

# Communications & Economic Development Seminar

**“Finding Success Through  
Industry & Community Partnerships”**

**June 13-14, 2017**

**Crowne Plaza Portland Downtown Convention Center  
Portland, OR**

*Sponsored by the AAPA Public Relations and Maritime Economic Development Committees*

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## Tuesday, June 13

7:30 – 8:30 a.m.  
(Belmont BC Foyer)

### Registration and Continental Breakfast

**Sponsored by the  
Gulf Ports Association  
of the Americas**



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8:30 – 9:00 a.m.  
(Belmont BC)

### Opening Remarks

**Speakers:**

*Kurt J. Nagle, President, American Association of Port Authorities  
Bill Wyatt, Executive Director, Port of Portland  
Judith L. Adams, Vice President, Marketing, Alabama State Port Authority,  
Chairman, AAPA Public Relations Committee  
Edward C. Anthes-Washburn, Executive Director, Port of New Bedford,  
Chairman, AAPA Maritime Economic Development Committee*

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9:00 – 10:30 a.m.  
(Belmont BC)

### Learning About the Concerns of Your Stakeholders

*Before embarking on a new master plan, infrastructure project or major policy change, ports need to get buy-in from those who will be affected. Port business and communications executives will discuss what they have learned, sometimes the hard way, about advance proactive communications.*

**Moderator:**

*Jenifer Barsell, Director, Marketing & Communications, Port of San Diego*

**Speakers:**

*Edward B. Galligan, Executive Director, Port of Olympia  
Michelle Ganon, Vice President, Public Affairs, Port of New Orleans*

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10:30 – 10:45 a.m.  
(Belmont BC Foyer)

### Break

**Sponsored by  
J-U-B Engineers, Inc.**



**Tuesday, June 13** *(continued)*

**Concurrent Sessions**

10:45 a.m. – Noon  
(Windsor BC)

**Amplifying a Port's Messages Through PR Industry Partnerships**

*Ports often share common interests and causes with outside organizations, both public and private. Learn how port communications professionals look for and partner with other organizations that have similar goals and objectives in order to amplify both their port's and their partner organization's messages.*

**Moderator:**

*Margaret Barber, External Affairs Director, Port of Coos Bay*

**Speakers:**

*Kris Schumacher, Communications Coordinator, Prince Rupert Port Authority  
Manon Lanthier, Communications Manager, Green Marine, Québec, QC Canada*

10:45 a.m. – Noon  
(Belmont BC)

**Creating Synergy for Business Development**

*This session will feature case studies of ports that have developed innovative partnerships with business, government, nonprofits and even other ports to leverage the resources of their freight stakeholder "partners" to attract business, propel infrastructure development, get funding and encourage favorable local, regional and national policy decisions.*

**Moderator:**

*Patrick Bohan, Director, Supply Chain Solutions, Halifax Port Authority and Port of Sheet Harbour*

**Speakers:**

*Diahann C. Howard, Director of Economic Development & Gov. Affairs, Port of Benton  
Paul Kent, PhD, Senior Vice President/Global Advisor for Ports and Infrastructure,  
Nathan Associates Inc., Arlington VA*

Noon – 1:30 p.m.  
(Belmont A)

**Lunch**

**Concurrent Sessions**

1:30 – 3:00 p.m.  
(Windsor BC)

**Effectively (and Inexpensively) Measuring the Success of Port Communications Efforts**

*Port communications professionals often do not get the credit that they deserve for raising awareness and support for their organization's activities and projects because they can't cost-effectively measure success. Learn invaluable tips on incorporating measuring techniques before a campaign or communications program begins, as well as while it's in progress to allow for course corrections.*

**Moderator:**

*Melanie Mesaros, Media Relations Manager, Properties, Port of Portland*

**Speakers:**

*Michael J. Riley, APR, PRC, Riley Research Associates, Portland, OR  
Kevin Getch, Founder & Director of Digital Strategy, WEBFOR, Vancouver, WA*

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**Tuesday, June 13** *(continued)*

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1:30 – 3:00 p.m.  
(Belmont BC)

**Capital Investments for Cargo Handling Efficiency**

*U.S. ports and their private-sector partners plan to spend \$155 billion in capital projects through 2020 to create or improve infrastructure to efficiently handle cargo. The speakers will discuss major capital projects, including inland ports and terminals, how they're being funded and why they're considered so important.*

**Moderator:**

*Lisa Lefeber, Chief of Policy and Communications, Port of Everett*

**Speakers:**

*Robert C. Morris, Senior Director, Corporate Comm., Georgia Ports Authority*

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

*Marlene Kew Dupras, PE, LEED AP, Deputy Chief Harbor Engineer, Program Management Division, Port of Long Beach*

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3:00 – 3:15 p.m.  
(Belmont BC Foyer)

**Break**

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3:15 – 5:00 p.m.  
(Windsor BC)

**Media Interview Training for Port Communicators**

*During this session, you'll learn dynamic tips and protocols for articulating your organization's key messages and making the best of any media interview opportunity, even when the topic is contentious or controversial.*

**Facilitator:**

*Christian Munson, Senior Director, Padilla, Richmond, VA*

**Speaker:**

*Brian Ellis, Executive Vice President, Padilla, Richmond, VA*

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3:15 – 5:00 p.m.  
(Belmont BC)

**Grant Funding Strategies**

*Experts will detail how ports can successfully win grants and awards that help them achieve their goals, either by direct funding or creating momentum (i.e., leverage) for projects. Learn about a variety of public and private sources of "hidden money" that may be tapped for specific types of port-related projects ranging from federal grants to reduce reliance on fossil fuels, to state grants for road improvements and workforce education and training programs, to grants offered by municipalities and foundations.*

**Discussion Leader:**

*Susie Lahsene, Principal, Lahsene and Associates, Portland, OR*

**Speakers:**

*Robert Bouchard, Director, U.S. Maritime Administration, Office of Infrastructure Development, Washington, DC*

*Natasha Isajlovic, San Francisco Lead, Social Sector Outreach, Foundation Center, San Francisco, CA*

*Kirk Claussen, Port Finance Agent, Maritime Administration – Office of Infrastructure Development & Maritime Congestion, Washington, DC*

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6:00 – 7:30 p.m.  
(Belmont Foyer)

**Evening Reception**

**Hosted by the Port of Portland**



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## Wednesday, June 14

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8:30 – 9:00 a.m.  
(Belmont BC Foyer)

### Continental Breakfast

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9:00 – 10:30 a.m.  
(Belmont BC)

### Developing a Workforce Education Program

*Hear from ports that have instituted workforce education and training programs that are preparing students and young adults for potential new jobs in the maritime and cargo logistics industry.*

**Moderator:**

*Erik Stromberg, Executive Director, Lamar University Center for Advances in Port Management, Beaumont, TX*

**Speakers:**

*Mel Arsenault, Director of External Affairs, MS State Port Authority  
Mario Gonzalez, Manager of Community Relations, Port of Long Beach  
Sue Haley, Executive VP of Human Resources & Admin., Vigor, Portland, OR*

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10:30 – 10:45 a.m.  
(Belmont BC Foyer)

### Break

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10:45 a.m. –  
12:15 p.m.  
(Belmont BC)

### Blunting Efforts to Alter Port Waterfront Activities

*When ports with prime waterfront land often face off against public efforts to reduce or eliminate cargo activities in favor of using that land for non-industrial purposes, such as a stadium, shopping complex, park or housing development, public sympathy is often against the port. You'll learn from attorneys and industrial urban planners about real estate and land-use planning and rights, new public outreach strategies, and methods and negotiating techniques to win the public's trust.*

**Moderator:**

*Mike Reid, Senior Business Development Manager, Port of Olympia*

**Speakers:**

*Paul Queary, Senior Vice President, Communications, Strategies 360, Seattle, WA  
Greg Greenway, Executive Director, Seaport Industrial Association, Redwood City, CA  
Dana L. Krawczuk, Senior Counsel, Perkins Coie, Portland, OR*

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12:15 – 1:30 p.m.  
(Belmont A)

### Lunch

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## Wednesday, June 14 *(continued)*

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1:30 – 3:00 p.m.  
(Belmont BC)

### **Good Community Relations = Good Business**

*For master planning and infrastructure development initiatives to work, ports need “buy-in” from their community. While favorable economic impact and jobs creation studies help, they’re usually not enough. From neighborhood networking events and festivals, to staff participation in local nonprofits, educational programs and business outreach partnerships, participants of this session will come away with a better appreciation of what they can do to build “relationship bridges” with important community groups, critics and stakeholders.*

**Moderator:**

*Christine White, Community Affairs Director, Port of Portland*

**Speakers:**

*Paula Copeland, PPM, Manager, Corporate Communications & Governance,  
Saint John Port Authority*

*Ellen Kennedy, Assistant Director of Business Development & Communications,  
Port Everglades*

*Julie A. Rawls, Community Relations Specialist, Port of Vancouver USA*

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3:00 – 3:15 p.m.  
(Belmont BC Foyer)

### **Break**

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3:15 – 4:45 p.m.  
(Belmont BC)

### **Promoting and Celebrating Internal Collaborations**

*When port communications and business development professionals work together, there may be internal friction and “tribalism” among staff for such things as plan approvals, marketing materials editing rights, and spokesperson duties. Hear from strategic planning experts how to overcome these obstacles by reducing departmental silos, creating clear and compelling objectives for each team member, and recognizing, rewarding and celebrating collaborative behavior to avoid unconstructive personnel conflicts and collisions.*

**Moderator:**

*Aaron Ellis, Public Affairs Director, American Association of Port Authorities,  
Alexandria, VA*

**Speakers:**

*Brad Breitner, Business Development Manager, Corporate Development, APICS, Inc.,  
Chicago, IL*

*Linda Carpenter, Ph.D., CEO and co-founder, Carpenter Smith Consulting Ilc,  
Portland, OR*

*M. Kathleen Broadwater, Principal, EcoLogix Group Inc., Parkton, MD*

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4:45 – 5:00 p.m.  
(Belmont BC)

### **Wrap-Up Remarks and Adjourn**

**Speakers:**

*Ms. Adams*

*Mr. Anthes-Washburn*

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