

Form 990
Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No 1545-0047

2010

Open to Public Inspection

The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2010 calendar year, or tax year beginning 01-01-2010 and ending 12-31-2010

- B Check if applicable
Address change
Name change
Initial return
Terminated
Amended return
Application pending

C Name of organization
NATIONAL FISHERIES INSTITUTE INC
Doing Business As
Number and street (or P O box if mail is not delivered to street address)
7918 JONES BRANCH DRIVE
Room/suite
City or town, state or country, and ZIP + 4
MCLEAN, VA 22102

D Employer identification number
53-0175414

E Telephone number
(703) 752-8880

G Gross receipts \$ 7,432,452

F Name and address of principal officer

H(a) Is this a group return for affiliates? Yes No

H(b) Are all affiliates included? Yes No
If "No," attach a list (see instructions)

H(c) Group exemption number

I Tax-exempt status 501(c)(3) 501(c)(6) (insert no) 4947(a)(1) or 527

J Website: www.aboutseafood.org

K Form of organization Corporation Trust Association Other

L Year of formation 1949

M State of legal domicile DE

Part I Summary

Table with 3 main sections: Activities & Governance, Revenue, and Expenses. Includes rows for mission statement, member counts, revenue breakdown, and fund balances.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Sign Here
Signature of officer: JOHN CONNELLY President
Date: 2011-08-10

Paid Preparer Use Only
Print/Type preparer's name: Firm's name: Firm's address: VIENNA, VA 221823961

May the IRS discuss this return with the preparer shown above? Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III Yes No

1 Briefly describe the organization's mission

THE OBJECTIVE OF THE INSTITUTE IS TO ASSURE A CONTINUOUS GROWING CONSUMPTION OF FISH AND SEAFOOD PRODUCTS IN THE UNITED STATES IN ORDER TO CONTRIBUTE TO THE OVERALL FOOD REQUIREMENTS AND NUTRITIONAL NEEDS OF THE POPULATION AND TO ENHANCE THE WELFARE OF THE INDUSTRY,THUS PROVIDING EMPLOYMENT AND INVESTMENT OPPORTUNITIES

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses \$ 4,958,925 including grants of \$) (Revenue \$)

COMMUNICATION PROJECTS DELIVER POSITIVE MESSAGE ABOUT THE SAFETY OF SEAFOOD AND ITS NUTRITIONAL VALUE AND HEALTH BENEFITS

4b (Code) (Expenses \$ 652,195 including grants of \$) (Revenue \$)

SPECIAL PROJECTS ARE CONDUCTED TO PROVIDE INFORMATIONAL AND TECHNICAL MATERIAL TO MEMBERS ON NEW GOVERNMENT REGULATIONS THAT AFFECT THEM

4c (Code) (Expenses \$ 505,240 including grants of \$) (Revenue \$)

NFI SPONSORS CONVENTIONS AND MEETINGS TO PROVIDE A FORUM FOR INDUSTRY MEMBERS TO EXCHANGE INFORMATION ON NEW REGULATIONS AND TECHNICAL DEVELOPMENTS IN THE SEAFOOD INDUSTRY

4d Other program services (Describe in Schedule O)
(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses \$ 6,116,360

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(17) PETER HUGHES Director	2 00	X						0	0	0
(18) PETER CARDONE Director	2 00	X						0	0	0
(19) PETER HUH Director	2 00	X						0	0	0
(20) MIKE VOISIN Director	2 00	X		X				0	0	0
(21) MICHAEL LIEBERMAN Director	2 00	X						0	0	0
(22) MERLE KNAPP Director	2 00	X						0	0	0
(23) MARY ANN HANSAN VICE PRESIDENT	0 00				X			210,000	0	31,500
(24) MARY LARKIN Director	2 00	X						0	0	0
(25) LYNN GIROUARD Director	2 00	X						0	0	0
(26) LISA WEDDIG DIRECTOR	0 00				X			137,000	0	20,550
(27) LISA WEBB Director	2 00	X						0	0	0
(28) KIM GORTON Director	2 00	X						0	0	0
(29) KEVIN JOYCE Director	2 00	X						0	0	0
(30) KEN CONRAD Director	2 00	X		X				0	0	0
(31) JUDSON REIS Director	2 00	X						0	0	0
(32) JUDITH DASHIELL SENIOR VICE PRES	38 00				X			134,000	0	20,100
(33) JORDAN MAZETTA Director	2 00	X						0	0	0
(34) JOHN SCHRAMM Director	2 00	X						0	0	0
(35) JOHN CONNELLY President	55 00	X		X				319,540	0	47,931
(36) JOEL KNOX Director	2 00	X						0	0	0
(37) JERRY KNECHT Director	2 00	X						0	0	0
(38) JEFFREY STERN Director	2 00	X						0	0	0
(39) HUA NGO Director	2 00	X						0	0	0
(40) HENRY DEMONE Director	2 00	X		X				0	0	0
(41) GUY SIMMONS Director	2 00	X						0	0	0
(42) GAVIN GIBBONS DIR OF COMM	38 00				X			108,000	0	16,200
(43) FRANK DULCICH Director	2 00	X		X				0	0	0
(44) DON RIFFLE Director	2 00	X						0	0	0
(45) DAVE PEARCE Director	2 00	X						0	0	0
(46) CHRISTOPHER LISCHEWSKI Director	2 00	X						0	0	0
(47) CHRIS CALLAHAN Director	2 00	X						0	0	0
(48) CHARLES BUNDRANT Director	2 00	X						0	0	0
(49) CAROL HALTAMAN Director	2 00	X						0	0	0
(50) BUBBA SHAW Director	2 00	X						0	0	0
(51) BETH GRANT Director	2 00	X						0	0	0
(52) BARBARA BLAKISTONE DIR OF SCIENCE/TEC	38 00				X			102,000	0	15,300
(53) ANDY WALTON Director	2 00	X						0	0	0
(54) ALEXIS PAPPAS Director	2 00	X						0	0	0
1b Sub-Total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)								1,172,040		175,806

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization **7**

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		No
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	Yes	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization

(A) Name and business address	(B) Description of services	(C) Compensation
THE BUTIN GROUP 300 OAK STREET SUITE 200 ST SIMONS ISLAND, GA 31522	CONSULTING	155,175
HOLLAND & KNIGHT 2099 PENNSYLVANIA AVENUE NW WASHINGTON, DC 20005	LEGAL SERVICES	261,620
GREY 200 5TH AVENUE NEW YORK CITY, NY 10010	PUBLIC RELATIONS	937,618
COUNTER POINT 4410 MASSACHUSETTS AVE NW 121 WASHINGTON, DC 20016	CONSULTING	575,134
BURSTON- MARSTELLER P O BOX 101880 ATLANTA, GA 30392	PUBLIC RELATIONS	1,204,710

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **6**