



# Fall 2008 Newsletter

## Board Directory

Thea Thomas – President  
[thea@ctcak.net](mailto:thea@ctcak.net)

Bill Webber – Vice-President  
[sales@gulkanaseafoodsdirect.com](mailto:sales@gulkanaseafoodsdirect.com)

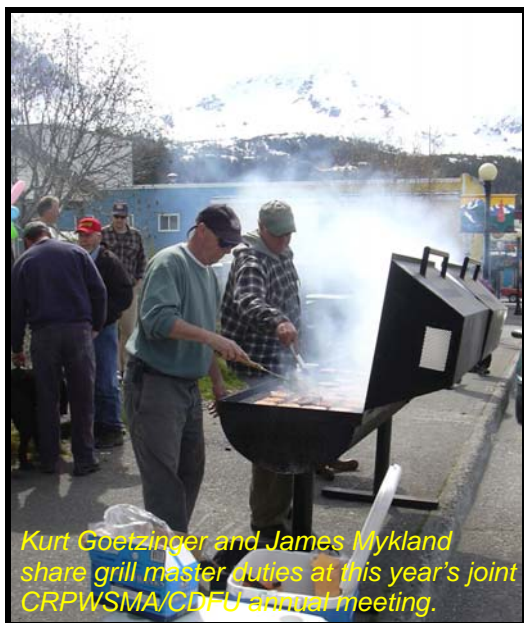
Scott Seaton – Secretary  
[jsseaton@acsalaska.net](mailto:jsseaton@acsalaska.net)

Danny Carpenter – Treasurer  
[ambergris905@gmail.com](mailto:ambergris905@gmail.com)

Brian Rutzer – Director  
[briancdv@mac.com](mailto:briancdv@mac.com)

Kurt Goetzinger – Director  
[copperriver@pocketmail.com](mailto:copperriver@pocketmail.com)

Marty Budnick – Director  
[budnick912@msn.com](mailto:budnick912@msn.com)



*Kurt Goetzinger and James Mykland share grill master duties at this year's joint CRPWSMA/CDFU annual meeting.*

## Inside

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## The Director's Report

The 2008 fishing season saw its share of highs and lows, from the diminutive Copper River run to the hefty return of chums to Esther.

The Marketing Association has had a busy summer, which was highlighted with a media tour that took place from July 10-12. Writers and chefs from across the country flew to Cordova to witness the fishery first hand. The Board's accomplishments over the summer included completing a financial review, initiating an invitation to the setnetters to join the association, completing a feasibility study for ice machines in the Sound, completing and distributing the Best Practices – Quality & handling Guide, solicited proposals for a white paper on the sustainability of the Copper River fishery, and played host to one of the largest turnouts for an annual meeting to date.

## Setnetters express interest

This summer, the association mailed an invitation to PWS setnetters to join the CRPWSMA. Upon receiving letters of interest from the setnet fleet, the association will assist the setnetters in holding a vote to join the membership.

## 2008 Copper River Media Tour Impresses Writers and Chefs

At the tail end of 2007, the Board of Directors decided to host a media tour as the primary marketing agenda for the summer of 2008. Following months of planning and preparation, the 2008 Copper River Media Tour was a resounding success. Four writers and two chefs participated in the tour, with two additional chefs flying in to cater the inaugural Copper River Wild Salmon dinner.



*Following the Copper River Wild Salmon dinner, the media tour guests take time out for a group photo at the Reluctant.*

The writers attending the tour were Carolyn Jung, a San Francisco resident and former long-time Food Editor for the San Jose Mercury News, Jacqueline Church, a freelance writer and sustainability blogger from Boston, Lia Huber a freelance writer from California and contributor to Cooking Light magazine, and Julia Rutland, the Senior Food Editor at Coastal Living magazine in Birmingham, Alabama.

The chefs attending the tour were Adam Newton of Atlanta, Georgia and Trevor White of Houston, Texas. Each is the Executive Chef/Operating Partner at their respective Oceanaire Seafood Room restaurants.

The chefs flown in to cater the first Copper River Wild Salmon dinner were Dominic Cerino, formerly of Carrie Cerino's, and Regan Reik of the Pier W restaurant. Both are from the Cleveland area. Local chef Jeremy Storm of the Orca Lodge also contributed to the event.

From July 9<sup>th</sup>-13<sup>th</sup>, the media tour guests were treated to a variety of activities.

While in Cordova, the media tour participants served as guest judges for the Taste of Cordova, flew over the Copper River

Flats during an opener, drove to the Child's Glacier, attended the Salmon Jam, toured the Copper River Seafoods cannery, walked the docks in a dock tour hosted by Kristin Smith, and were the guests of honor at the first Copper River Wild Salmon dinner.

They also took time out to wander the community, meet the residents, and sample the local restaurant fare.

To a person, each was impressed with the fishery and the community, with some calling their visit "a trip of a lifetime."

The flight-seeing tour gave the visitors a new perspective and respect for the region. A couple of writers commented on the wide spread misnomer that the fishery does not take place within the river itself. They were also surprised at the high silt content and the muddy color of the Copper River.

The cannery tour introduced the guests to salmon processing methods. Many marveled at witnessing a salmon hand filleted in less than 8 seconds.

The dock tour prompted a writer to comment that "the boats are so small", and the realization that many are fished by only one person.

The tour wrapped up with the first Copper River Wild Salmon dinner, which was held at the Reluctant Fisherman. The two chefs from Cleveland, along with local chef Jeremy Storm exceeded all expectations in preparing a 5-star multi-course dinner. Visiting food writer Carolyn Jung commented that it is not often that a multi-course dinner maintains such a high level of consistency throughout.

The array of local menu items generated interest from both the writers and the chefs. Included on the menu, along with fresh Copper River sockeye, were razor clams, moose burger, Windy Bay oysters, halibut cheeks, smoked salmon caviar, and wild Alaskan rhubarb.

Local singer/songwriter Malani O'Toole performed during the appetizer and dessert segments of the event and the evening ended with a door prize drawing for a case of smoked salmon donated by Prime Select Seafoods.

Both local businesses and individuals contributed to the event and the media tour. Dave Chipman donated the Windy Bay oysters, Christa Hoover of Arpeggio's donated the smoked salmon caviar, Steve Johnson donated the moose burger, Neva Nolan donated the

rhubarb, and Camtu's donated the Kim Chee base. Sylvia Lange chose the wine for the event and created the menus. Mark Hoover photographed the event. Tamara Allen took tickets at the door. Copper River Seafoods, Trident Seafoods, Seafood Sales, and Cordova Air Service all provided their products or services at a discount for the event. Per and Neva Nolan also donated the use of their Chevy Tahoe to shuttle the guests during their stay.

Chef Regan Reik, who led the team of chefs in preparing the salmon dinner, returned to Cleveland with Copper River salmon and sold over 100 plates at the Pier W the following weekend.



*Grilled Copper River Sockeye Salmon, Szechwan Chef's Garden Mixed Haricot Vert, Jasmine Rice, and Opal Basil Salad as created by Chef Regan Reik of Piew W in Cleveland, Ohio.*

### Media tour writers' links:

[www.swirlingnotions.com](http://www.swirlingnotions.com)

[www.foodgal.com](http://www.foodgal.com)

<http://web.me.com/jacquelinechurch1>

## Financial review completed

A financial review was recently completed by Beltrami & Associates, based out of Anchorage. The review assesses current financial and business methods and practices and offers recommendations for improvement.

## New executive director sought

The association is currently taking applications for the position of Executive Director. The position has been advertised nationally, statewide, and locally. Beth Poole will fill in as interim director. The position will remain open until filled.

## Sustainability a hot topic

With sustainability fresh on everyone's minds, the association has commissioned a white paper, touting the sustainability practices already in place within the region. Tara Anderson has been tapped to write the paper.

## Ice barge still on the horizon

Following the completion of a feasibility study this spring, the association is now exploring avenues for funding the project. A workshop was held early in the year, with PWSAC, Peter Pan Seafoods, and ADF&G representatives participating in a round-table discussion. Both processors and members of the fleet have expressed an interest in increasing the quality of PWS salmon.

## Website near completion

The association's website is near completion and should be up and running in September of 2008. The site will include a members only area that will feature minutes from Board meetings as well as blog for the membership to discuss issues pertaining to the fishery. Be sure to log onto [www.copperrivermarketing.org](http://www.copperrivermarketing.org) for upcoming announcements.

## Quality still a top priority

There are still laminated Quality & Handling Guides available at the office. Stop by to pick yours up today.



# Board of Directors Nominations Due

The CRPWSMA is soliciting nominations from interested members who wish to run for one of two vacant board seats in the upcoming election. You may be nominated by another person, or you may nominate yourself.

Two seats are up for renewal. Each is for a term of three years. Board members whose seats are up for renewal are Scott Seaton and Kurt Goetzinger. Each is serving the final year of their term.

Nominees must be assessment or dues paying members of the CR/PWS Marketing Association. Up to two seats may be held by dues-paying members. If you wish to nominate yourself, or someone else for one of the vacant seats, please complete and return the form below to the CRPWSMA by October 1, 2008.

You may also email your nomination to [info@copperrivermarketing.org](mailto:info@copperrivermarketing.org)

## Board of Directors Nomination Form

I would like to nominate the following CR/PWS Marketing Association member for a seat on the Board of Directors:

Name.....F/V:.....(optional)

Term: 3 Years

Nominated by:

Name.....

Signature.....

Please complete and return to CRPWSMA within the CDFU office at 509 First St., or mail to PO Box 199, Cordova, AK 99574.

The deadline to submit nominations is October 1, 2008.