



THE PORT OF  
**VIRGINIA**

# STRATEGY MEETING

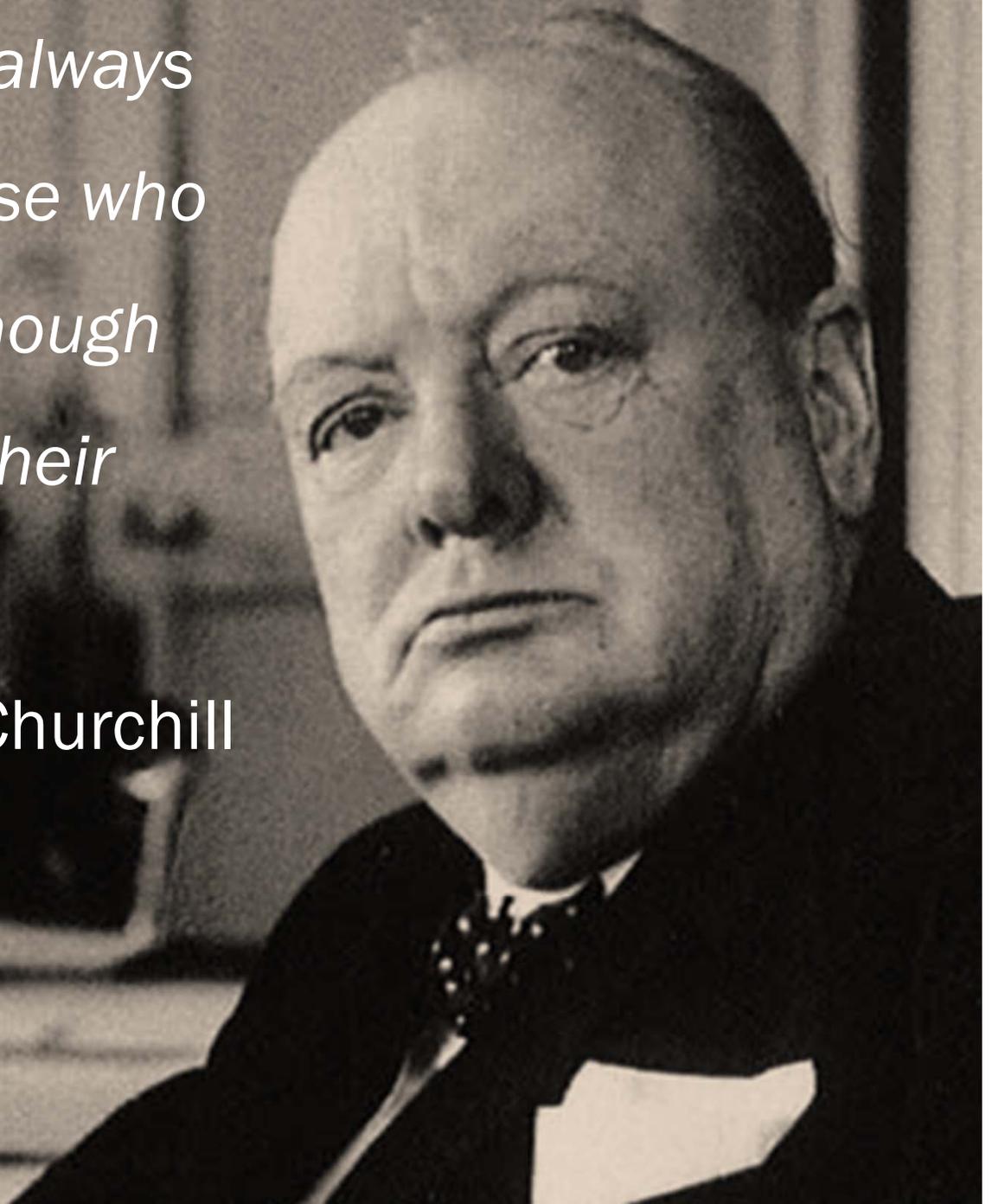
THE Port OF VIRGINIA

**Mr. Rodney W. Oliver**  
**Interim Executive Director**  
**Virginia Port Authority**

**July 30, 2013**

*“People who plan always  
do better than those who  
don’t plan, even though  
they rarely follow their  
plan.”*

Winston Churchill





## MISSION OF THE VIRGINIA PORT AUTHORITY

It shall be the duty of the Authority, on behalf of the Commonwealth, to ***foster and stimulate the commerce of the ports*** of the Commonwealth and related facilities by serving as the United States ***eastern seaboard gateway for the global import and export of freight throughout the world,*** to promote the shipment of freight through the maritime and inland ports, to seek to ***secure necessary improvements of navigable tidal waters*** within the Commonwealth, and in general to perform any act or function that may be useful in developing, improving, or increasing the commerce, both foreign and domestic, of all maritime and inland ports of the Commonwealth and related facilities.



THE PORT OF  
VIRGINIA

# VISION

To serve as the model global gateway  
for international freight on the East  
Coast

# WHO ARE WE?

- SWOT analysis
- We don't want to be lowest price. We want to bring the highest overall value
- Best customer service, best turn times, best growth capacities, etc. – we want to solve problems and create new opportunities
- We are the industry leaders in innovation and partnering with stakeholders

# WHAT DO WE WANT TO BE?

- Economic development driver
- Most innovative port on the East Coast
- Most efficient port on the East Coast
- Most secure port on the East Coast
- Strongest partnering relationships in the industry



## “INNOVATIVE LEADERSHIP”

- First port with 50 ft. channel depths
- First port with an inland port
- First port to implement mandatory chassis pool
- First port to take over a private marine terminal
- First port to establish an inland port in another state
- Most successful barge operation in the nation
- Green Operator program
- ISO 9001 and 14001 certifications
- Craney Island planning for future growth
- State Highway 164 rail and bridge clearances
- Port Plus program
- Best emergency operations/contingency planning
- Most successfully integrated Maritime Association in the nation



# PRIMARY MARKETING INITIATIVES

1. Big Ship Economics and Advantage
2. Capturing a Greater Share of Midwest Rail
3. Penetrating the South West Frontier
4. Expanding Tradelane Coverage
5. Manufacturing and Distribution Center Development
6. Marketing Environmental Stewardship

We have tremendous assets, but our people are our most valuable asset.

We will:

- Provide a healthy, safe and challenging work environment for all employees
- Develop our employees and provide them the tools and training needed to be successful
- Strive for continuous improvement, making use of technology, processes, and infrastructure to promote efficiency, profitability, and customer service
- Be a good corporate citizen and engage in activities that support quality of life for our employees and our surrounding communities
- Promote honesty, integrity, and professional ethics in our business practices

- Passion
- Ethics
- Optimism
- Partnering
- Leadership
- Excellence