ALASKA SALMON INDUSTRY

 EDUCATE THE LEGISLATURE

 PURPOSE & CONCEPT

⚫ The Alaska Salmon industry is in trouble!

 ⚫ Trouble stems from many things: Inability of the industry to unify for a common cause, worldwide market competition, too much fish for **too few** markets, products not designed for today's consumer demands, regulations and management implemented when Alaska had a world salmon **monopoly,** but which today cause us to be less competitive.

⚫ The Alaska Legislature (and in particular, Anchorage legislators) does not understand the severity of the situation nor do they  **really** appreciate the enormity of this industry & its importance to the STATE, this CITY and its citizens!

⚫ The **POWER**, the **$$$$**, the **INFLUENCE**, for assistance and change, in the Legislature lie in the hands of the Anchorage contingent (some of whom **are** fishermen). Yet they are not **advocates** for  **seafood** issues. They do not understand **HOW IMPORTANT** a healthy salmon industry is to their town and/or constituents.

⚫ During the **session** we individually and independently go to Juneau to try to influence these folks. Their lack of understanding of the industry and their short in-session attention span usually leave us frustrated and without action. They are pulled in each and every direction and the minute we leave their offices....... they forget who just visited and begin to think about schools/roads, etc.

⚫ Just a couple of weeks ago, Commerce & the House Special Committee on Fisheries convened a forum for a hearing (staged show & tell) in front of the joint finance committees. Some of the folks on the program....were selected for political diversity rather than their knowledge (background papers had to be **written** for some of the presenters). From what we're told, only 1, I repeat **ONE** House Finance Committee Legislator showed up.....and he left early. They sent staffers...I guess so that we would not feel "snubbed".

 IT JUST IS NOT WORKING!!!

The guys with the POWER to help the industry face these new challenges and the $$$ to assist, **have** to be captured and educated as to the industry's importance to **them**. This can't be done during the session. This can't be done by a bunch of fishermen or processors droning on or **WHINING** about **their** specific region, gear or problems. This can't be done by hired lobbyists - you've got to give somethin' to get somethin'. This can't be done by just holding a confab (seminar - conference) for these folks.

 HOW?

⚫ Next September - after Labor Day.....hold a **SALMON BBQ & ROUNDUP**

 at some nice park....in Anchorage.

⚫ All Anchorage Legislators are **invited**.....along with some non- Anchorage, salmon-sensitive legislators. Legislative candidates too?! Gubernatorial finalists. Anchorage's 600+ salmon permit holders. Selected processors.....luminaries, etc.

 **BILLED AS A SOCIAL GATHERING**

 **But in reality the event will be an opportunity for the industry to EDUCATE these power brokers re 1) the state of the industry, 2)**

**the importance of the industry to the state, 3) the IMPORTANCE of the industry to Anchorage, and 4) a chance for these legislators and the industry to get to know each other as neighbors- "in need".**

FOOD - BBQ SALMON & salmon in 10's of different ways.....mostly new, non-traditional products. Think we can get this all donated. Product from each region? - Yukon King, BB Red, Copper River Red, Kodiak Pinks, etc.

SITE - Outside.....but with cover.....

DATE - After Labor Day.....but before the snow flies - Sept. 10th!

PROGRAM - 30 minutes **-MAXIMUM**

 "Professional"

 Ocean to Oven

 **Visual**, when & where possible ⚫ **bullets**

 Stressing of "industry"/government cooperation & collaboration is essential

 Give Gubernatorial finalists 10 minutes each to give spiel

 Wrap-up........ask them to "listen & think" of the industry

 Special "fish-shaped" name tags for permit holders...so they can mingle with legislators.

CKM

3/17/94