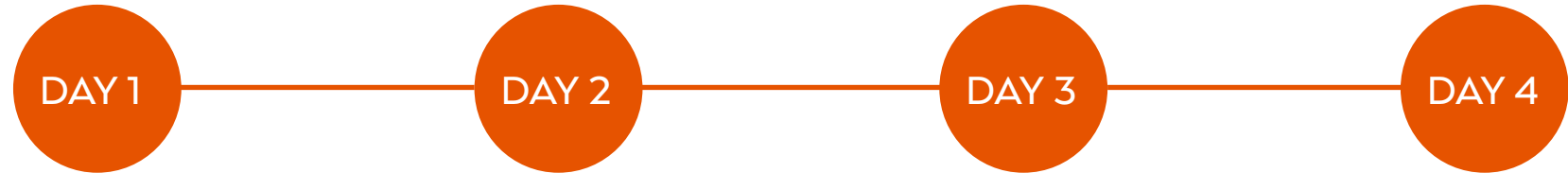


What Is All Hands On Deck?

ASMI's annual meeting structure allows for meaningful input to help guide future marketing activities. Here's what happens at All Hands: 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 ASMI set its direction for the coming year and beyond.



ORIENTATION & GENERAL SESSION

A day of welcome and orientation. Hear from the Executive Director of ASMI, as well as global industry experts on the Customer Advisory Panel. There will also be a live Q&A concerning responsible fisheries management.

WHAT SHOULD I DO?

Join the general session. Explore digital resources, highlight reels and presentations available for download on the virtual conference platform.

DAY 2

SPECIES COMMITTEES

Stakeholders and experts meet to discuss global market conditions, fishery concerns, and other topics for species groups with the goal of developing recommendations for the operational committees to consider. Groups are Salmon, Whitefish, Halibut/Sablefish, and Shellfish.

WHAT SHOULD I DO?

Pick the species that interest you most, and attend those meetings. You'll have the opportunity to share public comments at that time.

DAY 3

OPERATIONAL COMMITTEES

Committees meet on ASMI's key purview areas: international marketing, domestic marketing, seafood technical, and communications. They consider the recommendations compiled by the species committees on day 2 and use them to make recommendations for the ASMI Board of Directors.

WHAT SHOULD I DO?

Attend the committees that you are most interested in. Feel free to move from committee to committee so you can learn more about what ASMI does.

DAY 4

BOARD MEETING

On the final day of All Hands, the ASMI Board of Directors hears the reports from each operational committee which recommends how to use the feedback from the species committees. The board of directors then sets strategic priorities for the ASMI staff to implement for the year.

WHAT SHOULD I DO?

Listen to the reports and learn the results of any committees you weren't able to attend.



HAVE QUESTIONS?

Check out the virtual event platform at <https://hopin.com/events/all-hands-on-deck>

CONTACT:

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ALL HANDS ON DECK VIRTUAL CONFERENCE AGENDA NOVEMBER 9–12, 2021

The following agenda may change slightly prior to November 9. For the latest agenda and to attend each virtual session, visit alaskaseafood.org/all-hands-on-deck/.

NOTE: All times listed are Alaska Standard Time

TUESDAY | NOVEMBER 9, 2021

8:15 a.m. – 11:30 a.m.	General Session Opening Remarks & Welcome Jeremy Woodrow, ASMI Executive Director A Word from Washington Alaska Congressional Delegation 'Alaska Seafood Around the World' CAP Roundtable ASMI Customer Advisory Panel members Closing Remarks ASMI Board Chairman, Allen Kimball
11:30 – 1:00 p.m.	BREAK
1:00 – 2:00 p.m.	Responsible Fisheries Management Q&A Live Q&A with CSC Board Members & RFM Program Staff

WEDNESDAY | NOVEMBER 10, 2021

8:30 a.m. – 2:30 p.m.	ASMI Species Committee Meetings
8:30 – 11:00 a.m.	ASMI Species Committee Meetings Salmon Committee Halibut-Sablefish Committee
11:00 – 12:00 p.m.	BREAK
12:00 – 2:30 p.m.	ASMI Species Committee Meetings Whitefish Committee Shellfish Committee

THURSDAY | NOVEMBER 11, 2021 (VETERANS DAY)

8:30 a.m. – 2:30 p.m.	ASMI Operational Committee Meetings
8:00 – 10:30 a.m.	Domestic Marketing & Communications Joint Committee Meeting
8:30 – 10:30 a.m.	International Marketing Committee
10:30 – 11:30 a.m.	BREAK
11:30 – 2:30 p.m.	ASMI Operational Committee Meetings Domestic Marketing Committee Meeting Communications Committee Meeting Seafood Technical Committee

FRIDAY | NOVEMBER 12, 2021

9:00 a.m. – 12:00 p.m.	ASMI Board of Directors Meeting
9:00 – 9:30 a.m.	ASMI Board of Directors Opening Remarks Public Comment ASMI Budget Overview ASMI Global Food Aid Report
9:30 – 9:45 a.m.	Economic Value of Alaska Seafood Update
9:45 – 10:15 a.m.	Responsible Fisheries Management Update
10:15 – 11:15 a.m.	ASMI Operational Committee Chair Reports
11:15 – 11:30 a.m.	Operational Committee Recommendations Discussion
11:30 – 12:00 p.m.	New Business
12:00 p.m.	Closing Remarks & Adjourn