Key Questions:

1. What specific concerns, trends or marketing needs do you feel should be brought to the ASMI Operational Committees for them to consider?

2. Do you have any overall industry concerns that should be brought to the Committee Chairs meeting for them to discuss and carry forward to the ASMI Board of Directors?

3. What major challenges do you see ASMI facing in the coming years?
   - In the next one year?
   - In the next five years?
   - In the next 10 years?
Other questions if you have time:

4. Is there information you would like to be receiving from ASMI that you currently are not?

   • Should ASMI programs be communicating their efforts and promotions in a different way than they are currently?

   • Are you currently receiving the Marketing Updates via email? Is there additional information you would like included in these updates?

5. Are you familiar with ASMI’s websites and social media channels? ASMI has a consumer site, [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com) and a corporate site, [www.alaskaseafood.org](http://www.alaskaseafood.org) as well as active accounts on Facebook, Instagram, YouTube, Pinterest and Twitter.

   • How often do you visit the ASMI corporate website, [www.alaskaseafood.org](http://www.alaskaseafood.org)?

   • Is there information that isn’t on the ASMI websites that should be?

   • Are there ways we can improve our social media marketing?

6. What information about the RFM program would you like to receive and in what way(s) do you prefer ASMI be communicating it?