



Copper River Prince William Sound Marketing Association FY15 annual report

Covering the period July 1, 2014 to June 30, 2015

State Single Audit performed March 2016

Federal Tax Form 990 Filed by extension March 2016



FY15 Board of Directors

**Mike Mickelson
Tom Carpenter
Bob Smith
Micah Ess
Bill Bailey
Derek Blake
Bill Myers
Jeff Olsen
Jim Kallander
Paul Owecke
Rich Wheeler**

Dear member fishermen of the Copper River Prince William Sound Marketing Association,

Fiscal year 2015 (July 1, 2014 to June 30, 2015) was a year, as many others, filled with challenges. With an out-going executive director at the beginning of the commercial harvest, the organization was guided through the busy fishing season by your volunteer directors, an interim executive director and part time staff. Programs and partnerships in place were implemented, administrative duties were taken on both by directors and staff and the organization moved forward towards the goal of serving its members and promoting wild Alaskan salmon from the waters of Copper River and Prince William Sound.

FY16 Board of Directors

**Jeff Bailey
Bill Lindow
Dennis Zadra
Thea Thomas
Liam Corcoran
Shawn Gilman
Michael Hand
Blythe Thomas
Rich Wheeler**

In the Fall of 2014, by your votes, 6 volunteers were elected to serve as directors of the board. As you are also aware, a petition was circulated which resulted in a vote to uphold the self assessed 1% tax that funds the efforts of this organization. With your funds, staff and directors work to maintain and build name recognition for the premium brands of Copper River king, sockeye and coho salmon and to carve out a place in the market for Prince William Sound sockeye salmon. Additionally quality initiatives such as PWS quality guidelines, sanitation education, and ice and net barges result to your benefit as funding members. Without your 1% consumers and food professionals will not know that Copper River salmon is the best in the world nor will they know that Prince William Sound salmon is the best fit for their family food budget.

Copper River Prince William
Sound Marketing Assoc.
PO Box 199 Cordova, AK 99574
Office 907-424-3459
Cell 907-424-3459
www.copperrivermarketing.org
www.copperriversalmon.org
www.soundsalmon.org

Staff

**Christa Hoover
Amanda Wiese
Erica Clark**

The incoming class of directors implemented a pilot program to solicit Project Proposals from members and interested industry professionals. From that system, a member submitted RSW project was funded, a marketing plan for PWS was contracted, a feasibility study was undertaken to determine if additional sonar would benefit the management of Copper River salmon, and a dinner series with the Copper River Watershed Project was funded to educate consumers and food industry professionals alike.

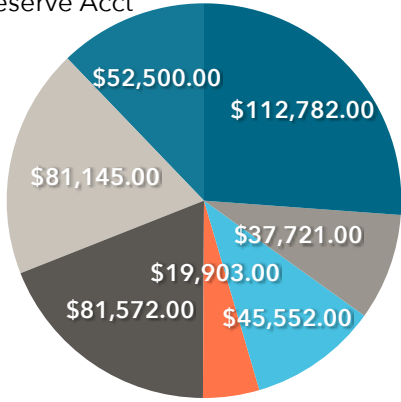
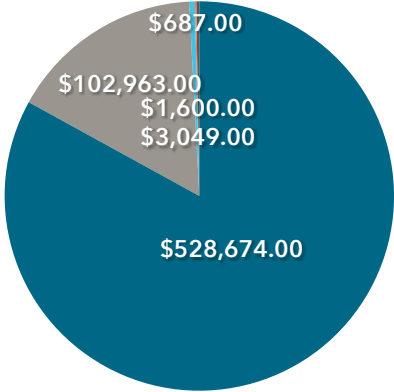
Staff turn over continued into the winter and spring with both part time staff and an in-coming executive director although by the start of the 2015 season the organization began to see significant stability and productivity which continues today.

FY15 INCOME

FY15 EXPENSES

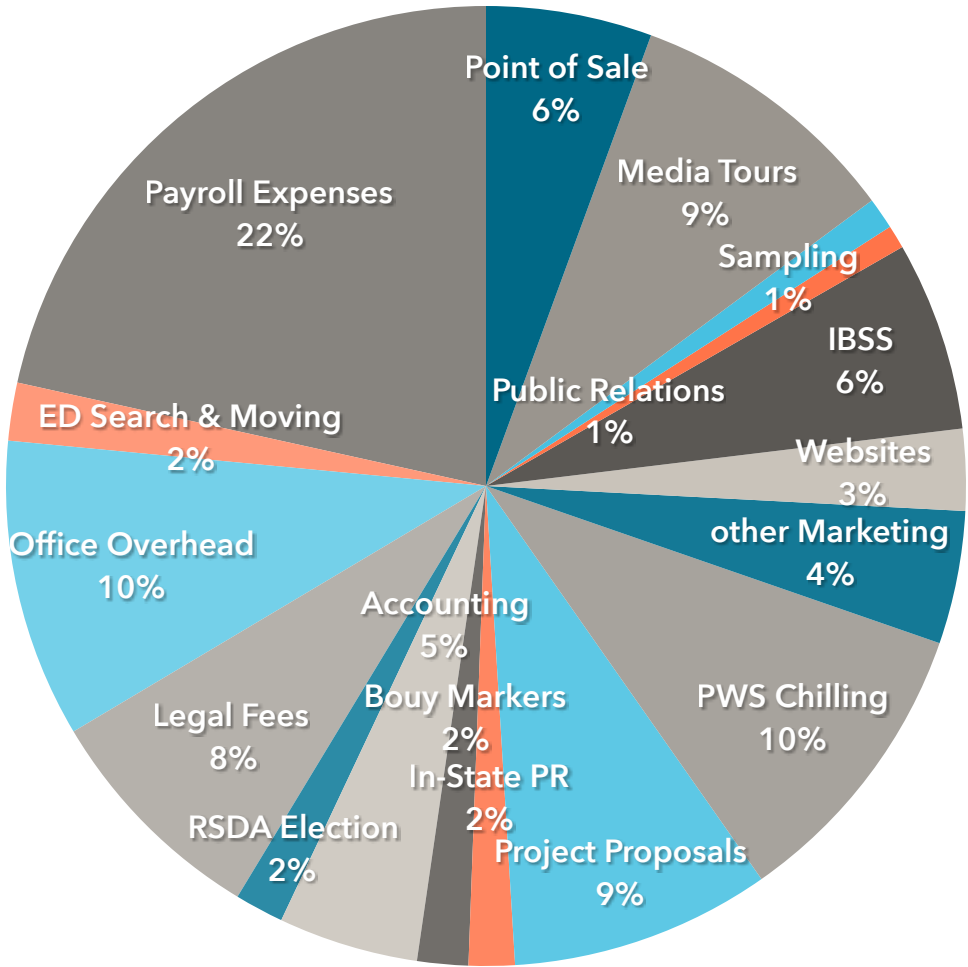
- 1% Assessment
- Carryover
- Interest
- Promo Sales
- Net Storage

- Marketing
- Quality
- Fleet
- Organization
- Payroll
- General Operations
- Reserve Acct



FY15 Expense Detail

- Point of Sale
- Media Tours
- Sampling
- Public Relations
- IBSS
- Websites
- other Marketing
- PWS Chilling
- Project Proposals
- In-State PR
- Bouy Markers
- Accounting
- RSDA Election
- Legal Fees
- Office Overhead
- ED Search & Moving
- Payroll Expenses



August 1, 2016

Copper River salmon, king, sockeye and coho, is premium wild Alaskan salmon. They swim free in the unspoiled watershed of the Copper River Delta and in the cold waters of the Gulf of Alaska and the Pacific Ocean. They forage a natural diet of river and ocean dwelling insects, zooplankton, shrimp, eels and other smaller fish. They build up reserves of fat to sustain themselves for their 300 mile journey home. We intercept them on their way while they are at their physical peak. Those reserves of fat and their natural foraging lifecycle make them the premier choice in wild Pacific salmon.

Prince William Sound is home to all 5 species of Pacific salmon. While PWS salmon do not store away as much fat, they boast a deep red color, firm texture and taste delicious, all that wild salmon are celebrated for.

CR/PWSMA represents the 550 drift net and set net fishermen that harvest wild Alaskan salmon from the waters of the Copper River and Prince William Sound. From our nets to your plates. Copper River and Prince William Sound salmon.



Copper River Prince William Sound Marketing Association

PO Box 199 Cordova, AK 99574

PLACE MAILING LABEL HERE