

Public Relations Committee Meeting
March 24, 2014 – 8:30 a.m. – 10:30 a.m.
Meeting Room 2
The Renaissance Washington, DC Downtown Hotel
999 9th Street NW, Washington, DC 20001

Paula Copeland, Chair, Port Saint John *(unable to attend)*
Dona Lisel Regis, 1st Vice Chair, St. Lucia Air & Sea Ports Authority *(unable to attend)*
Lisa Ashley, 2nd Vice Chair, Port of Houston Authority *(presiding)*

- 8:30 am **Self Introductions and Chairman’s remarks** Lisa Ashley, 2nd Vice Chair
[NOTE: Committee folders to include PR Committee roster; subcommittee rosters; 2014 Communications Awards Program rules/guidelines; notes from Nov. 21, 2013 AAPA Leadership Summit regarding committees; and agenda for upcoming 2014 Public & Government Relations Workshop]
- 8:40 am **Briefly discuss agenda for 2014 PR/GR Workshop in Toronto** Aaron Ellis, AAPA PR Cmte. Liaison
- 8:50 am **Review of AAPA’s 2013 Leadership Summit take-aways regarding committee priorities and objectives** Ms. Ashley
- 9:00 am **Show ‘n Tell Presentations**
(Up to four presentation slots available; please email Aaron Ellis at aellis@aapa-ports.org if you would like to share a brief public or government relations success story from your port or organization.)
- Mary Beth Long, AAPA, “#SeaportsDeliverTheHolidays” social media messaging opportunities presentation
 - Camilo George Díaz, Puerto de Santa Marta, “Communications & PR at a Terminal in Colombia’s Most Beautiful Bay”
 - John Roby, Port of Beaumont, “I Love It When You Talk Crude To Me” crude oil via rail presentation
 - Beverly Fedorko, New York Shipping Association, “Port Performance Task Force Report”
 - Marko Dekovic, Port Metro Vancouver, “Port Metro Vancouver’s Community Awareness Campaign”
- 9:45 am **Subcommittee Reports/Discussion Topics** *(Ms. Ashley will fill in for any absentees)*
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| Communications Awards Program Subcommittee | John Roby, Subcmte. Chair |
| Seaports Magazine Advisory Subcommittee | Duane Sandul, Subcmte. Chair |
| Social Media Subcommittee | Marilyn Sandifur, Subcmte. Chair |
| Key Media Messaging Subcommittee | Ellen Kennedy, Subcmte. Chair |
| PR Planning Subcommittee | Pamela McDonald, Subcmte. Chair |
| Community Outreach Subcommittee | Paula Copeland, Subcmte. Chair |
- 10:30 am **Adjourn**

Upcoming PR Committee meetings:

<u>LOCATION</u>	<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>
Toronto, Ont.	AAPA 2014 PR/GR Workshop	6/24/2014	4:30 pm – 6:30 pm
Houston, TX	2014 AAPA Annual Convention	11/10/2014	9:30 am – 11:00 am
Washington, DC	2015 AAPA Spring Conference	TBD	TBD