



CRUISE SEMINAR

February 9-11, 2011

**Marriott Miami Biscayne Bay
Miami, Florida**

(Business casual attire)

Wednesday, February 9

7:45 – 8:30 a.m. **Registration and Continental Breakfast**
(Salon E Foyer)

8:30 – 8:45 a.m. **Welcome and Opening Remarks**

(Salons ABCDE)

Speakers:

*Kurt J. Nagle
President
American Association of Port
Authorities
Alexandria, VA*

*Peter Dailey
Deputy Director, Maritime
Port of San Francisco
Chairman, AAPA Cruise Committee*

*Juan Kuryla
Deputy Port Director
Port of Miami*

8:45 – 10:15 a.m. **The State of the Cruise Industry**

(Salons ABCDE)

*Cruise Industry Executives Discuss Key Cruise Issues and Their Relevance to the
Port Industry.*

Moderator:

Mr. Dailey

*Mark Conroy
President
Regent Seven Seas Cruises
Fort Lauderdale, FL*

Speakers:

*Bob Sharak
Executive Vice President of Marketing
& Distribution
CLIA
Ft. Lauderdale, FL*

*Rick Sasso
CEO
MSC Cruises (USA), Inc.
Fort Lauderdale, FL*

*Tom M. Dow
Vice President, Public Affairs
Carnival Corporation & plc
Washington, DC*

10:15 – 10:30 a.m.

(Salon E Foyer)

Break

Wednesday, February 9 *(continued)*

10:30 a.m. –
12:00 p.m.
(Salons ABCDE)

Regional Cruising

Hear from Cruise Associations on Trends and Challenges in the Cruising Market in Different Regions.

Moderator:

*Martine Bélanger
Vice President - Operations
Québec Port Authority
CANADA*

Tony Boemi

*Vice President, Growth and
Development
Montréal Port Authority
CANADA*

*(Speaking on behalf of the
St Lawrence Cruise Association)*

Speakers:

*Michele M. Paige
President
Florida-Caribbean Cruise Association
Pembroke Pines, FL*

*Stephen Burnett
Executive Director
Great Lakes Cruising Coalition
Kingston, ON
CANADA*

*Michael Crye
Executive Vice President
Cruise Lines International Association
Arlington, VA*

*Peter Dailey
(on behalf of Cruise the West)*

12:00 – 1:30 p.m.
(Bayview Ballroom)

Luncheon Program

1:30 – 2:00 p.m.

AAPA Cruise Award Presentation

(Salons ABCDE)

Presenters:

*Gary P. LaGrange, PPM
President and CEO
Port of New Orleans*

Mr. Dailey

Comments:

*Terry Thornton
Senior Vice President, Itineraries &
Revenue Planning
Carnival Cruise Lines
Miami, FL*

*Betty MacMillan
Manager, Business Development
Saint John Port Authority
CANADA*

2:00 – 3:15 p.m.

Itinerary Planning and Destination Management

(Salons ABCDE)

Hear from cruise line executives and a local tour operator.

Moderator:

*Amy Powers
Director, CruiseMaineUSA
Maine Port Authority*

*Beth Kelly Hatt
President
Aquila Tours
Saint John, NB
CANADA*

Speakers:

*Steve Riestler
Vice President, Revenue Management
and Itinerary Planning
Norwegian Cruise Line
Miami, FL*

*Doug Santoni
Senior Vice President, Strategic
Planning & Continuous Improvement
Royal Caribbean Cruises Ltd.*

*Roger Blum
Senior Advisor
Cruise & Port Advisors, Inc.
Miami Beach, FL*

Wednesday, February 9 *(continued)*

3:15 – 3:30 p.m.
(Salon E Foyer)

Break

3:30 – 5:00 p.m.
(Salons ABCDE)

Challenges in Dealing with Crime and Safety Concerns

Crime concerns can impact cruise itineraries and hurt the cruise experience. Hear from ports that have been directly impacted, cruise line activities to keep passengers safe and from a security expert on the importance of access control measures.

Moderator:

Orlando Forbes
Port Director
Freeport Harbour Company (Bahamas)

Gary Bald

Senior Vice President, Safety,
Security, Environment and
Medical/Public Health
Royal Caribbean Cruises Ltd.

Speakers:

Rita Vandergaw
Director, Marketing
Port of San Diego

Herman Gómez

President & CEO
MARSEC International, LLC
Miami, FL
(presentation will be in Spanish)

6:00 – 7:30 p.m.
(Port of Miami –
Cruise Terminal D)

Welcoming Reception

Sponsored by the
Port of Miami



*(Transportation to **Cruise Terminal D** will be provided. Buses will depart from the hotel at 5:30 p.m. and return to the hotel at 7:30 p.m. There is free parking at the Cruise Terminal).*

*****A VALID U.S. DRIVERS LICENSE OR A CURRENT PASSPORT IS REQUIRED*****

Thursday, February 10

8:30 – 9:00 a.m.
(Salon E Foyer)

Continental Breakfast

9:00 – 10:30 a.m.
(Salons ABCDE)

Sustainability Issues and Cruising

Hear about current and future issues and solutions to achieving sustainable cruising.

Moderator:

Betty MacMillan
Manager, Business Development
Saint John Port Authority
CANADA

Margaret A. Davidson
Director

NOAA Coastal Services Center
Charleston, SC

Speakers:

Terrence "Rock" Salt
Principal Deputy ASA - Civil Works
US Army Corps of Engineers
The Pentagon
Washington, DC

Jamie Sweeting

Vice President, Environmental
Stewardship & Global Chief
Environmental Officer
Royal Caribbean Cruises Ltd.
Miami, FL

10:30 – 10:45 a.m. **Break** (Salon E Foyer)

Thursday, February 10 *(continued)*

10:45 a.m. –
12:15 p.m.

Lowering Ship Emissions

Learn about recent shoreside power projects, proposed international standards for shore power and cruise line emission reduction strategies.

(Salons ABCDE)

Moderator:

Mr. Dailey

Paul A. Molitor

Senior Industry Director, Smart Grid
and Strategic Initiatives

Speakers:

Rich Pruitt

Associate Vice President,
Environmental Programs
Royal Caribbean Cruises Ltd.
Miami, FL

National Electrical Manufacturers
Association (NEMA)
Rosslyn, VA

Mr. Dailey

Thane Gilman

Systems Engineering Division
U.S. Coast Guard (CG-5213)

12:15 – 1:30 p.m.

Luncheon

(Bayview Ballroom)

1:30 – 3:00 p.m.

Improvements to Cruise Facilities Design

Innovative thinking and planning for greener, safer, more useful and enjoyable terminals.

(Salons ABCDE)

Moderator:

Carlos de la Cerda

Director Ejecutivo

Comisión Portuaria Nacional
GUATEMALA

Becky Hope, LEEDap

Environmental Manager

Port of Miami

Speakers:

Andrew M. Pedrick, AIA LEEDap
Principal, Practice Leader
Transportation Architecture
AECOM

Luis Ajamil

President & CEO

Bermello, Ajamil & Partners, Inc.
Miami, FL

3:00 – 3:15 p.m.

Break

(Salon E Foyer)

3:15 – 4:45 p.m.

Financing Cruise Terminal Development

Experts will discuss the challenges and options for financing cruise terminal development.

(Salons ABCDE)

Moderator:

Steve Cernak, P.E., PPM

Port Director

Port of Galveston

Mr. LaGrange, PPM

Speakers:

Jeffrey D. Holt

Managing Director

BMO Capital Markets

Huntsville, UT

Larry Hurley

President

Webber LLC

Houston, TX

Friday, February 11

8:00 – 8:30 a.m. **Continental Breakfast**
(Salon E Foyer)

8:30 – 9:30 a.m. **Special Address**
(Salons ABCDE) *The Honorable Gloria Guevara Manzo*
Tourism Secretary of Mexico
"Tourism and the Cruise Industry"

9:30 – 10:30 a.m. **Port Congestion**
(Salons ABCDE) *How to successfully handle increases in port calls and mega-ships.*

Moderator:
Peter O. Lehman, PPM
Director, Planning & Business
Development
South Carolina State Ports Authority

Andrew Dixon
Vice President, Marketing & Business
Development
Saint John Port Authority
CANADA

Speakers:
Phillip C. Allen
Port Director
Port Everglades

Jack Garofano
Customs and Border Protection
Department of Homeland Security
Miami Field Office

Mr. Lehman

10:30 – 10:45 a.m. **Break**
(Salon E Foyer)

10:45 a.m. –
12:00 p.m. **Increasing Revenue from Cruise Facilities**
(Salons ABCDE) *How ports have creatively used their cruise facilities for added business opportunities, including dual use and advertising revenue.*

Moderator:
Mr. Dailey

Speakers:
Bruno E. Ramos
President
BEA Architects, Inc.
Miami, FL

Nicholas C. Billows
Deputy Port Director – Sales and
Marketing
Cruiseport Boston – Massachusetts
Port Authority

Hydi Webb
Manager of Business Development
Port of Miami

12:00 p.m. **Seminar Adjourns**
