



Wild, Natural & Sustainable®

**Alaska Seafood Marketing Institute
All Hands on Deck Conference
November 2-4, 2023
Anchorage, AK**

Wednesday, November 1, 2023

5:30–7:00 PM Welcome Reception & Happy Hour Trivia at 49th State Brewing, 717 W 3rd Ave, Anchorage

Thursday, November 2, 2023

Hotel Captain Cook, 939 W 5th Ave, Anchorage, AK 99501

- 7:00-8:00 AM Breakfast buffet is provided in the *Fore Deck*.
- 8:15 AM General Session – *Mid Deck*
For those unable to attend in person, please join on Zoom.
- 8:20 AM IRI Presentation – *Mid Deck*
- 9:20 AM Break
- 9:30 AM Alaska Seafood Market Perspective – ASMI Customer Advisory Panel – *Mid Deck*
- 10:20 AM Break
- 10:30 AM CAP, part 2
- 11:20 AM General Session Closing Remarks - ASMI Chairman Allen Kimball
- 11:30 AM Lunch is provided in the *Fore Deck*.
- 12:45 PM ASMI Program Reports – *Mid Deck*
- International Marketing – Hannah Lindoff
 - Global Food Aid – Bruce Schactler
 - Seafood Technical – John Burrows
 - Domestic Marketing – Megan Rider
 - Communications & Consumer PR – Greg Smith
- 2:20 PM Break

Thursday continued...

- 2:30 PM Species Committee Meetings
Zoom links/call-in information are on the individual committee meeting agendas.
- Halibut/Sablefish Committee – *Adventure Room (lower lobby level)*
 - Salmon Committee – *Aft Deck (lobby level)*
 - Shellfish Committee – *Quadrant Room (lower lobby level)*
 - Whitefish Committee – *Endeavor Room (lower lobby level)*
- 5:00 PM Species Committee Meetings conclude
Chairs' recap reports due to Heather Johnson-Smith via email by 6:00 PM

Day 1 concludes. Evening on own.

Friday, November 3, 2023

Hotel Captain Cook, 939 W 5th Ave, Anchorage, AK 99501

- 7:00-8:00 AM Breakfast buffet is provided in the *Fore Deck*.
- 8:00 AM Fisheries Value & Impact Update by McKinley Group – *Fore Deck*
- 8:30 AM ASMI Committee Chair Reports – *Fore 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.
- Halibut/Sablefish Committee - Chair
 - Salmon Committee - Chair
 - Shellfish Committee - Chair
 - Whitefish Committee - Chair
- 9:00 AM Operational Committee Meetings
Zoom links/call-in information are on the individual committee meeting agendas.
- Joint Communications Committee & Domestic Marketing Committee – *Aft Deck (lobby level)*
 - International Marketing Committee – *Mid Deck (lobby level)*
 - Seafood Technical Committee – *Adventure Room (lower lobby level)*
- 12:00 PM Lunch is provided in the *Fore Deck*.
- 1:00 PM Continue Operational Committee Meetings:
- Communications Committee – *Endeavor Room (lower lobby level)*
 - Domestic Marketing Committee – *Aft Deck (lobby level)*
 - International Marketing Committee – *Mid Deck (lobby level)*
 - Seafood Technical Committee – *Adventure Room (lower lobby level)*
- 4:00 PM Operational Committee Meetings conclude
Chairs' recap reports due to Heather Johnson-Smith via email by 5:00 PM
- 5:00-7:00 PM Evening Reception in Quarter Deck in Tower 1 on 10th floor



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Saturday, November 4, 2023

Hotel Captain Cook, 939 W 5th Ave, Anchorage, AK 99501

7:30-8:30 AM Breakfast buffet is provided in the *Fore Deck*.

9:00 AM – 12:00 PM **ASMI Board of Directors Meeting – Mid Deck**
For those unable to attend in person, please join on Zoom.

Please note that all meeting times are in Alaska Time Zone.

*Subject to change.
Updated 8/24/23*