

# 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.

DAY 1

## ORIENTATION AND GENERAL SESSION

A day of welcome and orientation. Hear from the Executive Director of ASMI, a market outlook by McDowell Group, as well as global industry experts on the Customer Advisory Panel.

### WHAT SHOULD I DO?

Pick the session(s) that interest you most and tune in. Explore the 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, Responsible Fisheries Management, food aid, 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. Pop into the afternoon Q&A sessions to ask the programs questions in a less formal setting.

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 [alaskaseafood.org/all-hands-on-deck/](http://alaskaseafood.org/all-hands-on-deck/)

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# All Hands on Deck Virtual Conference Agenda November 10-13, 2020

The following agenda may change slightly prior to Nov. 10. For the latest agenda and to attend each virtual session, visit [alaskaseafood.org/all-hands-on-deck/](http://alaskaseafood.org/all-hands-on-deck/).

## TUESDAY | NOVEMBER 10, 2020

- 9:00 – 11:00 a.m. **General Session**
- 9:00 – 9:05 a.m. **Opening Remarks & Welcome**  
*Jeremy Woodrow, ASMI Executive Director*
- 9:05 – 9:30 a.m. **COVID-19 Impacts**  
*McDowell Group*
- 9:30 – 9:45 a.m. **A Word from Washington**  
*Alaska Congressional Delegation*
- 9:45 – 10:50 a.m. **'Alaska Seafood Around the World' CAP Roundtable**  
*ASMI Customer Advisory Panel members*
- 10:50 – 11:00 a.m. **Closing Remarks**  
*ASMI Chairman, Jack Schultheis*
- 1:00 – 2:00 p.m. **Responsible Fisheries Management Q&A**  
*Live Q&A with RFM Program Staff*

## WEDNESDAY | NOVEMBER 11, 2020

- 8:00 a.m. – 6:00 p.m. **ASMI Committee Meetings**
- 8:00 – 10:00 a.m. **ASMI Species Committee Meetings**  
*Salmon Committee  
Halibut & Sablefish Committee*
- 10:00 – 11:00 a.m. **BREAK**
- 11:00 – 1:00 p.m. **ASMI Species Committee Meetings**  
*Whitefish Committee  
Shellfish Committee*
- 1:00 – 4:00 p.m. **BREAK**
- 4:00 – 6:00 p.m. **International Marketing Committee Meeting**  
*Asia Marketing Programs*
- 6:00 – 6:30 p.m. **Happy Hour and Networking**

## THURSDAY | NOVEMBER 12, 2020

- 8:00 a.m. – 5:00 p.m. **ASMI Operational Committee Meetings**
- 8:00 – 10:00 a.m. **ASMI Operational Committee Meeting**  
*International Marketing Committee,  
South America and European Programs  
Domestic Marketing & Communications/  
PR Committee Meeting*
- 10:00 – 11:00 a.m. **Coffee Break and Networking**
- 11:00 – 1:00 p.m. **ASMI Operational Committee Meetings**  
*Domestic Marketing Committee Breakout Session  
Communications/PR Committee Breakout Session  
Seafood Technical Committee*
- 2:00 – 3:00 p.m. **Q&A with ASMI Marketing Programs**  
*Live Q&A with ASMI Program Staff*
- 3:00 – 5:00 p.m. **BREAK**
- 5:00 – 5:45 p.m. **Alaska Seafood Cooking Demonstration**  
*Chris Follari, Global Director of Culinary, Sodexo Foods*

## FRIDAY | NOVEMBER 13, 2020

- 9:00 a.m. – 12:30 p.m. **ASMI Board of Directors Meeting**
- 9:00 – 9:30 a.m. **ASMI Board of Directors Opening Remarks**  
*Public Comment  
ASMI Budget Update*
- 9:30 – 10:00 a.m. **Responsible Fisheries Management Update**
- 10:00 – 10:30 a.m. **Operational Committee Chair Reports**  
*ASMI Operational Committee Chairs*
- 10:30 – 11:00 a.m. **Operational Committee Recommendations Discussion**
- 11:30 – 12:00 p.m. **New Business**  
*ASMI Board of Directors*
- 12:00 – 12:30 p.m. **Closing Remarks**  
*ASMI Board of Directors*