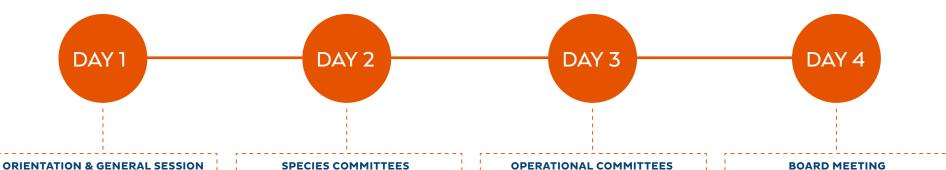
# What Is All Hands On Deck?

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.



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. 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. 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. 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

# THURSDAY | NOVEMBER 11, 2021 (VETERANS DAY)

8:15 a.m. – 11:30 a.m.	General Session	8:30 a.m. – 2:30 p.m.	ASMI Operational Committee Meetings
	<b>Opening Remarks &amp; Welcome</b> Jeremy Woodrow, ASMI Executive Director	8:30 – 10:30 a.m.	ASMI Operational Committee Meetings International Marketing Committee
	A Word from Washington Alaska Congressional Delegation		Domestic Marketing & Communications Joint Committee Meeting
	'Alaska Seafood Around the World' CAP Roundtable	10:30 – 11:30 a.m.	BREAK
	ASMI Customer Advisory Panel members	11:30 – 2:30 p.m.	ASMI Operational Committee Meetings
	Closing Remarks		Domestic Marketing Committee Meeting
	ASMI Board Chairman, Allen Kimball		Communications Committee Meeting
11:30 – 1:00 p.m.	BREAK		Seafood Technical Committee
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

## FRIDAY | NOVEMBER 12. 2021

8:30 a.m. – 2:30 p.m.	ASMI Species Committee Meetings	9:00 a.m. – 12:00 p.m.	ASMI Board of Directors Meeting
8:30 – 11:00 a.m.	<b>ASMI Species Committee Meetings</b> Salmon Committee Halibut/Sablefish Committee		<b>ASMI Board of Directors Opening Remarks</b> Public Comment ASMI Budget Overview ASMI Global Food Aid Report
11:00 – 12:00 p.m. 12:00 – 2:30 p.m.	BREAK <b>ASMI Species Committee Meetings</b> Whitefish Committee		Economic Value of Alaska Seafood Update Responsible Fisheries Management Update
	Shellfish Committee		ASMI Operational Committee Chair Reports Operational Committee Recommendations Discussion New Business

**Closing Remarks & Adjourn**