

# SEAPORTS AAPA MAGAZINE

2022 EDITORIAL PLAN

» MAGAZINE

## BE PART OF SEAPORTS MAGAZINE IN 2022!

If you want to be part of any of these articles and have first-hand insight or knowledge, put a checkmark next to the article(s) and share a name/contact information or a business card and we'll reach out to you.

Q1 2022, Vol. 64

THEME: **SUSTAINABILITY**

Publishing Date: March 2022

- Giving the Green Light When It Comes to Sustainability Goals**  
Ports are taking some intense measures to prioritize their sustainability efforts, whether in the renovation of existing infrastructure and policies and/or in the inclusion of sustainable practices when drafting a Master Plan or designing new projects.
- You're Not Alone: Building Your Sustainability Team**  
Sustainability initiatives do not have to be tackled alone. Ports are partnering with local colleges and schools for research and education, local media to share their stories, and the community for feedback and help. It takes a team to truly make a difference and we are all part of the solution.
- Top Environmental Impacts of Dredging (and How to Counter Them)**  
Ports are taking ownership of their dredging projects and making sure they are not only beneficial to the shipping industry but are also only minimally invasive to the surrounding wildlife and environment.
- Perfect Plans: Engineering's Role in Project Success**  
Before embarking on any infrastructure project, securing counsel and research from engineers is a must. And the more challenging the project, the more important this step is. Engineers can alert you to potential problems before they happen and can provide guidelines on how to mitigate them. They also can help you gauge the complexity of a project and the environmental impact.

Q2 2022, Vol. 65

THEME: **WORKFORCE DEVELOPMENT**

Publishing Date: June 2022

- Professional Development: Learning to Be Better**  
Port professionals are continually seeking opportunities to learn. But, finding qualified, relevant and specific courses that cater to the port and supply chain industries isn't always easy. We'll explore some ideas for expanding your practical knowledge when it comes to what you do on a daily basis – or hope to do.
- Applauding Apprenticeships**  
As training is such an important part of onboarding new employees, some ports have been opportunistically creating and offering positions that allow some of the training to take place in the form of apprenticeships.
- Diversifying Your Workforce**  
The world is a different place today than it was just a few short years ago, especially in how diversity, equity and inclusion (DEI) is handled in the workforce. It is imperative to proactively address DEI, understand it and support initiatives that ensure fair treatment of everyone who works at or interacts with your company or port.
- Tips for Attracting Talent**  
It is a competitive market when it comes to finding and attracting new talent, but some ports and their partners have come up with creative ways to secure their spot in the networking pool for this generation's jobseekers.



## INTERESTED IN REACHING THE AAPA AUDIENCE?

AAPA Seaports Advisory eNewsletter is a popular product that serves as a weekly digest of port news, industry trends and career opportunities. Placements are available for 3, 6 or 12 month increments.

The Seaports Media website, [www.aapaseaports.com](http://www.aapaseaports.com), contains information regarding current events in the ports industry, articles from Seaports Magazine, and can feature your story with our sponsored content and banner options.

The AAPA Smart Guide is a handy resource that includes contact information for AAPA Committee Members as well as Corporate Members. It is published in digital format and is available in the new AAPA mobile app.

The AAPA mobile app, which debuted this year, is a hub for events, information and collaboration. Members have access to dedicated news feeds and forums, a member directory with in-app messaging and the AAPA Smart Guide.

# 2022 EDITORIAL PLAN

Q3 2022, Vol. 66

THEME: **TECHNOLOGY**

Publishing Date: September 2022

- Convention Centerspread**  
The 2022 AAPA 111th Annual Convention & Expo will be in Orlando, Florida. This is the premiere maritime event of the year for the port industry. The Annual Convention Business Program features speakers and exclusive content with the latest forward-looking insights to enhance your industry knowledge.
- Hands-on Technology**  
Equipment use in port facilities is becoming smarter and technology is becoming more of a necessary part of new equipment. How can you manage this new arrangement for maximum efficiency when it comes to your port operations?
- Programmed to Perfection**  
The high-tech additions being researched, budgeted and incorporated with much ado are just shells – if the programming isn't just right and compatible with your operating systems. Being able to sync these futuristic products into practical applications means understanding how they can work together and knowing what you want them to accomplish.
- Optimizing Technology to Create a Pattern of Safety**  
Technology is increasingly being used to accomplish goals that were once completed by staff. What does this mean for the workforce of the future? And, how are employees and machines learning to interact safely together?
- Predicting the Future**  
Can predictive analytics be used to prepare for the future? How can enough data be collected and collated to make its predictions more helpful when planning for infrastructure builds, new trade patterns and trends and supply chain logistical challenges?

Q4 2022, Vol. 67

THEME: **FISCAL RESPONSIBILITY**

Publishing Date: December 2022

- Upping Your Standard & Poor's (S&P) Global Ratings**  
The S&P Global Ratings is a credit rating agency that publishes financial research and analysis on stocks, bonds and commodities. Ports strive for "A+" ratings, which help solidify and spotlight their sound financial status and decisions.
- Revitalizing Your Revenue Streams**  
Ports have access to prime space that could be used to create revenue streams in other industries. Some ports are more creative than others in realizing additional revenue from peripheral business ventures.
- Insider Intel on the INFRA Awards**  
The Infrastructure for Rebuilding America (INFRA) discretionary grant program is aimed at helping rebuild America's infrastructure and creating jobs by funding highway and rail projects of regional and national economic significance. In 2021, four ports received grants, and this is how they did it.
- Keeping Infrastructure Costs in Check**  
Whether renovating or building anew, infrastructure investments must be well planned to be fiscally sound ideas that benefit a port's master plan, bottom line and tenant appeal. What are some ways to prepare and plan for these costs, and keep the projects in budget and done on time?

\* Features are subject to change.

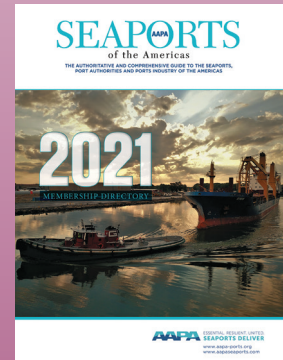


## CONTACT US!

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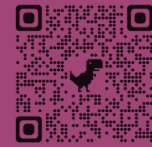
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**AAPA MEMBERSHIP DIRECTORY**  
If you're looking to make connections with AAPA Members, the AAPA Membership Directory is your go-to resource – and is viewable in print and in the AAPA mobile app as well as online: <https://bit.ly/AAPAdirectory21>  
Production of the 2022 AAPA Membership Directory is right around the corner, so if you want your most current contact information and/or port statistics included, plan on updating it online no later than **Nov. 24**.

Instructions for  
ISP/SCP Members



<https://bit.ly/AAPAupdate>

Instructions  
for Ports



<https://bit.ly/AAPApportupdate>

**AAPA CAREER CENTER**  
The AAPA Career Center is a place for both job seekers and employers in the port industry to come together. This targeted site works much like LinkedIn or Indeed, but it is geared toward the port industry. Registered job seekers can browse and apply for positions that employers have posted. Employers can create a profile that allows them to post positions. Interested? Take a peek here: [www.aapa-ports.org/empowering/CareerCenter.aspx](http://www.aapa-ports.org/empowering/CareerCenter.aspx).

## ADVERTISING INFORMATION

AAPA invites you to participate in our **MarCom Platinum award-winning** magazine.

For more information on advertising, please contact **Anthony Land** at **352-333-3454** or [aland@naylor.com](mailto:aland@naylor.com).

