

Tuesday, September 16: Opening/Registration Day

All events except the tour will be held in the Necanicum Room at the Seaside Civic & Convention Center, 415 First Avenue.

9:00 AM – Noon

PCC Board Meeting

Conference Registration Opens at Noon

1:00 PM – 1:45 PM

Welcome, Opening Remarks and Business Meeting

Presenter: Mayor Steven Wright, City of Seaside, Matt McGrath, Deputy Director, Port of Astoria, TJ Quandt, PCC Vice-President

1:45 PM – 2:30 PM

Sponsors & Exhibitor Introductions & Demonstrations

2:30 PM – 2:45 PM

Networking Break

2:45 – 3:15 PM

Sustaining Members Welcome and Introductions

3:15 PM - 4:30 PM

Session 1: From Docks to Digital – Effective Marina Communication Strategies

Presenter: Connie Sullivan, MS, MMA, Oregon State University

Marinas have a wide variety of clientele with a range of experience that varies as widely as the boats being used. While regulations, laws, and rules need to be communicated and enforced, this can sometimes lead to tension with boaters. Effective communication across a variety of mediums is important. In this workshop, attendees will learn about different ways to deliver messages and effectively communicate through social media, newsletters, and face-to-face interaction.

5:00 PM - 6:30 PM

Exhibitor Reception

Sponsored by: Hohonu

Wednesday, September 17:

7:30 AM – 8:30 AM

Conference Check-in & Breakfast

8:30 AM – 8:45 AM

Announcements and PCC Updates

Presenter: TJ Quandt, Vice President, PCC

8:45 AM – 9:45 AM

Session 2: Profit, Protect, and Please: Thriving in the New Era of Marina and Boat Rental Operations

Presenter: Brent Wierson, VP of Sales and Service, Storable Marine Division

Description: This session presents the latest data and insights on how top rental boat operators are driving new revenue streams, reducing operational and financial risk, and delivering the seamless, standout experiences today's customers expect. We'll explore emerging technologies, evolving consumer behaviors, and operational best practices that are gaining traction. Whether you're focused on growth, stability, or long-term loyalty, you'll leave with concrete strategies and tools.

9:45 AM – 10:00 AM

Networking Break

10:00 AM – 11:00 AM

Call of the Ports

Facilitator: Mike Turkington, False Creek Harbour Authority, BC

Description: Select Ports will highlight their biggest challenges, accomplishments, and successes. Helping the PCC membership understand what makes the Port and its people unique and how PCC has impacted the facility.

11:15 AM – 12:00 PM

Session 3: Advancing the Marina Industry Through Education, Advocacy, and Innovation (virtual)

Presenter: Merritt Alves, Membership Services Coordinator, Association of Marina Industries & Eric Kretch, Legislative Coordinator, Association of Marina Industries

Description: In this session, you'll hear an update on current legislative developments, new cost-saving business solutions, and educational resources available to PCC members through our reciprocal partnership with AMI. You'll also learn the latest offerings from the AMI Training Institute, including upcoming training opportunities, networking events, and how members can stay informed about regulatory changes impacting marina operations.

12:00 PM – 1:00 PM

LUNCH & Networking

Sponsored by: West Coast Seafood

1:00 – 1:45 PM

Session 4: Power Play: Essential Electrical Infrastructure for Modern Marinas

Presenter: Chris Dolan, Vice President, Sales & Design, Marine Electrical Equipment

Description: Most boaters understand two things about electricity – it is working, or it isn't. There are many aspects to designing a marina electrical system, and there are many different approaches to powering docks. This presentation will examine different design methods and help navigate the ever-changing landscape of electrical code requirements.

1:45 PM – 3:00 PM

Session 5: Hospitality and Tourism: Marinas as Regional Economic Catalysts

Panel Discussion

Session Sponsor: Reid Middleton

Presenters:

Angela Thrower, Harbor Operations Supervisor, City & Borough of Juneau, AK

Kristin Meira, Director of Government Affairs, American Cruise Lines

Kate Anderson, Media & Marketing Coordinator, Port of Everett

Kody Robinson, Port of Newport

Jim Zimmer, Salmon Harbor Marina, Winchester Bay

Description: Industry experts will examine diverse hospitality opportunities and innovative land-sea integration strategies to create comprehensive experiences for travelers. Topics will range from design and operational considerations to partnership strategies and community impact. Explore options for cruise ships, tour vessels, RV parks, and more options that will position marinas as regional economic catalysts.

3:00 PM – 3:15 PM

Networking Break

3:15 PM – 3:45 PM

Call of the Ports Continued

3:45 PM – 4:30 PM

Session 6: Charting Economic Waters – Financial Trends and Market Opportunities in the Boating Sector

Presenter: Paul Sorenson and Brian Winningham, BST Associates

Description: This session will provide an in-depth analysis of how today's economic volatility is reshaping the marina industry and what opportunities lie ahead. This session will equip marina industry professionals with the economic intelligence needed to make informed decisions about facility investments, business expansion, and strategic planning based on real-world marina industry trends in an increasingly volatile and rapidly evolving marketplace.

Dinner on your own

Thursday, September 18:

7:30 AM – 8:30 AM

Breakfast

8:30 AM – 10:00 AM

Session 7: Building Tomorrow's Marinas: Financing, Design & Sustainable Development in Today's Economy

Session sponsor: Facet

Presenters:

- Angela Thrower, Harbor Operations Supervisor, City & Borough of Juneau, AK
- Willy Ahn, Reid Middleton
- Paul Sorenson, BST Associates
- Jon Keiser, PND
- Rian Johnson, PND
- Jeff Lindhout, Chief of Marina Operations, Port of Everett

Description: The session begins with a discussion on how current market conditions impact bid processes, project costs, and contractor availability and strategies for managing cost volatility and navigating supply chain challenges. The conversation will explore diverse funding opportunities along with practical insights into application strategies and risk management. Building on these financial foundations, the discussion will transition into an examination of flexible berthing systems, enhanced power connectivity, resilient

construction methods, and renewable energy integration, demonstrating how thoughtful design and strategic financing work together to create sustainable waterfront destinations.

10:00 AM – 10:15 AM

Break – Networking Opportunity

10:15 AM – 11:00 AM

Session 8: Safe Harbor – Top 10 Safety and Security Issues for Marinas

Presenter: Robert Smith, Executive Director, Fisher Phillips Safety Solutions

Description: This session offers a comprehensive examination of the top ten safety and security challenges facing modern marinas, ports, and harbors. Smith will address unique waterfront safety considerations giving attendees actionable insights into regulatory compliance, risk mitigation, and creating safety frameworks that protect employees, boaters, and visitors while reducing liability in an increasingly complex regulatory environment.

11:00 AM – 12:00 PM

Session 9: Marina Activation – Transforming Harbors into Economic Engines

Session Sponsor: Moffat Nichols

Presenter: Peter Phillips, Founder/CEO Colibri Northwest, Molly Bold, Port of Grays Harbor & Kevin Coleman, Bellingham Sea Feast

Description: This session explores how harbors can become significant economic drivers for their communities. A diverse panel will present various activation strategies including commercial operations, markets, and ferry services. Participants will learn frameworks for evaluating development opportunities and implementing activation strategies that benefit both marina operations and the broader community.

12:00 PM

LUNCH

1:00 PM Meet at the entrance to the Seaside Civic & Convention Center for transport to Astoria

1:30 PM – 4:00 PM

Tour Port of Astoria and Columbia River Maritime Museum

5:00 – 9:00 PM

Social Hour & Banquet at the Seaside Civic & Convention Center