



Wild, Natural & Sustainable

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Meeting

Tuesday August 20th, 2019

10:00 AM – 4:00 PM Pacific Time

Trident Seafoods

5303 Shilshole Avenue NW

Seattle, WA

Dial-In Information

1-800-315-6338

Alternate Dial-In Number

+1-913-904-9376

Access Code: 37152

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of minutes from meeting held April 9th, 2019
- V. Public Comment
- VI. Domestic Director Update
 - Personnel (Informal Introductions Jann Dickerson and Ashley Heimbigner)
 - Alaskan Brewing Co.
 - Datassential Research
 - WAP Restaurant Week
- VII. RFM logo, Sustainability and Monterey Bay Aquarium Update provided by Susan Marks
- VIII. Executive Director Update provided by Jeremy Woodrow
- IX. National Accounts Update provided by Jann Dickerson
- X. Lunch
- XI. McDowell Group update provided by Garrett Evridge
- XII. Industry Update
- XIII. Retail Update provided by Mark Jones
- XIV. Edelman Update + transition provided by Katie Goldberg
- XV. Distributor Promotions Update provided by David Woolley
- XVI. All Hands Prep
- XVII. Old Business and Good of the Order

Adjourn

*The group will break for lunch at a time deemed most appropriate by the committee; lunch will kindly be provided by Trident Seafoods.