

# 37<sup>th</sup> SEMI-ANNUAL MEMBERSHIP CONFERENCE

5 – 8 October 2010  
Kodiak, Alaska

**“Alaska...a unique experience”**



**Hosted by: Port of Kodiak**

***TUESDAY, October 5***

1:00 pm - 4:30 pm    **Board of Directors Meeting**

5:00 pm - 7:00 pm **Welcome Reception & Conference Check-in**

## **WEDNESDAY, October 6**

8:00 am **Conference Check-in**

8:30 am **Call to Order: Tami Hayes**, President, Port of Friday Harbor, WA  
Business Report

8:45 am **Host Presentation**

9:00 am **Training and Education Committee Report: Eric Olsson**, Washington Sea Grant, WA

9:10 am **University of Alaska, Southeast Distance Learning Update, Mary Purvis**, UAS

9:40 am **Barbara Schwantes Report: Bud Shoemake**, Port of Toledo, OR

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: **Eric Olsson**, Washington Sea Grant, WA  
**Kevin Danberg**, Port of Edmonds, WA

12:00 pm **Lunch**

### **Ten tips for better photos!**

Images of your port, harbor or marina can be used for many purposes: To promote its best qualities for brochures, websites and special events, and to sell your commissioners and the community the need for repairs or enhancements. Then there's the real-life necessity to document accidents and create exhibits to resolve liability issues. Award-winning photographer Marion Owen will share her 20+ years of professional photography and teaching experience to help you apply special techniques and composition tips so your pictures tell a story and make a point. Remember, a picture is worth a thousand words. Settle back and relax as Marion offers valuable techniques to make us all better photographers to capture photos that really work.

Presenter: **Marion Owen**, Port of Kodiak, AK  
Facilitator: **Lon White**, Port of Kodiak, AK

1:15 pm **Call of the Ports**, continued

1:45 pm **Networking Opportunity** (refreshments)

2:00 pm **Session 1: Advisory Committee – you need one.**

Pulling together a committee to help you prioritize and focus on critical operational and development issues is important. An advisory committee can provide you with the insight and feedback needed to ensure the most efficient allocation of resources while often identifying concerns that may have escaped the notice of you or your staff. They can keep you focused. Also, having a committee can help avoid “free for all” debates at commission meetings and provides an important forum that adds credibility, support and a strong single voice for promoting projects. It is critical that the make-up of your advisory board reflects a comprehensive and balanced representation of marina users but doesn't get too unwieldy or gets dominated by a few assertive vocal participants with self-interests. Advisory committee input must be limited to addressing issues that are relevant and that they understand that their influence is weighed among other factors in making final decisions.

Presenter: **Panel Discussion**  
Facilitator: **Eric Olsson**, Washington Sea Grant, WA

3:15 pm **Networking Opportunity**

3:30 pm **Session 2: Connecting with the community** – Waiting lists are getting shorter (for most of us) and boat moorage slips go vacant for longer periods. What to do? Here are some innovative marketing schemes that do work. BINGO! A cooperative effort among regional marinas that has worked to increase traffic and steer

boaters to participating marinas. This is just one example of seeing results from re-directing your advertising dollars and recognizing that inaction isn't an option. Start using your marina website as more than a static billboard...get tuned into using a more interactive approach that will engage boaters and draw them to you marina. Learn how social networking can help. Are you on Facebook?...why not?

Presenter: **Panel Discussion**

Facilitators: **Kevin Danburg**, Port of Edmonds Marina, WA

**Joe Jewell**, City of Des Moines Marina, WA

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.

## **THURSDAY, October 7**

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

8:45 am **Session 3: U.S. Coast Guard, Kodiak Air Station, AK.** While most of us are familiar with the various roles and missions of the U.S. Coast Guard, few are probably aware of the extreme conditions that Coast Guard personnel must endure while operating in these Alaskan waters. You will be introduced to Search and Rescue, Maritime Security, Commercial Vessel and Boating Safety and other CG operations that make your job both safer and more challenging. The CG will give us an overview of how their maritime roles have changed in recent years and what they expect from you as port, harbor and marina operators.

Presenter: **USCG Representative**, Kodiak Air Station, AK

Facilitators: **Lon White**, Port of Kodiak, AK

**Eric Olsson**, Washington Sea Grant, Seattle, WA

9:55 am **Networking Opportunity**

10:20 am **Session4: How do you buy a 600 ton Travelift?** First of all, this is BIG! And costly. What was the impetus and motivation behind this decision? How do you fund it? What is the expected ROI? The answers to these and a myriad of other questions will provide a picture of how an immense project can go from a vision to completion. You will also gain insight into a process that involved astute planning, commitment, engineering and fiscal finesse.

Presenters: **PND representative and Port of Kodiak staff**

Facilitator: **Jon Keiser**, PND Engineering, Seattle, WA

11:10 am **Session 5: Know your neighbors?** Do you know who your neighbors are and how they can be impacted by your operations and development? It is in your mutual interests to introduce yourself and to get a better understanding of their economic, social and cultural traits. Tribal, First Nation and Native American interests should be recognized and courtesies extended to establish respectful relationships. You don't have to become a historian or a proponent of Indian affairs but you should be sensitive in your interactions with these groups and acknowledge that certain business decisions may very well be made within the context of traditional values or Tribal customs. Mutual understanding can go a long way in fostering meaningful dialog and trust.

Presenters: **BIA Representative**, Local input

Facilitators: **Lon White**, Port of Kodiak, AK

**Eric Olsson**, Washington Sea Grant, Seattle, WA

12:00 pm **Lunch**

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

Facilitators: **Marty Owen**, Port of Kodiak, AK

**Lon White**, Port of Kodiak, AK

1:30 pm **Session 6: Nuts and Bolts: The Travelift.** Once again we will offer a true "hands on" experience. Well, maybe?? You will however get to see how the "big boy" operates and talk with the marina staff about its capabilities, operations and maintenance.

Presenter: **Port of Kodiak staff**, Kodiak, AK

- 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**  
Presenter: **Tami Hayes**, President, Port of Friday Harbor, WA

## ***FRIDAY, October 8***

- 7:30 am **Breakfast Buffet**
- 7:45 am **Reconvene Business Meeting**
- 8:00 am **Session 6: Disaster Planning...When will it be your turn?** Recent events in the Gulf of Mexico underscore the importance of planning. Whether it is a local storm, a widespread tsunami, a devastating earthquake or that inevitable oil spill...the difference between chaos and recovery is planning. Many of the miscues and more blatant errors involving the response efforts to the Deepwater Horizon spill have cost hundreds of millions of dollars with devastating environmental consequences and long term loss of jobs. Where was the plan? Now is the time to identify potential threats, assess your vulnerabilities and become better prepared to defend your marinas and adjacent coastal areas from these assaults. Knowing what to expect and a familiarity with the Incident Command System, ICS, will enable you to know how, where and what you can do to provide response assistance without placing you and your marina staff in harms way. A few tactical precautions could keep your marina operating while also providing some critical resources to help direct a more effective response.
- Presenters: **Bill Knight**, West Coast and Alaska Tsunami Warning Center, NOAA, Palmer, AK  
**Karen Delaney**, Regional Citizens Advisory Council  
**U.S. Coast Guard**
- Facilitators: **Eric Olsson**, Washington Sea Grant, WA  
**Lon White**, Port of Kodiak, AK
- 9:05 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**, Port of Friday Harbor, WA
- Conference Adjourned**