

## **Public Relations Committee Meeting**

**March 3-4, 2016 - PORT CORPUS CHRISTI  
Corpus Christi, Texas**

*Patricia Cardenas, Chair, Port Corpus Christi (presiding)  
Judy Adams, 1<sup>st</sup> 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.)**

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### **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*
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| Communications Awards Program Subcommittee | <i>Richard Scher, Subcommittee Chair</i>     |
| Seaports Magazine Advisory Subcommittee    | <i>Duane Sandul, Subcommittee Chair</i>      |
| Social Media Subcommittee                  | <i>Marilyn Sandifur, Subcommittee Chair</i>  |
| Key Media Messaging Subcommittee           | <i>Ellen Kennedy, Subcommittee Chair</i>     |
| Community Outreach Subcommittee            | <i>Paula Copeland, Subcommittee Chair</i>    |
| PR Meetings Planning Subcommittee          | <i>Patricia Cardenas, Subcommittee Chair</i> |
- 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](mailto: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 ground work 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 Update4**  
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**

<b><u>LOCATION</u></b>	<b><u>MEETING</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>
Washington, D.C.	AAPA Spring Conference	April 5, 2016	9:30-11:00am
Jersey City, NJ	AAPA Cargo Optimization Seminar	June 6, 2016	2:00-6:00pm
New Orleans, La.	AAPA Annual Convention & Expo	Oct. 24, 2016	9:30 11:00am

**THANKS TO OUR HOST:**



**PORT CORPUS CHRISTI**

**THANKS TO OUR SPONSORS:**

