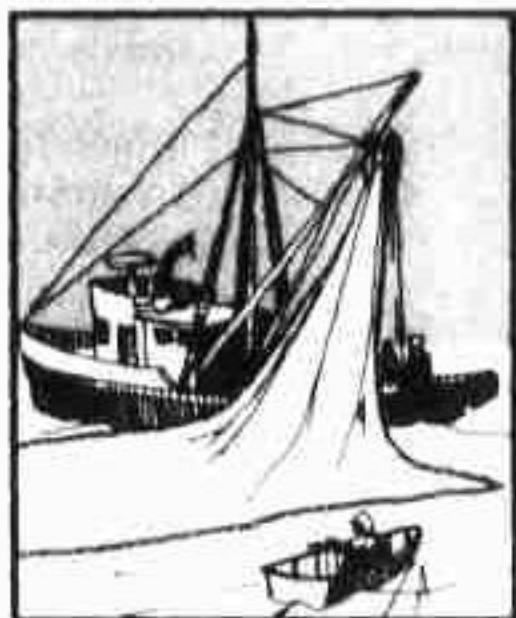


Expo offers varied menu of speakers

The Alaska Fish Conference and Exposition Nov. 25-28 at the Egan Center in Anchorage offers a varied menu of international speakers, exhibitors, panel discussions and thought-provoking topics that together point to a common theme: marketing fish better.

Ed Crane, president of Alaska Commercial Fishing and Agriculture Bank and a conference director, describes Alaska's commercial fishermen as a diverse group with differing needs and outlooks.

For example, a fisherman in Petersburg may fish 10 months a year and be heavily invested in equipment and permits, while an Anchorage fisherman might be a school teacher or a doctor for most of the year, choosing to fish during the few productive weeks of a short season in Bristol Bay.



For one, the occupation is a livelihood, for the other it may be what puts frosting on the cake. But, common to all and equally important is the need to generate net income and maximize investment returns.

"The greatest potential for increasing a fisherman's return lies in expanded and enhanced markets," said Crane, "and that can't occur unless there is some grassroots awareness of the role the marketplace plays in creating demand and setting price. The reality is that the housewife in Baltimore or Tokyo makes the buying decisions."

The growing trend toward more fish on the dinner table and greater competition in the global fish market helped shape the conference into one with a marketing focus.

Seven distinguished speakers will address topics that include pricing, effects of market changes half-way around the globe on local industry, maintaining demand for Alaska seafood products in foreign markets and the restaurant industry's commanding need for a consistent, quality supply.

Odd Steinsbo, president of the Norwegian Fish Farmers Sales Organization, will talk about how pen-reared salmon have overtaken Alaskan wild salmon in some markets and why, while Boston's Caroline Perkins, seafood broker/marketing consultant and contributor to Seafood Business

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• Speakers

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Magazine, will define differences between marketing and selling.

Other speakers include:

- E. Crawford Jones of Moses Lake, Wash.

- Steve Kazilionis, an executive with the Hannaford Brothers grocery chain headquartered in Maine.

- Shin Tamiya, assistant general manager for Mitsubishi International Corp. in Seattle where he oversees food export — primarily Alaskan seafood — to Japan.

- Jim Salmon, a procurement executive with the Red Lobster Restaurant chain.

- Ron Mittlehammer of Washington State University.

- John St. John, a citrus industry veteran from Maitland, Fla.

And, why citrus for an Alaskan conference? Crane points out that just as Florida has become synonymous with citrus in the minds of consumers, so should marketing efforts result in fish becoming that identifiable with Alaska.

Among the more than two dozen vendors exhibiting during the conference are H & S Lighted Buoys from Dillingham, Cook Inlet Aquaculture Association from Soldotna, ERA Survival Systems, an Anchorage firm, and Trites Marine from Richmond, British Columbia.

The exposition is open to the public at no charge from:

- Noon to 5 p.m. Nov. 25.

- 10 a.m. to 6 p.m. Nov. 26.

- 10 a.m. to 2:30 p.m. Nov. 27.

Conferees attending the banquet and Las Vegas Casino Night Nov. 27 also have a chance to parlay a seafood conference in Anchorage into an expense paid trip for two to Laughlin, Nevada's newest resort community — if they hold the lucky ticket. Tickets to this event are \$25 per person.

Registration packets and event tickets can be picked up at the Egan Center from noon to 5 p.m. Nov. 25. Registration also will be taken at the door all day on Nov. 26 and on Nov. 27 until noon. The cost is \$35.

Trade show booths are still available, starting at \$500. Those who want more information about Alaska Fish Conference and Exposition, may call 276-3553.