

2008



What's **Hot** and What's Not...  
This year's trends in the industry!

For Professionals in the Port and Port Service Industries

# EDUCATION & TRAINING PROGRAMS

- Credentialing—Will it Happen and What Will it Mean?
- Bigger Ships, More Congestion and the Evolving Global Supply Chain...  
Are We Ready?
- Why are Non-Maritime Entities Investing in Port Terminals?  
What do Ports Need to Know?

Get Answers to These and Other Important Questions at one  
of AAPA's 12 Programs Guaranteed to Expand Your Mind...



**AAPA**



**American Association  
of Port Authorities**

[AAPA-PORTS.ORG/TRAINING](http://AAPA-PORTS.ORG/TRAINING)

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



# Share in AAPA's Education, Training and Professional Development Opportunities

Build your professional skills with AAPA's diverse roster of education and training programs. This year's schedule will expand your knowledge of industry trends while keeping you abreast of the hot issues challenging the industry. Whether it is credentialing, port sustainability or learning how to write an award-winning grant, AAPA has it all.

Our slate of training programs will be presented in a number of different formats—panel discussions with industry experts, workshops addressing targeted topics, hands-on skills development, and technical tours of port facilities. AAPA's unique approach to training provides information and fosters dialogue in both formal and informal settings.

As always, AAPA seminars offer invaluable opportunities for networking, exchanging information on best practices, and learning the latest industry trends. Plus, keep up with new products and services through special expos at various seminars.

# Calendar of Programs

## January

| S  | M  | T   | W  | T  | F  | S  |
|----|----|---|----|----|----|----|
|    |    | 1   | 2  | 3  | 4  | 5  |
| 6  | 7  | SHIFTING INTL. TRADE ROUTES/<br>PLAN. FOR PANAMA CANAL EXP. |    |    |    | 12 |
| 13 | 14 |   |    |    |    | 19 |
| 20 | 21 | 22  | 23 | 24 | 25 | 26 |
| 27 | 28 | 29  | 30 | 31 |    |    |

## April

| S  | M  | T   | W  | T  | F  | S  |
|----|----|---|----|----|----|----|
|    |    |   |    |    |    |    |
| 6  | 7  | SPECIAL SEMINAR FOR MEMB.<br>OF P.A. GOV. BOARD & COMM. |    |    |    |    |
| 13 | 14 | 15  | 16 | 17 | 18 | 19 |
| 20 | 21 | 22  | 23 | 24 | 25 | 26 |
| 27 | 28 | 29  | 30 |    |    |    |

## July

| S  | M  | T                                    | W  | T  | F  | S  |
|----|----|--------------------------------------|----|----|----|----|
|    |    |                                      |    |    |    |    |
| 6  | 7  | SPEC. SEM. FOR PUBLIC P.A. PORT DIR. |    |    |    | 12 |
| 13 | 14 | 15                                   | 16 | 17 | 18 | 19 |
| 20 | 21 | PORT SECURITY SEMINAR & EXPO         |    |    |    |    |
| 27 | 28 | 29                                   | 30 | 31 |    |    |

## February

| S  | M                           | T              | W  | T  | F  | S  |
|----|-----------------------------|----------------|----|----|----|----|
|    |                             |                |    |    | 1  | 2  |
| 3  | 4                           | CRUISE SEMINAR |    | 7  | 8  | 9  |
| 10 | 11                          | 12             | 13 | 14 | 15 | 16 |
| 17 | 18                          | 19             | 20 | 21 | 22 | 23 |
| 24 | 25                          | 26             | 27 | 28 |    |    |
|    | PARTNERSHIP IN PLAN. & DEV. |                |    |    |    |    |

## May

| S  | M                           | T  | W  | T  | F  | S  |
|----|-----------------------------|----|----|----|----|----|
|    |                             |    |    |    |    | 3  |
| 4  | EXECUTIVE MGMT. CONFERENCE  |    |    |    | 9  | 10 |
| 11 | 12                          | 13 | 14 | 15 | 16 | 17 |
| 18 | 19                          | 20 | 21 | 22 | 23 | 24 |
| 25 | HARBORS NAV. & ENV. SEMINAR |    |    |    | 31 |    |

## September

| S  | M                                       | T  | W  | T  | F  | S  |
|----|---|----|----|----|----|----|
|    | 1                                       | 2  | 3  | 4  | 5  | 6  |
| 7  | 8                                       | 9  | 10 | 11 | 12 | 13 |
|    | 97 <sup>TH</sup> ANNUAL AAPA CONVENTION |    |    |    | 19 | 20 |
|    | 21                                      | 22 | 23 | 24 | 25 | 26 |
| 28 | 29                                      | 30 | 31 |    |    |    |

## March

| S  | M                 | T  | W  | T  | F  | S  |
|----|-------------------|----|----|----|----|----|
|    |                   |    |    |    |    | 1  |
| 2  | 3                 | 4  | 5  | 6  | 7  | 8  |
| 9  | 10                | 11 | 12 | 13 | 14 | 15 |
| 16 | 17                | 18 | 19 | 20 | 21 | 22 |
|    | SPRING CONFERENCE |    |    | 27 | 28 | 29 |
| 30 | 31                | 1  |    |    |    |    |

## June

| S  | M  | T                                  | W  | T  | F  | S  |
|----|----|------------------------------------|----|----|----|----|
| 1  | 2  | LATIN AMER. PORTS CONGRESS         |    |    |    |    |
|    |    | 3                                  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10                                 | 11 | 12 | 13 | 14 |
| 15 | 16 | PORT FINANCE SEMINAR               |    | 20 | 21 |    |
| 22 | 23 | 24                                 | 25 | 26 | 27 | 28 |
| 29 | 30 | PORT PROP. MGMT. & PRICING SEMINAR |    |    |    |    |

## October

| S  | M                              | T  | W  | T  | F  | S  |
|----|--------------------------------|----|----|----|----|----|
|    |                                |    | 1  | 2  | 3  | 4  |
| 5  | 6                              | 7  | 8  | 9  | 10 | 11 |
|    | MARINE TERMINAL MGMT. TRAINING |    |    |    |    | 18 |
| 19 | 20                             | 21 | 22 | 23 | 24 | 25 |
| 26 | 27                             | 28 | 29 | 30 |    |    |

AS THE WORLD TURNS (IN TRADE)

## Shifting International Trade Routes and Planning for the Panama Canal Expansion

Tampa, Florida • January 23-24

\$300 (\$150 for Federal Government)



AAPA and the U.S. Maritime

Administration are co-sponsoring this special one and a half day workshop to look at shifting international trade

routes and the implications of the planned expansion of the Panama Canal. Speakers will address shifts in global trade patterns; provide an update on the planned expansion of the Panama Canal; discuss trade lane competition; impacts on waterside and terminal development; landside and inland infrastructure development; and financing future infrastructure needs.

This workshop has been added to the regular schedule of AAPA events because of the significance of the changes that will take place in worldwide trade lanes in the next few years. Don't miss this one-of-a kind program.

.....  
*Sheraton Tampa Riverwalk Hotel*

*200 N. Ashley Drive • Tampa, FL 33602*

*Phone: (813) 223-2222 • Fax: (813) 221-5292*

*Rate: \$169.00 single/double*

*Hotel room cut-off: January 8, 2008*

SET SAIL FOR THE

## Cruise Seminar

San Francisco, California • February 5-7

\$735 Member / \$850 Non-Member



Keeping up-to-date on the booming cruise industry is important for both homeports and ports of call. AAPA's

Cruise Committee has designed

a special program for port managers, operations and engineering professionals, cruise facility consultants and marketers to address emerging trends for cruise ports. Consider topics such as effective cruise line/port partnerships, environmental issues, developing cruise facilities for multiple uses, dealing with regulatory requirements at cruise facilities, and destination marketing. This is a great opportunity to network with cruise line executives and others in the cruise port business.

.....  
*The Stanford Court, A Renaissance Hotel*

*905 California Street – Nob Hill • San Francisco, CA 94108*

*Phone: (415) 989-3500 • Fax: (415) 391-0513*

*Rate: \$209.00 single/double*

*Hotel room cut-off: January 18, 2008*



A PERFECT LOCATION FOR DISCUSSING

## Partnerships in Planning and Development (Planning and Research Seminar)

San Diego, California • February 25-27

\$735 Member / \$850 Non-Member



This unique seminar will facilitate partnerships between ports, regional and local planning agencies as they work toward the common goals of economic development, transportation planning and emergency preparation and response.

A full day will be devoted to Economic Development: *Attracting Strategic Investments for Sustainability and Growth*, with sessions on:

- Understanding and Working With the Players; and
- Attracting Business, Creating New Businesses, and Regenerating Business through Redevelopment/Reuse of Existing Facilities.

A second full day will focus on *Understanding Transportation Planning and Getting Port Access Projects Funded* and will feature sessions on:

- Understanding and Working With the Players;
- A Tutorial on the Financing Process;
- A Tutorial on Transportation Planning; and
- Case Studies on Partnerships in Regional/Local Transportation Planning.

The final day will address best practices in *Emergency Preparation and Response*.

The seminar has been developed by AAPA's Planning and Research and Maritime Economic Development Committees in partnership with the National Association of Regional Councils.

.....  
Hilton San Diego Gaslamp Quarter  
401 K Street • San Diego, CA 92101  
Phone: (619) 231-4040 • Fax: (619) 231-6439  
Rate: \$209.00 single/ \$229.00 double  
Hotel room cut-off: February 1, 2008

A BEAUTIFUL TIME OF YEAR IN  
WASHINGTON, DC

## Spring Conference

Washington, DC • March 31- April 1

\$520 Member / \$695 Non-Member



Travel to the U.S. capital and the historic Willard Inter-Continental Hotel for AAPA's second-largest meeting of the year. This gathering of port professionals from throughout the hemisphere is held each year in Washington, DC, and features general sessions and workshops as well as committee and board meetings.

The annual "Washington People" reception and luncheon, anticipated for its outstanding speaker, brings together more than 300 legislators, federal agency staff, Congressional staffers, local maritime professionals and AAPA members. The conference will feature a special reception at the Mexican Embassy. Since the room block fills up quickly, you should make lodging arrangements early!

.....  
Willard InterContinental Hotel  
1401 Pennsylvania Avenue, NW • Washington, DC 20004  
Phone: (202) 628-9100 • Fax: (202) 637-7326  
Rate: \$315.00 single/double  
Hotel room cut-off: March 7, 2008

# Can You Meet Today's Port Leadership Challenges?

## Find out at this Year's Executive Management Conference

Napa, CA • May 5-9 • \$1,820 Member / \$1,950 Non-Member

The challenges facing port leaders today—including trade growth, enhanced security, and competing stakeholder interests—call for a new level of leadership capability. Not only do port leaders need to be resilient in coping with and leading change, they also need to think more strategically about the challenges they face to identify innovative solutions. As Albert Einstein suggested, “The world we have made, as a result of the level of thinking we have done thus far, creates problems we cannot solve at the same level of thinking at which we created them.”

AAPA's Executive Management Conference, offered since 1969, is designed to address timely port leadership issues and trends. Facilitator Byron Hanke, PPM®, retired Executive Director of the Port of Vancouver, USA, has brought together a host of experienced port executive directors, senior line department managers, and other maritime industry professionals to share the essentials of port leadership and management. Discover solutions to today's most pressing port challenges!

### Session Topics Include:

- Addressing Port Challenges Through Strategic Thinking
- Planning for Future Transportation Technologies
- A Port's Institutional Setting and the Implications for Port Managers
- Port Development and Operational Strategies in a Changing World
- Managing Legal Challenges in the Public Port Environment

### Registration:

Space is limited to 50 participants, and reservations fill up quickly. To get the most out of this program and out of respect for all of the speakers involved, we ask that you make a commitment to stay the entire length of the conference. When making your travel arrangements, please keep in mind that the seminar ends at 11:00 a.m. on Friday, May 19.

### Lodging:

This year the Executive Management Conference will be held at the beautiful Napa Valley Silverado Resort. You must call the hotel directly to reserve a room. Be sure to mention your participation in the AAPA seminar to receive the special promotional rate.

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#### *Silverado Resort*

1600 Atlas Peak Road • Napa, CA 94558

Phone: (707) 257-0200 • Fax: (707) 257-2867

Rate: \$175.00 single/double

Hotel room cut-off: April 16, 2008

## Special Seminar for Members of Port Authority Governing Boards and Commissions

Savannah, Georgia • April 16-18  
\$735 Member / \$850 Non-Member



This special 2 ½ day program is designed especially for those who sit on port governing boards and commissions and want to keep abreast of the latest trends within the industry and discuss their key role as port policy makers. It is a time to hear from experts within the field as well as share information and network.

.....  
*Hyatt Regency Savannah*

*Two West Bay Street • Savannah, GA 31401*

*Phone: (912) 238-1234 or (800) 233-1234*

*Fax: (912) 944-3641 • Rate: \$199.00 single/double*

*Hotel room cut-off: March 25, 2008*

**FIND OUT IF YOUR PORT IS READY FOR THE FUTURE**

## Harbors Navigation and Environment Seminar

Panama City, Panama • May 20-22  
\$735 Member / \$850 Non-Member



Always of significant interest to ports, the HNE seminar will encompass a broad range of dredging and environmental issues of vital concern

to port managers and other senior port executives. The unique location of Panama will serve as the backdrop for discussions concerning the impacts of growing trade throughout the Western Hemisphere and the expansion of the Panama Canal. Building on the successful 2006 seminar in Vancouver, this program is expected to have attendees from throughout the hemisphere and will focus on dredging and environmental implications of increased trade, as well as implementing port sustainability.\*

.....  
*Sheraton Panamá Hotel & Convention Center*

*Via Isreal y Calle 77 • San Francisco, Panamá 0819-05896*

*Phone: 011 (507) 305-5100 • Fax: 011 (507) 305-5962*

*Rate: \$149.00 single/double*

*Hotel room cut-off: April 29, 2008*

\* A valid passport and tourist card (from your airline) are required for travel to Panama.



## Latin American Ports Congress – Panama City, Panama

June 3-7, 2008



**Cómo Preparar Nuestros Puertos de Acuerdo con la Tendencia Mundial en el Tamaño de los Buques.**

**COME TO BEAUTIFUL BRITISH COLUMBIA FOR THIS YEAR'S**

## Port Finance Seminar

Vancouver, BC • June 10-12  
\$735 Member / \$850 Non-Member



The 2006 edition of this event attracted attendees from 16 different countries, making this one of the most diverse AAPA programs ever!

This is your opportunity to learn more about the complex issues relating to port financial management.

Topics will include trends and new approaches in port financing; FASB/GASB updates, state funding of ports; customer bankruptcy; personnel administration; risk management and insurance; impact of environmental issues on port facility financing; capital planning and investment; bond issues; trends in tax exempt financing for ports; innovations in sourcing public port funding; and credit and collections issues.\*

.....  
*Marriott Vancouver Pinnacle Downtown*

*1128 West Hastings Street*

*Vancouver, BC • CANADA V6E 4R5*

*Phone: (604) 684-1128 • Fax: (604) 298-1128*

*Rate: \$209.00 CAD single/double*

*Hotel room cut-off: May 20, 2008*

\* A valid passport is required for travel to Canada.

Container Handling to Containing Your Bottom Line:

# Everything Port Professionals Need to Succeed

## Marine Terminal Management Training

Hosted by AAPA, NAWA and MARAD

Baltimore, MD • October 20-24 • \$1,900 Member / \$2,025 Non-Member

If you are involved in marine terminal operations, then don't miss this week-long intensive training course designed to give port professionals hands-on experience and the tools necessary to excel in the industry. From overviews of container handling systems to a day-long negotiation skills workshop, this seminar covers all the essentials.

The seminar—hosted by AAPA, the National Association of Waterfront Employers, and the U.S. Maritime Administration—features a diverse slate of experts. Erik Stromberg, port industry veteran, and Tony Chiarello, Senior Vice President of AMB Property Corporation and former Deputy Executive Director of the Maryland Port Administration, will lead the program. They will be joined by other top-level maritime industry experts in a full program of panel discussions, training sessions, and workshops. Find out how your colleagues are managing today's critical port issues!

### Session Topics Include:

- Marine Terminal Design and Container Handling Systems
- Negotiation Skills Training
- Safety and Hazardous Material Handling
- Strategies to Enhance Productivity
- Where Do You Draw Your Line?
- Dealing with Port Planning Issues in Public Setting

### Registration:

Space is limited to 50 participants, and reservations fill up quickly. To get the most out of this program, and out of respect for all of the speakers involved, we ask that you make a commitment to stay the entire length of the program. When making your travel arrangements, please keep in mind that the seminar ends at 11:00 a.m. on Friday, October 24.

### Lodging:

We are pleased to announce that this year's Marine Terminal Management Training will be held at Baltimore's beautiful Sheraton Inner Harbor Hotel. A block of rooms has been reserved at the rate of \$190.00 single/double and you must call the hotel directly to reserve a room. Be sure to mention your participation in the AAPA seminar to receive the special promotional rate....

.....  
*Sheraton Inner Harbor Hotel Baltimore*  
300 South Charles Street • Baltimore, MD 21201  
Phone: (410) 962-8300 • Fax: (410) 962-8211  
Rate: \$190.00 single/double  
Hotel room cut-off: September 26, 2008

A SPECIAL LOOK AT THE PROS AND PITFALLS OF PUBLIC-PRIVATE PARTNERSHIPS AND PRIVATE EQUITY INVESTMENT

## Port Property Management and Pricing Seminar

Toronto, Ontario • June 25-27

\$735 Member / \$850 Non-Member



While you can't pick up a copy of any trade publication these days without finding at least one reference to either a "public-private partnership," or private equity investment, ports are seeking answers to the myriad of questions that arise with the influx of private capital. It is happening in many contexts such as creating/participating in a joint venture to develop a facility; the merger/acquisition of a terminal operating tenant; or the outright purchase/development of scarce waterfront property for non-maritime uses.

In addition to addressing traditional property development, land use, and pricing topics, the 2008 Port Property Management and Pricing Seminar will look at private capital options and will help ports consider such questions as: Does my port's enabling legislation allow it to accept private funds? Has my port reserved the right to authorize the transfer of leases? Who is assuming the risk? What is driving the deal—long term development or alleviation of short term financial pressure? Is the investor only interested in the flow of funds but not typical port goals, such as job creation? Does the port have the ability to handle the due diligence paperwork burden?

Will you be prepared when the issue is raised in your port? Come find out more about this new and complicated industry trend and hear ports share their experiences and lessons learned.\*

.....  
*Sheraton Centre Toronto Hotel*

123 Queen Street West • Toronto, Ontario

CANADA M5H 2M9

Phone: (416) 361-1000 • Fax: (416) 947-4854

Rate: \$229.00 CAD single/double

Hotel room cut-off: June 2, 2008

\* A valid passport is required for travel to Canada.

## Special Seminar for Public Port Authority Port Directors

Québec City, Québec • July 10-11

\$545 Member / \$650 Non-Member



This day and a half seminar was specifically designed for—and is limited to—port directors. The format offers an exceptional opportunity for discussion of the major issues affecting port directors and their ports, including legislative and regulatory affairs, industry trends, and management challenges. The program is flexible, focusing on key issues while allowing the opportunity to raise additional topics of interest for discussion.\*

.....  
*Fairmont Le Château Frontenac*

1 rue des Carrières • Québec, PQ

CANADA G1R 4P5

Phone: (418) 692-3861 or (800) 441-1414

Fax: (418) 692-1751

Rate: \$309.00 CAD single/double

Hotel room cut-off: June 18, 2008

\* A valid passport is required for travel to Canada.

## THE LONE STAR STATE HOSTS THIS YEAR'S Port Security Seminar and Expo

Houston, TX • July 16-18

\$735 Member / \$850 Non-Member

Exhibit Fee: \$1995 Member / \$2300 Non-Member  
(includes table top display and 2 program registrations)



Plan to attend and/or exhibit at this essential seminar addressing key security and safety challenges confronting public seaports. Topics will include crisis/emergency management, security surveys, cruise terminal security, security plan preparation, disaster recovery/contingency plans, terrorism, OSHA regulations pertaining to the marine environment, hazardous materials management, weapons of mass destruction, media relations, assessing and insuring risks and incident reporting systems.

.....  
*Hilton Americas-Houston*

1600 Lamar • Houston, TX 77010

Phone: (713) 739-8000 • Fax: (713) 739-8007

Rate: \$179.00 single/double

Hotel room cut-off: June 23, 2008

# Professional Port Manager

Did you know that past credit is eligible?

AAPA offers the opportunity to earn advanced professional certification through our Professional Port Manager (PPM®) program. AAPA designed this program to assist public port authorities, marine-related organizations, and agencies in hiring or promoting qualified seaport managers and professionals. The requirements for a PPM® candidate include completion of a prescribed program of education and training, active participation in one or more of AAPA's technical committees, and preparation and acceptance of an original written contribution to the body of knowledge in the field.

## Also Look for ...

### AAPA's Grant Writing and Post Grant Management Workshop

AAPA is planning to host another grant writing session to prepare those applying for port security grants in Round 8. The purpose is to provide timely information on the mechanics and techniques involved in preparing successful grant applications. The AAPA workshops will address what makes an application attractive, how to define priority projects, how to communicate the request effectively, how partnering and forming collaboratives may give you an edge in round 8 and what sets winning submissions apart from the pile.

Also, to complement the grant writing segment, AAPA will provide post grant management training aimed at improving the capabilities of the DHS grant recipients and sub-recipients in providing the most efficient and effective administration of federal resources.

### Ongoing TWIC Dialogues

The implementation of the Transportation Worker Identification Credential (TWIC) may be the single biggest cross-cutting issue on the horizon that will affect literally every U.S. port. This is not just an issue for port security officials.

**Professional staff within almost every line department will be affected** in some way, including senior management (setting overall direction), finance officers (facing significant cost decisions), tenant/customer relations professionals (dealing with affected parties), public relations staff (receiving media inquiries or setting up port tours), human resources personnel (fielding staff questions), government relations staff (addressing policy issues), operations directors (figuring out where to place readers and how to direct traffic flow), and information technology experts (determining what technology to use and how to make it work), just to name a few.

AAPA has provided information as the program has been developed, through written materials (such as talking points, frequently asked Q&As, and newsletter articles), website postings, and presentations at several education and training programs. AAPA is also conducting a series of conference calls and webinars to help inform and facilitate the sharing of information and experience as TWIC implementation moves forward. Look for announcements about upcoming forums.