



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

## 2018 AAPA Communication Awards

### Directories/Handbooks: 2017 Indiana Logistics Directory

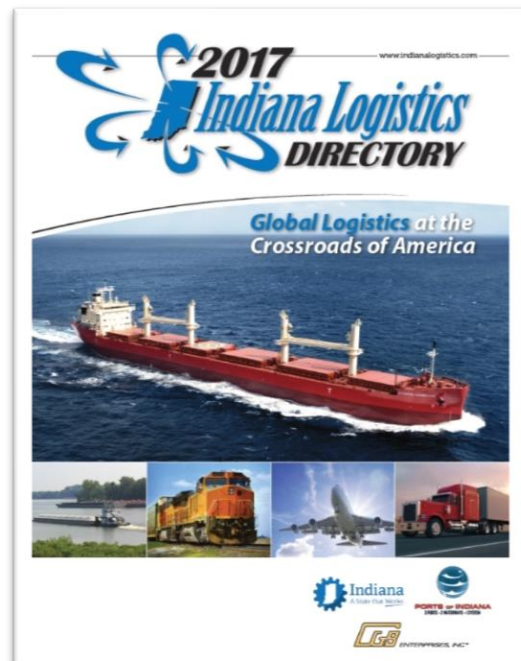
#### Summary:

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 robust transportation services. Since 1937, the Indiana state motto has been “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 one of the state’s premier experts 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 the benefits 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 Logistics 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 regions' "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.

**Indiana**  
A State that Works

**Indiana's Infrastructure:  
A Driving Force to  
Economic Success**  
Jim Schellinger, Indiana Secretary of Commerce

It's truly amazing time to be Hoosier as we celebrate Indiana's economic momentum with accolades and economic rising in day after day. Today, we are recognized as the best state in the Midwest and the fifth state in the nation for doing business, and that is not by accident. As a state, we have worked tirelessly to create a pro-growth business climate by balancing our budget, reducing regulations and cutting costs, while continuously investing in our workforce and quality of life.

As the Crossroads of America, we have also placed a great emphasis on building a world-class infrastructure system that enhances connectivity both nationally and internationally. To be competitive in today's market, it's important that businesses are connected to their customers and the rest of the world. Here in Indiana, we understand that. That's why we continue to invest in our road, air, port and rail systems, driving our economy forward and providing efficient, low-cost transportation capabilities.

Located at the center of the U.S. population, Indiana is home to more than 1,700 transportation and logistics establishments that take advantage of our six pass-through interstates and our highway network, which is accessible to nearly 60 percent of the population of both the United States and Canada within 24 hours. With growth in Indiana's logistics industry expected to double by 2021, it's important that we preserve and build new infrastructure to be competitive in today's global economy. And, I assure you that we are hard at work, ensuring your business has the tools it needs for success and is well connected to your customers.

Not only do we have an exceptional highway system, but we are also home to the second-largest fleet of air tankers in the nation, allowing goods to be transported quickly and efficiently to our capital city, the Indianapolis International Airport has been ranked best in North America for five consecutive years, serving more than two million passengers per year. With more than 46 total non-stop destinations from Indianapolis, we are strong advocates for additional direct flights, which we know are essential to connecting your business on a regional, national and global scale.

As you can see, we have a vital system for travel's needs and air, but that's not all. With the state's entire southern border on the Ohio River, close proximity to Lake Michigan and access to the Atlantic Ocean and Gulf of Mexico, we are home to three ports that shipped more than 11 million tons of cargo in 2014. With our road, rail and air systems, we have a winning combination that is sure to create a win-win for both Hoosiers and business alike.

Supporting Indiana's infrastructure and enhancing connectivity both means a top priority for our state. As we enter our third century, we remain committed to both preserving and improving our existing facilities, while simultaneously looking to the needs of the future, ensuring Indiana is positioned at the top in our global economy. I'm confident that Indiana will meet your logistics requirements, and we are here to help your business grow in our service to Hoosiers. We are a state that works, and we will continue our commitment in creating a business environment that allows your company to thrive.

Indiana ranks **1st** in shortest distance to median center of U.S. population

**1st** IN NUMBER OF PASS-THROUGH HIGHWAYS

Indiana is home to the **2nd Largest** Global FedEx Air Hub

**Objectives:** The objective of the Directory is to market the Ports of Indiana as part of Indiana's tremendous freight transportation resources and promote logistics as a key driver for economic development. 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 directories are sent to more than 150 economic development groups around the state for their various marketing efforts. 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 Question & Answer section

features response from eight logistics leaders, touching on pressing topics in their field, new developments on the horizon and advice for the next generation of logistics leaders. 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, industry insights, a business listings section, 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 strong academic and education programs related to 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. We have a section that lists all of the state's Maritime Transportation Assets, which includes port authorities, harbors and facilities along Indiana's Ohio River and Lake Michigan borders, which is critical to telling the state's maritime story. Our secondary strategy is to promote individual logistics-oriented businesses.

The screenshot shows a report card titled "Indiana Logistics Rankings" with a blue header. Below the header, it states: "When compared to all other states, Indiana ranks in the top 10 in 100 significant logistics-related categories and in the top five for 27 of those." The report card is divided into two columns of categories and rankings. The left column lists categories such as "in pass-through interstates", "in shortest distance to median center of U.S. population", and "in rail tons of primary metals transported". The right column lists corresponding rankings, such as "7th", "7th", and "7th". At the bottom of the page, there is a list of sources including the American Association of Economic Geographers, Indiana Economic Development, National Highway Traffic Safety Administration, and others.

**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 reports by the U.S. Census Bureau, the Association of American Railroads, U.S. Department of Transportation, U.S. Army Corps of Engineers and others, the rankings highlight Indiana's standing in logistics-related categories compared to other states.

This particular section continues to be a popular and highly referenced resource in many news reports and other state promotional materials.

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 48 different subcategories – everything 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 has been produced by a combination of internal staff and external resources. The cost to produce and print the 2017 edition was approximately \$35,000, which stayed in line with expenses on previous issues. 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. The remaining Directories are distributed by the Ports of Indiana at tradeshows, 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 providing direct links to advertisers’ and companies’ contact information.

## **5. Evaluation Methods and Communications Outcomes**

To measure the success of this publication, we conduct surveys, monitor the web reads of the online version, track the advertising revenue and listen to feedback from participants in and readers of the directory.

When surveyed, key Ports of Indiana partners and Indiana Logistics Directory readers rate the publication’s quality at a four or a five, with five being the highest rating possible. Comments from constituents identify key benefits of the Directory as being able to find contact information, review potential partners and competitors, and read new information about the industry and learn about challenges facing leaders in the logistics sector.

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 Yumpu. The 2017 edition was read a total of 1,036 times. We also implemented a banner on the homepage of our website showcasing the Directory and driving web traffic directly to the online version of the publication.

We also measure the financial success via advertising sales. This puts a solid figure on the value that our stakeholders see in the publication. The 2017 edition brought in over \$75,000 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 freight transportation 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.