



AAPA Executive Management Conference May 10, 2012

Leadership in the New
Normalcy

“Delivering Prosperity”

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Port of Hueneme
Executive Director

Governance

Humboldt Bay and
Conservation
District

San Francisco Bay Area

Port of Oakland
Port of San Francisco
Port of Richmond
Port of Redwood City

Port of Hueneme

Port of Los Angeles
Port of Long Beach

Port of San Diego

PORT OF HUENEME

Port of West
Sacramento

Port of Stockton

Inland River Ports

- ✓ A California Special District
- ✓ Formed in 1937 under CA Harbors & Navigation Code
- ✓ Governed by Five Elected Harbor Commissioners
- ✓ Managing one of the State's Key Transportation Assets



MISSION STATEMENT

In keeping with the State of California, Harbors & Navigation Code and the principles of sound public stewardship, our mission is to provide the services requisite for the continuation and enhancement of maritime-related commerce. To this end, the District will endeavor to make certain that Port activities are made economically self-supporting by generating revenue sufficient to achieve the widest and fullest realization of the Port's potential, thereby providing the maximum possible economic and social benefits to the people and communities served by the Port.

OPERATIONS

PORT OF HUENEME: BOARD VISIONING
GET BUY IN FROM YOUR BOARD

ADMINISTRATION & FINANCE

BUSINESS DEVELOPMENT

Board Visioning Workshop: Articulate Core Priorities

PORT OF HUENEME



- ✓ Business Retention and Expansion
- ✓ Rail Road / Intermodal Expansion
- ✓ Environmental Framework
- ✓ Marketing, Public Relations and Outreach
- ✓ Strategic Partnerships
- ✓ Collaboration with Naval Base Ventura County
- ✓ Innovation and Creativity

Board Visioning Workshop: Road Map

- ✓ **Strategic Action Plan – Business Development**
Business Development Plan; Real Estate Plan; Capital Plan
Defines Intermodal Expansion and Capital Investment
- ✓ **Strategic Action Plan - Marketing**
Rebranding ; Web Reconfiguration; Development of
Collateral and Newsletter
- ✓ **Environmental Framework**
Community Engagement and Sustainability – *The thread*
Develop Air, Water, Resource, Sediment Plans
- ✓ **Innovation and Creativity**
Test Bed for Technologies
- ✓ **Strategic Partnerships: Naval Base, Industry, Community**
CEO Task Force
Community ‘Port Talk’

How Core Port Priorities Reach Across Port Functions

CORE PRIORITIES

- Business Retention and Expansion
- Rail Road/ Intermodal Expansion
- Environmental Framework
- Marketing, Public Relations and Outreach
- Strategic Partnerships
- Collaboration with Naval Base Ventura County
- Innovation and Creativity

TOOLS FOR SUCCESS

- Strategic Action Plan
- Branding to include web reconfiguration, and collateral development
- Task forces on key efforts
- Explore grant opportunities
- Build the partnerships: Strategic messaging

OPERATIONS

- Terminal Administration
- Property Management
- Facility Management
- Central Gate Management
- Port Security
- Capital Projects
- Engineering
- IT Management
- Business Implementation
- Customer Support
- Compliance
- Joint Use Agreement

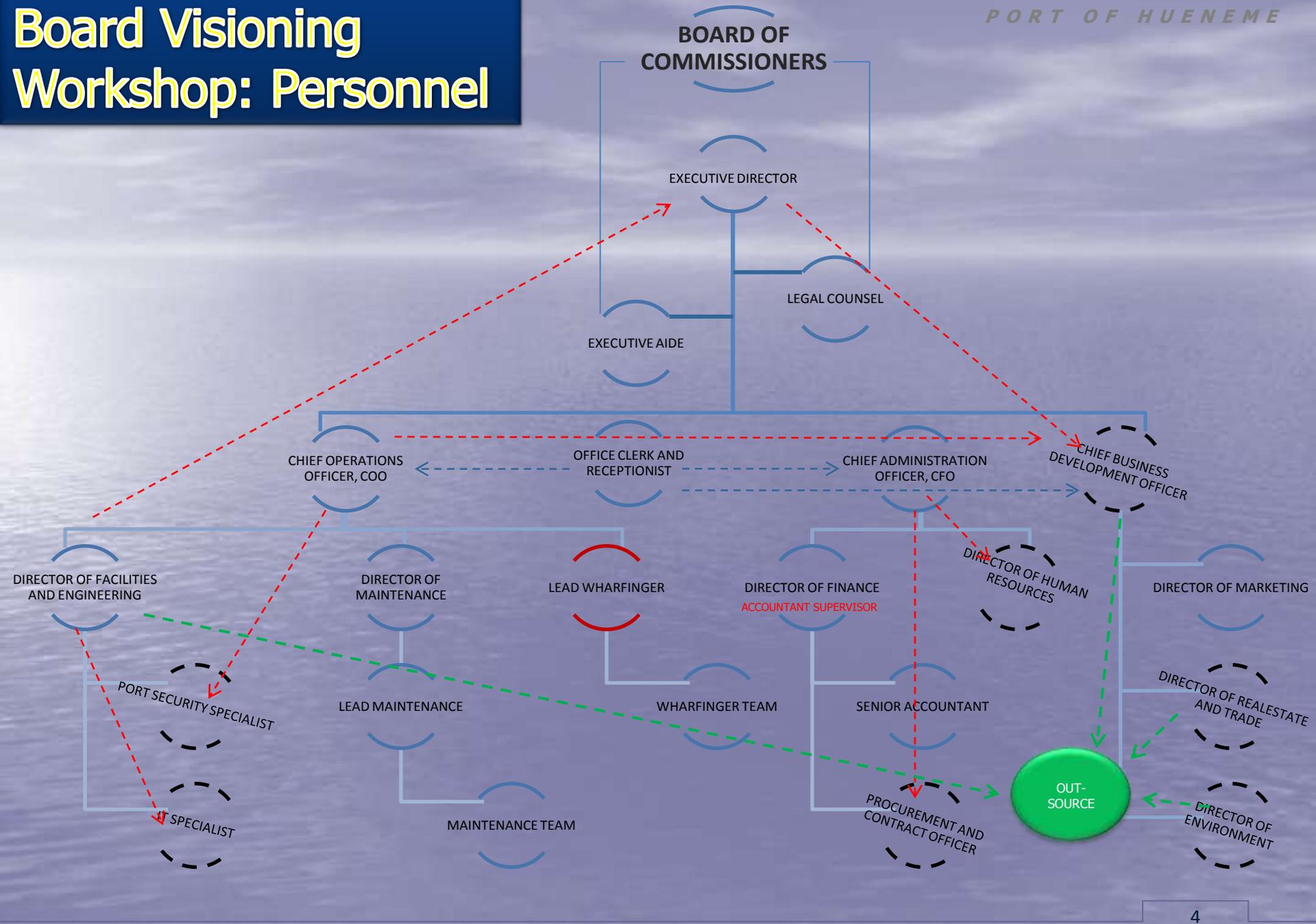
Administration and Finance

- Office Management
- Human Resources
- Budgeting
- Financial Reporting
- Accounting Services
- Forecasting and Analysis
- Treasurer Functions
- Investment Strategy
- Capital Financing
- Grant Management
- Procurement and Contracts
- Property Valuation

Business Development

- Real Estate Development
- Trade Development
- Foreign Trade Zone
- World Trade Center
- Government Relations
- Navy Base Relations
- Strategic Partnerships
- Public Information and Press
- Marketing
- Community Engagement
- Environmental Framework
- Innovation and Technology

Board Visioning Workshop: Personnel



Board Visioning Workshop: Budget

✓ **GET BUY IN AND GET
IT IN THE BUDGET**



Leadership Strategies for Executive Managers

“WHAT GOT YOU HERE, WON'T GET YOU THERE”

Angel Martinez, CEO, Deckers

**“GO AS FAR AS YOU CAN GO, WHEN YOU GET THERE
YOU'LL BE ABLE TO SEE FARTHER”**

JP Morgan

-
- ✓ Develop and Implement Open Transparent Policies
 - ✓ Earn Respect, Don't Expect It
 - ✓ Make the Tough Decisions, You'll Earn Respect
 - ✓ Lead with Respect, Not Fear
 - ✓ Be Consistent and Fair
 - ✓ Hold the Bar High and Expect Results
 - ✓ Empower your Team and They will Perform
 - ✓ “Practice What Your Preach”

Leadership Strategies to Grow the Port

PORT OF HUENEME

- ✓ Understand Your Niche
- ✓ Know Your Markets
- ✓ Know Your Customers
- ✓ Know Your Competitors
- ✓ Understand the Supply Chain
- ✓ Build Strategic Partnerships
- ✓ Build Community Support
- ✓ Develop Effective Marketing Strategies
- ✓ Build Strong Public Relations
- ✓ Focus on What Your Port Does Best
and Be Great at It - SERVICE





AAPA Executive Management Committee

May 9, 2012

Leadership in the New Normalcy

Thank you!

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