

**Monday, February 22 • On-Demand Presentations
(approximately 30 minutes each)**

Welcome and Opening Remarks

*Chris Connor, President & CEO, American Association of Port Authorities (AAPA)
Robert Morris, Chief Communications Officer, Georgia Ports Authority, and AAPA Public Relations Chair
Cary Davis, Senior Government Relations Director & General Counsel, AAPA*

Corporate Social Responsibility

Corporate social responsibility (CSR) is a self-regulating business model that helps an entity be socially accountable—to itself, its stakeholders, and the public. By clearly understanding and embracing CSI, also called corporate citizenship, business entities such as ports become better aware of the kind of impact they are having, and can have, on all aspects of society, including economic, social, and environmental. In today's sessions, you'll get excellent examples of how various port authorities are operating in ways that enhance society, their community and the environment.

On-Demand Session Topics:

The Port of Belledune's Historic Relationship, Engagement & Consultation Protocol Agreement with First Nation Communities

Speaker: Jenna MacDonald, Vice President Marketing, Communications & Government Relations, Belledune Port Authority

CSR, Human Rights' Protections and Alignment with Civil Society

Speaker: David Hammond Esq., Chief Executive Officer, Human Rights at Sea

Ports, Plagues, Pestilence, and the Constitution

Speaker: C. Jonathan Benner, Partner, Thompson Coburn LLP

Live Sessions

(all times listed are EDT)

4:00 – 5:00 p.m.

Live Discussion/Q&A with the Speakers

- Jenna MacDonald, Belledune Port Authority
- David Hammond Esq., Human Rights at Sea
- C. Jonathan Benner, Thompson Coburn LLP

Moderator: Jillian Tobias, Logon Media Strategies



AAPA Anywhere: Communications, Administration & Legal Issues Seminar

February 22-26, 2021

Tuesday, February 23 • On-Demand Presentations (approximately 30 minutes each)

Port Real Estate Issues

In addition to handling cargo and passengers, many ports rely on income produced from leasing commercial, industrial and retail property in their portfolio of assets. The sessions today will address the specialized concerns of port directors, port attorneys, port planners, property development and real estate managers, marketing managers, and business and trade development managers whose responsibilities include administrating, managing or marketing their port's real estate portfolio. Industry experts and discussion topics will address port real estate, non-cargo business, commercial, retail and industrial property utilization, financing, and the administrative and legal needs of these activities.

On-Demand Session Topics:

The Impact of the Biden Administration on CBP Operations at the Ports of Entry

Speaker: *Todd Owen, President, Cross Border Advisory Network, LLC*

Terminal Capacity and Near-Terminal Partners – Making Real Estate Work for International Trade

Speaker: *James McCurry, Chief Administrative Officer, Georgia Ports Authority*

The Importance of Real Estate and Port Partnerships in an Evolving Chassis Marketplace

Speaker: *Mike O'Malley, Senior Vice President, Government & Public Relations, DCLI*

Live Sessions

(all times listed are EDT)

4:00 – 5:00 p.m.

Live Discussion/Q&A with the Speakers

- *Todd Owen, Cross Border Advisory Network, LLC*
- *Jamie McCurry, Georgia Ports Authority*
- *Mike O'Malley, DCLI*

Moderator: *Chris Connor, President and CEO, AAPA*



AAPA Anywhere: Communications, Administration & Legal Issues Seminar

February 22-26, 2021

Wednesday, February 24 • On-Demand Presentation (approximately 30 minutes each)

Detention & Demurrage

Detention and demurrage refer to fees incurred by importers and exporters alike when containers, either empty or full, aren't picked up or dropped off within a given time frame. Not only can these fees add to the cost for shippers trying to export goods, but it can cause scheduling delays, which plagued a number of U.S. ports in the latter half of 2020 as pent-up demand for consumer goods caused import spikes that reverberated throughout the industry, leaving U.S. exporters scrambling to find empty containers to fill with exports. Join us in this session for examples of how port administrators, their legal teams and PR professionals rose to the challenge to identify, implement and communicate possible solutions.



Keynote: Port Management and Logistics Challenges – Detention & Demurrage

Speaker: Carl Bentzel, Commissioner, Federal Maritime Commission

Commissioner Carl Bentzel was nominated by President Trump on June 12, 2019, to a term expiring on June 30, 2024. The United States Senate confirmed his nomination on November 21, 2019, and he was sworn into office on December 9, 2019. Prior to his appointment at the Federal Maritime Commission, Commissioner Bentzel created and established a consulting services company where he represented clients on regulatory and legislative issues within the areas of transportation, energy and other areas of federal regulatory oversight. From 2004-2014, Commissioner Bentzel served as Vice President and head of the federal advocacy division of a full-scale public relations firm, the DCI Group.

Live Sessions

(all times listed are EDT)

4:00 – 4:30 p.m.

Live Discussion/Q&A with the Speaker

- Carl Bentzel, Federal Maritime Commission

Moderator: Ed McCarthy, Georgia Ports Authority

4:30 – 5:00 p.m.

Experts React Panel Discussion

Speakers:

- Lauren Beagen, Maritime Industry Expert
- Rebecca Fenneman, Jeffrey/Fenneman Law + Strategy, PLLC
- John Butler, World Shipping Council

Moderator: Cary Davis, American Association of Port Authorities



AAPA Anywhere: Communications, Administration & Legal Issues Seminar

February 22-26, 2021

Thursday, February 25 • On-Demand Presentations (approximately 30 minutes each)

Public Port Awareness and Appreciation

Primarily hubs for moving freight, maritime ports have worked tirelessly over the years to compete with airports, passenger trains and transit for the hearts and minds of the people they serve. The old saying that “freight doesn’t vote” assumes that because most people, including policymakers, don’t have a direct connection with maritime ports, they don’t understand or appreciate how important ports are their quality of life of the economy. This session will review what some ports, organizations and groups are doing to help change the narrative about the value of maritime ports.

On-Demand Session Topics:

The Port of Tacoma’s Centennial Legacy Project:

The Power of Partnerships, Creativity and Community Connections

Speaker: Rod Koon, Senior Manager, Communications, Port of Tacoma

How The Ports of Indiana Used Customer Insights to Address Issues During COVID-19

Speakers: George Owens, President, Principal Consultant, SOCAL Approach Marketing and Consulting Group; and Vanta Coda, Chief Executive Officer, Ports of Indiana

Engage and Grow Port Audiences – Moving Programs to Virtual Formats

Speaker: Julie Rawls, Community Relations Manager, Port of Vancouver USA

Live Sessions

(all times listed are EDT)

4:00 – 5:00 p.m.

Live Discussion/Q&A with the Speakers

- Rod Koon, Port of Tacoma
- George Owens, SOCAL Approach Marketing and Consulting Group
- Vanta Coda, Ports of Indiana
- Julie Rawls, Port of Vancouver USA

Moderator: Renee Aragon, Port of New Orleans



AAPA Anywhere: Communications, Administration & Legal Issues Seminar

February 22-26, 2021

Friday, February 26 • On-Demand Presentations (approximately 30 minutes each)

Diversity, Equity and Inclusion

Equity seeks to ensure fair treatment, equality of opportunity, and fairness in access to information and resources for all. This is only possible in an environment built on respect and dignity. Inclusion builds a culture of belonging by actively inviting the contribution and participation of all people. Today's sessions will feature speakers discussing the challenges of ensuring diversity, equity and inclusion in the workplace and in business, along with success stories on how these challenges are being met.

On-Demand Session Topics:

Increasing Diversity in the Maritime Workforce

Speaker: Captain Robert K. Cook, President, Organization of Black Maritime Graduates

Being the Change You Want to See

Speaker: Captain Kirsten Martin, Commanding Officer, USCG National Maritime Center

Live Sessions

(all times listed are EDT)

4:00 – 5:00 p.m.

Live Discussion/Q&A with the Speakers

- Captain Robert K. Cook, Organization of Black Maritime Graduates
- Captain Kirsten Martin, USCG National Maritime Center

Moderator: David Matsuda, Matsuda & Associates LLC