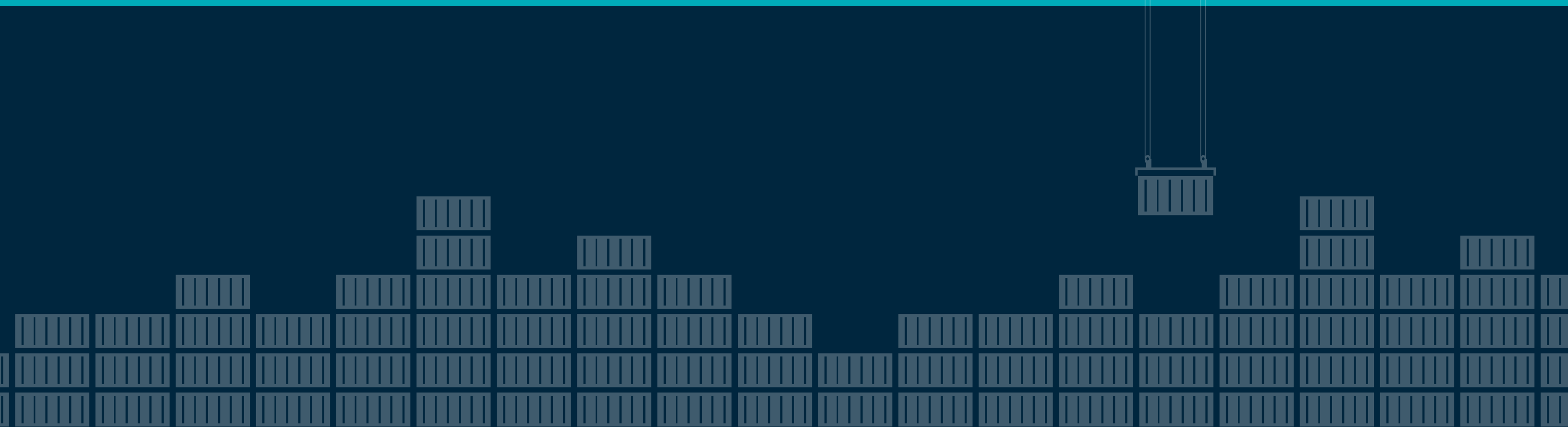




2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

*Classification: Special Events*

## **2020 State of the Port – ‘The Year of Collaboration’**



# 2020 State of The Port – ‘The Year of Collaboration’

## Summary:

The Port of Long Beach’s status as a major economic engine for the region and an international standard bearer for excellent service as well as sustainable movement of cargo make the Port’s annual State of the Port a “must attend” event for the regional maritime and business community, as all face the same challenges of trade wars, competition and other developing issues. The State of the Port, produced by the Port’s Communications and Community Relations Division, highlights the past year’s accomplishments and milestones and sets the tone for the Port for the year ahead to address those challenges. Long Beach Harbor Commission President Bonnie Lowenthal welcomed attendees and began the presentation with a look at the Port’s community outreach programs, as well as the Port’s move to a new Civic Center administration building. Executive Director Mario Cordero delivered the main address, focusing on the 2020 theme of collaboration between the Port and its many industry partners and how that collaboration is essential to maintaining market share and continuing success. The Port’s creative team incorporated stunning videos, music, photography and design – in addition to compelling speech-writing – to reinforce key presentation points and maximize the impact of the event. Admission for the 2020 State of the Port was free, and the venue was packed to capacity with 750 attendees. Another 340 watched the live webcast, and nearly 600 have viewed the archived version on the Port’s website.



State of the Port 2020

# 7 Communications Challenges and Opportunities

The Port of Long Beach is the Port of Choice – the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port handles trade valued at more than \$170 billion annually and supports 2.6 million trade-related jobs across the nation, including more than 575,000 in Southern California. The Port of Long Beach prides itself on its top-notch customer service and operational excellence, and in 2019 industry leaders named it “The Best West Coast Seaport in North America.” Founded in 1911 with a single municipal dock at the mouth of the Los Angeles River, today the Port encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 66 gantry cranes.

Each January, the State of the Port event provides a perfect opportunity to report to stakeholders about progress during the prior year and also to preview what is planned for the future.

After a record year of cargo volumes in 2018, the Port of Long Beach faced a number of challenges in 2019. The trade

dispute with China caused volumes to decrease 5.7%, but Long Beach was able to report its second-best year on record, moving 7.6 million twenty-foot equivalent container units in 2019.

Although the outlook on the trade situation with China was seen as optimistic at that time, other challenges remained, such as new technologies, competition with the neighboring Port of Los Angeles, and the continued incremental loss of market share of both ports to other facilities around the country as customers explored new trade routes. Also, word had begun to circulate internationally about a particularly nasty virus. Few could have anticipated the impact the COVID-19 pandemic would have during the coming months on international trade, or commerce in general.

Close collaboration with the Port’s many industry partners was seen as key to overcoming these challenges, whether anticipated or unexpected, in 2020 and beyond.

Key capital improvement projects launched over the past decade were



The Port of Long Beach

nearing completion, including the replacement for the aging Gerald Desmond Bridge, scheduled to open in the latter half of 2020, and the final phase of the Long Beach Container Terminal, creating the greenest, most technologically advanced terminal in North America, which is expected to wrap up in 2021.

The 2020 State of the Port event was also an opportunity to preview the Port of Long Beach's updated brand and new logo, as well as a completely redesigned Port website. The brand and website both reflect a renewed focus on operational excellence and customer service, while continuing the Port's industry-leading commitment to sustainable development and environmental innovation.



*New bridge nearing completion, with Gerald Desmond Bridge in the background*



*Preview of the new POLB logo during State of the Port 2020*

## 2 Complementing the Overall Mission

To accomplish the Harbor Commission's goal of providing open channels of communication between the Port and its various constituencies – a goal shared by Port executive management and staff – the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets.

This campaign includes advertising and publicity in traditional and web-based media, social media, plus extensive educational outreach, community sponsorships, industry conferences and outreach to customers, Port stakeholders and the local community at events such as the annual State of the Port Address.

The State of the Port is tailored to focus on sharing the Port's efforts to meet the goals of its Strategic Plan, and the speeches at the 2020 event focused on how the Port is meeting the six goals set by the Board of Harbor Commissioners in the most recent version of the Strategic Plan, updated and released in April 2019:

- Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service;
- Maintain financial strength and security of assets;
- Develop and maintain state-of-the-art infrastructure that enhances productivity and efficiency in goods movement;
- Improve the environment through sustainable practices and the reduction of environmental impacts from Port operations and development;
- Broaden community access to Port-related opportunities and economic benefits;
- Attract, develop and retain a diverse, high-performing workforce.

In addition, the event is designed to be a bellwether for the Communications and Community Relations Division to follow in speeches, appearances and events during the remainder of the year.



Executive Director  
Mario Cordero at  
State of the Port 2020

# 3 Planning and Programming Components

**Goals of the 2020 State of the Port were to:**

- Promote the Port of Long Beach’s operational excellence and world-class customer service to the business community at large;
- Emphasize that, despite a downturn caused by trade disruptions with China, the Port is stable, financially sound, nearing the successful completion of a decade of major capital improvements with more on the horizon and ready to compete;
- Emphasize the importance the Port of Long Beach places on collaborations with their many partners in the maritime and logistics industry and recognize them for their essential contributions to the Port’s present and future success.

**Objectives:**

- Have attendance reach near capacity, reinforcing the perception that the event is a “must-attend” for the local business community;
- Stage the event in a user-friendly format, based on audience preferences, including continuing the successful change introduced

in 2019 of the event being a lunch rather than a breakfast;

- Incorporate stunning videos, music, photography and design – in addition to compelling speech-writing – to reinforce key presentation points and maximize the impact of the event;
- Maximize the use of web-based and social media;
- Make the 2020 State of the Port available to all target audiences, live or online the day of the event, and for future reference.
- Produce the 2020 State of the Port within a budget of \$175,000.
- Conduct a post-event survey to help evaluate the success of the event and glean information to utilize in improving future State of the Port events.

**Target Audiences:**

- Elected and appointed officials;
- Current and potential Port clients;
- Companies that service the Port;
- Government agencies;
- Environmental watchdogs and other Port stakeholders;

- Safety and security agencies;
- Long Beach residents and community organizations;
- Educators, students and future employees;
- Members of the news media.



State of the Port 2020

# 4 Actions Taken and Communication Outputs Used

## Overview

Each year, the State of the Port event is closely watched by industry and civic leaders. The Port of Long Beach's status as a major economic engine for the region and an international standard bearer for excellent service as well as sustainable movement of cargo make the event a "must attend" for the regional maritime and business community.

State of the Port highlights the past year's accomplishments and milestones and sets the tone for the Port for the year ahead. It is also traditionally a launch pad for Port announcements – for the 2020 event that included the theme "The Year of Collaboration" and a preview of the Port's new brand image and website.

Because the new brand image was approved by the Board of Harbor Commissioners just one week prior to the 2020 State of the Port, and the new website incorporating the new logo would not go live for another month, the preview was brief, meant to start discussion about the new

interpretation, with follow-up to thoroughly launch the new brand story and image in the months ahead.

Long Beach Harbor Commission President Bonnie Lowenthal welcomed attendees and began the presentation with a look at the Port's community outreach programs, as well as the Port's move to a new Civic Center administration building, with a video featuring the history of the Port's headquarters over the past century.

Executive Director Mario Cordero delivered the main address, and his presentation focused on collaboration between the Port and its many industry partners and how that collaboration is essential to maintaining market share and continuing success. Cordero's presentation was accompanied by stunning imagery of Port operations and videos highlighting workers at the Port and the Gerald Desmond Bridge Replacement Project. He also introduced the Port's new branding and website in a short "sneak preview."



*Harbor Commission President Bonnie Lowenthal at State of the Port 2020*

The speeches, videos and accompanying PowerPoint presentation are designed to be repurposed for a variety of future presentations.

The 2020 State of the Port was produced by the Port's Communications and Community Relations Department within the overall budget of \$175,000, and 750 guests filled the venue to maximum capacity, with nearly 100 more in attendance than in 2019. State of the Port again followed the luncheon format that 2019 post-event research showed was preferred by the attendees, and, as in past years, admission and parking were free.

### Scheduling and Format

The 2020 State of the Port event was held on Wednesday, Jan. 22, from 11 a.m. to 1:30 p.m. in the Grand Ballroom of the Long Beach Convention Center, located in downtown Long Beach near the city's business center and the Port. The event followed the format established in 2019, moving from an early-morning breakfast to a luncheon with table service, a move favored by

attendees and resulting in increased attendance. The event began with a one-hour period for networking before the event was called to order at noon. Both the luncheon and parking were complimentary.

### Program and Presentations

1. Video – 2020 State of the Port Webcast <https://vimeo.com/386783616>
2. 00:00 – Call to Order, Dr. Noel Hacegaba, Deputy Executive Director of Administration and Operations
3. 04:28 – National Anthem, performed by Gregory Fletcher
4. 10:41 – Introduction, Richard D. Cameron, Deputy Executive Director of Planning and Development
5. 13:26 – Bonnie Lowenthal, President, Long Beach Board of Harbor Commissioners
6. 30:00 – State of the Port Address, Mario Cordero, Executive Director, Port of Long Beach
7. PowerPoint Presentation – 2020 State of the Port

8. <https://thehelm.polb.com/download/164/presentations/8726/state-of-the-port-2020-presentation.pdf>
9. Script – 2020 State of the Port <https://thehelm.polb.com/download/164/presentations/9613/2020-state-of-the-port-final-scripts.pdf>

#### *Masters of Ceremonies Hacegaba & Cameron*

The event was led by two Masters of Ceremonies – Dr. Noel Hacegaba, Deputy Executive Director, Administration and Operations, who called the event to order and introduced dignitaries in the audience, and Richard Cameron, Deputy Executive Director, Planning and Development, who introduced the first speaker, Harbor Commission President Bonnie Lowenthal.

#### *Long Beach Harbor Commissioners President Bonnie Lowenthal*

Discussion topics for the Commission President included (speech begins at 13:26 in video):

- Oversight role of the Board of Harbor Commissioners;

- Economic importance of trade and the Port of Long Beach;
- Thank you to Port staff and business partners;
- Port's social responsibility;
- Port educational outreach including scholarships, internships and partnerships with local institutions including: the Academy of Global Logistics at Cabrillo High School, a four-year small learning academy in partnership with the Long Beach Unified School District; the Maritime Center for Excellence, offering classes at Long Beach City College; and the Center for International Trade and Transportation at California State University, Long Beach;
- Community Grants, allocating \$65 million to offset negative impacts of Port operations;
- \$26 million allocated for restoration of Colorado Lagoon;
- Port Community Sponsorships for nonprofit organizations;
- The opening of the new Port Administration Building and Civic Center.



Richard Cameron and  
Dr. Noel Hacegaba at  
State of the Port 2020



Accompanying President Lowenthal's presentation were photos featuring scenes of the Port at work and the Port's community outreach efforts, along with a video produced especially for the State of the Port event featuring a look at previous Harbor Department headquarters buildings dating back to the 1930s. The video can be seen in the main presentation beginning at 26:52 and at <https://vimeo.com/421296325>.

President Lowenthal then introduced Port Executive Director Mario Cordero, who delivered the 2020 State of the Port Address (speech begins at 30:00 in video).

***Executive Director Mario Cordero***

Discussion topics for the State of the Port Address included:

- Thank you to the Mayor and other city officials for their support of the Harbor Department;
- Thank you to Port staff;
- Innovations implemented by marine terminal operators, with specific examples from each container and bulk terminal;
- Naming 2020 "The Year of Collaboration" – emphasizing the crucial role played by the Port's many industry partners and Long Beach's relationship and cooperation with the Port of Los Angeles;
- Challenges caused by trade dispute with China;
- Second-best year for cargo despite trade dispute;
- Near completion of Port's decade-long, \$4 billion capital improvement program, with the Gerald Desmond Bridge replacement scheduled to open in 2020 and the Middle Harbor Redevelopment Project's final phase to be complete in 2021;
- Highlighting new Port environmental initiatives;
- \$1 billion commitment to on-dock railway improvements to speed cargo while reducing truck traffic and related emissions;
- Premiering the new Port logo and updated Port brand, approved Jan. 13, 2020;
- Previewing the new Port website – to be launched in February 2020.

Accompanying Cordero's State of the Port Address was a presentation featuring more photos of the Port at work, focusing on the innovations and capital projects at the various terminals, and graphics highlighting cargo volumes and other statistics mentioned in the speech.

Also, three videos were featured – one, a previously produced time-lapse video of an installation of cranes at the Port's Pier T terminal, was shown during the innovation portion of the address.

Two other videos were produced especially for the address, both featuring the music of composer Aaron Copland. A salute to Port workers in all sectors was set to

Copland's "Fanfare for the Common Man," and the event concluded with dramatic drone footage of the nearly complete Gerald Desmond Bridge Replacement Project and other aerial views, set to a portion of Copland's *Appalachian Spring*. Executive Director Cordero called the dramatic videos and the stirring musical accompaniment a worthy salute to an "uncommon Port." These videos can be seen at 33:50 and 1:00:46 respectively in the State of the Port video, or individually at <https://vimeo.com/421293105> and <https://vimeo.com/421291867>.

The event was webcast live on the Port's website and archived in its entirety on both Vimeo and YouTube for future reference.



Images from the videos presented at State of the Port 2020. Click on images to view video

## Event Production and Timeline

The Port of Long Beach Communications and Community Relations team developed a State of the Port Event Plan that listed jobs to be done and budgets, dates to accomplish each job, and the team members assigned to the tasks.

A Production Timeline was developed as a timed “running order” for the actual event.

The Communications creative team developed artwork for the event that would complement both the current Port brand and the updated brand that was to be unveiled near the conclusion of the address. The color scheme for the new brand image and other related details would be reflected exclusively in other materials going forward.

Work began on the 2020 State of the Port Address and accompanying images, videos and graphics, as well as the welcome speeches by the Port officials, in November 2019 and was completed when 2019 year-end results

were available in January, just before the Jan. 22, 2020, event. The welcomes, 15-minute speech by Commission President Lowenthal, and the approximately 40-minute State of the Port Address were developed in-house by the Port’s Communications and Community Relations Division, with input from the speakers.

The Communications group also provided creative direction for the presentation, produced by Reaction AV who also provided AV services at the event, including video for the webcast and archival purposes. The impressive, brilliant photography included in the State of the Port PowerPoint is accumulated throughout the year to support a variety of Communications projects.

The Port employs several contract photographers, and the cost is attributed to various assignments. The videos, this year featuring extensive drone and other aerial footage – much of which was produced especially for the event – were produced by long-time Port contractor Media 360.



Photos from State of the Port 2020

Charts and graphs, often cluttered and difficult for audiences to read, were kept to a minimum in the presentation and designed by in-house staff to be simple and easy to understand. Several rehearsals were scheduled for the speakers to increase their comfort level with the venue and the use of a Teleprompter.

### Event Planning

Audrey Kerr with Event Planning Partners, regularly contracted for Port events, was the event planner for State of the Port. Following a successful transition from a breakfast to a lunch in 2019 and based on positive attendee feedback, the 2020 event was again planned as a luncheon.

The planner worked with the Communications and Community Relations Division to plan the menu, check-in and dining room layout, table and room décor, AV equipment requirements and other details. Port Communications staff handled on-site tech and made all arrangements for the video of the full event, the simultaneous webcast and still photography to chronicle the event.

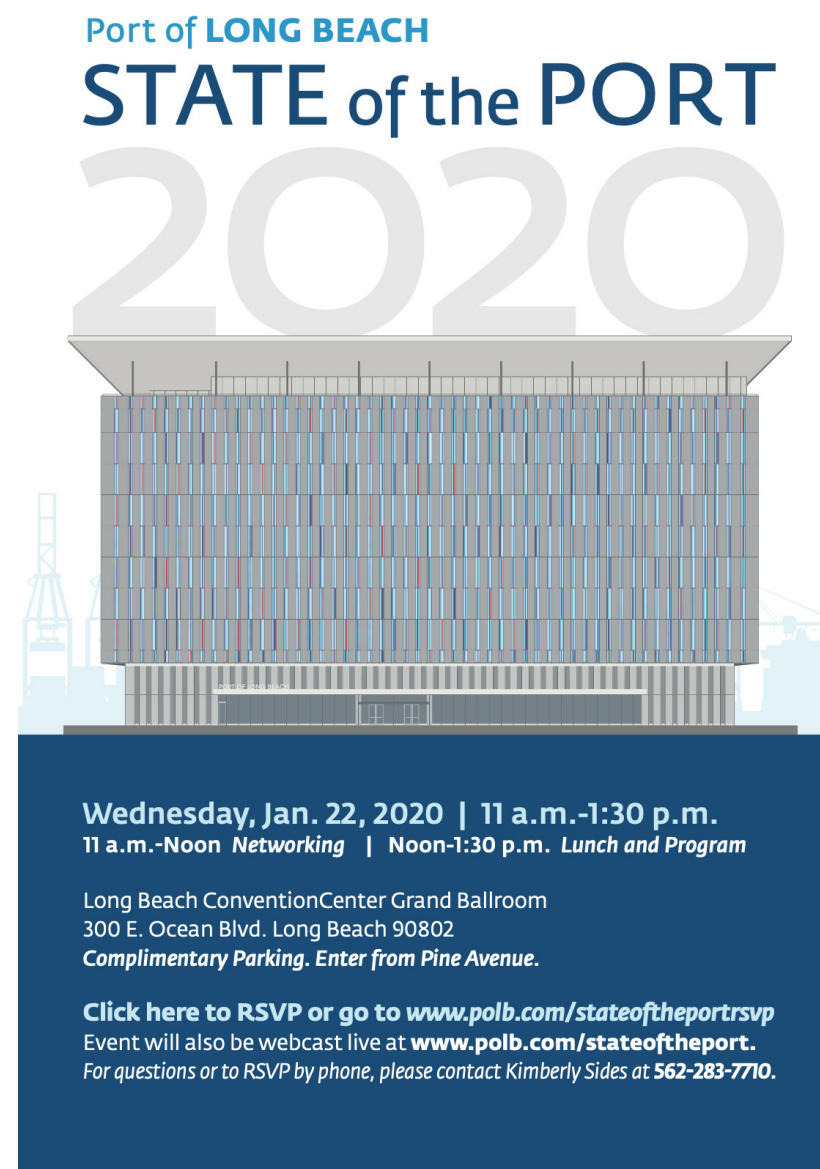
Port-sponsored exhibits were set up in the outside lobby to display and distribute port-related information.

Exhibits included the Port's Small Business/Very Small Business Program; the Port's Community Grants Program; Port education outreach; the Gerald Desmond Bridge Replacement Project (debuting its redesigned new LB Bridge mobile app), FuturePorts; the Center for International Trade and Transportation at California State University, Long Beach; and the Maritime Center of Excellence at Long Beach City College. A variety of branded merchandise, including pens, notepads, hats and other items were gifts to those visiting the exhibits.

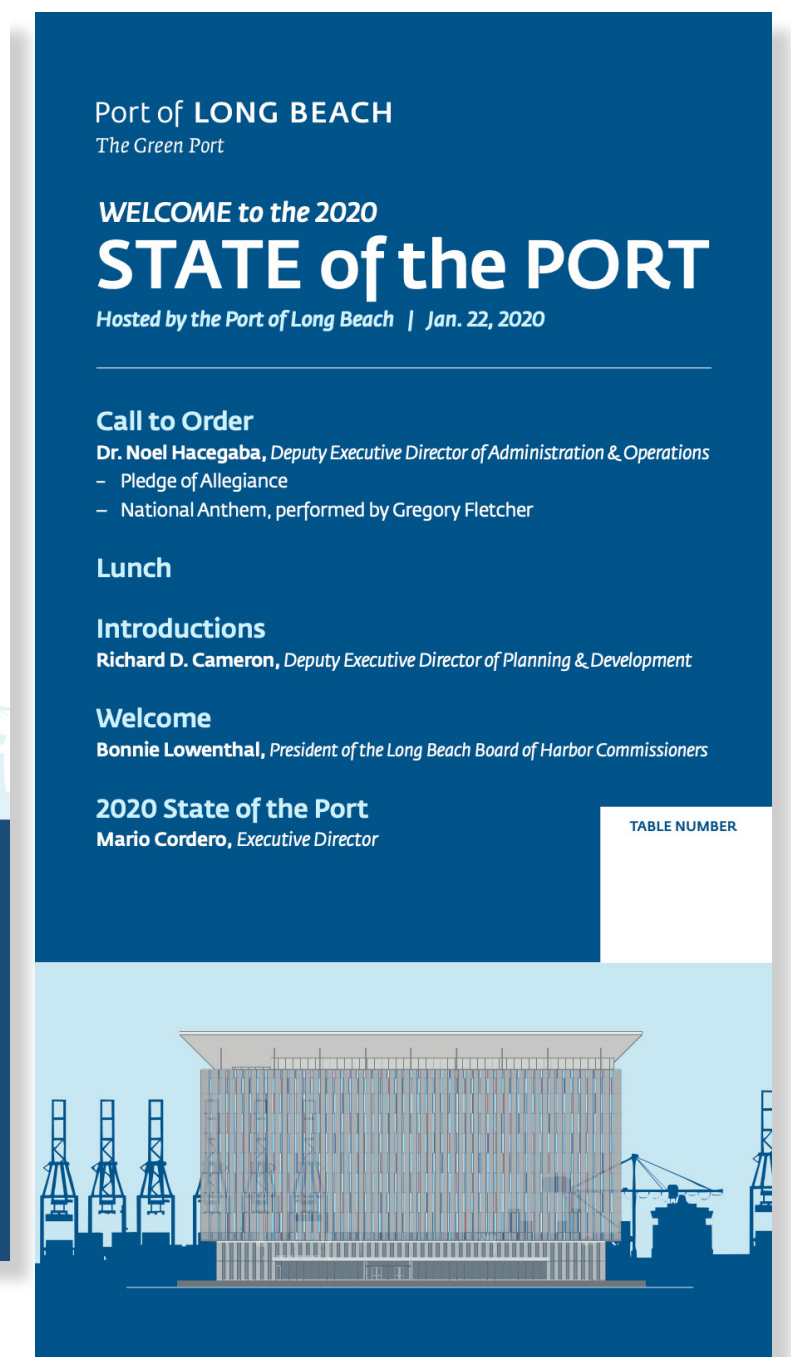
### Collateral and Media Coverage

#### Invitation

Prior to the event, the Port designed and distributed online invitations to targeted stakeholders, including an RSVP link. Reservations were acknowledged online, and accompanied by a map of the area as well as driving and parking instructions.



State of the Port 2020 invitation (left) and program (right)



### News Releases/News Media

A news release was also distributed to local and trade media inviting participation and, if unable to attend, a link to watch the live webcast. The full event video was also archived for future reference. Post-event news materials were distributed electronically.

At the event, Port Communications personnel welcomed the news media, arranged pre- and post-speech interviews with speakers, and after the event followed up on requests for images and video material.

A news release to the same community and trade media recapped the event and, once again, directed readers to the archived video.

### Social Media

Before, during and after announcements, reports and event videos were posted on social media including Facebook, Instagram, Twitter, LinkedIn, Vimeo and YouTube. The social media campaign for the State of the Port event ran from Jan. 14 to Jan. 23 and consisted of two parts. The first was to promote

the event and the live and archived webcast before and after. The second was live tweeting during the event. Twitter and Facebook were the main platforms used to promote this event, with Twitter being most heavily used. The Port has found that the business audience is more engaged on Twitter and uses it for networking and news gathering. As part of the campaign, the hashtag #SOTP2020 was promoted to have people join the conversation online and as a way to track how many people were tweeting about the event. Pre-event promotion on Facebook consisted of four posts including photos and links. The day of the event, the Port prepared tweets beforehand based on the presentation script with photos of the PowerPoint presentation to tweet out live as the presentation went on. This gave people who couldn't be at the presentation or watch the live webcast a way to engage with the State of the Port. Over the life of the campaign nearly 20,000 people were reached via social media.

A video was also produced "summing up" the event and featuring audience reaction for use on social media channels and LBTv, the city's television

station. It can be seen at <https://www.youtube.com/watch?v=R1OZwyzPVml>

### Personnel/Cost

The Communications and Community Relations team spent approximately 1,000 hours planning and preparing for the State of the Port, with nearly the entire team operationally involved at the event.

The Port of Long Beach Communications and Community Relations creative team provided direction for all print, PowerPoint and video production, both by in-house personnel and contractors. Banners, displays and signs were designed in-house and produced by AAA Sign.

In addition to staff time, the overall cost for the 2020 State of the Port was \$154,000, including the venue; set-up; table décor; food, beverage and service for 750; plus the above-mentioned services by various contractors..



Port of Long Beach  
22 January · 🌐

State of the Port webcast begins at 12:25 p.m. Commission President Bonnie Lowenthal, Executive Director Mario Cordero to speak on achievements, challenges, opportunities. <http://ow.ly/MK7T50y2n5b> #SOTP2020



11

1 comment 2 shares

Facebook post with link to view SOTP live online. Twitter and Instagram posts continued in next page



**Port of Long Beach** @portoflongbeach · 27 Jan  
Did you miss our State of the Port address last week? You can watch a recording of the live webcast anytime on our website. [ow.ly/5uS150y6jsC](http://ow.ly/5uS150y6jsC)



1

Port of Long Beach Retweeted



**Patrick O'Donnell** @AsmPatODonnell · 22 Jan  
The @PortofLongBeach is a global leader in improving & promoting environmental sustainability & efficiency in maritime trade. Thank you Commission President Bonnie Lowenthal, Executive Director @MarioCorderoLB and all those who helped make the 2020 State of the Port a success!



**portoflongbeach** · Follow



**portoflongbeach** Tune into the Port of Long Beach's annual State of the Port address on Wednesday, Jan. 22. The address will include updates on infrastructure projects, cargo trends, jobs, security and Harbor Department initiatives. Watch the live webcast beginning at 12:25 p.m. [www.polb.com/stateoftheport](http://www.polb.com/stateoftheport)



67 likes

JANUARY 9

Add a comment...

Post



**portoflongbeach** · Follow



**portoflongbeach** It's a new decade, hear what's happening at the Port of Long Beach at the 2020 State of the Port on Wednesday, Jan. 22. Watch the live webcast at 12:25 p.m. <http://ow.ly/z8fo50xVIUE>

20w



Liked by nava.nic and 64 others

JANUARY 14

Add a comment...

Post

# 5 Communications Outcomes and Evaluation Methods

Most elements of the State of the Port were well received. The videos, with dramatic drone and aerial footage and using the familiar Aaron Copland musical accompaniment, were especially powerful and well received. The PowerPoint presentation's photographs clearly showed the progress and innovations made by the various terminals and the roles the Port plays throughout the local community. In addition, graphics clearly explained the complex issues being presented in the State of the Port Address.

Key State of the Port messages were received by the attendees as evidenced in the 135 responses (184 total respondents) to the Post Survey question: "What was your biggest takeaway from this event?" The 2020 State of the Port Theme – "The Year of Collaboration" – was frequently cited.

Since the State of the Port event, portions of the speeches, along with videos, graphics and photographs, have been repurposed for other presentations, advertising campaigns and other uses through mid-2020 and will remain valuable resources in the months ahead.

## Event Statistics

- 4,260 were emailed a save-the-date and invitation (with a RSVP response link) with three follow-ups.
- 750 attended the live event, 50 more than the 2019 event.
- 340 watched the live webcast, a few more than 305 in 2019.
- 587 viewed the archived 2020 webcast through mid-May, compared to 623 for the same period in 2019.
- 833 viewed the event recap video.
- 20,000 individuals were reached via social media over the one-week life of the campaign.
- At least six news organizations attended, including the Long Beach Press-Telegram – the largest local news organization. Coverage was included in a variety of trade publications including the Los Angeles Business Journal, Logistics Management, Sea News (U.K.), American Journal of Transportation and others.

## Survey Results

An 11-question email survey (SurveyMonkey) was distributed the day following the event to those who indicated by RSVP that they would attend. Of the 750 attendees, 184 responded to the survey. Survey results, based on 184 respondents, included the following:

- How many times have you attended the annual State of the Port address?  
32% were attending for the first time  
41% had attended four times or more
- How did you hear about this event?  
70% Direct mail (invitation)  
13% Word of mouth
- Rate the length of the State of the Port address.  
92% Just right  
13 respondents added comments, including:  
- While there was a LOT of material to cover, I thought the agenda flowed well.  
- Loved that there were lots of videos.  
- The length and content of the

presentation were perfect.  
- Great information, but maybe 15 minutes shorter would have been perfect.  
- Just a bit too long.

- Rate the Location and Parking.  
95% Excellent or Good  
18 respondents added comments, including:  
- I walked to the venue. It's a very convenient location.
- Rate Registration and Check-in  
94% Excellent or Good  
20 respondents added comments, including:  
- Most efficient year yet.  
- Pretty long lines at times.  
- Professional staff at check-in.
- Rate Lunch  
91% Excellent or Good  
21 respondents added comments, including:  
- Was glad to have a vegetarian option.  
- Wow! What a meal! Great salad dressing, tempting dessert!  
- Chicken was dry.  
- Chicken was tender
- Rate Presentation Slides and Videos  
97% Excellent or Good

29 respondents added comments, including:

- Inspiring videos.
- These were well done, well placed and well timed.
- Very exciting.
- Nice to see non-containerized cargo included in presentation.
- Wonderful music.
- I like the professionalism of the event, but the presentation was a little long.
- Lots of great video footage, but videos could have been a little shorter.

- Rate Speech Content  
93% Excellent or Good  
18 respondents added comments, including:
  - Helped me understand better the industry, know about history of the Port, and present and future projects.
  - Clear and concise (and I was in the back of the room).
  - Lots of numbers and candid information.
- What was your biggest takeaway from this event?  
135 respondents added comments, including:
  - Seeing the upcoming changes that will be taking place at the ports and how it'll impact us.

- 2020 is the Year of Collaboration!
  - I appreciated that the content was real. That while all the wonderful things of the port were presented, there is some work to do. I heard an honest address; not just fluff.
  - Plans laid out on a yearly basis is impeccable
  - POLB will continue to lead and educate students to hopefully allow them an opportunity to work in a related trade job.
  - Port saw dip in container volume due to trade war but still second highest volume ever. Moving forward tariffs will not go away, but there are lots of investments to improve capabilities. Will only be successful through collaboration.
- 2020 Strategic Vision is Collaboration
  - The Port's new logo.
  - The Port of Long Beach is being proactive in identifying methods for dealing with climate change as well as how to continue to lead with state-of-the-art infrastructure and efficient movement of cargo around the world.
  - Loved learning about the port and its impact on the community--very positive--would love a tour!

- This was my first opportunity to attend and I thoroughly enjoyed myself. The networking before the event with key players in the industry was very positive.
- The entire presentation was top notch!
- A greater understanding of the importance of the Port as it relates to many industries and business sectors
- Collaboration; well received by table guests
- The POLB is striving to promote Cooperation among its various stakeholders.
- Port of Long Beach has a firm grasp of what needs to be done for the future and is well positioned.
- Pride in our Port staff
- Facts included in Mario's speech including the largest TEU being serviced in the Port, Gerald Desmond bridge updates, and plans to expand piers.
- Collaboration, I believe that this applies to any area in order to achieve team goals.
- The Port has accomplished much and is moving toward a strong future.
- Very good info.
- Industry forecast, seeing the history of how the ports have evolved, and seeing the future of where the ports will go.

- Proud of our City's history and vision. Very proud of the Port accomplishments, official leadership, community connections for their hard-working team and ILWU
- The port of LB has done a fantastic job in keeping the community and stake holders engaged in
- The Port believes in collaboration, they don't just say it.
- A lot of capital improvements at the port. They are preparing for the future of global logistics.
- POLB is undergoing a lot of change and growth.
- POLB is a leader in port innovations and growth.
- Massive investment is required to keep up with rapid change in technology, industry, and competition.
- Data and information about terminals! Excellent and informative videos, entertainment value
- Port is confident of the future
- Even though 2019 was a down 5%, it was still a strong year historically and there are many factors that will contribute to growth ahead.
- The Port of Long Beach continues to invest to stay relevant.



- Port has done the work to be exceptional and are pursuing excellence.
- The contributions that the Port makes to jobs and economy in Long Beach and Southern California as a whole is impressive!
- The port overall moves a lot of cargo fairly efficiently. It's great to see the continued improvements.
- Current events and future plans for the port
- High expectations for 2020
- POLB is ready for the future.
- My first career was at Terminal 5 in Seattle with APL when API was introduced so I may have received more of an impact on just how fantastic Port of Long Beach is!
- I love the term "west coast gateway"
- The Port is hoping relationships will resolve market share losses.
- Collaboration, a new logo, a new era.
- Underscoring that despite the 5% drop in volume, it was still our second-best year
- Comparing it to the 2009 massive drop made us realize we did great this past year. Singer was also excellent.
- The enthusiasm and support of everyone from POLB. This is one of my favorite events to attend.
- Big changes year over year. Future initiatives like zero emissions within a decade.
- Success in 2020 will take COLLABORATION.
- It takes collaboration among all parties.
- 2020 = collaboration
- Collaboration is the key to success
- POLB continues to be the port of choice... working toward operational excellence with labor, shipping companies, ocean carriers, truckers and other industry partners.
- That the improvements have been substantial at the port and on the right track with the "collaboration" theme for 2020
- I learned a lot about the Port in regards to what it does currently and what the plans for the future are. It made me feel very proud of what our community does and how well they do it. I was very impressed with the quality of the Port's operations. Really first class.
- The Port is preparing for the future needs
- I felt excited about the future of the Port of Long Beach

- Knowing that the Port is still on solid grounds and international commerce is fairly healthy.
- The amount of community involvement the port does in Long Beach.
- Innovation and Collaboration is key to continue to make POLB successful in the future
- Well organized and excellent overall presentation.
- The Port of LB is essentially the driving engine behind the City of Long Beach.
- We're collaborating in 2020
- The Port of Long Beach is engaged, realistically in preserving and expanding its position in the global market place, while considering and protecting the interests of all other stakeholders in the port sphere. Well done!
- It was nice that you recognized all the businesses and labor. Collaboration is definitely key to our future ... good to hear.
- Collaboration
- Noting all the current and future improvements with the port and the various terminals
- How ready the Port is to accommodate the larger ships coming in and the reduction in pollution.

- Very impressed with Port and leadership
- The POLB is the best port...yes things right now are challenging, POLB is making the investment to keep it is they premier port. POLB values the stakeholders at all levels. Business is shifting, but all is being done to keep this port complex in its top tier position.
- The port took a hit from the trade war, but future looks bright
- The investments made are improving and will continue to improve the service, environmental concerns and support the community.
- Need for collaboration
- Excellent Presentation. Great Networking
- Increased community outreach. New website!
- Port of Long Beach appears to be prepared and able to handle the BIG vessels and BIG volume containers.
- Trade with China is important to local jobs
- Port of LB is doing amazing things and will continue to do so... it is the Port of Choice!
- POLB is continuing to make investments for the future despite a YoY decrease in volume in 2019

- The port is stronger than ever
- Positive outlook for the future...THE CEO, Mr. Cordero was very good at giving credit to those that work for and with the PORT... Good PR
- COLLABORATION :)
- This is the year of collaboration and the port got a new logo.
- How so many different people affect the POLB

*"Thank you for a wonderful, informative and well-presented State of the Port 2020 luncheon today. Our invited customer-guests were all impressed with the vision of the POLB for today, tomorrow and beyond. Featuring Matson so predominantly in the presentations is very much appreciated. The still shots and video were wonderful; on the behalf of all of us at Matson, we thank you."*

*– John S. Rowan, Manager/National Accounts, Household Goods, Matson*

*"[State of the Port] was fantastic all the way around! I loved the theme regarding our customers, the music was moving and the stage presentation was very cool. Sorry to have missed it but was nice to see it streamed. Congratulations everyone — you did us proud!"*

*– Lou Anne Bynum, then-Secretary, Long Beach Board of Harbor Commissioners*

Links:

Video – 2020 State of the Port Webcast

<https://vimeo.com/386783616>

Video – Port Administration Buildings Through the Years

<https://vimeo.com/421296325>

Video – Salute to Port Workers

<https://vimeo.com/421293105>

Video – Finale

<https://vimeo.com/421291867>

PowerPoint Presentation – 2020 State of the Port

<https://thehelm.polb.com/download/164/presentations/8726/state-of-the-port-2020-presentation.pdf>

Script – 2020 State of the Port

<https://thehelm.polb.com/download/164/presentations/9613/2020-state-of-the-port-final-scripts.pdf>

State of the Port Recap Video

<https://www.youtube.com/watch?v=R1OZwyzPVml>

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