



PORT EVERGLADES DEPARTMENT – Chief Executive & Port Director's Office
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DATE: April 2, 2014

TO: Susan Friend, Director, Accounting Division
 Finance and Administrative Services Department

FROM: Glenn A. Wiltshire, Deputy Port Director 

**SUBJECT: International Travel – American Association of Port Authorities
 Public/Government Relations Workshop, Toronto, Canada - June 24-25, 2014**

Attached please find travel requests for Maisy Alpert, Port Everglades Special Projects Coordinator IV, and Dr. Natacha Yacinthe, Principal Planner at Port Everglades, to travel to attend the American Association of Port Authorities (AAPA) Public/Government Relations Workshop in Toronto, Canada from June 24 to June 25, 2014. Board approval is required since there is a registration fee to participate in the workshop and also because it involves international travel.

While most ports and related organizations have developed public and government relations programs to reach out to their key constituents, some programs are more robust and strategic than others. In this workshop, participants will hear from a host of public and government relations experts to get some great advice on everything from developing key messages and writing an effective communications plan, to communicating with community activists and government leaders, then evaluating the outcomes.

The two staff members that would attend the workshop are going for different reasons. Dr. Yacinthe is enrolled in the AAPA Professional Port Manager (PPM) Certification program, and attendance at this workshop is required for all PPM candidates. As a PPM candidate, she qualifies for a 20% discount off the registration fee. Ms. Alpert is attending as a representative of the Communications and Community Relations section of the Port's Business Development Division. Ms. Alpert will benefit directly from participating in the workshop to further develop her public affairs skills. As the Port's representative to the AAPA Public Relations Committee, Ms. Alpert will be attending the committee meeting being held prior to the workshop on June 23, and participating in one-on-one media training after the conference the afternoon of June 25.

Total estimated costs for travel, hotel, per diem, and registration for the two staff are \$4,376 and will be paid with Port Everglades travel funds from Object 4000. Please process this request for approval by the Broward County Board of County Commissioners on the April 8, 2014 agenda.

GAW:jlc:mg

Attachments