



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute
All Hands on Deck Meetings
October 8-10, 2019
Anchorage, AK
Main Agenda

Monday, October 7, 2019

ASMI Staff Program Meetings – Club Room 1 / Edelman Media Training – Club Room 2

Tuesday, October 8, 2019 – all meetings will take place at the Captain Cook. Welcome reception to take place at 49th State Brewing.

7:00 – 8:00 AM

Breakfast buffet is provided at the Captain Cook in Fore Deck

8:05AM **General Session – Aft Deck + Mid**

For those unable to attend in person, audio will be available by calling the following:
Call in number: 800-315-6338 Alternate Call in number: +1-913-904-9376 Access Code: 05684

8:15 AM Welcome and Introduction (Jeremy Woodrow)

8:30 AM Fisheries update (McDowell)

8:50 AM Fiscal Update (Becky Monagle)

9:00 AM International Marketing Program (Hannah Lindoff)

9:30 AM Sustainability/RFM Program (Susan Marks)

9:50 AM Seafood Technical Program (Michael Kohan)

10:10 AM Global Food Aid (Bruce Schactler)

10:30 AM Domestic Marketing Program (Megan Rider)

10:50 AM Communications / PR Program (Ashley Heimbigner & Edelman)

11:10 AM Break

11:30 AM Lunch (provided) – *Fore Deck*

1:00 PM **Species & RFM Committee meetings:** Call in information is on the Committee meeting agendas

RFM – *Adventure*

Halibut/Sablefish Committee – *Resolution*

Salmon Committee – *Aft Deck*

Whitefish Committee – *Quadrant*

Shellfish Committee – *Endeavor*

4:00 PM Species Committee Meetings Conclude – Chair Recap due to Sara Truitt via Email by 9pm

5:00 PM Welcome Reception – *49th State Brewing (717 W 3rd Ave, Downtown)*



Wild, Natural & Sustainable®

Wednesday, October 9, 2018 - all meetings will take place at the Captain Cook

7:00 – 8:00 AM Breakfast buffet is provided at the Captain Cook in Fore Deck

Committee Meetings - Call in information for species and operational committee meetings are available on the individual meeting agendas.

8:15 AM ASMI Committee Chair meeting – *Aft Deck + Mid*
Species committee chairs will report on key points from their meetings the prior day and on items for operational committees to discuss; Attendance is required by all ASMI Committee Chairs, all others are highly encouraged to attend.

Salmon Committee (Chair John Daly)

Halibut/Sablefish Committee (Chair Peggy Parker)

Whitefish Committee (Chair Mike Cusack)

Shellfish Committee (Chair Rodger Painter)

9:30 AM Operational Committee meetings

Domestic Marketing Committee – *Endeavor Room*

International Marketing Committee – *Mid Deck*

Seafood Technical Committee – *Quadrant Room*

12:00 PM Lunch (provided) – *Fore Deck*
**Brief presentation possible - TBD*

1:00 PM Continue Operational Committee meetings:

Domestic Marketing Committee – *Endeavor Room*

International Marketing Committee – *Mid Deck*

Seafood Technical Committee – *Quadrant Room*

4:00 PM Operational Committee Meetings Conclude
Chair Recap due to Sara Truitt via email by 9pm

4:15 PM MBAq Working Group – *Voyager Room*
All others adjourn for the day – Dinner on your own.



Wild, Natural & Sustainable®

Thursday, October 10, 2019 – All meetings will take place at the Captain Cook

7:00 – 8:30 AM **Breakfast buffet is provided at the Captain Cook in Fore Deck**

12:00 – 1:00PM **Lunch is provided at the Captain Cook in Fore Deck**

7:30 AM – 12:00PM Communications Committee Meeting – Quadrant Room

9:00AM – 4:00 PM ASMI Board of Directors Meeting – Aft Deck

For those unable to attend in person, audio will be available by calling the following:

Call in number: 800-315-6338 Alternate call in number: +1-913-904-9376 Access Code: 05684

- I. Call to Order
 - a) Roll Call
 - b) Approve Agenda
 - c) Approve minutes from the CAP & Sept 3, 2019 meeting
 - d) Chairman's Remarks
 - e) Public Comment

- II. Executive Director Update (Jeremy Woodrow)

- III. Operational Committee Reports
 - a) Domestic Marketing Committee (Chair John Salle)
 - b) International Marketing Committee (Chair Lance Magnuson)
 - c) Seafood Technical Committee (Chair Hart Schwarzenbach)
 - d) Communications Committee (Chair Julianne Curry)
 - e) Responsible Fisheries Management (Chair Mark Fina)

- IV. New Business and/or Executive Session
 - a) RFM Progress Report
 - b) ASMI/GAPP Collaboration
 - c) ASMI Annual Budget Overlook
 - d) ASMI Customer Advisory Panel Report
 - e) Select All Hands 2020/2021 Venue and Dates
 - f) Mariculture

- V. Executive Session
 - a) ASMI Committee Appointments
 - b) RFM Interim Board Selection
 - c) ASMI Staffing Update

- VI. Good of the Order

- VII. Adjourn

Please note that all meeting times are in Alaska Time Zone