

## ***Alaska Fish Expo***

# **Statewide fish conference announced for November**

Last year Bristol Bay Native Corporation staff members recommended that an annual statewide fisheries conference be held in Alaska. The idea flourished at a meeting last December with representatives from NANA Corporation, the University of Alaska and the Alaska Department of Fish and Game.

Testing the waters for financial support, Jim Hart, BBNC President, made 15 phone calls. Within a week's time, 12 companies and organizations had agreed to donate \$3,000 each to underwrite the initial costs. "This convinced us to go forward," Hart says.

As a result, the Alaska Fish Conference and Exposition will take place at the Egan Center in Anchorage November 25, 26, and 27. The conference, which is called "*Fishing in Alaska . . . Is the Future Ours*," will be held in conjunction with an exposition/trade show.

Speakers from Norway, Japan, the South 48 and Alaska will address the following issues:

- *How can the Alaska fishing industry respond to the increased market share that is going to pen-reared salmon?*
- *What strategies should the Alaska industry use to better market its fish?*
- *What does the future hold in pricing?*

"The main thrust," says Hart, "is what can the Alaska fishermen do to gain more control."

The first 12 Expo sponsors formed the Alaska Fish Conference and Exposition non-profit corporation. Members include CEDC, BBNC, Trident Seafoods, CFAB, the Anchorage Convention and Visitors Bureau and the Anchorage Times.

Both the board and management of CEDC are enthusiastic about the potential of the Alaska Fish Expo. "This may be the first step in bringing the leadership of the fishing industry home to Alaska," says board member Jerry Liboff.