



COPPER RIVER/PRINCE WILLIAM SOUND MARKETING ASSOCIATION

P.O BOX 199 | CORDOVA AK 99574 | PH: (907) 424 3459

WWW.CopperRiverMarketing.ORG

SPRING 2009

DIRECTORS REPORT

We've had a busy winter at the Marketing Association and going into our fifth year of operations it feels like we are really hitting our stride and putting together a strong slate of programs geared toward our strategic priorities of brand enhancement, quality enhancement and cooperative partnerships.

From launching two consumer websites last month and hosting a booth at the Boston Seafood Show to continuing our quality education series and handing out sanitizer to the fleet and seeing the long awaited PWS ice barge projects start it's inaugural year, we've come a long way in the past five years.

There's plenty more on tap for this summer, including a co-branding effort with Alaska Brewing Company followed by our second annual Media Tour and Copper River Wild Salmon Dinner on July 25th. We hope you'll join us at our annual meeting and BBQ on May 27, it will be a great opportunity to talk with fellow fishermen and get caught up on what's happening at the Marketing Association. All my best to each of you as the season begins next month,

Beth Poole, Executive Director

BRANDS UNVEILED AT BOSTON SEAFOOD SHOW

As part of our brand enhancement strategic priority, we unveiled a consumer awareness campaign for Copper River and Prince William Sound salmon at the International Boston Seafood Show in March.



COPPER RIVER

Wild Alaska King, Sockeye & Coho

We hosted a booth at the IBSS for the first time, which gave us an opportunity to speak directly with seafood industry representatives and create awareness about the Copper River and Prince William Sound brands. It was a great venue to promote the region and our fishery and raise awareness about our two new consumer websites: copperiversalmon.org and soundsalmon.org.

Thea and Beth attended the show and handed out brochures, suppliers directories and fishery information to hundreds of attendees. Each

person also went home with a spice pack to use with Copper River salmon this summer.



PRINCE WILLIAM SOUND

WILD ALASKA SOCKEYE

LOOK INSIDE TO LEARN MORE ABOUT THESE UPDATES & PROGRAMS:

- Annual Meeting/BBQ
- 2009 Tagging Program
- Setnet Election
- Global Foods Collaborative
- Ice Staging & Net Storage Barge in PWS
- Fuel Drawing WINNER
- Quality Series: Sanitizing
- CR/PWS MA Strategic Priorities



Beth & Thea host the Copper River booth at the Boston Seafood Show in March.

QUALITY SERIES: SANITIZING

Last year we distributed a best practices brochure for quality handling of seafood. We wanted to follow up with a new topic this year and are distributing a brochure on proper sanitizing techniques and the importance of keeping your fishing gear and deck space clean.

Information is only useful if it is put into action, so we are also handing out a 16 oz. bottle of sanitizer to all members of the Association. The sanitizer is Mycro99%K Supreme Blend, a 2% stabilized Chlorine Dioxide that is 200 times more powerful than bleach and environmentally friendly. Sanitizer will be distributed at our annual meeting, at pre-season processor picnics and onboard the ice barge.

WELCOME ABOARD SETNETTERS

We conducted an election of PWS setnetters to join the Marketing Association this winter. 58% of the 29 permit holders voted in the election, which passed with a 76% approval rate. Assessment funds collected from the Setnet fishery will support CRPWSMA operations with program funds directed toward projects that benefit the setnet fleet.

CONGRATULATIONS STUART MEYER!

Stuart won our drawing for 100 gallons of free fuel last fall. Stuart can redeem his prize by calling me at 424-3459. We received over 100 email addresses from the drawing, which has enabled us to send periodic electronic updates to our membership. To be added to the list, send an email to beth@copperrivermarketing.org.

2009 MEDIA TOUR

After a successful inaugural media tour in 2008, we have selected a panel of six writers and one chef to participate in our second annual event. The goal of the media tour is to expose writers to Cordova, Prince William Sound and most importantly, our salmon - and then send them home to write about their spectacular experience.

The media tour will take place July 24-26th and will be planned around the second annual Copper River Wild Salmon Dinner on July 25th. The two chefs from last year's media tour will be on hand to cook up a gourmet dinner for our panel and local guests (you!) - tickets will be available in July - we hope you'll take a break from fishing and join us for this special event.

Our tour panel consists of writers from across the nation, including: Molly Watson, San Francisco, a contributing editor at Sunset Magazine. Sam Fromartz, a freelance writer from Washington D.C., Clare Leschin Hoar, a freelance writer from Boston, Cheryl Sternman Rule, a Silicon Valley writer and contributing editor at Eating Well. John Kirkpatrick is the Test Kitchen Manager at Cuisine Magazine and Nina Simonds, a regular contributor at Oprah magazine and one of the country's leading authorities on Asian cooking.

The tour will take our writers all over Cordova, from a cannery tour and dock walk to flight seeing over the flats and a trip to the glacier, they will get a taste of true Cordova life. If you're interested in participating in a fishermen panel on Friday, July 24th, please let us know so we can keep you updated on developments for the tour.

SAVE THE DATE!

Copper River Wild Salmon Dinner

Saturday, July 25th

7pm

Reluctant Fisherman

gourmet meal ~ music ~ auction ~ more!

2009 TAGGING PROGRAM

This will be the fifth year that Copper River salmon will be shipped out of Cordova labeled with a tag of authenticity. The tags have been updated to incorporate the new logo for the region and stickers have been distributed to processors for the outside of packaging boxes and for vac-packed packages.



We also have printed a limited number of Prince William Sound sockeye stickers to support the efforts to brand and sell PWS sockeye in the marketplace. The goal of the tagging program is to increase consumer awareness about Copper River salmon and promote brand consistency. Please call the office to set up a pick-up time for tagging materials in early May.

ICE BARGE FOR WESTERN SOUND

Most of you know that we have been working for several years to develop a program to bring more ice out to the western part of the Sound to promote quality improvements through chilling. This year we are launching a pilot project to do just that - we will be utilizing the *Alaganik* barge as an ice staging and net storage area in an effort to provide support services to our membership and quality enhancement for the fishery.

Processors will bring totes of ice out to the barge each opener, which will be available for tenders and fishermen to replenish their ice supply throughout the period or during the closure. We will also be storing nets aboard the barge at a nominal cost to minimize the strain on tenders hauling nets back and forth from town. Participating processors include - Copper River Seafoods, Ocean Beauty, Trident and Peter Pan. Ice will be available to the entire membership, regardless of processor relationships.

For more information about this program, please call, email or stop in the office for a copy of the business plan.

ANNUAL MEETING & BBQ

Mark your calendars for the joint CRPWSMA and CDFU annual meeting and BBQ.

Date: May 27
Time: noon - 1:30pm
Location: Masonic Hall

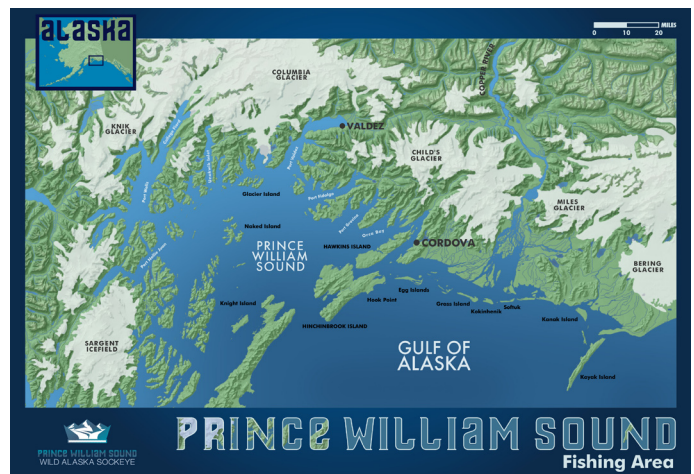
Stop your boat work to grab some lunch, catch up with fellow fishermen and hear about what's happening at the Marketing Association and at CDFU.

GLOBAL FOODS COLLABORATIVE

The Marketing Association is a sponsor of the second annual Global Foods Collaborative, coming up this June in Soldotna. The GFC brings together all sectors of Alaska's food chain, from growers and harvesters to buyers and distributors. We will be attending the conference to promote Copper River and Prince William Sound salmon.

RESOURCES ONLINE

We are maintaining three websites - the Association site at copperrivermarketing.org has background information about our RSDA as well as information about our region and fishery. Our two newest sites, copperriversalmon.org and soundsalmon.org have great recipes, tips for cooking and new regional maps that detail the fishing areas for Copper River and Prince William Sound. Check them out if you haven't had a chance - and pass them on to your family and friends.



CRPWSMA STRATEGIC PRIORITIES

This winter, the Association worked on boiling down our over 100 page strategic plan to develop a concise list of strategic priorities. A complete document can be downloaded from our website at copperrivermarketing.org.

QUALITY ENHANCEMENT: Quality enhancement begins at the time of harvest and continues through the entire chain of custody to the consumer. Improved handling practices combined with education, infrastructure improvements and quality control measures will create better quality, increased demand and higher value.

BRAND ENHANCEMENT: Promote Copper River and Prince William Sound seafood through effective marketing programs, education and outreach to retail, foodservice and consumers.

COOPERATIVE PARTNERSHIPS: Form partnerships and collaborate with a wide variety of entities with shared interests within and outside of the seafood industry to leverage resources for greater productivity.

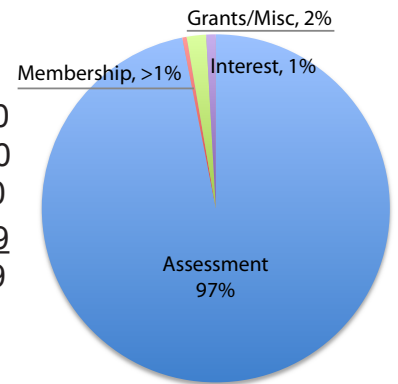
COMPETENT ORGANIZATIONAL FUNCTIONING: Work to strengthen the organization through transparency of operations, policies and procedures, board development and sustainable administrative capacity.

FY'09 FINANCIAL REPORT

Our fiscal year doesn't officially close until June 30, but we wanted to give a picture of the Association's budgeted income and expenses for FY'09.

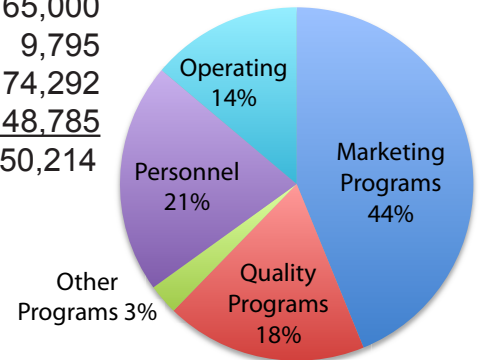
INCOME:

Assessment: \$355,010
Membership: \$ 1,500
Grants/Misc: \$ 6,580
Interest: \$ 3,249
TOTAL: \$366,339



EXPENSES:

Programs
Marketing: \$152,342
Quality: \$ 65,000
Other: \$ 9,795
Personnel: \$ 74,292
Operating: \$ 48,785
TOTAL: \$350,214



INVESTMENTS:

INGDirect CD: \$100,000

COPPER RIVER/PRINCE WILLIAM SOUND MARKETING ASSOCIATION

BOARD OF DIRECTORS

Thea Thomas, *President*
Bill Webber, *Vice President*
Danny Carpenter, *Treasurer*
Scott Seaton, *Secretary*
Marty Budnick
Mike Poole
Brian Rutzer

STAFF

Beth Poole, *Executive Director*
Julie Reynolds, *Marketing Coordinator*

CONTACT INFORMATION

P.O. Box 199 ~ 509 First Street
Cordova, AK 99574
t: 907.424.3459
f: 907.424.3430
e: beth@copperrivermarketing.org
w: copperrivermarketing.org
copperriversalmon.org
soundsalmon.org

Our office is located in the back left corner of CDFU at 509 First Street

Mission: *To increase and sustain the long term value of seafood in the Copper River and Prince William Sound region through program focused on improving quality, successful marketing, effective cooperative partnerships and competent organizational functioning.*