

MembersLetter

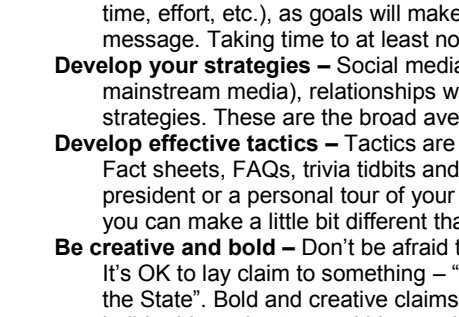
Upcoming Events	Available Grants	November 2011
<p>December 6, 2011 PR Seminar CLE Seminar New Commissioner Seminar Hyatt Regency, Bellevue</p> <p>December 7-9, 2011 Annual Meeting Hyatt Regency, Bellevue</p>	<p>NOAA and American Rivers River Restoration Project Grants (Stream Barrier Removal)</p> <ul style="list-style-type: none"> • Deadline, December 9, 2011. • For more information, click here. 	

Creating an Effective Communications Plan: A Few Tips From Port of Woodland Executive Director Nelson Holmberg

Because we all have taxpayers and stakeholders that have interest in our port, every one of us across the state should be concerned about good communications, regardless of size.

And the best way to do that is to plan your work and work your plan.

That's oftentimes easier said than done, because people naturally think it costs a lot to communicate with printed materials or purchasing advertising, but by following a few easy ideas, it's not at all difficult to communicate on a shoestring.



A few tips:
Get out of the box – In a world with thousands of messages being communicated daily, over various media, the cliché "think outside the box" holds true. Just like in business, if you're not willing to take a risk, there's a good chance your message will be lost – easily and quickly. Consider social media – a recent survey said 54 percent of the respondents (age 18-34) **wanted** their communication through social media. That was more than 20 percent higher than the second place choice in the survey – mainstream media.

Know your audience – Just exactly who is it that you want – and need – to get the message you're trying to communicate? Is it businesses that you're trying to attract to your industrial park? Is it private pilots or boaters? Is it your community stakeholders or taxpayers? If you don't know who your audience is, it's difficult to craft the appropriate message and conduct effective and efficient communication.

Know your message – What is it you're trying to say to the audience? Don't just throw a bunch of "stuff" on a newsletter and blast it out. Refine what you want them to know and use effective and appropriate tools to reach that audience. You've got roughly three seconds to convince a reader to take the time to consume your information. Make it an easy decision for them to continue reading.

Determine your goals – Know what return you need or want from your investment (of money, time, effort, etc.), as goals will make it easier to identify your exact audience and craft your message. Taking time to at least note these goals will pay off in the end.

Develop your strategies – Social media, newsletters, websites, earned media, (coverage in the mainstream media), relationships with bloggers in your community, etc., are all effective strategies. These are the broad avenues that you should develop to reach your audiences.

Develop effective tactics – Tactics are the actions used to achieve the strategies in your plan. Fact sheets, FAQs, trivia tidbits and contests (give away lunch with your commission president or a personal tour of your port with your executive director) are all good tactics that you can make a little bit different than "the same thing everyone else does".

Be creative and bold – Don't be afraid to do something bold to set yourself apart from the rest. It's OK to lay claim to something – "Business Is Better Here", or "The Biggest Little Port in the State". Bold and creative claims tend to draw attention from your external audiences and build pride and esteem within your internal audiences.

Approve a budget – When you draft your communications plan, make sure to stay within the boundaries of a budget that's already been approved, or plan ahead to make sure your new budget includes money for communications/marketing. It's important to spend money, but to be smart about it. With careful planning, a lot can be accomplished with a small budget.

Evaluate, evaluate – While drafting your plan, make sure to include a method for evaluating your efforts, so you know whether you've achieved what you hope to with the plan. At the end of the execution period of your plan, take time to debrief and evaluate what worked and what didn't.

Rinse, repeat – When you're finished with your evaluation and ready to move on to the next plan, remember everything you learned in your debrief and include the changes that result in that review in your next plan.

Finally, as members of the public relations fraternity like to say, "plan your work and work your plan." If you do that, and take even a little bit of the advice from above, you'll find success with your communications efforts.

2011 Election Results

As WPPA wrote about in the August Members Letter, two measures were proposed this year to create new port districts in the state: the Port of Bainbridge Island and the Port of Winlock. Both proposals were soundly defeated.

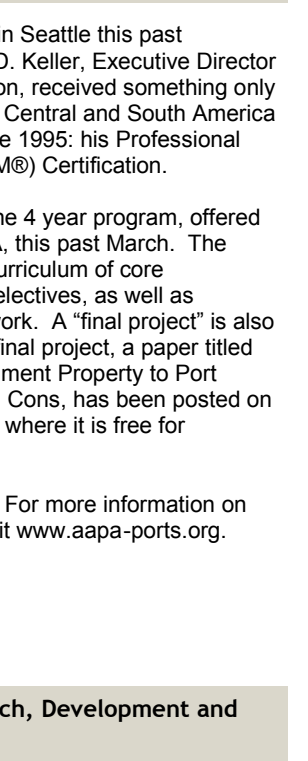
In Grant County, Port No. 5 (Port of Hartline and a non-WPPA member port) had a measure on the ballot to eliminate commissioner districts. The measure passed with 66 yes votes and 43 no votes.

Statewide Initiative 1125, which would have required that toll fees be used only for the highways for which the tolls were implemented, did not pass. Initiative 1183, which privatizes the sale of liquor in the state, did pass.

For a complete list of port commissioner election results, click [here](#).

Jim Rothlin New Trade and Economic Development Committee Chair

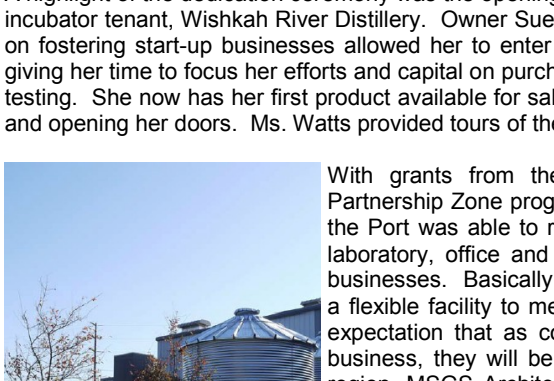
The WPPA Executive Committee has named Jim Rothlin, Executive Director of the Port of Chehalis, as the new Chair of the Trade and Economic Development Committee. Rothlin previously acted as Vice Chair for the committee.



"We are in interesting times with the current economic condition and which impacts how ports do business," said Rothlin. "It will be great to be in a time where we have to figure out new ways of doing things."

Rothlin will take over as chair from Bob McChesney, Executive Director of the Port of Edmonds.

Applications for the AAPA Professional Port Manager Certification Now Being Accepted

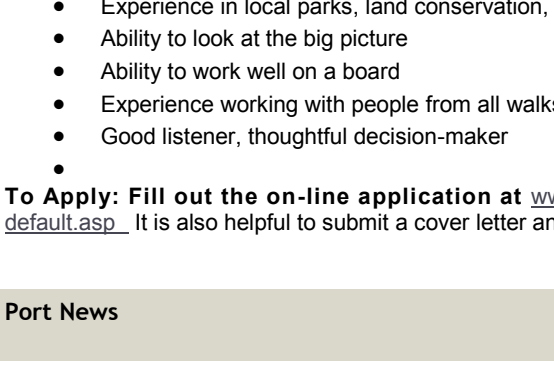


At the recent American Association of Port Authorities (AAPA) conference in Seattle this past September, Scott D. Keller, Executive Director of the Port of Benton, received something only 82 others in North, Central and South America have received since 1995: his Professional Port Manager (PPM®) Certification.

Keller completed the 4 year program, offered only through AAPA, this past March. The program offers a curriculum of core requirements and electives, as well as interactive group work. A "final project" is also required. Keller's final project, a paper titled "Transfer of Government Property to Port Districts— Pros and Cons, has been posted on the AAPA web site where it is free for downloading by members and available for purchase by non-members.

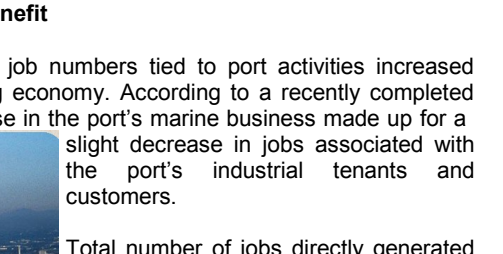
Applications for the Class of 2016 are being accepted until March 1, 2012. For more information on application requirements, curriculum, and other program details, please visit www.aapa-ports.org.

Coastal Innovation Zone Dedication Provides a Look at How Research, Development and Business Incubation Strengthen the Economy

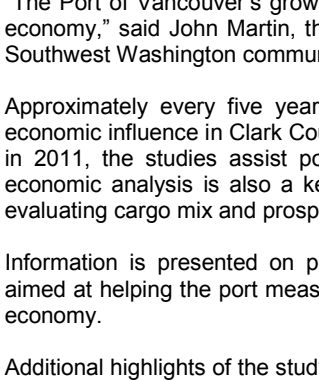


The strength of partnering was evident Tuesday, October 19, 2011, when the Port of Grays Harbor was joined by local business leaders and state officials to dedicate the first project of the Grays Harbor Innovation Partnership, the Coastal Innovation Zone – a research, development and business incubator. The remodeled office space and adjoining warehouse area is designed to foster innovation -- whether it is development, testing and commercializing new product concepts or providing support and resources for new businesses.

"Encouraging entrepreneurs to pursue their business and product development goals to create new jobs and economic activity is one of the strategies the Port of Grays Harbor is implementing to strengthen our regional economy," reported Stan Pinnick, Port of Grays Harbor Commissioner. "The Coastal Innovation Zone is the cornerstone of our entrepreneurial development efforts and a unique economic development tool for our region."



A highlight of the dedication ceremony was the opening of the Coastal Innovation Zone's first business incubator tenant, Wishkah River Distillery. Owner Sue Watts explained how the facility's unique focus on fostering start-up businesses allowed her to enter into a flexible lease agreement for her space, giving her time to focus her efforts and capital on purchasing her equipment, product development and testing. She now has her first product available for sale and is entering the stage of hiring employees and opening her doors. Ms. Watts provided tours of the distillery and tastings of her first products.



With grants from the WA Department of Commerce Innovation Partnership Zone program and the US Small Business Administration the Port was able to renovate a former distribution facility to provide laboratory, office and warehouse space for emerging products and businesses. Basically the Coastal Innovation Zone is designed to be a flexible facility to meet the changing needs of the tenants, with an expectation that as companies prove their products and grow their business, they will be able to launch into other facilities around the region. MSGS Architects designed the facility, while local contractor Roglin's, Inc. completed the construction.

Public partners of the Grays Harbor Innovation Partnership Zone include the Port of Grays Harbor, Satsop Business Park, Grays Harbor College, the Regional Education and Training Center at Satsop and the Grays Harbor Economic Development Council.

All photos in this article: MSGS Architects

Governor Accepting Applications for the Recreation and Conservation Funding Board

The Governor is looking to appoint a new member to the Recreation and Conservation Funding Board beginning in January. Interested individuals should submit applications directly to the Governor's office. Applications should be received by December 1st. This opportunity to serve is a chance to be part of a great organization that helps determine where investments should be made in Washington's great outdoors.

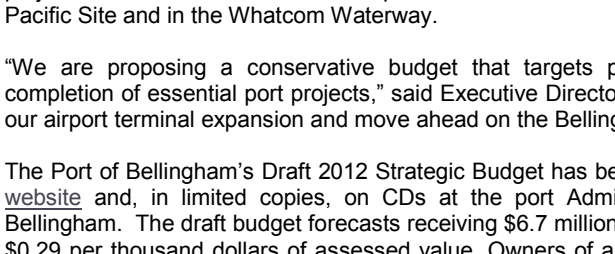
The Governor is Looking For Citizens with these Skills:

- Experience in local parks, land conservation, or outdoor recreation
- Ability to look at the big picture
- Ability to work well on a board
- Experience working with people from all walks of life
- Good listener, thoughtful decision-maker

To Apply: Fill out the on-line application at www.governor.wa.gov/boards/application/default.asp. It is also helpful to submit a cover letter and resume to the Governor's office.

Port News

Port's Steady Growth Delivers Strong Economic Benefit



The Port of Vancouver USA announced that overall job numbers tied to port activities increased slightly over the past five years despite the struggling economy. According to a recently completed economic impact study, job growth linked to an increase in the port's marine business made up for a slight decrease in jobs associated with the port's industrial tenants and customers.

Total number of jobs directly generated by port marine and industrial activities in 2010 was 2,337; a small gain over 2,268 direct jobs in 2005.

Strong wind energy growth in exported wheat, scrap metal and mineral exports, combined with increased marine cargo imports, added 290 direct jobs related to the port's marine business. More reflective of the recession, the industrial side of port operations lost 221 direct jobs.

"The Port of Vancouver's growth in marine cargo and the resulting job creation is unusual in today's economy," said John Martin, the study's lead economist. "It not only benefits the port, but the entire Southwest Washington community."

Approximately every five years, the port commissions an economic impact study to measure its economic influence in Clark County and the Pacific Northwest. Last conducted in 2006, and now again beginning in January, the studies assist port commissioners and executives in planning the port's future. The economic analysis is also a key component in the port's integrated decision making process when evaluating cargo mix and prospective tenants.

Information is presented on port-related jobs, salaries, business revenues and tax generation, all aimed at helping the port measure its success in delivering economic benefit to the local and regional economy.

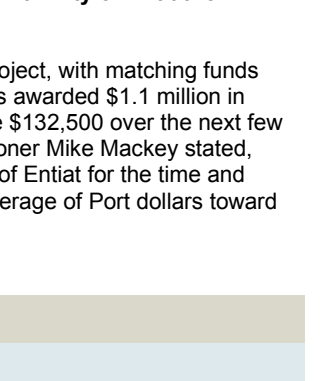
Additional highlights of the study include:

- Total jobs associated with port activities (including direct, indirect, induced and influenced jobs) equaled 16,996 in 2010; up from 15,580 in 2005.
- The 2,337 jobs directly generated by port marine and industrial activities paid \$116.3 million in wages and salaries in 2010, up from \$98.75 million in 2005.
- Port business activities contributed \$80.8 million in state and local taxes in 2010, supporting public services such as police and fire protection. There was no change in the amount of state and local taxes paid in 2010 in comparison to 2005.
- Port business activities injected \$1.664 billion into Southwest Washington in 2010, a slight decrease from \$1.693 billion in 2005.

The study was conducted by Martin Associates. The firm is based in Pennsylvania and conducts similar studies for major ports through the U.S. and Canada. Copies of the report can be found on the port's website at www.portvancouver.com.

Port of Skagit Executive Director Elected PNWA President

Port of Skagit Executive Director Patsy Martin was elected President of the Pacific Northwest Waterways Association on October 13 at the PNWA Annual Meeting in Portland, Oregon. Martin will head a forty member Board of Directors representing navigation interests in Washington, Oregon, Idaho, and Northern California. She has been on the Board of Directors since 2003 and has served as the group's Senior Vice President since 2007.



Martin's first item of duty as President will be to lead the PNWA Mission to Washington, DC, in March 2012. The agenda will include meetings with the Northwest Congressional delegation, senior staff from the U.S. Army Corps of Engineers and other federal agencies, and national leaders from industry and trade groups based in Washington, DC. Issues to be addressed include funding for Swinomish Channel dredging and support for streamlining the federal regulatory process to ensure timely review of permit applications.

In addition to her current position as Executive Director, Patsy Martin has also served as the Planner and Environmental Manager and Deputy Director at the Port of Skagit, which is located in Burlington, WA. She has been with the Port since 1995 and is currently focusing on continuing the expansion and business promotion at the port and economic development throughout Skagit County. Specific projects include continued dredging of the Swinomish Channel by the U.S. Army Corps of Engineers, crown conversion of the main runway at Skagit Regional Airport and continued development of thriving agricultural applications throughout the valley.

Port Brings Up to 50 Jobs to Chelan County

The Port of Chelan County Commissioners unanimously approved a five year lease agreement with Kaite Group Co, Ltd. to occupy the entire 38,000 sq. ft. Port Industrial Building No. 5.

Kaite Group is a leading pulp and molded fiber packaging company. Their methods are based on a Closed-Loop System using recycled papers to supply the egg and food industry with biodegradable packaging. Their advanced technology puts Kaite Group at the forefront of environmental and green business practices. Kaite Group plans to initially have 30 employees running the manufacturing facility, with plans to increase to 50 employees. Equipment installation is scheduled to occur in January 2012, with full operation by March. Port Commission President JC Baldwin stated, "The Port is excited to bring Kaite Group to Wenatchee's Olds Station. This will strengthen our manufacturing base by adding 30 jobs in Chelan County."

Port of Bellingham 2012 Budget Focused on Jobs and Major Projects

Creating new jobs, working with businesses and moving forward on essential projects are the focus of the Port of Bellingham's Draft 2012 Strategic Budget. About \$32 million in capital projects on the Bellingham Waterfront and at the Bellingham International Airport have been proposed in the 2012 budget.

These job-creating projects include the second phase of airport terminal construction, valued at \$28 million as well as completion of the \$8.4 million Squalicum Harbor Gate 3 dredging and construction project. About \$7.1 million will be spent on environmental cleanup actions at the former Georgia Pacific Site and in the Whatcom Waterway.

"We are proposing a conservative budget that targets port resources toward job creation and completion of essential port projects," said Executive Director Charlie Sheldon. "We need to complete our airport terminal expansion and move ahead on the Bellingham waterfront."

The Port of Bellingham's Draft 2012 Strategic Budget has been published and is available on [the port website](http://theportwebsite.com) and, in limited copies, on CDs at the port Administrative Office, 1801 Roeder Avenue, Bellingham. The draft budget forecasts receiving \$6.7 million in countywide property taxes, at a rate of \$0.29 per thousand dollars of assessed value. Owners of a \$275,000 home would pay \$82 in 2012, slightly less than the amount they paid this year.

The budget adds four new jobs to meet the increasing business and maintenance needs at the Bellingham airport and one new job related to economic development. The draft budget proposes job creation and new development recruitment through outreach to the local business community, business recruitment in lower British Columbia and economic development work with public and private partners.

Late in 2011, the port announced creation of a new position, Director of New Business Development, which will be charged with business and investment recruitment for undeveloped port properties – especially the former Georgia Pacific site that the port acquired in 2005. This position was filled by Lydia Bennett, who had been serving as Real Estate Director, and did not add to the total number of port employees. The port plans to continue its emphasis on marine trades and fishing industry promotion in 2012 and also will make strong efforts to help its current business tenants survive the economic downturn.

Northwest Ports Win Environmental Award for Clean Air Strategy

The ports of Tacoma, Seattle and Metro Vancouver, B.C., will be honored this week with the Environmental Achievement Award from the Pacific Northwest International Section of the Air and Waste Management Association.

The association's award recognizes the Northwest Ports Clean Air Strategy for innovative techniques that reduce or prevent air pollution or waste.

The Northwest Ports Clean Air Strategy is the first and only three-port and international agreement to reduce greenhouse gas and diesel emissions from maritime operations. The U.S. Environmental Protection Agency, Environment Canada, the Washington Department of Ecology and the Puget Sound Clean Air Agency have partnered with the ports in this effort.

Since adopting the goals in 2008, the ports have shown significant progress in producing cleaner air for the communities that surround their harbors.

By the strategy's first milestone in 2010:

- 44 percent of ships calling frequently used cleaner-burning fuels or electrical shore power at berth;
- 62 percent of diesel-powered cargo handling equipment met the performance measure through retrofits, replacements or use of low-sulfur fuels; and
- 98 percent of drayage trucks met the measure through outreach, engine retrofits or incentive programs

The award will be given during the association's annual conference Nov. 8 through 11 in Harrison Hot Springs, B.C.

Port of Woodland Earns Clean Report from State Auditor

Washington State's Auditors Office has released its report of the Port of Woodland's most recent accountability audit, and the results are good.

State Auditor Brian Sonntag issued a report today stating the port had a clean audit, which covered the years 2008-2010.

"In the areas we examined, the port's internal controls were adequate to safeguard public assets," the report said. "The port also complied with state laws and regulations and its own policies and procedures in the areas we examined."

The Port of Woodland has been free of findings for six years, and is audited once every three years, which is not uncommon for smaller public entities across the state.

"We are proud of the fact that the State Auditors Office has recognized us for our diligent public accountability work," Executive Director Nelson Holmberg said. "The commissioners and staff of the port take a lot of pride in doing things the way we're expected to do them, and we're very happy to have received another clean audit."

The State Auditors Office report of its review of the Port of Woodland can be found online at: <http://www.sao.wa.gov/EN/Audits/Pages/Search/AuditReportSearch.aspx?AuditNumber=32606>

Port of Chelan County Commission Approves Interlocal Agreement with City of Entiat for Waterfront Development

The City of Entiat will move forward with their Waterfront Development project, with matching funds from Port of Chelan County. In the summer of 2011, the City of Entiat was awarded \$1.1 million in grant funding, requiring \$200,000 in matching funds. The Port will provide \$132,500 over the next few years for match, while the City is responsible for the remainder. Commissioner Mike Mackey stated, "The Port would like to acknowledge the staff and consultants at the City of Entiat for the time and effort put into obtaining funding through many sources. This is a great leverage of Port dollars toward a great project."

Employment Opportunities

[Project Manager II, Engineering, Port of Tacoma](#)

[Marina Director, Port of Everett](#)

[Finance Director, Port of Olympia](#)

[Seaport Real Estate Specialist, Port of Seattle](#)

Questions or comments? Email bross@washingtonports.org or call 360-943-0760.