



***Wild, Natural & Sustainable®***

Alaska Seafood Marketing Institute  
Board of Directors Meeting  
Tuesday, May 5, 2015  
beginning at 8:30 am  
at the Goldbelt Building located at 801 West 10<sup>th</sup> Street  
on the 3<sup>rd</sup> floor in the Hugh Malone Board Room  
in Juneau Alaska

*draft agenda*

Teleconference information:

USA/Canada Toll Free: 1-877-820-7831  
International Toll Free: 1-720-279-0026  
Passcode: 451857

8:30 AM	Call to Order Roll Call Opening Items <ul style="list-style-type: none"><li>• Approve the agenda from March 3, 2015 teleconference</li><li>• Chair Remarks</li><li>• Public Comment</li></ul>
9:00 AM	ASMI Budget Presentation – Becky Monagle <ul style="list-style-type: none"><li>• FY15 Update</li><li>• FY16 Budget</li></ul>
9:20 AM	Seafood Technical Budget – Alex Oliveira
9:40 AM	US Foodservice Budget – Claudia Hogue
10:00 AM	US Retail Budget – Larry Andrews
10:20 AM	Break
10:40 AM	US Food Aid Budget – Bruce Schactler
11:00 AM	Communications Budget – Tyson Fick

11:20 AM	Consumer PR Update - Edelman
11:40 AM	International Budget – Alexa Tonkovich
12:00 PM	Executive Session / Working Lunch
2:00 PM	Set priorities and approval for FY 16 Budget
2:30 PM	Old Business <ul style="list-style-type: none"><li>• Sockeye Marketing Plan</li></ul> New Business <ul style="list-style-type: none"><li>• 2015 All Hands date discussion</li><li>• Chair and Vice Chair elections</li></ul>
4:00 PM	Adjourn