



COMMUNICATIONS AWARDS PROGRAM

Effective Communications Strategies for Special Events



**St. John's Port Authority
50th Anniversary**



Port of Grays Harbor
On Washington's Pacific Coast

4th Grade Tour Program



**Harbor Improvements Plan
Media and Community Roll-out**

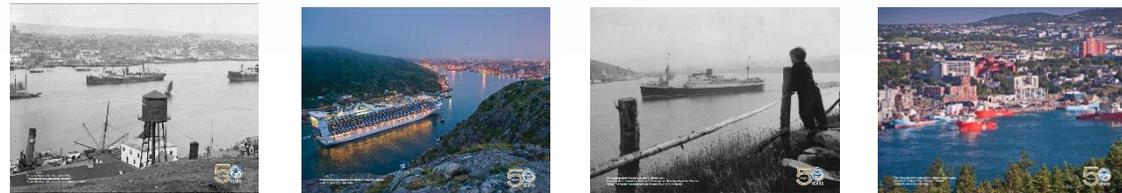
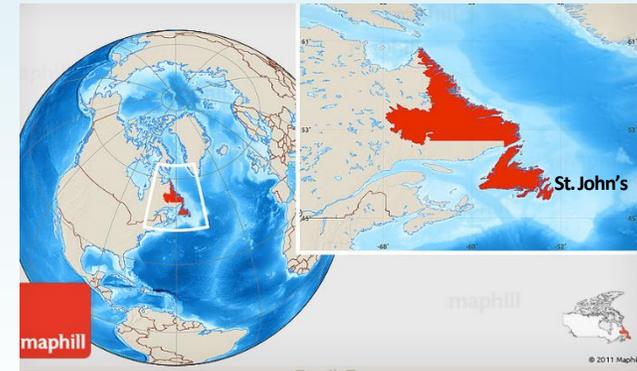
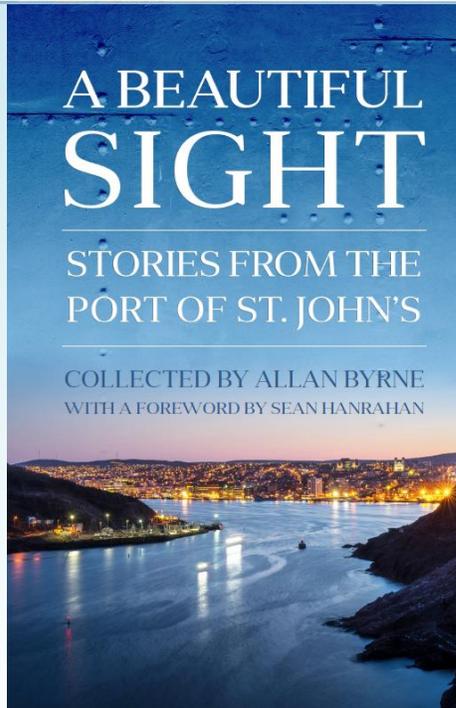


COMMUNICATIONS AWARDS PROGRAM



St. John's Port Authority 50th Anniversary

Bob McCarthy
Vice President, Development





2016

COMMUNICATIONS AWARDS PROGRAM

St. John's, Newfoundland & Labrador, Canada





Project Objectives

- Commemorate and celebrate the 50th anniversary of the Port of St. John's;
- Highlight the historical significance of the Port and share its story;
- Promote the substantial economic role it continues to play to this day; and,
- Enhance the public perception of the Port Authority.





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Actions Taken and Communications Outputs

A BEAUTIFUL SIGHT

50 YEARS 1965-2015

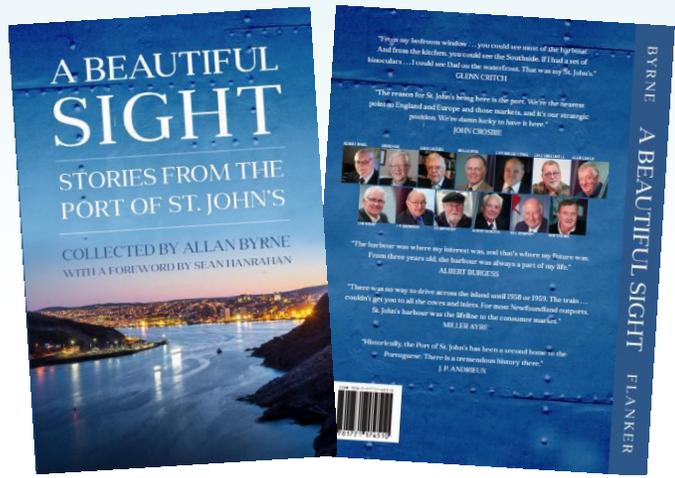
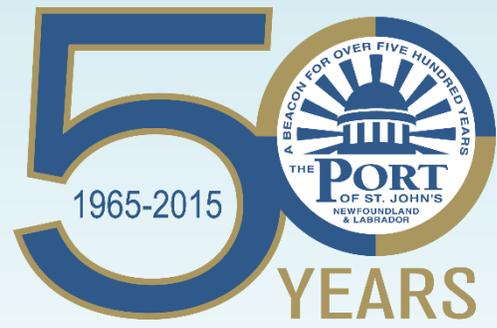
AUDIO INTERVIEWS
Click an interview to hear that story!

BOB HANIS DAVID FOX JOHN CROSSIE

PAUL ROBERT ANDERSON MILEY ATYD

SEAN O'RIFF LYN EDWARDS CHRIS SWANWICK

AND OTHERS TELLING THEIR STORIES





Outcomes and Evaluation

Q. Did we achieve our stated objectives and what metrics were considered to determine this?

- Special Commemorative Book Launch Event;
 - followed by very positive book reviews by various media outlets
- Book Sales were measurable
- Increased visitation to the primary site: www.sjpa.com
- Increased visitation to the companion website: www.abeautifulsight.ca
- Continued to receive positive feedback from the public, port users and government officials (at various levels)



Washington Coast Port Locations
in comparison with Port of Grays Harbor





Objectives:

- Educate the 800+ 4th grade students throughout Grays Harbor County about the important role their Port plays in the economic stability of where they live
- Reach the 100+ teachers and adult chaperones that accompany the students each year and provide them with facts and useful information about the Port that they can then share with their colleagues, friends and families
- Recognize the financial resource limitations of the schools and the Port and find partners to financially support the cost of transportation for the school district





The Program:

- Curriculum
- Transportation
- Port overview presentation
- Tour of marine terminals and industrial properties
- Map activity
- Quiz for prizes
- Goodie bags





Outcomes:

- Growth/Success of the Program
- Positive Feedback
- Community Awareness





Harbor Improvements Plan Media & Community Roll-out

Ellen Kennedy
Assistant Director of Business
Development/Communications





Challenges:

How do we celebrate a milestone victory, while communicating the need for continued support?

Objectives:

- To generate media interest
- To make supporters feel appreciated
- To recognize elected officials for their efforts
- To create excitement for the project
- To promote the Port for business development





Actions:

Lay the Groundwork – This took years!

Outreach – Ongoing. Hands-on. Accommodating Fun.

Media – Press releases, editorial, social media





Actions for Roll-out

Theme – “Next Steps”

Select a date

Spread the word

Speakers

Media Follow-up





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Results

Continued Support

Media Awareness

DC Mission

WRDA Bill – We're In!





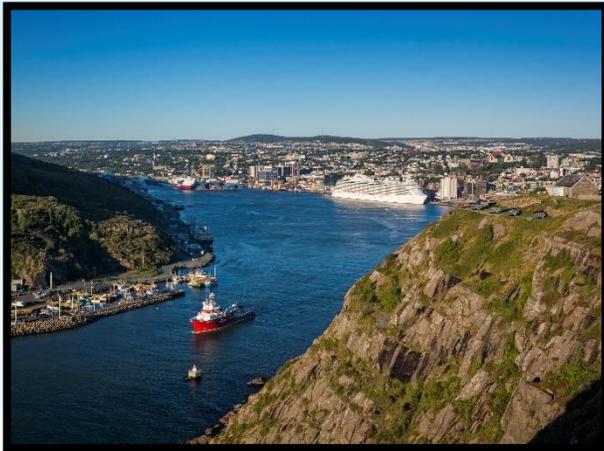
Special Event Planning Tips

1. Start Project Planning Cycle Early!
2. Conduct Research
3. Have a clearly defined set of objectives
4. Keep your objectives and audience in mind
5. Define how you will measure success
6. Post-event Review





Questions?



THANK YOU!





AAPA 2016

NEW ORLEANS

Utilizing Technology to Improve Productivity

Presented by: Tony Zhong

October 26, 2016

Organizational Technology Plans

Strategic



Tactical



Operational



Common Guidelines and Frameworks



ISO/IEC 27001:2013[®]
Information technology -- Security techniques -- Information security management systems



Strategies



Scope Example

- Secure the computing environment
- Protect the confidentiality, integrity and availability of business assets such as systems and data for internal and external stakeholders



Common Technologies



Security

Network

Software/Applications

Mobility

Cloud

Virtual Environments

Peripherals

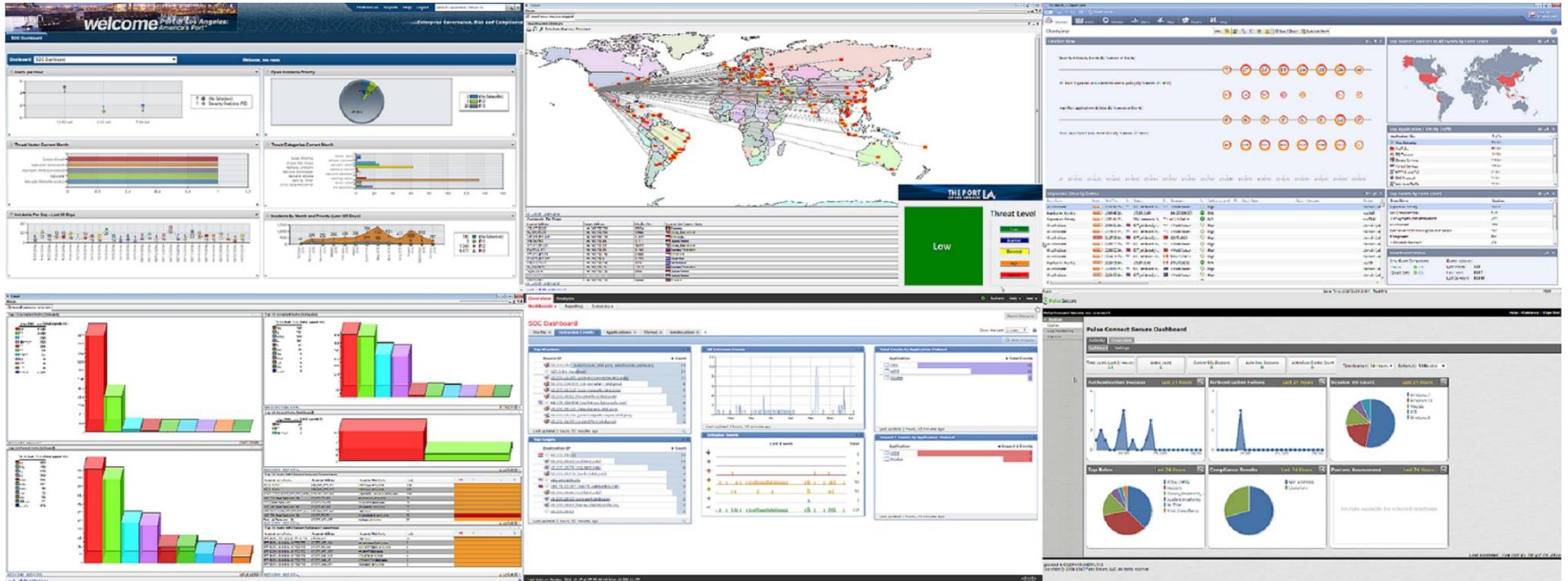
Threats

- Common threats that disrupt productivity
 - **Denial of Service** (DoS, DDoS)
 - **Email**: Phishing, SPAMs, etc.
 - **APTs/Malware**: viruses, worms, RANSOMWARE, etc.
 - **Infected documents**: Office Suite, Adobe, etc.
 - **Malicious Code**: Scripts, Active content, etc.
 - **Insider**: Disgruntled employee, USB drives, Web sites, downloads...etc.

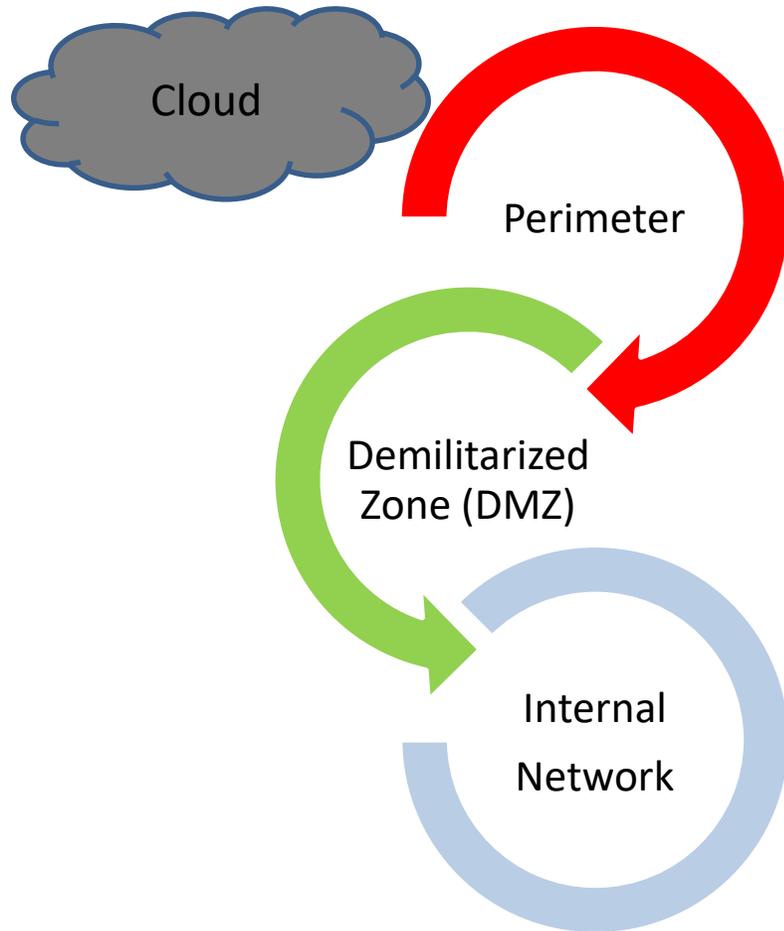
Port of LA Cyber Security Operations Center (CSOC)



Port of LA CSOC Security Posture Overview

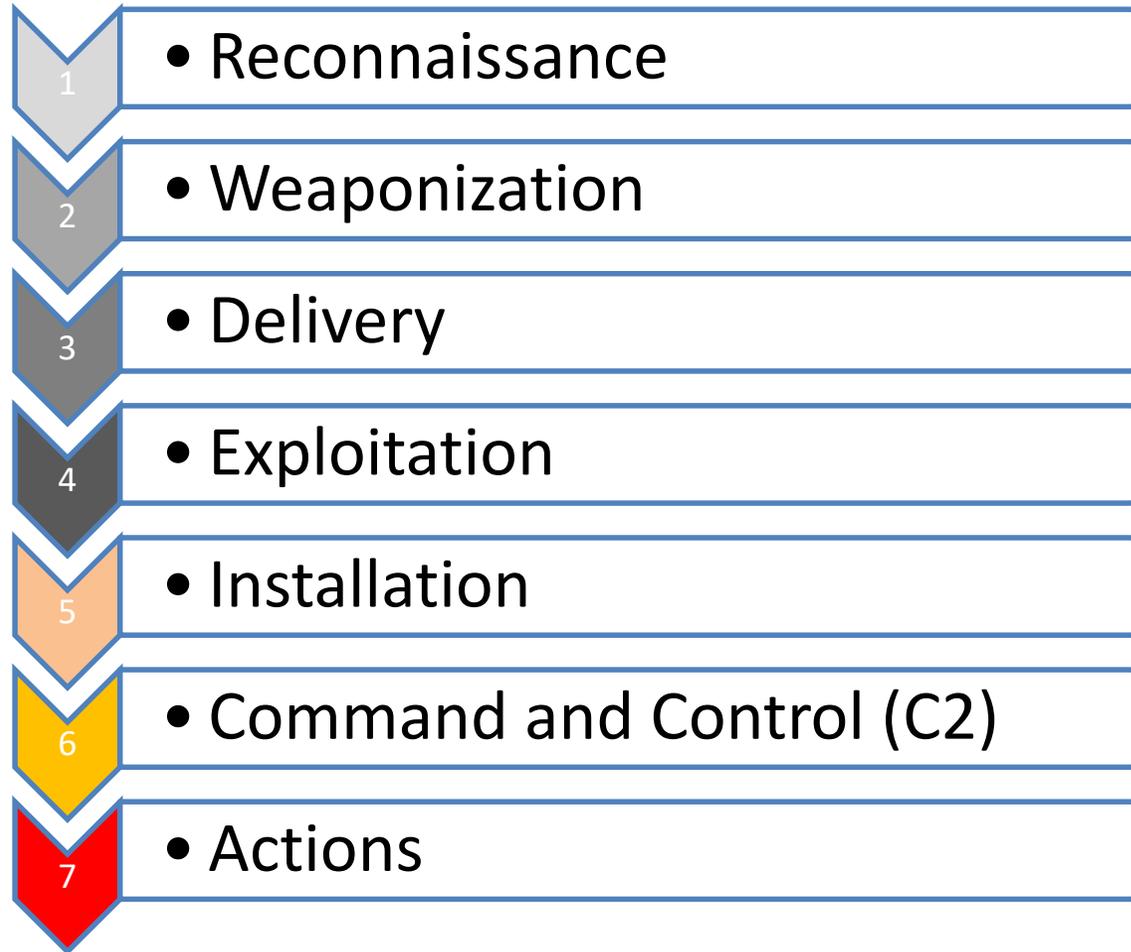


Technology Security Systems



- Firewalls
- Intrusion Prevention/Detection Systems (IPS/IDS)
- Advanced Persistent Threats (APTs)
- Virtual Private Network (VPN)
- Proxy – Internet Security
- Endpoint security (Anti-virus, host based IPS/IDS)
- Incident management
- Security Information and Events Management (SIEM)

Cyber Kill Chain



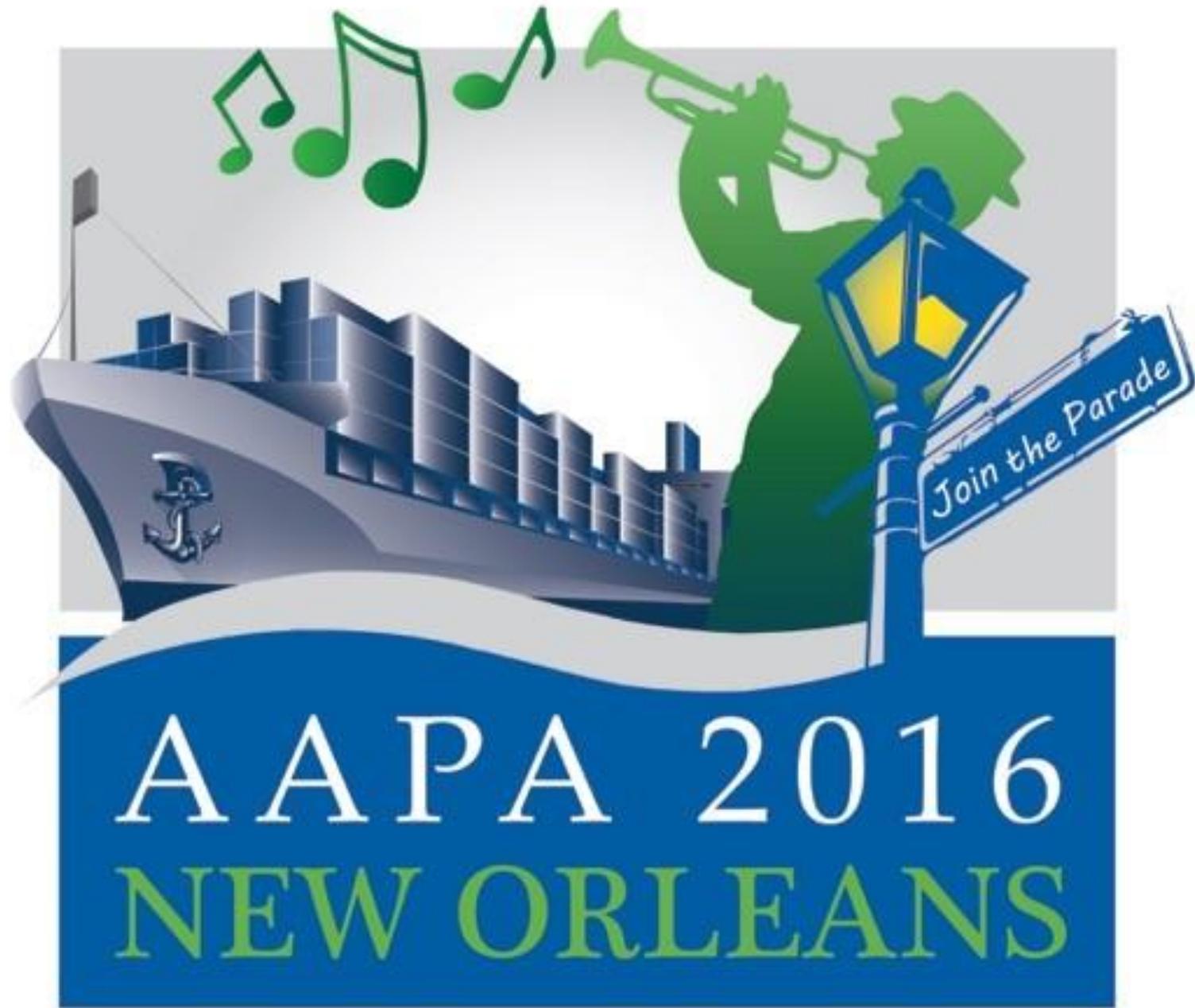
Recommendations

- Follow/use a framework such as NIST, ISO, COBIT, ITIL
- Provide a safe and secured computing environment to improve productivity
- Select reputable technologies
- Test backups regularly to ensure data is recoverable for Business Continuity
- Provide security awareness training to employees
- Encourage reporting of incidents

Thank you

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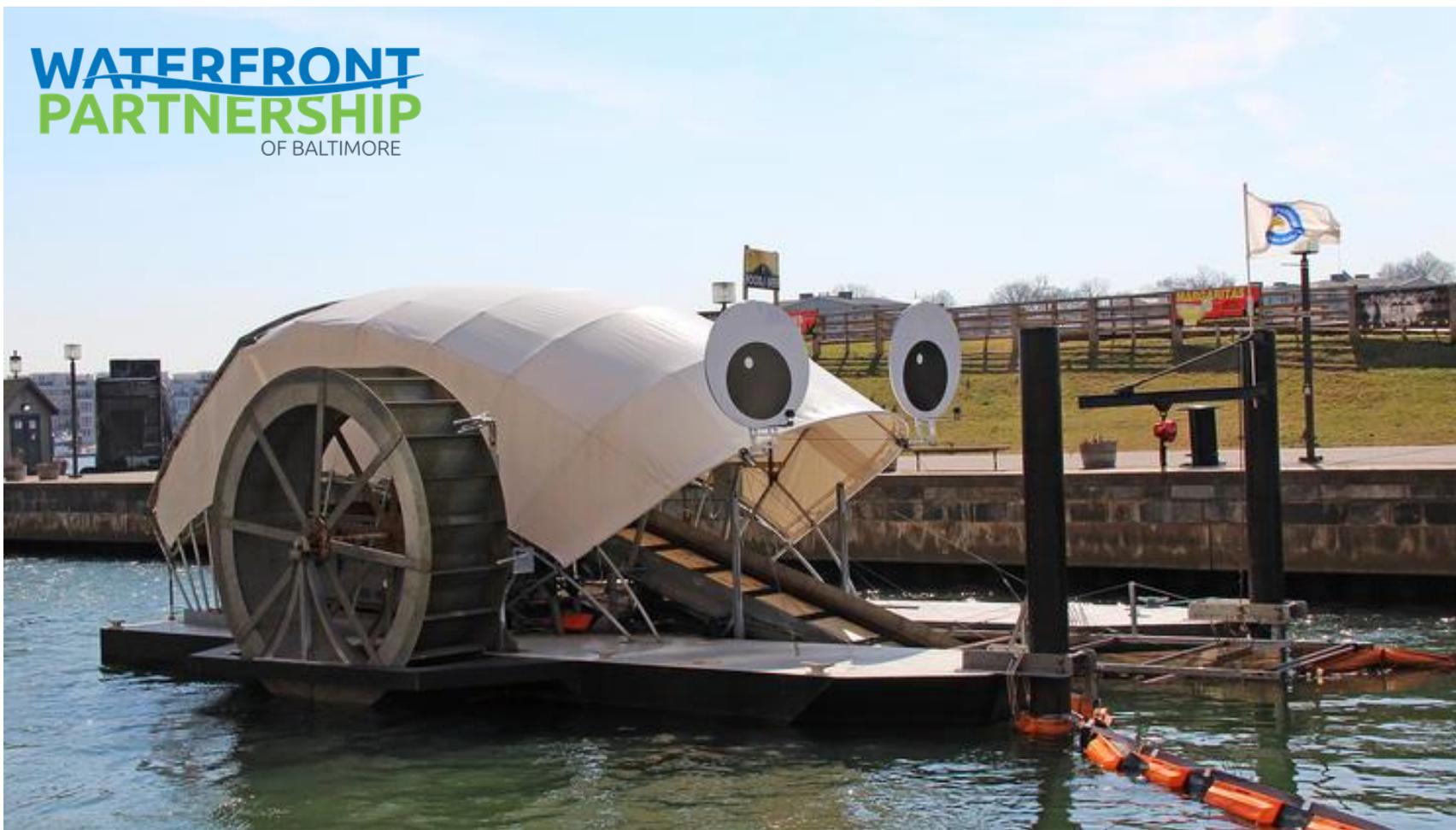


Baltimore Inner Harbor Trash Wheel

Maryland Department of Transportation
Port Administration



Mr. Trash Wheel



Trash is a Big Problem

-  Trash in the water of Baltimore's Inner Harbor is such a problem that the State created regulations to clean it up.



The Watershed

 Mr. Trash Wheel is located at the mouth of the Jones Falls, a major tributary that drains over 37,000 acres of the watershed in Baltimore County and Baltimore City.



Mr. Trash Wheel

-  The Maryland Port Administration sponsored the Waterfront Partnership of Baltimore to create the innovative floating trash interceptor known as “Mr. Trash Wheel.”



How It Works

Step 1

Boomed trash goes up a solar and water-powered conveyor.



Step 2

The conveyor drops trash into a dumpster inside the canopy.



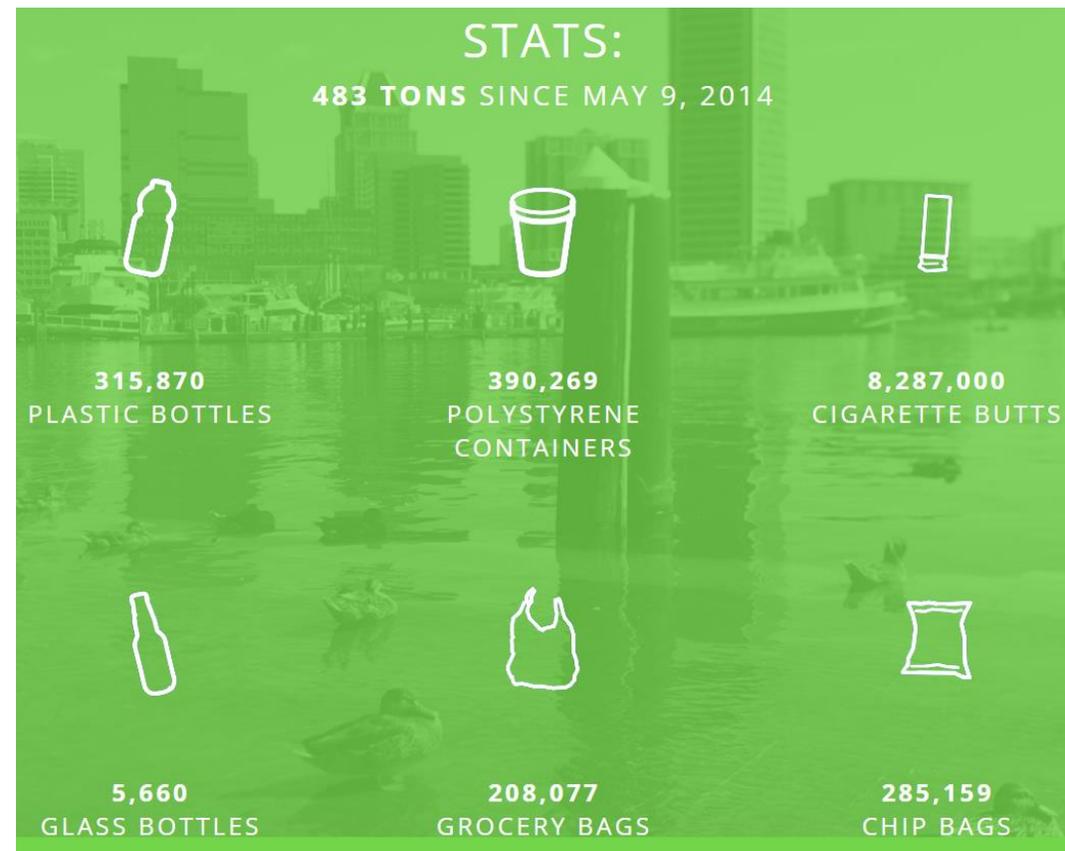
Step 3

The full dumpster is barged to the City's waste-to-energy plant.



Good at His Job!

 Mr. Trash Wheel has been very effective. He has kept nearly a million pounds of trash out of the Harbor, and collected over 38,000 pounds in one day!



A Local Personality

 Mr. Trash Wheel maintains an online persona that has made him into a local celebrity and is making it “cool” to reduce trash in Baltimore Harbor.



He's Well-Traveled



Mr. Trash Wheel joined a hundred kayakers who paddled across Baltimore Harbor this summer to raise awareness about water quality.

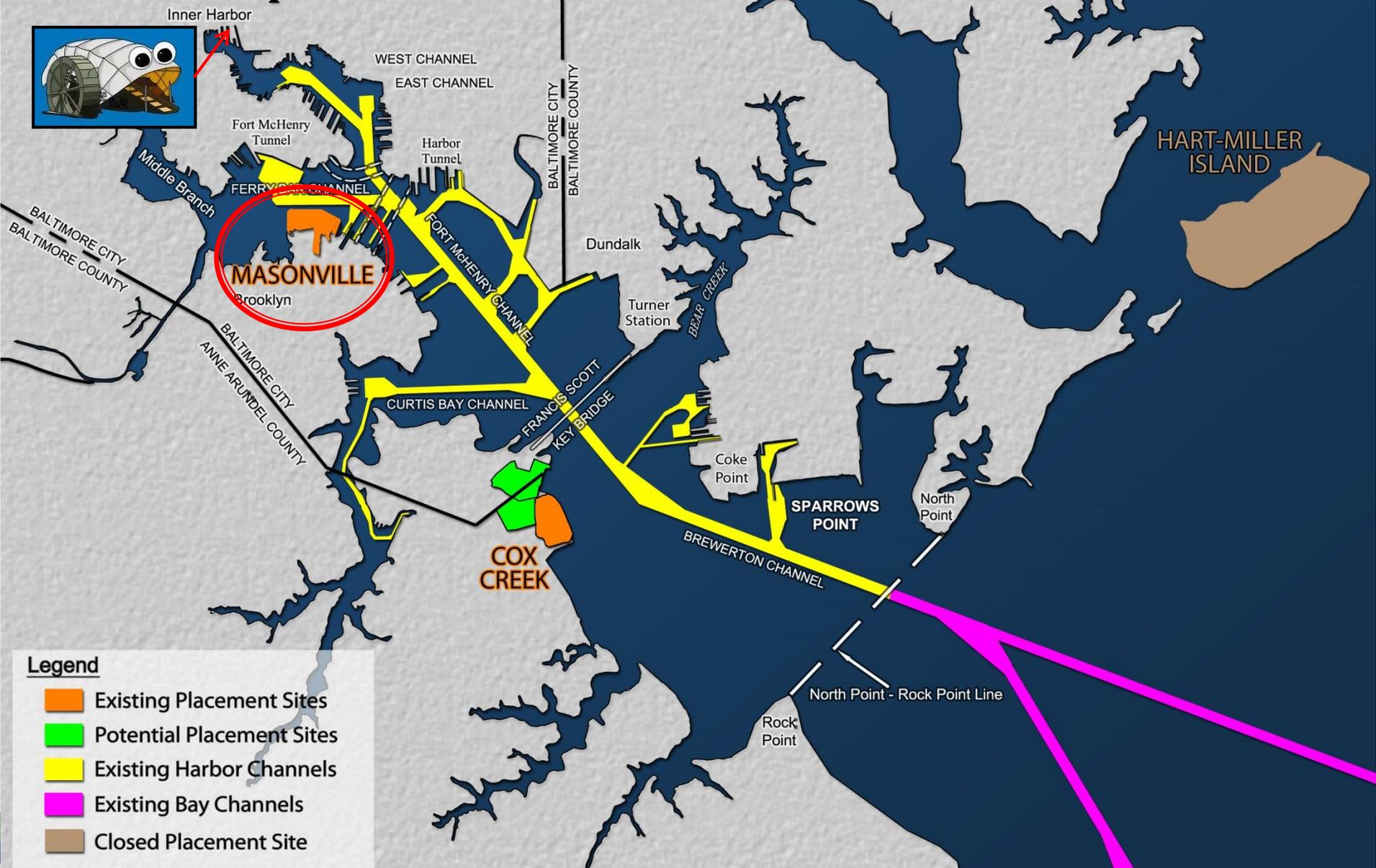
Why is the Port Involved?

- MPA was responsible for providing funds for trash interceptors in Baltimore Harbor as part of mitigation for the Masonville DMCF.





Baltimore Harbor Channels and Dredged Material Placement Options



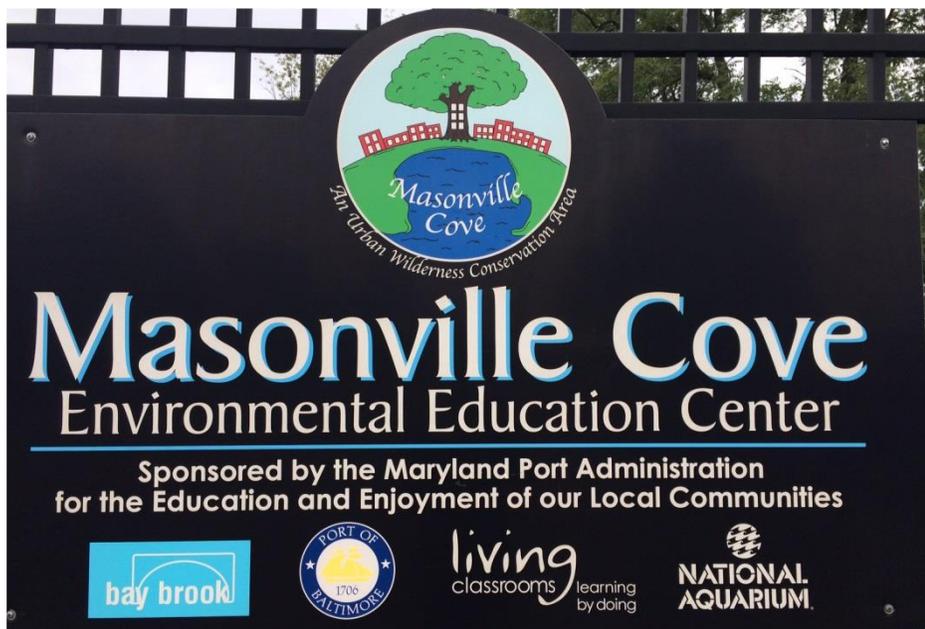
Community Involvement

- MPA worked with representatives of the local communities to identify mitigation projects that would make a positive difference to our neighbors.





Community Benefits



Masonville Cove
Environmental Education Center

Sponsored by the Maryland Port Administration
for the Education and Enjoyment of our Local Communities

bay brook  living classrooms learning by doing NATIONAL AQUARIUM



New Additions

- Mr. Trash Wheel will be getting new neighbors at Harris Creek and at Masonville Cove, where it will help school children learn firsthand about reducing trash in the Harbor.



Thank You!





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