

# 2012 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events <b>X</b> _____       |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

☐ CATEGORY 1

☒ CATEGORY 2

Entry Title Shipment of the First Part for the Boeing 777 -- a historic Milestone

Port Name Port of Everett

Port Address P.O. Box 538, Everett, WA 98206

Contact Name/Title Lisa Lefebber

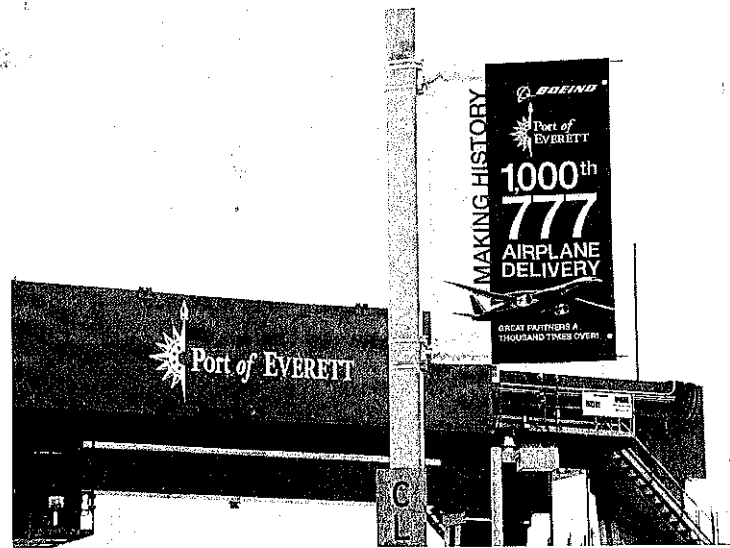
Telephone 425-388-0617 Email Address lisam@portofeverett.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Everett

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
  - Situation Analysis (*assess major internal and external factors*)
  - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
  - Goals (*summarize desired outcome or end result*)
  - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
  - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
  - Strategies (*identify media choices, etc., that require tactics to complete*)
  - Tactics (*specify actions used to carry out strategies*)
  - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
  - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
  - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)



## **Special Event:**

Shipment of the first part for the Boeing 1,000<sup>th</sup> 777 – A HISTORIC MILESTONE

## **Boeing & Port of Everett: Great Partners A Thousand Times Over!**

### **COMMUNICATION OPPORTUNITIES & CHALLENGES:**

Boeing's Everett facility, where the Boeing 777 is manufactured, is the Port of Everett's largest customer. The Port of Everett's shipping facilities, located just four miles from the manufacturing facility, support the 'just in time' part delivery to support the airplane production.

The Port of Everett handles 100 percent of the oversized parts for the 747, 767 and 777 airplane programs. Boeing's Everett facility, which is the largest building in the world by volume, supports more than 40,000 jobs and is home to the 747, 767, 777 and 787 airplane programs as well as Supplier Management, Engineering and other airplane-related manufacturing.

In 2011, Boeing and the Port began discussing ways to celebrate and honor a historic milestone that was coming up – the 1,000<sup>th</sup> delivery of the

777 airplane program. This was historic, in that the 777 reached the 1,000 delivery mark in only 16 years — the fastest for any twin-aisle airplane. Reaching this milestone so early was the result of numerous partnerships, primarily that of Boeing and the Port of Everett.

The former 777 Program's Vice President and General Manager, Larry Loftis, said:

*"As the nation's largest exporter in the nation's most trade-dependent state, Boeing's success hinges on smoothly running operations to deliver airplanes reliably to customers around the world. The port system is an important part of our operations network. We are grateful for the Port of Everett's support to keep parts and materials efficiently flowing to our factories, which directly links to keeping Boeing and Washington State competitive and restoring the region's economy."*

## Boeing, Port Of Everett Make 777 Cargo Agreement

By Karen Alexander  
EVERETT

In a special meeting yesterday, the Everett Port Commission approved a multiyear agreement with The Boeing Co. to handle special cargo containers of Boeing 777 components.

The containers will contain major 777 subassemblies from Japanese manufacturers to the ports of Seattle and Tacoma.

The containers are too big to move on the highways, so they will be shipped by barge from Seattle and Tacoma to Everett. There, they will be loaded onto Burlington Northern railroad cars destined for Boeing's Paine Field plant.

The new agreement gives Boeing the right to use the southern half of the Port of Everett's Pier One for the handling of 777 containers for 10 years, with options for an additional 15 years.

The port will retain the right to use the north half of the pier for other business. And it can use the south half when Boeing subassemblies aren't there.

Boeing containers will flow through the port two or three days a week, says Phil Bannan, a port spokesman.

The port is building two railroad lines for Boeing's preferential use and to purchase a special crane to handle the containers. The port is spending \$10 million to adapt facilities for Boeing's use, Bannan says.

A combination of fees and tariffs to Boeing will reimburse the port for adding the crane and rail cars. Boeing will pay about \$25,000 for each container unloading at the port facility.

At a development rate of seven planes per month, the port estimates 91 containers a month will produce about \$2.3 million in revenues.

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The parts and body panel sections for the 777 are shipped in oversized containers from Japan, and are primarily discharged directly at the Port of Everett. The oversized containers are then reloaded onto barges and shipped to the Port's Mount Baker Terminal, which has been designed specifically to accommodate oversized containers for the aerospace industry. The containers are then moved onto rail cars for the final move of two miles to the Boeing facility. Some oversized containers also are received at the ports of Seattle and Tacoma, and then reloaded onto barges for the shipment to the Mount Baker Terminal.

Mount Baker Terminal was constructed in 2005, and opened for business in 2008. It is a unique satellite shipping facility designed to meet the 'just in time' delivery schedule for the local aerospace industry, and is deemed by the State of Washington a facility of statewide significance.

Given the Port and Boeing's strategic partnership, there was a visual opportunity to showcase this partnership through the delivery of the first shipment of the 1,000<sup>th</sup> 777 airplane part arriving from

Japan. Japanese suppliers provide most of the body section of the airplane. This opportunity had the potential to build pride in the aerospace industry, showcase the positive work being done by both Boeing and the Port of Everett, and recognize the partners that helped us achieve this historic milestone.

Some of the challenges included:

- how to elevate the event and milestone into the public's viewpoint, outside of strictly media coverage;
- how do we logistically time the off-load of the 1,000<sup>th</sup> part given winter shipping conditions, labor and timing of the railroad; and
- lastly, how do we adequately honor and recognize those that have contributed to the success of this milestone.

### GOALS:

Our three challenges soon became our three goals for the event. They were to create a public awareness of the historic milestone that was reached through the partnership between the employees of the Port of Everett and The Boeing Company and all its suppliers, work with the entire supply chain



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to organize and time the seamless offload of the shipment for the 1,000<sup>th</sup> airplane via a media event, and honor the hundreds of parties that contributed to the attainment of this historic milestone.

A secondary goal for the Port of Everett was to highlight our vital role in supporting the booming aerospace industry in our region and showcase an innovative shipping facility in the local media.

### **PLANNING AND PROGRAMMING COMPONENTS:**

In March 2011, Boeing and the Port started the planning for this event. The Port event was only one piece of the overall campaign to celebrate the 1,000<sup>th</sup> 777 airplane delivery. Boeing was also planning employee and supplier events, some of which were overseas.

The major local event, however, was the Port event that took place on December 15, 2011. This event was designed to be two-fold: first, a media event for the discharge of the shipment for the 1,000<sup>th</sup> 777 airplane part at Mount Baker Terminal; and second was a luncheon reception at the Port's headquarters to honor the employees, suppliers, shippers, railroad, and labor stakeholders, who were integral in reaching the milestone.

### **ACTIONS TAKEN AND COMMUNICATION OUTPUTS:**

Prior, during and following the event, the Port and Boeing employed the following communication tactics.

**Signage:** With more than 40,000 people employed at Boeing Everett plant, and the more than 30,000 workers supported by the Port's operations, the planning team identified and designed corridor signage to bring awareness to this upcoming milestone. Working closely with the Boeing design team, street pole banners were designed and strategically hung along a three mile stretch of the state highway between the Port's shipping terminals and the Port headquarters at the marina. These street pole banners, which read 'Great Partners a Thousand Times Over,' were also displayed in the Boeing Everett factory.

The placement of these banners, which were funded through a 50/50 cost share between the Port and Boeing, resonated with the community and garnered a lot of pride from the airplane makers and the surrounding community. The banners were installed in November 2011 prior to the first shipment of parts for the 1,000<sup>th</sup> 777 airplane and remained in place through the delivery of the 1,000<sup>th</sup> Airplane in March 2012.

**Local Business Buy-in:** The Port worked with the local brewery, who offers a seasonal 777 beer, to make it available to coincide with the December 15 event. The brewery, Scuttlebutt Brew Pub, offered a discount to all Boeing employees during the day of the event, and kept the beer on tap through the first delivery in March 2012.

**Media Event:** The Port of Everett and Boeing produced a media event with speakers that included

**Special Event, continued:**  
**SHIPMENT OF THE FIRST PART FOR THE  
BOEING 1,000<sup>TH</sup> 777 – A HISTORIC MILESTONE**  
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Boeing 777 Vice President and General Manager Larry Loftis, Port Commissioner Troy McClelland and Port of Everett Executive Director John Mohr. The media event was timed around the offload of the shipment for the 1,000<sup>th</sup> airplane. With excellent communication, great cooperation and luck, the part arrived to the Port from Japan on-time, and was offloaded from the barge to the railcar by an electric straddle crane, placed onto a BNSF railcar and transported up the steepest railroad grade in North America to be assembled into the 1,000<sup>th</sup> 777 airplane.

To help identify the part for the 1,000<sup>th</sup> 777, the Port and Boeing hung a very large banner on the container that duplicated the messaging on the banner poles. The Port worked with Boeing on promoting the media event through the local news channels, and as a result, the event was well-attended by the local media, and the news coverage was positive. Following the event, the Port and Boeing issued a media release with a photo, as well as a video that was developed by the local Everett, Wash. Channel 21 station.

**Luncheon:** Following the media event, a luncheon was held to honor the partners who were critical to reaching the milestone of 1,000 airplane deliveries faster than any other airplane program to date. More than 200 people attended the catered luncheon, including members of labor, Boeing, Port, and elected officials, railroad operators, shippers and tug operators.

The event was designed in Boeing colors (blue and silver), and included a formal program, video slideshow of the logistic supply chain, a trade show booth, and little design touches such as all the coffee cups being placed to read '777.' The speaking program mirrored the formal media program earlier in the day.

**Special Section in the Everett *Herald*:** In March 2012, the Everett *Herald* ran a special section on the 1,000<sup>th</sup> 777 delivery. The Port used the same messaging from the street pole banners in the ad that ran in that special section.

**EVALUATION:**

Overall the event was a great success. While we didn't have any formal surveys or statistics from the event, we did receive a lot of positive verbal feedback and succeeded in accomplishing our goals. Most telling of the event's success, however, were the following:

- More than a dozen media articles and stories about the historic milestone;
- Dozens of requests from passers-by to get one of the street pole banners once they came down. Most of these requests were from community members who had a connection between the Port and Boeing;
- The media event went off without a hitch. The parts arrived on time, and the photo op was excellent; and
- The partners involved with this historic milestone expressed pride to be honored at the luncheon reception.