



PORT NOLA
THE PORT OF NEW ORLEANS

AAPA Government & Public Relations Workshop

Gary LaGrange
President & CEO
Port of New Orleans
glagrange@portno.com

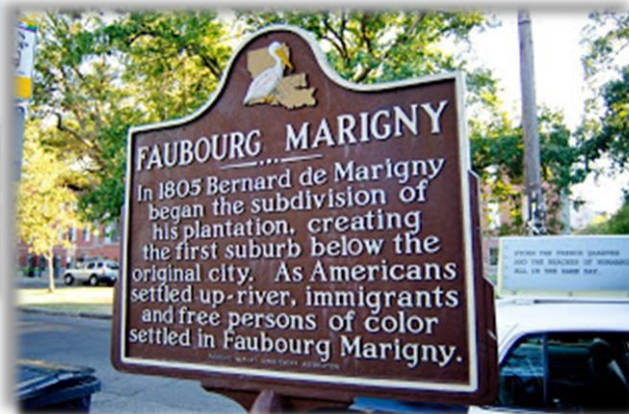
Background



PORT NOLA
THE PORT OF NEW ORLEANS



WHERE IS THE PORT???



Major Port Investments



PORT RANKINGS

- #1 U.S. Logistics Port (Business Facilities, 2013)
- #1 Maritime State in U.S.
- #1 Port Operator of the Year in North America (2014 Lloyd's List)
- #1 U.S. "Friendliest Homeport" (Porthole Cruise Magazine, 2014)
- #1 U.S. Importer of Natural Rubber
- #1 U.S. London Metal Exchange Port. (Copper, Zinc, Aluminum)
- #1 U.S. Exporter of Frozen Poultry
- #2 U.S. Importer of Coffee
- #3 U.S. Importer of Steel
- #5 U.S. Importer of Plywood
- #6 U.S. Cruise Port



Enhance Awareness & Public Image



Initial Plan: Outreach on a Budget



PORT NOLA
THE PORT OF NEW ORLEANS



Connect

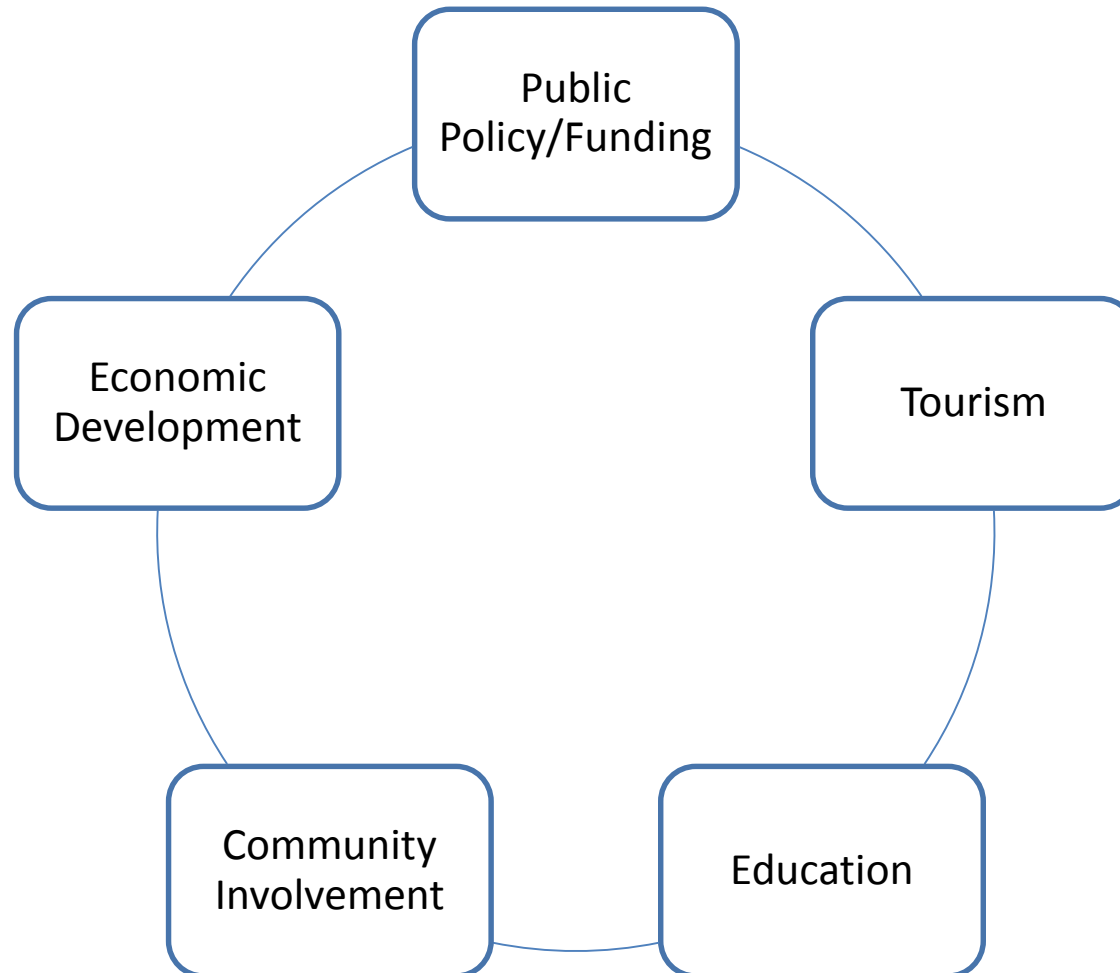
Objective #1.1 – Develop and prioritize a contact list of influential organizations/individuals starting with existing relationships.

Objective #1.2 – Leverage existing relationships to connect with other associated groups/individuals.

Objective #1.3 – Establish a group identity and commission members to advocate the importance of the Port. *Sample Name: Friends of the Port*



Connect



Educate



Tulane University



SOUTHERN UNIVERSITY
NEW ORLEANS



THE UNIVERSITY of
NEW ORLEANS



STRENGTH OF INTELLECT
STRENGTH OF CHARACTER

MERRITT C. BECKER, JR.

 UNO TRANSPORTATION INSTITUTE

Educate

Provide information on the functions of the Port of New Orleans and its economic impact to community stakeholders & obtain trust through long-term relationships.



Collaborate

Partner with organizations/individuals to advance programs that will promote economic development and growth in the maritime industry.



Adjustments

- 1) Small Wins are O.K.
- 2) Patience! Patience! Patience!
- 3) Big Ideas Take Money.
- 4) Relationships uncover opportunities?



Small Wins

- UNO Transportation Institute Partnership – AP Story carried by over 25 media outlets
- 504ward and the World Trade Center to host “*Cocktails and Connectors*”
- Hosted networking events *Diner en Blanc* and *International Night*
- Presented the “*Port of New Orleans*” *Maritime, Trade and Logistics Award* at the Millennial Awards.
- Port Education Day with Riverworks Discovery and Crescent Towing
- Welcomed 2013 CNN Hero of the Year, Chad Pregracke to the Port of New Orleans.
- NOCCA Gallery at the Port- Visual Arts students display artwork inspired from photographs taken during the Port Tour.





Long-Term Projects

- Updating Community Outreach Web Page
- K-12 maritime curriculum (UNOTI)
- Expanded Partnership with Louisiana Children's Museum
- History of the Port of New Orleans Exhibit
- Storm Drain Marker Program
- Maritime Internship Program



Maritime Workforce Summit

Port of New Orleans

Maritime Workforce Summit: Building Our Workforce from the Ground Up

September, 2014 8a.m. - 4p.m.



Young Professionals Networking

2p.m. - 4p.m.

"Draft and speakers are subject to change"



Thank You

Don't forget to:



Find us on

Facebook

/NewOrleansPort



Follow us on

Twitter

@PortNOLA #PortNOLA



Watch us on
YouTube

PortofNOLA



PORT NOLA
THE PORT OF NEW ORLEANS
www.portno.com

Paul Mathews
Community Affairs Manager
matthewsp@portno.com