

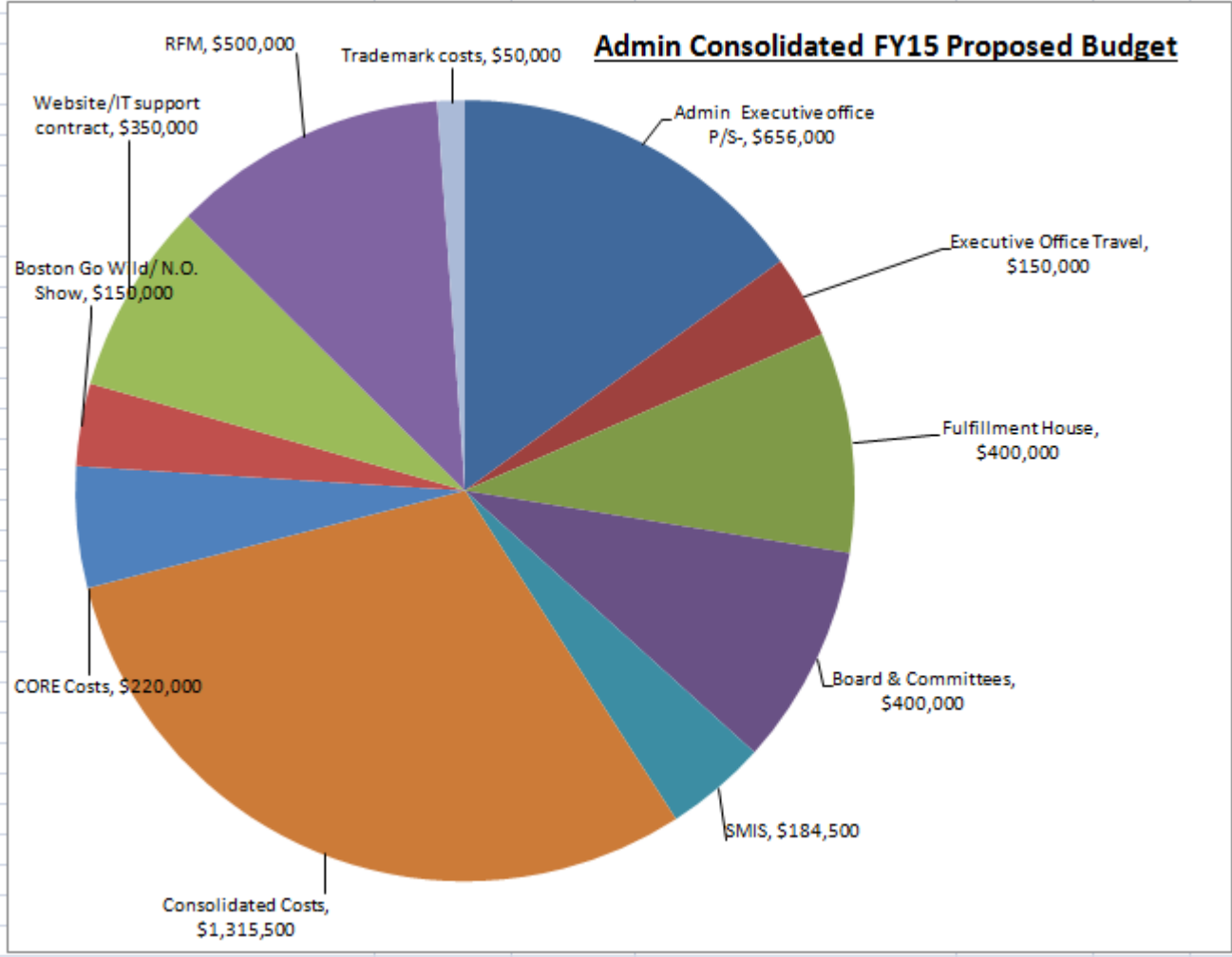
DATE: April 23/24, 2014
MEMO TO: ASMI Board of Directors
FROM: Naresh Shrestha; Admin/Fiscal Officer
SUBJECT: Proposed FY15 Executive, Admin & Consolidated Program Budget

The following is a summary of the FY15 Executive, Admin & Consolidated Costs Program Budget.

Key Budget Changes: some of the FY15 budget categories have been amended from FY14.

Comparison of FY 14 and FY 15 Executive, Admin & Consolidated Program Budgets

<i>BUDGET CATEGORY</i>	<i>FY14 Budget</i>	<i>% Budget</i>	<i>BUDGET CATEGORY</i>	<i>FY15 Budget</i>	<i>% Budget</i>
Admin Executive office P/S-	\$656,000	13%	Admin Executive office P/S-	\$656,000	15%
Executive Office Travel	\$150,000	3%	Executive Office Travel	\$150,000	3%
Fulfillment House	\$400,000	8%	Fulfillment House	\$400,000	9%
Board & Committees	\$400,000	8%	Board & Committees	\$400,000	9%
SMIS	\$184,500	4%	SMIS	\$184,500	4%
Consolidated Costs	\$1,165,500	24%	Consolidated Costs	\$1,315,500	30%
CORE Costs	\$220,000	5%	CORE Costs	\$220,000	5%
Boston Go Wild/ N.O. Show	\$150,000	3%	Boston Go Wild/ N.O. Show	\$150,000	3%
Website/IT support contract	\$295,000	6%	Website/IT support contract	\$350,000	8%
RFM	\$452,000	9%	RFM	\$500,000	11%
Canned Salmon Philippines	\$265,000	5%			
Adam Friedman @ Associates (Sustainability)	\$500,000				
Trademark costs	\$50,000	1%	Trademark costs	\$50,000	1%
Grand Total	\$4,888,000	100%	Grand Total	\$4,376,000	100%



ASMI EXECUTIVE OFFICE

- Personnel Services: - Funds 7 FTE The FTEs included here are the Executive Director, Fiscal/Admin Officer, four Administrative Specialists (all travel, domestic and international accounting, admin support/Communications program support); and Executive Assistant, together who also support the International and Communications programs in the Juneau office. (NOTE: 4 FTE costs are split 50/50 with International as to meet grant match requirements).

EXECUTIVE OFFICE TRAVEL

- This category primarily funds the Executive Director travel and admin support staff travel for meetings attendance and events promotions support.

FULFILLMENT HOUSE

- The ASMI Fulfillment House is contracted through KP Corporation out of Seattle, Washington. This inventory management and fulfillment house handles all of ASMI promotional materials that are dispatched to promotional destinations all over the country on demand. Here, all ASMI promotional items are consolidated in one centralized location for inventory control and shipping for efficiency and effectiveness.

BOARDS AND COMMITTEES

- Budget to cover all Board and Committees meeting costs, including travel. This budget also covers travel costs associated with industry members traveling in partnership with ASMI to shows, events and promotional venues. The expenses for the Customer Advisory Panel (CAP) are also included under this line item. Special project consultants' travel costs are also paid here.

SMIS (Seafood Market Information Service)

- This expenditure is for the Alaska Seafood Bulletin, reports as needed, and ongoing consulting services from The McDowell Group.

CONSOLIDATED COSTS

- This expenditure captures all the fixed costs of the Institute, office space lease and maintenance for both office locations, office equipment lease and maintenance, centralized and cellular phone systems, all office supplies, postage and mailing costs, and other misc costs. The ASMI "swag" promotional items available for sale on the website and which are used for promotional purposes are also absorbed under this budget, including Alaska Seafood decals and flags for the Alaska fishing fleet.

CORE COSTS

- This is the estimated expense paid to the State of Alaska for support for the DCCED Commissioner's office, DCCED Admin Services and other centralized state agencies' services.

BOSTON GO WILD/Great American Seafood Cook-Off

- This expenditure captures the cost of the Alaska Seafood Reception in conjunction with the International Boston Seafood Show, with which industry members participate with sponsorship. It also covers costs for competition in the annual Great American Seafood Cook-Off, held each year in New Orleans. Alaska will be represented by the winner of this year's Great Alaska Seafood Cook-Off, a Communications Program event.

WEBSITE/ IT SUPPORT

- ASMI I/T is an independent, stand alone project separate from the State of Alaska IT system, created to stay on the cutting edge of technology and Digital Marketing and measurement. As such this budget is for the retained IT contractor Byte Networking who oversee and coordinate constant, 24/7 monitoring and interaction overall IT functions for all ASMI programs. Services range from server and systems trouble shooting and upkeep , IT workstation and remote and cellular data support and maintenance, and expert advice for planning prudent systems maintenance, preventive maintenance, and planned systems upgrades to accommodate technologies which are constantly evolving.
- This budget also captures the costs for the ASMI website maintenance. The ASMI website, while a conduit for ASMI promotions, education and Trade support is also as a analytical program to measure its own effectiveness as an active website. ASMI and Byte Networking employ system tools and analytics and proprietary software to draw interested users to the ASMI message. IT provisions (platforms, codes etc) to meet the fast changing demands of Social media and digital marketing are also considered here.

RFM CERTIFICATION COSTS

- Costs associated with ASMI's RFM Certification process.
- Estimated budget for pending Chain of Custody and Annual Reports from third part certifier-RFM.
- Expenses to consultants (as necessary)

CANNED SALMON PHILIPPINES PROJECT

- These funds were RSA-ed to DCCED Economic Development for the Canned Salmon Project

ADAM FRIEDMAN & ASSOCIATES

- These funds were expensed in conjunction with a Sustainability Ad/PR conducted by this firm for FY14.
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ASMI EXECUTIVE OFFICE

- Annual costs expenses for ASMI Trademark registration both in the International and Domestic arenas.