



### **Copper River**

There's not one thing that makes wild Alaskan Copper River King, Sockeye and Coho salmon different—there are many. Deep color, silken texture and rich flavor all come from the fat these fish store to sustain their arduous, upriver journey. Honoring that turbulent journey our artisan fishermen treat each fish with the utmost care. With hand processing and minimal handling we deliver salmon to you as fresh as if you'd just caught it yourself. The fishing families of southcentral Alaska are independent small business owners dedicated to long term sustainability of salmon stocks, environment and a way of life.

### **Prince William Sound**

Surrounded by untouched wilderness of glaciers and mountains, Prince William Sound is like no other place in the world. Wild Alaskan salmon thrive in these pristine waters. We are committed to preserving the rich natural legacy of Prince William Sound by handling every fish with care and employing artisan harvesting practices honed over generations. Each catch is minimally handled, delivered quickly and individually inspected for quality to guarantee that when you are eating Prince William Sound salmon you are enjoying a true piece of wild Alaska

**CR/PWSMA** represents a fleet of 540 drift net and set net fisherman in Area E. Our mission is to maximize the value of this fishery through effective marketing, quality enhancement, cooperative partnerships and organizational competency to the benefit of its members

## Copper River Prince William Sound Marketing Association

### Annual Report



*Covering the period of July 1, 2016 to June 30, 2017  
Federal Tax Form 990 filed by extension March 2018  
State Single Audit performed February 2017*

**June 2018**

Dear Area E drift and set net permit holders,

First I would like to thank everyone who has supported and participated in recognizing the importance of our association. Your support is what makes us a stronger and more cohesive group of Copper River and Prince William Sound commercial fisherman.

Secondly I want to thank my fellow board members for their dedication and time they contribute to the association. We are all volunteer directors who believe in what the importance of this association means to our industry and community.

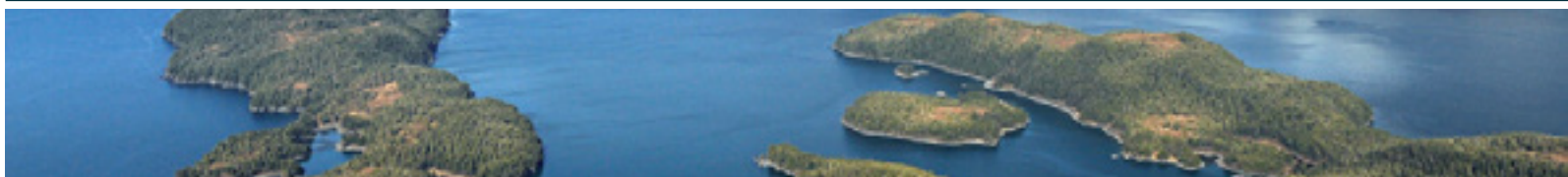
I also want to recognize the professional integrity and dedication to this organization our two staff members bring to the association. Both Christa Hoover and Kinsey Justa work every day to ensure the values and mission of the Copper River Prince William Sound Marketing Association are held to the highest standards.

The past year the association funded two requests from ADF&G. One was to purchase a 4th ARIS sonar to complete a new state of the art sonar system for the Miles Lake. This sonar system has the potential to determine size and length of fish making it possible to count King salmon moving into the upper Copper River. The other was for two new data collection tables to help ADF&G collect more accurate and timely fish samples. The hope of the association is that more in-season data will allow more area and time for the commercial drift fleet.

It should also be noted that this funding request was for a total of \$110,000 which the association paid \$75,000 and the remainder was funded by local processors and CDFU. This combined effort is greatly appreciated and everyone who participated should be proud.

In closing I would like to wish everyone a safe and prosperous fishing season.  
Good luck and best fishes,

Jeff Bailey  
President CRPWSMA



**FY17 Board of Directors**

Jeff Bailey  
Bill Lindow  
Dennis Zadra  
Thea Thomas  
Liam Corcoran  
John Derek Wiese  
Rich Wheeler  
Blythe Thomas  
Troy Matveev

**FY18 Board of Directors**

Jeff Bailey  
Dennis Zadra  
Thea Thomas  
Liam Corcoran  
John Derek Wiese  
Rich Wheeler  
Blythe Thomas  
Phil Oman  
Troy Matveev

**Staff**

Christa Hoover  
*Executive Director*  
  
Kinsey Justa  
*Programs Coordinator*

INCOME	BUDGETED	RECEIVED	COMMITTED	REMAINDER
1% Assessment	\$361,760	\$361,760		\$0
Encumbered Carryover Funds	\$10,174	\$10,174		\$0
Budgeted Carryover Funds	\$100,000	\$100,000		\$0
Interest Income	\$2,500	\$319		\$2,181
Membership	\$3,000	\$1,000		\$2,000
Promo Sales	\$2,000	\$635		\$1,365
<b>TOTAL INCOME</b>	<b>\$479,434</b>	<b>\$473,888</b>		<b>\$5,546</b>
EXPENSES	BUDGET	EXPENSED	COMMITTED	REMAINDER
<b>PROGRAM EXPENSES</b>				
<b>MARKETING PROGRAMS</b>				
POS & Print Collateral	\$35,000	\$35,286		-\$286
iContact - Online Marketing	\$12,000			\$12,000
Media/TAM Tours	\$26,000	\$17,584		\$8,416
Partnerships/Samples	\$22,000	\$9,955		\$12,045
National Public Relations	\$10,000	\$14,739		-\$4,739
In State Public Relations	\$18,000	\$13,241		\$4,759
Consumer Website	\$10,000	\$2,986		\$7,014
Seafood Expo NA (Boston)	\$24,000	\$25,778		-\$1,778
Consultant Contract	\$30,000	\$30,000		\$0
Miscellaneous	\$5,000	\$6,046		-\$1,046
<b>TOTAL MARKETING</b>	<b>\$192,000</b>	<b>\$155,615</b>	<b>\$0</b>	<b>\$36,385</b>
<b>QUALITY PROGRAMS</b>				
Chilling Program - TBD	\$20,000			\$20,000
<b>TOTAL QUALITY</b>	<b>\$20,000</b>	<b>\$0</b>		<b>\$20,000</b>
<b>FLEET PROGRAMS</b>				
Fleet Project Proposals	\$17,738	\$3,400		\$14,338
Lower Copper River Sonar	\$57,025	\$47,217	\$9,807.59	\$0
Coghill Weir (2016 project)	\$5,000	\$5,000		\$0
ASMI & Fish Expo	\$5,000	\$2,389		\$2,611
<b>TOTAL FLEET</b>	<b>\$84,763</b>	<b>\$58,006</b>	<b>\$9,808</b>	<b>\$16,949</b>
<b>TOTAL PROGRAM</b>	<b>\$296,763</b>	<b>\$213,622</b>	<b>\$9,808</b>	<b>\$73,334</b>
<b>PAYROLL</b>				
Executive Director	\$60,000	\$55,000		\$5,000
Admin Asst/Program Assist	\$34,500	\$30,751		\$3,749
Payroll Taxes	\$12,000	\$7,816		\$4,184
PC Moving Expense Allowance	\$500	\$500		\$0
Health Care	\$9,700	\$5,356		\$4,344
<b>TOTAL PAYROLL</b>	<b>\$116,700</b>	<b>\$99,423</b>	<b>\$0</b>	<b>\$17,277</b>
<b>GENERAL OPERATIONS</b>				
Board Expenses	\$7,174	\$4,718		\$2,456
Membership Outreach	\$5,000	\$6,749		-\$1,749
Staff Training	\$1,000	\$150		\$850
Insurance & Licenses	\$2,600	\$2,477		\$123
Supplies	\$4,000	\$3,200		\$800
Postage	\$500	\$288		\$212
Printing	\$1,000			\$1,000
Accounting	\$20,000	\$18,296		\$1,704
Legal	\$5,000	\$620		\$4,380
Facilities (inc. phone/rent/util)	\$15,000	\$12,926		\$2,074
Website	\$2,400	\$2,457		-\$57
Dues & Subscriptions	\$1,000	\$10		\$990
Donations	\$500			\$500
Miscellaneous	\$797	\$339		\$458
<b>TOTAL ADMINISTRATION</b>	<b>\$65,971</b>	<b>\$52,230</b>	<b>\$0</b>	<b>\$13,741</b>
<b>RESERVE ALLOCATION</b>				
<b>TOTAL EXPENSES</b>	<b>\$479,434</b>	<b>\$365,274</b>	<b>\$9,808</b>	<b>\$104,353</b>
Total Estimated Exp to YE			\$375,082	
<b>NET INCOME</b>	<b>\$0</b>			
<b>Carryover as of 6/30/16</b>	<b>\$330,325</b>	<b>\$100,000</b>		<b>\$230,325</b>
<b>Reserve Account CD's (total across)</b>	<b>\$102,751</b>	<b>\$124,687</b>	<b>\$204,707</b>	<b>\$432,145</b>

Coghill Weir/ partnerships & samples

Only including savings not CDs

Includes \$4,000 encumbered prev. year

Includes \$12,000 for new booth

\$862 is for promotional gear

Remainder of FY16 award

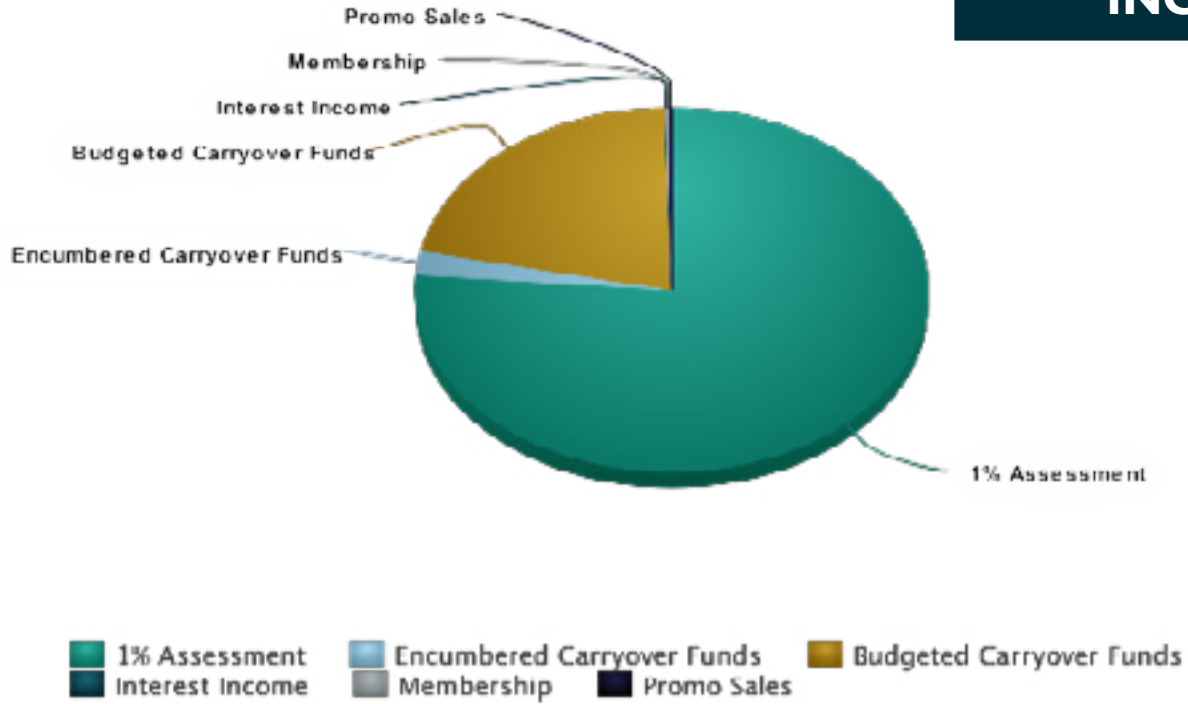
Allowance came out of PR budget

Includes \$1,174 for FY16 Agnew Beck contract

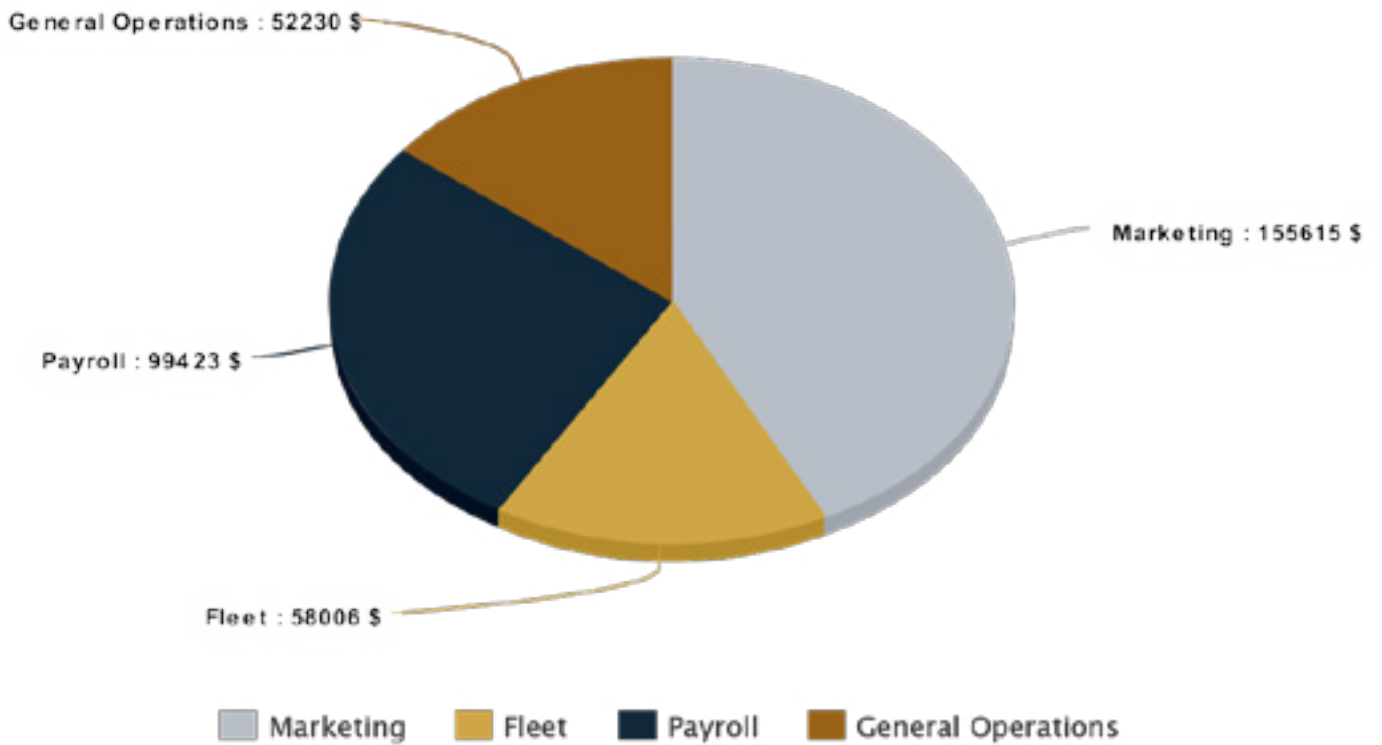
Advertising for Program Coordinator

= Unencumbered funds as of 6/30/16 (actual CD value)

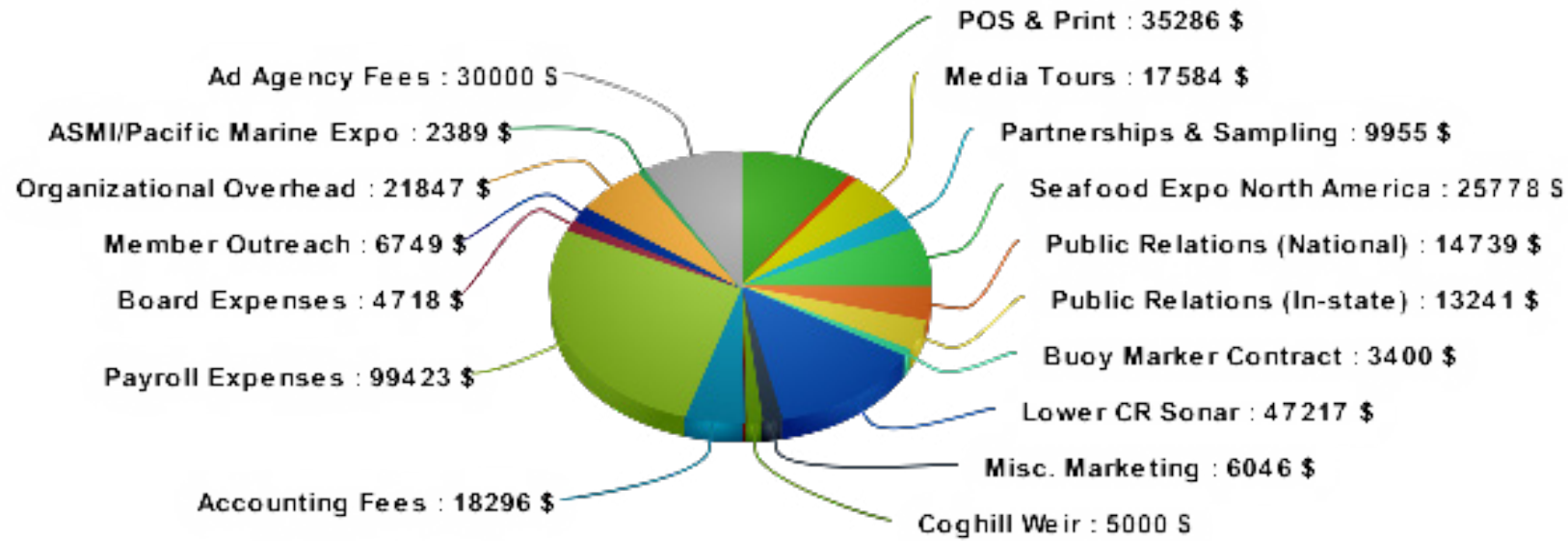
# INCOME



# EXPENSES



# EXPENSES DETAIL



- POS & Print
  Consumer Website
  Media Tours
  Partnerships & Sampling
- Seafood Expo North America
  Public Relations (National)
- Public Relations (In-state)
  Buoy Marker Contract
  Lower CR Sonar
- Misc. Marketing
  Coghill Weir
  Legal Fees
  Accounting Fees
- Payroll Expenses
  Board Expenses
  Member Outreach
- Organizational Overhead
  ASMI/Pacific Marine Expo
  Ad Agency Fees



“If people understand the source they get excited because there’s a better appreciation. This is the freshest, highest quality salmon available. Being there and seeing what all is involved with the fishermen and seeing that the money is well earned and it gives back to the community and supports them--each day it shocked me to see it first hand and you finally understand why the value of the product is what it is. People get so excited for that every year. Your marketing created that demand.”

-- John Rhors, past media tour participant  
Buyer for PDI and Hyvee grocery