**Public Relations Committee Meeting**

**April 20, 2015** •  **9:30 a.m. – 11:00 a.m.**

**The Mayflower Renaissance Washington DC Hotel**

**New York Room • 1127 Connecticut Avenue NW • Washington, DC 20036**

**Patricia Cardenas, Chair, Port Corpus Christi**

**Lisa Ashley, 1st Vice Chair, Port of Houston Authority** *(presiding)*

**Patsy Keays, 2nd Vice Chair, Sept-Iles Port Authority**

9:30 am **Opening remarks & Self Introductions** Lisa Ashley, 1st Vice Chair

*[NOTE: Committee folders include PR Committee roster; Subcommittee rosters; PR Committee priorities list; 9-28/29-2015 PR Committee draft agenda; 2015 Communications Awards Program rules; 2015 “The State of Freight” summary report;* *2014 National Economic Impact of the U.S. Coastal Port System: Executive Summary by Martin Assoc.]*

9:40 am **Update on 2015 ACPA Annual Conference in Montreal** Wendy Zatylny, President, ACPA

9:50 am **Discussion of topics & speakers for 1.5-day   
2015 PR Committee meeting in Montreal** Aaron Ellis, PR Committee Liaison

10:00 am **Subcommittee Reports/Discussion Topics** Ms. Ashley

*(Aaron Ellis will fill in for any absentees)*

Communications Awards Program Subcommittee John Roby, Subcommittee Chair

Seaports Magazine Advisory Subcommittee Duane Sandul, Subcommittee Chair

Social Media Subcommittee Marilyn Sandifur, Subcommittee Chair

Key Media Messaging Subcommittee Ellen Kennedy, Subcommittee Chair

Community Outreach Subcommittee Paula Copeland, Subcommittee Chair

10:30 am **Show 'n Tell Presentations**

*(Please email Aaron Ellis at* [*aellis@aapa-ports.org*](mailto:aellis@aapa-ports.org) *if you would like to share a brief public or government relations success story from your port or organization.)*

* **Camilo George Díaz, Port of Santa Marta (Colombia)** *“Communicating Social Responsibility For Operating a Port Terminal in Colombia’s Most Beautiful Bay.”*
* **Laura Blades, American Great Lakes Ports Association** *“Infrastructure Investment Survey of the Great Lakes & St. Lawrence Seaway System”*

11:00 am **Adjourn**

**Upcoming PR Committee Meetings**

LOCATION MEETING DATE TIME

Montreal, Québec 2015 AAPA PR Committee Meeting Sept. 28-29 1.5 days

Miami, FL 2015 AAPA Annual Convention Nov. 9, 2015 9:30 am – 11:00 am