



***Wild, Natural & Sustainable®***

Alaska Seafood Marketing Institute  
Customer Advisory Panel and Board of Directors Meeting  
July 27-29, 2015 at the Cape Fox Lodge in Ketchikan, Alaska  
*Draft Agenda*

**Monday, July 27**

6:00 PM Dinner at the Famous Fish House

**Tuesday, July 28**

8:00 AM Breakfast at the Cape Fox Lodge

9:00 AM Welcome by ASMI Chairman  
Approval of Agenda  
Approval of minutes from May 5<sup>th</sup>, Board of Directors meeting  
Public Comment

9:15 AM ASMI program overview and update – ED Mike Cerne

9:30 AM Status of AK Fisheries Report – McDowell Group

10:00 AM Coffee break

10:30 AM CAP Member Presentations – 10 minutes each (total of 9)

12:00 PM Lunch at the Cape Fox Lodge

1:00 PM RFM 2.0 Update and roll out strategy – Susan Marks and Edelman

2:00 PM Collaboration between ASMI BOD and CAP members

3:00 PM Coffee Break

5:00 PM Adjourn

6:00 PM Reception and dinner at the Fish Pirates Saloon

**Wednesday, July 29**

8:00 AM Breakfast at the Cape Fox Lodge

9:00AM Trident Seafood plant tour

12:00 PM Where the Eagle Walks – Walking and cultural tour including lunch starting and ending at the Cape Fox Lodge