



45th Anniversary Annual Spring Conference

Shilo Inns Newport Oceanfront, Newport, Oregon

April 16-19, 2019

“The Importance of Listening and Knowing your Customers”



Hosted by: Port of Newport, Oregon

Officers

President - Mike Loy, False Creek Harbour Authority, BC – Term Expiration 2019
Vice President - Paul Stallard, Salmon Harbor Marina, OR – Term Expiration 2019
Secretary/Treasurer - Janice Burk, Port of Astoria, OR – Term Expiration 2019
Immediate Past President – Lon White, Retired – Term Expiration 2019

Board of Directors

Position #1 Aaron Glidden, City of Homer, AK – Term Expiration 2019
Position #2 Vacant – Term Expiration 2020
Position #3 Phyllis Titus, Campbell River Harbour Authority, BC – Term Expiration 2020
Position #4 Keri Weick – Harbour Authority Association of BC – Term Expiration 2021
Position #5 Giuseppe Alvarado, Port of Seattle, WA – Term Expiration 2019
Position #6 Scott Wilkins, City of Des Moines, WA – Term Expiration 2021
Position #7 Miriam House, Port of Columbia County, OR – Term Expiration 2019
Position #8 Kent Gibson, Port of Newport, OR – Term Expiration 2020
Position #9 John Higgins, Ventura Port District, CA – Term Expiration 2021
Position #10 Anita Yao, Port of San Francisco, CA – Term Expiration 2020

New Members

SmartPlug Systems, LLC

SmartPlug Systems is a manufacturer of high-quality marine and RV power products. They are based in Seattle where they manufacture and assemble shore power products. SmartPlug is introducing a new product line of marina power pedestal products. The new marina power products offer the first innovation in marina pedestal products in decades. All the power products are tested and certified for using in the US, Canada and throughout Europe with a CE certification.

Contact: Terry Gilliland

Note: For contact information, please refer to www.pccharbormasters.org, Membership directory.

At this conference, the PCCHM&PM is proudly donating \$250.00 to the Newport Fishermen's Wives.

MISSION STATEMENT

The Pacific Coast Congress of Harbormasters and Port Managers is an organization of commercial and recreational marina professionals promoting the development and growth of our industry and membership through communication, education and professional certification.

TUESDAY, April 16

2:00 pm - 4:00 pm

Board of Directors Meeting

5:00 pm - 7:00 pm

Welcome Reception and Conference Check-in

WEDNESDAY, April 17

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

8:30 am **Call to Order: Mike Loy**, President, False Creek Harbour Authority, BC

Business Report

Introduction of PCC Officers and Board Members

Election overview for vacating positions

8:50 am **Host Port Welcome and Introductions: Port of Newport**

9:10 am **Training and Education Committee Report: Eric Olsson**, T&E Committee Chair

9:20 am **Barbara Schwantes Report: Cheryl Maynard**, PCC Executive Secretary

9:30 am **Introduction of Sustaining Members: Paul Stallard**, Salmon Harbor Marina, OR

10:10 am **Networking Opportunity** – Meet up with your colleagues to discuss marina issues, share stories and find solutions to your problems. Also an opportunity to get to know your PCC Sustaining Members (vendors) whose support helps make these conferences possible and who offer a wealth of information on products and services to enhance marina productivity and address your operational and maintenance concerns.

10:25 am **Call of the Ports** – Introduce yourself and your guests. Give your affiliation and the PCC committee(s) on which you serve. Tell us about yourself...what attracted you to a career as a marina professional? Highlight the issues that you consider are some of your biggest challenges, accomplishments and successes. This is an opportunity to let the PCC membership know you better and understand what makes your marina unique.

Facilitators: **Mike Turkington**, False Creek Harbour Authority, BC

Eric Olsson, Chair, T&E Committee

12:00 pm **LUNCH – “Lunch with a Friend”** Time to meet a new PCC member. While it is always great to meet up with old friends, pull up a chair, introduce yourself and enjoy lunch with a new acquaintance...this is how networking begins....

1:00 pm **Call of the Ports (continued)**

2:20pm **Networking Opportunity** – Great time to seek out some of your fellow PCC members who piqued your interest during Call of the Ports and to grab a Sustaining Member who might just have a solution to a pressing problem.

2:35 pm **Session 1: Performance Planning Management and Coaching**

The ideal process for managing staff performance is one that successfully motivates and supports staff to contribute to meeting organizational goals and objectives...getting the job done right. A continuing process that encourages on-going communication and coaching between managers and their employees has many benefits and advantages over traditional static performance evaluations...it focuses on employee achievement of measureable performance rather than formalized annual or semi-annual appraisal or scoring systems that basically only communicate one way. So, instead of promoting discussion to enhance performance, these scheduled formulated reviews can cause disruptions, anxiety and actually demoralize and hinder professional growth and achievement. This session will explore ways to provide on-going coaching and feedback

to employees...not to grade them but rather to apply proven recognition exercises to engage employees and to establish dialogue to motivate and set performance goals while evaluating professional growth. In short, you will see how to track non-acceptable performance while working to make positive change and identify targets to improve strategic thinking, political astuteness, and positive transformation. Discussion will cover ways to focus on better communication with individual staff and as a group to establish performance, missions, goals, expectations standards, skills/knowledge, learning and improvement strategies. You will become acquainted with the use of the Seven Fundamental Values:

1. Accountability
2. Responsibility
3. Partnership
4. Performance Agreement
5. Self-Management
6. Learning
7. Recognition.

Presenter: **Scott Grindy**, San Francisco Marina Small Craft Harbor, CA

Facilitators: **Giuseppe Alvarado**, Port of Seattle, WA

Eric Olsson, T&E Committee Chair

3:45 pm **Networking Opportunity** - A quick break and a chance to talk to PCC colleagues and our staunch and supportive vendor corps.

4:00 pm: **Session 1: continued...**

5:00 pm **Exhibitor Reception and Member Get Together:** Grab this opportunity!! Our gracious Sustaining Members welcome you to join them for snacks and refreshments. This is a chance to discuss issues and problems confronting your marina and perhaps walk away with an innovative and cost-effective solution and also to acknowledge their support.

THURSDAY, April 18

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

8:50 am **Overview of AMI activities and services, Eric Kretsch**, Legislative Coordinator, Association of Marina Industries.

9:05 am **Session 2: Port in the Spotlight:** This session will get you better acquainted with some of the people who have enhanced the stature of our industry and supported and promoted PCC and to understand how they have successfully tailored their operations and business/community activities to meet the unique needs of their clients and compiled a truly successful career. A fun and informative session...

This conference is pleased to place our friend and colleague, Don Mann, in our PCC spotlight. Don has been involved in many facets of the marine industry for decades... Don became the manager of the Port of Newport, OR, in January of 1996 and has left a legacy as he guided the port with great ideas and a rock steady plan to get them done. His epic performance and tenacity in luring NOAA to Newport was undeniably his crowning achievement. It was due to Don's thorough understanding of the process and his grasp for creative funding along with his extreme attention to detail and his ability to win the confidence of NOAA itself that turned the tide...putting Newport on the map as a major oceanographic research center. These admirable leadership traits also served him well in dealing with daily port activities and in garnering support from port staff, commissioners and the public. Don told News Lincoln County that although he is retiring after 37 years of public service he will not be taking up the rocking chair as a lifestyle. True to his word, it appears that the only thing Don isn't capable of doing is retiring...now serving as Economic Development Manager for the Port of Cascade Locks, OR and previously providing his leadership as interim manager at the Port of Brookings Harbor. Don served as our PCC President from 1988-1990.

Presenter: **Don Mann**, not quite retired yet
Facilitator: **Mike Loy, President**, False Creek Harbour Authority, BC

9:45 am **Session 3: Avoiding and Reacting to Crisis Situations**

In the past you could comfortably send a dockhand to confront an unruly or delinquent moorage tenant...now, these situations might cause you to pause and assess the real risks in these confrontations. With the proliferation of weapons and drugs throughout our culture many more boat owners (particularly liveaboards) probably have immediate access to firearms. You don't want to expose yourself or your staff to unreasonable risk by thrusting them into already uncomfortable eviction or overdue bill collections. Remember: while you might view it as simply a boat, the live-aboard sees it as his or her home...with all the emotional ties and possible threatening defensive reactions. Tread carefully. This session will bring you some interesting and scary episodes shared by your PCC colleagues that were unwittingly triggered by seemingly normal procedural staff responses to routine collection or complaint issues. Get to know who might be a danger to you, your staff or other boaters...get a better grasp on what signals to be wary of and learn how to react and avoid these conflicts. Know when to seek outside support and law enforcement assistance. This session will also cover how you and your staff can better prepare yourself in the event of an unprovoked shooting incident at your facility.

Presenters: **Cliff Maynard**, WA State Criminal Justice Training Instructor
Phil Martin, Commissioner, Port of Peninsula, WA
Facilitator: **Tami Allen**, City of Bainbridge Island, WA

10:35 am **Board Elections**

10:45 am **Networking Opportunity** - A quick break and a chance to talk to PCC colleagues and our staunch and supportive vendor corps.

11:00 am **PCC Donation to the Newport Fishermen's Wives** – Newport Fishermen's Wives is a non-profit corporation of fishermen's wives, mothers, daughters, and friends, supporting a strong sense of community helping to further the causes of industry, safety, seafood education, and family support.

Presenter: **Kent Gibson**, Port of Newport

11:05 am **Session 4: A Hero in his Deeds**

It is an honor and a privilege to have Thomas D. McAdams as our PCC guest and speaker. Tom is special...not born special...but special through his deeds...his dedication, passion, resolve, and exemplary boating skills and unfaltering courage that has made his lifesaving exploits and stories of bravery legendary along the Pacific Coast. Tom is a retired U.S. Coast Guard Master Chief and former rescue boat commander. He is considered the most famous enlisted person to serve in the U.S. Coast Guard, active in over 5000 rescues and in saving over one hundred lives over a 27-year career throughout the Pacific Northwest. Tom is one of only a few servicemen to receive both the Gold Life Saving Medal and the Coast Guard Medal. A recently constructed multipurpose building at USCG Group North Bend, OR bears his name and while there have been many notable Coast Guard leaders and heroes, only one person is known as "the champion lifesaver and lifeboat roller on the Pacific Coast."

Please read this to better understand why Tom deserves this recognition:

<http://www.offbeatoregon.com/1202b-mcadams-legendar-coast-guard-rescuer.html>

Presenter: **Tom McAdams**, USCG retired
Facilitator: **Eric Olsson**, Chair, T&E Committee

12:00 pm **LUNCH** - Time to eat and continue discussions on important topics.

1:00 pm **Assemble for Host Tour Activities:** Please meet outside of the main lobby at the hotel.

5:00 pm **Training & Education Committee Meeting** (hotel lobby)

6:00 pm **Social Hour – Heritage Maritime Museum, 333 SE Bay Blvd, Newport**

7:00 pm **Banquet – Heritage Maritime Museum, 333 SE Bay Blvd, Newport**
Award Presentations and Entertainment

FRIDAY, April 19

7:30 am **Breakfast Buffet**

8:30 am **Reconvene Business Meeting and Closing Remarks**

8:45 am **Session 5: Listening to fulfill customer needs**

How can you meet the needs of your moorage tenants if you don't have a proven means of communicating...what do they want and what do they need? In order to provide the services and facilities that draw and sustain a desirable customer base of respectful and responsible cliental (those are the ones who don't abuse your docks and do pay their fees) you must establish ways to reach your tenants that convey your marina policies while also encouraging constructive feedback to maintain and enhance your facilities and services. You don't want to take a haphazard reactive approach where your seemingly all-inclusive open door policy only accommodates the demands of the irate "squeaky wheels," at the expense of the betterment of the entire marina cliental. Care must be taken to communicate to all your long-term and transient moorage customers without showing favoritism or inconsistent treatment in catering to those who may demand immediate attention. This session will explore proven ways to establish two-way communications across all marina audiences and to extract legitimate complaints and concerns beyond the often constant influx of personal issues offered by a few dockside discontents. Getting the facts and gaining consensus regarding possible safety concerns or needed repairs or improvements can help tremendously in directing scarce funding and staff resources to ensure needed remedies. This panel discussion will cover a multitude of innovative and effective ways to literally feel the pulse of your tenants to better understand their needs.

Presenters: **Kathy Garcia**, Harbormaster, Port of Bremerton, WA

Giuseppe Alvarado, Port of Seattle, WA

Anita Yao, Port of San Francisco, CA

Facilitator: **Luke Robert**, WA State Parks Boating Program, WA

10:00 am **Conference adjourned...**Heading home....next stop **Port of Everett, WA**

PCC FACILITIES – OREGON

