



Spring 2008 Newsletter

President's Report

Welcome back to all for the 2008 season. From all indications 2008 has the potential of another good season, with healthy runs and strong prices.

The Marketing Association has had a busy fall and winter. In the fall, the board adopted a 5-year Strategic Marketing Plan, which will guide the organization in making the best decisions for increasing the value of our salmon. CR/PWSMA held an election in the fall to fill 5 seats on the board; we had very good participation by the fleet. Re-elected to the board were Bill Webber and myself and new members, Brian Rutzer, Danny Carpenter and Marty Budnick. One of the first actions of the new board was to approve funding for an Ice Machine Feasibility Study for Prince William Sound. This project fits in well with the long-term goal of increasing the value of PWS sockeye by improving the quality. Eventually the plan is to brand and differentiate PWS sockeye from other wild Alaska salmon.

The board approved two other important projects for the 2008 season. The first was to develop a Quality Brochure, outlining critical handling techniques for both Copper River and PWS salmon. This again fits our goal of increasing value by improving quality. The brochure will be plastic coated for use onboard fishing vessels. The second project the board approved is a Media Tour to coincide with the Copper River Wild! Salmon Festival scheduled for July 10-13. We will invite editors and food writers from several nationally recognized magazines to Cordova. We plan to highlight the summer long availability of Copper River sockeye as well as the rugged beauty of Cordova and unique individuality of our fishermen.

In closing I would like to welcome Brandy Johnson as our Executive Director. We are very pleased to have someone with Brandy's experience working for the organization.

Good Fishing!

New Board Members Elected

In the Fall of 2007, members elected Brian Rutzer, Danny Carpenter and Marty Budnick to the Board of Directors. Re-elected were Thea Thomas and Bill Webber. The Board elected officers, reinstating Thea Thomas as President, electing Bill Webber as Vice President, Danny Carpenter as Treasurer, and Scott Seaton as Secretary.

Quality Guide Developed

In March, the Board approved the publishing of a Quality & Handling Guide. All association members will receive a laminated guide of best practices for harvesting, bleeding, handling, chilling, and vessel sanitization. Better quality fish can demand a better price.

Media Tour Slated for July

As part of the newly adopted Strategic Marketing Plan, the Board has sanctioned a media tour to coincide with the Copper River Wild! Salmon Festival in an effort to raise awareness for the end of the season sockeye run. Invitations have been sent out to various magazine writers and editors to come to Cordova to see the fishery first hand, and get an eye-witness account of the how the prized Copper River salmon makes its way from the ocean to the market. The guests will also be invited to participate as judges in the Taste of Cordova as well as partake in the other events that the festival has to offer.

Website Update Scheduled

In February of 2008, the Board accepted a competitive bid and commissioned Northwest Strategies, a top-producing advertising agency based out of Anchorage, to redesign the website. The updated site, which is scheduled to be upgraded prior to the fishing season, will incorporate more consumer-specific information, a secure section for association members, and the ability to be maintained in-house. The website will help tell the story of fishing on the Copper River and will be designed to be the first point of contact for those searching for Copper River salmon on the web. The fleet is encouraged to submit photos for use on the website. Historical photos are welcome. For information on how to submit photos, please contact Brandy at 907-424-3459 or e-mail him at brandy@copperrivermarketing.org.

New Executive Director Hired

In November, the Board hired Brandy Johnson as the Executive Director. Brandy was born and raised in Cordova and recently returned to Cordova to reside year-round in May of 2007. Brandy has been involved with advertising, marketing, and media for over 10 years in Anchorage and Juneau, and was previously the Manager of Niche Publications for the Anchorage Daily News. He also worked in the finance industry, which included managing a mortgage company. Many of you may know Brandy from his fishing days in Cordova. Brandy has over 20 years commercial fishing experience in the region.

Financial Review Scheduled

A financial review has been scheduled to commence at the end of May. Beltrami and Associates, based out of Anchorage, has been contracted to review the organization's financial position, including analyzing statements, functions, and practices. Performing a financial review at this stage within the growth of the organization has been on the agenda since its inception.

RSDA Funding Solidified

In January, Thea Thomas of the CR/PWS Marketing Association and Bob Waldrop of the Bristol Bay RSDA flew to Anchorage and met with State officials in an attempt to resolve discrepancies in how the RSDAs funds were to be distributed. Their efforts paid off, as the State reviewed the current statutes and amended the policy to reflect the original intent for allocating funds to the RSDAs.

E-mail addresses wanted

The fleet is encouraged to submit their e-mail addresses to the association in an effort to build an e-mail database. By submitting an e-mail address, members will be able to receive announcements of upcoming events, solicitations for input, and newsletters, all of which will save the organization the cost of additional promotion or direct mail costs. Please submit your email address by sending an e-mail to brandy@copperrivermarketing.org with the words "ADD ME" in the subject line.

Ice Machine Feasibility Study Completed

In March of 2008, Northern Economics, a research firm based out of Anchorage, completed a feasibility study for icing salmon in Prince William Sound. By increasing the quality of the care and product of Prince William Sound caught salmon, the fleet can expect an increased value in the fish through chilling at the point of harvest.

Boston Seafood Show

In February, Brandy Johnson, the new Executive Director for the Association attended the International Boston Seafood Show. His assessment of the show proved to be valuable and the Association is considering attending the show in the future as an exhibitor.

Strategic Marketing Plan Adopted

In the fall of 2007, a Strategic Marketing Plan was completed through a joint effort by Schiedermayer and Associates and the McDowell Group, both located in Juneau. In consultation with Schiedermayer & Associates, and The McDowell Group, the Board was able to identify current marketing needs, and outline a strategy for meeting goals that would address those needs. Segments of the plan included creating a logo and regional branding identity, updating the current internet presence and the website, creating an updated press kit, and implementing a marketing strategy that employs cost-effective marketing such as public relations, media tours, and third party endorsements.

Regional Branding Logo In The Works

The association recently held a contest to solicit a logo design in an effort to procure a regional product branding logo. The contest offers a \$1,000 prize to the designer who creates a winning logo. The Board received 32 entries and narrowed the field down to four designs for the fleet to vote on. The final design may be a variation of the winning logo in order to meet effective logo design standards. Regional product branding logos have been utilized to a high degree of success in numerous industries. An effective logo design will be able to serve multiple purposes. It can be utilized as a seal of authenticity, a consumer confidence tool coupled with a certified seller list, and as a branding logo to be utilized in all media campaigns.

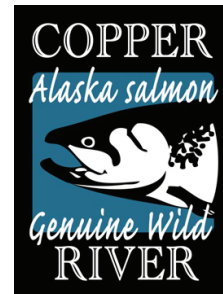
Assist in Choosing a Branding Logo

Your votes will assist the Board in choosing a final design.

Logo A



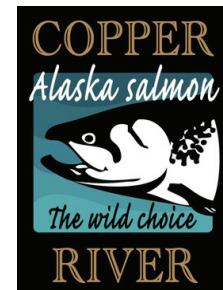
Logo B



Logo C



Logo D



CRPWSMA Logo Contest Ballot

Vote on your favorite logo,
ranking 1 through 4, with 1 as the best.

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Official Logo Ballot

**Submit your ballots to:
CRPWSMA**

**Attn: Logo Ballots
PO Box 199**

Cordova, AK 99574

Ballots must be received by
April 30, 2008

Only original ballots will be
accepted. No duplicates allowed.