



**PCSGA & NSA - PCS**

# **79<sup>TH</sup> ANNUAL SHELLFISH CONFERENCE & TRADESHOW**

**SEPTEMBER 8 -11, 2025  
HILTON VANCOUVER WASHINGTON**

## **CONFERENCE AT A GLANCE**

### **MONDAY - SEPT. 8<sup>TH</sup>**

- Schley Golf Scramble
- Annual Pickleball Outing
- PCSGA Annual General Membership Meeting
- Pearls of Wisdom Speed Networking Event

### **TUESDAY - SEPT. 9<sup>TH</sup>**

- MORNING Plenary Session: Conference Welcome and Legends of Shellfish  
Speaker - Julie Qiu
- LUNCHEON SPEAKER: Erin Byers Murray
- AFTERNOON: Concurrent Sessions
- EVENING: Tradeshow Reception and Student NSA Fundraiser

### **WEDNESDAY - SEPT. 10<sup>TH</sup>**

- MORNING - Plenary Session: State of the Research - Shellfish Edition
- NSA Annual Meeting and Luncheon
- AFTERNOON: Concurrent Sessions
- EVENING: Grand Awards Banquet, Silent Auction, Student and Industry Awards

### **THURSDAY - SEPT. 11<sup>TH</sup>**

- MORNING: Concurrent Sessions
- Lunch Provided
- AFTERNOON: Concurrent Sessions

## **VENUE & HOTEL INFORMATION**

**Hotel:** Hilton Vancouver Washington  
**Booking Link:** <https://group.hilton.com/9pzfte>  
**Group Name:** Pacific Coast Shellfish Conference & Tradeshow

**Book before August 8th to secure a room under the block rate.**

**Rates - \$179 (plus tax) for two queens or single king**

**REGISTER AT [PCSGA.ORG](https://www.pcsga.org)**

# PCSGA and NSA-PCS 79th Annual Shellfish Conference and Tradeshow

The 79th Annual PCSGA and NSA-PCS Shellfish Conference and Tradeshow is the largest gathering of shellfish producers, students, and professionals on the Pacific Coast and it provides ample opportunities to learn about a wide range of relevant shellfish topics to our extensive community. This shellfish industry is diverse comprising of farmers, regulators, scientists, lawyers, economists, and chefs. We welcome voices from all sectors to contribute their expertise and perspectives. For decades, this conference has been the nexus for shellfish farming, academic research, and policy.

An impressive collection of engaging speakers and topics will be showcased at this year's conference. There will also be opportunities for networking and having fun!

## FEATURED SPEAKERS

### JULIE QIU

#### LEGENDS IN SHELLFISH SPEAKER

The Legends in Shellfish Speaker Series aims to celebrate innovation and collaboration, honoring leaders who are positively impacting the industry and inspiring future generations. We are thrilled to once again welcome Julie Qiu to the conference. A few years back, she introduced us to her project "In a Half Shell" and taught growers how to develop their social media presence. Since then, Julie has continued to be a respected profit of oysters.

Julie Qiu is the co-founder of Oyster Master Guild, recently recognized as one of Fast Company's Most Innovative Companies of 2025, and the creator of In A Half Shell, a blog celebrating the craft and culture of oysters around the world.

An internationally recognized oyster sommelier, Julie leads oyster tasting masterclasses and pairing workshops across the globe and is the co-author of the 33 Oysters on the Half Shell tasting journal, Oyster Species of North America, and Oyster Anatomy posters.

With over 18 years of branding and marketing experience—including eight years as Marketing Director at Australis Aquaculture—Julie has worked with iconic food, hospitality, and luxury brands. Her expertise has been featured in Vogue, Food & Wine, The New York Times, The Chicago Tribune, USA Today, SommTV's The Oyster Farmer documentary, and Netflix's Somebody Feed Phil (Season 2).

### ERIN BYERS MURRAY

#### LUNCHEON SPEAKER

Erin bravely left her city girl lifestyle to spend 18 months working on a shellfish farm. This experience was documented through her book *Shucked: Life on a New England Oyster Farm* (St. Martin's Press, 2011). She's now a Nashville-based food writer, cookbook author, and magazine editor who loves telling stories about farmers, cooks, kitchens, and local food communities and as often as she can. Her other book is *Grits: A Cultural and Culinary Journey Through the South* (St. Martin's Press, 2018) and she collaborated on *The New England Kitchen: Fresh Takes on Seasonal Recipes* (Rizzoli, 2014), and *The Row 34 Cookbook* (Rizzoli, 2021).

In addition to Erin's Luncheon address, she's offering a story telling workshop during the conference.



## **SPECIAL SESSIONS AND OPPORTUNITIES**

### **STATE OF SHELLFISH RESEARCH**

After decades of shellfish focused research, we're proud to present the first ever review of major findings in shellfish research. Hear how research has impacted regulations and growing methods and what knowledge gaps remain. PCSGA's 2025-2027 Research Priorities will be shared as well as some insight into the future of research. This session will include familiar voices and those up-and-coming in the research pipeline.

### **SHELLFISH SISTERHOOD**

This session, sponsored by Whiskey Creek Shellfish Hatchery, highlights the women who work in shellfish and provides an opportunity to connect, inspire, and share. Sorry guys, this session, which will take place during regular conference hours, is exclusively for sisters.

### **THE TASTE OF PLACE**

Julie Qiu presents The Taste of Place: Understanding Oyster Flavor Through Anatomy, Farming, and Seasonality

Let international oyster expert, Julie Qiu lead you through a one-of-a-kind oyster tasting, uncovering the science and story behind every shell—from anatomy, farming and seasonality.

Price - \$10

Limited to 25 participants

## **CONFERENCE WORKSHOPS AND PANELS**

### **WHAT'S EATING MY FARM? - BACK BY POPULAR DEMAND –**

Farmers from different growing areas will share examples of what's occurring on their farms. Brian Koval will encourage lively discussion among audience members to get at "what's eating the farm" and possible solutions.

### **"WHAT THE FLUP?"**

Nurseries are now ubiquitous throughout the industry. Hear from those who manage FLUPSYs and other nursery systems about what's working, where challenges occur, and what may be next in this developing sector.

### **DOWN ON THE FARM!**

Hear what's happening on shellfish farms, new methods, challenges, and how farmers are supporting each other.

### **SUPPORT THE CREW, STRENGTHEN THE FARM**

Growing shellfish is a tall order, and it can't happen without farm crews! Learn how to better support your farm crews through methods to support their mental health and build an environment that supports an aging workforce and reduces risks to employees.

### **FISHERIES MANAGEMENT, RESTORATION, AND PROTECTION**

Learn the latest about fisheries management through innovative sampling methods, restoration techniques, and modeling and how interdisciplinary approaches are leading us toward sustainability.

### **SHELLFISH BREEDING FOR SUSTAINED PRODUCTION AND RESILIENCE**

From farm-level outcomes to building a sustainable shellfish sector, learn how selective breeding is improving performance, building disease resistance, and maintaining genetic diversity.

### **PUBLIC HEALTH WORKSHOP**

This session will feature ISSC committee updates regarding ongoing work concerning the National Shellfish Sanitation Program (NSSP) Model Ordinance. Opportunities will also exist to discuss proposed changes to state regulations and work on HAB and vibrio monitoring.

### **LIGHTNING ROUNDS, SCIENTIFIC FINDINGS, REGULATORY UPDATES AND MORE!**



NEW  
THIS  
YEAR!

## GUEST MEAL PASS

Bringing a spouse, child, or friend to Vancouver? Purchase the Guest Meal Pass, which includes lunch on Tuesday and Thursday, plus a ticket to the Tradeshow Reception. It's a great way for your guest to share in the experience—and enjoy some delicious meals along the way.

## PRE-CONFERENCE ACTIVITIES – FOR ALL TO ENJOY!

### SCHLEY GOLF SCRAMBLE

*Co-Sponsored by Northern Oyster & Plauché and Carr, LLC*

**Monday, September 8 | Heron Lakes Golf Club - Blue Course | Tee Off: 8:00 AM**

\$85/player — includes cart & balls. Spots fill quickly, pre-register by August 31st.

Dust off those clubs and get ready to swing for a great cause! Join the shellfish community for our annual Schley Golf Scramble, a lively tradition honoring Ralph Schley — founder of Norplex Inc. and an all-around legend.

Whether you're here for the game, the laughs, or the networking, this scramble is notoriously fun and full of on-the-green banter. It's a casual, low-stress way to connect, swap stories, and hear what's really happening on the farm. All levels welcome and encouraged to participate and prizes will be awarded.

### SHELLFISH IN THE "KITCHEN" ANNUAL PICKLEBALL OUTING

**Monday September 8th | 10:00 AM – 12:00 PM**

Pre-registration including a \$20 fee is required.

Get ready to serve, rally, and score! Don't miss out on the excitement and team spirit of the PCSGA-NSA Pickleball Tournament! Whether you're a seasoned pro or a curious beginner, come join the fun! Prizes are awarded.

### PCSGA ANNUAL GENERAL MEMBERSHIP MEETING

**Monday September 8 | Hilton Vancouver – Heritage Ballroom EF | 3:00 - 5:00 PM**

All grower-members of PCSGA are welcome to learn how PCSGA is working on issues impacting your farm. This is an excellent opportunity to inform PCSGA staff and leadership about things that are important to you and your business and help direct how PCSGA spends its time and resources.

NEW  
THIS  
YEAR!

### PEARLS OF WISDOM SPEED NETWORKING EVENT

**Monday September 8 | Ripple Space – 275 W Third St Ste 400, Vancouver, WA | 7:00 - 9:00 PM**

Pre-registration including a \$20 fee is required. Event capped at 150 participants.

Get ready for an evening of fast-paced connections and collaborative energy!

We're bringing together shellfish growers, students, tradeshow vendors, and industry champions for a one-of-a-kind opportunity to share pearls of wisdom and grow together. Dive into lively, round-robin-style introductions designed to spark meaningful conversations, forge lasting collaborations, and strengthen our shellfish community. Enjoy delicious shellfish bites and a no-host bar featuring beer and wine as you mingle and connect. This is your chance to make meaningful connections — one shell at a time!



## CONFERENCE REGISTRATION RATES

PCSGA OR NSA MEMBER ADMISSION: \$475  
NON-MEMBER ADMISSION: \$675  
STUDENT ADMISSION: \$300

**\*\$75 DISCOUNT IF REGISTERED BY 8/6/25\***

## CONFERENCE ADD-ONS

GRAND AWARDS BANQUET TICKET: \$85  
ADDITIONAL GUEST MEAL PASS: \$175  
SCHLEY GOLF SCRAMBLE: \$85  
PICKLEBALL: \$20  
PEARLS OF WISDOM - NETWORKING EVENT: \$20  
TASTE OF PLACE - PRESENTED BY JULIE QIU: \$10

## TRADESHOW REGISTRATION

PCSGA ALLIED MEMBER - ASSOCIATE OR FRIEND: \$500

PCSGA ALLIED MEMBER - SUSTAINING, CORPORATE OR PATRON: INCLUDED IN MEMBERSHIP

The Tradeshow is a great opportunity to engage with potential clients in a casual setting. PCSGA encourages you to showcase your products and services, and learn about trends which will help your business grow. Conference attendees are eager to explore your business, socialize with you, and interact with your product!

## SPONSORSHIP OPPORTUNITIES

OPENING NIGHT TRADESHOW RECEPTION SPONSORSHIP - \$5,000

\*GRAND AWARDS BANQUET SPONSORSHIP - \$4,500

SWAG SPONSOR - \$3,500

BEVERAGE SPONSORSHIP - \$2,000

PEARLS OF WISDOM NETWORKING EVENT SPONSORSHIP - \$1,500

\*SHELLFISH SISTERHOOD SESSION SPONSORSHIP - \$1,000

*\*Already under sponsorship for 2025*

## ADDITIONAL MULTIPLE SPONSORSHIP OPPORTUNITIES

COFFEE BREAK SPONSOR - \$500

SPEAKER SPONSOR - \$500

STUDENT SPONSOR - \$300

ACTIVITIES SPONSOR - \$1,500

Sign up online at [www.pcsga.org](http://www.pcsga.org) or reach out to Alicia at [aliciaburns@pcsga.org](mailto:aliciaburns@pcsga.org)

## REQUEST FOR SILENT AUCTION DONATIONS!

### PROCEEDS FROM THE AUCTION SUPPORT:

- PCSGA GROWER ENRICHMENT AND DEVELOPMENT FUND
- PCSGA LEGENDS IN SHELLFISH SPEAKER SERIES
- NSA-PCS STUDENT SCHOLARSHIPS

*Please bring your auction items to the conference registration desk when you arrive.  
Auction closes after Wednesday's banquet.*