

P R E S S R E L E A S E



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PORT OF SOUTH LOUISIANA RECEIVES AWARDS OF MERIT FROM AMERICAN ASSOCIATION OF PORT AUTHORITIES (AAPA)

LAPLACE, LOUISIANA

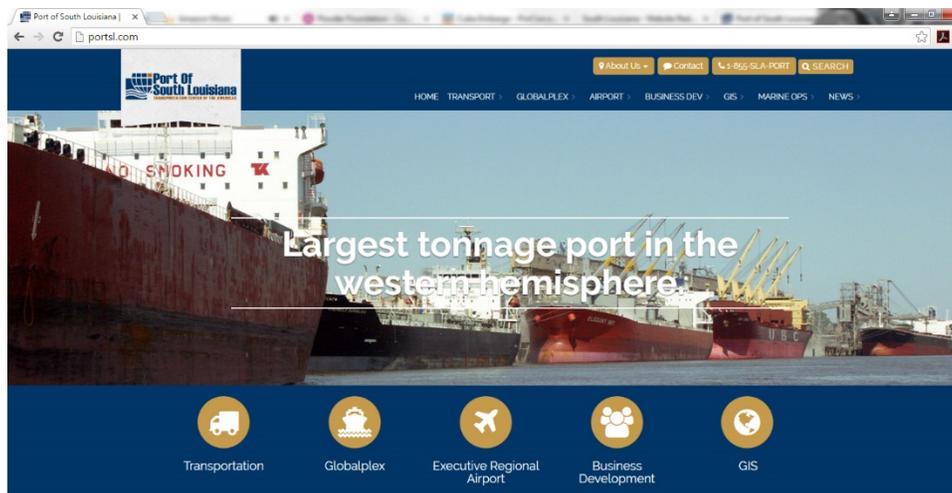
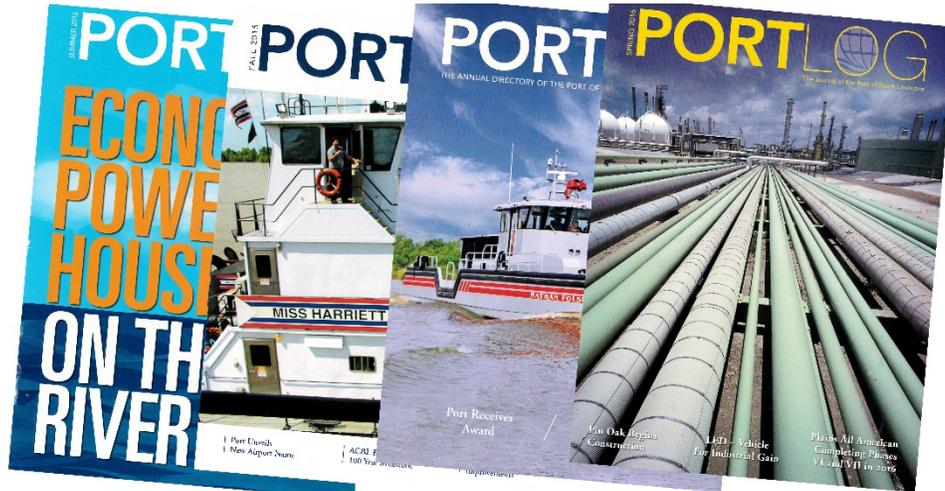
On Monday, July 18th, the American Association of Port Authorities (AAPA) announced the recipients of the 2016 AAPA Communication Awards Program. The Port of South Louisiana (PSL) received two Awards of Merit from the organization: one for the quarterly *PortLog* journal and the other for website re-design.

After much encouragement and deep consideration, the Port of South Louisiana contracted Renaissance Publishing Company to implement quarterly editions of its PortLog, which is distributed to over 3,000 companies around the U.S. In the past, the Port of South Louisiana seemed to have a lack of name recognition even though it is the largest tonnage port in the Western Hemisphere. PSL’s goal to increase awareness and solidify its identity is paramount, especially within the conscious mind of its target audience [those in the maritime industry (e.g., shipping agents, freight forwarders, barge companies, etc.) and site selectors]. Fortunately, the Port of South Louisiana has seen an increase in PortLog readership since the publication went quarterly and the response received has been positive.

Nowadays, technological advances happen in a blink of an eye. And with the times, the Port of South Louisiana’s internet presence needed updating. In March, PSL launched its redesigned website (www.portsl.com), which aims at versatility and aesthetics, both crucial elements when making a first impression to online visitors. The end product delivered by Curran & Connors, who worked closely with PSL’s business development department, was a modern, mobile-friendly site with enhanced features, easy navigation, and improved search capabilities that highlights the Port of South Louisiana and the region, economic development information for potential investors, and resources for site selectors, industry, companies, government officials, and the community.

The 2016 AAPA Communications Awards Program, which had a May 1 deadline for entries, utilized 48 professional public relations practitioners from the Washington, D.C. area who cumulatively spent nearly 200 hours over three weeks judging the 15 classifications of entries, ranging from advertisements and periodicals to videos and websites. Based on the number of points awarded each entry by the judges, the Port of South Louisiana received two Awards of Merit. AAPA will recognize 25 seaports for exemplary communications projects and programs at its annual convention and awards luncheon this fall. Winning entrants in AAPA’s 50th annual Communications Awards Program will be recognized at an October 26 awards luncheon in conjunction with AAPA’s 105th Annual Convention and Expo in New Orleans, which runs October 23 through 26.

Go to www.portsl.com to peruse through our updated website. While you are there, go to portsl.com/port-log/ to see the latest issues of the PortLog.



About AAPA

Founded in 1912, AAPA today represents 130 of the leading seaport authorities in the United States, Canada, Latin America and the Caribbean and more than 200 sustaining and associate members, firms and individuals with an interest in seaports. According to IHS World Trade Service, combined international sea trade moving through Western Hemisphere ports in 2014 totaled 3.48 billion metric tons in volume and US\$3.75 trillion in value. Of that total, ports in Central and South America handled 1.68 billion metric tons of cargo valued at US\$1.36 trillion, while North American ports handled 1.79 billion metric tons of goods, valued at US\$2.39 trillion. To meet the growing demand for trade, the AAPA and its members are committed to keeping seaports navigable, secure and sustainable. For more information, visit www.aapa-ports.org.

About the Port of South Louisiana

The Port of South Louisiana is a 54-mile port district on the Mississippi River between New Orleans and Baton Rouge, encompassing the parishes of St. Charles, St. John and St. James. The facilities located within the port's district consistently handle over a quarter billion short tons of cargo annually, ranking it the largest tonnage port district in the Western Hemisphere, the nation's greatest grain exporter, and the number one energy transfer port in the United States. Along the 108 miles of deep-water frontage on both banks of the river there are seven grain transfer facilities, four major oil refineries, 11 petrochemical manufacturing facilities and several other facilities for a total of more than 50 piers and docks owned and operated by an impressive group of resident tenants such as ADM, ArcelorMittal, Dow, Cargill, DuPont, Motiva Enterprises, Marathon, Shell, Nucor Steel., Occidental, and Occidental Chemical To learn more visit our site at www.portsl.com and like us on [Facebook](#).

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