

Domestic Marketing Committee Members



Lilani Dunn – Chair

Lilani Dunn is an experienced food marketing & PR professional with a demonstrated history of working in both the private and public sectors of the Food industry. In March 2020, she took her current position as Marketing Director for the Bristol Bay Regional Seafood Development Association. Prior she headed marketing for Orca Bay Foods and worked for the Alaska Seafood Marketing Institute. Dunn's personal and professional interest in philanthropic causes include teaching nutritional education classes for Cooking Matters programs and serving on volunteer boards for City of Hope and Street Yoga. Dunn currently serves as the Chairwoman of the Domestic Marketing Committee for the Alaska Seafood Marketing Institute.



John Salle – Vice Chair

A Seattle native, Salle resides in West Seattle with his wife Julie and has two grown children Erin and Dane. Salle is a graduate of Seattle University with a degree in marketing. Over the course of nearly twenty-five years he has held various roles at Trident in Sales, Marketing, Product development and Innovation, and now acts as the Vice President of Industrial/Ingredient sales. Salle currently serves as Vice Chairman of the ASMI Domestic Marketing Committee.



Mike Cusack – Member

Born and raised in the small Southeast Alaska community of Ketchikan, Mike Cusack started in the fishing industry at a young age. His career began as a commercial fisherman, fishing for salmon, herring, halibut, and Sablefish. He later pivoted from being a harvester and has been involved in the sales and marketing of Alaska seafood for the past 30 years. Cusack is the Vice President of Sales – North America for American Seafood. He currently sits on the Board of Directors for the Alaska Fisheries Development Foundation and serves as a member of the Domestic Marketing Committee and the Whitefish Committee with the Alaska Seafood Marketing Institute.



Thea Thomas – Member

Thea Thomas originally moved to Alaska to work as a biologist, but after arriving, she decided to pursue a career in commercial fishing. She has been fishing in Alaska for over 30 years now and still loves

working out in nature, with her life controlled by the tides and the winds. Thomas continues to work as a commercial fisherwoman while promoting well-managed and sustainable fisheries. Thomas currently serves as a member of the Domestic Marketing Committee and the Salmon Committee with the Alaska Seafood Marketing Institute.



Kendall Whitney – Member

After stints in San Francisco, Brazil, Spain, Costa Rica, Ireland, Vermont and Kansas, Kendall Whitney now lives in Bellingham, Washington where he is the chief storyteller and marketer of premium-quality Alaska Seafood. Whitney works as the Marketing Manager for Seafood Producers Cooperative (SPC), North America’s largest fishermen-owned co-op, and oversees SPC’s consumer-facing online retail store. Whitney is the author of “How Producer Co-ops Save the World,” “Setting the Standard for Frozen Wild Seafood,” and a book on the healing power of rescue dogs. He is also a beekeeper, a mandolinist, baritone saxophonist, a mushroom hunter, a tea aficionado and a bike commuter. Whitney currently serves as a member of the Alaska Seafood Marketing Institute’s Domestic Marketing Committee and the Halibut-Sablefish committee.



John Daly – Member

John Daly started working in Alaska in 2008 with Peter Pan Seafoods on the QA team. By 2013, he had joined the corporate sales department where he sold frozen commodities. He eventually graduated to managing the canned salmon category and ultimately sat as the director of sales in the final months of 2020. Daly joined the OBI Seafoods in 2021 and is currently the canned salmon sales manager. Daly is a member of the Domestic Marketing Committee as well as the Salmon Committee for the Alaska Seafood Marketing Institute.



Larry Christensen – Member

Larry Christensen has been actively involved with harvesting Alaskan seafood for over 50 years, over 40 of those years assisting with sustainable management, marketing, and investments for the future of the Bristol Bay and the Prince William Sound/Copper River salmon resources. Christensen represents four generations of Alaskan fishermen, and tens of thousands other Alaskan fishermen, their families, and the multitude of businesses that are intertwined in the economic fabric of the greater Alaskan seafood industry. Marketing has always been a passion, the most recent contributions have been through the

creative pushes of the highly successful BBRSDA branding of Bristol Bay, 'Alaska's sockeye salmon'. Christensen currently serves as a member of the Domestic Marketing Committee for the Alaska Seafood Marketing Institute.



Branson Spiers – Member

Like many other college kids, Spiers began his career on the slime line in Alaska in 1996 at Kodiak Salmon Packers. In 2007 he left KSP and joined upstart Silver Bay Seafoods as their QC manager. He has worked at Silver Bay in various roles over the past 14 years he has worked for the company. He is currently serving as the Chief of Operations. Spiers currently serves as a member of the Domestic Marketing Committee for the Alaska Seafood Marketing Institute.



Ron Christianson – Member

Ron Christianson is the Vice President of Sales and Marketing for Ocean Beauty Seafoods. In 2001, Christianson created the first high-quality, all-natural brand of smoked wild salmon broadly available in the U.S., and advocated for the importance of presentation by providing top quality packaging to promote their products. Christianson currently serves as a member of the Domestic Marketing Committee and the Salmon Committee for the Alaska Seafood Marketing Institute.



Mark Palmer – Board Member Liaison

Mark Palmer started working in the fishing industry in Idaho while attending college, working as a truck driver. After moving through the ranks into a sales management position, Palmer ended up in Seattle, where he began his more than 30-year career with Ocean Beauty, starting in the distribution department before working his way up to President and CEO. Palmer is currently the President and CEO of OBI Seafoods and serves as a member of the Alaska Seafood Marketing Institute Board of Directors. Palmer also serves as the board liaison to the ASMI Domestic Marketing Committee.



Michael (Mike) Erickson – Board Member Liaison

What started as a hobby for Mike Erickson in the early 1990s set the stage for what would become Alaska Glacier Seafoods. Using a 20-foot aluminum skiff to catch shrimp, Erickson sold his small harvest to friends and family. When the demand started to grow, he purchased a few thousand pounds of halibut quota and began a local wholesale operation out of a road-side stand for the Juneau foodservice scene. In a fairly short time, the demand had the Erickson family buying small loads of halibut from

other fishermen and the business took off. In 2005, the 10,000 square foot waterfront processing plant on the pristine waters of Auke Nu Cove, just outside of Juneau, opened its doors. Today, Alaska Glacier Seafoods processes over 10-million pounds of fish annually and employ nearly 150 people during the peak season. He continues to work as the President of Alaska Glacier Seafoods. Erickson currently serves as a member of the Alaska Seafood Marketing Institute Board of Directors, as well as a board liaison to the ASMI Domestic Marketing Committee.

Communications Committee Members



Pat Shanahan – Chair

Pat Shanahan has spent her career marketing seafood products from around the world and educating the trade and consumers about seafood sustainability and the benefits of eating seafood. She has extensive experience in integrated marketing and communications, strategic planning, corporate and product positioning, crisis and issues management, and brand development. She served as the executive director of the Genuine Alaska Pollock Producers and her experience includes marketing work for all major Alaska seafood species in the domestic market and in many of the state's most important export markets.

In addition to implementing marketing programs and projects for over 50 international and domestic seafood companies and organizations, Shanahan has also consulted for food, agriculture, retail grocery and foodservice clients. She serves as the chair of the communications committee for the Alaska Seafood Marketing Institute and as the secretary of the board of SeaShare, a non-profit dedicated to providing seafood as a healthy source of protein to hunger-relief programs across the country.



Cassandra Squibb – Vice Chair

Cassandra Squibb is a seafood consultant and the owner of Squibb & Co, a seafood marketing and branding firm based in Anchorage, Alaska. Cassandra's involvement with ASMI began in 2006 when she was hired by ASMI's former ad agency, Schiedermayer & Associates, Alaska (S&A). Cassandra worked closely with ASMI staff to plan and execute ASMI's Domestic Consumer PR Program from 2006 - 2012 and later served as Chief Marketing Officer for Anchorage, Alaska-based Copper River Seafoods. Today, Cassandra's clients include Alaska seafood and kelp e-commerce companies, marketing organizations, and large primary seafood processors. Cassandra's strong background in consumer marketing and experience working with a wide variety of seafood companies provide a unique perspective to ASMI. "Having a seat at the table and serving on the Communications Committee is a true honor. ASMI is a world-class organization, and I'm both proud and humbled to have the opportunity to contribute to an organization that is so integral to the success of Alaska's seafood industry."



Nicole Kimball - Member

Nicole Kimball has over 20 years of experience in Alaska fisheries management and policy and works for the Pacific Seafood Processors Association, a non-profit trade association comprised of motherships and shorebased seafood processors across Alaska. She also worked as Federal Fisheries Coordinator for the Alaska Department of Fish and Game, and as a fisheries analyst for the North Pacific Council. Nicole received a BS in natural resource management at the University of Maine, and a master's in

environmental policy and renewable resource management from Tufts University. Nicole currently serves on the North Pacific Fishery Management Council, the board of the Alaska Sea Life Center, the Alaska Sea Grant Advisory Committee, and on ASMI's Communications Committee. Born in Ketchikan, she lives in Anchorage with her family.



Hannah Heimbuch - Member

Hannah Heimbuch is a commercial fisherman and writer born and raised in Homer, Alaska. She now lives and fishes on Kodiak, and works as a fisheries policy and communications consultant for Ocean Strategies. She is a regular participant in North Pacific fisheries management processes. Previously, Hannah worked as a journalist at multiple Alaskan publications, and as a community organizer specializing in fishing communities and policies at the Alaska Marine Conservation Council.

Hannah has fished commercially from Bristol Bay to Prince William Sound, and currently set nets salmon on Kodiak Island. She has bachelor's degrees in Journalism and Russian Language & Literature from the University of Montana, and a Masters of Fine Arts in Creative Writing from Pacific Lutheran University.

Peggy Parker - Member

Peggy Parker is the owner of Parker & Associates. For forty years, Parker & Associates has helped seafood companies understand the impacts of legislation, regulations, and market dynamics on their business. They have secured market funding for seafood export campaigns through the USDA's Market Access Program, partnered with advertising, branding, and research agencies to implement marketing programs and investigate specific market or political dynamics. Since 2005 they have provided executive support for the Halibut Association of North America, a bilateral trade association for Pacific halibut processors; and since 2014, have worked with Urner Barry as an Associate Editor for SeafoodNews.com.

Jessica Hathaway – Member

Jessica Hathaway is the editor in chief of National Fisherman, the publication of record for the U.S. commercial fishing industry, through which she has covered the industry for 17 years. She also serves on the Alaska Seafood Marketing Institute's Communications Committee and is a board member of the National Fisheries Conservation Center.

Julianne Curry – Member

Julianne Curry is a born and raised fourth generation Alaska commercial fisherman who started out on the family fishing boat at the age of five. An active harvester, Julianne's fisheries experience includes salmon, halibut, sablefish, and herring. Julianne also has over 15 years of experience in fisheries policy and the management process in Alaska including Alaska's regulatory processes such as the Board of Fisheries and the North Pacific Fishery Management Council, Alaska's state and federal fisheries processes. Julianne is currently the Public Affairs Manager for Icicle Seafoods. Past experience includes serving as the Executive Director and lobbyist for United Fishermen of Alaska (the statewide commercial fishing trade association representing 36 member organizations and over 400 individual members), and Executive Director of the Petersburg Vessel Owners Association (a regional commercial fisheries group comprised of over 100 members). In the past, Julianne served on the Foodservice Committee and the Domestic Marketing Committee with the Alaska Seafood Marketing Institute. Julianne currently serves on the Communications Committee and the Salmon Committee and previously chaired both committees.