



CRUISE SEMINAR

February 9-11, 2011

**Marriott Miami Biscayne Bay
Miami, Florida**

(Business casual attire)

Wednesday, February 9

7:45 – 8:30 a.m. **Registration and Continental Breakfast**
(Salon E Foyer)

8:30 – 8:45 a.m. **Welcome and Opening Remarks**

(Salons ABCDE)

Speakers:

*Kurt J. Nagle
President
American Association of Port
Authorities
Alexandria, VA*

*Peter Dailey
Deputy Director, Maritime
Port of San Francisco
Chairman, AAPA Cruise Committee*

*Juan Kuryla
Deputy Port Director
Port of Miami*

8:45 – 10:15 a.m. **The State of the Cruise Industry**

(Salons ABCDE)

Cruise Industry Executives Discuss Key Cruise Issues and Their Relevance to the Port Industry.

Moderator:

Mr. Dailey

*Mark Conroy
President
Regent Seven Seas Cruises
Fort Lauderdale, FL*

Speakers:

*Bob Sharak
Executive Vice President of Marketing
& Distribution
CLIA
Ft. Lauderdale, FL*

*Rick Sasso
CEO
MSC Cruises (USA), Inc.
Fort Lauderdale, FL*

*Tom M. Dow
Vice President, Public Affairs
Carnival Corporation & plc
Washington, DC*

10:15 – 10:30 a.m. **Break**

(Salon E Foyer)

Wednesday, February 9 *(continued)*

10:30 a.m. –
 12:00 p.m.
 (Salons ABCDE)

Regional Cruising

Hear from Cruise Associations on Trends and Challenges in the Cruising Market in Different Regions.

Moderator:

*Martine Bélanger
 Vice President - Operations
 Québec Port Authority
 CANADA*

Tony Boemi

*Vice President, Growth and
 Development
 Montréal Port Authority
 CANADA*

*(Speaking on behalf of the
 St Lawrence Cruise Association)*

Speakers:

*Michele M. Paige
 President
 Florida-Caribbean Cruise Association
 Pembroke Pines, FL*

*Stephen Burnett
 Executive Director
 Great Lakes Cruising Coalition
 Kingston, ON
 CANADA*

*Michael Crye
 Executive Vice President
 Cruise Lines International Association
 Arlington, VA*

*Peter Dailey
 (on behalf of Cruise the West)*

12:00 – 1:30 p.m.
 (Bayview Ballroom)

Luncheon Program

1:30 – 2:00 p.m.

AAPA Cruise Award Presentation

(Salons ABCDE)

Presenters:

Mr. Dailey

*Gary P. LaGrange, PPM
 President and CEO
 Port of New Orleans*

Comments:

*Terry Thornton
 Senior Vice President, Itineraries &
 Revenue Planning
 Carnival Cruise Lines
 Miami, FL*

*Betty MacMillan
 Manager, Business Development
 Saint John Port Authority
 CANADA*

2:00 – 3:30 p.m.

Itinerary Planning and Destination Management

(Salons ABCDE)

Hear from cruise line executives and a local tour operator.

Moderator:

*Amy Powers
 Director, CruiseMaineUSA
 Maine Port Authority*

Beth Kelly Hatt

*President
 Aquila Tours
 Saint John, NB
 CANADA*

Speakers:

*Steve Riestler
 Vice President, Revenue Management
 and Itinerary Planning
 Norwegian Cruise Line
 Miami, FL*

*Doug Santoni
 Senior Vice President, Strategic
 Planning & Continuous Improvement
 Royal Caribbean Cruises Ltd.*

*Roger Blum
 Senior Advisor
 Cruise & Port Advisors, Inc.
 Miami Beach, FL*

* Simultaneous translation from English to Spanish and Spanish to English will be provided.

Wednesday, February 9 *(continued)*

3:30 – 3:45 p.m.
(Salon E Foyer)

Break

3:45 – 5:00 p.m.
(Salons ABCDE)

Challenges in Dealing with Crime and Safety Concerns

Crime concerns can impact cruise itineraries and hurt the cruise experience. Hear from ports that have been directly impacted, cruise line activities to keep passengers safe and from a security expert on the importance of access control measures.

Moderator:
Orlando Forbes
Port Director
Freeport Harbour Company (Bahamas)

Gary Bald
Senior Vice President, Safety,
Security, Environment and
Medical/Public Health
Royal Caribbean Cruises Ltd.

Speakers:
Rita Vandergaw
Director, Marketing
Port of San Diego

Herman Gómez
President & CEO
MARSEC International, LLC
Miami, FL
(presentation will be in Spanish)

6:00 – 7:30 p.m.

Welcoming Reception

*Sponsored by the
Port of Miami*



(Transportation to the Cruise Terminal will be provided. Buses will depart from the hotel at 5:30 p.m. and return to the hotel at 7:30 p.m. There is free parking at the Cruise Terminal).

*****A VALID U.S. DRIVERS LICENSE OR A CURRENT PASSPORT IS REQUIRED*****

Thursday, February 10

8:30 – 9:00 a.m.
(Salon E Foyer)

Continental Breakfast

9:00 – 10:30 a.m.
(Salons ABCDE)

Sustainability Issues and Cruising

Hear about current and future issues and solutions to achieving sustainable cruising.

Moderator:
Betty MacMillan
Manager, Business Development
Saint John Port Authority
CANADA

Margaret A. Davidson
Director
NOAA Coastal Services Center
Charleston, SC

Speakers:
Terrence "Rock" Salt
Principal Deputy ASA - Civil Works
US Army Corps of Engineers
The Pentagon
Washington, DC

Jamie Sweeting
Vice President, Environmental
Stewardship & Global Chief
Environmental Officer
Royal Caribbean Cruises Ltd.
Miami, FL

10:30 – 10:45 a.m. **Break** (Salon E Foyer)

Thursday, February 10 *(continued)*

10:45 a.m. –
12:15 p.m.

Lowering Ship Emissions

Learn about recent shoreside power projects, proposed international standards for shore power and cruise line emission reduction strategies.

(Salons ABCDE)

Moderator:

Mr. Dailey

Paul A. Molitor

Senior Industry Director, Smart Grid
and Strategic Initiatives

Speakers:

Rich Pruitt

Associate Vice President,
Environmental Programs
Royal Caribbean Cruises Ltd.
Miami, FL

National Electrical Manufacturers
Association (NEMA)
Rosslyn, VA

Mr. Dailey

Thane Gilman

Systems Engineering Division
U.S. Coast Guard (CG-5213)

12:15 – 1:30 p.m.

Luncheon

(Bayview Ballroom)

1:30 – 3:00 p.m.

Improvements to Cruise Facilities Design

Innovative thinking and planning for greener, safer, more useful and enjoyable terminals.

(Salons ABCDE)

Moderator:

Carlos de la Cerda

Director Ejecutivo

Comisión Portuaria Nacional
GUATEMALA

Becky Hope, LEEDap

Environmental Manager

Port of Miami

Speakers:

Andrew M. Pedrick, AIA LEEDap
Principal, Practice Leader
Transportation Architecture
AECOM

Luis Ajamil

President & CEO

Bermello, Ajamil & Partners, Inc.
Miami, FL

3:00 – 3:15 p.m.

Break

(Salon E Foyer)

3:15 – 4:45 p.m.

Financing Cruise Terminal Development

Experts will discuss the challenges and options for financing cruise terminal development.

(Salons ABCDE)

Moderator:

Mr. Cernak

Mr. LaGrange, PPM

Speakers:

Jeffrey D. Holt

Managing Director

BMO Capital Markets
Huntsville, UT

Larry Hurley

President

Webber LLC
Houston, TX

Friday, February 11

8:30 – 9:00 a.m. **Continental Breakfast**

(Salon E Foyer)

9:00 – 10:30 a.m. **Port Congestion**

(Salons ABCDE)

How to successfully handle increases in port calls and mega-ships.

Moderator:

*Peter O. Lehman, PPM
Director, Planning & Business
Development
South Carolina State Ports Authority*

Andrew Dixon

*Vice President, Marketing & Business
Development
Saint John Port Authority
CANADA*

Speakers:

*Phillip C. Allen
Port Director
Port Everglades*

Jack Garofano

*Customs and Border Protection
Department of Homeland Security
Miami Field Office*

Mr. Lehman

10:30 – 10:45 a.m. **Break**

(Salon E Foyer)

10:45 a.m. –
12:00 p.m. **Increasing Revenue from Cruise Facilities**

(Salons ABCDE)

How ports have creatively used their cruise facilities for added business opportunities, including dual use and advertising revenue.

Moderator:

Mr. Dailey

Nicholas C. Billows

*Deputy Port Director - Sales and
Marketing
Cruiseport Boston – Massachusetts
Port Authority*

Speakers:

*Bruno E. Ramos
President
BEA Architects, Inc.
Miami, FL*

Hydi Webb

*Manager of Business Development
Port of Miami*

12:00 p.m. **Seminar Adjourns**
