



## **2024 ASMI All Hands on Deck**

### **ASMI Operational Committee Questions**

Please use the following topics as points for discussion by your committee and provide a summary to the ASMI Board of Directors:

- How can ASMI make an immediate difference in the marketplace?
  
- What long-term challenges must your program continue to monitor and/or address?
  
- For Domestic & International: What resources can ASMI provide to best help retailers and foodservice operators?
  - What needs to be done to elevate RFM with our customers?
  
- For Communications: What resources can ASMI provide to best help harvesters understand ASMI's value to Alaska's seafood industry?
  - What needs to be done to elevate RFM with our customers?
  
- Are there ways that your harvester group, businesses, affiliate organizations or the companies you represent can support ASMI either in-state or in the market (domestic or global)?
  
- Please review the summaries of the species committees. Do you have any recommendations for which your operational program should take action?
  
- Is there an action that this committee recommends the Board consider at All Hands or in the near future?