



Wild, Natural & Sustainable®

September 2014

Thank you for joining us at the annual Alaska Seafood Marketing Institute (ASMI) All Hands meeting. We are excited to once again have this crucial meeting of seafood industry leaders in Anchorage, Alaska and look forward to sharing our efforts, successes and challenges from the past year while gaining insight and guidance for the year to come.

As you prepare for the All Hands meetings, please take some time to read over the ASMI Mission Statement and Core Principles. 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. Please take off your company hat and put on your Alaska Seafood hat at the door.

As a reminder, here are some key objectives for the 2014 All Hands on Deck meetings:

- Highlight our program activities and inform our industry about ASMI programs
- Generate general guidance for next year's marketing efforts and budget build
- Update and guide the 3rd party Responsible Fisheries Management (RFM) program
- Maximize the opportunities presented through face-to-face interactions with committee members, board, staff, and stakeholders

The morning of the first day, Monday, is dedicated to our species committees. They will give their input to all of the operational committees over a working lunch, with presentations starting at 12:45pm. At 2:00 pm our operational committees will begin meeting. Operational committees will continue meeting on Tuesday, and wrap up by noon. ASMI program updates will begin at 1:00 pm. At this time you will hear what our programs have done over the past year. From 6 to 9 pm on Tuesday the 30th we are excited to host the Great Alaska Seafood Cook-Off and reception where we will crown the new king or queen of Alaska Seafood who will represent the state of Alaska in Las Vegas at the World Food Championships in November. Wednesday will be dedicated to our Board of Directors meeting.

Between meetings be sure to stop by the resource tables on the second floor lobby. Here you will find the most current marketing materials for all of the ASMI programs domestic and international.

Thank you again for joining us and sharing your valuable time and expertise. With a group like this working together there is no doubt we can further Alaska Seafood's position as a global leader in seafood. As always, please let us know if you need anything to make your time at All Hands more comfortable or ideas to improve it.

Sincerely,

Michael Cerne

Executive Director

