



October 18, 2013

Mr. Mike Cerne
Executive Director
Alaska Seafood Marketing Institute
311 N. Franklin Street, Suite 200
Juneau, Alaska 99801

Dear Mr. Cerne:

On October 30, 2013 Representatives Cathy Muñoz and Bob Herron will be appearing before the Alaska Seafood Marketing Institute (ASMI) to make a presentation in seeking ASMI's support for an Alaska Seafood Festival in Manila, Philippines. I had originally planned to accompany the Representatives however, another pressing matter requiring my presence prevents me from being there.

I would like to express strong support for an Alaska Seafood Festival in Manila and encourage ASMI to consider being part of such event. The Philippines is a fish-eating country and introducing seafood products that Alaska can offer has a potential of developing valuable partnerships between Alaska and the Philippines.

What makes this project an even greater opportunity is that presently there are individuals residing in Manila who are eager to help promote and make an Alaska Seafood Festival a success. The Philippines has a status of an emerging economy and introducing varieties of Alaska Seafood would fit well with the Country's newest focus on hospitality services and tourism.

Alaska and Filipinos have a long standing history and opening avenues of seafood trade will only strengthen that relationship. If there is anything I can do or any questions I can help answer, please let me know.

Sincerely,

A handwritten signature in blue ink, reading "Jennifer Ruth G. Strickler".

Jennifer Ruth G. Strickler
Philippines Honorary Consul
For Alaska