

**ALASKA FISII CONFERENCE AND EXPOSITION**  
**November 25 - 28, 1990**  
**Egan Center, Anchorage, Alaska**

**PROGRAM OF EVENTS**

**Sunday, November 25**

12 noon - 5:00 pm Registration Egan Center, Main Level

Registration packets and event tickets can be picked up at the Egan Center, on the Trade Show floor. Registration will also be available at the Egan Center on Monday from 8:00 am to 5:00 pm and Tuesday from 8:00 am to noon.

12 noon - 5:00 pm Trade Show Open Egan Center, Main Level

**Monday, November 26**

7:00 am - 8:15 am Buffet Breakfast (Complimentary) Anchorage Hilton Hotel, Denali Room

Sponsored by: Prince William Sound Aquaculture Corporation, Northern Southeast Regional Aquaculture Association, and Southern Southeast Regional Aquaculture Association

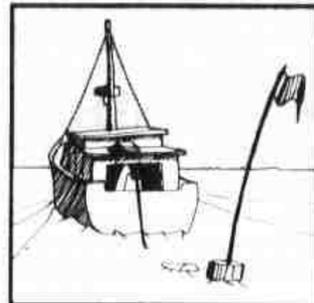
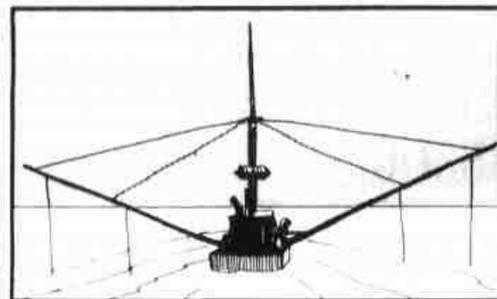
Speaker: Dr. John Boyce, University of Alaska, Fairbanks economics instructor and author of a recent salmon price study

8:30 am Opening Introductions Egan Center, Main Level, Cook Room

8:45 am Speaker Egan Center, Main Level, Cook Room

**"Production or Marketing - Which End of the Chain Pulls the Hardest?"** E. Crawford Jones will talk about another industry that achieved near-perfection in their production efforts, but had the rug pulled out from under them by market changes thousands of miles away.

Mr. Jones is a long-time successful sugar beet farmer from Moses Lake, Washington who shares observations about another industry that was abruptly and unexpectedly eliminated. The parallels he draws have some frightening parallels for Alaska's fishing industry.



9:30 am Speaker Egan Center, Main Level, Cook Room

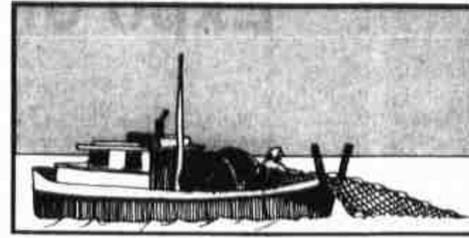
**"Why Don't They Buy?"** Caroline Perkins will talk about the differences between marketing and selling and about how consumers make their buying decisions.

Caroline Perkins is a Boston marketing consultant, a Northeastern University marketing instructor, an experienced fisherwoman, and a contributing editor for "Seafood Business" magazine.

10:00 am - 6:00 pm Trade Show Open Egan Center, Main Level

10:15 am Coffee Break Trade Show Floor

Sponsored by Iccle Seafoods



# ALASKA

## Fish Conference and Exposition

10:45 am Speaker Egan Center, Main Level, Cook Room

**"Who's Talking to Our Markets?"** Odd Steinsbo will talk about how Norway's farmed fish industry has been successful in displacing Alaska salmon on dinner tables around the world. His is a sobering message.

Mr. Steinsbo, along with his wife, established the first commercial fish farm in Norway. Today, he is president of the Norwegian Fish Farmers Sales Organization.

Sponsored by State of Alaska, Office of Business Development

12 noon - 2:00 pm Lunch (Complimentary) Trade Show Floor

Sponsored by Security Pacific Bank

2:30 pm - 4:30 pm Panel Discussion Egan Center, Main Level, Cook Room

E. Crawford Jones  
 Caroline Perkins  
 Odd Steinsbo

4:30 pm - 6:00 pm No Host Bar Trade Show Floor

Don't miss a fun and informative survival suit demonstration sponsored by LTR Marine Survival.

7:00 am - 8:15 am Buffet Breakfast (No host) Anchorage Hilton Hotel

**Tuesday, November 27**

8:30 am Opening Introductions Egan Center, Main Level, Cook Room

8:45 am Speaker Egan Center, Main Level, Cook Room

**"Can We Get out of the Back Corner and Right up Front?"** Steve Kazilionis will talk about how one regional grocery chain in Maine decided to build seafood into a separate and successful profit center in its stores. He will share some interesting insights from a supermarketer's point of view.

Mr. Kazilionis is an executive with Hannaford Brothers Grocery chain.

9:30 am Speaker Egan Center, Main Level, Cook Room

**"Will She Always Be There?"** Shin Tamiya will talk about the long-term love affair between Japan's housewives and Alaskan fish, and what Alaskan fishermen can do to maintain it.

Mr. Tamiya is the Assistant General Manager, Seattle Branch, of Mitsubishi International Corporation.

10:00 am - 2:30 pm Trade Show Open Egan Center, Main Level

10:15 am Coffee Break Trade Show Floor

Sponsored by National Bank of Alaska

10:45 am Speaker Egan Center, Main Level, Cook Room

**"Is Our Place on the Menu Permanent - Or Just Penciled In?"** Jim Salmon will talk about the demands for quality, consistency of supply and proper handling which must be met in order to allow restaurants to compete successfully for customers.

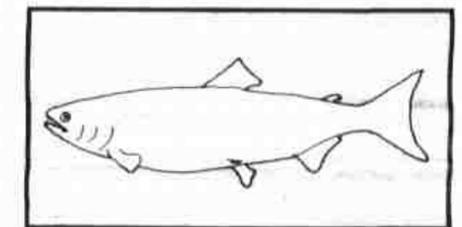
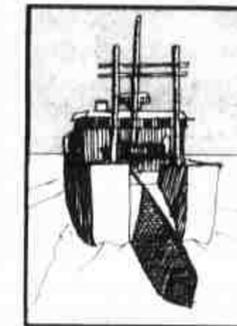
Jim Salmon is a procurement executive with Red Lobster restaurant chain, which is widely-viewed as number one in seafood presentation by the food service industry.

11:30 am Speaker Egan Center, Main Level, Cook Room

**"How Do the Checkbooks Vote?"** Ron Mittelhammer will share the results of a survey that reveals the views and perceptions of seafood wholesalers in six major U.S. cities. Slightly more than half of the responding wholesalers handle farmed Atlantic salmon as well as wild Pacific salmon.

Professor Mittelhammer is a Washington State University instructor and researcher who has worked with two associates to carry out this study which was funded by the 1990 Alaska Sea Grant College Program.

12:15 pm Lunch (Complimentary) Egan Center



graphics by Jon Hersh courtesy Alaska Northwest Books

Speaker: Eric Eckholm of the Alaska Seafood Marketing Institute will talk about "Past Programs and Future Plans for Marketing Alaska Salmon."

2:30 pm Panel Discussion Egan Center, Main Level, Cook Room

Kazilionis  
 Salmon  
 Mittelhammer  
 Tamiya

6:30 pm **LAS VEGAS NIGHT BANQUET** Anchorage Hilton Hotel

There will be gaming, an auction where you can use your chips to bid on a variety of items, and a fabulous drawing prize. All conferees attending the Las Vegas Night will be eligible for a trip for two to Loughlin, Nevada's newest resort community south of Las Vegas.

**Wednesday, November 28**

8:30 am Opening Introductions/Summary Egan Center, Main Floor, Cook Room

9:00 am Speaker Egan Center, Main Floor, Cook Room

**"Can We Take Control, or Does It Take Too Long?"** John St. John will talk about how Florida's citrus industry achieved "premium" status for their product. Alaska fishermen can learn some valuable lessons from another successful industry.

Mr. St. John is a veteran of Florida's citrus industry.

10:00 am Final Panel Discussion/Questions Egan Center, Main Floor, Cook Room