

# 2021 Virtual Annual Meeting Agenda



**8:00am:** Opening Remarks: Mikel Durham

**8:05am:** Senator Murkowski Video

**8:10am:** Disruption & Our Next Big Idea: Craig Morris

**8:20am:** Wild Alaska Pollock Fishery Update: Ron Rogness, GAPP Consultant

**8:35am:** COVID-19 Trends that are Here to Stay and Trust (Edelman Trust Barometer Research): Richard Edelman, Chief Executive Officer at Edelman

**9:00am:** GAPP Partnerships Deliver Results: Panelists- Nick Mendoza, Amin Nabli, Mike Campanile, and Rich Lawrence

**9:50am:** Wild Alaska Pollock Year-over-Year Research Reveal: Mary Elizabeth Germaine, Ketchum

**Break—10 minutes [10:15-10:25am]**

**10:25am:** Wild Alaska Pollock's Nutritional Niche: Eat Well Global

**10:50am:** Wild Alaska Pollock 2040: Diversifying our Export Opportunities: McKinley Group

**11:10am:** Surimi Set Up: What makes Surimi Spectacular: Craig Morris, Sharon Ripps

**11:25am:** What's in a Name, the Labeling Battle: NFI, other panelists

**11:45am:** Sleigh the Holidays with Surimi: Holiday Campaign Influencers: Mary Elizabeth Germaine

**12:05am:** Mapping the Global Surimi Market: Urner Barry

**Break—5 minutes [12:25- 12:30]**

**12:30pm:** Keynote Speaker- Nancy Fuller, Food Network Host & Celebrity Chef

**12:50pm:** Beyond Surimi: Other Opportunities for Wild Alaska Pollock: Arlin Wasserman

**1:00pm:** Closing Remarks, Craig Morris