



**A. Paul Anderson**  
President & CEO



# Raising Awareness of Economic Value and Social Responsibility

# Raising Awareness

- educating audiences
- reputation management
- establishing/building BRAND



# Brand is a PROMISE

- Who you are
- How you are going to do business



- Govts – must Tax for revenue
- Businesses must market themselves for revenue

- Change the culture of being one dimensional to multi-dimensional
- From static to “can do” culture
  - ✓ Cargo Diversity
  - ✓ Regionalism
  - ✓ Promoting Global Reach
  - ✓ Constantly Improving our ability to move all cargo from point A to B

## Port Tampa Bay

- 5,000 acre complex
- The largest in Florida by tonnage and land
- Immediate proximity to largest and fastest growing Florida region
- FL just overtook NY as 3<sup>rd</sup> largest state
- Panama Canal Expansion



Brand  
**This is why companies  
brand – and rebrand.**

Corporate Identity  
Logo  
**There's a story to tell**



2000



2007



2012

# Branding started with culture change even before the new logo.

**Tampa Bay Times 08/23/10**  
**Foreign arena To include bargains.**  
**Port's T**

With Port Tampa Bay's unveiling of a \$1.7 billion redevelopment project near the Channel District, a cornerstone piece of greater downtown Tampa's potential renaissance has arrived. The bold port plan, highlighted by the purposely sky-high 75-story twin towers, seeks to resurrect a stretch of waterfront still pockmarked with vast parking lots and aging industrial storage structures. That's commendable by itself. "Is there a single waterfront project like this? I can't think of one like this in the country," Luis Ajamil, a Miami designer of

...the competitors," ... offers a no-frills ... testing busy moms ... deal on purses, ... something for their ... Shopping carts are ... the front entrance, ... 's clear signs direct- ... to various depart- ... are large fitting ... have parking sta- ... .  
**ROBERT TRIGAU**  
*On Business*

**PORT TAMPA BAY TO DEVELOP NEW COLD STORAGE FACILITY**  
Initial Projected Total Value: \$1.7 Billion

**17-year Asset Manage-**  
... is also keeping a ... the chairman Stan- ... said over the week- ... sity makers still had ... ren case" for rais- ... September. That ran ... recent market sen- ... at China's economic ... and global market vol- ... to promote the nation's ... to wait. The Fed has ... Using innovative rail ... staffs are being used to ... 400,000 pallets per ... highest levels of ser- ... Monday. The Shang- ... site Index fell as much ... A new Florida corpo-

## Port to build refrigerated warehouse

*Times staff*  
Officials with Port Tampa Bay announced Monday that construction on a 130,000-square-foot refrigerated warehouse will begin early next year. The \$19.1 million warehouse will employ 50 full-time workers and up to 200 part-time workers. Officials expect it will open in November 2016. The Tampa Port Authority Board recently approved a 27-year lease to Port Logistics Tampa Bay Inc. for the 13.7 acres where the facility will be developed on Hookers Point at Port Tampa Bay in down-

town Tampa. The authority has brought on Atlanta-based Batson-Cook Co. as contract manager for the project. Port Logistics will be responsible for interior improvements and all terminal operations. The facility will receive, label, package and distribute tem- perature-controlled food from foreign ports and will operate nearly around the clock. Pro- duct will include perishable goods, fruits, vegetables, phar- maceuticals and any other prod- ucts that require temperature control. "In our first year of opera-

tion, we expect to accommodate 100 vessels with 400,000 pal- lets, along with 70 to 80 trucks per day entering and leaving the facility," said developer George Livingston, a principal in Port Logistics. Tampa's port was known as a thriving hub for imported fruit until the business dried up in the 2000s. The last fruit importer left in 2009, and the port tore down its old fruit ware- houses. Port Manatee took over as the region's hub for imported fruit, though Port Tampa Bay officials have been working to change that.

## TRIGAU continued from 4B

... head of the new world ... and down the ... edge of the ... cities remain ... See TRIGAU ... .  
... said the travels ... for discounts of 20 ... on similar items. ... said it picked the ... petitive New York ... or its first outlet store ... n. Four of the outlet ... open later this fall, ... rkers are tough critics, ... going to learn quick- ... .  
... 17-year Asset Manage- ... rs are also keeping a ... the chairman Stan- ... said over the week- ... sity makers still had ... ren case" for rais- ... September. That ran ... recent market sen- ... at China's economic ... and global market vol- ... to promote the nation's ... to wait. The Fed has ... Using innovative rail ... staffs are being used to ... 400,000 pallets per ... highest levels of ser- ... Monday. The Shang- ... site Index fell as much ... A new Florida corpo-

... ing the tradi- ... approach of ... building large oil, gas and nuclear power plants. Instead he urges a reliance on local pro- duction, small-scale connections and the adoption of solar panels and other alternative energy sources as their costs continue to drop. His ideas are hardly radical. Telecommunications advances in developing countries often bypass the old infrastructure of copper, fiber optic lines and gas straight to installing far more practical wireless phone systems. Rogers' plan to emphasize decentralized, alterna- tive energy sources in parts of Africa, for example, makes great sense. "The thought of try- ing to store something safely for hundreds of thousands of years truly seems absurd, doesn't it?" Well, yeah. What galls so many Floridians is that Duke Energy Florida's vast service territory is that they must pay for Duke's mistakes and inefficiencies by being charged with electricity prices far higher than Duke's peers providing power to other parts of Florida. The U.S. Energy Information Administration forecasts U.S. nuclear power, which generated 20 percent of the electricity in this country in 2000, will watch its market share dwindle to as little as 15 percent by 2040. Doesn't sound like a growth industry to me. Rogers' new book urges a fresh look at spreading electric- ity to needy overseas areas, skip-

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Peerless MEDIA LLC logisticsmgt.com  
LTL strategy 54  
Getting closer to viability 58  
TRAVEL  
A C



shutdown of last fall, Congress returned to work pledging to make immigration reform a reality. Now, six months later, we are looking at a narrowing window

economic production of the labor needs of its employers without a smart legal immigration system being put in place now. In Florida, it is estimated that

foreign students are taught at our state's finest universities. They train here but must leave for their places of birth, where they are then employed to help

lenges and our future legal im- migration worker needs is not hard. These measures should pass the House chamber in quick order.

## Keep our cargo moving by boosting investment in infrastr

**BY A. PAUL ANDERSON AND JEFF BRANDES**  
Special to The Tampa Tribune

As a nation, many of the goods we use every day — from cars to computers, to the clothes we wear and the meals we eat — must first pass through one or more of the nation's seaports. Closer to home, every resident and visitor in West and Central Florida will use some product that has been shipped into Port Tampa Bay in Tampa. For example, all of the gasoline consumed in our region, as well as the jet fuel for our region's airports, is delivered through our port. The importance of maintaining and improving the infrastruc- ture for the movement of cargo cannot be overstated. When cargo movement is delayed, re- directed or seriously impeded, important shipping deadlines are missed, orders get canceled. By the costs of goods goes up, compa- nies lose sales, businesses down- size and America's international competitiveness sinks.

scare tactics, it's time to look at the value of infrastructure im- provements and why they offer such a great return on invest- ment (ROD). Take the case of maritime-re- lated freight transportation infra- structure alone, such as highway and waterway links with ports. According to the American Soci- ety of Civil Engineers, if the U.S. were to spend an additional \$15.8 billion each year between now and 2020 on these intermod- al links, the results would be an additional \$270 billion in exports, increased gross domestic prod- uct by \$697 billion, 738,000 ad- ditional jobs created, and a \$770 annual benefit for every Ameri- can household. What's needed to bring these benefits to fruition is a motivat- ed electorate, helping our federal government leaders understand how important it is to raise the priority for these investments. By reauthorizing the Water Resourc- es Development Act (WRDA) this year, one that our state has spent a great deal of time nurtur-



Anderson Brandes

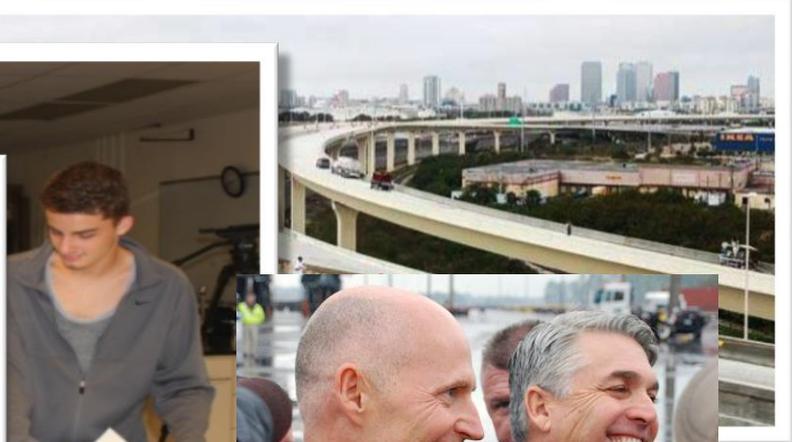
approaches, solutions and best practices being developed to modernize the nation's aging in- frastructure. Our nation needs to dedicate funding for freight projects of na- tional and regional significance. Identifying and funding inter- modal freight connectors is vital to port efficiency and cargo mo- bility. In the same vein, rail con- nector projects eligible for invest- ments should specifically include rail connectors to commercial ports. Locally, the addition of two new post-Panamax gantry cranes over the next 18 months will add significant capability and expan- sion to Florida's largest port. As America recovers from the worst economic recession in our lifetimes, cargo volumes will con- tinue to grow. As our nation in- vests in transportation infrastruc- ture, we must ensure that our ports and their needs to efficient- ly move freight are high on the list. Fortunately for us in Florida, the state has established a model approach to this type of invest- ment. Gov. Rick Scott and the

for all. Al Cardenas is of Conservative Un- Republican Party partner in the Sanders.

**TAMPA BAY AREA CD & DEPOSIT GUIDE**  
Yields Available to Greater Tampa Bay Area Residents

Rate	12-Mo	18-Mo	24-Mo	36-Mo	48-Mo	60-Mo
NA	0.85	0.35	0.50	0.85	1.10	1.15
2.00						

BankUnited, N.A. 14817 Oak Lane



# Raise the profile





# SEAPORTS AAPA MAGAZINE

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## WHAT'S THE FACE OF YOUR PORT



### » FEATURE

## BUILDING A STRONG BRAND

Ports recognize that who they are and what they stand for is as critical as how they look

By Meredith Martino

Many ports live and die by their numbers container throughput, volume of cargo, value of cargo, regional jobs, truck turn times, economic impact, tax revenue generated and so on and so forth. But numbers don't tell the story of a port. They're facts – cold, hard and impersonal. There's no narrative to them. They are not who a port is in the eyes of its partners, community or customers.

Ports throughout the hemisphere are recognizing that they need to create strong brands for themselves in order to succeed. And they are embracing increasingly sophisticated concepts of brand that go far beyond old ideas of a merely having a consistently-used logo and coordinated color palette.

Amanda Kaiser, Chief Path Finder at Kaiser Insights LLC, describes brand affinity as "the emotional aftertaste after an experience with a product, service or company."

"When people say brand, they think it is synonymous with logo, the same way people think marketing is synonymous with advertising," said Kaiser, who worked the bulk of her career for Canada and an advertising agency supporting Canada before taking her branding expertise to the association and nonprofit sectors.

Kaiser encourages her clients to focus on five elements of a strong brand – elements that can be applied to ports, as well as the associations and charity organizations she typically works with.

1. **Look** is the color, design, photographic style, illustrations, logo, patterns and fonts used on an organization's website, brochures, printed materials, signs, social templates and published materials.



The 2014 Community Day at Port Saint John in New Brunswick, Canada.



Source: Kaiser Insights LLC

New branding on station

2. **Products** are what an organization offers – goods or services that can be purchased or obtained.

3. **Promise** is the organization's key value proposition, when an organization can articulate the emotions it hopes targeted audiences will feel about the organization.

4. **Story** is the organization's ability to tell the story that target audiences want to hear, not what the organization wants to say.

5. **Experience** is the impression that target audiences have after they interact with the organization.

"Brands don't have to be Apple in scope to be powerful," said Kaiser. "Over time, if you keep doing the right things, you can build brand affinity."

Ports throughout the Americas are implementing this concept of brand, usually through very deliberate internal processes aimed at repositioning themselves with key stakeholders.

Port Tampa Bay, President & CEO Paul Anderson came to the organization in 2013 with a strategic vision to rebuild the port's brand.

"I don't know how many people want to do business with an authority. They want

to do business with a business," he said. "I wanted us to look and feel like a global business entity."

So in early 2014, the Tampa Bay Authority began doing business as Port Tampa Bay, with a new logo and look for the organization's website, business cards, social media outlets, signage and marketing materials. The new name was chosen to reflect the port's reach beyond the city of Tampa to a large population corridor centered around Interstate 4 and to help the port better in line with a strong local identity. The region's professional sports teams – the Buccaneers (NFL), Devil Rays (MLB) and Lightning (NHL) – all adopted the "Tampa Bay" moniker, as did the local Pulitzer Prize-winning newspaper, the St. Petersburg Times, had rebranded itself as the Tampa Bay Times.

Anderson created the position of Vice President, Branding and Strategic Alliances, within the organization, a role that enabled the port to handle most of the rebranding effort in-house, saving significantly over hiring expensive outside firms for strategic advice. While Port Tampa Bay still used some local firms to develop potential logos and color schemes, much of the work was done in-house. Keeping much of the work on staff also enabled the port to move quickly and be nimble in decision-making.

The response has been very positive, especially within the local business community. The conversation and visitors bureaus



**Look**  
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## Audiences and Constituents

- Internal staff
- Customers, BCOs, Carriers, Tenants
- Maritime Community
- Other Recent “Re-branders”
- EDCs, Business Leaders, Chambers



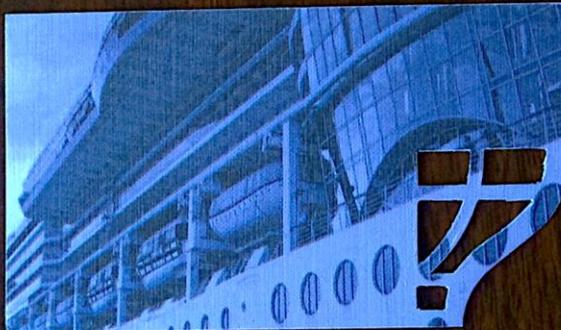
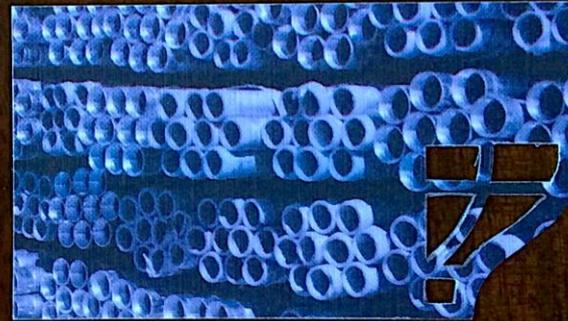
- New name reflecting regionalism
- New attractive ship design logo
- New taaline – think differently about our port



**PORT**  
**TAMPA BAY**™

*Reroute Your Thinking*

# Business Cards



# Unveiled at State of the Port



# Trade Shows



# Wayfinding & Signage





Now *this* is how you serve the largest and fastest growing Florida market.



**PORT TAMPA BAY.**

*Reroute Your Thinking™*

Port Tampa Bay is hands down the most efficient route into Central Florida with the ability to reach most of the region within an hour.

Together with dramatic improvements such as a dedicated truck ramp to/from the Tampa/Orlando I-4 connector, we save an estimated \$700 - \$1,200 per truck load from the more traditional routes into Central Florida.

That's *real* fast to market.

*It's time to reroute your thinking*

1101 CHANNELSIDE DRIVE, TAMPA, FLORIDA 33602  
WWW.PORTTB.COM | 800-741-2297

**63\* million  
customers**

 **Port Tampa Bay**



# Widely Recognized



## Brand provides a platform to change perceptions

- Advertising
- Public Relations
- Trade Shows
- Events
- Web
- Social
- Materials
- And more channels



**PORT**  
**TAMPA BAY**™

**Thank You**