



COPPER RIVER/PRINCE WILLIAM SOUND MARKETING ASSOCIATION

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SPRING 2007

Director's Report

We're starting to see a little more action in the harbor these days thanks to the first fishermen trickling back to town to prepare for the 2007 Copper River fishing season. Soon enough, the harbor will be filled with boats and Cordova will be buzzing with the pent up energy only felt leading up to the first opener.

As you get your boats and nets ready for the season, know that we've been working all winter to develop campaigns and programs to support the fishery and market Copper River and Prince William Sound salmon.

We have three marketing campaigns lined up for this year and have begun a comprehensive strategic planning process to help guide us as we work to keep the Copper River name in the forefront and grow the Prince William Sound brand.

Exciting things are happening at the CR/PWS MA, stop in our office any time or join us at one of our meetings this summer to get involved or simply learn more about the projects we're working on.

Welcome Back BBQ

Mark your calendars for a joint CR/PWS MA and CDFU Welcome Back BBQ and Annual Meeting on DATE.

FISHERMEN BBQ

Date: May ?

Time: Noon - 1:30pm

Location: ??

Stop your boat work for an hour to catch up with fellow fishermen and get updates on what's happening at the Marketing Association and CDFU.

Countdown to 2007 Copper River Season

Date	Event
April 24-27	SERVS Training
April 24-25	Strategic Planning Meetings
May 7	CR/PWS Board Meeting, 5pm
May ?	Welcome Back BBQ & Meeting
May ??	First Opener

DON'T MISS THESE UPDATES & MORE INSIDE

- 2007 Copper River Marketing Campaigns
- CR/PWS MA Strategic Plan

- 2007 Tagging Program
- Current Position Opening
- FY08 Funding Update

2007 Marketing Campaigns

We are launching three campaigns aimed at raising awareness and increasing sales of Copper River salmon this summer.

Alaska Airlines Magazine: Alaska Airlines magazine has great demographics for raising awareness about Copper River salmon. Each month over 1.6 million passengers fly on Alaska Airlines from coast to coast. We're publishing full page advertisement promoting Wild Alaskan Copper River Salmon in the June and July issues.

Copper River Sockeye: We're going to stretch the early season media frenzy going and keep Copper River salmon in consumer's minds by launching a radio campaign on select stations in Seattle in the middle of June. Market research has shown that many consumers still think that the Copper River season only lasts a couple of weeks. Our goal is to let consumers know about the availability of fresh Copper River salmon all summer long.

Copper River Coho: We had such a positive response to last year's successful Coho radio campaign, we're going to re-run it in select markets in late August and early September. Promoting "the last great salmon of the season," our goal is to increase awareness and sales of our more delicate tasting, late season run.

Our efforts are focusing on Copper River salmon this summer because it is our most recognized brand. We will be undertaking a branding effort for Prince William Sound salmon in preparation for 2008 marketing campaigns to raise awareness about our less publicized fisheries.

Check out the ad we're
running in 
Alaska Airlines Magazine

New Board Member: Scott Seaton

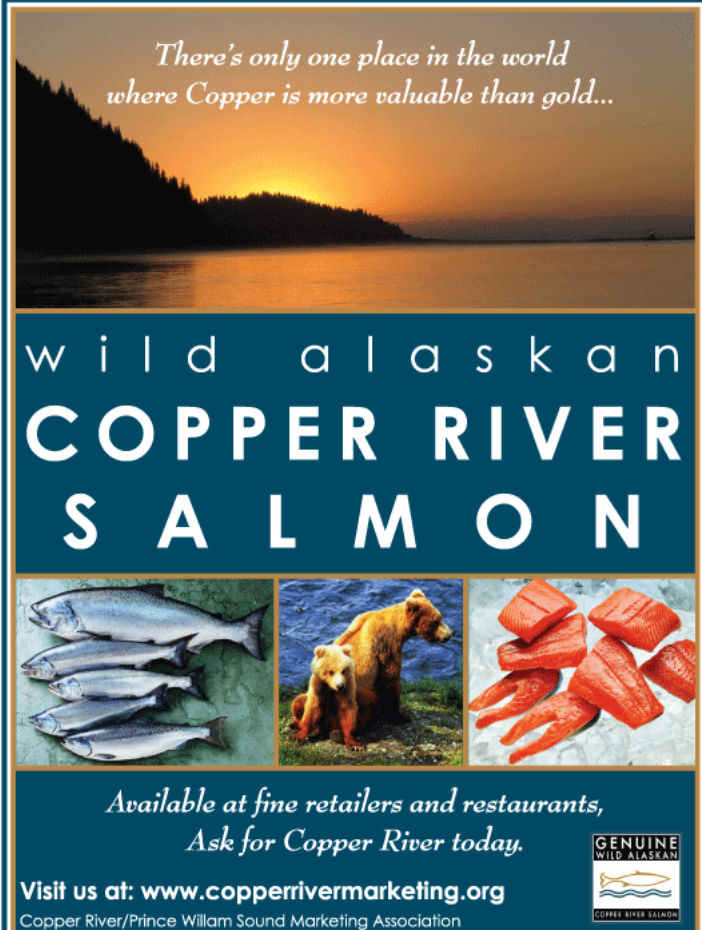
Scott Seaton of Kenai, AK has joined our Board of Directors, filling the empty seat left by Jim McCune last fall.

Scott spends a lot his season fishing in the Sound and wants to work on branding, marketing and quality improvements for Sound caught fish. *Welcome aboard, Scott!*

Executive Director


Beth Poole has rejoined the CR/PWS MA as Interim Executive Director following the resignation of Anica Estes this past winter. Beth has been involved in the CR/PWS MA since 2005.

We will conduct a formal Executive Director search in the coming months with the goal of hiring by the end of the summer.




*There's only one place in the world
where Copper is more valuable than gold...*

wild alaskan
**COPPER RIVER
SALMON**



*Available at fine retailers and restaurants,
Ask for Copper River today.*

Visit us at: www.copperrivermarketing.org
Copper River/Prince William Sound Marketing Association



2007 Tagging Program

With two successful years under its belt, the Copper River Tagging Program is entering its third season. CDFU handed the program over to the Marketing Association this winter and it is our goal to have as seamless a transition as possible.



Ensuring the authenticity of our salmon is vital for preventing imposters in the marketplace and maintaining the integrity of the Copper River name.

We received very positive feedback from the introduction of stickers for portioned and frozen salmon and have ordered more for this season.



We've also seen

increased participation from processors and direct marketers for this season and have added static clings for retailer ice cases to our offerings.

So far, all local processors have signed on for the 2007 season and we have several direct marketers ready to tag. If you'd like to participate in this year's program, please call Beth at 424-3459 or stop in our office.

Position Opening: Marketing Assistant

We are currently hiring for a Temporary Marketing Assistant to help coordinate the Tagging Program this season. This is a part-time position, up to 20 hours/week, May-September. Pay is \$12-\$14/hr DOE. Interested candidates should come by our office in the CDFU building or call Beth at 424-3459 for an

Strategic Plan

We have embarked on a comprehensive strategic planning process to outline our priorities, direction and marketing strategies for the next five years. We are working with consultants Schiedermayer & Associates and the McDowell Group to complete this process.

Representatives from S&A and McDowell groups are meeting with the CR/PWS MA board in the end of April to begin assessing our current positioning in the marketplace and how to achieve our goals of maintaining and improving our positioning over the next five years.

The Copper River name has great recognition in the marketplace, but the competition is never far behind. Part of this process is identifying ways to keep ahead of the competition as well as branding and raising awareness of our lesser known fisheries in the Sound.

We anticipate a final strategic plan document to be completed in the early fall.

Membership

As you may know, we have two membership classes. All 451 permit holding drift gillnet fishermen are members of the CR/PWS MA through your 1% assessment. All of our programs and projects are aimed at raising the value of salmon caught in the Copper River and Prince William Sound regions.

Non-assessment paying individuals and businesses can become members by paying annual dues.

These businesses are current 2007 members:

- **Bear & Wolf Salmon Company**
- **Ocean Beauty Seafoods, Inc.**
- **Peter Pan Seafoods**

Thank you to these businesses for renewing your memberships and supporting your fishing fleet!

CR/PWS Board Meetings

All members are invited and encouraged to attend CR/PWS MA regular board meetings. While we do not have a slate of meeting dates for this summer, we will do our best to hold all meetings on Wednesday afternoons.

We will advertise all meetings on the scanner, on the KCHU billboard and on flyers posted around town at least one week in advance of each meeting.

Additionally, you are always welcome to stop in the office to find out the next meeting date and time.

The beginning of every meeting will include time for member comments. If you have an agenda item you would like to include in a meeting, contact Beth at 424-3459.

We hope to see you at one of our upcoming meetings.

Funding Update

After a significant delay, we received the remainder of our 2005 Assessment funding in January. As Alaska's first RSDA to successfully form and collect an assessment, there have been unforeseen bumps along the road. We are working with the State to ensure that this delay will not happen in the future.

The State Legislature has included new language in the FY08 budget that describes how RSDAs will receive their funding from the State.

We will be receiving funding collected from the 2006 season this coming July. Your 2006 Assessment generated \$XXX,XXX to support marketing efforts in our region.

We also received a \$30,000 grant from the Alaska Fisheries Marketing Board (AFMB) to support the 2007 Tagging Program and our Strategic Planning Process.

We are continuing to researching other funding sources to stretch our dollars and implement new programs to increase the value of our fisheries.

Copper River/Prince William Sound Marketing Association

Board of Directors

Thea Thomas, President
Jim Kallander, Vice President
Jeff Bailey, Secretary
Bill Webber, Treasurer
Kurt Goetzing
Diane Platt
Scott Seaton

Staff

Beth Poole, Executive Director

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