

AAPA Member Engagement

March 24, 2014



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

Seaports
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American Association of Port Authorities
703.684.5700 • www.aapa-ports.org

Member Feedback

- *Port Directors Only Meeting this morning*
- *Survey Underway: Opportunity for Port Directors to ensure that AAPA is aligning it's resources with evolving/current issues and challenges.*

The 2014 AAPA Member Survey will help us provide the most effective resources, networking opportunities and programs to keep port professionals informed and empowered as our industry confronts the demands of a global economy.

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

2014 AAPA Member Survey

AAPA remains committed to providing its members with opportunities through programs, networking, committees, and other activities to share experiences and collaborate on successfully resolving the issues and topics of most relevance to the public port industry.

To ensure we continue to align these forums and AAPA resources with evolving challenges and industry priorities, we are asking you to identify what issues and topics are currently principal areas of focus and importance to you and your port. Please take a few minutes to complete the survey below. The time required to complete the survey is less than 15 minutes. Respondent identities will be kept anonymous.

Your responses will help us provide the most effective resources, networking opportunities and programs to keep port professionals informed and empowered as our industry confronts the demands of a global economy.

Thank you!
Kurt Nagle
President & CEO

[Click Here To Take The Survey Now!](#)

Survey E-mail – English and Spanish

AAPA continúa comprometida a ofrecer más oportunidades a sus miembros por medio de programas, trabajo en red, comités y otras actividades para que puedan compartir experiencias y colaborar para resolver de manera positiva los asuntos y tópicos de mayor relevancia para la industria de puertos públicos.

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2014 Encuesta de Miembros de AAPA

AAPA continúa comprometida a ofrecer más oportunidades a sus miembros por medio de programas, trabajo en red, comités y otras actividades para que puedan compartir experiencias y colaborar para resolver de manera positiva los asuntos y tópicos de mayor relevancia para la industria de puertos públicos.



If you haven't already done so, we encourage you to take a few minutes to fill out the survey!



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New: Executive Newsletter



AAPA Executive Update February 18, 2014 - U.S. Edition

Welcome to the inaugural edition of AAPA's Executive Update, the first in a series of on-line communications designed specifically for port directors. My goal is to provide you with personal updates and insight from Washington regarding important legislative activities, news and current AAPA initiatives that impact members and the port industry. As we move into 2014, I look forward to working with you, your staff, and our freight transportation partners on the critical issues that unite the industry in common cause and demonstrate the importance of American seaports to local and national policymakers. We are also making enhancements to our Spring Conference, Port Directors Only seminar and other programs, bringing a fresh look at the relevant issues of the day, and adding open forum roundtables to enable informal and candid discussions among port professionals in the business lines of most importance to you and your port. I look forward to seeing many of you next month at the Spring Conference (March 24-25). More than 20 port directors are already registered and we expect many more, so we should be able to have a very productive discussion during the port director's only meeting. If you have not already registered, I hope you will plan to attend. As always, I appreciate your ideas and feedback. Please feel free at any time to give me a call (703-706-4710) or email me at knagle@aapa-port.org.

Kurt Nagle, CEO & President

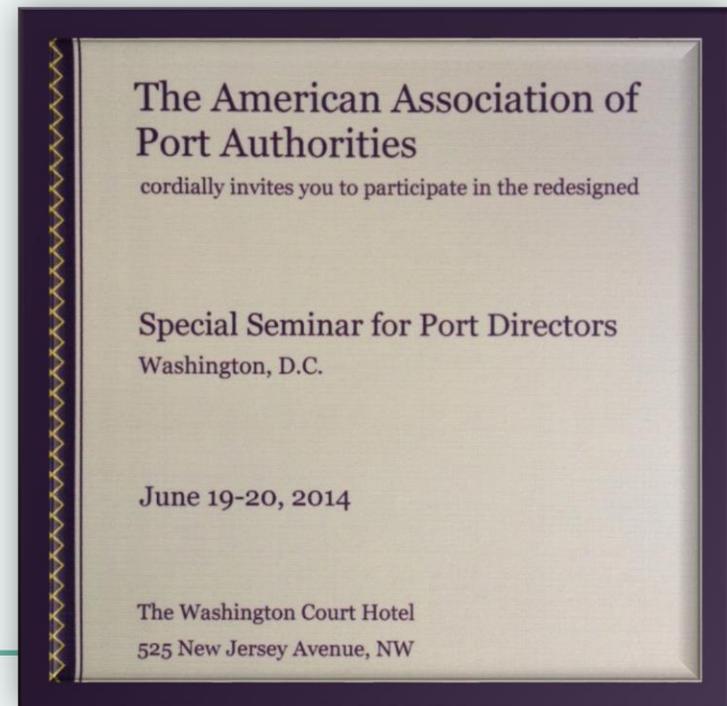


Informe Ejecutivo de la AAPA 12 de febrero de 2014

Bienvenidos edición inaugural del Informe Ejecutivo de la AAPA, el primero de una serie de comunicaciones en línea diseñada específicamente para líderes portuarios a lo largo y ancho del hemisferio occidental. Mi meta es proveerles con actualizaciones y perspectivas personales y desde la sede de la AAPA con respecto a importantes actividades, noticias e iniciativas que impactan a los miembros y a la industria portuaria. Al comenzar el 2014, espero poder trabajar con ustedes, su personal y nuestros socios en nuestro comercio y la industria marítima en los temas críticos que unen a los puertos a través de causas comunes y demuestran la importancia de los puertos a los legisladores nacionales. También estamos llevando a cabo mejoras a nuestros programas de reuniones de negocios, trayendo una perspectiva nueva a los temas de hoy, aumentando el intercambio de lecciones aprendidas y mejores prácticas entre nuestros miembros y añadiendo mesas redondas en foros abiertos que permiten discusiones candidas e informales entre profesionales portuarios en las líneas de negocios de mayor importancia para usted y su puerto. Como siempre, aprecio sus ideas y reacción. Por favor no deje de comunicarse conmigo al +(703) 706-4710 o enviarme un correo electrónico a la dirección knagle@aapa-ports.org

Updated Programs

- *New Spring Conference Round Tables tomorrow morning for ports/business lines to discuss specific issues.*
- *Port Directors Only Seminar, June 19-20, Washington, D.C. –*
***New Format*
 - More structured program
 - Forums/Roundtables among port directors and key policy makers



New Issue of the Magazine Dedicated to Executives



Awareness: What are we Delivering Now?

Our new Social Media Campaign...

#seaportsdelivertheholidays

How does Santa deliver all those presents?



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\$20 billion
Annual infrastructure & equipment investment by private freight railroads.
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\$7 billion
Added costs to traded products due to shallow harbors in 2010.
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60%
Percentage of rail intermodal traffic that involves imports and exports.
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\$46 billion
The amount port authorities and partners will spend on infrastructure modernization in the next 5 years.
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1/2
Amount of Harbor Maintenance Tax revenue utilized, resulting in channel dimensions available <35% of the time
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14 billion
Tons of truck freight total by 2018, an increase of almost 30%.
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52 million
Containers exported annually by 2037, nearly 3x current exports.
#seaportsdelivertheholidays

Answer: With the help of our seaports of course!

Examples of our FB posts modeled after the "12 Days of Christmas"

American Association of Port Authorities
December 17, 2013

7 swans can swim in shallow channels but cargo vessels require greater depths to move goods efficiently into and out of our ports... #seaportsdelivertheholidays.

-\$9.3 billion
Projected U.S. trade loss from use of undersized vessels in shallow and narrow channels by 2020.
#seaportsdelivertheholidays

Like · Comment · Share 4 1 1

145 people saw this post Boost Post

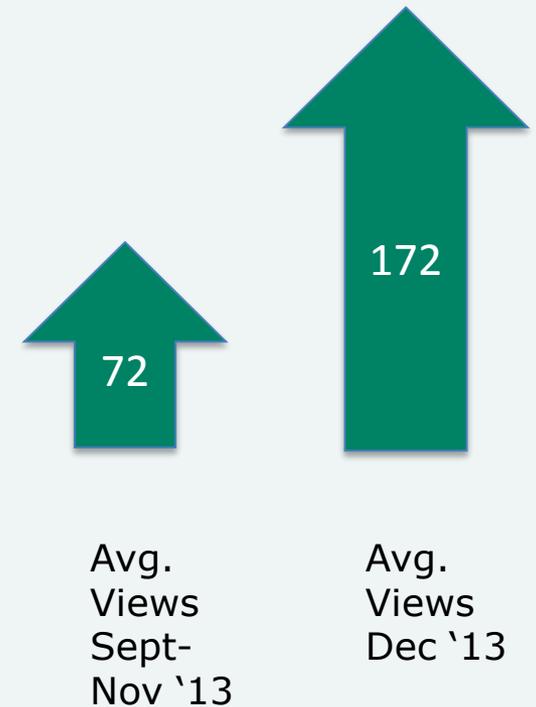
American Association of Port Authorities
December 24, 2013

On the 12th day drummers keep time to a familiar beat... Federal investments in transportation infrastructure are an essential effective utilization of limited resources. Federal investment will help Santa and #seaportsdelivertheholidays...

\$4 trillion
Projected loss to U.S. GDP by 2040 for failure to invest in America's transportation infrastructure
#seaportsdelivertheholidays

Like · Comment · Share 2 2

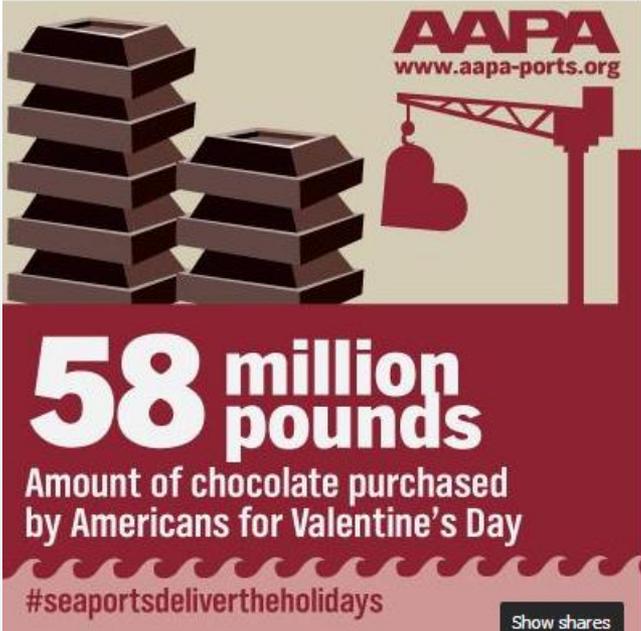
152 people saw this post Boost Post



What other holidays can help us tell our story?

 **American Association of Port Authorities**
February 14

Now that you have purchased all of that Valentine's candy... did you know that tons of cocoa beans come through East Coast Ports and are sent to chocolate processors who provide bulk chocolate to companies like Mars and Hershey? Another reason to value America's ports... #seaportsdelivertheholidays!



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58 million pounds
Amount of chocolate purchased by Americans for Valentine's Day

#seaportsdelivertheholidays

Show shares

 **American Association of Port Authorities**
shared Port of New Orleans's photo.
Posted by Mary Beth Will Long [?] · March 3

Keep this in mind as you prepare for Fat Tuesday #seaportsdelivertheholidays. That's a lot of beads!

Millions flock to New Orleans and south Louisiana to catch the coveted items tossed by one of the more than 80 Mardi Gras parades that roll each year.



Throw me something Mister!

THE PORT OF NEW ORLEANS IMPORTS APPROXIMATELY
2,000 TONS OF MARDI GRAS TROWS EACH YEAR.
THAT'S 200 CONTAINERS OF BEADS, CUPS, BLINKING RINGS,
STUFFED ANIMALS, DOUBLOONS AND MORE.

Like · Comment · Share

RiverWorks Discovery likes this.

Write a comment...

30 people saw this post

Boost Post

And Even St. Patrick's Day...



American Association of Port Authorities

Posted by Mary Beth Will Long [?] · March 16

Lucky for us #seaportsdelivertheholidays. Happy St. Patrick's Day!



971,812,843

Total gallons of beer, ale and stout imported and exported thru the U.S. annually.

#seaportsdelivertheholidays

Unlike · Comment · Share

1

American Association of Port Authorities, Port of Virginia, Triton Overseas Transport, Inc., Frank Bailey Grain Co., Inc. and 3 others like this.



Write a comment...

141 people saw this post

Boost Post



...And we plan to do more for
Easter, Memorial Day, 4th of July...

What else are we up to?

- *Press Conference in Tampa*
- *Continuing to build our relationships with 3rd Party Influencers*
- *Partnering with both our friends and stakeholders on the upcoming Infrastructure Week 2014 and World Trade Week*
- *Annual Port Tour planned for the West Coast in August*



MEMBER ENGAGEMENT

COMPELLING OUTREACH

EFFECTIVE ADVOCACY

AAPA QUARTERLY UPDATE JAN-MAR 2014



MAJOR EVENTS

January 23-24, 2014
Shifting International Trade Routes
Tampa, Florida

January 23, 2014
Press Conference
Tampa, Florida

February 12-13, 2014
Harbors and Navigation Committee Meeting
Mobile, Alabama

February 20-21, 2014
Maritime Economic Development Workshop
San Diego, CA

March 18-19, 2014
Joint Security/IT Committee Meeting
San Diego, CA

March 24-25, 2014
AAPA 2014 Spring Conference
Washington, DC



375+ PARTICIPANTS
at AAPA events this quarter

9
INDUSTRY MEETINGS

Covering:
technological advancement
port development and design
capital projects
educational outreach
green jobs
cybersecurity



AAPA IN THE MEDIA

January 2 - The Bond Buyer
Outlook 2014: Transportation Funding Reaches Crossroads

January 10
Ports, the Arteries of Growth

February 1
U.S. Ports Update: Investing In The Future

February 19 - Industry Today
More Proof That Feds Are Taking U.S. Seaport
Infrastructure Seriously

February 20 - San Diego Union Tribune
New Stadium or Exports. What Wins?

February 27 - The Unified Port of San Diego
Port of San Diego Hosts AAPA's Maritime Economic
Development Workshop



570
LIKES ON FACEBOOK

1Q PRESS ENGAGEMENT:

American Shipper
Bloomberg News
Business World Magazine
CQ/Roll Call
Economist

Engineering News Record
Houston Chronicle
Journal of Commerce
Los Angeles Business Journal
Sea Technology Magazine
Wall Street Journal



POLICY ACTION

- Water Resources Development Act, WRDA
- FY2014 Budget (Corps, EPA, DOT)
- Map-21 Implementation



OUTREACH TO:

- Environmental Defense Fund
- EPA Ports Initiative
- House Transportation and Infrastructure Committee
- MARAD
- Senate Energy and Public Works
- Congressional Ports Caucus
- Soy Transportation Coalition
- Blue Green Alliance

UPDATE: PORT INVESTMENT PLAN

A joint project with the U.S. Maritime Administration to develop port investment guidance, references and best practices. The goal is to create an "investment grade" plan for the port's future that attracts public and private investment.

February 10 - Request for Qualifications Issued
Deadline: March 7, 2014

December 13 - Request for Technical Assistance Issued
Result: 57 Volunteers



1Q PARTNERSHIPS

- U.S. Maritime Association
- Soy Transportation Coalition
- Blue Green Alliance
- Environmental Defense Fund
- Corps of Engineers





MAJOR EVENTS

November 21
AAPA 14th Annual Leadership Summit
Alexandria, VA

November 6-8
AAPA Facilities Engineering Seminar and Expo
Vancouver, BC

October 13-17
AAPA 102nd Annual Convention
Orlando, FL



1,000+ PARTICIPANTS
at AAPA events this quarter



21 INDUSTRY MEETINGS

Covering:
technological advancement
port development and design
capital projects
public relations
partnership outreach



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AAPA IN THE MEDIA

Dec. 16 - The Bond Buyer
"Port Financial Toolkit Being Developed"

Nov/Dec 2013 - Trade & Industry Development Magazine
"Expanding U.S. Seaports Attract Exporters, Create Jobs"

Nov. 5 - CQ Roll Call
"Eyeing Use of Harbor Taxes"

Nov. 1 - WT100
"Has MAP-21 Lost Direction?"

Oct. 18 - Telemundo Orlando
"Convencion 102 De La AAPA En Orlando, FL"

Oct. 9 - Engineering News Record
"Government Shutdown's Construction Impacts Widen"

Oct. 3 - Industry Today Magazine
"How a \$46 Billion Investment Gap by 2040 Threatens U.S. Seaports"



529
LIKES ON FACEBOOK

4Q PRESS ENGAGEMENT:

American Shipper
Argus Media
Baltimore Sun
BTB-TV, Ukraine
Bloomberg News
Bradenton Herald
Business Monthly Newsletter
Canadian Broadcasting Network
CQ/Roll Call
Global Trade Magazine
International Trade Today
Logistics Management Magazine

KGW-TV, Portland, OR
Los Angeles Times
New York Times
Politico Pro
Orlando Sentinel
Savannah Morning News
Seattle Times
Steel Plants International
Supply Chain Logistics
Tampa Bay Business Journal
Virginian Pilot
Wall Street Journal
Washington Post
WT100
World Wide Shipping



POLICY ACTION

- Water Resources Development Act, WRDA
- Energy and Water Appropriations bill
- Diesel Emissions Reduction Act (DERA)
- Moving Ahead for Progress in the 21st Century Act (MAP-21)
- Building and Renewing Infrastructure for Development and Growth in Employment (BRIDGE) Act



OUTREACH TO:

Congressional Ports Caucus
Members of Congress
House and Senate Appropriations Committees
Environmental Protection Agency
Department of Transportation
National Freight Advisory Committee (NFAC)
Environmental Defense Fund
National Institute of Science and Technology
Maritime Administration
United States Chamber of Commerce
Federal Highway Administration
U.S. Maritime Administration
The House Transportation and Infrastructure Committee
US Administration for International Development

4Q PARTNERSHIPS

North Atlantic Port Association
Gulf Ports Association
Business Alliance for Secure Commerce
U.S. Maritime Initiative
Corps of Engineers
Army for Civil Works
Corps of Engineers
Quality Partnership Initiative
Green Marine
Cruise Line International Association
Appalachian Regional Commission

