



**PORTS OF INDIANA**  
3 PORTS - 2 WATERWAYS - 1 SYSTEM

## 2017 AAPA Communication Awards

### Directories/Handbooks: 2016 Indiana Logistics Directory

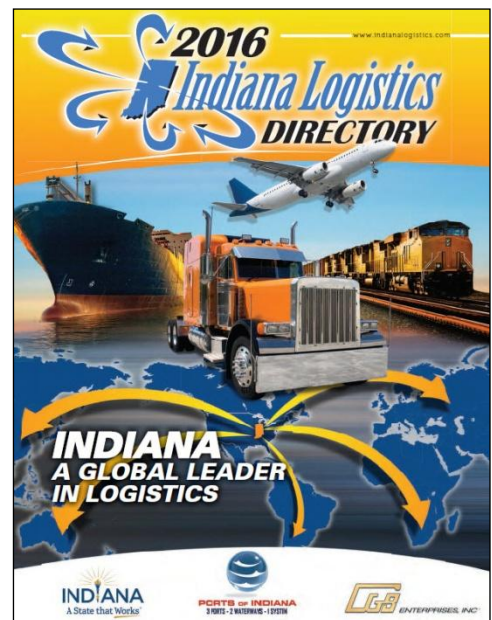
#### Summary:

The Indiana Logistics Directory is the single most comprehensive publication on Indiana logistics and serves as the professional guide that promotes the Midwest's transportation, distribution, logistics and related resources to local, national and international markets.

#### 1. Communications Challenge/Opportunities

The state of Indiana is well-known for its central location and a variety of transportation options. The Indiana state motto is “The Crossroads of America.” To celebrate this advantage and showcase the freight transportation industry as an important resource, the Ports of Indiana publishes the annual Indiana Logistics Directory to promote companies from the freight transportation industry – including water, rail, truck and air logistics.

In a state frequently thought of as landlocked, waterborne transportation can be easily overlooked – even by those in the transportation industry. By creating a statewide logistics directory, the Ports of Indiana is able to position itself as the state’s premier expert on freight transportation and a leader in the logistics industry. This enables us to market the ports to a much wider audience of new prospects, who may not initially think of waterborne transportation.



#### 2. Communicating the Ports of Indiana’s Mission

Since 1961, the Ports of Indiana has been a valuable asset to the state of Indiana. The self-funded enterprise generates significant economic development by creating jobs, attracting businesses to the state and providing access to global markets. Its management team brings an entrepreneurial approach to the organization that invites opportunities and strategies for expansion, self-sufficiency and innovation.

Our Mission: *“To develop and maintain a world-class port system that operates as an agile, strategically-driven, self-funded enterprise dedicated to growing Indiana’s economy.”*

The Directory is designed to be a marketing and economic development tool that aligns with the Ports of Indiana’s mission. It promotes the businesses that reside at each port and the logistics and support companies that work in concert with the ports and port partners. It highlights the Ports of Indiana as an essential piece of the greater logistics and transportation industry in the state.

### 3. Planning and Programming

**Goals:** The goal of the Indiana Logistic Directory is to serve as a professional guide and promotional tool that markets Indiana’s transportation, distribution, logistics and related resources to local, national and international markets by showcasing top companies and organizations involved in the industry as well as to provide an extensive list of the region’s “who’s who” in this industry. The Indiana Logistics Directory is positioned to act as the primary resource for logistics in Indiana, and to garner valuable goodwill and the building of relationships with public officials, private industry and economic development leaders by providing them with an indispensable tool that markets the entire state.

**Objectives:** The objective of the directory is to reach prospects outside of Ports of Indiana’s regular business circles. The logistics industry is a broad one, and the distribution list for the publication reflects the scope, with copies mailed to a variety of logistics-related organizations and manufacturers. Boxes of 25 copies are sent to more than 150 economic development groups around the state for distribution. An additional objective is to feature perspectives from key leaders on important logistics issues. The Directory features editorial pieces from logistics leaders in the Industry Insights section. Organizations are asked to submit an op-ed highlighting an issue or trend within the industry and their organization’s response to it, positioning the organization as a logistics leader. A Logistics Leadership Survey features responses from eight logistics leaders, touching on pressing topics in their field, new developments on the horizon and advice for students regarding a career in the industry. The Directory also promotes Indiana’s three ports as part of a larger, well-connected freight transportation network at the “Crossroads of America.” Ports of Indiana and waterborne shipping are highlighted throughout the Directory, which also includes Indiana’s rankings in numerous important



logistics-related categories, a business listings sections, freight transportation maps and advertising.

**Audiences:** The main target audience for our Directory includes businesses that might consider locating in Indiana as well as current and potential users of Indiana transportation resources. Secondary audiences include government officials and state-wide economic development groups promoting Indiana to businesses around the world.

#### 4. Actions and Communication Outputs

**Strategies:** Our primary strategy is to showcase Indiana as a logistics powerhouse. The state has three ports, an extensive highway system, one of the most wide-ranging rail networks in the country and the second largest FedEx air hub in the world. It is also home to a variety of academic opportunities in the logistics field. We strive to promote all of these different aspects of the industry. Since waterborne transportation is often overlooked in Indiana because we are not near an ocean, the Directory is able to raise awareness for our vital maritime industry by positioning it as an integral piece of the overall logistics puzzle. This popular section was updated and carried over to the 2016 Directory. Our secondary strategy is to promote individual logistics-oriented businesses. In 2015, we added a new section to the Directory, Maritime Transportation Assets, which includes port authorities, harbors and facilities along Indiana’s Ohio River and Lake Michigan borders.

**Tactics:** Tactics for showcasing Indiana as a logistics powerhouse include featuring articles that highlight not only water, but rail, truck and air freight as well as the wide variety of logistics education programs present in the state. We also include an annual listing of rankings – think of it as the state’s logistics report card – showing where Indiana ranks in significant logistics categories, easily showing at a glance the impact of Indiana’s logistics. Pulled from studies from the U.S. Census Bureau, the Association of American Railroads, U.S. Department of Transportation and more, the rankings highlight Indiana’s standing in logistics-related categories compared to other states.

To promote statewide logistics businesses, the directory pages include approximately 1,000 Indiana logistics-related businesses in the categories of Transportation, Freight Services, Education/Workforce, Economic Development and Professional Services with 46 different subcategories – everything

Category	Rank
in-pass-through interstates	7th
in shortest distance to median center of U.S. population	7th
in rail tons of primary metals originated	7th
in rail tons of primary metals terminated	7th
largest producer of truck trailers (Wabash National Corp.)	7th
in rail tons of waste & scrap material terminated	8th
largest dry cargo barge fleet (American Commercial Barge Line)	8th
largest liquid cargo barge fleet (American Commercial Barge Line)	8th
largest FedEx Express hub in the world (Indianapolis)	8th
in shipments received via rail and water by ton-mile	8th
in freight railroads	8th
in local freight railroads	8th
in truck tractor registrations	8th
in cargo value shipped out via multiple waterways	8th
in tonnage shipped out on multiple waterways	8th
in ton-miles of cargo shipped out via multiple waterways	8th
in rail carloads carried	8th
in switching/terminal railroads	8th
in Class I railroads	8th
in value of NAFTA rail imports	8th
in value of NAFTA rail exports	8th
largest producer of truck trailers (Vanguard National)	8th
in ton-miles of shipments received via multiple modes	8th
in ton-miles of shipments received via multiple modes	8th
largest Great Lakes port (Dribdale Harbor)	8th
in airports by landed weight of all cargo operations (Indianapolis International Airport)	8th
in truck transportation employment	8th
in domestic waterborne shipping	8th
in rail tons of food products originated	8th
in long-distance trucking companies	8th
in NAFTA mode value by rail	8th
in rail imports from Canada	8th
in rail exports to Canada	8th
in trade with Mexico via rail	8th
in tonnage shipped out via truck and rail	8th
in value of shipments received via multiple modes	8th
in tonnage received via multiple waterways	8th
in tonnage received via multiple modes	8th
in ton-miles of shipments received via multiple waterways	8th
in NAFTA imports value	8th
in rail tons of coal originated	8th
in rail tons of coal terminated	8th
in warehousing jobs	8th
in long-distance trucking employment	8th
in NAFTA import value by truck	8th
in rail trade with Canada	8th
in exports to Canada	8th
in imports from Mexico via rail	8th
in value of rail shipments	8th
in ton-hire truck tonnage originated	8th
in ton-miles of water shipments sent out	8th
in tonnage received by rail	8th
in tonnage received via water	8th
in ton-miles of shipments received via water	8th
in general freight trucking employment	8th
largest inland port (Westport Harbor)	8th
largest Great Lakes port (Gary)	8th
in NAFTA trade value	8th
in international rail miles	8th
in total trade with Mexico	8th
in exports to Canada	8th
in scheduled air freight	8th
in specialized trucking employment	8th
in NAFTA trade value by truck	8th
in NAFTA export value by truck	8th
in imports from Canada via truck	8th
in truck trade with Canada	8th
in exports to Canada via truck	8th
in ton-miles of freight shipped out via for-hire trucks	8th
in truck tonnage originated	8th
in value of freight shipped out via for-hire trucks	8th
in ton-miles of truck cargo shipped out	8th
in tonnage received by truck	8th
in tonnage received via for-hire truck	8th
in ton-miles of shipments received via inland waterways	8th
in total truck tons	8th
in NAFTA import value	8th
in freight rail employment	8th
in rail mileage	8th
in rail shipments originated	8th
in rail tons of farm products originated	8th
in rail tons carried	8th
in number of airports	8th
in trade with Canada	8th
in specialized trucking companies	8th
in exports to Mexico via truck	8th
in trade with Mexico	8th
in single-mode tonnage originated	8th
in value of shipments received via rail and water	8th
in tonnage received	8th
in tonnage received via a single mode	8th
in local rail mileage	8th
in trucking companies	8th
in imports from Canada	8th
in imports from Mexico via truck	8th
in inland waterway tonnage originated	8th
in water tonnage originated	8th
in general freight trucking establishments	8th
in ton-miles of inland waterway freight shipped out	8th
in value of shipments received by rail	8th
in value of shipments received via for-hire truck	8th
in ton-miles of shipments received via truck	8th
in ton-miles of shipments received via for-hire truck	8th
in number of air facilities	8th

from small “mom and pop” trucking companies to some of the largest U.S. corporations. We contact each of the individual businesses on an annual basis to update their records and also share our marketing messages for the Directory initiative, and by default, our ports as well.

Over the years, the Indiana Logistics Directory has increased in size – encompassing more sections and features as we receive feedback on what would be most helpful to those using the directory. We have added a map section and an index of businesses, adding value and increasing ease-of-use to the publication; we have expanded the Top 10s, and included a new feature – the Maritime Transportation Assets inventories – highlighting ports, terminals and facilities found on the Ohio River and Lake Michigan shores, showcasing how expansive the industry is in the state. We have also added two new pieces to the Preparing Logistics Leaders section: 1) a feature on Logistics U, a program for high school students that gives them a chance to interact with top industry professionals and learn about college degrees, internships, scholarship opportunities and logistics careers; and 2) a page dedicated to kids of any age, highlighting the importance of waterways and water transportation, including an interactive game developed by our non-profit partner, RiverWorks Discovery.

### Implementation Plan:

The Indiana Logistics Directory is produced annually by a combination of in-house staff, sponsors, an outside graphic designer and printer. The cost to produce and print the 2016 edition was approximately \$36,000. We print 10,000 copies, of which approximately 4,000 are given to economic development groups around the state for distribution. More than 4,000 are mailed to U.S. logistics companies, manufacturers, media, and key government leaders and 500 are given to sponsors for their own distribution. An additional 500 copies are distributed at the annual Indiana Logistics Summit, a sister event to the publication coordinated by the Ports of Indiana. The remaining Directories are distributed by the Ports of Indiana at tradeshow, included in business development presentations and mailed out by request. The online version – located at [www.indianalogistics.com](http://www.indianalogistics.com) and [www.portsofindiana.com](http://www.portsofindiana.com) – also allows worldwide access to the Directory as well as advertisers’ and companies’ contact information.





## 5. Evaluations Methods and Communications Outcomes

To measure the success of this publication, we conducted a survey, monitor the web reads of the online version and track the advertising revenue.

Our survey group included key Ports of Indiana partners and Indiana Logistics Directory readers. When asked to rate the publication's quality, all commentators rated it a four or a five, with five being the highest rating possible.

Comments from participants include:

- "I like to see competitors, and I pass the Directory on to my clients for use as contact information."
- "We use the Directory to reflect the strength of the industry in Indiana as well as the solicitation of our services."
- "Every aspect of the Directory is useful. I use it to know active companies in the sector whom we can do business with."
- "The Logistics Leadership Survey is useful, specifically the top five logistics issues, it's helpful to know what CEOs are facing."

Our online version of the Directory is available through [www.IndianaLogistics.com](http://www.IndianaLogistics.com) and [www.portsofindiana.com](http://www.portsofindiana.com), and hosted through the website Issuu. The 2016 edition was read a total of 1,818 times, with the total amount of time spent reading tallying in at 8.6 days, continuing the upward trend from the previous year. The 2015 edition had 1,277 reads totally 5.7 days, and the 2014 edition had 963 reads totaling 3.7 days.

We also measure the financial success of advertising sales. This puts a solid figure on the value that our stakeholders see in the publication. The 2016 edition brought in nearly \$86,000 in advertising dollars from 23 sponsors.

Overall, the Indiana Logistics Directory has been a very successful marketing tool for the Ports of Indiana to promote our ports as part of a larger picture – Indiana is an all-around logistics powerhouse. This allows us to continue to reach new people who may not look to waterborne transportation first, but quickly see the value and opportunity when considering it as part of the region's overall transportation system. While we do measure our success in advertising revenue, the true value of this publication is as a marketing tool that showcases our ports, and Indiana's logistics sector, as logistics leaders to a global audience.