



# LIONFISH MARINE DEBRIS RESEARCH

## COAST WATCH ALLIANCE • A 501(C)3 NON-PROFIT

Through the promotion of sustainable practices, Coast Watch Alliance works to bring business leaders and the public together to achieve a balance between responsible use and conservation of the natural resources we share. Coast Watch Alliance was founded by conservation-minded executives in the technology and environmental science fields. We believe that sound, science-based environmental practices do not have to be at odds with economic growth and development.

All volunteer non-profit based in Pensacola, Florida

Founded in 2014

Supported by grants and donations

Primary activities include the commercialization of invasive lionfish, marine debris removal, and support of marine research initiatives

## COAST WATCH ALLIANCE

3434 Chantarene Drive  
Pensacola, Florida 32507  
PHN: 850-764-FISH  
FAX: 850-764-6004

[www.coastwatchalliance.org](http://www.coastwatchalliance.org)

# BACKGROUND

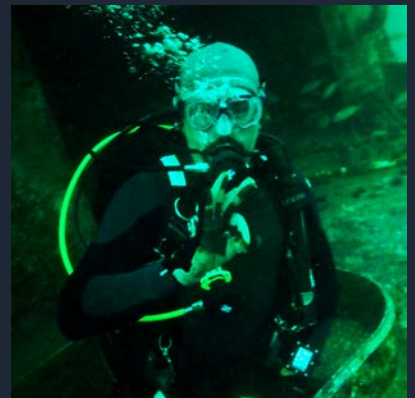
Coast Watch Alliance, a 501(C)3 non-profit organization, was founded in 2014 to help protect our precious marine and coastal resources in the Gulf of Mexico and the Western Atlantic Ocean. We are a collaboration of divers, anglers, scientists, executives, and business owners working toward three common goals:

- To empower individuals and institutions to discover, appreciate, and defend our coastal and marine resources.
- To educate and enlist humanity to protect, restore, and conserve the quality of the natural environment.
- To exercise and the promote the responsible use of our oceans and costal environment.

At Coast Watch Alliance, our primary activities include:

- Bringing awareness to and actively combatting invasive lionfish through community outreach and awareness, organized and systematic lionfish harvesting, and commercial market and supply infrastructure development for lionfish foodstuffs and processed products.
- Identifying, removing, and preventing the introduction of harmful marine debris including waste plastic, lost and discarded recreational and commercial fishing gear, and hazardous chemicals and compounds.
- Facilitating, through our individual expertise and organizational assets, valuable marine research initiatives including lionfish trap development and testing, fish population and behavioral studies, and remote operated vehicle (ROV) development and testing.

Coast Watch Alliance has proudly supported and worked with a wide variety of organizations including the Florida Fish & Wildlife Conservation Commission (FWC), the National Oceanic & Atmospheric Administration (NOAA), the Alabama Department of Natural Resources (AL DNR), the Dauphin Island Sea Laboratory (DISL), the Fish and Wildlife Research Institute (FWRI), the University of Florida (UF), the University of West Florida (UWF), and the Environmental Protection Agency (EPA).



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# ANNA CLARK



Ms. Clark is a chemist and Lean Six Sigma Black Belt with over 30 years of experience managing projects to ensure compliance with U.S. state and federal environmental regulations, as well as international standards and global environmental requirements. As a previous Corporate Environmental Manager for Intel Corporation, and Global Environmental and Sustainability Manager for

GE/Momentive Performance Products, she was responsible for ensuring environmental compliance for sites worldwide, and mitigating risk from day-to-day operations.

As an environmental chemist, Ms. Clark has developed and managed numerous programs to determine environmental effects associated with air quality emissions, wastewater discharge, storm water runoff and hazardous waste disposal. She has completed numerous health and ecological risk assessments using dose-response/toxicity assessments, and well as conducted tracer studies to determine affected ranges and populations.

As an environmental advocate and experienced technical diver with hundreds of dives in the Gulf of Mexico, Ms. Clark founded Coast Watch Alliance with her husband Bryan, following the Deepwater Horizon oil spill based on their observation of the negative effects on local reefs posed by industrial activities, as well as commercial and recreational fishing in the area. As the Executive Director of Coast Watch from 2014-2017, Anna continues to support the organization on the Board, as well as through her volunteer work on lionfish harvesting, trap research, marine debris cleanup and other important organization missions. She holds the following dive certifications: Open Water Scuba Diver (PADI), Advanced Scuba Diver (PADI), Nitrox Scuba Diver (NAUI), Open Water EANx Rebreather Diver (IANTD), Trimix EANx Rebreather Diver, (IANTD), Normoxic Trimix Rebreather Diver (IANTD), Advanced Trimix Rebreather Diver (IANTD).



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# BRYAN CLARK



Mr. Clark is the chief executive officer and founder of Pensacola, Florida-based Silver Bullet Technology Inc., a leading provider of check processing software.

Prior to founding Silver Bullet Technology in 1997, Clark held management and technology-based positions with the U.S. Army Engineer Corps, GTE Spacenet, Cable & Wireless, and Cornell University. He is an active member and supporter of many organizations including Leadership Florida, Mensa, as well as local economic development, entrepreneurial

development, and venture capital groups.

Mr. Clark, an avid technical diver with significant deep diving experience, founded Coast Watch Alliance with his wife Anna to address local reef issues. Mr. Clark has hundreds of hours experience operating side-scan sonar and processing the resulting data. Clark is a regular speaker on side-scan sonar topics and has been enlisted by organizations such as the Coast Guard to assist with search and recovery efforts when standard dive and surface methods had failed. Mr. Clark has also, at the request of the Coast Guard, led root cause analysis and dive incident investigations following dive accidents.

Mr. Clark holds the following dive certifications: Open Water Scuba Diver (PADI), Nitrox Scuba Diver (NAUI), Open Water EANx Rebreather Diver (IANTD), Trimix EANx Rebreather Diver, (IANTD), Normoxic Trimix Rebreather Diver (IANTD), Advanced Trimix Rebreather Diver (IANTD), Stress & Rescue Diver (IANTD), Closed Circuit Instructor (IANTD).



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# ASHLEY RIDOUT



Ms. Ridout was appointed as the Executive Director of Coast Watch Alliance in November 2017. She holds a Master of Science in Software Development from Boston University and a Bachelor of Science Degree from Salisbury University in Cell and Molecular Biology. Her former positions include working

for the Delaware House of Representatives and Delaware Governor Jack Markell. Ms. Ridout holds the following dive certifications: Open Water Scuba Diver (PADI), Advanced Open Water Diver (PADI), Enriched Air Specialty Diver (PADI), and Invasive Lionfish Tracker Distinctive Specialty Diver (PADI).

# BRIAN ASHER



Mr. Asher is the Director of Operations at Coast Watch Alliance. He also works full time as the Vice President of Energy Services at JAYKAL LED Solutions, a LED lighting manufacturer headquartered in Harbeson, Delaware. On the weekends, he can be found working as a PADI Open Water Scuba

Instructor for Niuhi Dive Charters, a divemaster for Escambia County Marine Resources Division, or harvesting lionfish commercially. Mr. Asher holds the following dive certifications: Open Water Scuba Diver (NAUI), Advanced Open Water Diver (PADI), Rescue Diver (PADI), Drysuit Specialty Diver (PADI), Self-Reliant Specialty Diver (PADI), Whale Shark Distinctive Specialty Diver (PADI), Diving in Overhead Environments (TDI), Divemaster (PADI), Assistant Instructor (PADI), Open Water Scuba Instructor (PADI), AWARE Coral Reef Conservation Instructor (PADI), Peak Performance Buoyancy Instructor (PADI), Primary Care, Secondary Care, and AED Instructor (EFR), Invasive Lionfish Tracker Instructor (PADI), Enriched Air Instructor (PADI), and Wreck Instructor (PADI).



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# LINKS AND MEDIA

- WEBSITE: <https://www.coastwatchalliance.org/>
- NEWS: <https://www.coastwatchalliance.org/news>
- EVENTS: <https://www.coastwatchalliance.org/events-1>
- FACEBOOK: <https://www.facebook.com/CoachWatchAlliance/>
- YOUTUBE ONE: <https://www.youtube.com/channel/UCXKo15IHdq20YkqMFWGnS0Q>
- YOUTUBE TWO: <https://www.youtube.com/channel/UCw5yaPJauc0FOW6NRxdzKg>
- DEMA 2017: <https://lionfish.co/lionfish-invade-dema-2017/>
- QUARTZ 11/17/14: <https://qz.com/296962/watch-a-swarm-of-lionfish-have-overrun-floridas-coast/>
- WEARTV 5/19/17: <http://weartv.com/news/local/lionfish-problems-traps-could-be-answer-to-gulf-invaders>
- NMS 3/17: <https://sanctuaries.noaa.gov/news/feb17/sanctuary-scientist-fights-invasive-lionfish.html>
- MONGABAY 12/14/16: <https://news.mongabay.com/wildtech/2016/12/the-lionfish-invasion-a-call-to-arms/>
- PNJ 4/26/17: <http://www.pnj.com/story/news/2017/04/26/gaetz-lionfish-fight-federal-waters/100904636/>
- GUY HARVEY MAG 11/10/15: <http://guyharveymagazine.com/tag/coastal-watch-alliance/>
- LIONFISH UNIVERSITY: <https://www.lionfishuniversity.org/collaborations>
- WEARTV 6/26/17: <http://weartv.com/news/local/man-severely-injured-by-lionfish>

## COAST WATCH ALLIANCE LOGOS



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