Public Relations Committee Meeting  
March 24, 2014 – 8:30 a.m. – 10:30 a.m.  
Meeting Room 2  
The Renaissance Washington, DC Downtown Hotel  
999 9th Street NW, Washington, DC 20001

Paula Copeland, Chair, Port Saint John (unable to attend)  
Dona Lisel Regis, 1st Vice Chair, St. Lucia Air & Sea Ports Authority (unable to attend)  
Lisa Ashley, 2nd Vice Chair, Port of Houston Authority (presiding)

8:30 am  Self Introductions and Chairman’s remarks  
Lisa Ashley, 2nd Vice Chair  

[NOTE: Committee folders to include PR Committee roster; subcommittee rosters; 2014 Communications Awards Program rules/guidelines; notes from Nov. 21, 2013 AAPA Leadership Summit regarding committees; and agenda for upcoming 2014 Public & Government Relations Workshop]

8:40 am  Briefly discuss agenda for 2014 PR/GR Workshop in Toronto  
Aaron Ellis, AAPA PR Cmte. Liaison

8:50 am  Review of AAPA’s 2013 Leadership Summit take-aways regarding committee priorities and objectives  
Ms. Ashley

9:00 am  Show ‘n Tell Presentations  
(Up to four presentation slots available; please email Aaron Ellis at aellis@aapa-ports.org if you would like to share a brief public or government relations success story from your port or organization.)

- Mary Beth Long, AAPA, “#SeaportsDeliverTheHolidays” social media messaging opportunities presentation
- Camilo George Díaz, Puerto de Santa Marta, “Communications & PR at a Terminal in Colombia’s Most Beautiful Bay”
- John Roby, Port of Beaumont, “I Love It When You Talk Crude To Me” crude oil via rail presentation
- Beverly Fedorko, New York Shipping Association, “Port Performance Task Force Report”
- Marko Dekovic, Port Metro Vancouver, “Port Metro Vancouver’s Community Awareness Campaign”

9:45 am  Subcommittee Reports/Discussion Topics (Ms. Ashley will fill in for any absentees)  
John Roby, Subcmte. Chair

Communications Awards Program Subcommittee  
Seaports Magazine Advisory Subcommittee  
Social Media Subcommittee  
Key Media Messaging Subcommittee  
PR Planning Subcommittee  
Community Outreach Subcommittee

10:30 am  Adjourn

Upcoming PR Committee meetings:

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<tr>
<th>LOCATION</th>
<th>MEETING</th>
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<tbody>
<tr>
<td>Toronto, Ont.</td>
<td>AAPA 2014 PR/GR Workshop</td>
<td>6/24/2014</td>
<td>4:30 pm – 6:30 pm</td>
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<tr>
<td>Houston, TX</td>
<td>2014 AAPA Annual Convention</td>
<td>11/10/2014</td>
<td>9:30 am – 11:00 am</td>
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<tr>
<td>Washington, DC</td>
<td>2015 AAPA Spring Conference</td>
<td>TBD</td>
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