

Welcome!

This month, Alaska's fishing industry is taking part in a landmark event. It's the first statewide conference to focus on Alaska's commercial fishing industry. Our plan in putting together this conference and its corresponding trade show is to bring together individual fishermen, processors, fishing organizations, businesses that supply the industry and agencies that regulate it — basically everyone involved with commercial fishing in Alaska — to discuss some of the critical issues and challenges we face in the not-too-distant future.

Our focus at this year's conference is on marketing. Alaska fishermen, like fishermen around the world, have traditionally focused on the production or harvesting aspects of fishing. But dramatic changes in our markets demand that we take a closer look at marketing. We need to know as much as we can about changes in consumer preferences, particularly in light of an increasing volume of pen-reared salmon that is being introduced successfully into markets that have historically belonged to wild Alaska salmon. I know that all Alaska fishermen are concerned with what this means to the price of salmon.

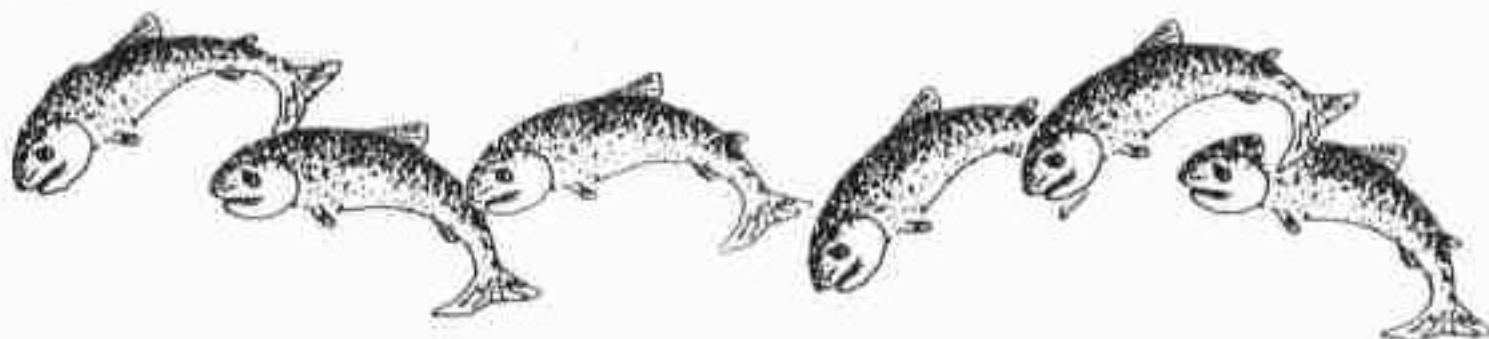
We have assembled a program that features a fascinating and knowledgeable array of speakers from around the world. We hope that you enjoy the program that these speakers will present and that you will take advantage of the opportunity to visit the trade show and learn more about the services and products that are available to you. And, of course, we've provided an opportunity for some fun at Tuesday night's Las Vegas night banquet.

Thanks for joining us.

Jim Hart, president

Alaska Fish Conference and Exposition

SUPPORTING THE ALASKA FISH CONFERENCE, AND ENHANCING THE SALMON RESOURCES OF THE STATE, ALASKA'S REGIONAL AQUACULTURE ASSOCIATIONS:



- PRINCE WILLIAM SOUND AQUACULTURE CORPORATION (PWSAC)
 - NORTHERN SOUTHEAST REGIONAL AQUACULTURE ASSOCIATION (NSRAA)
 - SOUTHERN SOUTHEAST REGIONAL AQUACULTURE ASSOCIATION (SSRAA)



ATTEND THE BREAKFAST CO—SPONSORED BY
PWSAC, NSRAA AND SSRAA ON MONDAY, November
26, 7:00 to 8:15 A.M., AT THE HILTON
SPEAKER: DR. JOHN BOYCE, AUTHOR OF RECENT
SALMON PRICE STUDY