

PORT OF GREEN BAY

PORT OF GREEN BAY SYMPOSIUM

SUMMARY

The Port of Green Bay Symposium is held each year in Green Bay, Wisconsin. The Port Symposium is an invitation only event that is used to showcase the Port of Green Bay. It is an excellent opportunity for Port of Green Bay terminal operators, port and industry professionals, ship builders, Brown County Harbor Commissioners, legislators and state and federal employees to gather and exchange information on current issues concerning the Port of Green Bay and the Great Lakes. It is also an opportunity for the Port to provide information on current topics in the port industry and to showcase Port of Green Bay successes. The 19th Annual Port Symposium was held this year on April 7th. This year's event was attended by 120 invited guests, a 20 percent increase from the previous year and the highest number of attendees on record.

The Port Symposium's distinguished speakers at this year's event included: an update on federal issues by US Congressman Mike Gallagher; a review of the 2016 Port activities by Harbor Commission President Tom Klimek; an overview of on maritime careers from Judy Druskovich with the Great Lakes Maritime Academy; a presentation of the Saint Lawrence Seaway's Pacesetter Award to the Port of Green Bay by Adam Schlicht with the Saint Lawrence Seaway Development Corporation; a report on the Wisconsin Department of Transportation's (WisDOT) Harbor Assistance Program and presentation of a \$2 million grant award to terminal operator RGL by David Simon with WisDOT; a report by Donna Brown-Martin with WisDOT on the Wisconsin State Freight Plan; a presentation on the completion of the Wisconsin Commercial Ports Strategic Development Initiative by Ernest Perry and Ben Zietlow with the Center for Freight Infrastructure Research & Education (CFIRE); and a discussion of Wisconsin's Trade and Infrastructure Investment initiatives by Wisconsin Lieutenant Governor Rebecca Kleefisch. The event only lasts three hours to respect attendees busy schedules. Presenters are encouraged to keep their presentations short, fast-paced and power packed.

As with prior years' events this year's event included the current U.S. Congressman from Wisconsin's 8th District, many state and local elected officials well as federal and state agency administrators. In 2017, attendees came from six different U.S. states and one Canadian Province.



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1) CHALLENGES & OPPORTUNITIES

The Port of Green Bay recognizes that port properties and businesses are challenged with legislation and regulations that can hinder the flow of business. The Port Symposium offers an opportunity for port industry professionals to interact with their local, state and federal representatives. These legislators are able to help advocate for changes that will benefit the flow of commerce. Federal, state and local updates are given by the Congressman, Harbor Commission President and County Executive respectively to share legislative efforts and changes that can impact the Port and the Great Lakes. The Port Symposium began in 1999 as a way to enhance the Port's image with the decision-makers and policy makers in the area while providing information on larger state and federal issues that affect the business of the Port. The Port Symposium has included a federal update by the current congressional representative since 2007 and is a regular part of the agenda every year regardless of changes in elected representation.





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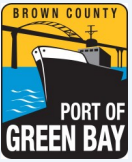
2) PORT OF GREEN BAY MISSION

Mission: *“The Port of Green Bay exists to enhance the prosperity of the people of Northeast Wisconsin by providing facilities and infrastructure able to effectively and efficiently move commodities and goods across the nation.”*

The importance of the Port of Green Bay on the economy of the Northeast Wisconsin cannot be overstated. The Port of Green Bay is a hub of economic activity and provides a transportation alternative that many states simply cannot offer. As highways and rail lines are struggling to meet the current needs of commerce, more companies are exploring alternative ways to transport their goods that are more cost effective and more environmentally responsible. The Port provides an economic impact of \$83 million and provides a total of \$26 million in personal income to residents in the Green Bay area. Using waterborne transportation has been shown to be the least environmentally damaging and safest way to move large amounts of cargo.

The Port of Green Bay assists terminal operators in identifying new markets and provides grant assistance to make their business endeavors a success. Very rarely is the chance given for candid conversations between legislators and the industry professionals to take place on the state of the Port except at the annual Port Symposium. This is a factor in why the event has been such a success for 19 years.





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3) PLANNING & PROGRAMMING

Goals

- To gather and exchange information with industry leaders. This year's event focused on state and federal issues, careers in the maritime industry, trade & infrastructure investment, the state Freight Plan and the Wisconsin Commercial Port Development Initiative.
- To provide a chance for attendees to network and discuss what they heard from the speakers and to communicate different ways for everyone to succeed. The event includes a social hour prior to the formal program and a lunch after to allow attendees to continue their discussions.
- To provide a variety of speakers and topics each year including local, state and federal updates each year.
- To increase the number of attendees (5—10) each year.

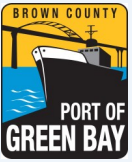
Objectives—goals were accomplished by;

- Coordinating the annual Port Symposium with the 8th District US Congressman's schedule to establish a date for the event.
- Sending several reminders to invited guests, including distinguished guest speakers.
- Building and expanding partnerships with port industry professionals throughout the year.
- Working with presenters to provide short, fast-paced and power packed presentations to allow time for many different presenters during the three-hour event.

Audience

- Primary audience includes the 14 Port of Green Bay terminal operators, federal, state and local legislators.
- Secondary audience includes state and federal employees, port professionals and Brown County Harbor Commissioners.





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4) ACTIONS & OUTPUTS

- The Port Symposium has been held at Tiletown Tap Room for the past several years. The facility overlooks the Port of Green Bay and the Fox River and is a very popular local venue and gathering space.
- The event is invitation-only due to budget and the size of available venues. Maintaining the event's exclusivity for Port terminal operators, legislators, Harbor Commissioners and state and federal employees has helped to keep the focus of the event on port related issues. Having a specific focus has helped to grow the attendance.
- The social hour and lunch for Port Symposium attendees allows them to continue the conversations on port related issues and successes.

Timeline of actions taken

January:

- Work with Congressman's office to choose a date in April, and ensure that the venue is open
- Confirm speakers and send a thank you letter for their willingness to speak

February:

- Create and mail post card
- E-mail post card one week after it is mailed

March:

- Mail agenda and invite letter
- Email agenda and invite letter one week after it is mailed
- Finalize details such as lunch menu, centerpieces and send last minute RSVP reminder

April, one week out:

- Finalize guest list and confirm the number of guests with venue

Day of the event:

- Set up the venue space and greet guests



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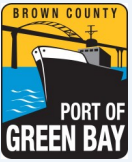
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ACTIONS & OUTPUTS continued...

Planning for the Port Symposium begins four months in advance, beginning with ensuring that the date chosen is one that the Congressman can attend. A date is set for the Port Symposium in April each year. By mid-February a post card is mailed to invited guests and a week later the same post card is emailed. About one month before the date of the event the agenda and invite letter is mailed to invited guests and about one week later these documents are emailed. Invitations and post cards are created by Port staff and communication is sent in-house to 400 invited guests. In 2017, 120 RSVPs were returned to the invite-only event. A press release was sent to local media; three news stations attended the event.

Each year the Port Symposium grows more successful. In its 19th year the event has more than doubled in size. Factors that have increased the success of the event include: the excellent roster of speakers and topics chosen; providing an open seating arrangement for attendees to sit with whomever they wish and to move around during lunch to start new conversations; providing the opportunity for port industry employees to discuss legislation with their state and federal legislators; maintaining the exclusive list of invited guests, inviting state and federal legislators, federal, state and local employees and Port industry professionals; the extensive planning and preparation that go into each year's event; and, the high professional reputation of the Port Director, Dean Haen within the port industry. This year's attendees traveled from all over Wisconsin, as well as from Minnesota, Michigan, Illinois, Ohio, Washington D.C. and from Quebec, Canada to attend the event in Green Bay

The Port of Green Bay does not provide an extensive budget to organize and execute the Port Symposium. The 2017 budget was \$1,700. Actual costs totaled \$1,615.81.



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5) OUTCOMES & EVALUATION

Media Value

Several news stations attended the 2017 Port Symposium, including local TV and radio stations. They reported on the Port Symposium in the days following the event. The local media realizes the importance the Port of Green Bay and its effect on the economy of Green Bay. Estimated value for media coverage at the Port Symposium equates to \$2,300. An article about this year's event will be included in the Seaway Review in the next few months. Anticipated value for that media coverage is \$7,375.

Several invited guests posted their attendance during the Port Symposium on social media. The Saint Lawrence Seaway Development Corporation highlighted the Port of Green Bay's Pacesetter Award presented during the event on their social media pages. Port staff posted live updates to Twitter as well.

Evaluation and Feedback

One of the benefits of the Port Symposium is that it allows Port staff to communicate to the Port's Terminal Operators about the valuable resource the Port of Green Bay is to them and their companies. During this year's luncheon several terminal operators communicated to Port staff members that they were unaware that the Port of Green Bay could provide them with grant writing, commodity research, marketing and public relations expertise. A number of these terminal operators will begin working more closely with Port staff.



