



*Wild, Natural & Sustainable*

Alaska Seafood Marketing Institute (ASMI)  
Domestic Marketing Committee Meeting  
October 9, 2019

9:30 AM – 4:00 PM Alaska Time

Hotel Captain Cook

Endeavor Room

939 West Fifth Avenue

Anchorage, AK 99501

**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 August 20, 2019
- V. Public Comment
- VI. Industry Update
- VII. Work on Operational Committee Reports
- VIII. Datassential Presentation provided by Marie Molde
- IX. Lunch
- X. Trade and Consumer PR presentation by Katie Goldberg
- XI. National Accounts presentation by Jann Dickerson
- XII. Distributor Promotions presentation by David Woolley
- XIII. Retail Trade Promotions presentation by Mark Jones (recorded)
- XIV. Monterey Bay Aquarium Update by Susan Marks
- XV. Old Business and Good of the Order
  - a. Schedule Next Meeting

Adjourn

\*The group will break for lunch at a time deemed most appropriate by the committee