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Arizona Grand Resort & Spa
8000 Arizona Grand Pkwy
Phoenix, AZ 85044
November 15-18, 2021

Monday, November 15

(all times listed are MST)

12:00 p.m. – 3:00 p.m. **Professional Development Board Meeting**

4:00 p.m. – 6:00 p.m. **Informal Welcome Networking Reception**

Sponsored by: CSRS



Tuesday, November 16

(all times listed are MST)

7:45 – 8:15 a.m. **Registration/Continental Breakfast**

Sponsored by: Port of Long Beach



8:15 – 8:45 a.m. **Welcome and Opening Remarks**

*Dr. Noel Hacegaba, Deputy Executive Director, Port of Long Beach and Chairman, AAPA Professional Development Board
Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives
Donald Brinkman, PE, Subject Matter Expert, CSRS*

8:45 – 10:00 a.m. **Session 1: Port Infrastructure-Waterways, Road and Rail Access**

This session will include a brief refresher from the management portion of the course.

- a. Vessel Management
- b. Understanding the Vessel Voyage
- c. How Ports are Selected
- d. The Harbour and Commercial Port
- e. Port and Vessel Access, Waterways, Vessel Navigation Systems
- f. Dredging and berth/harbor depth, piers and berths
- g. How Ports and communities fit together, access limitations constraints

***Speaker:** Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives*

10:00 – 10:15 a.m. **Break**

Sponsored by: Shey-Harding Executive Search



Tuesday, November 16 (continued)

(all times listed are MST)

10:15 – 11:30 a.m.

Session 2: Port and Terminal Property Management and Risk Factors

- a. Property Management-Macro/Micro Views
- b. Water and Landside Perspectives
- c. Land and Marine Highway Systems
- d. Rail Systems and Infrastructure
- e. Terminal Services, Functionality & Utilization
- f. Value Added Services for Cargo
- g. Property Care and Risk Management, Resiliency
- h. Legal Implications of Property Negligence
- i. Environmental Protection

Speaker: *Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives*

11:30 a.m. – 12:30 p.m.

Session 3: Case Study #1 Review and Discussion

12:30 – 1:30 p.m.

Keynote Lunch: Professional Development & Personal Growth: Staying Motivated, Making Yourself Marketable and Cultivating Talent Within



Speaker: *Susan Dvonch, Partner, Shey-Harding Executive Search*

Susan Shey Dvonch is Managing Partner of Shey-Harding Executive Search, a maritime industry recruitment firm established in 1990 and based in Seal Beach, California. Since joining the firm in 2003, she has executed numerous searches at the C- level for companies throughout the U.S. The firms' clients include port authorities, ocean shipping companies, equipment providers, and marine terminal operators.

1:30 – 2:45. p.m.

Session 4: Cargo Processes and Management, Chartering and Carriage

- a. What concerns do shippers have today
- b. Understanding the Ocean Bill of Lading
- c. Understanding Cargo Documentation
- d. Knowing supply chain security systems
- e. Cargo loading in containers and on vessels
- f. Stowage planning
- g. Cargo protection methods, theft, damage
- h. Vessel movement and cargo protection
- i. Booking cargo
- j. Carrier tariffs
- k. Chartering of vessels
- l. Basics of Insurance, General Average and general logistic issues

Speaker: *Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives*

Tuesday, November 16 (continued)

(all times listed are MST)

2:50 – 3:45 p.m.

Session 5: Cost and Pricing of Transportation, Application of the O/D Analysis

- a. Understand how cargo movement is priced
- b. Comparative cargo costs between modes
- c. Liner services and chartering of vessels
- d. Selection of transportation in logistics
- e. Knowing carrier selection
- f. Understanding cargo transportation pricing and options
- g. Understanding common pricing mistakes
- h. Transportation mode pricing
- i. Port Selection criteria
- j. Origin and destination pricing exercise

Speaker: Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives

3:45 – 4:00 p.m.

Break

Sponsored by: Shey-Harding Executive Search



4:00 – 5:00 p.m.

Session 6: Case Study #2 Assignment – Break out into teams

5:00 p.m.

No Host Team Dinners

Wednesday, November 17

(all times listed are MST)

8:00 – 8:30 a.m.

Continental Breakfast

Sponsored by: Port of Long Beach



8:30 – 9:45 a.m.

Session 7: Port and Terminal Business Development and Planning

- a. Review the fundamentals of Business Development
- b. Review the principles of marketing
- c. Understand the difference between marketing and sales
- d. Business development planning
- e. Data collection and developing databases
- f. Customer service and addressing service challenges
- g. Marketing tools and tracking efforts

Speaker: Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives

9:45 – 10:30 a.m.

Session 8: Case Study #3 Review and Discussion

10:30 – 10:45 a.m.

Break

Sponsored by: Shey-Harding Executive Search



Wednesday, November 17 (continued)

(all times listed are MST)

10:45 a.m. – 12:00 p.m.

Session 9: Marine Terminal and Port Tariffs, Regulations and Operating Plans

- a. Understanding how tariffs, terminal regulations and operating plans are used in the port and maritime industry
- b. Application in port and business operations
- c. Understanding the implied impacts through utilization of port and terminal tariffs, regulations and operating plans
- d. How plans are used and provide port and terminal protection

Speaker: *Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives*

12:00 – 1:00 p.m.

Keynote Lunch: Supply Chain Update



Speaker:
Mario Cordero, J.D., Executive Director, Port of Long Beach

Mario Cordero, an international maritime industry leader, Long Beach resident and attorney, is Executive Director of the Port of Long Beach, California, named to the post by the Long Beach Board of Harbor Commissioners, effective May 15, 2017. Beginning in 2003, Mr. Cordero served as a member, vice president and president of the Long Beach Board of Harbor Commissioners for eight years, before resigning to accept President Barack Obama’s appointment to the Federal Maritime Commission (FMC) in 2011. He served on the FMC until May 2017 and was FMC Chairman from April 2013 to January 2017.

1:00 – 2:15 p.m.

Session 10: Public Relations, Information Systems and Media Planning

- a. Understanding the Goal of Public Relations
- b. Understanding the Port’s Public
- c. Addressing the Crisis
- d. Preserving trust and the port’s image
- e. Public information and spin
- f. Addressing public issues, dealing with unfolding issues
- g. Public misperceptions
- h. The Public Relations Plan and understanding media systems

Speaker: *Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives*

2:15 – 2:30 p.m.

Break



Sponsored by: *Shey-Harding Executive Search*

2:30 – 3:45 p.m.

Session 11: Crisis Communications Hands on Working Session & Tabletop Exercise



Speaker: *Dr. Noel Hacegaba, Deputy Executive Director, Port of Long Beach and Chairman, AAPA Professional Development Board*

Wednesday, November 17 (continued)

(all times listed are MST)

3:45 – 5:00 p.m.

Session 12: Strategic, Master Transportation and Cargo Planning Processes

- a. Examining the Port's Strengths & Weaknesses
- b. Types of Plans and Processes
- c. Differences Between Types of Planning
- d. Plan Development Methodology
- e. Regulatory and Planner Requirements
- f. Systematic Plan Development
- g. Use of Planning as a Management Tool
- h. Using Consultants
- i. The Strategic Action Plan and Application

Speaker: *Capt. Jeffrey Monroe, MM, AMPE, Director of Education and Standards, International Association of Maritime and Port Executives*

5:00 p.m.

No Host Team Dinners**Thursday, November 18**

(all times listed are MST)

8:00 – 8:30 a.m.

Continental Breakfast

Sponsored by: *Port of Long Beach*



8:30 – 11:30 a.m.

Palm 3AB Meeting Room

Session 13: Practical Planning Exercise and Hotwash

11:30 a.m. – 12:30 p.m.

Keynote Lunch: Using Logistics as a Competitive Advantage**Speaker:**

Dr. Donald Maier Ph.D., Dean, School of Maritime Transportation, Logistics, & Management, California State University - Maritime



In addition to his academic credentials, Dr. Donald Maier has a diverse background in the logistics and supply chain industry. Currently, Dr. Maier is the Dean for the School of Maritime Transportation, Logistics, & Management. He was also the Dean for graduate and undergraduate programs of International Business & Logistics at Maine Maritime, and Professor at the University of St. Francis in Joliet, IL. He has received tenure at three universities and earned Teacher of the Year at USF. Recently, Dr. Maier was featured on CNN, CNN-I, ABC-San Francisco, San Francisco Chronicle, and Popular Mechanics as the subject matter expert on the M/S Ever Given and the volatility in the global supply. He recently presented for the AAPA in Miami, the IAMPE in Portland, ME, the IRPT, and the Marine Insurance Association of Seattle regarding concerns of the supply chain. His professional career included roles in the logistics and supply chain management teams at FedEx, Office Depot, Penske Logistics, Monsanto, and Merisant (division of Monsanto).

12:30 – 12:45 p.m.

Closing Remarks/Presentation of Certificates-AAPA/IAMPE