



FOR IMMEDIATE RELEASE
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GAPP Hires New Communications and Membership Coordinator

Anna Carpenter to Join GAPP Team and Fill Newly-Created Role to Support Membership

SEATTLE, WASHINGTON—In order to continue to grow and serve the mission to increase demand for and raise awareness of Wild Alaska Pollock, the Association of Genuine Alaska Pollock Producers (GAPP) announced today that they have hired Anna Carpenter to fill the newly created GAPP Communications and Membership Coordinator position.

The Communications and Membership Coordinator will assist GAPP in crafting the narrative for Wild Alaska Pollock—one of the most prominent goals laid out in the organization’s Year 2 Strategic Plan and be the voice of GAPP on social media. The role was also designed to ensure that GAPP members receive stellar service and to support the membership and industry overall.

“When the GAPP Board of Directors approved our ambitious Year 2 Strategic Plan at its meeting in April, they also graciously approved the second-even full time staff position and encouraged me to go out and recruit the best and brightest to support the GAPP mission,” said Craig Morris, Chief Executive Officer of GAPP. “Anna is just that—and will be a great addition to the GAPP small but mighty staff and a great new member of Team Wild Alaska Pollock.”

Carpenter, from South Bend, Indiana, is a recent graduate of Saint Mary’s College in Notre Dame, IN where she received a B.A. in Communication Studies. Carpenter has a passion for non-profit work and communications and was recently employed by Dimension Mill, a non-profit startup based in Bloomington, IN, where she gained experience coordinating and executing the organization’s marketing and communications efforts. She has also served multiple roles within St. Mary’s College, gaining experience with grassroots and social media marketing as well as communications.

“I am thrilled to be joining GAPP and excited to help the organization grow during this critical time for the Wild Alaska Pollock industry,” said Carpenter. “I know I have a lot to learn about the industry and am looking forward to spending time working with our membership and determining how I can best support our members, their organizations and the GAPP mission and vision.”

“I know Anna’s passion for communication, her energy and vigor and her desire to learn and become immersed in the Wild Alaska Pollock industry will make her an indispensable addition to the GAPP team,” said Morris.

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After relocating to Seattle, Carpenter assumed her duties on July 1, 2019 and can be reached at Anna.Carpenter@alaskapollock.org.

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About GAPP

The Association of Genuine Alaska Pollock Producers (GAPP) is dedicated to the marketing of once-frozen pollock products, harvested and processed in Alaska. A non-profit Alaska corporation formed in 2003, GAPP is working to promote Genuine Alaska Pollock in major whitefish markets around the world, with a focus on Europe, North America and Japan. It is our goal to educate both seafood buyers and consumers about the superior benefits of Genuine Alaska Pollock®. www.alaskapollock.org

