

SEAPORTS

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» MEDIA

2020 Seaports Media Opportunities

AAPA Directory - Seaports of the Americas

AAPA Seaports Magazine

AAPA Pocket Guide

AAAPA Seaports Advisory weekly eNewsletter

AAPA Industry Services Directory aapa.officialbuyersguide.net

AAPA Seaports Media Website www.aapaseaports.com

AAPA Website www.aapa-ports.org



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States



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www.aapaseaports.com

AAPA Website
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For more information on advertising in AAPA media, contact:

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AAPA American Association
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SEAPORTS

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» MAGAZINE

SEAPORTS

THE OFFICIAL PUBLICATION OF
THE AMERICAN ASSOCIATION OF PORT AUTHORITIES

» MAGAZINE

aapaports.com • aapa-ports.org
SEPTEMBER 2019 • VOLUME 54



REVOLUTIONIZING OUR PORTS

EQUIPMENT | DATA | TECHNOLOGY | SUSTAINABILITY

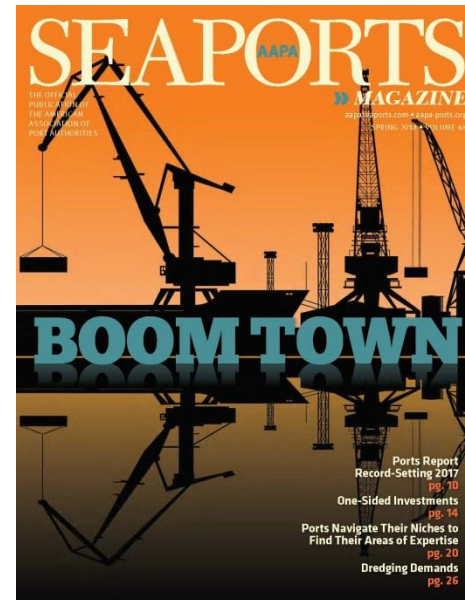


BRINGING PROJECTS
TO LIFE
pg. xx

THE ART OF THE DEAL
pg. xx

TECHNOLOGY: YOUR
NEW RIGHT HAND?
pg. xx

THE CHANGING FACES
OF LEADERSHIP
pg. xx



Ports Report
Record-Setting 2017
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One-Sided Investments
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Ports Navigate Their Niches to
Find Their Areas of Expertise
pg. 20

Dredging Demands
pg. 26



2020 Seaports Editorial Plan

SEAPORTS AAPA 2020 MAGAZINE

AAPA Seaports Magazine 2020 Editorial Plan

Theme: Tomorrow Is Here Centerspread Outsert: Financing

Q1 • 2020, Vol. 56

- **Sustainability: The Good, The Bad and The Beautiful** — Sustainability is the way of the future, but it is also a reality of the now. From fuel options to water standards to air quality, ports and their tenants and partners are making big strides on the sustainability front – and contributing to “the beautiful” environment not “the ugly.” This article will be a showcase of some of the impacts we’ve made on this front.
- **It’s Technology’s Turn** — As ports continue to upgrade their facilities with new technology and equipment, the question is not whether it’s needed, but how to best mesh it with the rest of the “players” involved in a smooth-running port. Some of these steps need to happen during the planning stage, but other moves need to take place either just prior or just after the technology is introduced. Join us as we explore how some ports have incorporated new technology, and how they kept operations intact through the transition.
- **Port Mastery** — The port of the future is one that interfaces logistics needs, community expectations and shipping/cargo demands in addition to planning on terminal growth and change. As ports are modernizing, growing and changing, master planners are coming up with ways to creatively incorporate innovative ideas that wind together and present a user-, community- and business-friendly front.

Event Distribution (ships in March 2020):

March 17-19 – Spring Conference, Washington, DC
 April 15-16 – Finance Seminar, Seattle, WA
 May 6-7 – Commissioners & Governing Boards Seminar, NYC
 May 18-22 – Marine Terminal Management Training, Miami, FL

Theme: Take Control of Your Journey Centerspread Outsert: Security

Q2 • 2020, Vol. 57

- **Know Your RFP ABCs** — Securing multiple, competitive quotes is the goal when submitting a request for proposal (RFP). However, sometimes the responses do not meet your expectations. What can you do to help ensure your RFPs are productive? Here’s a look at some of the who/what/when/where/why/how of writing an RFP.
- **Getting Down with Partnering Up** — When forming a partnership, it is all about making the right connections with the right people at the right time. Sometimes, a networking event can lead to fruitful relationships, but other times it is about knowing when to reach out and to whom. Some ports have formed business relationships recently that are skyrocketing their potential – and their bottom lines.
- **Don’t Wait! Workforce Initiatives with Measurable Results** — The best way to ensure you are not left with an empty seat and nobody to fill it is to have a plan in place. But, it cannot just be a plan on paper. The best initiatives involve active participation – especially when it comes to finding new talent or nurturing existing talent. This can take place in the form of succession planning, scholarships, internships, in-house training and sponsorships.

Event Distribution (ships in June 2020):

Late June – Special Seminar for Public Port Authority Port Directors
 July 15-17 – Port Security Seminar & Expo, San Diego, CA

Did You Know...

Did you know that *Seaports Magazine* is a MarCom Awards Platinum winner? Platinum winners are recognized for their excellence in terms of quality, creativity and resourcefulness. Out of more than 6,500 entries from 20 countries, *Seaports Magazine* was one of only 10 winners in this category for 2018.



Theme: Stronger Together

Centerspread Outsert: Conference Insider News

Q3 • 2020, Vol. 58

- **Mission Accomplished** — Ports share some of their top challenges over the past year, and what they did to solve them. Or, in some cases, work around them. Stories will touch on everything from relationships with vendors to port infrastructure and personnel to finance.
- **Outside Perspective** — Sometimes, when you’re too close to a problem, it is tough to step back and see the bigger picture and the solution. Port partners, consultants, tenants and vendors share some of their success stories when it comes to finding a perfectly (hidden) solution.
- **Innovative Infrastructure** — The best infrastructure plans don’t just have one purpose, they fulfill the needs of the port, the partners AND the environment. Here are some top-notch initiatives that have been realized and are checking off all the boxes on the list.

Event Distribution (ships in September 2020):

September 13-16 – Annual Convention, Quebec City, QC, Canada
 October 28-29 – Energy & Environment, New Orleans, LA
 Date TBD: XXIX Latin American Congress of Ports, Cartagena, Colombia

Theme: Facing Forward

Centerspread Outsert: Smart Ports

Q4 • 2020, Vol. 59

- **Make It Count** — When promoting your port on social media or through the press, make sure you are putting your best foot forward – and making that step count. Here are some examples of some fantastic ideas that really took hold... and some that seemed like good ideas but didn’t get the right kind of attention.
- **In the Eye of the Beholder** — What better way to promote your port than to encourage people to send you beautiful photos of your port (and its surroundings) in action? That’s exactly what these ports were able to do when they came up with the idea of a photo contest. Check out some of the winners and some tips from these ports on starting your own contest(s).
- **Taking a Proactive Stance** — It is easy to fall into the routine of reactively addressing issues as they come up, instead of proactively working to stop them before they’re a problem. Some ports are incredible at this, and the stories are an inspiration. From reducing marine debris to cutting emission, from saving the killer whales to preserving nesting sites for birds and turtles, these ports are putting their best foot forward.

Event Distribution (ships in December 2020):

Date TBD: Shifting Trade
 Date TBD: Smart Ports (Information Technology)

* Features are subject to change.

NEW OPPORTUNITIES FOR 2020

- Centerspread feature in each issue with title sponsors and supporters, and expanded printing options and distribution possibilities.
- An RFP section to highlight current requests for proposal.
- An Upcoming Events/Behind-the-Scenes section in the premium spot opposite the inside back cover to promote upcoming events, the AAPA Career Center, website resources and digital magazine readership statistics.
- A Now Underway section to highlight and summarize port projects going on and the companies involved.

CONTACT US!

To contact the *Seaports Magazine* editorial staff, reach out to:

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ADVERTISING INFORMATION

AAPA invites you to participate in our award winning magazine. For more information, please contact Anthony Land at 352-333-3454 or aland@naylor.com.

Debut of Centerspread Feature

» GRAND DEBUT
...AND YOU CAN BE PART OF IT!

Flip this page over to see how you can be part of this article, either as a supporter or title sponsor.



SHIFTING TRADE ROUTES SHAPE SEAPORTS

By Lori Musser

History has been made by trade. In earlier times, gaining access to silk, spices, tea, salt and other precious commodities triggered rebellion, kindled colonialization and created fortunes.

The aggregation of products by origin, way point and destination and their shipment from node to node along a predetermined path creates critical trade routes, every last one of which is temporary.

Trade routes shift. Constantly. That presents a challenge to seaports whose strategies and investments in infrastructure and services are shaped by trade flows.

Diverse Drivers

Seaports carefully study myriad, often subtle, drivers of trade. Sometimes two neighboring ports find their business on similar trades moving inversely because of the vagaries of service, consumption, geography, pricing, weather and many other factors.

Robert Morris, communications director for Georgia Ports Authority (GPA), said, "Sometimes, it just isn't possible to explain peaks and troughs in cargo throughput. There are many factors at play." So ports prepare as best they can.

The Alpha Shifts

Joshua Hurwitz, with global infrastructure firm Moffatt & Nichol, described dominant trade route trends impacting North America. "The Asia-North America trade lane is now the largest single trade lane in the world, surpassing Asia-Europe in 2013. Its growth is due to a combination of a robust U.S. economy and the rapid development of Asia," said Hurwitz.

On the Canada East Coast-Europe trade lane, the new Comprehensive Economic and Trade Agreement has helped fuel in three consecutive years of strong growth. The Port of Montreal TEU volume increased 9%...

To read the rest of this article – which includes additional insights from Port Tampa Bay, JAXPORT, Port of Long Beach, Port of Oakland, PortMiami, Crowley Maritime Corp., TOTE Maritime Puerto Rico, Trailer Bridge and Panama Canal Authority – be sure to read the next issue of *Seaports*, the December 2019 issue: www.aapaSEAPORTS.com.

Shifting Trade Routes Education Session

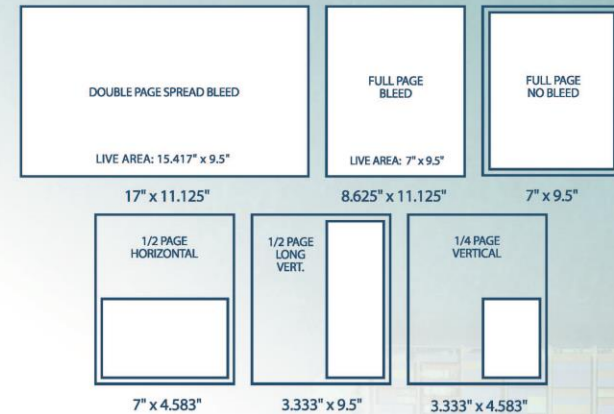
To further add to your knowledge on this subject, join us at the 2020 Shifting Trade Routes education session, January 29-30, in Tampa, Florida, at the Marriott Tampa Waterside. *Seaports Magazine*, the December 2019 issue, will also be distributed at this education session.

HERE'S HOW YOU CAN BE PART OF THE CENTERSPREAD FEATURE

Starting in the next issue of *Seaports*, we are going to have a centerspread feature that will have special advertising options more geared to helping advertisers target a specific audience. For example, the debut centerspread feature is about shifting trade routes. Advertisers who are looking to target readers who have an interest in this subject will have the option of being grouped with this article as either a title sponsor or a supporter.

The fun part is that this article will also be easy to pull out of the magazine in its entirety — along with the supporting ads. In some cases, it will even be printed as a standalone pamphlet and will have additional distribution to targeting audiences.

Below are the ad sizes that are available for the centerspread feature. Ad packages are available that include a table top display at the AAPA Shifting Trade Routes event, registrations for the program and an ad placed in the centerspread feature.



For More Information and Advertising Rates

For more information on participating in this targeted approach to advertising, please contact **Anthony Land** at 352-333-3454 or aland@naylor.com.

Debut of RFP Section

RFP NEWS

ARE YOU AN RFP AWARD WINNER?

If you recently won a request for proposal (RFP) – or are a port that was recently awarded an RFP – let us help you share the good news! In this new section in AAPA's *Seaports Magazine*, we will publish the results of RFPs recently awarded/won for jobs related to projects at ports.

Also, if you have an active RFP and would like to see it in *Seaports*, the Advisory newsletter or on the AAPA website, www.aapa-ports.org, that is an option too.

Please flip this page over to see some guidelines on RFP submittal information. Send the details to either Pam Maher (pmaher@aapa-ports.org) or Shaneen "Shani" Calvo (scalvo@naylor.com) for possible inclusion in the magazine, website or newsletter.

Sample RFP Content

At Port Canaveral, Doug Wilson Enterprises, Inc, W&J Construction Corporation, RUSH Construction Inc and Maverick Constructors LLC all bid on the RFP related to the LNG Training Facility at the port. The project consists of construction of a liquid natural gas (LNG) firefighting training facility at the port. A landside modifications RFP at the port featured bids by PCL Construction Services Inc and Hoard Construction, Ivey's Construction Inc, HJ High Construction Company and Haskell, noted in the order they were ranked.
<http://bit.ly/2nTKHTT>

The Northwest Seaport Alliance is now accepting proposals for Terminal 46, a 50-acre deep-water marine terminal. Strategically located on the Seattle waterfront with convenient access to major road and rail infrastructure, this property is uniquely suited for water-dependent uses including marine cargo operations, logistics and other maritime-supported activities.
Posted Date: Aug. 5 • Deadline: November 1, 2019, 2 p.m. (PST)
<http://bit.ly/2nheKYn>

The Brownsville Navigation District seeks request for qualifications for the professional services of a real estate appraiser competent in determining the fair market value of real property used for or in connection with public deep-water port facilities and the promotion of waterborne commerce through said port facilities, known as the Port of Brownsville.
Posted Date: Sept 23, 2019 • Deadline: Oct. 16, 2019, 2 p.m.
<http://bit.ly/2nQC8Vj>

The Port of Los Angeles is moving forward with its plans to create a first-of-its-kind Cyber Resilience Center and has issued a request for proposal (RFP) seeking companies or firms interested in designing, installing, operating and maintaining the planned Center at the nation's busiest trade gateway.
Pre-Proposal Conference Aug. 14 • Proposals Due Sept. 4, 2019
<http://bit.ly/2njTS16>

The NC State Ports Authority is seeking bids from qualified vendors to perform quarterly OSHA inspections, maintenance services and annual full load drop tests for crane elevators located at the port in Wilmington, NC. MBE/WBE participation encouraged.
Deadline Oct. 7, 2019, 2 p.m.
<http://bit.ly/2nW3stx>

RFP/RFQ SUBMITTAL GUIDELINES

**Encompassing requests for proposals, requests for quotations, requests for qualifications, invitations for bids, statements of qualifications, and other related requests*

Send your RFP details to either Pam Maher (pmaher@aapa-ports.org) or Shaneen "Shani" Calvo (scalvo@naylor.com).

Port Name: _____

Company Name(s) of Award Winner(s): _____

Project: _____

Project Description: _____

RFP Release Date: _____

Closing/Deadline Date OR Award Date: _____

Dollar Amount of Award: _____

AAPA American Association of Port Authorities
Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

NAYLOR
ASSOCIATION SOLUTIONS

Let Us Know If You Care – About Taking Care of Your Own

IMMEDIATE OPPORTUNITY!

In the next issue of *Seaports* (Q4, 2019), we will be featuring stories about how ports show they care about their own. If your port falls into that category and offers incentives, programs or group events that inspire camaraderie and go beyond a paycheck, let us know! Some examples would be: health and wellness activities, financial support, continuing education, group events in the community (e.g. benefit events, 5Ks, fundraisers, etc.). Three of the ports already contributing are JAXPORT, Port Everglades and Port Authority of New York & New Jersey.

Reach out to us – Pam Maher (pmaher@aapa-ports.org) or Shani Calvo (shani@naylor.com) – while we're all here at the conference. We are looking forward to sharing your stories that illustrate some of the ways ports show they care and take care of their own!



More Customizations for 2020

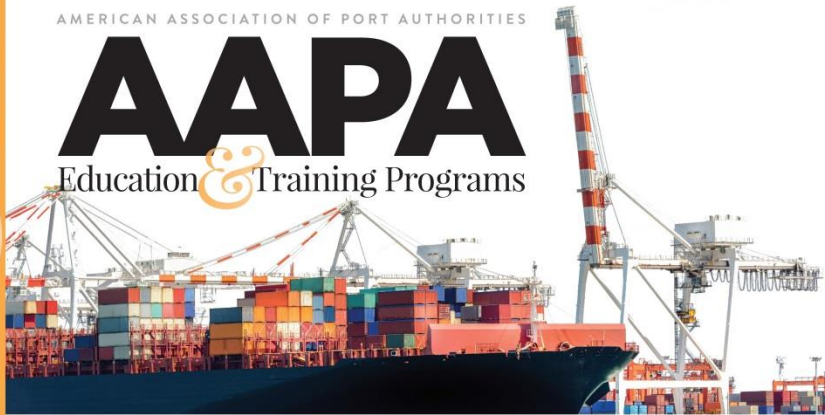
- In the works for *Seaports Magazine*:
- **1. Now Underway section:** A section to highlight the projects going on at ports and the companies involved. These will be short (150 word) summaries and images/renditions.
- **2. Upcoming Events/Behind-the-Scenes section:** A full page opposite the inside back cover to promote upcoming events, the Career Center, microsite resources, digital magazine statistics, educational seminars, digital readership numbers and other timely news related to the industry and AAPA.

2020

AMERICAN ASSOCIATION OF PORT AUTHORITIES

AAPA

Education & Training Programs



JANUARY 29-30 | TAMPA, FL
Shifting Trade



FEBRUARY 5-6 | LOS ANGELES, CA
Smart Ports (Information Technology)



MARCH 17-19 | WASHINGTON, DC
Spring Conference



APRIL 15-16 | SEATTLE, WA
Finance Seminar IN PARTNERSHIP WITH **SAP Concur** 



MAY 6-7 | NEW YORK CITY, NY
Commissioners & Governing Boards Seminar



MAY 18-22 | MIAMI, FL
Marine Terminal Management Training



JULY 15-17 | SAN DIEGO, CA
Port Security Seminar & Expo



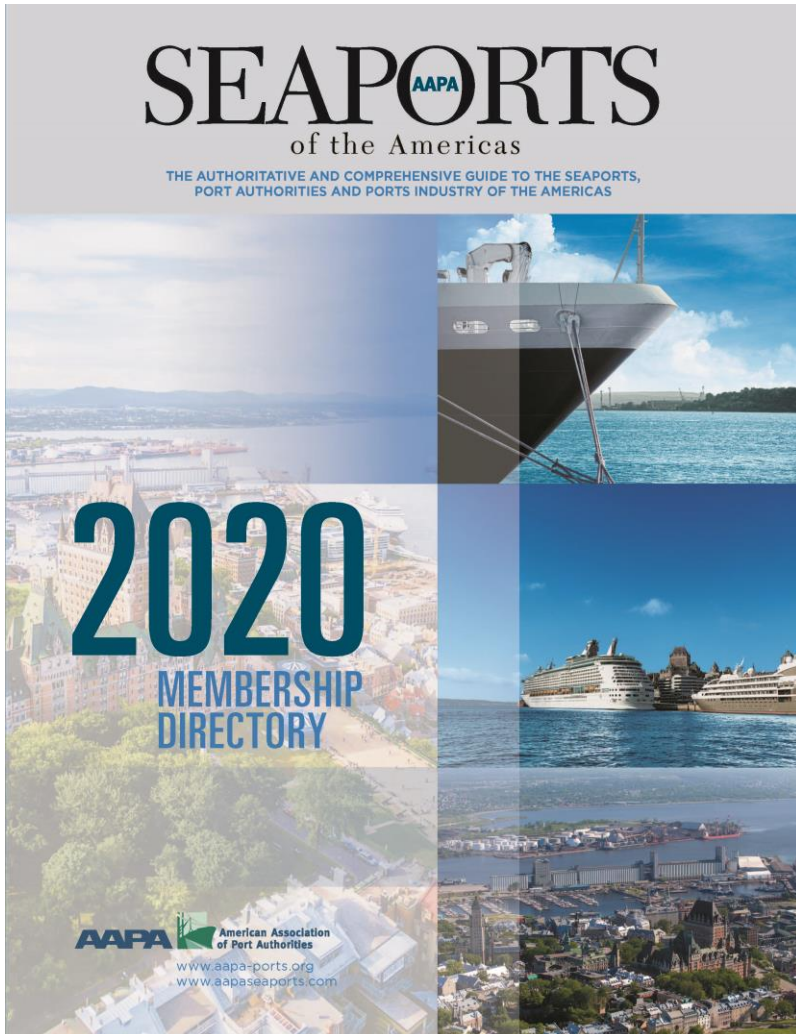
OCTOBER 28-29 | NEW ORLEANS, LA
Energy & Environment

Additional Distribution

Be sure to check out the additional distribution for each issue of *Seaports*. We plan the features and printing schedules to complement the AAPA Education & Training Programs (and other events) so the content is both comprehensive and targeted.

REGISTRATION IS EASY ON AAPA'S WEBSITE: AAPA-PORTS.ORG/TRAINING

2020 Membership Directory



Make sure your port's information is up to date:

Katie Miller

AAPA, Database Manager

(703) 706-4702

kmiller@aapa-ports.org

Additional ad options are available this year too:

Anthony Land

Naylor, Sales Director

(352) 333-3454

aland@naylor.com

We're Online Too!



Look No Further Than the
AAPAA Career Center

TO PROVIDE A SOLID RECRUITMENT PLATFORM
FOR THE AMERICAN WORKPLACE



Imagine recruiting for the specialized support you need from a centralized resource that provides access to ongoing training and continuing education.

When you need access to the most qualified professionals in the maritime field, look no further.

The candidates at the AAPAA Career Center are already equipped to become the next generation of industry leaders with the skills to manage into the future.

QUESTIONS?

Contact Career Center Customer Service by calling 888-491-8833 ext. 2526

CAREERS.AAPAA-PORTS.ORG

YOUR SEARCH MADE SIMPLE

Tips on using the online AAPAA Industry Services Directory

The information featured in the "Port & Industry Services Directory" section within the 2014 AAPAA Membership Directory is an abbreviated sampling of the type of information available online in the AAPAA Industry Services Directory, www.aapaofficialbuyersguide.net. This online guide features a current list of AAPAA members organized by services as well as a list of ports by location. Ideal if you are performing a quick and simple search. Or, for a more exact match in the case of a more specific need, there are quite a few other ways to fine-tune your search.

The Industry Services Locator is organized by product/service and includes you categories to help you with your search. The Port Locator feature includes an alphabetical listing of ports as well as detailed maps to help you visualize and locate specific ports. Plus, use our advanced search options to narrow your search for trusted vendors by product, name, location, category and contact name.

Get ahead of the competition with a premier listing in the **Industry Services Directory**. Product and service providers who partner with AAPAA Seaports media reach an audience in the \$8.6 trillion port industry.

[aapa.officialbuyersguide.net](http://www.aapaofficialbuyersguide.net) AVAILABLE 24/7!

FOR MORE INFORMATION, PLEASE CONTACT:
Anthony Land, Media Director
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AAPAA American Association of Port Authorities

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- **AAPA Website**
www.aapa-ports.org
- **AAPA Career Center**
www.aapa-ports.org

AND THE **MARCOM PLATINUM AWARD** GOES TO...

SEAPORTS Magazine!

MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. MarCom's Platinum Award is presented to those entries judged to be among the most outstanding entries in the competition. Platinum Winners are recognized for their excellence in terms of quality, creativity and resourcefulness. Out of more than 6,500 entries from 20 countries, *Seaports* magazine was one of only 10 winners in this category for 2018.

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand creative professionals. The association oversees awards and recognition programs, provides judges and sets standards for excellence. Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry.

AAPA invites you to participate in our award winning magazine. For more information, please contact Anthony Land at 352.333.3454 or aland@naylor.com.



**MARCOM
AWARDS**



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