



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute  
All Hands on Deck Meetings  
October 24-27, 2016  
Anchorage, AK  
Draft Agenda

**Monday, October 24, 2016**

10:00 AM Responsible Fisheries Management Committee; APICDA office located at 717 K Street

**Tuesday, October 25, 2016 - all meetings will take place at the Captain Cook**

**7:30 – 8:45 AM Breakfast buffet is provided in Mid Deck**

**General Session – Aft Deck**

For those unable to attend in person, audio will be available by calling the following:  
Call in number: 800-315-6338 Alternate Call in number: +1-913-904-9376 Access Code: 05684

- 9:00 AM Welcome and Introduction (Alexa Tonkovich)
- 9:10 AM Fisheries update (Andy Wink)
- 9:35 AM Domestic Marketing Program (Karl Uri & Linda Driscoll)
- 10:00 AM Communications / PR Program (Tyson Fick, Edelman)
- 10:20 AM International Marketing Program (Hannah Lindoff)
- 10:45 AM Seafood Technical Program (Michael Kohan)
- 11:05 AM Global Food Aid (Bruce Schactler)
- 11:25 AM Sustainability Program (Susan Marks)
- 12:00 PM Lunch (provided) – *Mid Deck*
- 1:30 PM Species Committee meetings: Call in information is listed on the Committee meeting agenda
- Salmon Committee – *Endeavor Room*
- Halibut/Sablefish Committee – *Adventure Room*
- Whitefish Committee – *Quadrant Room*
- Shellfish Committee – *Voyager Room*
- 4:30 PM Species Committee Chair Recap (Deb Tempel) – *Whitby Room*  
Committee Chair and minute takers will meet to pass off items for operational committees to consider
- 5:30 PM Welcome Reception – Quarter Deck



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**Wednesday, October 26, 2016 - all meetings will take place at the Captain Cook**

**7:30 – 8:45 AM Breakfast buffet is provided at the Captain Cook in Mid Deck**

**Committee Meetings**

9:00 AM ASMI Committee Chair meeting – *Aft Deck*  
Species committee chairs will report on key points from their meetings the prior day and on items for operational committees to discuss; Attendance is required by all ASMI Committee Chairs, all others are highly encouraged to attend.

Salmon Committee (Chair Julianne Curry)

Halibut/Sablefish Committee (Chair Peggy Parker)

Whitefish Committee (Chair Rasmus Soerensen)

Shellfish Committee (Chair Jake Jacobsen)

10:00 AM Operational Committee meetings

Domestic Marketing Committee – *Endeavor Room*

International Marketing Committee – *Aft Deck*

Seafood Technical Committee – *Quadrant Room*

12:00 PM Lunch (provided) – *Mid Deck*

1:00 PM Continue Operational Committee meetings:

Domestic Marketing Committee – *Endeavor Room*

International Marketing Committee – *Aft Deck*

Seafood Technical Committee – *Quadrant Room*

4:30 PM Operational Committee Chair Recap (Deb Tempel) – *Whitby Room*  
Committee Chair and minute takers will meet to pass off items for board consideration.

5:00 PM Adjourn for the day

Call in information for species and operational committee meetings are available on the individual meeting agendas.

Dinner on your own



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**Thursday, October 27, 2016 - all meetings will take place at the Captain Cook**

**7:30 – 8:45 AM Breakfast buffet is provided at the Captain Cook in Mid Deck**

**ASMI Board of Directors Meeting – Aft Deck**

For those unable to attend in person, audio will be available by calling the following:

Call in number: 800-315-6338 Alternate call in number: +1-913-904-9376 Access Code: 05684

- 9:00 AM Welcome by ASMI Chairman  
Roll Call  
Approval of Agenda  
Approval of minutes from August 10, 2016 Board of Directors teleconference meeting  
Chairman Comments  
Public Comment
- 9:30 AM Executive Director update (Alexa Tonkovich)
- 10:00 AM ASMI Budget update (Becky Monagle)
- 10:30 AM Operational Committee reports
- Domestic Marketing Committee (Chair TBD)
  - International Marketing Committee (Chair Michael McGinley)
  - Seafood Technical Committee (Chair Dan Block)
  - Responsible Fisheries Management (Chair Larry Cotter)
- 11:30 AM Executive Session:
- Committee Selection/Reappointments discussion
  - RFM Transition Plan
  - Personnel/Budget
- 12:00 PM Lunch (provided) – *Mid Deck*
- 2:00 PM Reconvene in open session –
- 2:15 PM New business
- RFM Program
    1. Approval of Version 2 Fisheries Standard and Scoring
    2. Approval of Version 4 of the QMS
  - Update of ASMI Logo policy
    1. Discussion of using ASMI RFM logo on non-human products
  - Appoint/reappoint committee members
  - Set dates and locations for the following:
    1. 2017 Spring Budget Board of Directors meeting
    2. 2017 Customer Advisory Panel and Board of Directors meeting
    3. 2017 All Hands on Deck meeting
- 4:30 PM Adjourn

Please note that all meeting times are in Alaska Time Zone