishermen, chefs and purveyors--with the information they need to make sound choices about seafood. Through COMPASS (Communication Partnership for Science and the Sea), the Aquaculture Clearinghouse, the Ocean Information Program, and the marine reserves communications campaign, SeaWeb is committed to advancing marine conservation science and to serving as an honest broker of information on the most pressing ocean issues of the day.

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For interviews, please contact SeaWeb at 202-483-9570.