



*American Association of Port Authorities*  
**Special Seminar**  
**Port Authority Board Members and Commissioners**  
June 3-5, 2014 Port of Seattle

2014

Trend is **“CHANGE”**

**A stark reminder that Port Authorities are single port-principals in an industry of increasing flexibility. Carriers have multi-port options, port authorities do not.**

2014...Trend is “CHANGE”

*A time for mission audits, risk assessments, capital planning updates and, most importantly, expectations reviews.*

*What's Important?*

To Your Port Authority?

To Your Port?

To *You*?

Best Port Possible !

**Good:** Functions within REALITY, nurtures niches, projects authentic expectations.

**Bad:** Rationalizes REALITY, gripped by self-created expectations...and competitive pride.

**Ugly:** Bad, Capitalized

**Fiduciary Board Issue !**

- No More “Sellers’ Markets
- No Experts

# Priority 2014- New Marketing Reality



**The “Market”**

**The Host Community**



**Marketing and Planning**

**Financial Management?/Capital Planning**

**Community Relations/ Support and Approval**

**Management Resources/Operations**

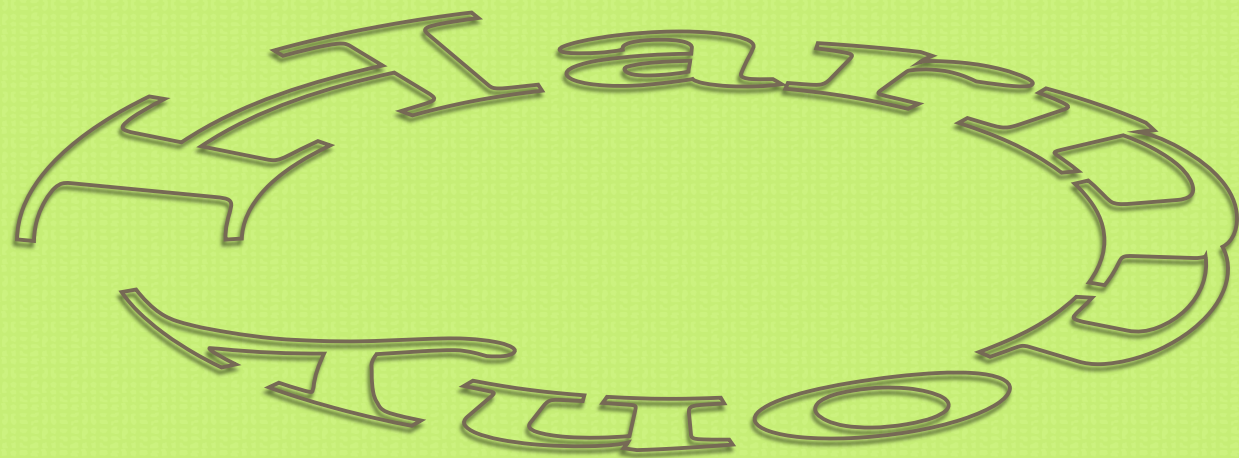
*Board - Management Operations*

*Board Member s Relationships*

*Perceptions*

*Harmony*





Harmony

**Compensation**

**Management/Employees**

**Board Members**

- **AUDITS**

**Your Job ....**

**As Board Member.....**

**Do it !      Well !!**