



"Port Politics: Finding Common Ground Between Ports and Surrounding Communities"

Spring Fly-In, Fly-Out Seminar

Thursday, May 28, 2015

Portland International Airport Conference Center
Portland, Oregon USA

- 9:00 AM Check-In, Continental Breakfast, Networking
Sponsored by Port of St. Helens
- 9:30 AM Seminar Overview: Bob Larson, Port of Benton Commissioner & APP Regional Representative
- 9:35 AM Welcome from the Port of Portland: Keith Leavitt, Chief Commercial Officer, Port of Portland

Moderator: Bob Larson

- 9:45 AM **Port Connections: Reaching Your Communities**
Brooke Berglund, Community Affairs Tour & Outreach Manager, Port of Portland

- 10:15 AM **Turbulent Seas: Managing Ports Through Choppy Public Opinion Waters**
John Horvick, Vice President & Political Director, DHM Research

- 10:45 AM Coffee & Networking Break
Sponsored by ALX Technology

Moderator: Liz Blanchard, Port of Stockton Commissioner & APP 2nd Vice President

- 11:00 AM **Finding Common Ground from an Engineering Consultant's Perspective**
David Van Rensburg, Ports & Harbors Practice Leader, Hatch Mott MacDonald

- 11:30 AM **Making News That Works for You**
Pat McCormick, Partner, AM:PM PR

- 12:00 PM Networking Lunch
Sponsored by Port of Portland

- 1:00 PM **On the Port Beat: Why and How News Covers the Port**
Molly Harbarger, Reporter, the *Oregonian*

- 1:30 PM **Communicating Port-Related Benefits**
Todd Chase, Principal and Economist, FCS Group

- 2:00 PM **Port Connections: Reaching Your Government**
Lise Glancy, Regional Government Relations Manager, Port of Portland

- 2:30 PM **Political Issues at Pacific Ports: An Open Forum**

- 2:50 PM Door Prizes & Announcements

- 3:00 PM Seminar Adjourns