



Wild, Natural & Sustainable

September 30, 2014

ASMI Retail Marketing Committee Meeting Agenda

ASMI All-Hands Meeting, Anchorage

AGENDA

- 8:00am Roll call
- 8:05 Approval of minutes from previous meeting
- 8:10 Old business and good of the order
- 8:15 2014-2015 Budget and summary of activities – mid-year discussion
- 8:45 PR program
- 9:10 Consumer marketing
- 9:35 Communications program
- 10:00 RFM
- 10:20 Input from species committees
- 10:40 Emerging issues and challenges
- 11:10 Consideration of new committee members
- 11:15 Direction to the Board
- 11:35 Election of officers (both chair and vice-chair terms are expiring)
- 11:50 Next meeting scheduling
- 11:55 Adjourn