

Public & Government Relations Committee Meeting

Sept. 28-29, 2015

Le Westin Montréal
Ramezay Room, 8th floor
270 St. Antoine Ouest · Montreal, Quebec H2Y 0A3 · Canada

In coordination with the Montréal Port Authority, Association of Canadian Port Authorities (ACPA) and open to all AAPA members, the first full day of the PR Committee meeting will focus on six communications priority areas as defined by the PR Committee in 2014. The meeting will culminate with a half-day program on the second day, focusing primarily on providing advocacy and communications support for various legislative, policy and regulatory issues faced by ports. PR Committee attendees are also encouraged to register and attend the ACPA's [2015 Annual Conference](#), which gets underway immediately following the PR Committee meeting.

On Sunday at 5:30 p.m., Sept. 27, PR Committee attendees are welcome and encouraged to meet in the lobby of the Le Westin Montréal hotel for an informal, no-host dinner at a nearby restaurant. For reservations, please email [Aaron Ellis](#) no later than Thursday, Sept. 24.

Monday, Sept. 28

8:30 – 9:00 a.m.
(Ramazay Room)

Opening Remarks and Introductions

AAPA's Public Relations Committee Chair, together with representatives of the Port of Montréal and the Association of Canadian Port Authorities, will kick off the program with welcoming remarks and will go around the room asking attendees to introduce themselves.

*Kurt Nagle
President & CEO
AAPA
Alexandria, Virginia*

*Patricia Cardenas
AAPA PR Committee Chair
Communications Director
Port Corpus Christi*

*Wendy Zatylny
President
Assoc. of Canadian Port Authorities*

*Sophie Roux
Communications Director
Montréal Port Authority*

9:00 – 10:30 a.m.
(Ramazay Room)

Raising Awareness of the Value of Ports (Container & Non-Container)

This session will focus on increasing community, stakeholder, influencer and policymaker awareness of the value of ports and what the support they need to successfully meet their economic, social and environmental goals. Part of this session will be dedicated to increasing awareness and appreciation of ports that don't handle containers, and the advocacy methods such ports employ to ensure that policymakers and policies don't discriminate against them.

*Mary Beth Long
Senior Communications &
Marketing Specialist
AAPA
Alexandria, VA*

*Paula Copeland
Manager, Corp. Comm. & Governance
Saint John Port Authority (NB)*

Monday, Sept. 28 *(continued)*

10:30 –
10:45 a.m. **Break**

10:45 a.m. –
12:15 p.m.
(Ramazay Room) **Strategic Messaging**
For commissioners and CEOs to other key executives and communications staff, the most effective and convincing messages are those that are mission-based and strategic, formulated with the organization's goals and objectives in mind. In this session, we will review some of the most successful entries into AAPA's 2015 Communications Awards Program to generate constructive audience interaction and feedback.

*Robyn Crisanti
Director, Public Affairs
Port Metro Vancouver (BC)*

*Rosalind Harvey
Senior Director - Communications &
Community Affairs
Canaveral Port Authority*

*Marilyn Sandifur
Spokesperson & Media/PR Specialist
Port of Oakland*

Lunch *(Hosted by ACPA)*

12:15 – 1:30 p.m.



ASSOCIATION OF CANADIAN PORT AUTHORITIES
The leading voice of Canadian ports

1:30 – 2:30 p.m.
(Ramazay Room) **Exploring New Messaging Avenues**
In this session, attendees will discuss how they are advancing new and compelling methods for message dissemination at their port or organization.

*Manon Lanthier
Green Marine | Alliance Verte
Communications Manager
Québec City, QB, Canada*

*Jay Stecher
Vice President, Marketing &
Communications
Virginia Port Authority*

*Stephen Rybak
Principal
Creative Director
Corpus Christi, TX*

Monday, Sept. 28 *(continued)*

2:30 – 3:00 p.m. **Discussion on Current Election Trends Affecting Ports**
(Ramazay Room) *Canadians will be going to the polls on October 19, and at 78 days long, this has been an unprecedented campaign that saw an historic three-way race to the finish line. What have the top election issues been? How have the leaders and their parties been polling? What should ports be paying attention to in this election climate? In this session, we'll hear from one of Canada's foremost research experts, on the election issues most of interest to ports and what it means for communicators trying to get their message across.*

*Chris Kelly
Principal
Navigator
Toronto, ON*

3:00 – 3:30 p.m. **Measuring Communications Success**
(Ramazay Room) *The most effective communicators never "shoot from the hip" when advocating for their programs, issues, activities, products and services. Instead, they learn as much as they can about how well a method of communication has worked for others, then employ surveys, analytics, word-of-mouth and peer review to measure how well their communications are doing, then make changes based on those measurements. In this session, we will hear from one or more experts on communications measurement and then discuss amongst the group examples of measurements that have worked well, as well as some that haven't.*

*Alexandre Montpetit
Analyst, Business Intelligence and
Innovation Department
Port Montréal
Montréal, Québec*

*Mélanie Nadeau
Director of Communications
Port Montréal
Montréal, Québec*

3:30 – 3:45 p.m. **Break**

3:45 – 5:00 p.m. **Obtaining a Social License to Operate**
(Ramazay Room) *Community fears and concerns are often raised when port projects and activities seem incongruent with citizens' personal desires for safety, security, comfort, access and financial well-being. These fears and concerns may lead to major project obstructions if not properly addressed. In this session, we will hear various scenarios from attendees who have effectively addressed citizen fears and concerns in advance, thus obtaining from their community a "social license to operate."*

*Al McWilliams
Principal
Quack!
Ann Arbor, MI*

*Lori Musser
President & CEO
Coastal Communications and Public
Relations, Inc.
Davie, FL*

*Gaetan Boivin
Port Director
Administration Portuaire Trois-Rivières
Trois-Rivières, Québec CANADA*

Tuesday, Sept. 29

8:30 – 9:30 a.m. **Supporting Government Relations Through Proactive Communications**

(Ramazay Room)

The session will focus on supporting the government relations function of a port or organization by building excellent rapport and relationships with those who influence policy, such as legislative staff, media, thought leaders and advocacy organizations.

*Kristin Decas
CEO & Port Director
Port of Hueneme
AAPA Chairwoman*

*Mary Beth Long
Senior Communications and Marketing
Specialist
AAPA*

9:30 – 9:45 a.m. **Break (Hosted by ACPA)**



ASSOCIATION OF CANADIAN PORT AUTHORITIES

The leading voice of Canadian ports

9:45 – 10:45 a.m. **Interactive Discussion on Challenges and Opportunities of PR/GR Collaboration**

(Ramazay Room)

In this final session, attendees will share their insights on the following topics:

- 1. Media coverage in a 24-hour news cycle: How do we get our important messages heard and read amidst the “noise”?*
- 2. PR/GR Collaboration: Who are butting heads and how can we fix it?*
- 3. Subject Matters! How can PR support GR efforts on difficult legislative challenges?*
- 4. Collaboration & Partnering in a Competitive World. How do we work together to create awareness on critical issues when our partners are also competitors?*

Discussion Leader:

*Beverly Fedorko
Director of External Affairs
New York Shipping Association
Edison, NJ*

10:45 – 11:00 a.m. **Wrap Up and Adjourn**

(Ramazay Room)
