



Wild, Natural & Sustainable®

**Alaska Seafood Marketing Institute
All Hands Meeting, September 29 – October 1, 2014
Anchorage Marriott Downtown, Anchorage, Alaska
Draft Agenda**

Monday, September 29, 2014

*All committee meetings are open to the public

- 7:00 AM Resource Area – 2nd floor lobby open all day
- 7:00 AM Breakfast for meeting attendees - [Anchorage Ballroom](#) open until 9:00 AM
- 9:00 AM Species Committee meetings:
- Salmon Committee – [Haines Meeting Room](#)
- Halibut/Sablefish Committee – [Juneau Meeting Room](#)
- Whitefish Committee – [Denali Meeting Room](#)
- Shellfish Committee – [Kenai Meeting Room](#)
- 12:00 PM Lunch (provided) – [Anchorage Ballroom](#)
- 12:45 PM Joint Species/Operational Chair Meeting (following lunch/open to public) – [Fairbanks Ballroom](#)
- 2:00 PM Operational Committee meetings:
- Retail & Foodservice Joint Committee - [Haines Meeting Room](#)
- International Marketing Committee - [Juneau Meeting Room](#)
- Seafood Technical Committee - [Denali Meeting Room](#)
- 5:00 PM Dinner on own



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Tuesday, September 30, 2014

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- 7:00 AM Resource Area – 2nd floor lobby open all day
- 7:00 AM Breakfast for meeting attendees, open until 9:00 AM – [Anchorage Ballroom](#)
- 8:00 AM Operational Committee meetings:
- Foodservice Marketing Committee - [Kenai Meeting Room](#)
 - Retail Marketing Committee - [Haines Meeting Room](#)
 - International Marketing Committee - [Juneau Meeting Room](#)
 - Seafood Technical Committee - [Denali Meeting Room](#)
- 12:00 PM Committee, Board and Staff Luncheon– [Anchorage Ballroom](#)
- 1:15 PM ASMI Program Updates – [Fairbanks Ballroom](#)
- 1:15 PM Welcome and Introduction (Michael Cerne)
- 1:30 PM Communications Program Presentation (Tyson Fick)
- 2:00 PM Foodservice Presentation (Claudia Hogue)
- 2:30 PM Retail Presentation (Larry Andrews)
- 3:00 PM Coffee Break
- 3:15 PM International Program Presentation (Alexa Tonkovich)
- 3:45 PM Technical Program Presentation (Alex Oliveira)
- 4:15 PM Food Aid Presentation (Bruce Schactler)
- 4:45 PM Consumer PR
- 5:15 PM Adjourn for the day
- 5:30 PM Great Alaska Seafood Cook Off Competition and Reception (Invite Only) – [Grand Pacific Ballroom](#)



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Wednesday, October 1, 2014

7:00 AM Resource Area – 2nd floor lobby - Open all Day

7:00 AM Breakfast for meeting attendees, open until 9:00 AM – [Anchorage Ballroom](#)

ASMI Board of Directors Meeting – [Fairbanks Ballroom](#)

8:00 AM Opening Items
Call to order
Approval of the agenda
Approval of the minutes
Chair Report
- New Board member introduction
- Old Board member recognition
Executive Director Report
Public Comment

8:30 AM Alaska Fisheries Update (Andy Wink, McDowell Group)

9:00 AM Budget update (Becky Monagle)

9:15 AM Operational Committee reports:
International Marketing Committee (Jeff Stephan)
Foodservice Committee (Jennifer Castle)
Technical Committee (Hart Schwarzenbach)
Retail Committee (Tom Sunderland)

10:15 AM Break

10:30 AM Executive Session
Committee Selection/Reappointments discussion
CCC appointments discussion
RFM discussion

11:45 AM Lunch (provided) – [Anchorage Ballroom](#)

12:45 PM Reconvene in open session:
Appoint/reappoint committee members

1:00 PM Responsible Fisheries Management (RFM) discussion
CCC Terms of Reference
RFM Strategic Plan
RFM Task force Report
RFM Policy & Procedures
RFM Clients
RFM MOU/Cost Sharing

4:00 PM Old business:

4:15 PM New business:
- Items that may come from committees or board
- Spring Budget meeting date/location

8/27/2014

5:00 PM

Adjourn

- CAP meeting date/location