

Seaports Deliver Prosperity

*AAPA Seaport Industry
Awareness Initiative*

Aaron Ellis
Communications Director
American Association of Port Authorities

June 15, 2010



Seaports
Deliver
Prosperity

The AAPA Awareness Initiative ... A Review

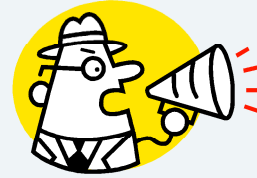
Emphasizing the value of seaports...

- There's still need for big-picture messages and more global understanding of seaports as vital part of economy.
- A hemispheric campaign lends credibility, cachet to individual port efforts.
- A better public understanding of seaports = more support = more infrastructure investment, trade and local collaboration.
- With current economic pressures, policymakers, influencers and by extension, the public, need to know seaports deliver the goods – in good times and bad.
- Better understanding and appreciation for seaports can achieve great results.
- AAPA member seaports demand results!!

What Are The Benefits?

We all have a GREAT story to tell!

- Seaports are at the heart of a nation's trade and transportation system and play a significant role in the world economy.
- Port authorities have a stake in the game and must be heard.
- We are a unique industry with a compelling, emotive story to tell. Our brand is unique.
- When we all "sing off of the same sheet of music," the message will begin to resonate. Seaports, individually and collectively, will receive more attention!
- Seaports will benefit when we get votes, funding, favorable policies, community support, less red tape.



How Will We Get More Attention For Ports?

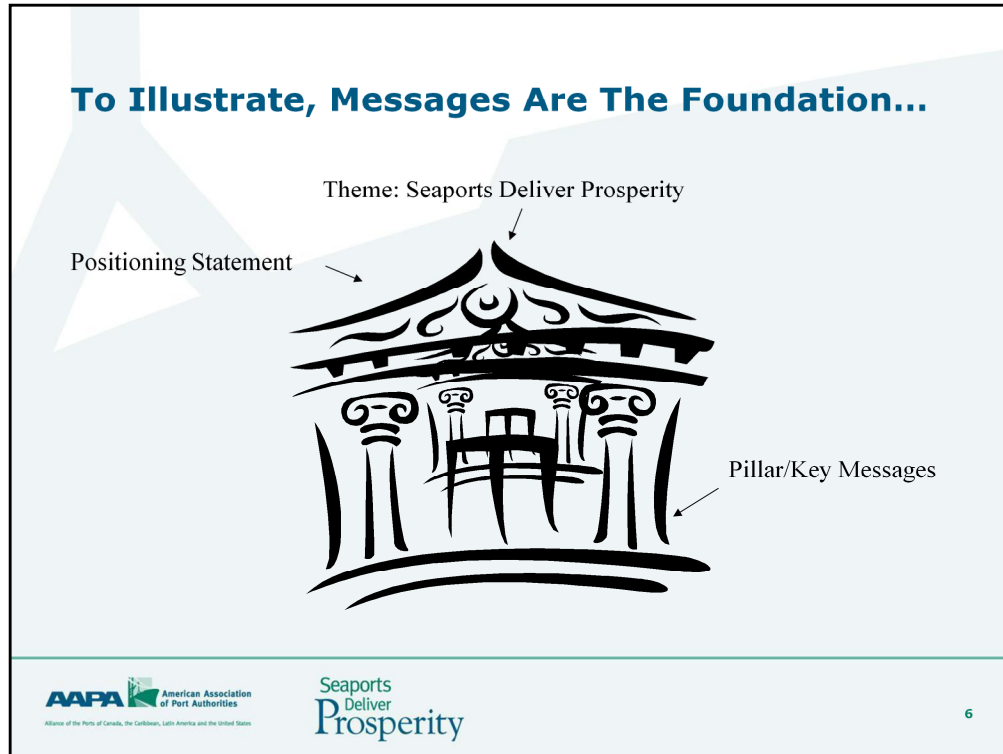
A coordinated awareness campaign positions us to be heard!

- News travels quickly these days... we must be prepared.
- Our messages (which are tweaked and updated regularly) prepare us to speak articulately about the value of our industry... even in a pinch!
- We must be smart and strategic in our communications.
- It's a partnership... AAPA story is your story and vice versa.
- Our member seaport stories and case studies illustrate the value of our industry better than anything we can say independently.

Key Messages

Awareness initiative based on three 'pillars'

- **Economy** – Modern, navigable seaports bolster the economy by fostering trade, business opportunities and jobs, which are vital to economic prosperity.
- **Security** – Safe and secure seaport facilities are fundamental to both protecting our borders and moving goods.
- **Environment** - Seaports invest millions of dollars annually to enhance the coastal environment and reduce their impacts on surrounding communities and natural resources.



- In every strategic information campaign, key messages create the foundation for the program. In AAPA’s “Seaports Deliver Prosperity” initiative, the key messages reflect seaports’ achievements with the economy, environment and security.
- AAPA’s positioning statement reads as follows:

For centuries, seaports have served as a vital economic lifeline by bringing goods and services to people around the world.

Seaports continue to be a critical link for access to the global marketplace. Each year, seaports throughout the Western Hemisphere generate trillions of dollars of economic activity, support the employment of millions of people and import and export more than 7.8 billion tons of cargo including food, clothing, medicine, fuel and building materials, as well as consumer electronics and toys.

The volume of cargo shipped by water is expected to dramatically increase by 2020 and the number of passengers traveling through our seaports will continue to grow. To meet these demands, the American Association of Port Authorities (AAPA) and its members are committed to keeping seaports navigable, secure and sustainable.

Accomplishments

Highlights:

- Began working with Edelman in April 2008...
 - Created messaging.
 - Developed collateral materials.
 - Built relationships with influencers and elite media.
- In 2009/2010, we:
 - Launched microsite;
 - Strengthened relationships with elite media and influencers;
 - Revised environmental platform/messaging;
 - Encouraged members to use “Prosperity” platform messages, graphics;
 - Used *AAPA Seaports Magazine* as vehicle for infrastructure case studies.

Where We've Been

Using elite media to influence the influencers

- For example, we drafted, pitched and placed an opinion editorial in *The Hill* and repurposed it for local use by AAPA members.
- We want to do more of this AND are looking at developing feature stories in elite media like *The NY Times*, *USA Today* and *The Washington Post*.



Where We've Been

Uniting industry and local port messages to create synergy

- At HN&E seminar in Charleston last month, AAPA and SCSPA teamed up to highlight local and big picture port environmental messages.
- Results included newspaper ed-board meeting, two print stories, one TV story.



SEAPORTS ENVIRONMENTAL SEMINAR IN CHARLESTON MAY 4-6

Program To Focus On Sustainability And 'Green' Ports

Charleston, SC (April 30, 2010) – Because seaports are integral components of the coastal environment, they often work together to identify solutions that enhance coastal resources while reducing their environmental impacts. They have found that lowering emissions, reducing emissions and operating efficiently and safely are also good for business.

To better enable seaport environmental managers and specialists to learn from each other in addressing environmental challenges, the American Association of Port Authorities (AAPA) will hold its Harbors, Navigation and Environment seminar in Charleston, May 4-6. In coordination with the South Carolina State Ports Authority and GreenPort America, the program – featuring many of the industry's leading experts – will focus on sustainable port design, adapting to the effects of climate change, reducing emissions from goods movement, social aspects of sustainability, economic recovery strategies to promote sustainable ports and carbon neutrality at ports.

"Industry seaports are working in partnership with environmental agencies and communities to invest millions of dollars in initiatives designed to reduce their impact on the environment," said Nigel Nagle, AAPA's president and CEO. "Through these partnerships and independent projects, seaports are successfully reducing air emissions, finding solutions to the challenges of aquatic invasive species, and protecting and creating wildlife habitats."

The two-day Harbors, Navigation and Environment seminar will be followed by a one-day GreenPort America program that will bring together industry leaders tasked with creating or implementing environmental policies, regulations and procedures within ports, marine terminals, shipping lines and transportation and logistics companies.

Jim Newsome, president and CEO of the South Carolina State Ports Authority, said, "A port's growth and facilities mean greater things for our communities – more jobs-paying jobs and the ability to invest in a cleaner, healthier environment."

More information about AAPA's Harbors, Navigation and Environment and GreenPort America 2010 seminar is available at www.aapa.org. Click on the "Programs & Events" tab and look

Seaports Environmental Seminar Set For Charleston, May 4-6 - Page 2

under "Current Seminar and Workshop Schedule") or by clicking http://www.aapa.org/press/PDFs/10ENH_AGE2010EN.pdf

WHO: Attendees: Representatives of Port Authorities (AAPA), South Carolina State Ports Authority (SCSPA) and GreenPort America. Additional speakers include Michael Peters, "Ship-to-Port" from The Public Good; Christine and Ericson.

WHAT: Environmental seminar focusing on "green" and sustainable seaports that step environmental and economic benefits for the communities they serve.

WHEN: Tuesday-Thursday, May 4-6, 2010 (Days 1, 8:30am-5:00pm; Day 2, 8:00am-5:00pm; Day 3, 8:30am-5:00pm)

WHERE: Francis Marion Hotel, 107 King Street, Charleston, SC 29401

MEDIA: Confidential press releases submitted in covering the seminar for media requests are sent to contact Aileen Ellis, aellis@aapa.org, to obtain a media pass.

About SCSPA
The South Carolina State Ports Authority is the largest seaport authority in the Southeast. It is a public corporation created by the South Carolina General Assembly in 1967. The Authority's mission is to provide a safe, secure, and efficient public seaport system for the state of South Carolina. The Authority's seaport system is one of the most modern and productive in the world. For more information, visit www.scspa.com.

About AAPA
Founded in 1952, AAPA is the largest and oldest of its kind in the world. It is a non-profit organization that represents the interests of port authorities in the United States, Canada, Latin America and the Caribbean. AAPA's mission is to promote the interests of its members and to provide a forum for the exchange of information and ideas. AAPA's programs and services are designed to help its members improve their operations and to promote the development of the seaport industry. For more information, visit www.aapa.org.

Seaports Deliver Prosperity



- The most effective use of the *Seaports Deliver Prosperity* messaging is when AAPA and its member ports team up to communicate the local and regional/national/international situation, as in the case in Charleston, SC, in May 2010 for AAPA's Harbors, Navigation and Environment seminar.

Where Are We Now?

SeaportsDeliverProsperity.org: You can help us make the microsite more robust!

- Use the graphics, messages in your communications.
- When telling your port's story, emphasize impact of entire industry.
- Share your stories with AAPA to provide critical "local" examples

Seaports Deliver Prosperity

American Association of Port Authorities | AAPA Press Room | Members

SECURITY

ECONOMY

ENVIRONMENT

Each of the 50 states in the U.S. rely on 13-15 seaports to handle its imports and exports

For centuries, seaports have served as a vital economic lifeline by bringing goods and services to people around the world. Seaports continue to be a critical link for access to the global marketplace. They generate trillions of dollars of economic activity and support the employment of millions of people. Seaports import and export more than 4.5 billion tons of cargo including food, clothing, medicine, fuel and building materials, as well as consumer electronics and toys throughout the Western Hemisphere each year. The American Association of Port Authorities (AAPA) and its members are committed to ensuring that seaports deliver prosperity and remain navigable, secure and sustainable.

Download Myth vs. Facts
Download About AAPA

AAPA American Association of Port Authorities

- AAPA's Awareness initiative microsite can be accessed at www.seaportsdeliverprosperity.org.

Example Uses By Member Ports

Several ports already using “Prosperity” logo, messages

- Dominica, Tampa port authorities using links in all press release boilerplates.
- Port of Ponce using “Prosperity” graphic as part of corporate letterhead.
- Québec Port Authority using messages in PowerPoint presentations.
- Ports of Longview, Portland, Philadelphia using graphics, messages in newsletters, magazines.
- Philadelphia, Wilmington (DE), Mobile, Toledo/Lucas County linking from port’s website to AAPA microsite.
- Port of Los Angeles using graphics, factoids in Leasing and Development info brochure & Jobs brochure.
- Port Everglades using graphics as part of business directory copy.
- Everett, Tacoma ports include multiple “Prosperity” factoids in magazines.
- PRPA repurposing AAPA news releases to raise industry awareness.
- South Louisiana port adding linked “Prosperity” logo to all email signatures.

Example Uses By Member Ports

Seaports Deliver Prosperity

For more information on how seaports deliver prosperity by enabling trade and tourism, creating jobs and infrastructure, protecting the coastal environment and helping ensure port and cargo security, visit www.seaportsdeliverprosperity.org.

Security, Economy, Environment. Seaports Deliver Prosperity

Seaports Deliver Prosperity logo with tagline 'Security, Economy, Environment. Seaports Deliver Prosperity'.

PortWatch

Now More Important Than Ever: Seaports Deliver Prosperity

PortWatch logo with tagline 'Now More Important Than Ever: Seaports Deliver Prosperity'.

PORT Dispatch

Did You Know: Seaports Deliver Prosperity

- Seaports Deliver Prosperity by enabling trade and tourism, creating jobs and infrastructure, protecting the coastal environment and helping ensure port and cargo security.
- Seaports Deliver Prosperity by enabling trade and tourism, creating jobs and infrastructure, protecting the coastal environment and helping ensure port and cargo security.
- Seaports Deliver Prosperity by enabling trade and tourism, creating jobs and infrastructure, protecting the coastal environment and helping ensure port and cargo security.

Seaports Deliver Prosperity

FORT OF EVERETT ECONOMIC DRIVER, STUDY FINDS

The Port of Everett is a strong economic driver for the region, according to a new study by the University of British Columbia. The study found that the port's economic impact is significant, contributing to the region's growth and prosperity.

Why are Ports Vital to the Economy?

Ports are vital to the economy because they provide a means of transporting goods and services between different parts of the world. They are essential for international trade and commerce, and they play a key role in the global supply chain.

AAPA Member Ports Testify on Crumbling Infrastructure

Independent Case Shows to Seaports Cause Competition and Slow the Movement of Goods, Report U.S. Ports

U.S. ports are facing a crisis of crumbling infrastructure, according to a new report from the American Association of Port Authorities (AAPA). The report highlights the need for significant investment in port infrastructure to maintain the competitiveness of U.S. ports.

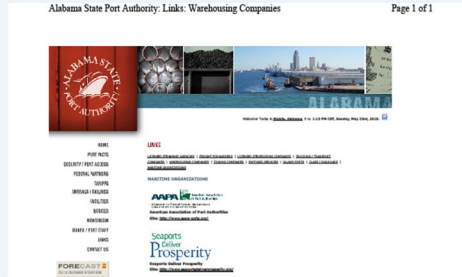
Lorsque «Port» et «Prosperité» ne font qu'un...

Le port et l'industrie maritime de Québec c'est :

- A flèche canadienne : 9 700 emplois dont plus de 5 500 dans la région de Québec
- Une valeur ajoutée à l'économie canadienne de l'ordre de 800 M\$
- Des revenus de taxes pour les gouvernements de plus de 160 M\$ annuellement

“Prosperity” Graphics Communicate A Brand

- AAPA has developed Identities & Standards document, downloadable at www.aapa-ports.org/awareness
- Provides guidelines for use of type size, fonts, colors, etc.
- As with any brand, readers get confused with brand inconsistency



↑ Preferred use of “Prosperity” logo

← Inconsistent uses of “Prosperity” logo

Where We Are Going

Outreach strategy to three key audience groups

- **External** – includes policymakers, influencers, academics, business & NGO leaders, print and broadcast media.
- **Internal** – primarily covers AAPA member organizations and staffs.
- **New Media** – establishment of social media policies and guidelines; promotion of AAPA news, events via microsite and through social media networking sites like Twitter.

AMERICAN ASSOCIATION OF PORT AUTHORITIES (AAPA) 2010-2011 Communications Recommendations			
Communications Objective	Increase awareness surrounding the impact of proposed legislation on the new transportation bill (SAPTRA 2011), while strengthening the necessity for comprehensive funding solutions for freight transportation. This will be accomplished through a strategic and coordinated national media and influence outreach campaign.		
Issue Area	External Outreach	Internal Outreach	New Media
Strategy	Enhance AAPA's profile as an expert resource on relevant issues and forge relationships with a broader range of national and regional media outlets to highlight milestones of the surface transportation bill and responding to President Obama's plan to double exports within five years and outlining what needs to be accomplished beyond the five year benchmark.	Strengthen relationships with members while promoting AAPA's priorities and thought leadership platform.	Promote AAPA announcements, events and industry related news and updates through a social media presence.
Tactics	<ul style="list-style-type: none"> • Desktop Briefings: Conduct outreach and secure on-air and briefings for Kurt Nigge with new media contacts covering AAPA's interest areas, freight transportation and the reauthorization of SAFETEA-LU. • Speaking Opportunities: Pursue high-level speaking opportunities at elite, national venues that focus on environment, economy and security issues related to the maritime industry. • Media Communications Materials: Update fact sheets, website copy and talking points, as necessary, to incorporate new milestones in surface transportation legislation and updated profit points in the areas of economy, security and environment. • Feature Story/Op-Eds: In consultation, research, develop pitch and pursue feature story and Op-Ed articles in print, national or Web trade news outlets highlighting the broader responsibility what needs to be done to achieve President Obama's five-year export goal. 	<ul style="list-style-type: none"> • Member Communications: Work with AAPA to develop additional material for association newsletters, advisories and other cables and print materials that highlight the association's actions. • General Member Tool Kit: Develop tool kit including finalized AAPA materials, edit of templates, key issues fact sheet and relevant FAQs for use at AAPA PE conference in June. • 100th Anniversary Tool Kit: Develop additional tool kit to assist member reports with the promotion of AAPA's 100th Anniversary in 2012. 	<ul style="list-style-type: none"> • Marketing of Microsites: Develop a plan to refresh microsite and incorporate unique and relevant information. • Social Media Guidelines: Create AAPA-specific social media guidelines and distribute internally. • Social Media Launch: Develop an AAPA Twitter account to distribute news and association updates, coordinate the membership and election of AAPA caucus. • Content Calendar: Research AAPA content and relevant news stories to be uploaded to AAPA's Twitter page and microsite.
	<ul style="list-style-type: none"> • Third-Party/Influencer Outreach: Conduct a review of secured third party meetings and develop a schedule of outreach to pursue meetings with Kurt Nigge. Revised list of outreach, used to coordinate reports issued on blogs, the application and possibly the environment. • Salon/Support Tour: Determine AAPA's interest in conducting sales representative or support tour. Topics of sales would likely focus on the reauthorization of SAFETEA-LU and the need for additional freight funding. 		
Milestones	<ul style="list-style-type: none"> • Secure on-air time desktop briefings. • Secure two elite speaking opportunities. Develop and pursue new feature story and/or Op-Ed article in a national or Web trade news outlet. • Secure three third party meetings. • Plan and execute sales or support tour (if applicable). 	<ul style="list-style-type: none"> • Secure implementation of toolkits from member reports. • Increased feedback from member reports. 	<ul style="list-style-type: none"> • Establish a presence on Twitter and post at least two tweets per week. • Increased awareness of microsite and Twitter page. • Social media-specific social media guidelines.
Timeline	<ul style="list-style-type: none"> • Desktop Briefings: Ongoing • Speaking Opportunities: Ongoing • Feature Story/Op-Eds: Ongoing • Feature Story/Op-Eds: Pitching 100th Anniversary: October - July - Sept. • Salon/Support Tour: October-December 	<ul style="list-style-type: none"> • General Tool Kit: April - June • 100th Anniversary Tool Kit: January - March 	<ul style="list-style-type: none"> • Social Media Guidelines: July - Sept. • Social Media Launch: July - Sept.

* Timeline will provide ongoing strategic counsel as needed for all tactics listed above.

How Can You Get More Involved?

Download, link, copy & share: You have a great story to tell!

- Go to www.aapa-ports.org/awareness.
- Download the graphics and info.
- Whether you're a seaport or a support organization, you can play an active role in creating awareness for our industry.
- You can make a real difference no matter what your position.
- Whether you're writing or speaking about the industry - for formal or informal purposes, -there's always an opportunity to be "on message."















How Can You Get More Involved?

Send us links to your economy, environment & security stories

- “Prosperity” microsite will feature links to seaport stories, case studies focusing on economic development, environment, security.
- Stories are hyperlinked via port’s logo, ideally redirecting viewers to port’s web site.
- Port stories, case studies will be updated every few months.

Examples of how Seaports Deliver Prosperity throughout The Americas

ECONOMY	ENVIRONMENT	SECURITY
 Detroit/Wayne County Port Authority's financing project with GM	 South Carolina State Ports Authority's "Pledge for Growth"	 Kingston (Jamaica) Wharves Ltd.'s security technology innovations
 Ports of Indiana's "Logistics Initiative"	 Sept-iles Port Authority's "blue highway" barge service	 Supply chain goods movement technology at Latin American ports
 Port of Long Beach's economic investment plans	 Port of Portland's "Natural Resources Management Pgm."	 Port of Trois-Rivières' security perimeter
 Curacao Ports Authority's synergistic expansion plans	 Port of Santa Marta, Colombia's, "Direct Coal Loading Pgm."	 Port of Houston Authority's unique security district

How Will We Know It's Working?

Your ROI should be measurable, achievable, desirable



- Increased attention among target audiences for the vital role seaports play in our economy
- Positive news stories – print & electronic
- Votes in our favor – at local, national levels
- Less red tape – faster government approvals
- More community approval, support
- More allies and partners at local, regional and national government levels
- Favorable survey results
- Favorable social media “chatter”

Seaports Deliver Prosperity

- *Seaports and the waterways that serve them are our economic lifeline with the world.*
- *They provide jobs, goods, product choices, security, environmental stewardship & more.*
- *Port-related infrastructure investment will aid in our economic recovery and long-term prosperity.*



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

Tel: (703) 684-5700

Web: www.aapa-ports.org

Email: info@aapa-ports.org