



Alaska Seafood Marketing Institute

INTERNATIONAL MARKETING COMMITTEE MEETING

February 11, 2015

9:00 am – 4:00 pm

Glacier Fish Company
2320 West Commodore Way
#200
Seattle, WA 98199

9:00 a.m. INTRODUCTION

- A. Call to Order
- B. Roll Call
- C. Approval of Previous Minutes
- D. Announcements
- E. Introduction of Guests/Visitors
- F. Public Comment

9:15 a.m. REPORTS

- A. Chairman's Report and Comments
- B. Program Director Report and Comments

9:30 a.m. Strategic Annex

- A. Additional Discussion
- B. Approval

9:45 a.m. Consumer Research Highlights- *with Kelly Ewen, Rose Research*

10:30 a.m. Break

10:45 a.m. RFM Work Plan and Budget Discussion- *with Alex Oliveira*

12:15 p.m. Lunch

1:15 p.m. FY 16 Budget

2:45 p.m. Review of Sockeye Salmon Proposal(s)

- A. Update on UK Canned Sockeye Activities
- B. Review of Frozen Sockeye Proposals

3:30 p.m. Next Meeting Date

4:00 p.m. Adjourn

Working Lunch

We will have a working lunch. Please plan on either bringing a lunch or ordering a lunch for delivery. Gretchen's has been a good choice in the past. You can either call **(206) 623-8194** and place your order, or order online. If you do place an order please request noon for your delivery time and have them deliver to:

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Here is a link to Gretchen's website:

<http://gretchensshoebox.com/>