



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 10th Street
on the 3rd 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

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| 8:30 AM | Call to Order
Roll Call
Opening Items <ul style="list-style-type: none">• Approve the agenda• Approve minutes from March 3, 2015 teleconference• Chair Remarks / Executive Director Report• Public Comment |
| 8:45 AM | Alaska Seafood Industry Update – Andy Wink |
| 9:05 AM | ASMI Budget Presentation – Becky Monagle <ul style="list-style-type: none">• FY15 Update• FY16 Budget |
| 9:25 AM | Seafood Technical Budget – Alex Oliveira |
| 9:45 AM | US Foodservice Budget – Claudia Hogue |
| 10:05 AM | US Retail Budget – Larry Andrews |
| 10:25 AM | Break |
| 10:45 AM | US Food Aid Budget – Bruce Schactler |

11:05 AM Communications Budget – Tyson Fick

11:25 AM Consumer PR Budget - Edelman

11:45 AM International Budget – Alexa Tonkovich

12:05 PM Executive Session / Working Lunch

2:00 PM Set priorities and approval for FY 16 Budget

2:30 PM Old Business

- Sockeye Marketing Plan

New Business

- 2015 All Hands date discussion
- Chair and Vice Chair elections

4:00 PM Adjourn