



Wild, Natural & Sustainable®

October 2013

Welcome to the annual Alaska Seafood Marketing Institute (ASMI) All Hands meeting. This year, we find ourselves in Anchorage, to better engage Alaska industry and State officials!

To accommodate our traveling committee and board members, our format this year has changed slightly from meetings in the past. The first day is devoted to species and operational committee meetings, which will carry over to Tuesday morning. We have extended an invitation to State legislators to join us for lunch and a short program on Tuesday, beginning at noon in the Mid Deck. Program presentations and an industry reception will round out the day. Lastly, the ASMI Board of Directors will meet on the third and final day of the All Hands event.

Our key objectives for the All Hands meeting are:

- Highlight our program activities and inform our industry about ASMI programs
- Generate general guidance for next year's budget build
- Update everyone on the 3rd party Responsible Fisheries Management (RFM) program
- Give ASMI committees a chance to meet face-to-face and interact with Board and staff

As you prepare for the All Hands meetings, please take some time to read over the ASMI Mission Statement and Core Principles, enclosed in the meeting packet within the Strategic Plan. They are helpful reminders of the goals we are striving for as a team and how ASMI can better serve the entire Alaska seafood industry.

We are pleased to have Representative Muñoz, Representative Herron and Randy Ruaro, Policy Director and Special Counsel to the Governor, presenting at our board meeting on Alaska seafood opportunities in the Philippines.

In addition to All Hands attendees, we welcome industry from across the State to join us for our icebreaker reception on Tuesday evening.

Please remember to check out the Resource Room, where you can peruse through the most current marketing materials for all ASMI programs. SAI Global/Global Trust will have a staffed table in the Resource Room to answer any questions on the certification program or Chain of Custody process.

We hope you enjoy this series of meetings and share what you learn about ASMI programs with your fellow industry members when you return to your home base. As always, we welcome feedback on any aspect of the meeting so we can improve these gatherings and make them more productive.

Sincerely,

Michael Cerne
Executive Director