

**CREATIVELY FINANCING**  
**START-UP & EXPANDING**  
**AQUACULTURE OPERATIONS**

AQUACULTURE AMERICA 2012

Feb-Mar 2012

Las Vegas NV

Moderator: Peter Struffenegger

Total Time 1.5 Hours

- 15 minutes **Creative Ways to Finance a New Aquaculture Venture** - Jim Gibbons, Owner, Seattle Shellfish Co.
- 15 minutes **Show Me the Money: Attracting Investors to your Aquaculture Venture** - Dave Conley, Senior Consultant & Founding Partner, The Aquaculture Communications Group
- 15 minutes **Reflections on Starting a Sturgeon Aquaculture Farm** - Mats Engstrom, former CEO Tsar Nicoulai Caviar Co.
- 15 minutes **Startup Financing: Scale, Risk, and Return** – Tony Schuur, Aquaculture Management Services
- 15 minutes **Farm Services Agency: Financing Source for Farmers** - speaker TBD
- 30 minutes **Q & A**

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Break

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**RECOGNIZING YOUR MARKET:**  
**WHAT DO YOUR CUSTOMERS WANT?**

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Moderator: Randy Lovell

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- 15 minutes    **A Wholesaler That Also Grows Fish?? OR  
The Fish Farming Wholesaler** - Jim Lanter, VP Sales - Key Accounts,  
Pacific Seafoods
- 15 minutes    **Secrets to Attract Restaurant Chefs: Advising 500 Chefs in 31 States  
About Seafood** - Helen York, Director Strategic Sourcing & Research,  
Bon Appétit Management Co
- 15 minutes    **Face to Face with Your Customers** - Michael Passmore, Owner,  
Passmore Ranch
- 15 minutes    **Consumers Want to Know: How We Can Elevate the Farm-Raised  
Seafood Conversation** - Linda O'Dierno, Outreach Coordinator, National  
Aquaculture Assn
- 30 minutes    **Q & A**