



October 2016

Dear ASMI Team,

Welcome to our annual All Hands on Deck Board Meeting. Many of you have traveled far and everyone here has taken time out of their busy schedules. I know for many of you time spent here is as a volunteer to benefit the organization and the industry. We are fortunate to have so many talented and passionate people invested in our mission to increase the value of the Alaska Seafood resource.

These are challenging times for the Alaska seafood industry. Harvests have been unpredictable, to say the least. Currency rates have not been in our favor for many months. Close to home, the State of Alaska is in a budget crisis and ASMI, as well as the industry, face budget cuts and increased political scrutiny. Globally, we face many challenges far outside our control like the Russian import ban, Brexit, environmental changes, eNGO pressure and more.

Coming into this meeting I imagined that there might be a feeling of stress among many of us. However, I feel strongly that the tone of this meeting shouldn't be doom and gloom. We'll start this week with program reports; I am consistently impressed by the great work that our staff and contractors do and the creativity within our organization. This is a chance for each program to highlight their new promotions and their successes- of which there are many!

We should not forget that we are lucky enough promote the best seafood in the world. Globally, Alaska is one of the leaders in fisheries management and we have diverse and abundant fisheries. Wild Alaska seafood is one of the healthiest foods anyone can eat at a time when more people are seeking clean, nutritious foods that are responsibly sourced. Demographics are in our favor with more people having increased disposable income seeking healthier proteins. There are more opportunities for Alaska seafood than I can begin to list here.

These three days offer a unique opportunity to have the entire ASMI Team gathered to reflect on the past year and look forward to the next. We welcome industry guidance to better face our many challenges and to help assess what we're doing well and how we can improve. We look forward to strategizing how best to capitalize on new opportunities and finding new ways collaborate.

I want to sincerely thank all of you for your time and energy this week and in the year to come!

~Alexa