

Questions for Species Committees to consider:

1. Have ASMI programs been beneficial to the species you represent? If so, how? If not, why, and what would you suggest be done to improve them?
2. What specific concerns, trends or marketing needs do you feel should be brought to the ASMI operational committee's for them to consider?
3. Are there any technical issues that need to be addressed by the Technical Committee?
4. Have you received ASMI eblasts about our independent FAO-Based Responsible Fisheries Management Certification for Alaska Fisheries? Do you understand how this program works? What is the best way to we keep you updated on our progress?
5. Are you familiar with ASMI's website and our Facebook page? How often do you visit either of these sites? Are they useful tools for you? How can we improve them?
6. Do you believe ASMI's efforts to communicate with the industry are effective? If not, how can we improve upon them?
7. 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?
8. At the May 2013 ASMI Board Meeting, the Board made a recommendation to include a *Communications Program Discussion* on all committee meeting agendas. What recommendations do you have for the Communications Program when developing an in-state communications strategy?
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