

Communicating the Importance of Infrastructure Investment

June 21-23, 2011

Hyatt Regency Savannah
Savannah, Georgia

Monday, June 20

4:30 – 6:30 p.m.
(Scarborough 4) **Public Relations Committee Meeting at Hyatt Regency Savannah**

7:00 – 9:00 p.m. **Informal, No-Host Dinner (location TBD)**

Tuesday, June 21

7:45 – 8:15 a.m.
(Scarborough 3-4) **Registration and Continental Breakfast**

8:15 – 8:30 a.m.
(Scarborough 3-4) **Welcome and Opening Remarks**

*Curtis J. Foltz
Executive Director
Georgia Ports Authority
Savannah, GA*

*Jean C. Godwin
Exec. V.P. & General Counsel
American Association of Port Authorities
Alexandria, VA*

8:30 – 9:15 a.m.
(Scarborough 3-4) **Keynote Address: Advocating for Increased Federal Investments in Infrastructure**

Throughout the hemisphere, infrastructure investment is a key stimulus for short-term economic growth and job creation that also yields long-term benefits. Building America's Future, a United States bipartisan coalition advocating for increased federal infrastructure investment, seeks to advance a new national vision for infrastructure policy that focuses on economic growth and global competitiveness, creation of economic opportunity and environmental sustainability.

Introduction:
*Kerry E. O'Hare
Vice President for Policy
Building America's Future
Washington, DC*

Speaker:
*The Hon. Kasim Reed
Mayor, City of Atlanta
Member, Building America's Future
Atlanta, GA*

Tuesday, June 21 *(continued)*

9:15 – 10:45 a.m.
(Scarborough 3-4)

Infrastructure Agendas of Freight Stakeholder Groups

Various trade associations representing freight interests in the U.S. will each briefly discuss their policy priorities related to infrastructure investment and how they seek to achieve the necessary public and government support for funding and policy changes.

Moderator:

Jean Godwin
Executive Vice President
American Association of Port Authorities
Alexandria, VA

Janet F. Kavinoky
Vice President, Americans for
Transportation Mobility Coalition
U.S. Chamber of Commerce
Washington, DC

Speakers:

Robin Lanier
Executive Director
Waterfront Coalition
Washington, DC

Leslie Blakey
Executive Director
Coalition for America's Gateways
and Trade Corridors
Washington, DC

Terry L. Bunch
Chairman
National Industrial Transportation League
Arlington, VA

Jennifer Macdonald
Assistant V.P. of Government Affairs
Association of American Railroads
Washington, DC

10:45 – 11:00 a.m.
(Scarborough 3-4 Foyer)

Break

11:00 a.m. – 12:30
p.m.
(Scarborough 3-4)

Successful Activities That Promote the Value of Infrastructure Investment

Those who persuasively communicate the value of transportation infrastructure to policymakers, policy influencers and communities, face a variety of challenges, ranging from funding limitations and land use pressures to the need to achieve buy-in from multiple jurisdictions. The panelists will detail how they succeeded in raising awareness, appreciation and support for their infrastructure project.

Discussion Leader:

Page Siplon
Executive Director
Center of Innovation for Logistics
Savannah, GA

Martin Callery
Chief Commercial Officer
Oregon International Port of
Coos Bay

Speakers:

Darrell Wilson
Assistant Vice President, Gov. Relations
Norfolk Southern Corporation
Washington, DC

Bill Lewicki
Director of Marketing
Port of Stockton

12:30 – 1:30 p.m.
(Scarborough 1-2)

Lunch

Tuesday, June 21 *(continued)*

1:30 – 3:00 p.m.
(Scarborough 3-4)

Measuring Success by Outputs and Outcomes

Too often, transportation industry communicators attempt to measure the success of their outreach programs based only on outputs, such as number of news releases, interviews, ads or blog posts, without also measuring the outcomes of those efforts. In this session, you'll hear transportation industry panelists discuss how they are successfully using earned and paid media, video clips, guest articles, op-ed submissions and other means of awareness building to get noticed, create buzz and motivate audiences to act, which is the true measure of success.

Discussion Leader:

Arley Baker
Deputy Executive Director,
Communications
Port of Los Angeles

Sherry Conway Appel
National Transportation Campaign
Marketing Manager
AASHTO
Washington, DC

Speakers:

Debra A. Colbert
Communications/Media Relations
Waterways Council, Inc.
Silver Spring, MD

Kenyon Gleason
National Field Director, Managing
Director, Transportation Officials
Division
American Road & Transportation Builders
Association (ARTBA)

3:00 – 3:15 p.m.
(Scarborough 3-4 Foyer)

Break

3:15 – 5:00 p.m.
(Scarborough 3-4)

Utilizing Social Media for Internal & External Stakeholder Outreach

Social media...online messaging...digital networking...whatever you call it, there's no denying that this new, inexpensive and lightening fast means of reaching targeted audiences is having an impact. This session will feature transportation industry professionals who explain how they are using social media to effectively connect with, unite, and motivate audiences to push forward their organization's infrastructure agenda.

Discussion Leader:

Adrienne Gildea
Senior Associate
Blakey & Agnew LLC
Washington, DC

Greg Edwards
Director of External Affairs
Virginia Port Authority

Speakers:

Art Wong
Assistant Director of
Communications/Public
Information
Officer
Port of Long Beach

Tesia Williams
Strategic Communications and Branding
Specialist
U.S. Army Corps of Engineers
Headquarters
Washington, DC

Mark Rountree
President
Landmark Communications, Inc.
Alpharetta, GA

6:00 – 9:00 p.m.

Evening Reception – Hosted by Georgia Ports Authority

(Sightseeing riverboat cruise on the Savannah River, with hors d'oeuvres)



Tickets will be required to board the vessel. Please pick up your tickets at the AAPA registration desk on Tuesday. The boat will be moored just outside the conference hotel's back door, on the waterside. Boarding begins at 6:00pm and departure is promptly at 7:00pm. The return time is 9:00pm.

Wednesday, June 22

8:00 – 8:30 a.m.
(Scarborough 3-4)

Continental Breakfast

8:30 – 9:15 a.m.
(Scarborough 3-4)

Keynote Address: Effectively Communicating with Key Legislators

Hear from a former member of Congress on what is needed for government relations and public relations professionals to get the ear and attention of top government officials.

Introduction:
Robert C. Morris
Director of External Affairs
Georgia Ports Authority

Speaker:
Sen. Mack Francis Mattingly
Former U.S. Senator, (R-GA) 1981-87
St. Simons Island, GA

9:15 – 10:45 a.m.
(Scarborough 3-4)

Perspectives on Connecting With Policymakers

Hear from highly regarded and experienced transportation industry lobbyists and government officials about tips and techniques they recommend you use for getting your messages heard...from city hall to the state or provincial capital to Capitol Hill or Parliament.

Discussion Leader:
Former Cong. Robert Lindsay Thomas
Hurt Norton and Associates
U.S. Representative (D-GA)
1st District, 1983-93
Grace Acres Farm
Screven, GA 31560

Darrell Conner
Government Affairs Counselor
K&L Gates
Washington, DC

Speakers:
James C. McCurry
Director of Administration
Georgia Ports Authority

Lauren Kotas Brand, PPM
Director, Office of Marine Highways &
Passenger Services
U.S. Dept. of Transportation
Maritime Administration
Washington, DC

10:45 – 11:00 a.m.
(Scarborough 3-4 Foyer)

Break

11:00 a.m. –
12:15 p.m.
(Scarborough 3-4)

Effective “Grassroots” Advocacy Programs

Oftentimes the most effective advocacy campaigns work from the bottom-up. Grassroots efforts begin with buy-in from company employees and their families, industry members, suppliers and related industry “cheerleaders.” In this session, you will hear about four successful grassroots advocacy programs that have been effective in raising awareness and effecting change with top-tier stakeholders and government officials.

Discussion Leader:
Aaron Ellis
Communications Director
American Association of Port Authorities
Alexandria, VA

Lorianna Kastrop
Secretary, Port Commission
Port of Redwood City

and
Duane Sandul
Public Relations Consultant
Port of Redwood City

Speakers:
Ms. Kavinoky

Irene McCormack
Vice President, External Relations
Port of San Diego

12:15 – 1:30 p.m.
(Scarborough 1-2)

Lunch

Wednesday, June 22 (continued)

1:30 – 3:00 p.m.
(Scarborough 3-4)

Rising Above the Clamor — Leveraging the Media Spotlight

It's often difficult to get the ear of media and government officials... until there's a crisis or controversy. Then you may be thrust into the spotlight. Organizations must be prepared to seize the opportunity to communicate strategically when a crisis erupts, contributing critical information about an important issue, event, policy or program. This session will address case studies in effective strategic communications planning and implementation, to help you successfully relay your organization's messages to those you most want paying attention.

Discussion Leader:

Marilyn Sandifur
Port Spokesperson, Media & PR
Port of Oakland
Chair, AAPA Public Relations Committee

Eric Olafson, Esq.
Manager, Intergovernmental
Affairs/Cargo Development
Port of Miami

Speakers:

Mark Biel
Executive Director
Chemical Industry Council of Illinois
Springfield, IL

Greg Guest
Senior Director, Communications
Georgia Pacific LLC
Atlanta, GA

3:00 – 3:15 p.m.
(Scarborough 1-2)

Break

3:15 – 5:00 p.m.
(Scarborough 3-4)

PR/GR Tag Teams – Ports, Corporations, Associations

In advocating for their various infrastructure programs, projects, policies and agendas, port authorities, corporations and associations depend on government relations professionals to raise awareness of their members' issues in the offices and chambers of their national government. These efforts are almost always supported by public relations. This session will explore the inter-relationships between GR and PR practitioners in three different organizations.

Moderator:

Maynard Angus
Manager, Public Affairs
Prince Rupert Port Authority
CANADA

Speakers:

Arley Baker
Deputy Executive Director,
Communications
Port of Los Angeles

Janet Oakley
Director of Policy and
Government Relations

Beverly Fedorko
External Affairs
Director

and

and

and

Isaac Kos-Read
Director of
External Affairs
Port of Oakland

Lloyd Brown
Director of
Communications and
Publications
AASHTO
Washington, DC

Jim Cobb
Director of
Government Affairs
New York Shipping
Assn.
Edison, NJ

Evening

On your own; no organized activities planned

Thursday, June 23

8:00 – 8:30 a.m.
(Scarborough 3-4 Foyer)

Continental Breakfast

8:30 – 10:30 a.m.
(Scarborough 3-4)

Are Gateways the Way?

In this provocative international session, professional transportation industry advocates will explain how they are helping ongoing and planned freight transportation gateway programs in their country get the public and government support, funding and policy changes needed to be successful. They will address how their efforts are helping policymakers realize the benefits of having roads, rails and waterways working together.

Moderator:

Ms. Blakey

Carl Warren

Director, Business Development

CSX Intermodal

Jacksonville, FL

Speakers:

Gary LeRoux

Executive Director

Association of Canadian Port Authorities

Ottawa, ON CANADA

Bruce Lambert

Executive Director

Institute for Trade and

Transportation Studies

Mandeville, LA

10:30 – 10:45 a.m.
(Scarborough 3-4 Foyer)

Break

10:45 a.m. – Noon
(Scarborough 3-4)

Tapping the Brain Trust: Developing a List of 'Best Practices' for PR & GR

After the break, a facilitator will go around the room to engage conference attendees to share what they believe are the best tips for public relations and government relations professionals to use to generate awareness, effect policy change and raise funds for their infrastructure issues. Information that is gathered will be organized, formatted and emailed after the conference to those who participated.

Discussion Leader:

Robert C. Morris

Director of External Affairs

Georgia Ports Authority

12:00 Noon

Conference Adjourns
