

# **Examples of Past Marine Advisory Program Workshops for Commercial Fishers**

## **Business of Fish Course (Fall 2008)**

The Business of Fish is a non-credited University course targeted to the commercial fishing sector. Business of Fish will cover a number of subjects related to financial management for a commercial fishing operation.

## **Intro to Direct Marketing**

*Getting started in the direct marketing business*

### **Topics Covered:**

Defining Direct Marketing, Finding Customers, Starting your Business, Using E-Commerce, Distributing Seafood, Considering Quality, Seafood Marketing, and Packaging and Shipping Seafood Products.

## **Financial Statements & Record Keeping for Fishing Operations Workshop**

Join Marine Advisory Program Fisheries Business Specialist, Glenn Haight for a hands-on business seminar on:

- Understanding Financial Statements
- Evaluating New Fishing Investments
- Bookkeeping for a Fishing Operation

## **Sitka Seafood Marketing Workshops**

***A two-day series of discussions and workshops for community members and fishermen***

### **Discussion: Examining Sitka's Place in the World Seafood Market**

MAP Marketing Specialist - Quentin Fong

Thursday, October 25 - 7:30 - 9:00 pm Centennial Hall

### **Workshop: Business Planning for Direct Marketers**

MAP Fisheries Business Specialist - Glenn Haight

Friday, October 26 - 8:30 a.m. - noon NSRAA Conference Room

### **Workshop: Introduction to Direct Marketing**

MAP Fisheries Business Specialist - Glenn Haight

Friday, October 26 - 1:00 - 5:00 p.m. NSRAA Conference Room

### **Private Consultations**

Glenn Haight - Quentin Fong

Friday, October 26 - 7:00 - 9:00 p.m. NSRAA Conference Room

# **Nome Seafood Business and Marketing Workshops**

## **Understanding Financial Statements**

Monday October 22 9:00 – 11:00am NWC conference room

A review of various financial statements and their function in financial management - balance sheet, income statement, cash flow statement. MAP business specialist Glenn Haight.

## **Evaluating New Fishing Investments**

Monday October 22 11:00am – 12:00pm NWC conference room

Review of the FishBiz Fishing Business Spreadsheets which allow a fishing operation to project estimated revenues and costs and determine if new fisheries will be profitable. MAP business specialist Glenn Haight.

## **Business Planning (Part 1)**

Monday October 22 1:30 – 4:30pm NWC conference room

Planning part 1 will cover an intro to business planning, how to pre-evaluate an opportunity, business descriptions, and strategic planning. MAP business specialist Glenn Haight

Discussion of Norton Sound's Place in the Global Seafood Market

Monday October 22 7:00 – 9:00pm NWC classroom B

Examine the world market for seafood today, including the competition. MAP marketing specialist Quentin Fong.

## **Business Planning (Part 2)**

Tuesday October 23 9:00am – 12:00pm NWC conference room

Planning part 2 will cover production and operations plans, marketing plan and financial pro formas. MAP business specialist Glenn Haight.

## **Private Consultations**

Tuesday October 23 1:00pm – 4:00pm NWC conference room

Glenn Haight and Quentin Fong will be available for one-on-one meetings with fishermen, community members, direct marketers and others to talk about business and marketing specifics. Sign up in advance by calling the Nome MAP office or drop-in.

# Marine Advisory Program Business and Financial Management Tools

## Tools

- [Online Business Plan Writer](#) – In partnership with the University of Minnesota, the Marine Advisory Program participated in the development of AgPlan, an online business plan writer for fishing and agriculture operations. This site lets you prepare, edit, save, print, and share a tailored fisheries business plan.
- [Fishing Business Spreadsheets](#) - *three Excel workbooks and their related Word instruction files (Income Statement and Balance Sheet, Proforma Income Statement, and Q-Calc to analyze IFQ purchases).*
- [Business Resource Guide for Alaska Fishermen](#) This searchable database includes contact information for organizations, agencies, and companies that provide services to individuals and businesses in the seafood industries. You will also find listings of useful publications. Hard copy of this guide is [available online](#).
- [How to Make a Directed Transfer of Your Fishing Business](#)
- [Ocean Treasure: Commercial Fishing in Alaska](#)
- [Fishing Vessel Insurance- How Much is Enough?](#)
- [Sample Crew Member Employment Contract](#)
- For more fisheries business publications visit the [Alaska Sea Grant Bookstore](#)
- [Recoveries and Yields from Pacific Fish and Shellfish](#) [webpage version available online at State of Alaska Commerce - Office of Economic Development website]

## Other Small Business Service Providers

There are a number of other small business assistance providers in Alaska that may assist entrepreneurs starting a business.

- [Alaska Small Business Development Center](#)
- [Small Business Administration](#)
- [Alaska Business Development Center](#)

# Examples of Marine Advisory Program Publications

## Fishing Business



### [Fuel-Saving Measures for Fishing Industry Vessels](#)



### [Saving Fuel on Your Recreational or Charter Boat](#)



### [Basic Startup Guide for the Direct Market Fisherman](#)



### [Calculating Profitability for a Direct Marketing Operation](#)



## [Does Diesel Have a Future in the Fishing Industry?](#)



## [Proceedings of the 2010 Kodiak ComFish Panel on Catch Share Programs in Alaska](#)



## [Tips for Direct Marketers: Working with a Broker or Trader](#)



## [Tips for Managing Yearly Fishing Income](#)



## [Tracking Your Money: A Quick Guide for Alaska's Skiff Fisherman and Catcher-Seller](#)



## [Save Money on Boat Fuel](#)



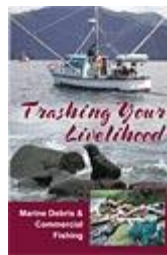
## [The Business of Fishing: Managing Finances](#)



## [The Fish Entrepreneur, Vol. 2, Fall 2008](#)



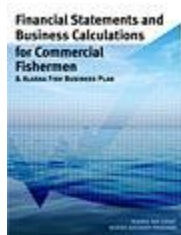
## [Tips to Reduce Fuel Costs for Your Boat](#)



## [Trashing Your Livelihood: Marine Debris and Commercial Fishing](#)



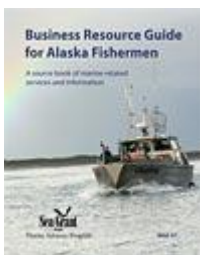
## [Developing Cooperatives for the Alaska Seafood Industry](#)



[Financial Statements and Business Calculations for Commercial Fishermen & Alaska Fish...](#)



[The Fish Entrepreneur, Vol. 1, Fall 2007](#)



[Business Resource Guide for Alaska Fishermen](#)



[Fishing Vessel Stability: Operational Practices](#)



[How to Make a Directed Transfer of Your Fishing Business](#)



[Tips for Direct Marketers: The Onboard DEC Inspection](#)



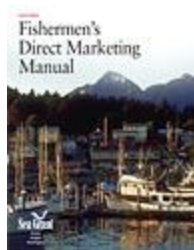
[Russian Far East Fisheries](#)



[Charting New Courses for Alaska Salmon Fisheries: The Legal Waters](#)



[Finding a Seasonal Job on Alaska's Waters](#)



[Fishermen's Direct Marketing Manual](#)





### [What You Need to Know about Recreational Boating Insurance](#)



### [Buying Insurance for Your Charterboat](#)



### [Boatkeeper: Articles on vessel outfitting, operation, and maintenance](#)



### [Who Has the Legal Right to Fish? Constitutional and Common Law in Alaska Fisheries Manage...](#)



### [Charter Boat Operator's Guide. Alaska's Marine Resources 8\(3\)](#)



### [Diesel Engines: Making Sense from Specs](#)



### [Fishing Vessel Insurance: How Much Is Enough?](#)



### [Understanding Salmon Markets](#)



### [Trading Up, Saving Taxes](#)



### [Understanding Fisheries Management](#)