Public Relations Committee Meeting
March 3-4, 2016 - PORT CORPUS CHRISTI
Corpus Christi, Texas

Patricia Cardenas, Chair, Port Corpus Christi (presiding)
Judy Adams, 1st Vice Chair, Alabama State Port Authority

Wednesday, March 2 - Arrive in Corpus Christi

6:30  Informal dinner Blue Bistro (Meet in Hotel Lobby at 6:00 p.m.)

DAY 1
Thursday, March 3 – PR Committee Meeting

8:30 am  Opening Remarks & Introductions  Patricia Cardenas, Chair

8:40 am  Quick Review from last meeting  Mary Beth Long, AAPA

8:50 am  Committee Business/Subcommittee Reports  Aaron Ellis
- Communications Awards Program Subcommittee  Richard Scher, 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

9:15 am  How to Tell Your Port Story Using Social Media: What are the latest trends and techniques for managing your social media presence?

Speaker: Stephanie Cude, Digital Content Manager, MDR Advertising

10:00 am  BREAK

10:15 am  Discussion: Western Hemisphere Port Day - April 5, 2016

Facilitated by Mr. Ellis & Ms. Long

11:00 am  What’s The News in Your Port? Tell Your PR Port Story in Under 5 minutes.
This rapid fire “ignite” session will give participants greater insight into the wide range of ports, their challenges and PR solutions (formerly known as “Show-n-Tell”). For more information on the new format or to sign up to participate contact: Mary Beth Long (mlong@aapa-ports.org)
Lorriana Kastrop – Port of Redwood City
Aaron Ellis – AAPA Expenditure Survey

12:00 pm  LUNCH –
1:00 pm  Port Education Outreach  
Facilitated by Michael Gold, Port of Long Beach
Share ideas and best practices regarding education outreach efforts at your port to elementary, high school and college level students. This will set the groundwork for a more in-depth meeting on this topic sometime in the spring of 2016.

Speakers:  
Mario Gonzalez, Port of Long Beach  
Gilda Ramirez, Port of Houston

2:00 pm  Brainstorming Sessions for Cargo Optimization Seminar  
Facilitated by  
Theme: Social License to Operate
Ms. Cardenas & Ms. Long

3:00 pm  BREAK –

3:15 pm  Using Videography to Create Awareness for Your Port w/o Breaking the Bank  
Speakers: Karl Strauch, Port Tampa Bay  
Patricia Cardenas, Port Corpus Christi

4:00 pm  Telling a Port’s Environmental Story  
Seaports are good stewards of the coastal environment and work with their local communities to improve and enhance the local environment. In this session, we’ll discuss how to tell that story effectively.

Discussion of Port Efforts

5:00 pm  Adjourn

6:00 pm  Joint PR & Environment Committee Reception – Boat Cruise

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**DAY 2**

**Friday, March 4 - Joint Meeting of PR & Environment Committees**

In this half-day (morning) program, AAPA’s Public Relations and Environment committees will come together to continue the discussion on communicating a port’s environmental story. We’ll begin with a general overview of environmental issues from the chair of the Environment Committee, then go on to highlight specific case studies that demonstrate effective use of communications to advance a port’s environmental program and agenda.

8:30 am  PR/Environmental Case Study and Discussion  
*Port Corpus Christi*
Presentation: Environmental Enhancement Efforts at Bulk Handling Terminal

9:45 am  BREAK –

10:00 am  Port Environmental Projects  
*Discussion Leader: Meredith Martino*

10:45 am  AAPA Headquarters Update  
A. 2015 Leadership Summit  
B. New AAPA Website  
C. Cargo Optimization Seminar – June 7-8 in Jersey City, NJ

11:15 am  Closing Remarks - Adjourn
## Upcoming PR Committee Meetings

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>MEETING</th>
<th>DATE</th>
<th>TIME</th>
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</thead>
<tbody>
<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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<tr>
<td>New Orleans, La.</td>
<td>AAPA Annual Convention &amp; Expo</td>
<td>Oct. 24, 2016</td>
<td>9:30 11:00am</td>
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**THANKS TO OUR HOST:**

![Port Corpus Christi](image)

**THANKS TO OUR SPONSORS:**