



*Wild, Natural & Sustainable®*

**Alaska Seafood Marketing Institute  
All Hands Meeting, October 28-30, 2013 – Hotel Captain Cook, Anchorage, Alaska  
Draft Agenda**

**Sunday, October 27, 2013**

1:00 PM International Marketing Program – Strategic Planning Workshop with Overseas Marketing Representatives - *Adventure Conference Room*

Resource Room open for staff setup until 9:00 PM - *Whitby Room*

**Monday, October 28, 2013**

\*All committee meetings are open to the public

7:00 AM Resource Room Open - *Whitby Room*

7:15 AM Continental Breakfast for meeting attendees, open until 9:00 AM – *Mid Deck*

9:00 AM Species Committee meetings:

Salmon Committee – *Endeavor Conference Room*

Halibut/Sablefish Committee – *Quadrant Conference Room*

Whitefish Committee – *Adventure Conference Room*

Shellfish Committee – *Voyager Conference Room*

12:00 PM Lunch (provided) – *Mid deck*

12:45 PM Species Chair Presentations (following lunch/open to public) – *Mid Deck*

1:30 PM Operational Committee meetings:

Retail & Foodservice Joint Committee - *Endeavor Conference Room*

International Marketing Committee - *Adventure Conference Room*

Seafood Technical Committee - *Quadrant Conference Room*

5:00 PM Dinner on own

**Tuesday, October 29, 2013**

\*All committee meetings are open to the public

- 7:00 AM Resource Room Open - *Whitby Room*
- 7:15 AM Continental Breakfast for meeting attendees, open until 9:00 AM – *Mid Deck*
- 8:00 AM Operational Committee meetings:
- Foodservice Marketing Committee - *Endeavor Conference Room*
  - Retail Marketing Committee - *Voyager Conference Room*
  - International Marketing Committee - *Adventure Conference Room*
  - Seafood Technical Committee - *Quadrant Conference Room*
- 12:00 PM Committee, Board and Staff Luncheon with State of Alaska Legislators (Invite Only) - *Mid Deck*
- Program Updates – *Aft Deck*
- 1:15 PM Welcome and Introduction (Michael Cerne)
- 1:30 PM Communications Program Presentation (Tyson Fick)
- 2:00 PM Foodservice Presentation (Claudia Hogue)
- 2:30 PM Retail Presentation (Larry Andrews)
- 3:00 PM International Program Presentation (Alexa Tonkovich)
- 3:45 PM Technical Program Presentation (Randy Rice)
- 4:15 PM Food Aid Presentation (Bruce Schactler)
- 4:45 PM Consumer PR (Schiedermayer & Associates)
- 5:15 PM Adjourn for the day
- 5:30 PM Welcome Reception (Invite Only) - *Mid Deck*

**Wednesday, October 30, 2013**

- 7:00 AM Resource Room Open - *Whitby Room*
- 7:15 AM Continental Breakfast for meeting attendees, open until 9:00 AM – *Mid Deck*

ASMI Board Meeting – *Aft Deck*

- 8:30 AM Opening Items  
Call to order  
Approval of the agenda  
Approval of the minutes  
Chair Report  
- New Board member introduction  
Executive Director Report  
GAPP Update (Torunn Halhjem)  
Public Comment
- 8:55 AM Alaska Fisheries Update (Andy Wink, McDowell Group)
- 9:25AM Budget update (Naresh Shrestha)
- 9:45 AM Seafood Opportunities in the Philippines (Representative Muñoz)
- 10:15 AM Break
- 10:30 AM Operational Committee reports:  
International Marketing Committee (Jeff Stephan)  
Foodservice Committee (Jennifer Castle)  
Technical Committee (Hart Schwarzenbach)  
Retail Committee (Steve Chartier)
- 11:15 AM GSSI Panel
- 12:15 PM Lunch (provided) – *Mid Deck*
- 1:15 PM Executive Session:  
Committee Selection/Reappointments discussion
- 2:15 PM Reconvene in open session:  
-Appoint/reappoint committee members
- 2:30 PM Certification Program update and discussion (Randy Rice)
- 3:00 PM Old business:
- 3:15 PM New business:  
- Items that may come from committees or board  
- Next meeting date/location  
- CAP meeting date/location  
- Bylaws
- 4:00 PM Adjourn