

*A meeting to share port communications, public relations, public affairs,
marketing and media relations case studies*

MONDAY, OCTOBER 14, 2019

Granby D Meeting Room (3rd Floor)
Hilton Norfolk The Main
100 E Main St, Norfolk, VA 23510

Monday, October 14, 2019

9:30 – 9:45 a.m. **Welcoming Remarks and Self-Introductions**

Robert Morris, Vice Chair, Public Relations Committee

9:45 – 11:00 a.m. **Sharing Port Communications Case Studies**

In this meeting, participants will hear up to six port communications case studies discussed by representatives of ports and port services providers. To request one of the available presenter slots below, please call or email PR Committee liaison Aaron Ellis – (703) 706-4714 or aellis@aapa-ports.org.

Presenter #1: Shani Calvo, Senior Content Strategist, [Naylor Association Solutions](#) talking about sharing news for publication in the AAPA Advisory and AAPA Seaports Magazine.

Presenter #2: Dr. Elizabeth Blanchard, Commissioner, [Port of Stockton](#), talking about the port's award-winning [Barn Owl Nest Box Program](#) to attract, raise and use owls instead of chemicals to minimize rodents at the port.

Presenter #3: Lorianna Kastrop, Commissioner, [Port of Redwood City](#), talking about the port's public art program for utility boxes and light ballasts.

Presenter #4: (open)

Presenter #5: (open)

Presenter #6: (open)

11:00 a.m. **Meeting Adjourns**
