



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute
Customer Advisory Panel and Board of Directors Meeting
July 27-29, 2015 at the Cape Fox Lodge in Ketchikan, Alaska

Draft Agenda

Call in information:
1-800-315-6338
Access code: 05684

Monday, July 27

6:00 PM Dinner at the Famous Fish House

Tuesday, July 28

8:00 AM Breakfast at the Cape Fox Lodge

9:00 AM Welcome by ASMI Chairman
Approval of Agenda
Approval of minutes from May 5th and July 7th, Board of Directors meeting
Public Comment

9:15 AM ASMI program overview and update –Ray Riutta, ASMI Executive Director

9:30 AM Status of AK Fisheries Report – The McDowell Group

10:00 AM Coffee break

10:30 AM CAP Member Presentations – 10 minutes each (total of 9)

12:00 PM Lunch at the Cape Fox Lodge

1:00 PM RFM Program Update – Susan Marks, ASMI Sustainability Officer

1:30 PM CAP Assessment of ASMI marketing activities

3:00 PM Coffee Break

4:30 PM Old Business

- Cook It Frozen Review – Mark Jones, ASMI Retail Program contractor
- Frozen Sockeye Demo recap – Mark Jones, ASMI Retail Program contractor

New Business

- Sockeye harvest discussion

4:45 PM Executive Session – Committee assignment/GSSI Pilot Audit

5:00 PM Adjourn

6:30 PM Industry reception and dinner at the Fish Pirates Saloon

Wednesday, July 29

8:00 AM Breakfast at the Cape Fox Lodge

9:00AM Trident Seafood plant tour

11:30 PM Where the Eagle Walks – Walking and cultural tour including lunch starting and ending at the Cape Fox Lodge