



## CALIFORNIA WETFISH PRODUCERS ASSOCIATION

PO Box 1951 • Buellton, CA 93427 • Office: (805) 693-5430 • Mobile: (805) 350-3231 • Fax: (805) 686-9312 • [www.californiawetfish.org](http://www.californiawetfish.org)

June 9, 2022

Mr. Mark Gorelnik, Chair  
And Members of the Pacific Fishery Management Council  
7700 NE Ambassador Place #200  
Portland OR 97220-1384

RE: Introducing Mark Fina, new Executive Director of CWPA

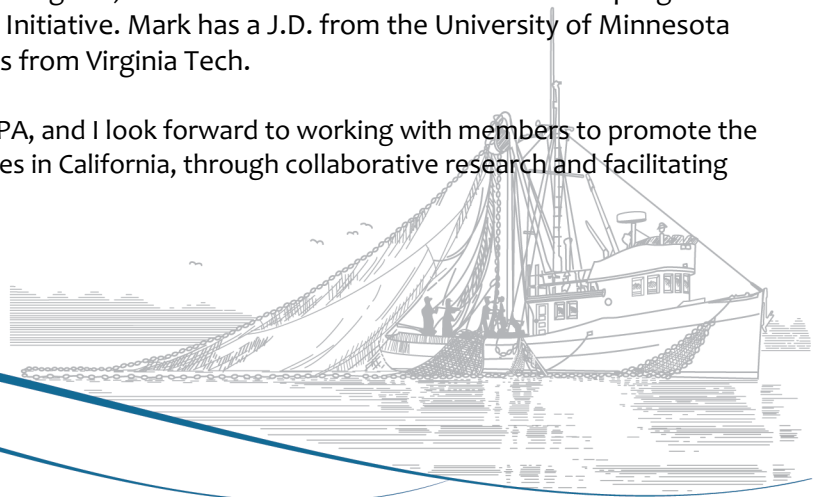
Dear Mr. Gorelnik and Council members,

After 40 years in fisheries, 18 years at the helm of CWPA, I'm stepping down as Executive Director of CWPA. I'd like to take this opportunity to thank the Council for your attention and support over these many years. I've very much enjoyed being part of the Council family.

I'm also delighted to introduce CWPA's new Executive Director, Mark Fina. Mark brings long experience in North Pacific fisheries and the Council process to his new position. He began his analytical career working for the Anchorage-based consulting firm Northern Economics. After a year, he chose to focus his work on fisheries, taking a position as senior economist for the North Pacific Fishery Management Council. There he led the analysis of several major fisheries management actions regulating the groundfish and crab fisheries off the State of Alaska. In this role, he also participated in a broad range of community, industry and stakeholder forums across the state.

After a decade with the North Pacific Council, he joined United States Seafoods, where he represented the company in the fishery regulatory process. He also served as President of the Alaska Seafood Cooperative, the entity overseeing the harvest of quota in the offshore Bering Sea and Aleutian Islands multispecies groundfish fisheries. For the past five years, he has worked in seafood certification, and currently serves as the Chair of the Board of the Responsible Fisheries Management Program, a North American seafood certification program benchmarked by the Global Sustainable Seafood Initiative. Mark has a J.D. from the University of Minnesota and a Ph.D. in Agricultural and Applied Economics from Virginia Tech.

Mark comments: "I am happy to be joining the CWPA, and I look forward to working with members to promote the sustainability of the coastal pelagic / wetfish fisheries in California, through collaborative research and facilitating dialogue both within and outside the industry."



Representing California's Historic Fishery

I'll also be around, part time, for a while longer, helping Mark to manage the books and coordinate CWPA's research program. I'm excited for Mark to take the helm of CWPA, and confident that he will ably steer this association through the challenges ahead.

Best regards,



Diane Pleschner-Steele  
Consultant



Mark Fina  
Executive Director

Mark's contact information

Phone: (907) 317-9127

Email: [mark.fina@californiawetfish.org](mailto:mark.fina@californiawetfish.org)

