



COPPER RIVER
Wild Alaska King, Sockeye & Coho

www.copperrivermarketing.org

Copper River/Prince William Sound Marketing Association



PRINCE WILLIAM SOUND
WILD ALASKA SOCKEYE

509 First Street
P.O. Box 199
Cordova, AK 99574
t: 907.424.3459
f: 907.424.3430

Spring 2014

MARKETING ASSOCIATION ANNUAL MEETING

MAY 3rd
6pm

Mt. Eccles Elementary School Gym

Free Dinner -Survey Prizes
Please join us at our annual meeting for
Marketing Association news and to share your
ideas and feedback.

PRESIDENT'S REPORT

To all area E gillnet permit holders:

It's really starting to look like spring around Cordova, and fishing is right around the corner. We have had many changes at the Copper River/ P.W.S Marketing Association. In the last year our board has experienced a 3 seat expansion of the board, which is now 11 seats, and quite a bit of board turnover.

There is a definite change in the board of directors approach to doing business. Last year's petition to disband the organization was unsuccessful at its intended purpose, but has inspired board members to reevaluate how we spend our money, focus more on member outreach, and make sure our actions are supported by our organization's bylaws.

We have experienced much more participation from our members and our board has approved our first member submitted proposal. Robert Beedle will be installing and testing a \$5900 Sea Frost RSW system in the F/V Cedar Bay. We hope to follow Bristol Bay's lead and get away from large expenditures on ice barges for the drift fleet.

We would like to thank Danny Carpenter for his years of service and welcome Rich Wheeler to the board. We have seven seats that will be available this fall so if you are interested in volunteering on the board of directors keep that in mind. I'll see you at the spring meeting May 3rd.

Mike Mickelson, *F/V Mariah*
President, Copper River/ P.W.S.
Marketing Association



Members of the Fleet,

The last 2 fishing seasons have marked a major improvement in the quality of our fleet's fish. We are holding more fishermen accountable for their catch, and boats capable of chilling their fish rapidly by slushing or RSW are reaping lucrative bonuses for their efforts. In many cases the cost of upgrading boats to slush ice are payed off after the first year. This is a slam dunk investment in your fishing business!

Our commitment to quality is becoming so widespread that we are forcing markets to make a commitment of their own. Many processors are now gladly paying us extra for our efforts, and our market is benefiting from having a vastly improved percentage of #1 quality fish. Whether we are gaining market share or simply maintaining due to a glut of salmon, we are now able to hedge our fishery's susceptibility to price decreases by having processors pay us extra for our commitment to providing a quality product. Even during our normal in-season price drop for sockeye, those 25-35 cents bonuses comprise an increasingly large percentage of our income. This is a great trend for our fishery, and I feel it is only the beginning!

The future of food is a topic of concern for the entire planet at this point, and the seafood industry on a global scale is filled with stories of devastation, corruption and greed. Yet a few small fisheries like ours still exist and give people something healthy and exciting to look forward to every year. We have a great story to tell, and as long as we have a premium product to back it up, we can continue to make headway in an increasingly competitive marketplace.

Our Marketing Association has been committed to enhancing quality through a number of programs, from the fairly simple to the complex and contentious. We are exploring new ways to get more ice into PWS, and to help get boats that want a RSW system a good deal so they no longer need ice. We are always changing with the times and are doing our best to give fishermen the best value for their 1%. We are only fishermen! We do not have all the answers. If you have an idea that you think would help the fleet, or if you would like to give some feedback to help us gauge our effectiveness and make changes, we would love to hear from you. You are welcome to attend our monthly meetings, sign up for a specific committee that interests you, or just head over to my boat for a chat.

Sincerely,

Micah Ess, *F/V Midnight Express*
Treasurer

Happy Spring to the area E fleet. I would like to thank the BOD for considering me for this appointment. After the first board meeting, I realized just how thankful I should be for all the time and hard work this board has put in. It's a thankless job that we all should be grateful for. Personally, I am eager to learn about and participate in improving the promotion of Copper River/PWS fish. As a permit holder, I take much pride in the product I deliver. However, we are all only as good as our weakest link.

I see some great things coming from the BOD and I hope that this fleet can all participate and get involved, by showing your support or offering an opinion in the direction the Board should take. I offer an ear and welcome your thoughts.

Thank you and Good Fishing,

Rich Wheeler, *F/V Miss Camilou*



MEMBER SURVEY

Complete and return the survey to win **cash prizes**.

CRPWSMA is a 100% membership-funded organization. As such, it is **imperative** that the Board hear from its membership.

You could help yourself to a nice prize, but more importantly, you could help plot the future course of this association.

Surveys must be returned no later than April 30th. Prizes will be awarded at the annual meeting May 3rd.

INTERNATIONAL BOSTON SEAFOOD SHOW

I attended the International seafood show in Boston this year with fellow fisherman Jeff Bailey and our team from the office Kim Ryals and Nelly Hand. This show was a packed house all three days it was open, and we all spoke with many supporters of our great product.

Many people stopped by to praise us for quality and flavor of our salmon, we also fielded questions about king salmon supply and sustainability. We had ADF&G's forecast for this upcoming season and explained that we have been having great sockeye seasons due to management and stewardship of our river. We also informed people about the long length of our season, that it keeps going strong through the fall and to keep watching in stores for the Copper River name.

What really surprised me to see was how many farmed salmon booths were out there, and every one was several times larger than ours. It's not just Chile that is trying to take our business, Salmon farmers all over the world are putting out a really good "looking" product. Fortunately for us many people saw through their elaborate booths and pigment adjusted flesh. Many people know that wild Alaskan salmon is far better. It is very easy to see that if we don't keep up our quality and continue to improve our marketing we could get lost in this market. We can't let people forget why they love our superior product when around every corner is an improving farmed and even organically farmed salmon.

-Derek Blake, *F/V Chinook Wind*



The Seafood Expo North America is the largest seafood trade event in North America. There are over 1,000 exhibitors and over 9,000 attendees.



To CRPWSMA members

As a recently elected member of CRPWSMA, I have pledged that membership can expect major changes in the way CRPWSMA does business in the future. Given the results of the 2013 election, I think it is safe to say that much of the membership agrees that change is necessary.

It is my goal; should I continue as a member of the B.O.D., to make CRPWSMA a powerful and effective agent that works on behalf of our membership our fishery, and the future of both.

It is essential for membership to remember that CRPWSMA is a Regional Seafood Development Association. To think of CRPWSMA as exclusively a "marketing" association is a mistake. The legislation that enabled the birth of CRPWSMA is broad in scope, and allows us to engage in activities far beyond what we have previously done.

Consider if you will the following possibilities:

- Formation of a fuel co-op
- Formation of a credit union
- Formation of a vessel insurance pool
- Creation and funding of an ombudsman position to act as a constant advocate for CRPWSMA with state agencies.
- Formation of a travel and recording fund to make sure that membership is well represented at all Board of Fish functions
- Increased partnerships w/CDFU

These possibilities are just a tip of the iceberg. In order to make any of these possibilities reality; the B.O.D. has instituted a proposal system. This system allows all members and other interested parties to make proposals to CRPWSMA in order to make their ideas become reality.

Remember CRPWSMA money is your money. If you are serious about what CRPWSMA should be doing, we need to hear from you. As a member of the B.O.D., I am obligated to see that your money is spent effectively and responsibly. As a member of CRPWSMA you have an obligation. Please pay attention to what the B.O.D. is doing with your money!

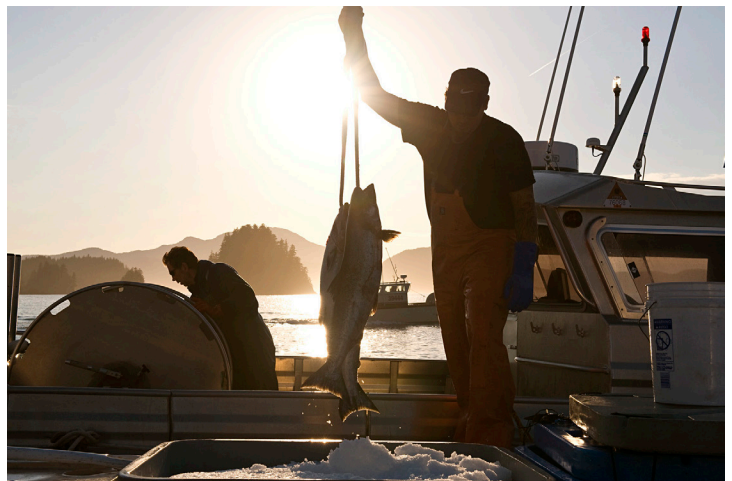
Please remember that the same process that gave birth to CRPWSMA could just as easily bring it to an end. You, the membership are in the driver's seat, don't let the B.O.D. forget it.

Bob Smith, *F/V Wild Thang*
Secretary

BOARD OF DIRECTORS

Have you considered running for the CRPWSMA board of directors?

If you have a question about nominating yourself or someone else, please talk to a current board member, stop in the office or come to one of our next board meetings. We encourage all members to get involved and think about running.



EXECUTIVE DIRECTOR'S REPORT

From the desk of Kim Ryals
CRPWSMA'S Executive Director

Spring has sprung. As this newsletter goes to print we here in Cordova are on Day 18 (that's over two weeks!) of gorgeous sunny weather. Bluebird skies have been the norm at the boat harbor; the days are fading later and the light is getting longer.

As President Mickelson mentioned on Page 1, there are many changes in the works within the organization. The Board of Directors has finalized a Project Proposal Process whereby any interested party can submit a project or concept to CRPWSMA for consideration for funding. Project proposers may be permit-holders, municipalities, non-governmental organizations, private companies, research institutions, state and local agencies, and individuals who are in a position to carry out the project they propose.

You can submit a project in its entirety or just a concept you'd like the Board to consider. The latter is simply an idea for a project and allows the board to gather a broad range of input from members and the public, regardless of ability to implement on their own.

To submit a Project Concept, you need only provide your contact information (name, email and phone), identify the strategic priority the concept addresses, and a brief (250 words or less) description of the idea. Full Proposals follow the same guidelines, but include acknowledging having read CRPWSMA's priorities and bylaws, an estimate of total cost (CRPWSMA plus any other sources of funding) and approximate date of completion.

Both Projects and Concepts should be one-pagers and submitted via email to info@copper-rivermarketing.org. Subject line should read: "2014 Project Proposal" (or "Concept"). The Board accepts proposals year-round and makes decisions on submissions at their regular monthly meeting. For more information please visit our website at www.copperrivermarketing.org

This month marks a special event on our annual calendar, in that it's time once again for our general membership meeting. Please mark your calendars for May 3rd, 6pm, the Mt. Eccles Elementary gym. Dinner will be served and prizes awarded for mailing in the member survey (in your mailbox right now!). The Board is looking forward to your comments and participation. This is your RSDA, and as such, your thoughts, ideas and feedback are welcome – indeed needed – on the evening of May 3rd.

See you soon,

Kim Ryals, *Executive Director*

BOARD OF DIRECTORS

Mike Mickelson, President
Tom Carpenter, V. President
Micah Ess, Treasurer
Bob Smith, Secretary
Bill Bailey
Derek Blake

Jim Kallander
Bill Myer
Jeff Olsen
Rich Wheeler
Paul Owecke, Setnet

STAFF

Kim Ryals, *Executive Director*
Nelly Hand, *Program Assistant*
Liz Senear, *Bookkeeper*

509 First Street
P.O. Box 199
Cordova, AK 99574
tel: 907.424.3459
info@copperrivermarketing.org

FIND US ONLINE

MARKETING ASSOCIATION WEBSITE:
www.copperrivermarketing.org

CONSUMER WEBSITES:
www.copperriversalmon.org
www.soundsalmon.org

SOCIAL MEDIA:
www.facebook.com/copperriversalmon
www.twitter.com/copperriverwild

WILD ALASKA SOCKEYE

PRINCE WILLIAM SOUND



Wild Alaska King, Sockeye & Coho

COPPER RIVER

Copper River/PWS
Marketing Association
P.O. Box 199
Cordova, AK 99574

