**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

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**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.)

**10:15 am  Subcommittee Reports/Discussion Topics**

*PR Committee liaison Aaron Ellis will fill in for any absentees*

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**

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**Upcoming PR Committee Meetings**

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