



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute
All Hands on Deck Meetings
November 28-30, 2017
Anchorage, AK
Draft Agenda

Monday, November 27, 2017

International and Domestic Staff program meetings at the Cook

Tuesday, November 28, 2017 – all meetings will take place at the Captain Cook

7:30 – 8:45 AM Breakfast buffet is provided at the Captain Cook in Mid Deck

General Session – Aft Deck

For those unable to attend in person, audio will be available by calling the following:
Call in number: 800-315-6338 Alternate Call in number: +1-913-904-9376 Access Code: 05684

- 9:00 AM Welcome and Introduction (Alexa Tonkovich)
- 9:10 AM Fisheries update (Andy Wink)
- 9:30 AM Fiscal Update (Becky Monagle)
- 9:50 AM Domestic Marketing Program (Victoria Parr)
- 10:10 AM Communications / PR Program (Jeremy Woodrow with Edelman PR)
- 10:30 AM International Marketing Program (Hannah Lindoff)
- 10:50 AM Seafood Technical Program (Michael Kohan)
- 11:10 AM Global Food Aid (Bruce Schactler)
- 11:30 AM Sustainability Program (Susan Marks)
- 12:00 PM Lunch (provided) – *Mid Deck*
- *Chair training available during lunch in the Quadrant Room.
- 1:30 PM Species Committee meetings: Call in information is listed on the Committee meeting agenda
- Salmon Committee – *Adventure Room*
- Halibut/Sablefish Committee – *Voyager Room*
- Whitefish Committee – *Quadrant Room*
- Shellfish Committee – *Easter Island Room*
- 4:30 PM Species Committee Chair Recap (Sara Truitt) – *Whitby Room*
Committee Chair and minute takers will meet to pass off items for operational committees to consider
- 5:30 PM Welcome Reception – *Quarter Deck (10th Floor Captain Cook)*



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Wednesday, November 29, 2017 - all meetings will take place at the Captain Cook

7:30 – 8:45 AM Breakfast buffet is provided at the Captain Cook in Mid Deck

Committee Meetings

Call in information for species and operational committee meetings are available on the individual meeting agendas.

8:00 AM – 9:50 AM: RFM Teleconference – Quadrant Room

9:00 AM ASMI Committee Chair meeting – *Aft Deck*
Species committee chairs will report on key points from their meetings the prior day and on items for operational committees to discuss; Attendance is required by all ASMI Committee Chairs, all others are highly encouraged to attend.

Salmon Committee (Chair Julianne Curry)

Halibut/Sablefish Committee (Chair Peggy Parker)

Whitefish Committee (Chair Rasmus Soerensen)

Shellfish Committee (Chair Jake Jacobsen)

10:00 AM Operational Committee meetings

Domestic Marketing Committee – *Adventure Room*

International Marketing Committee – *Aft Deck*

Seafood Technical Committee – *Quadrant Room*

12:00 PM Lunch (provided) – *Mid Deck*
**Brief presentation by Julie Decker*

1:00 PM Continue Operational Committee meetings:

Domestic Marketing Committee – *Adventure Room*

International Marketing Committee – *Aft Deck*

Seafood Technical Committee – *Quadrant Room*

4:30 PM Operational Committee Chair Recap (Sara Truitt) – *Whitby Room*
Committee Chair and minute takers will meet to pass off items for board consideration.

5:00 PM Adjourn for the day

Call in information for species and operational committee meetings are available on the individual meeting agendas.



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Thursday, November 30, 2017 - all meetings will take place at the Captain Cook

7:30 – 8:45 AM Breakfast buffet is provided at the Captain Cook in Mid Deck

ASMI Board of Directors Meeting – Aft Deck

For those unable to attend in person, audio will be available by calling the following:

Call in number: 800-315-6338 Alternate call in number: +1-913-904-9376 Access Code: 05684

- 9:00 AM Call to Order
Opening Items
- a. Roll Call
 - b. Approve Agenda
 - c. Approve minutes from the October 25, 2017 teleconference
 - d. Chairman's Remarks
 - e. Public Comment
- 9:30 AM Executive Director Update (Alexa Tonkovich)
- 10:00 AM Operational Committee Reports
- Domestic Marketing Committee (Chair Thea Thomas)
 - International Marketing Committee (Chair Michael McGinley)
 - Seafood Technical Committee (Chair Dan Block)
- 10:45 AM RFM Program
- a. Approval of Version 4 QMS and Procedures
 - b. RFM Strategic Plan Update and Path Forward
- 11:45 AM Executive Session
- Committee Selection/Reappointments
 - Budget
 - RFM
- 12:00 PM Lunch (provided)- *Mid Deck*
- 2:00 PM Reconvene in Open Session
- 2:15 PM New Business
- a. Appoint/reappoint committee members
 - b. Board Strategic Planning Session
 - c. Set dates and locations for the following:
 - 2018 Spring Budget Board of Directors Meeting
 - 2018 All Hands Meeting
- 4:30 PM Adjourn

Please note that all meeting times are in Alaska Time Zone