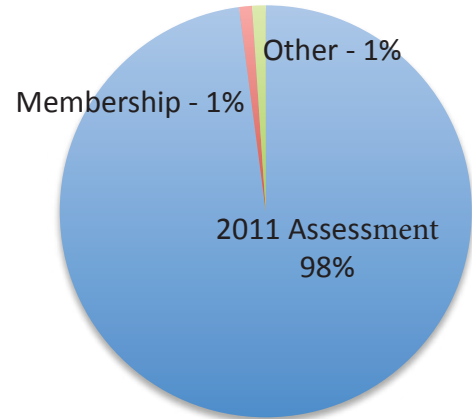




YOUR 1% AT WORK

FISCAL MANAGEMENT

FY2013 INCOME: \$545,044



FY2013 EXPENSES



FY2013 income is based on assessment funds collected through the 2011 gillnet season.

2011 PWS Assessment

Drift Gillnet: \$517,334.97
 Set Gillnet: \$ 16,386.95
 Total: \$533,721.92

RESERVE ACCOUNT

10% of assessment funds are set aside each year with the goal of building a reserve account equal to one year of operating expenses. Reserves may be used to cover programs outside of the operating budget that require immediate response, including environmental, fishery or pressing marketplace issues. Reserve funds are kept in FDIC insured interest bearing CDs that are laddered with maturity dates throughout the year.
RESERVE FUND AS OF MAY 2013: \$249,743.25

PLANNING FOR FY2014

FY2014 begins on July 1, 2013 and runs through June 30, 2014. The 2012 PWS gillnet season was the highest value since the inception of the CR/PWS MA, and likewise, was one of the biggest for many fishermen.

2012 PWS Assessment

Drift Gillnet: \$589,415.85
 Set Gillnet: \$28,343.45
 Total: \$617,759.30

PROPOSALS FOR FY2014

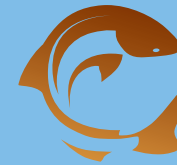
Are there programs that you would like the Marketing Association to consider? Your ideas and input are important and encouraged. Please join us at a board meeting, talk to a board member or call, email or stop by the office anytime, we want to hear from you.

COPPER RIVER/PRINCE WILLIAM SOUND MARKETING ASSOCIATION

509 First St | P.O. Box 199 | Cordova, AK 99574
 tel: 907.424.3459 | fax: 907.424.3430
 email: info@copperrivermarketing.org

copperiversalmon.org
soundsalmon.org
facebook.com/CopperRiverSalmon
twitter.com/copperriverwild
 linked in

Sign up for our OnStep E-Newsletter at:
copperrivermarketing.org



COPPER RIVER
 Wild Alaska King, Sockeye & Coho



PRINCE WILLIAM SOUND
 WILD ALASKA SOCKEYE

Copper River/Prince William Sound
 Marketing Association

ANNUAL REPORT

2012 - 2013

MISSION STATEMENT

The CR/PWS Marketing Association is a 501(c)6 registered non-profit Regional Seafood Development Association representing PWS drift and set gillnet fishermen and processors. Our mission is to increase the value of Copper River and PWS gillnet salmon through programs focused on brand enhancement, quality enhancement, effective partnerships and competent organization management.

BOARD OF DIRECTORS & STAFF

Mike Mickelson, *President, F/V Mariah*
 Bill Webber, *Vice President, F/V Paradigm Shift*
 Micah Ess, *Treasurer, F/V Midnight Express*
 Thea Thomas, *Secretary, F/V Myrmidon*
 Bill Bailey, *F/V Shiloh, Copper River Seafoods*
 Danny Carpenter, *F/V Quicksilver*
 Brian Rutzer, *F/V Controller Bay*
 Scott Thomas, *PWS Setnet*

Beth Poole, *Executive Director*
 Jessyka Dart-McLean, *Digital Programs Director*
 Liz Senear, *Bookkeeper*



STRATEGIC PRIORITIES

The Association's strategic plan outlines five key strategic priorities. Projects are formed and guided by the goals of these strategic priorities.



BRAND ENHANCEMENT

GOAL: Increase awareness of Copper River & Prince William Sound salmon for consumer and trade audiences.

QUALITY ENHANCEMENT

GOAL: Increase harvest value through quality infrastructure improvements, research and fleet education

COOPERATIVE PARTNERSHIPS

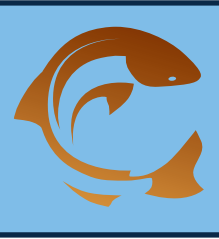
GOAL: Form partnerships with entities with shared interests to leverage resources for greater productivity and brand recognition

RESEARCH & EDUCATION

GOAL: Pursue research that advances understanding of industry practices and trends to maximize the value of the fishery

ORGANIZATION & MEMBERSHIP

GOAL: Strengthen the organization through outreach, communication, board development and administrative capacity.



COPPER RIVER & PWS: YEAR IN REVIEW



QUALITY

- Convened Fall and Spring **PWS Quality Meetings**, bringing together PWS processors and fishermen to work on quality programs.
- Updated **PWS Quality Guidelines** based on fishermen and processor feedback, incorporated slushing illustrations and new guidelines for optimal delivery times.
- 2nd year of the **PWS Chilling Study**, tracking chilling effort and quality improvements in Prince William Sound. 2012 showed an increase in overall quality, with more room for improvement.
- Developed new **Slush Icing Brochure** to support added quality incentives from processors. Available online, at processing plants and at the Marketing Association office.
- **PWS Ice Barge** program - Coghill barge serviced Main Bay in 2012. Board of directors voted to expand Ice Barge program for 2013 to include a second barge to chill Chum salmon in Esther. Alaganik barge will service Main Bay for both ice distribution and net storage.

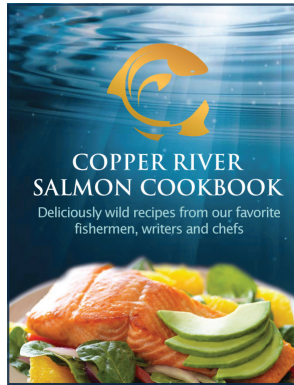


- Introduced **PWS Quality Rewards** program, recognizing top and most improved quality harvesters, nominated by each PWS processor. For 2013, all quality harvesters will receive a quality flag for their boats and processors will nominate the most improved harvesters to be recognized at the close of the season.

Derek Blake, F/V Chinook Wind

MARKETING

- Launching new consumer **Copper River Recipe App** on website, facebook and mobile app stores.
- New **Point of Sale Graphics** and **Recipe Cards** for retail and product shipments
- Sent monthly shipments of Copper River & PWS salmon to 22 bloggers, chefs and writers in key markets to sample and write about.
- Added 1041 retail and restaurant locations across the to **Copper River Locator App**, giving consumers a tool to find and share where Copper River salmon is available and being sold in their area.
- Hosted **Media Tours** throughout the summer
 - Mark Kurlansky
 - ASMI Domestic & International groups
 - Shira Bocar, *Martha Steward Living*
 - July Media Tour - 6 writers & chefs
 - Fall Coho Tour - bloggers & chefs
- Media Relations: Distributed bi-monthly **Press Releases** during the season and monthly releases in the off season, media pitches focused on Grilling, Full Season, 5-species sampling, and Sustainability targeted to consumer, retail and industry audiences.
- Exhibited at Booth #2725 at the **International Boston Seafood Show**, North America's largest seafood trade show with over 1,000 exhibitors and over 19,000 attendees. Passed out Copper River Point of Sale materials, recipes, suppliers directories, and made plans with retailers for 2013.



- Launched new **Copper River Dock Talk Blog** on Wordpress. Looking for fishermen and community members to post throughout the summer.
- Updated **Consumer Websites** with a new look for the press room and downloads section, and created a new **Prince William Sound Salmon** section that is accessible through the Copper River site or by visiting **soundsalmon.org**.
- Increased **Social Media** connections with consumer and industry audiences through Facebook (over 20k followers), Twitter (1,000 followers), LinkedIn, Pinterest and Instagram.
- Consumer articles placed in USA Weekend



Magazine (Sept 2012), Esquire Magazine (online Feb 2013) and upcoming features in Sunset and Fine Cooking Magazines thanks to our Media Tour participants.

PARTNERSHIPS

- Alaska Seafood Marketing Institute **Summer Sockeye Promotion**, brought in Copper River, PWS and Bristol Bay Salmon to raise awareness of different regions of the state at retailers across the country.
- Celebrating the start of the season with **Alaska Airlines' Copper Chef Cook Off** competition at the SeaTac airport.
- Expanding visibility in Texas market with **Alaska Brewing Company** Iron Fork chef competition with a grand prize trip to see Copper River salmon up close. Continued pairing of Alaska Beer and Copper River Salmon at events and media engagements.
- Organizational partnerships with CDFU, Bristol Bay RSDA, ASMI, ADF&G, CRWP and others for programming as well as letters of support.



ORGANIZATION

- **Board Election** seated two new board members (Scott Thomas, *Setnet* & Mike Mickelson, *F/V Mariah*) and reappointed Danny Carpenter, *F/V Quicksilver*.
- Mike Mickelson took over for Brian Rutzer as President of the Board. Three seats are up for election in the Fall of 2013, nominations will be accepted throughout the summer.
- New **Organizational Brochure** that outlines RSDA purposes, strategic priorities and ways for the fleet to get involved in the direction of the Association.
- Comprehensive Organizational **Policy Review** and update.
- Fall and Spring **Fleet Surveys** to get feedback on organizational programs and direction.
- Our **Board of Directors** meet monthly to discuss and plan for organizational vision and direction. Meetings are always open to members, with a public comment period on every agenda.
- Ongoing **Fleet Communications**. We publish biannual print Newsletters as well as regular E-Newsletters and website updates. Join the email list at: www.copperrivermarketing.org.
- Fiscal management and planning for assessment funds, including a 10% reserve account and working with the State of Alaska to ensure funds are deposited on time.
- Cordova Report column for **Pacific Fishing Magazine**.

