



Alaska Seafood Marketing Institute

All Hands on Deck

Domestic Marketing and Communications Committee Joint Meeting

Friday, November 7th, 2025

9:00 – 10:30 AM Alaska Time

**Dillingham/Katmai Room @ Hilton Anchorage – 500 W 3rd Ave, Anchorage, AK and
Virtual**

Meeting Link:

<https://us02web.zoom.us/j/89186495101?pwd=qlqWpRNXmGowJ4wQtVxzW4auPKRvpy.1>

Meeting ID: 891 8649 5101

Meeting Passcode: 650976

Call-In Number: 1-253-215-8782

- I. 9:00 AM Call to Order by Chair Kendall Whitney
- II. Co-Chair Cusack reads anti-trust statement
- III. Roll Call
- IV. Approval of Agenda
- V. Approval of Minutes All Hands on Deck 2024
- VI. Welcome provided by Chair Shannon Ford-Ward
- VII. Public Comment
- VIII. Domestic contractors update
 - A. Jan Dickerson (Foodservice)
 - B. Mark Jones (Retail)
- IX. Trade and Consumer Public Relations update provided by Edelman team
- X. Alaska Pink Salmon Package project update by Rising Tide Communications (Joint Committee Roundtable)
- XI. Old Business and Good of the Order
- XII. Joint Meeting adjourns and individual meetings begin