

**Public Relations Committee Meeting**  
Renaissance Washington DC Downtown Hotel  
999 9th St NW, Washington, DC 20001  
Meeting Room 4 • 9:45am – 11:30am  
Tuesday, April 4, 2017

**Judith Adams, Chair**  
Marketing Vice President, Alabama State Port Authority at Mobile

**9:45am Welcome & self introductions**

*[Committee folders include committee and work group rosters, 2015 PR Committee priorities, 2016 AAPA Leadership Summit summary, 2017 PR Committee preferences survey summary results, and 2017 Communications and Economic Development Seminar agenda.]*

**Don't Just Communicate. Connect. – Presentation by Brian Ellis, EVP, PadillaCRT**

*PadillaCRT is a new AAPA Sustaining member with expertise in brand communications, crisis mitigation, critical issues management, media relations and digital strategy. Executive Vice President Brian Ellis will provide a preview of the program his team will present at AAPA's Communications and Economic Development Seminar in Portland, Ore., on June 13, and share the three most important "to dos" in any media interview situation.*

**Update on Western Hemisphere Ports Day**

*April 4 marks the second annual celebration of the seaport industry's role in creating jobs and propelling the economy in communities they serve across the Americas. Mary Beth Long from AAPA will highlight what AAPA is doing to publicly recognize the contribution of ports throughout the Western Hemisphere.*

**Review/discuss 2017 PR Committee preferences survey results**

*An expected deliverable following the 2016 AAPA Leadership Summit in early December was a survey on the top issues and networking preferences for each of AAPA's 12 technical committees. We will review the top-line results of the committee survey, completed in February 2017, and discuss next steps.*

**Discuss PR Committee priorities list**

*In 2015, the PR Committee developed a list of key priorities that needs to be revisited for an update.*

**Updates on PR Committee Subcommittees**

*Communications Awards Program Subcommittee, chaired by Richard Scher, Maryland Port Administration  
Community Outreach Subcommittee, chaired by Paula Copeland, Saint John Port Authority (New Brunswick)  
Key Media Messaging Subcommittee, chaired by Ellen Kennedy, Port Everglades  
Public Relations Seminar Planning Subcommittee, chaired by Ellen Kennedy, Port Everglades  
AAPA Seaports Advisory Subcommittee, chaired by Richard Scher, Maryland Port Administration  
Social Media Subcommittee, chaired by Marilyn Sandifur, Port of Oakland*

**Discussion on prospective speakers for Communications and Economic Development Seminar, to be held in Portland, OR, June 13-14, 2017**

*AAPA's Communications and Economic Development seminar will combine port public relations and economic development interests with a focus on collaborations that can help ports gain favor with customers and critical stakeholders alike. It will feature concurrent sessions on the first day (maritime economic development and port public relations professionals in different rooms), with plenary sessions on the second (everyone in the same room).*



**American Association  
of Port Authorities**

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

Seaports  
Deliver  
**Prosperity**

**11:30am Adjourn**

***Upcoming PR Committee meetings:***

<b><u>LOCATION</u></b>	<b><u>MEETING</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>
Portland, OR	2017 Communications & Econ Dvpt Seminar	6/12/2017	2:00pm – 5:00pm
Long Beach, CA	2017 AAPA Annual Convention & Expo	10/2/2017	9:30am – 11:00am