Goals: a reality check for individuals wishing to market their own fish. Information will be offered in order for those who do wish to proceed to gain a good basic understanding of the complications and issues.

Intended Audience – Individuals representing communities of Bristol Bay who have expressed an interest in marketing as individuals or cooperatives.

Monday February 13 –

1:00 – 3:00
Welcome – Liz Brown, Marine Advisory Program
Introductions – All participants explain their interest and experience.
Practical Overview of Marketing
  Sherry Tuttle, Rose Fisheries
  Pearl Strub, Dancing Salmon Fisheries
  Greg Favretto, Favco Seafood
  Al Aspelund, Al-Lou’s Fish

3:15 – 5:30
Practical Overview of Marketing, continued

ASMI Assistance
  Laura Fleming, Alaska Seafood Marketing Institute

Tuesday February 14 -

8:00 – 12:00
E-commerce – Charles Sparks, UAF School of Management
The Permitting Process
  Alaska Department of Environmental Conservation – Ernest Thomas
  Permitting Experiences – Pearl Strub and Sherry Tuttle

1:00 – 2:45
The Permitting Process continued
  Alaska Department of Fish and Game – Tim Sands

Business Planning – Charles Sparks, UAF School of Management

3:00 – 5:00
Regional Seafood Development Association Update – Bob Waldrop, RSDA Board