

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 extra 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
PO Box 199
Cordova, AK
99574

Copper River Prince William Sound Marketing Association

Annual Report

Covering the period of July 1, 2015 to June 30, 2016
State Single Audit performed February 2017
Federal Tax Form 990 Filed by extension March 2017



May 16, 2017



Fiscal year 2016 (July 1, 2015 to June 30, 2016) began with the hiring of Christa Hoover as interim Executive Director and incoming staff included Amanda Wiese and Erica Clark. Staff was guided by regular board interaction throughout the summer fishing season and in August the Board hired Hoover as Executive Director.

As an entirely new staff without the benefit of transition, existing programs were continued and past programs were researched and evaluated for future implementation. A small-scale sampling program was undertaken and media tours were hosted for both the sockeye and coho seasons. Social media channels were brought back on line with more regular social media outreach. Exhibiting at Seafood Expo North America continued in the spring of 2016 at a savings of nearly 25% over previous years. Copper River salmon continued to be one of the only wild salmon brands present at this international seafood expo. The Copper River branded point of sale materials were again made available to participating wholesalers and retailers.

For a second year in a row Copper River salmon was invited to partner with the James Beard Taste America Dinner series for their Seattle dinner. Copper River coho, prepared by Chef Thierry Rautureau for the second course, was served to discerning diners in food savvy downtown Seattle. This event puts Copper River salmon into the hands of influential chefs, in influential food markets, and on the plates of people who expect the best at an event put on by the leading premium food advocate in the country.

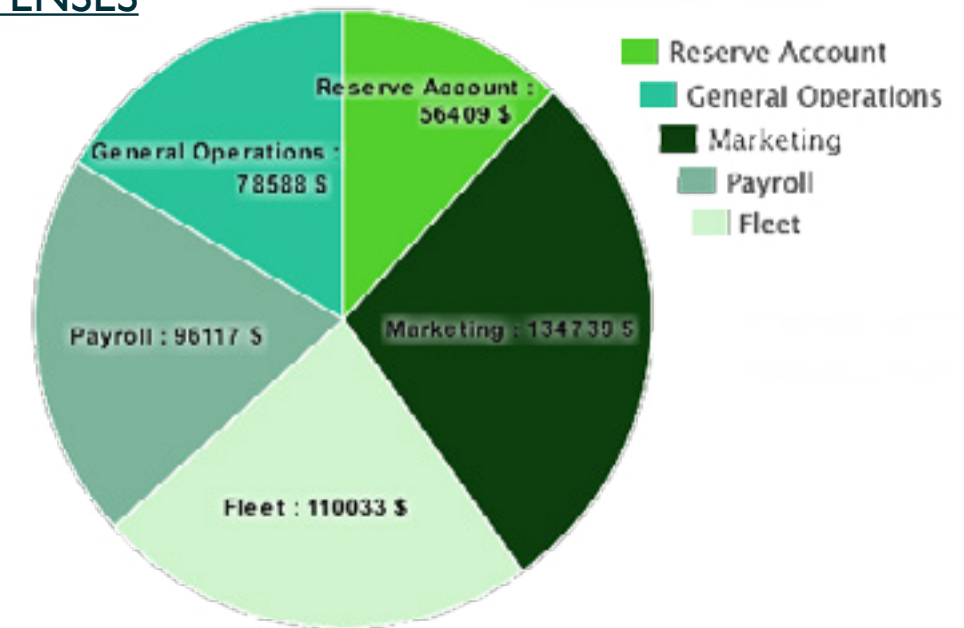
Board Director and Setnet representative Susan Harvey was instrumental in the decision to pursue a marketing plan for the Prince William Sound salmon brand. The plan was completed in the fall of 2015. The multi-year path to bringing the PWS salmon brand to market would have required nearly all available marketing dollars to implement. The decision was made to continue supporting our premium Copper River brand for the time being and pursue elements of the plan as funding allowed.

The Lower Copper River Sonar project commenced first with a feasibility study and then a full enumeration was implemented. The local ADFG management office followed it closely. In partnership with PWSAC emergency funding was provided to the State of Alaska to fund the Coghill Weir, one of the more important management tools available to salmon fisheries managers for Prince William Sound. Additionally, the association partnered with CDFU to fund the Buoy Channel Marker contract as a service to tenders and fishermen on the Copper River Flats.

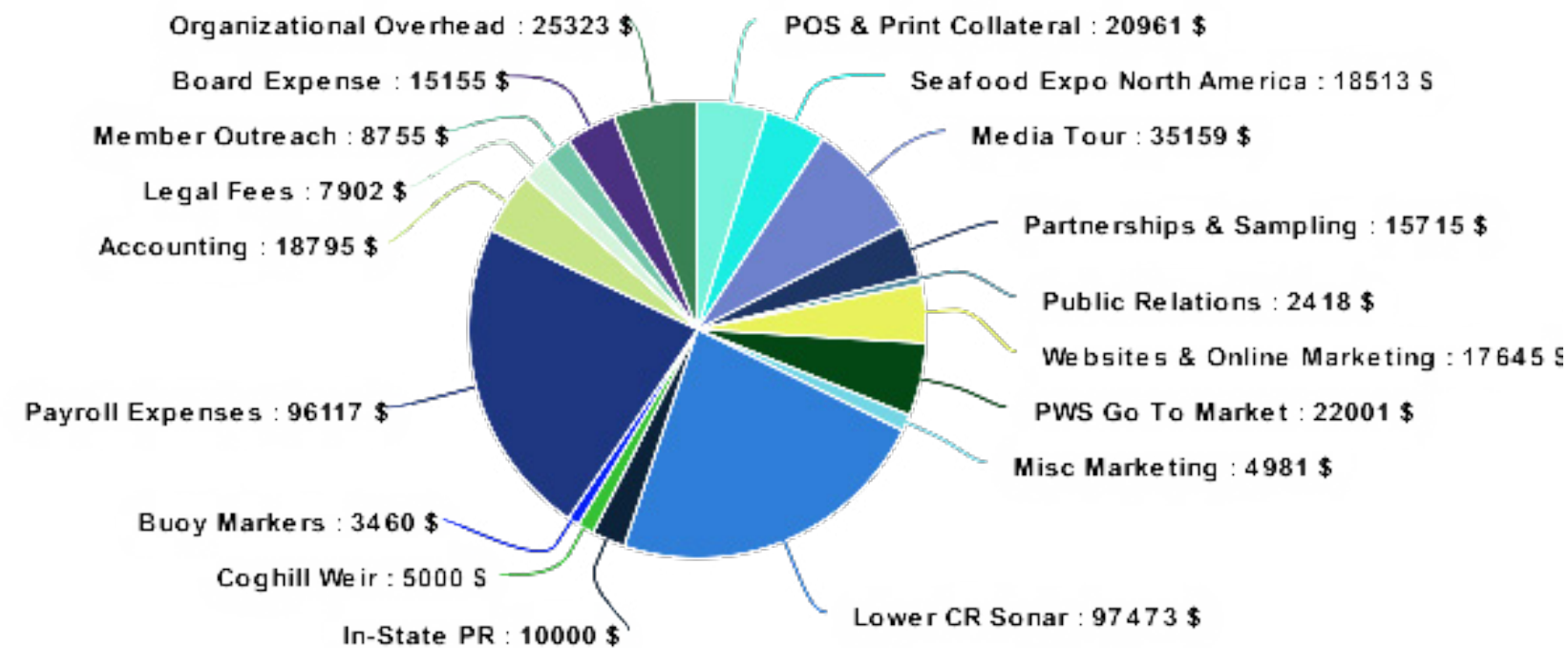
For Fiscal year 2016 the association underwent a full State Single Audit as required by the State of Alaska. There were no findings in the audit and the tax return was filed on an extension without penalty.

Jeff Bailey, F/V Miss Margeaux
Board President

FY16 EXPENSES



FY16 EXPENSE DETAIL



FY 16 Final Budget vs. Expenses

INCOME	BUDGETED	RECEIVED	REMAINDER
1% Assessment	\$564,089	\$564,089	\$0
Encumbered Carryover Funds	\$93,709	\$93,709	\$0
Bank Interest Income	\$2,500	\$331	\$2,169
Membership	\$3,000	\$1,000	\$2,000
Promo Sales	\$2,000	\$3,949	-\$1,949
TOTAL INCOME	\$665,298	\$663,077	\$2,221

FY15 project proposal funds carried forward
does not include reserve fund interest

EXPENSES	BUDGET	EXPENSED	REMAINDER
PROGRAM EXPENSES			
MARKETING PROGRAMS			
POS & Print Collateral	\$35,000	\$20,961	\$14,039
Outmarket - Online Marketing	\$10,000	\$10,000	\$0
Media Tours	\$40,000	\$35,159	\$4,841
Partnerships/Samples	\$12,000	\$4,389	\$7,611
James Beard Taste America	\$5,326	\$5,326	-\$0
First Fish/Public Relations	\$10,000	\$2,418	\$7,582
Consumer Website	\$10,000	\$4,989	\$5,011
Seafood Expo NA (Boston)	\$25,000	\$18,513	\$6,487
PWS Brand Recognition Plan	\$21,500	\$22,001	-\$501
CRWP Restaurant Events	\$6,000	\$6,000	\$0
Retail Promotional Gear	\$5,000	\$1,513	\$3,487
Miscellaneous	\$4,000	\$3,468	\$532
TOTAL MARKETING	\$183,826	\$134,739	\$49,087
QUALITY PROGRAMS			
PWS Chilling/Quality Projects	\$20,000		\$20,000
TOTAL QUALITY	\$20,000	\$0	\$20,000
FLEET PROGRAMS			
Project Proposals	\$30,442	-\$5,900	\$36,342
Chitina Dipnet Station	\$30,000		\$30,000
CR Sonar	\$97,472	\$97,473	-\$1
Coghill Weir	\$10,000	\$5,000	\$5,000
In State PR Campaign	\$30,000	\$10,000	\$20,000
Buoy Markers	\$6,500	\$3,460	\$3,040
TOTAL FLEET	\$204,414	\$110,033	\$94,381
TOTAL PROGRAM	\$408,240	\$244,771	\$163,469

\$4,000 carried forward to FY17
Remainder of FY15 award
Awarded FY15
FB adv, ASMI, UofO class

FY 16 Final Budget vs. Expenses Continued

INCOME	BUDGETED	RECEIVED	REMAINDER
PAYROLL			
Executive Director	\$60,000	\$55,000	\$5,000
Admin Assit/Program Assist	\$30,000	\$28,860	\$1,140
Payroll Taxes	\$10,000	\$8,407	\$1,593
Health Care	\$6,700	\$3,850	\$2,850
TOTAL PAYROLL	\$106,700	\$96,117	\$10,583
	-\$13,603		
GENERAL OPERATING			
Board Expenses	\$17,674	\$15,155	\$2,519
Membership Outreach	\$12,475	\$8,755	\$3,720
Staff Training	\$1,000	\$15	\$985
Insurance & Licenses	\$2,600	\$2,402	\$198
Supplies	\$4,000	\$4,781	-\$781
Postage	\$500	\$452	\$48
Printing	\$1,000	\$266	\$734
Accounting	\$20,000	\$18,795	\$1,205
Legal	\$14,000	\$7,902	\$6,098
Facilities (inc. phone/rent/ utilities)	\$15,000	\$13,404	\$1,596
Website	\$2,400	\$2,660	-\$260
Dues & Subscriptions	\$300	\$1,630	-\$1,330
Donations	\$2,500	\$2,300	\$200
Miscellaneous	\$500	\$73	\$427
TOTAL GENERAL OPERATING	\$93,949	\$78,592	\$15,357
TOTAL ORGANIZATIONAL EXPENSES	\$608,889	\$419,481	\$189,408
RESERVE ALLOCATION	\$56,409	\$56,409	\$0
TOTAL EXPENSES	\$665,298	\$475,890	\$189,408

\$83,860
Incl. \$2,815 refund from FY15 contributions
Includes Agnew Beck Strategic Plan Development
Budget increased for staff project
\$3,675 is records request
Foraker \$750/Intrafish \$780

NET INCOME	-\$0	\$187,187	
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Carryover as of 6/30/15	\$246,356	-\$93,709	\$152,647
Reserve Account CD's	\$102,586	\$124,280	\$203,134

= Unencumbered funds
Actual CD values

FY16 Board of Directors

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

FY17 Board of Directors

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

Staff

Christa Hoover
Executive Director
Kinsey Justa
Programs Coordinator

May 24, 2017

Dear CR/PWS Marketing Association Members,

The Copper River/Prince William Sound Marketing Association Board of Directors has reviewed our organization bylaws and has proposed one amendment and one addition. If the proposed changes are unclear, or you disagree with them, mail the Board at info@copperivermarketing.org. All member comments will be considered by the Board of Directors.

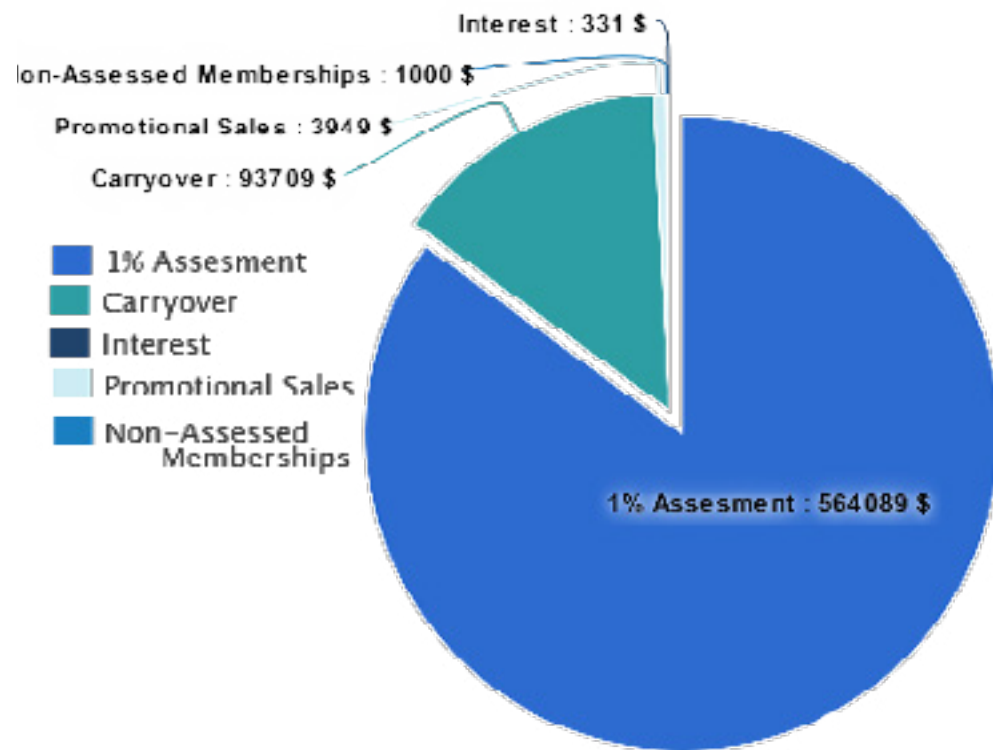
The Board of Directors, at a future board meeting, will vote on these changes. There will be at least 30 days between this notification and the meeting at which bylaw changes are enacted.

A full copy of the Association's current bylaws can be downloaded from our website at <http://www.copperivermarketing.org>. If you have any questions about this notice, please contact our staff at (907)424-3459 or info@copperivermarketing.org.

Sincerely,

Christa Hoover
Executive Director

FY16 INCOME



In order to consider electronic voting a by-law amendment would be necessary. Existing CR/PWSMA By-law: Article 5.4 (a) Elected Directors: A minimum of seven (7) of said Directors shall be elected by the membership via mail-in ballots or voting in person, the results of which become official at the time of the board meeting following the election certification.

Amendment:

Article 5.4 (a) Elected Directors: A minimum of seven (7) of said Directors shall be elected by the membership via mail-in ballots, voting in person, or by electronic means, the results of which become official at the time of the board meeting following the election certification.

Addition:

It appears that in 2012 a by-law addition was made by a vote of the members. As we know now that is not in compliance with Alaska State Non-Profit code.

Directors of the Board must vote and pass by-law changes with notification to the members.

This by-law addition needs to be notified to the members and then a vote of the Board of Directors needs to take place.

Article 5.15

Limitation of Liability of Directors. The personal liability of the directors of the corporation shall be eliminated or limited to the maximum extent permitted by AS 10.20.151(d), as the same may be hereafter amended, except that a director's liability shall not be eliminated or limited in the case of

- (a) A breach of a director's duty of loyalty to the corporation;
- (b) Acts of omissions not in good faith or that involve intentional misconduct or a knowing violation of the law; or
- (c) A transaction from which the director derives an improper personal benefit.