

Ten Keys to Effective Communications

**Rod Koon
Director, Communications
Port of Tacoma**

***AAPA Annual Convention
Norfolk, Virginia
October 4, 2007***



***Why does
communications matter?***





We've Got ***BIG***

Issues!



“The greatest challenge of communication is the illusion that it has been accomplished.”

--George Bernard Shaw



Communications is not a product.





Communications is not a product.

Communications is a process.



Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.

Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audiences and Messages.



Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audiences and Messages.
3. Commit the Resources.






Ten Keys to Effective Communications

1. Set Clear and Measurable Goals.
2. Know Your Audiences and Messages.
3. Commit the Resources.
4. Create Clear Responsibility.





Ten Keys to Effective Communications

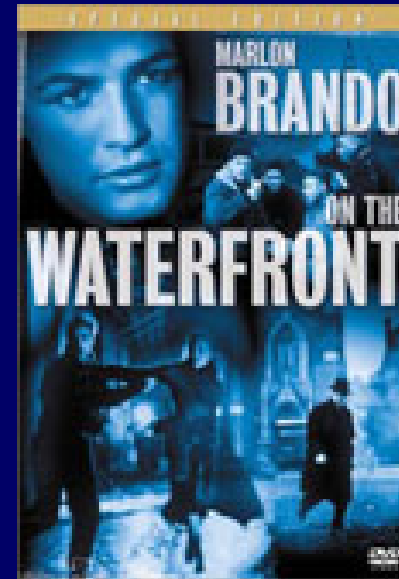
1. Set Clear and Measurable Goals.
 2. Know Your Audiences and Messages.
 3. Commit the Resources.
 4. Create Clear Responsibility.
 5. Build the Right Team.
- 

Ten Keys to Effective Communications

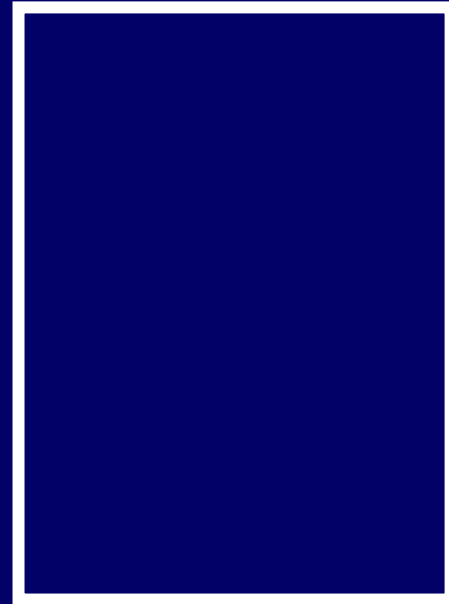
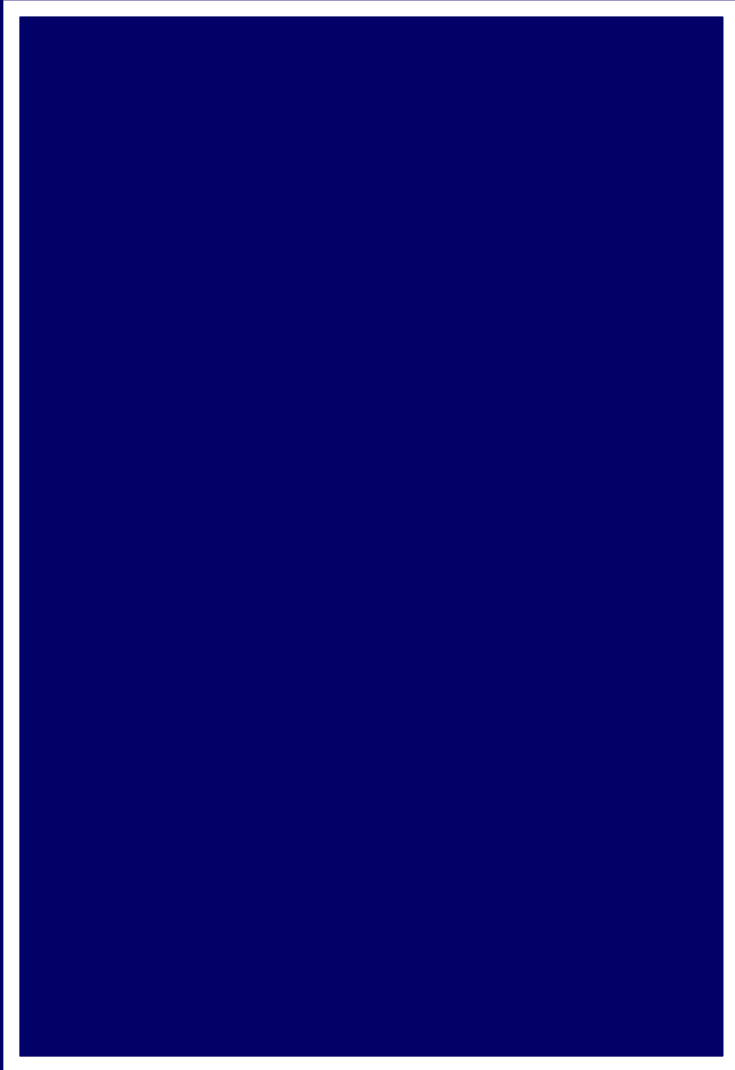
6. Get Creative.

A
CREATIVE BRIEF
is **NOT** a
*fancy pair of
underwear.*

Ports: The Myth



Ports: The Reality



Ports: The Reality



Ten Keys to Effective Communications


6. Get Creative.

7. Make it Real.



***8.4 million
American jobs.***

***\$2 trillion in
economic output.***





Ten Keys to Effective Communications

6. Get Creative.
7. Make it Real.
8. Have Others Help Deliver Your Message.




Ten Keys to Effective Communications

6. Get Creative.
7. Make it Real.
8. Have Others Help Deliver Your Message.
9. Make it User Friendly.



Ten Keys to Effective Communications

6. Get Creative.
 7. Make it Real.
 8. Have Others Help Deliver Your Message.
 9. Make it User Friendly.
 10. Get Feedback.
- 



If your only tool is a hammer...





***If your only tool is a hammer...
then every problem is a nail.***





1. Annual Report



Annual Report

- *Tacoma Advantage*
- *Three key concepts:*
 - Taking care of customers
 - Building a foundation for growth
 - Being a good neighbor
- *Feedback:*
 - Overall quality: **4.69** (scale of 1 to 5)

THE **TACOMA**
Advantage

PORT OF TACOMA
2006
ANNUAL REPORT



2. Community Newsletter



PIERCE COUNTY'S PORT REPORT

The Port of Tacoma Community Newsletter

MITSUBISHI FUSO CHOOSSES TACOMA

In January, the first Mitsubishi Fuso medium-duty truck imported from Japan through the Port of Tacoma rolled off the Moenk Toki directly into the adjacent 146-acre Marshall Avenue Auto Facility.

Robert E. McDowell, president and CEO of Mitsubishi Fuso Truck of America, Inc., (MTA) said, "The addition of the Port of Tacoma to MTA's logistical resources will significantly shorten time of delivery for our dealers and customers in the Pacific Northwest, on both the U.S. and Canadian sides of the border."

Previously, the company had to move its vehicles to the Pacific Northwest from San Diego or Baltimore.

"We are honored to have Mitsubishi Fuso call Tacoma home," said Andre Elmaleh, Director of the Port's Auto Line of Business. "Through our alliance with Auto Warehousing Company, our labor and transportation partners, our Port's automotive and trucking customers are well-positioned to succeed here in Tacoma."

In 2006, Elmaleh noted, more than 166,000 vehicles were processed through the Port of Tacoma.



STRONG 2006 CARGO PERFORMANCE: PORT OF TACOMA FOCUSES ON BUILDING CARGO CAPACITY

Continuing its role as Pierce County's economic engine, the Port of Tacoma recorded another banner year in 2006 with strong cargo performance in total tonnage, containerized cargo, breakbulk cargo, autos and grain.

Containerized Cargo

A year ago, the Port of Tacoma closed 2005 by expanding its international TEU volume by more than 20 percent. According to Port of Tacoma Executive Director Timothy J. Farrell, 2006 provided time for the Port to "catch its breath" and focus on increasing system-wide capacity to handle future growth.

"Over the past year, our Port Commission authorized the investment of \$132 million in capital projects to lay the foundation for the future of the Port of Tacoma," said Farrell. "These projects will allow our customers to continue to grow and be successful in Tacoma."

Breakbulk, Autos and Grain

At 129,259 short tons, the Port recorded its best breakbulk cargo performance since 1998. Handled at Port-operated Terminal 7, this business includes machinery, agricultural equipment, construction equipment, windmills, steel, military equipment and all types of heavy-lift and specialty cargoes.

The Port's auto business also experienced a strong year, recording more than 166,000 vehicles - a 22 percent increase over 2005. And, following a record volume of nearly 7 million short tons in 2005, the Port's grain volume eased by 13 percent.

2006 Cargo Volumes:

Total Tonnage:	18.9 million short tons
Containerized Cargo:	2.07 million TEUs
Breakbulk Cargo:	129,259 short tons
Autos:	166,087 vehicles
Intermodal Rail Lifts:	591,407
Grain:	6.06 million short tons

Looking Ahead

Farrell says 2007 will see the Port's growth and regional economic impact continue to expand. "We are a relatively small organization in a modestly-sized city, yet we are consistently among the top 10 container ports in North America," he said. "The benefits of this to Pierce County residents are significant. Port activity generates more than 43,000 family-wage jobs in Pierce County, and these jobs pay 41 percent more than the average jobs."



Community Newsletter

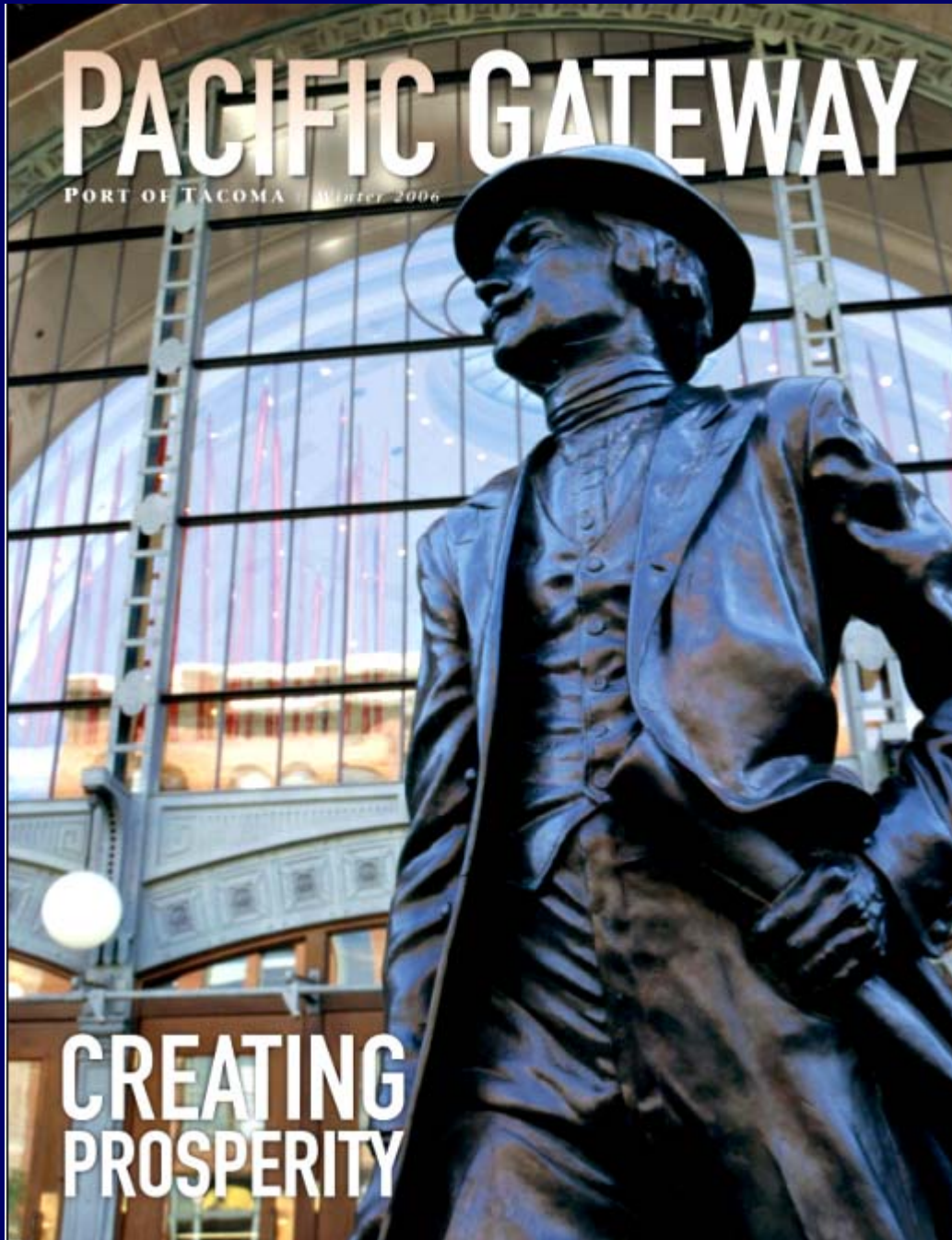
- Quarterly
- 2,000+ circulation
- Sent to libraries, chamber of commerce, etc.
- Posted online on Port website
- Promotes special Port and community trade events

3. Port Magazine

PACIFIC GATEWAY

PORT OF TACOMA Winter 2006

CREATING
PROSPERITY



Pacific Gateway

- Quarterly
- Posted online on Port website
 - Each issue--4,500 unique visitors.
- High pass-along readership
 - 53 percent share with four or more.

What did YOUR port do about

DP WORLD?

4. Supply Chain Security Poster

FROM THERE TO HERE

Supply Chain Security to the Port of Tacoma

Every day, thousands of containers arrive at U.S. seaports from countries all around the world. Each shipment represents a specific supply chain, whether it is patio furniture from Thailand bound for a Kansas City retailer or – as illustrated here – shoes shipped from China to a Spokane, Washington, athletic supply store. Every supply chain is subject to multiple layers of security processes, reducing the risk that something bad may arrive in our country. The supply chain shown to the right illustrates just a few of the security processes that scrutinize each container entering the United States. Other programs, such as the Customs-Trade Partnership Against Terrorism (C-TPAT) and the Container Security Initiative (CSI), contribute to overall supply chain security by establishing security criteria for importers and carriers, as well as protecting the global commerce ... and adding extra layers of security for our local communities.



A Spokane athletic supply store is running low on the season's hot, new shoes, which are manufactured in northern China. The store places an order for 500 pairs. The shoe company works with a Canadian freight forwarder to arrange transport from the Chinese factory for a containerload of shoes.



A Chinese trucking company arrives at the factory, loads the orders, along with orders from many other retailers, into a 40-foot container, which is bolted shut and fitted with a high-security seal. The container will not be opened again until it arrives at a U.S. distribution warehouse, unless U.S. or foreign customs officials decide to open and inspect it.



The freight forwarder determines it is most economical to truck the container to the Port of Tianjin for trans-Pacific shipment to the United States. The freight forwarder has contracted with a shipping line, which must submit documentation about the shipment at least 24 hours before the ship leaves port. This "manifest data" includes information such as exact contents, the exporter, the importer and who is transporting the cargo.

This information is sent to the U.S. government, where officials from several federal agencies use intelligence data bases to rate and evaluate the risk level of each of the 11 million-plus containers that enter the United States each year. Risk-based analysis and intelligence is used to pre-screen, assess and examine 100 percent of suspicious containers.



When the ship is 96 hours from Tacoma, the captain of the vessel prepares a report that includes details on each member of the 10- to 15-person crew, plus voyage, vessel, cargo, operational and safety information. This report is sent to the U.S. Coast Guard, which – if it believes anything to be suspicious – will board the ship at sea to investigate.



Loaded onto a container ship, the container of shoes is bound for the Port of Tacoma. The trip takes 12 days.



Once the ship arrives in Tacoma, Port of Tacoma Security, Tacoma Police and other federal, state and local agencies ensure perimeter security around the Port. Also, terminal security ensures only authorized people have access to the terminal and vessel. The Coast Guard, meanwhile, is responsible for waterside security.



Up to 120 longshore workers arrive to work the ship. They include crane operators, laborers, clerks and cargo equipment operators. A terminal operator directs the longshore workers, as they unload each container.



Note: More than 70 percent of international import containers entering the Port of Tacoma leave the Port by rail.



The truck arrives at an import distribution center in nearby Sumner, Washington, where the container is opened and the orders by individual stores are separated and prepared for shipment. The next day, the Spokane athletic supply store receives 500 pairs of the season's most popular athletic shoes.

Once cleared by U.S. Customs, longshore workers load the container on a truck chassis, which is picked up by a truck. Leaving the Port, the container passes through a radiation portal monitor (RPM), which detects the presence of any radioactive material in the container. Once cleared, the truck and container leave the Port.



U.S. Customs officials, armed with a careful evaluation of each container's documentation, instruct terminal operators to pull specific containers for further inspection. Inspection may include a physical inspection of the contents (a six- to 40-hour procedure) or inspection by a VACIS (Vehicle and Cargo Inspection System) machine, which uses gamma-ray technology to look inside and confirm the contents of the container without opening it. A VACIS inspection takes three to five minutes.

Supply Chain Security Poster

- In-house design
- 5,000 posters printed
- \$1,400 in printing costs
- Featured in ***Pacific Gateway*** and website
- Sent out **1,000 posters**
- Extended uses:
 - ***TR News*** (Transportation Research Board)
 - World Shipping Council in Washington, D.C.

5. Port TV Show



The Pierce County
PORT REPORT
September 2006

Featured Stories:

World Harmony Run
Military on the Move
Tours/Maritime Fest
Environmentally Conscious Port
Kaiser Kaboom
Building Bridges
50 Years of the Box

Executive Producer & Host:

Rod Koon

Senior Director
Marketing and Public Relations
Port of Tacoma
(253) 383-9462
rkoon@portoftacoma.com
www.portoftacoma.com

Produced by:

Tacoma VideoWorks

1944 Pacific Avenue Suite 2
Tacoma, WA 98402
(253) 682-1221
www.tacomavideoworks.com



The Pierce County
PORT REPORT
September 2006

30 minutes Stereo NTSC DVD

Port TV Show

- Shown on City of Tacoma TV station
- 15 times over a two-week period
- 145,000 households in Pierce County
- Phone trivia contest in each show
- Additional uses:
 - Conferences and civic groups
 - Customers and community partners
 - Schools

PORT REPORT TV SHOW

DVD-1



***Have You Ever
Blown Your Stack?***





KAISER ALUMINUM

TACOMA, WASHINGTON













6. Kaiser Special Event

Kaiser Special Event

Community Celebration

Key Messages

- Continued economic transformation
- Port's environmental stewardship
- Region's continued development, and job creation
- Background on the facility's history in Tacoma

Kaiser Special Event

- ***TOP STORY*** on Port website

Kaiser Special Event

- *TOP STORY* on Port website
- Enter a contest to “push the button”

Kaiser Special Event

- *TOP STORY* on Port website
- Enter a contest to “push the button”
- Newspaper advertising

Watch us blow our stack. GOING SOON!

Another step ahead for Tacoma/Pierce County

Business is booming at the Port of Tacoma. Last year we opened three new shipping terminals and set a record for container handling. Today more than 43,000 family-wage jobs in Pierce County are connected to the Port.

Now we're preparing for a boom of a different kind. Demolishing the 500-foot smokestack at the former Kaiser Aluminum smelter on Taylor Way in the Tideflats will be a major step in transforming the unused 96-acre industrial site into a productive Port shipping area.

The smokestack is scheduled to come down in late June or early July. Keep tabs on the progress by visiting our Web site, www.portoftacoma.com.

More capacity and more jobs

Our investment will further economic development in Pierce County. We'll have room to move more cargo, and the Port's continued growth will create additional jobs and business opportunities in our region.

Improving the environment

As we work to strengthen the economy, the Port is also committed to improving the environment. On this project, more than 50 million pounds of metal will be recycled. And concrete from the demolished smokestack and elsewhere onsite will be crushed and used as base for asphalt to cover the property.

Help us blow our stack

If you want to enter a free contest for a chance to push the symbolic button that will bring down the stack, call 253-383-9461 or go to the Port's website at www.portoftacoma.com to submit your name and phone number.

- Another step ahead for Tacoma/Pierce County
- More capacity and more jobs
- Improving the environment
- Help us blow our stack
- Hotline phone #

Kaiser Special Event

- *TOP STORY* on Port website
- Enter a contest to “push the button”
- Newspaper advertising
- Direct mail to targeted neighborhoods

Watch us blow
our stack.



Watch us blow our stack. — JULY 2ND —

Business is booming at the Port of Tacoma. Last year we opened three new shipping terminals, set a record for container handling. Today more than 43,000 family wage jobs in Pierce County are connected to the Port.

Now we're preparing a boom of a different kind. Demolishing the 500-foot smoke stack at the former Kaiser Aluminum smelter is the TideFlats will be a major step in transforming the unused 95-acre industrial site into a productive Port shipping area.

The smokestack is scheduled to come down in late June or early July. Keep tabs on the progress by visiting our Web site, www.portoftacoma.com.

Help us blow our stack

If you want to enter a free contest for a chance to push the symbolic button that will bring down the stack, call 253-383-9461. Or go to our Web site at www.portoftacoma.com to submit your name and phone number.



www.portoftacoma.com

PORT OF TACOMA

P.O. Box 1837
Tacoma, WA 98401



Kaiser Special Event

- ***TOP STORY*** on Port website
- Enter a contest to “push the button”
- Newspaper advertising
- Direct mail to targeted neighborhoods
- Community neighborhood council meetings

Kaiser Special Event

- ***TOP STORY*** on Port website
- Enter a contest to “push the button”
- Newspaper advertising
- Direct mail to targeted neighborhoods
- Community neighborhood council meetings
- Media outreach

Kaiser Special Event

- ***TOP STORY*** on Port website
- Enter a contest to “push the button”
- Newspaper advertising
- Direct mail to targeted neighborhoods
- Community neighborhood council meetings
- Media outreach
- Door-to-door with area businesses

Kaiser Special Event

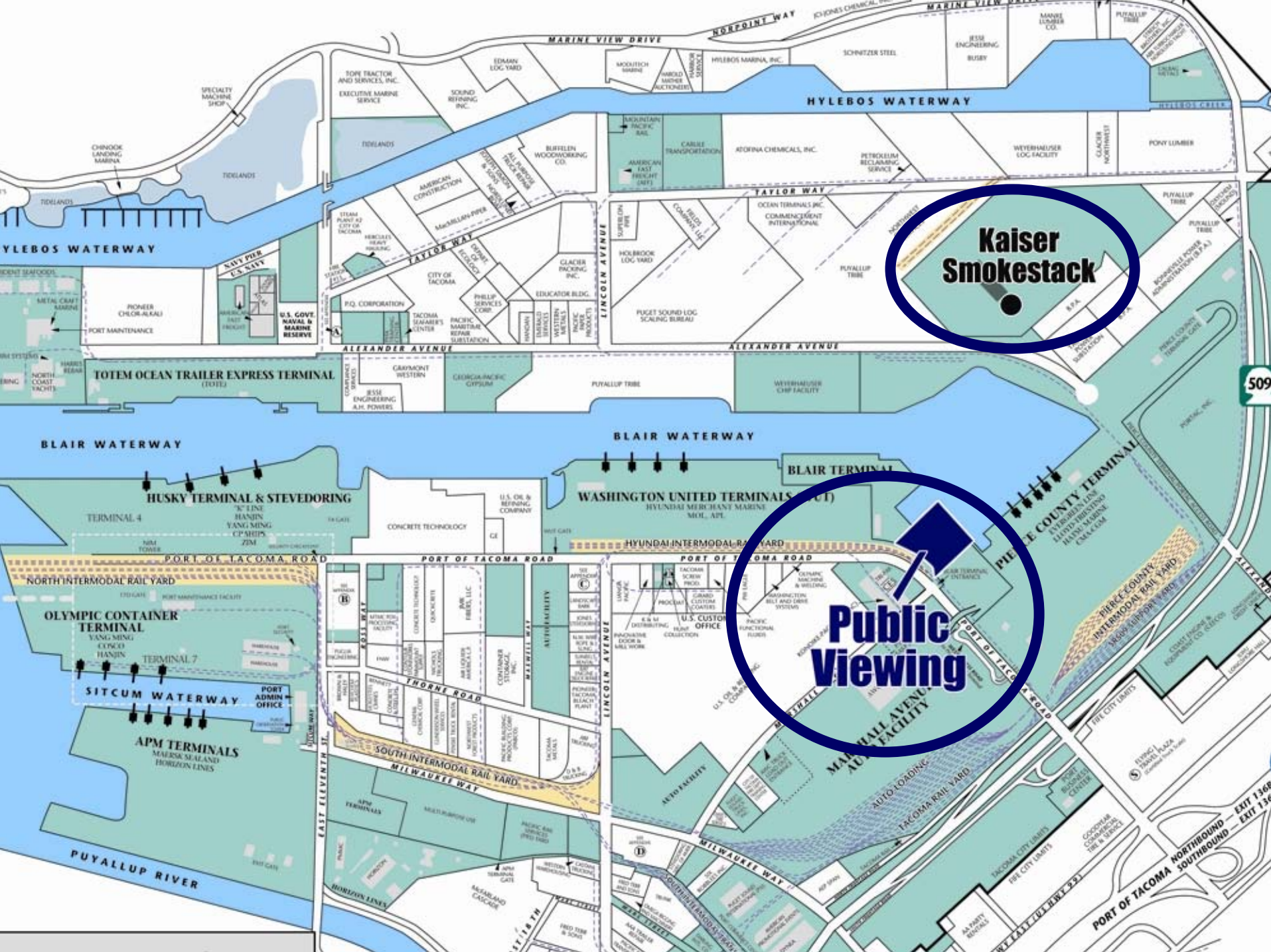
- *TOP STORY* on Port website
- Enter a contest to “push the button”
- Newspaper advertising
- Direct mail to targeted neighborhoods
- Community neighborhood council meetings
- Media outreach
- Door-to-door with area businesses
- Project “hotline” phone number

Kaiser Special Event

- ***TOP STORY*** on Port website
- Enter a contest to “push the button”
- Newspaper advertising
- Direct mail to targeted neighborhoods
- Community neighborhood council meetings
- Media outreach
- Door-to-door with area businesses
- Project “hotline” phone number
- Public access to watch the event

Pre-Event TV news coverage

DVD-2



**Kaiser
Smokestack**

**Public
Viewing**



Post-Event TV news coverage

DVD-3



Ancora Imparo





I Am Still Learning



*Your port can learn more by getting
involved in the AAPA PR committee—
the **FUN** COMMITTEE*

“The greatest challenge of communication is the illusion that it has been accomplished.”

--George Bernard Shaw

Feedback Time: Rate this Presentation

- Business card
- Rating on a scale of 1 to 5
- What **DO YOU** think is the most important key to effective communications?
- Special BONUS prize....

STACK IDENTIFICATION

The design on a ship's stack identifies the shipping line which owns that particular ship. The Port of Tacoma serves numerous shipping lines, many of which are identified on this chart. The graphics below will help you to identify what types of ships you will see on Commencement Bay.

For more information on shipping and the Port of Tacoma, visit us at www.portoftacoma.com.



CONTAINER SHIPS: Containerized cargo is the fastest growing segment of the shipping industry. Containers are used to ship everything from apparel and home electronics to bicycles and auto parts. Refrigerated containers are used for shipping fresh fruits and vegetables as well as frozen meat and seafood. Shipping containers are typically 20 or 40 feet in length, eight feet high and eight feet wide.



BREAKBULK CARRIERS: Breakbulk vessels typically have permanent shipboard cranes and are capable of carrying a wide range of cargoes. Breakbulk cargo can be packaged and moved as individual parcels or consolidated on pallets. Typical breakbulk cargoes at the Port include boxed apples, bagged wheat seed and crude rubber.



AUTO CARRIERS: These floating parking garages carry from 2,000 to 4,000 cars. Once the ships arrive at the dock, ramps are lowered and the vehicles are driven on or off the vessels.



BULK CARRIERS: A wide range of bulk cargoes are handled at the Port and at private facilities on Commencement Bay. Examples of bulk cargoes include grain, ore, salt, wood chips and petroleum.



Abou Merhi Lines, SA



APL Ltd.



Clipper Elite



CMA CGM SA



Cosco Container Lines, Ltd.



Eukor



Evergreen Line



FESCO
(Far Eastern Shipping Co.)



Foss Maritime



Gearbulk



Hamburg Sud



Hanjin Shipping Co., Ltd.



Hapag-Lloyd



Hatsu-Marine



Hoegh-Ugland



Horizon Lines



Hyundai



Indotrans



'K' Line



Lloyd Triestino



Maersk Line



Malaysian International



Maruba Lines



Matson Navigation Co.



Military Sealift Command



Mitsui O.S.K. Lines, Ltd.
(MOL)



MSC
(Mediterranean Shipping Co.)



Nippon Yusen Kaisha (N.Y.K.)



NOL
(Neptune Orient Lines Ltd.)



Norasia Line



Oldendorff Carriers



Orient Overseas Container Line
(OOCL)



P&O Nedlloyd



Rickmers-Line
(America), Inc.



Saga Forest Carriers



Senator Lines



Star Shipping



Stolt Tankers



TOTE
(Totent Ocean Trailer Express)



U.S. Army Corps of Engineers



U.S. Coast Guard



U.S. Maritime Association



Wallenius Lines



Wan Hai Lines



Westwood Shipping Lines



Wilhelmsen Lines



World Logistics



Yang Ming Line



Zim Container Service



**The Tall Ships
are coming
To Tacoma's
Thea Foss
Waterway**

***July 3 to July 6
2008.***





Rod Koon
Director, Communications
Port of Tacoma

253-383-9462

E-mail: **rkoon@portoftacoma.com**

Let it be





- ***EXTRA SLIDES.....***



If your only tool is a hammer...



***Never Produce a Single
Communications Product.***





*9. Is the project a nominee for an episode
of that hit TV show:*

GRAPHIC DESIGNERS GONE WILD?



Promotional Postcard—FUN...and logo madness

TACOMA PIERCE COUNTY CHAMBER BUSINESS EXPO 2007

Got Game?
Play **EXPO BINGO!**

October 9, 2007

9 a.m. to 6 p.m.

Greater Tacoma Convention & Trade Center

Free Admission

BE
BUSINESS EXPO

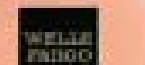
NEWS TALK
1300 AM
KOL

EMERALD GREEN
EEO
HOTEL & CASINO

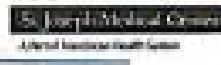
Gold Sponsors



Silver Sponsors



Contributing Sponsors



CAR & TRUCK SPONSOR



Bronze Sponsors

Media Sponsors





P&O NEDLLOYD BARCELONA



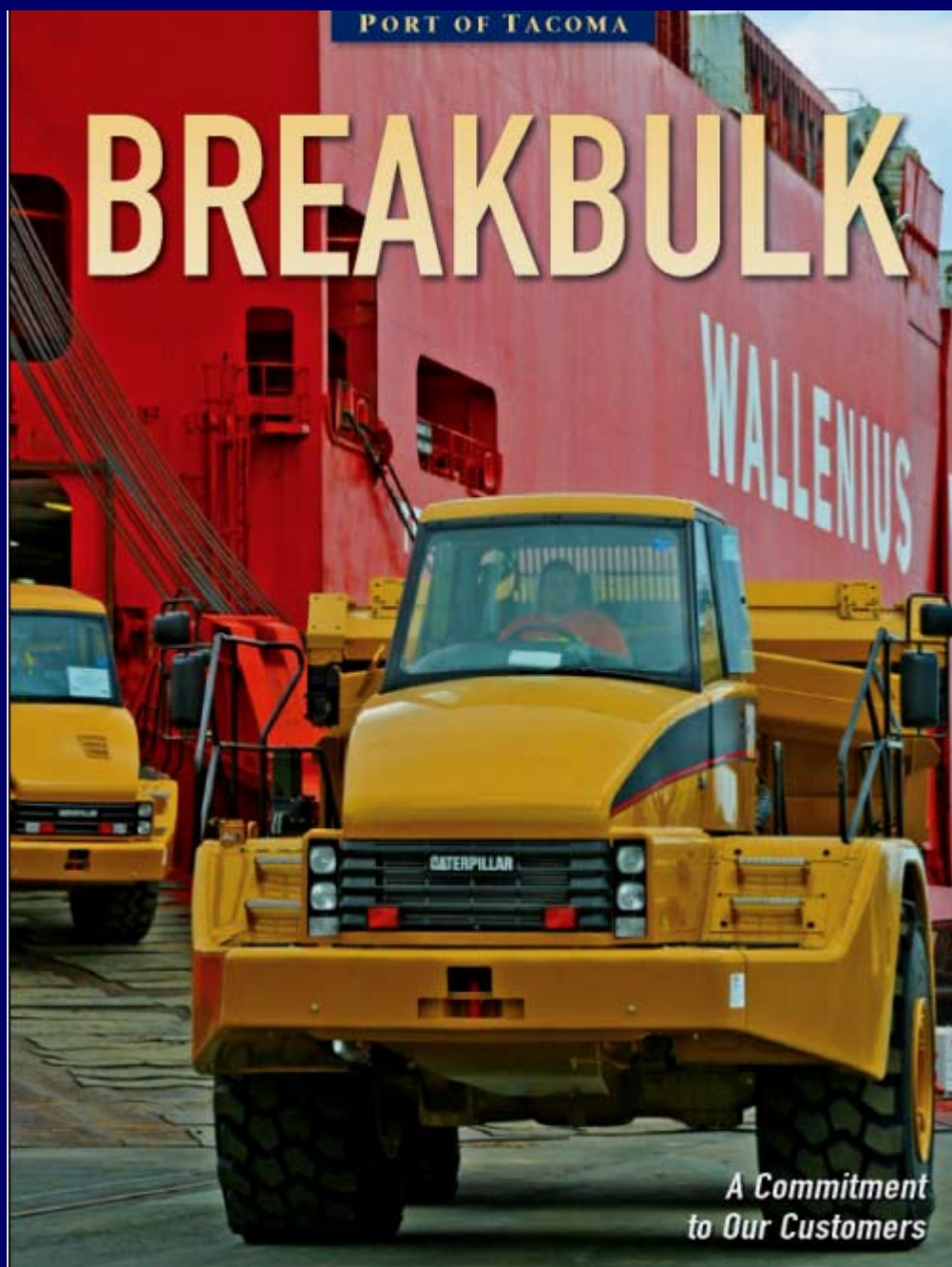
Cargolaw.com

4. Breakbulk brochure

4. Breakbulk brochure

PORT OF TACOMA

BREAKBULK



*A Commitment
to Our Customers*

1967

