

82% of U.S. seafood consumers trust the **Alaska Seafood label**— and they'll pay more for it.



All Hands on Deck

WHAT IS ALL HANDS

About the Event

ASMI's annual meeting structure allows for meaningful input to help guide future marketing activities.

Here's what happens:

Stakeholders meet and share information, first by species group, and then by operational program, to develop recommendations for the ASMI Board of Directors. This process helps the Board and ASMI set its direction for the coming year and beyond.

2025 Event Agenda

✓ **Wednesday: welcome reception & trivia night**

✓ **Breakfast and lunch provided**

scan for the full agenda + the latest updates →



DAY 1 | SPECIES

Morning Welcome
General Session
ASMI Program Reports
Species Committee Meetings

DAY 2 | OPERATIONAL

Operational Committee Meetings:
International Marketing
Domestic Marketing
Seafood Technical Communications

DAY 3 | BOARD

Alaska Seafood Marketing Institute Board of Directors Meeting

www.alaskaseafood.org/allhands

@ASMINewsandUpdates

Tag #AskforAlaska

All Hands on Deck

2025 AGENDA

Agenda may change prior to November 5. For the latest agenda and to access meeting materials scan

NOTE: All times listed are Alaska Standard Time



WEDNESDAY | NOVEMBER 5, 2025

ANCHORAGE HILTON

🐟 indicates a session of more specific interest to fishermen

500 W 3RD AVE, ANCHORAGE, AK 99501

3:00 PM – 4:30 PM New Committee Member Orientation – Birch Room (1st floor)

5:30 PM – 7:30 PM Welcome Reception & Trivia Night 🐟 – The Chart Room (15th floor)

THURSDAY | NOVEMBER 6, 2025

ANCHORAGE HILTON

🐟 indicates a session of more specific interest to fishermen

500 W 3RD AVE, ANCHORAGE, AK 99501

7 – 7:45 AM Breakfast buffet – Aleutian/Alaska Room

8:00 AM General Session – Denali Room

Opening Remarks by ASMI Chairman Richard Riggs

Video Welcome from Senator Lisa Murkowski, Representative Nick Begich

8:20 AM “Navigating Consumer Shifts at Retail: Macro Forces, Protein Demand & Seafood Growth” by Chris DuBois, EVP Fresh Foods/Protein Practice Leader, Circana

9:20 AM “The State of Foodservice and Role of Seafood” by Joe Pawlak, Technomic

10:15 AM Break

10:30 AM Welcome from Senator Dan Sullivan

10:35 AM ASMI Program Reports 🐟

- International Marketing – Nicole Alba
- Seafood Technical – John Burrows
- Domestic Marketing – Megan Rider
- Communications & Consumer PR – Greg Smith

11:45 AM ASMI ROI Analysis by Andy Wink

12:05 PM General Session Closing Remarks by ASMI Executive Director Jeremy Woodrow

12:15 PM Lunch – Aleutian/Alaska Room

- McKinley Research Group Presentation 🐟

1:30 PM Species Committee Meetings 🐟

- Halibut/Sablefish Committee – Aspen Room (1st floor)
- Salmon Committee – King Salmon/Iliamna Room (2nd floor)
- Shellfish Committee – Spruce Room (1st floor)
- Whitefish Committee – Dillingham/Katmai Room (2nd floor)

5:00 PM Species Committee Meetings conclude

Day 1 concludes. Evening on own.

All Hands on Deck

2025 AGENDA

Agenda may change prior to November 5. For the latest agenda and to access meeting materials scan

NOTE: All times listed are Alaska Standard Time



FRIDAY | NOVEMBER 7, 2025

ANCHORAGE HILTON

🦞 indicates a session of more specific interest to fishermen

500 W 3RD AVE, ANCHORAGE, AK 99501

7 - 8:30 AM Breakfast buffet - Aleutian/Alaska Room

8:00 AM ASMI Committee Chair Reports 🦞 - Aleutian/Alaska Room

Species committee chairs will report on key points from their meetings the day prior 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 🦞

9-10:30 AM Joint Communications Committee & Domestic Marketing Committee
- Dillingham/Katmai Room (2nd floor)

9-12:00 PM International Marketing Committee - King Salmon/Iliamna Room (2nd floor)

9-12:00 PM Seafood Technical Committee - Aspen Room (1st floor)

10:30-12 PM Communications Committee - Spruce Room (1st floor)

10:30-12 PM Domestic Marketing Committee - Dillingham/Katmai Room (2nd floor)

12:00 PM Lunch buffet - Aleutian/Alaska Room

12:15 PM Certified Seafood Committee Meeting - Birch Room (1st floor)

1:00 PM Operational Committee Meetings (Continued) 🦞

- Communications Committee - Spruce Room (1st floor)
- Domestic Marketing Committee - Dillingham/Katmai Room (2nd floor)
- International Marketing Committee - King Salmon/Iliamna Room (2nd floor)
- Seafood Technical Committee - Aspen Room (1st floor)

4:00 PM Operational Committee Meetings conclude

Day 2 concludes. Evening on own.

Don't forget to tag @ASMInewsandupdates on Facebook and use #AskforAlaska on Instagram.

All Hands on Deck

2025 AGENDA

Agenda may change prior to
November 5. For the latest agenda
and to access meeting materials scan



**NOTE: All times listed are Alaska
Standard Time**

SATURDAY | NOVEMBER 8, 2025

ANCHORAGE HILTON

500 W 3RD AVE, ANCHORAGE, AK 99501

7 - 7:45 AM Breakfast buffet - Aleutian/Alaska Room

8 - 12:00 PM ASMI Board of Directors Meeting - Denali Room

AGENDA

- I. Call to Order
 - a) Roll Call
 - b) Approve Agenda
 - c) Approve Minutes from August 18, 2025
 - d) ASMI Antitrust Statement (Jeremy Woodrow)
 - e) Chairman's Remarks (Richard Riggs)
 - f) Public Comment
- II. Executive Director Report (Jeremy Woodrow)
- III. Operational Committee Reports
 - a) Domestic Marketing Committee (Chair)
 - b) International Marketing Committee (Chair)
 - c) Seafood Technical Committee (Chair)
 - d) Communications Committee (Chair)
- IV. New Business
 - a) ASMI Fiscal Update (Jenny McDowell)
 - b) Certified Seafood International Update
 - c) Global Food Aid Report
 - d) Board Roundtable & Discussion
 - e) Further Business as Necessary
 - f) Good of the Order
 - g) Next ASMI Board Meeting Date:
- V. Adjourn

12:00 PM Lunch buffet - Aleutian/Alaska Room

**WATCH FOR MORE INFORMATION ON
ALL HANDS ON DECK 2026**