



***Wild, Natural & Sustainable®***

July 24, 2013

Dear Members of the Customer Advisory Panel,

On behalf of the Board of Directors and the State of Alaska, we look forward to welcoming you to the Alaska Seafood Marketing Institute (ASMI) Board meeting and to Kodiak, Alaska. We appreciate the time and effort you are taking from your busy schedules to come this great distance to work with us on improving our marketing efforts for Alaska Seafood.

Kodiak Island is the largest island in Alaska and the second largest in the United States. It is part of the Kodiak Island Archipelago, a group of islands that stretch roughly 177 miles along the Katmai Coast in the Gulf of Alaska, about 200 miles south of Anchorage. The 16 major and countless smaller islands that make up the group encompass nearly 5,000 square miles, roughly the size of Connecticut. Kodiak is the center of fishing activities for the Gulf of Alaska and its fisheries are among the most diverse in the state.

In addition to being quite diverse, Kodiak's fishing industry is also one of the oldest, dating back to the early 1800s when the Russians built the first salmon cannery in Karluk. Kodiak is consistently one of the top three fishing ports in the United States.

Our itinerary provides plenty of activities displaying the community of Kodiak and its devotion to this industry.

After you arrive on Monday afternoon, August 5, the Board and CAP members will enjoy a welcome dinner at the Old Powerhouse Restaurant. Transportation will be provided from the hotel; we will depart at 7:15 PM for a 7:30 PM dinner.

The meeting will begin at 9:00 AM on Tuesday, August 6 at the Kodiak Convention Center, a short walk from the hotel. Following a brief introduction to ASMI and an update on the Responsible Fisheries Management Certification, Jay Sterne, Fisheries Policy Advisor to Senator Lisa Murkowski, will give a presentation on *Seafood Labeling Legislation*. New to this year's meeting, we are eager to hear from individual CAP members on company profiles and sustainability policies. This will lead into a facilitated discussion on seafood marketing and other pressing issues affecting our industry. Finally, we would like your insight into future trends in the seafood market that we should be aware of and any recommendations you have that ASMI and the Alaska Seafood industry should consider.

We will finish with an overview of Kodiak fisheries by community member Jeff Stephan in preparation for our field trip the next day. Community leaders, and local fishermen and processors will join us for a community reception the evening of the 6<sup>th</sup>.

On Wednesday, August 7, a flight to Kitoi Bay Hatchery has been arranged for CAP and Board members, where we will likely see the salmon fishery in action. Sam Rabung with the Alaska Department of Fish and Game will accompany the group and present on Alaska's hatchery management program. After we return to Kodiak we will visit the Kodiak Seafood and Marine Science Center, part of the University of Alaska system where they will update you on recent projects and the University's efforts to increase their support for the Alaska fishing industry. Plant tours and/or free time have been set aside during that afternoon. In the evening, we will host a seafood BBQ at the Buskin River Beach House, where I look forward to being your personal chef!

In addition to our Board members, the chairs from ASMI's various committees and the ASMI program directors will be attending this meeting and available as a resource during the facilitated sessions. We will have three ex-officio Board members joining us during the week's activities: one from the Alaska Department of Commerce, and two representing the Alaska State Legislature. The Governor's Fisheries Policy Advisor will also attend.

Meetings of the ASMI Board of Directors are public meetings by State of Alaska law, so our sessions will be open to the public. We may have members of the press and industry members in our audience.

Dress for this meeting is casual. You should always be prepared for wet weather in coastal Alaska, so please bring appropriate footwear and light rain gear with you. We will be taking floatplanes to Kitoi Bay so comfortable clothes and footwear are especially important for that trip.

We are sure that this will be a productive and enjoyable visit for all of you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Cerne", written over a light blue rectangular background.

Michael Cerne  
Executive Director