



**Customer Advisory Panel Meeting
Tuesday August 7, 2019
9:00 a.m. Alaska Time**

Harrigan Centennial Hall, Raven Room
330 Harbor Dr.
Sitka, AK 99835

Teleconference Information:
Call in number: 800-315-6338
Alternate Call in number: +1-913-904-9376
Access Code: 37152

Draft Agenda

8:00 a.m. Breakfast available between 8-9am at Harrigan Hall

9:00 a.m.

- A. Call to Order
- B. Roll Call
- C. Approval of Agenda
- D. Welcome by ASMI Chairman
- E. Public Comment

9:10 a.m. Round-table introductions

9:15 a.m. Intro of CAP issues, meeting format, Tom Sunderland Moderator

9:25 a.m. Jeremy Woodrow, Executive Director

- Pricing and value
- Social issues
- Customer Interaction: ASMI staff, Media agencies
- ASMI Tools

9:40 a.m. Lindoff and Rider, Marketing Directors

- Messaging
- Recent campaigns
- How we measure success

10:00 a.m. Overview of discussion, Tom Sunderland

10:15 a.m. Roundtable discussion:

What is the core value of ASMI to you?

- What is a successful promotion in the eyes of the CAP?
- What is a successful promotion in the eyes of the ASMI BOD?
- What would make CAP members want to work with ASMI?
- What would make CAP members want to carry on messaging Alaska without ASMI?

What drives seafood consumption?

- New opportunities for addressing strategies to connect with the seafood consumer. Reference FMI report.

What sells Alaska seafood?

- Telling the AK story: beauty, community, family etc., what is working, what do you need?
- How do we connect sustainability and quality to consumers and buyers?

11:15 a.m. Small group breakout sessions. The group will divide into three groups. Please choose one of the following topics. Board members to discuss with breakout groups, staff to take notes and summarize.

1) Seafood Substitution w/ Rider (US Domestic) – Mark Palmer

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2) Non-mainstream species/new products – w/ Lindoff (International) and Kohan (Technical) – Tomi Marsh

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3) Pollock –w/ Woodrow (ED) and Marks (Sustainability) – Tom Enlow

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12:15 p.m. Lunch

1:15 p.m. Breakout session download with whole group, Sunderland, Moderator

1:45 p.m. Breakout session two. The group will divide into three groups. Please choose one of the following topics. Board members to discuss with breakout groups, staff to take notes and summarize.

1) Seafood vs. other meats w/ Rider and Woodrow – Tom Enlow

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2) Health and functional nutrition w/ Kohan and Marks – Tomi Marsh

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3) Seafood as a convenience/snack food w/ Lindoff – Mark Palmer

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2:45 p.m. Coffee break

3:00 p.m. Breakout session download with whole group, Sunderland, Moderator

3:30 p.m. Final Discussion, Sunderland, Moderator

- Horizon issues
 - Dan Aherne Social Responsibility
 - Opportunities and strategies to address different marketing for ASMI and retail/foodservice
 - Sustainability - outreach feedback
- Parking lot subjects
- Next steps

4:45 p.m. Housekeeping, Woodrow

5:00 p.m. Adjourn