

36th ANNUAL MEMBERSHIP CONFERENCE

April 6 – 9, 2010
Bellingham, Washington

“Leadership Strategies that Work”



Hosted by: Port of Bellingham

TUESDAY, April 6

2:00 pm - 4:00 pm **Board of Directors Meeting**
5:00 pm - 7:00 pm **Welcome Reception & Conference Check-in**

WEDNESDAY, April 7

- 8:00 am **Conference Check-in**
- 8:30 am **Call to Order: Tami Hayes**, President, Port of Friday Harbor, WA
Business Report
Open Board of Director Position Elections Announcement
Welcoming Remarks: Port of Bellingham
- 8:45 am **Host Presentation**
- 9:00 am **Training and Education Committee Report: Eric Olsson**, Washington Sea Grant, WA
- 9:10 am **Barbara Schwantes Report: Bud Shoemake**, Port of Toledo, OR
- 9:20 am **University of Alaska, Southeast Distance Learning Update**, Mary Purvis, UAS
- 9:50 am **Networking Opportunity**
- 10:10 am **Introduction of Sustaining Members**
Facilitator: **Steve Slaton**, Port of Bremerton, WA
- 10:40am **Call of the Ports** – Introduce yourself and your guests in two minutes or less. Give your affiliation and the PCC committee(s) on which you serve. Briefly highlight an issue that you would like to discuss.
Facilitators: **Cyndy Olson**, Port of Everett, WA
Kevin Danberg, Port of Edmonds, WA
- 12:00 pm **“Lunch with a friend”** – Here is an opportunity to meet up with a PCC member to share your thoughts on various marina issues or to just relax and enjoy each other’s company. A real networking opportunity!
Facilitators: **Kevin Danberg**, Port of Edmonds, WA
Eric Olsson, Washington Sea Grant, WA
- 1:00 pm **Call of the Ports**, continued
- 2:15 pm **Networking Opportunity** (refreshments)
- 2:30 pm **Session #1: Value Analysis** – As a continuation of our Professional Enhancement series, this presentation will offer insight into some of the management tools that can increase productivity and profit while providing a means to identify and resolve problems. Value Analysis is just one of the concepts that can be applied within your port or marina to help you in managing costs as a function of increased capability or performance. Jack Cox will translate some of these technical and seemingly “mystical” approaches into clearly understood techniques (Jack’s forte’) that you can use in making decisions to allocate limited resources that can dramatically impact both daily operations and address longer term development issues.
Here are a couple of websites to wet your appetite:
<http://www.npd-solutions.com/va.html>
<http://thequalityportal.com/articles/value.htm>
Presenter: **Jack Cox**, HDR Engineering
Facilitator: **Tom Lansford**,
- 3:45 pm **Networking Opportunity**
- 4:00 pm **Session 2a:**
- LEEDing the way:** Gain a basic understanding of LEED, Leadership in Energy and Environmental Design, principles and standards so that your facility can run more efficiently. LEED provides a suite of standards for environmentally sustainable design and construction practices that can reduce negative environmental impacts while often increasing profitability through energy conservation and improving the health and well-being of occupants and facility users. It is time to at least consider these approaches when planning for expansions or while contemplating rehabbing existing facilities.
Presenters: **TBA**
Facilitator: **Walt Jackson**, Bellingham Marine
 - Shading:** Any new dock construction or replacements will undoubtedly be confronted with a review of shading criteria. How much is too much? Often the constraints of projects seem arbitrary, inconsistent and counter-intuitive. Perhaps there are flaws in agency shading analysis...are you prepared to challenge these

results? This session will provide you with an understanding of the science and principles necessary to help evaluate your design options and possibly secure the maximum utility and value in final project approval.

Presenter: **Douglas J. Durbin, Ph.D.** Biological Research Associates, Tampa, FL
Facilitator: **Jack Cox**, HDR Engineering

Session #2b:

Video Surveillance: The cost of watching. The value of video monitoring can be significant when measured in enhanced safety or in reducing crime and vandalism. What technologies are available and what capabilities are needed? Some of our earlier sessions on Value Analysis may be applied in making these decisions. Underlying equipment choices are other considerations that must be reviewed and factored into any marina surveillance plan: privacy concerns, coverage, ability to identify, signage, access to and distribution of data and other monitoring issues that require legal, technical and budgetary review. This panel discussion will explore these and many other social, legal, technical and cost concerns.

Presenters: Various PCC Vendors and outside technical and legal experts
Facilitator: **Tami Allen**, City of Bainbridge Island

5:00 pm **Exhibitor Reception and Member Get Together:** Grab this opportunity!! Our gracious Sustaining Members welcome you to join them for entertainment, snacks and refreshments. This is a chance to discuss issues and problems confronting your marina and perhaps walk away with an innovative and cost-efficient solution. This is also an opportunity to acknowledge the efforts of our dedicated "vendor corps" for their support since PCC was founded.

THURSDAY, April 8

8:30 am **Meeting Updates and Announcements**

8:45 am **Captain Suzanne Englebert**, US Coast Guard Sector Puget Sound, WA

9:00 am **Session #3a: Marine Mammals...but the tourists love them.** Sea Lions, Seals, Otters and other protected mammals have exclusive rights to your property. They don't need to give you prior notice of arrival, don't have to abide by any noise restrictions or even act in a civilized manner, and for the most part, cannot be forcibly evicted...or can they? This session will consider deterrents that may help in making your docks less desirable and may actually make these resident guests look elsewhere for more comfortable digs.

Presenters: **Carl Burger**, Research Scientist, Smith-Roots, **Additional panel members**
Facilitator: **Tami Allen**, City of Bainbridge Island, WA

Session #3b: It's your space...Rent it! This panel discussion will probe many uses for excess space on your property. It will explore ways to turn that piece of tarmac or empty shed space into revenue sources that are compatible with existing operations and may actually enhance your image and provide services to draw patrons to your facilities. Why stack crab pots when the space can support an attractive kiosk that generates substantially more income? Let's think out of the box on this one!

Presenters: TBA
Facilitator: **Cindy Olson**, Port of Everett, WA

9:55 am **Networking Opportunity**

10:20 am **Session #4a:**

1. **Bellingham Development:** Few ports or marinas have been faced with the challenges and opportunities as the Port of Bellingham. Unfortunately, these challenges and opportunities seem to come in the same packages. It is always great to secure new areas to expand moorage facilities; but what if this land is contaminated and demand is unpredictable? How are these decisions made and translated in actions. The Port has grown in a short period of time from a predominately commercial moorage facility into a premier destination port for some of the finest vessels transiting Pacific Northwest waters. Hear their story and learn how opportunities were seized and turned into success.

Presenters: **Mike Endsley, Pam Taft, and Port of Bellingham staff**
Facilitators: **Jack Cox**, HDR Engineering
Eric Olsson, Washington Sea Grant

2. **Customs:** How to establish a mutually beneficial relationship with your local U.S. Customs agent. How can you assist them in securing our boundaries while protecting the privacy and rights of your tenants?

Presenters: **U.S. and Canadian Customs Agents**

Facilitator: **Eric Olsson**, Washington Sea Grant

Session #4b:

Luring New Customers: While effective customer service practices are essential to both maintaining and drawing new customers, they go well beyond just “being nice to people.” There are limitless opportunities to improve staff involvement and in creating a “marina experience” that will draw in new customers and establish programs and interactions to ensure loyalty from your current boater tenants. We are enthused at the opportunity to awaken you to new ventures that will permit you to present your facility in a manner that will attract more boater interest and even lure customers to your facility.

Presenters: **Craig Perry**, Dock Street Marina, Tacoma, WA

Dwight Jones, Elliot Bay Marina, Seattle, WA

Facilitator: **Sharon Briggs**, Port of Seattle, WA

11:45 am **Open Board of Director Position Presentations and Elections**

12:00 pm **LUNCH: Table Topics**

We continue with our successful “Table Topics” so that you can enjoy lunch with the discussion group of your choice to further explore topics of interest. Each table will have a placard announcing your favorite topic.

Facilitators: **Tami Allen**, City of Bainbridge Island, WA

Kevin Danberg, Port of Edmonds, WA

1:00 pm **Assemble for Host Activity**

Facilitator: **Mike Endsley**, Port of Bellingham, WA

Pam Taft, Port of Bellingham, WA

1:30 pm **Session #5: Nuts and Bolts: Fire Extinguishers.** Once again we will offer a true “hands on” experience. How many of you have actually used a fire extinguisher? We don’t want to turn you into a firefighter, but we do want to give you the opportunity to use a variety of extinguishers to douse a small fire. In most safety courses the motto is, “It isn’t really difficult...the second time.” So, we are going to prepare you so that you will know how to react in a safe and effective way if you should be confronted with a fire. You will also learn when it is appropriate to respond or when the preferable option is to run...or swim.

Facilitator/Presenters: **Eric Olsson/Port Bellingham staff**

2:30 pm **Host Activity**

5:00 pm **Return to Hotel**

5:10 pm **Training & Education Committee Meeting** (new members invited)

6:00 pm **Social Hour**

7:00 pm **BANQUET**

Awards Presentation, Tami Hayes, President, Port of Friday Harbor, WA

FRIDAY, April 9

7:30 am **Breakfast Buffet**

9:00 am **Reconvene Business Meeting, Tami Hayes**, President, Port of Friday Harbor, WA

9:15 am **Session #6: GIS, Geographical Information Systems.**

Presenter: **Bill Cook**, Maul Foster & Alongi, Inc.

Facilitator: **Eric Olsson**, Washington Sea Grant

10:30 am **Return Conference Assessment Forms** – This is your link to having your ideas and wishes heard at our conferences. Please take a few minutes to fill out these forms to let your T&E Committee better serve you.

Closing Remarks: Tami Hayes, President, Port of Friday Harbor, WA