




COLUMBIA RIVER

CONTAINER SERVICE COMMITTEE

FEB. 16. 2005



*WHAT IS THE
“I”
FACTOR*



1. INTEREST

IT STARTS BY YOU BEING HERE.

2. IMPORTS

A KEY

- IF AN IMPORTER..... IS PORTLAND.....
YOUR STATED PORT OF PREFERENCE?
- IF YOU WORK WITH AN IMPORTERS.....
CAN YOU PROMOTE THE PORTLAND GATEWAY?
- CAN YOUR COMPANY OFFER A NEW OR BETTER WAY
TO HANDLE IMPORT CARGO DISTRIBUTION?
TELL US TODAY.

3. INFRASTRUCTURE

- RECOGNIZE AND PROMOTE WHAT WE HAVE.
 1. UNCONGESTED CONTAINER TERMINAL / GROWTH POTENTIAL
 2. EXCELLENT RAIL CONNECTION
 3. UNIQUE COLUMBIA RIVER HIGHWAY
 4. HIGHWAY ACCESS
 5. DISTRIBUTION / WAREHOUSE CAPACITY

4. INVESTMENT

- RECOGNIZE THE FINANCIAL VALUE OF HAVING DIRECT CONTAINER SERVICE TO PORTLAND

- THERE IS A COST

EXAMPLE: PILOTAGE EXPENSE	(PER VOYAGE)
PORTLAND-	U\$27,000
SEATTLE-	U\$8,000
VANCOUVER, B.C.-	U\$10,000

- COST = SAVINGS?

5. INNOVATION

- CONSIDER AND PROMOTE NEW IDEAS AND METHODS.
- IMITATE CURRENT SUCCESS STORIES.
 1. TALK TO FRED MEYER ABOUT THEIR SUCCESSFUL TRANS-LOAD PROGRAM.



INQUIRE

- ASK YOUR CARRIERS ABOUT COMING TO PORTLAND.

INSIST

- INSIST ON AN ANSWER, BE A SQUEAKY PORTLAND WHEEL.

INFORM

- INFORM OTHERS IN YOUR SPHERE OF INFLUENCE, INTERNALLY AND EXTERNALLY ABOUT THE PORTLAND PROPOSITION.



I

BELIEVE

IT WILL WORK.



SUCCESS IS A DECISION.

DECIDE TO PROMOTE COLUMBIA
RIVER CONTAINER CARRIERS.