

Public Relations Committee Meeting

Nov. 2, 2015 • 9:30 a.m. – 11:00 a.m.

INTERCONTINENTAL MIAMI

Sandringham Room

100 Chopin Plaza, Miami, Florida 33131

Patricia Cardenas, Chair, Port Corpus Christi (presiding)

Patsy Keays, 1st Vice Chair, Sept-Iles Port Authority

Judy Adams, 2nd Vice Chair, Alabama State Port Authority

- 9:30 am **Opening remarks & Self Introductions** Patricia Cardenas, Chair
[NOTE: Committee folders include PR Committee roster; Subcommittee rosters; PR Committee priorities list; new AAPA Strategic Plan; 2016 AAPA Programs Guide]
- 9:40 am **Follow-up from 2015 ACPA Annual Conference in Montreal** Mary Beth Long, AAPA
- 9:50 am **Discussion of new AAPA Strategic Plan** Ms. Long
- 10:00 am **Overview of U.S. Maritime Administration's new White Board Videos**
(In October, MARAD launched four white board animation videos for its StrongPorts and Marine Highways programs. These videos show the importance of ports to the national economy, the challenges ports face, how the Maritime Administration can assist stakeholders through the StrongPorts Program and, how we can expand use of waterways, rivers, Great Lakes, and coastlines for movement of freight.) Stephen Shafer, Senior Analyst, USDOT
- 10:15 am **Subcommittee Reports/Discussion Topics** Ms. Cardenas
(PR Committee liaison Aaron Ellis will fill in for any absentees)
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|--------------------------------------------|---------------------------------------|
| Communications Awards Program Subcommittee | John Roby, Subcommittee Chair |
| Seaports Magazine Advisory Subcommittee | Duane Sandul, Subcommittee Chair |
| Social Media Subcommittee | Marilyn Sandifur, Subcommittee Chair |
| Key Media Messaging Subcommittee | Ellen Kennedy, Subcommittee Chair |
| Community Outreach Subcommittee | Paula Copeland, Subcommittee Chair |
| PR Meetings Planning Subcommittee | Patricia Cardenas, Subcommittee Chair |
- 10:30 am **Show 'n Tell Presentations**
- *Lisa Lefeber, Port of Everett, showing the Port of Everett's aerospace freight-handling video.*
 - *Karl Strauch, Port Tampa Bay, presentation on Port Tampa Bay branding initiative.*
 - *Meredith Martino, AAPA, showcasing redesign of AAPA website.*
- 11:00 am **Adjourn**

Upcoming PR Committee Meetings

<u>LOCATION</u>	<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>
Corpus Christi	Combined PR/Environmental Cmte Mtg	March 1, 2016	1.5 days
Washington, D.C.	AAPA Spring Conference	April 5, 2016	9:30-11:00am
Jersey City, NJ	AAPA Cargo Optimization Seminar	June 6, 2016	2:00-6:00pm