

DRAFT AGENDA



Wild, Natural & Sustainable

ASMI Domestic Marketing Committee Meeting
Tuesday, October 30, 2018
10:00 AM – 4:30 PM AKST
Captain Cook Hotel – Anchorage, AK
Endeavor Room

Dial-In Information

Toll-Free Number: 800-315-6338
Alternate Number: 913-904-9376
Access Code: 37152

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes from the 09.20.18 Committee Meeting
- V. Public Comment
- VI. Communications/Consumer PR Update – Jeremy Woodrow and Edelman
- VII. FY19 Budget Update
- VIII. New research update – Will Notini
- IX. Lunch
- X. Guest Speakers: Jalaane, Fexy; Molly Torres, Kona; Peter Houghton, SMWE; Kevin Ryan, GCIA/ICCA
- XI. Contactors: David Woolley, Distributor Promotions; Stephen Gerike, National Foodservice; Mark Jones, Retail; Matt Heres, Revelry.
- XII. Domestic Program Plans and possibilities – Victoria Parr
- XIII. Industry Update
- XIV. Committee Questionnaire
- XV. Old Business and Good of the Order
- XVI. Elections
- XVII. Schedule Next Meeting, Spring 2019
- XVIII. Adjourn

The group will break for lunch between Noon – 1 PM, which is provided in the Mid Deck Room