

Awareness: What's Next?

Mary Beth Long

June 24, 2014



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

Seaports
Deliver
Prosperity

American Association of Port Authorities
703.684.5700 • www.aapa-ports.org

Awareness

Consciousness raising

Building familiarity

Creating understanding

Connecting with your audience in a meaningful way

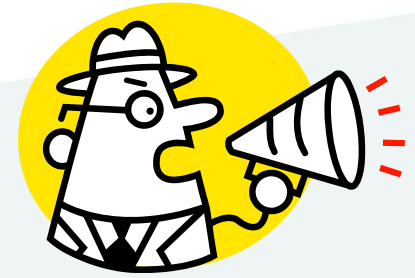
Influencing your audience

Why an Awareness Initiative?

Seaports were not on the radar... We followed the “playbook”

- There was a need for national messages and a more global understanding for seaports as vital part of economy
- A Western Hemispheric campaign lent credibility to current member efforts
- A better public understanding for Seaports = more support
- With current economic pressures the public needs to know that in good times and in bad, seaports deliver the goods.
- Can achieve great results...

What are the Benefits?



We have a GREAT Story to Tell!

- Seaports are at the heart of our nation's trade and transportation system and play a significant role in the world economy. We have a stake in the success of the system and must be "heard"
- We are a unique industry with a compelling and emotive story to tell. Our "brand" is unique
- By "singing off of the same sheet of music" our unified message won us more attention!
- We knew because we began to get more funding, community support, less resistance

OK,
great....
now
what???

They hear us... now what???

Why are we different?



What is our value?



How Do We Cut Through the Noise and Get What We Want?

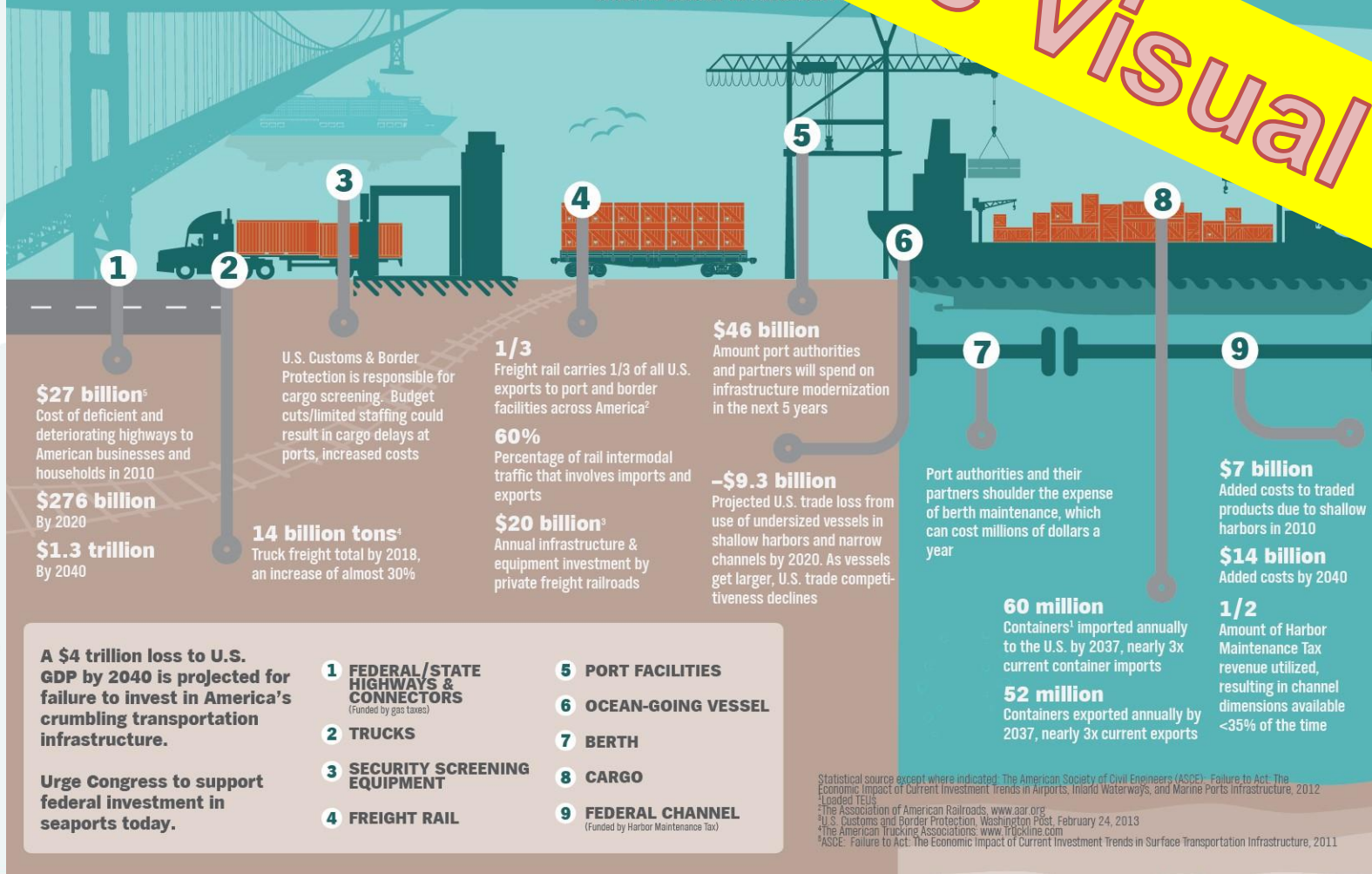
- Be visual
- Be human
- Meet them where they are
- Let other people tell your story
- Try something new
- Do a few things well
- Be creative
- Be smart – things are moving fast



ENDANGERED SEAPORTS: THE BIG PICTURE

A \$46 billion investment in seaports – critical economic lifelines that rely on infrastructure to deliver prosperity for millions of Americans – is needed to quadruple after 2030, and port connections must be strengthened. When it comes to American vital infrastructure.

Be Visual



- 1 FEDERAL/STATE HIGHWAYS & CONNECTORS**
(Funded by gas taxes)
- 2 TRUCKS**
- 3 SECURITY SCREENING EQUIPMENT**
- 4 FREIGHT RAIL**
- 5 PORT FACILITIES**
- 6 OCEAN-GOING VESSEL**
- 7 BERTH**
- 8 CARGO**
- 9 FEDERAL CHANNEL**
(Funded by Harbor Maintenance Tax)

Statistical source except where indicated: The American Society of Civil Engineers (ASCE)- Failure to Act: The Economic Impact of Current Investment Trends in Airports, Inland Waterways, and Marine Ports Infrastructure, 2012 (Loaded Text)
¹The Association of American Railroads, www.aar.org
²U.S. Customs and Border Protection, Washington Post, February 24, 2013
³The American Trucking Associations, www.truckline.com
⁴ASCE- Failure to Act: The Economic Impact of Current Investment Trends in Surface Transportation Infrastructure, 2011

Influencer Roundtable and Port Media Tour Port Authority of NY & NJ – August 2013



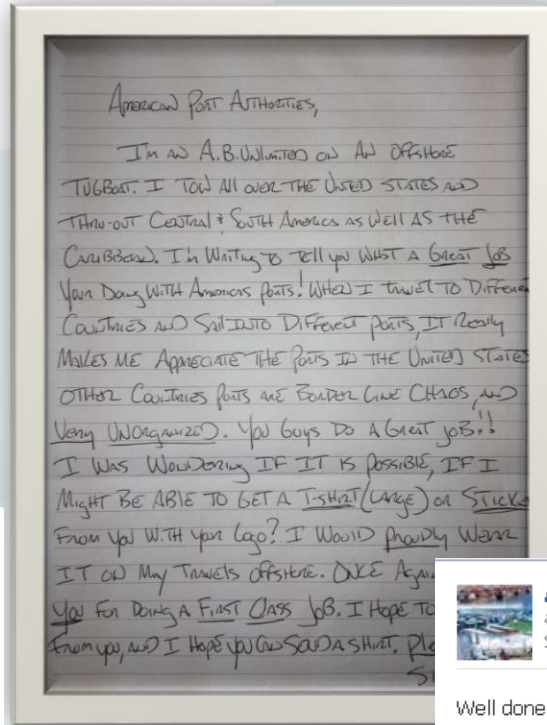
American Association of Port Authorities
August 28

Unloading a container ship at APM Terminal, Elizabeth, NJ. Thanks to The Port Authority of New York and New Jersey and the NY Shipping Association for hosting our media forum and tour this week.




Meet Them Where They Are

Let Other People Tell Your Story



 **American Association of Port Authorities** shared a link.
August 13

President Obama mentions a thing or two about ports on Jay Leno last week. Check it out half way through this clip.
<http://ow.ly/nT9ke>

 **President Barack Obama, Part 4 - The Tonight Show with Jay Leno**
ow.ly

President Barack Obama on boosting the middle class and fixing infrastructure. Subscribe to The Tonight Show for more

 **American Association of Port Authorities** shared a link.
September 11

Well done Congressman Shuster! We applaud your efforts to reform our water infrastructure: http://www.youtube.com/watch?v=vSF7Uje6z_E

 **Whiteboard: How to Reform Water Infrastructure**
www.youtube.com

The Water Resources Reform and Development Act (WRRDA) of 2013 promotes our Nation's competitiveness,



Selfies...

Reality





#seaportsdelivertheholidays

How does Santa deliver all those presents?



AAPA
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\$20 billion
Annual infrastructure & equipment investment by private freight railroads.
#seaportsdelivertheholidays

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\$7 billion
Added costs to traded products due to shallow harbors in 2010.
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1/2
Amount of Harbor Maintenance Tax revenue utilized, resulting in channel dimensions available <35% of the time
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60%
Percentage of rail intermodal traffic that involves imports and exports.
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14 billion
Tons of truck freight total by 2018, an increase of almost 30%.
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\$46 billion
The amount port authorities and partners will spend on infrastructure modernization in the next 5 years.
#seaportsdelivertheholidays

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52 million
Containers exported annually by 2037, nearly 3x current exports.
#seaportsdelivertheholidays

Answer: With the help of our seaports of course!

Examples of our FB posts modeled after the "12 Days of Christmas"

American Association of Port Authorities
December 17, 2013

7 swans can swim in shallow channels but cargo vessels require greater depths to move goods efficiently into and out of our ports... #seaportsdelivertheholidays.

-\$9.3 billion
Projected U.S. trade loss from use of undersized vessels in shallow and narrow channels by 2020.
#seaportsdelivertheholidays

Like · Comment · Share 4 1 1

145 people saw this post Boost Post

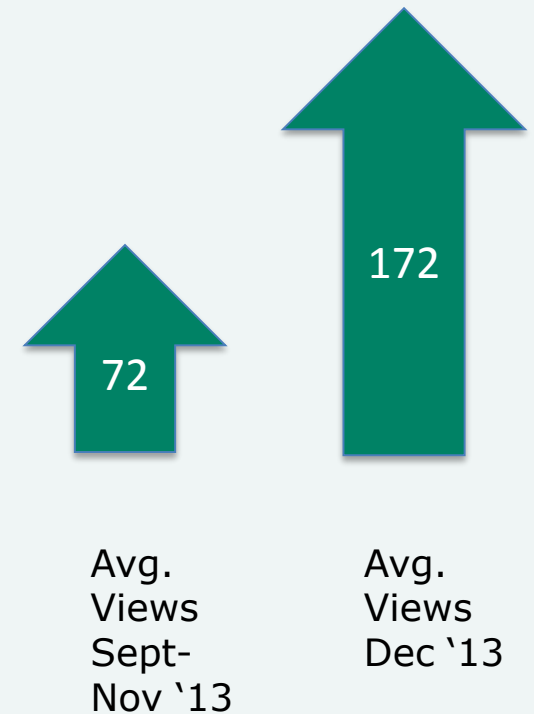
American Association of Port Authorities
December 24, 2013

On the 12th day drummers keep time to a familiar beat... Federal investments in transportation infrastructure are an essential effective utilization of limited resources. Federal investment will help Santa and #seaportsdelivertheholidays...

\$4 trillion
Projected loss to U.S. GDP by 2040 for failure to invest in America's transportation infrastructure
#seaportsdelivertheholidays

Like · Comment · Share 2 2

152 people saw this post Boost Post



What other holidays can help us tell our story?

 **American Association of Port Authorities**
February 14

Now that you have purchased all of that Valentine's candy... did you know that tons of cocoa beans come through East Coast Ports and are sent to chocolate processors who provide bulk chocolate to companies like Mars and Hershey? Another reason to value America's ports... #seaportsdelivertheholidays!



AAPA
www.aapa-ports.org

58 million pounds
Amount of chocolate purchased by Americans for Valentine's Day

#seaportsdelivertheholidays

Show shares

 **American Association of Port Authorities**
shared Port of New Orleans's photo.
Posted by Mary Beth Will Long [?] · March 3

Keep this in mind as you prepare for Fat Tuesday #seaportsdelivertheholidays. That's a lot of beads!

Millions flock to New Orleans and south Louisiana to catch the coveted items tossed by one of the more than 80 Mardi Gras parades that roll each year.



Throw me something Mister!

THE PORT OF NEW ORLEANS IMPORTS APPROXIMATELY
2,000 TONS OF MARDI GRAS THROWS EACH YEAR.
THAT'S 200 CONTAINERS OF BEADS, CUPS, BLINKING RINGS,
STUFFED ANIMALS, DOUBLOONS AND MORE.

Like · Comment · Share

RiverWorks Discovery likes this.

Write a comment...

30 people saw this post

Boost Post

And Even St. Patrick's Day...



American Association of Port Authorities

Posted by Mary Beth Will Long [?] · March 16

Lucky for us #seaportsdelivertheholidays. Happy St. Patrick's Day!



971,812,843

Total gallons of beer, ale and stout imported and exported thru the U.S. annually.

#seaportsdelivertheholidays

Unlike · Comment · Share

1

American Association of Port Authorities, Port of Virginia, Triton Overseas Transport, Inc., Frank Bailey Grain Co., Inc. and 3 others like this.



Write a comment...

141 people saw this post

Boost Post



...And we plan to do more for Easter, Memorial Day, 4th of July...

Infrastructure Week 2014 – Partnership and Collaboration at its best...

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\$3.1 TRILLION
cost to the U.S. Economy by
2020 without investment
in infrastructure.

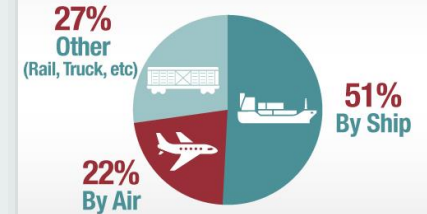


AAPA
www.aapa-ports.org

3.5 MILLION
new jobs added to the U.S.
economy if infrastructure
investment is made by 2020.



\$2.3 TRILLION
2013 U.S. merchandise imports



Building on What's New

Without investment in
infrastructure the U.S. faces
\$473 BILLION
in lost export revenue.



INFRASTRUCTURE DELIVERS.

#rebuildrenew #infrastructureweek2014

\$1 TRILLION
increase in business revenue
if infrastructure investment
is made by 2020.



INFRASTRUCTURE DELIVERS.

#rebuildrenew #infrastructureweek2014

Ports expect to invest
\$46 BILLION
in infrastructure over the
next 5 years...

What are you doing?



INFRASTRUCTURE DELIVERS.

#rebuildrenew #infrastructureweek2014

Doing a few things well... Communicating Internally



AAPA Executive Update February 18, 2014 - U.S. Edition

Welcome to the inaugural edition of AAPA's Executive Update, the first in a series of on-line communications designed specifically for port directors. My goal is to provide you with personal updates and insight from Washington regarding important legislative activities, news and current AAPA initiatives that impact members and the port industry. As we move into 2014, I look forward to working with you, your staff, and our freight transportation partners on the critical issues that unite the industry in common cause and demonstrate the importance of American seaports to local and national policymakers. We are also making enhancements to our Spring Conference, Port Directors Only seminar and other programs, bringing a fresh look at the relevant issues of the day, and adding open forum roundtables to enable informal and candid discussions among port professionals in the business lines of most importance to you and your port. I look forward to seeing many of you next month at the Spring Conference (March 24-25). More than 20 port directors are already registered and we expect many more, so we should be able to have a very productive discussion during the port director's only meeting. If you have not already registered, I hope you will plan to attend. As always, I appreciate your ideas and feedback. Please feel free at any time to give me a call (703-706-4710) or email me at knagle@aapa-port.org.

Kurt Nagle, CEO & President



Informe Ejecutivo de la AAPA 12 de febrero de 2014

Bienvenidos edición inaugural del Informe Ejecutivo de la AAPA, el primero de una serie de comunicaciones en línea diseñada específicamente para líderes portuarios a lo largo y ancho del hemisferio occidental. Mi meta es proveerles con actualizaciones y perspectivas personales y desde la sede de la AAPA con respecto a importantes actividades, noticias e iniciativas que impactan a los miembros y a la industria portuaria. Al comenzar el 2014, espero poder trabajar con ustedes, su personal y nuestros socios en nuestro comercio y la industria marítima en los temas críticos que unen a los puertos a través de causas comunes y demuestran la importancia de los puertos a los legisladores nacionales. También estamos llevando a cabo mejoras a nuestros programas de reuniones de negocios, trayendo una perspectiva nueva a los temas de hoy, aumentando el intercambio de lecciones aprendidas y mejores prácticas entre nuestros miembros y añadiendo mesas redondas en foros abiertos que permiten discusiones candidas e informales entre profesionales portuarios en las líneas de negocios de mayor importancia para usted y su puerto. Como siempre, aprecio sus ideas y reacción. Por favor no deje de comunicarse conmigo al +(703) 706-4710 o enviarme un correo electrónico a la dirección knagle@aapa-ports.org

Be Creative



Be Smart: Things are Moving Fast: Some cool new tools to get the job done...

Social Media

- *Facebook*
- *Twitter*
- *Instragram*
- *Pinterest*
- *LinkedIn*
- *SlideShare*
- *Vine*
- *Snapchat*

Great Websites

- www.istockphoto.com
- www.Thinkstock.com
- www.piktochart.com
- www.animoto.com
- www.shotpin.com
- www.copyblogger.com
- www.fastcompany.com
- www.hubspot.com

Questions??

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