



BRISTOL BAY

Regional Seafood Development Association

2018 BBRSDA Board of Directors Election MICHAEL JACKSON: CANDIDATE QUESTIONNAIRE RESPONSES

1. Why do you want to be a BBRSDA board member?

I have worked in support of the BBRSDA over the last few years, hosting two series of town hall meetings. I have also offered a number of Board proposals, some of which were acted upon by the board.

During this period of involvement I have kept close tabs on board activities. I have seen inappropriate actions regarding board protocol, non-fiduciary board member representation, and down right dirty play. By replacing the incumbent on the Board, I want to start a new chapter of open and honest dialog with members and include other fishermen members in how we spend our money.

2. What do you think is the most important mission for the BBRSDA and why?

Pebble Mine is the most important Sustainability issue our fleet is facing. The BBRSDA is limited on what they can do, but there are some opportunities that we can and must do to help prevent development of the mine. I look forward to the challenge. After Sustainability, the next most important mission is Marketing; building a brand name for Bristol Bay Sockeye. Bay Processor's now require their fishermen to use best practices handling fish to keep Quality as a primary concern. The BBRSDA also recognized this early, and already have Marketing tools in place to assist in selling our fish.

3. In your view, what are the three priorities the BBRSDA should focus on (within the legal limits referred to above) and why?

1. To be effective against Pebble, the board needs a facelift. The other incumbent running in this election heads a pro-pebble organization. The incumbent I'm challenging voted TWICE to keep him as BBRSDA president. I thought mining and salmon didn't mix?
2. Marketing: Branding our Sockeye
3. Quality: Quality is rapidly improving In Bristol Bay, and it has little to do with past efforts of the BBRSDA. Buck has advocated hundreds of thousands of dollars to the "RSW bulk purchase program," which is a huge waste of money and does not translate into "maximizing the value of our fishery."

4. The BBRSDA's Strategic Plan lists specific strategies for maximizing the value of the Bristol Bay salmon fishery. Do you believe this strategies are an effective guide for accomplishing that goal, and if not, how should they be modified?

The Strategic Plan serves as an excellent roadmap but How the Strategic Plan is implemented ultimately determines success or failure. As I stated in Town Hall meetings, I believe the smartest guys in the room are NOT board members, rather the collective voice of our Fleet. For the BBRSDA to be relevant and effective, the board must listen to input from fishermen members, who are investors in the organization. My opponent does not see this as a priority. He consistently pushes forward his "pet projects" that he claims are effective, but are actually huge and ineffective wastes of money.

5. Is there another issue that you would like to respond to?

I want to become a Director to represent Membership in a meaningful and inclusive way. I want to focus on transparency and have submitted a proposal to the Board around this topic. (Timely posting of Board Minutes). Currently, I see Executive Session, where Members are excluded and minutes are Board privileged, are used too much as a barrier to member input, hiding what could be shady dealings that Board Members try to push through at the last minute without following ethical protocols. This will not happen on my watch; honesty and integrity should be baseline requirements for any Board Member.