



Wild, Natural & Sustainable®

**Alaska Seafood Marketing Institute
RFM Committee Meeting**

May 27, 2015 beginning at 8:30 AM -5:00 PM Pacific Time
at the offices of Edelman located at
1601 5th Avenue, 24th floor in Seattle Washington
(a working lunch will be provided)

DRAFT Agenda

Participant Call in information:

USA/Canada Toll Free: 1-877-820-7831

International Toll Free: 1-720-279-0026

Passcode: 369206

*ASMI Board direction for RFM Committee - Quote from Draft Motions (October 1, 2014) All Hands on Deck ASMI Board of Directors Meeting: **"The aforementioned RFM Committee shall work with ASMI marketing directors, operational committees, and ASMI's Public Relations firm to develop a marketing campaign budget and spend plan for follow on Board approval."***

- I. Opening items
 - a. Call to order
 - b. Roll call
 - c. Approval of agenda
 - d. Approval of minutes
 - e. Opening remarks
 - f. Goals & discussion for current meeting
- II. Public Comment
- III. Old Business
 - a. Updates on the following:
 - i. Fishery Clients
 - ii. Conformance Criteria Committee
 - iii. Policies & Procedures
 - iv. Update on ISEAL and ISO
 - v. Program accreditation - ANSI
 - vi. RFM vs. TSC (MRAG)
 - vii. Update on GSSI
 - viii. Review Schedule & Timing for Critical Components
 - b. RFM PR Campaign
- IV. Break
- V. Executive Session
- VI. Reconvene in Open Session
- VII. New Business
- VIII. Adjourn