



Profile/Bio-Richard Doshier

How do we save coral reefs?

Richard Doshier

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I have worked as an Executive Director of a non-profit and as a consultant for the last seven years. I have extensive experience creating fundraising projects as well as successfully generating revenues from grants from a variety of supportive foundations. I have worked overseeing over fifteen full and part time employees and dozens of volunteers to successfully achieve the mission of my non-profit.

Recently, I have been researching social media marketing which I think is the future of advertising and promotion for a variety of causes. Although this area has established methodologies, the future is wide open for change and improvement which I think will be beneficial to bringing an increased focus on the crisis we face with coral reef conservation.

In the past, I was President of a public relations company in Dallas, Texas that focused on media exposure for a variety of companies. While as President, I became familiar with national media outlet contacts as well as programming and “opportunities” in the Top 30 markets in the United States. In this day, we have opportunities that extend beyond traditional media with a number of blogs, websites, and other non-profit causes that focus on the issues facing our oceans.

The oceans are the source of all life, and coral reefs are the home of a very large percentage of the fish that live in our seas. Without this food source which feeds a majority of the world’s population, we face a crisis that threatens our existence as we know it. And that which is destroying the reefs must be addressed and solved. The World Federation of Coral Reef Conservation is poised to be a leader in this overwhelming undertaking. It is a mission I am excited to be a part of.

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“Change the way you look at things and the things you look at change.” – Wayne Dyer