



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

Maritime Economic Development Workshop

Strengthening Port Supply Chain Connections

June 5-6, 2012

Fairfield Inn & Suites by Marriott
New Bedford, MA

This workshop explores the dynamics and inter-relationships between transportation infrastructure and goods movement, with a particular focus on the intermodal connections that link ports with freeways, mainline railroads and deep-draft water highways. Participants will hear about compelling new economic development opportunities, export initiatives and infrastructure funding and policy reform efforts that are being developed and implemented by Western Hemisphere port authorities, municipalities, and state/provincial and federal governments. The workshop will also address methods to connect with potential new investment partners, create jobs, and win over community residents and groups who may be dubious about plans to acquire new and/or develop existing port property.

Tuesday, June 5

8:00 – 8:45 am
(SeaLoft Room)

Registration/Continental Breakfast

8:45 – 9:15 am
(SeaLoft Room)

Welcome and Opening Remarks

The Honorable Jonathan F. Mitchell
Mayor
City of New Bedford
New Bedford, MA

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

Kristin Decas
Chair
AAPA Maritime Economic
Development Committee and
Executive Director
Port of Hueneme (CA)

Edward Anthes-Washburn
Acting Port Director
Port of New Bedford

9:15 – 10:00 am
(SeaLoft Room)

Communicating the Dividends of Enhancing Landside and Waterside Infrastructure

The Maritime Economic Development Workshop's opening session features the Massachusetts' transportation secretary who will detail the many challenges for improving Massachusetts', and by extension, America's freight transportation infrastructure. He will discuss what his state is doing to compete for global trade, and how the port industry can demonstrate how improving seaport-related infrastructure will yield substantial dividends with regard to attracting jobs, international trade and business investment.

Introduction:
City of New Bedford Mayor Mitchell

Speaker:
Richard A. Davey
Secretary and CEO
Massachusetts Dept. of Transportation
Boston, MA

10:00 – 10.15 am
(SeaLoft Room)

Break

Tuesday, June 5 (continued)

10:15 – 11:30 am
(SeaLoft Room)

Lessons Learned in Port Real Estate Buying, Development and Leasing

Back by popular demand, this session will address challenges to, and lessons learned from, adding property to a port's real estate inventory, then developing and leasing it. Leasing issues such as environmental requirements, efficiency incentives and rates of return will also be discussed.

Discussion Leader:

Kathryn McDermott
Deputy Executive Director
Port of Los Angeles

Jason Kirin

Port Leasing & Property Dvpt. Manager
Port Authority of New York & New Jersey

Speakers:

Franc Pigna
Managing Director
Aegir LLC Port Property Advisers
Miami Beach, FL

Randa Coniglio

Executive Vice President, Operations
Port of San Diego

11:30 am –
12:30 pm
(SeaLoft Room)

Attracting Trade, Investment and Jobs

On Oct. 12, the U.S. Congress approved long-awaited free trade pacts with Panama, Colombia and South Korea, which are expected to support more than 250,000 new U.S. jobs and \$12 billion in new U.S. exports. Presenters will discuss the maritime economic impacts of international trade, and ways ports and other organization can engage in, and prosper from, free trade agreements, sister-city and sister-port relationships, the National Export Initiative, and other trade programs.

Discussion Leader:

Gilda Ramirez
VP, Small Business Development
Port of Houston Authority

Michael Masserman

Executive Director for Export Policy,
Promotion & Strategy
International Trade Administration
U.S. Department of Commerce

Speakers:

John Martin, Ph.D.
President
Martin Associates
Lancaster, PA

12:30 – 2:00 pm
(Vineyard Conf. Room)

Luncheon

2:00 – 3:30 pm
(SeaLoft Room)

Getting on Board the M/S America's Marine Highways Program

This session will address the effort underway in the U.S. to plan, fund, develop, enhance and communicate the shipping opportunities of America's Marine Highways Program, also known as short sea shipping.

Discussion Leader:

Ms. Decas

John Parrott

President
Totem Ocean Trailer Express, Inc.
Federal Way, WA

Speakers:

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

Paul Bea

Principal
PHB Public Affairs
Washington, D.C.

3:30 – 3:45 pm
(SeaLoft Room)

Break

Tuesday, June 5 *(continued)*

3:45 – 5:00 pm
(SeaLoft Room)

Interactive Discussions on Port Real Estate Management, Short Sea Shipping and the U.S. National Export Initiative

In 2011, the Maritime Economic Development Committee created three “work groups” from within its ranks to focus on several key issues deemed important to the seaport industry. These work groups – Port Real Estate Best Practices, Short Sea Shipping and the U.S. National Export Initiative – are working to develop research materials and presentation opportunities to engage the broader AAPA membership in discussing each of these topics in-depth. After the initial presentation, workshop attendees may choose which discussion group(s) they want to participate in to share tips, resources and best practices.

Discussion Leader:
Pierce Homer
Transportation Director
Moffatt & Nichol
Richmond, VA

Round Table Group Moderators:
Ms. McDermott – Real Estate Best
Practices

Ms. Ramirez – U.S. National Export
Initiative

Ms. Decas – Short Sea Shipping

6:00 – 8:00 pm

Evening Reception at The Waterfront Grille

*Hosted by the Port of New Bedford and sponsored by Apex Companies LLC
and CLE Engineering*



The Port of New Bedford is hosting the evening reception at **The Waterfront Grille**, New Bedford's premier harbor-front restaurant, located just across the street from the Fairfield Inn & Suites hotel. Workshop registrants will experience a “taste” of the No. 1 fishing port in the United States while enjoying harbor views and a front row seat to the city's commercial fishing industry.

Wednesday, June 6

8:30 – 9:00 am
(SeaLoft Room)

Continental Breakfast

Wednesday, June 6 (continued)

9:00 – 10:30 am
(SeaLoft Room)

Communicating the Benefits of Trade Gateways and Corridors

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.

Discussion Leader:

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

Speakers:

George Schoener
Executive Director
I-95 Corridor Coalition
Reston, VA

Paula Small
Manager of Public Relations
Saint John Port Authority (Canada)

10:30 – 10:45 am
(SeaLoft Room)

Break

10:45 am – Noon
(SeaLoft Room)

Competing for Revenue and Cargo When Connections Aren't Your 'USP'

Not every port will have a 50-foot navigation channel, on-dock rail and ideal landside connectors as its competitive edge. But there are other ways to be competitive when land- and water-side connections aren't necessarily your "unique selling point," or USP. This panel of maritime, real estate and port industry experts will discuss other ways that ports are effectively increasing revenues and enhancing economic development in their local communities.

Discussion Leader:

Mr. Anthes-Washburn

Will Friedman
President & CEO
Cleveland-Cuyahoga Co. Port Authority

Speakers:

Mr. Homer

Judi Sheiffele
Executive Director
New Haven Port Authority

Ms. Decas

Noon

Workshop Adjourns
