

Malaspina University-College
NEWS RELEASE

March 1, 2005

Communication Manager: Centre for Shellfish Research

Ruth Salmon brings a strong mix of shellfish aquaculture and communications experience to the position of *Communications Manager* with the Centre for Shellfish Research (CSR).

Ruth's 27 year career in the Canadian agri-food business has included positions as Marketing & Communications Consultant with Alberta Agriculture; General Manager of the Alberta Milk Producers Society and Advertising Manager with the Dairy Bureau of Canada. After serving in these senior positions within the agri-food industry at both the provincial and national levels, Ruth's interest and skill level in communications and marketing led to the launch of her own private communications company, which has been in operation since 1994.

Since 1996, all of her work has been in service to the aquaculture industry, including a 5-year contract as Executive Director of the BC Shellfish Growers Association. For the past four years, Ruth has been a senior associate with Blue Revolution Consulting Group (previously Kingzett Professional Services Ltd.) where she developed communication & marketing strategies for a variety of aquaculture clients.

The CSR views the dissemination of scientific knowledge and technology as the next critical 'piece of the puzzle' for the development and expansion of the shellfish industry in BC. As the new *Communications Manager*, Ruth will work closely with research funding agencies, other research institutions, industry stakeholders, government representatives and the various departments within Malaspina U-C in order to build solid working relationships and coordinate the delivery of science-based information.

Coordinated communication will greatly enhance the CSR's capacity to support an internationally competitive, environmentally sustainable shellfish aquaculture industry in BC.

For further information, please contact Don Tillapaugh, Director, Centre for Shellfish Research, Malaspina University-College - phone (250) 740-6113 or e-mail csr@mala.bc.ca.