

2017: Alaska Priorities

Global - Financial

- Achieve 50/50 revenue split by 2017
- Develop new revenue streams (research, loyalty card, auto renewal, non-traditional partners)
- Increase profitability of events portfolio globally
- Establish global contracting management process
- Select new financial management system
- Launch enterprise risk management assessment

Alaska - Financial

- Drive value to members through lower costs and increased demand
 - Oppose \$17 million tax increase proposal
 - Advocate for more efficient use of passenger fees
 - Oppose pilotage increases such as 20% proposed by Alaska Marine Pilots
 - Seek national media opportunities to promote Alaska (e.g. one millionth passenger celebration in Juneau).
- Eliminate outside accounting and integrate budget into CLIA accounting system
- Continue evaluation of charitable contributions to achieve maximum positive exposure and identification of projects better suited for National Cruise Industry Charitable Foundation.