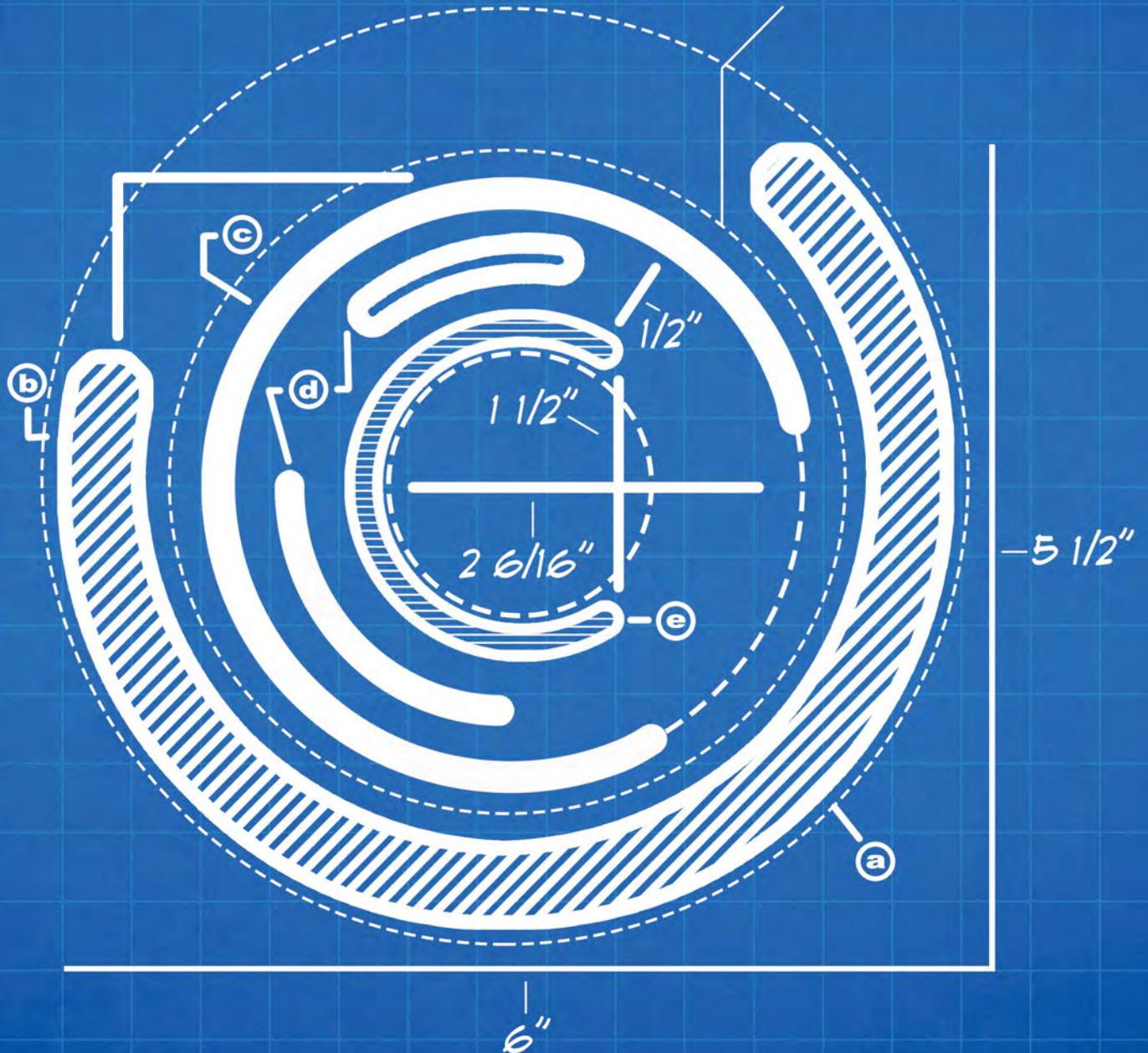


SEATRADE CRUISE GLOBAL PRESENTS:

# THE DAILY

WEDNESDAY 15 MARCH 2017

CONNECTING THE GLOBAL CRUISE INDUSTRY



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New Builds &  
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**Portfolio Director and Editor-in-Chief:**

Robyn Duda  
**Marketing:** Vena Vongachariya,  
Robyn Goldberg  
**Advertising Sales:** Richard Regan,  
Shay Lakhani, Barbara LaTorre  
**Contributors:** CLIA, Carolyn Spencer  
Brown

**Created by Lou Hammond Group**

UBM  
2 Penn Plaza, 15th Floor  
New York, NY 10121  
T: +1 212-600-3260  
sales@seatradercruiseglobal.com

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# Time for Taiwan

## WEDNESDAY 15 MARCH 2017 HIGHLIGHTS

9:30am – 12:00pm: Floridian Ballroom

**Safety and Security Ashore – An Integrated System Protecting Passengers and Crew**

12:30pm – 1:30pm: Palm Ballroom B

**What Makes for a Great Guest Experience?**

2:00pm – 3:30pm: Palm Ballroom B

**Who's Building; Who's Refurbishing, Where, Why and What?**

3:30pm – 5:30pm: Palm Ballroom A

**The Future of Cruising in the Americas & Caribbean**

## TOMORROW'S PREVIEW HIGHLIGHTS

9:30am – 11:00am: Palm Ballroom A

**Expedition/Adventure Cruising & the Polar Code**

11:00am – 12:00pm: Palm Ballroom B

**What's Next in Sales and Marketing: How Can Cruise Learn from Other Sectors of the Travel Industry?**

12:00pm – 1:30pm: Floridian Ballroom

**Polar Cruising Safety**

1:00pm – 2:00pm: Room 222/223

**The Wellness Trend**



Port of Kaohsiung, Taiwan



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Taiwan Booth #2221

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## SHIPYARDS TAKE CENTER STAGE WITH INNOVATIVE NEW BUILDS

The Seatrade Order Book shows major shipbuilders are heavily booked through 2020 and have contracts for ships extending through 2024. In fact, \$46.7 billion in orders are on the Seatrade Order Book (Jan. 26 edition) for delivery including 68 new ships with 195,346 berths.

Constructed by Fincantieri, the new 40,350-grt Seabourn Encore, a 600-passenger all-balcony-suite vessel, was christened in January. Showcasing the hospitality design of Adam Tihany, the vessel couples the best of the line's Odyssey-class features with an additional deck and enhanced public spaces. Also newly launched is the 47,800-grt Viking Sky, the third 930-passenger ship built by Fincantieri for Viking Ocean Cruises. Reflecting stylish Scandinavian design, the ship features a comfortable "Living Room," and all balcony accommodation. A fourth sister ship, Viking Sun, will be arriving later this year.

Several ships to be delivered this year are Asia bound. In April, Princess Cruises will welcome its 143,000-grt, 3,560-passenger Majestic Princess, built by Fincantieri and designed for the Chinese market. Also destined for China service is Norwegian Cruise Line's 168,800-grt Norwegian Joy, built by Meyer Werft. Starting this summer, the 3,850-passenger ship will home port at Shanghai and Tianjin (Beijing). This November, Dream Cruises, a Genting Hong Kong brand, will launch its second large vessel, the World Dream, now under construction at Meyer Werft. The line's first ship, the 151,300-grt Genting Dream, launched in late 2016 with 35+ restaurants and bars.

Rapidly growing MSC Cruises takes delivery of two ships in 2017. The 167,600-grt MSC Meraviglia, under construction at STX France, is slated for a late spring delivery, while the 160,000-grt MSC Seaside, being built at Fincantieri, will begin service in December. In July, AIDA Cruises will launch the 124,500-ton AIDAperla, one of world's most technologically



advanced and environmentally friendly ships. Built by Mitsubishi Heavy Industries, this ship's revolutionary hull design improves energy efficiency. The 99,800-grt TUI Cruises' Mein Schiff 6, built by the Meyer Turku yard, will also launch this year. It will have 2,534 lower berths, per the Seatrade Order Book.

The 40,700-grt Silver Muse, built by Fincantieri's Sestri Ponente yard, will be christened in April. The new ultra-luxury, 596-passenger ship will have eight signature restaurants. Silver Muse will have the most high-end suites (Silver, Royal, Grand and Owner's) of any Silversea ship; that includes 34 Silver Suites and a new, 1,119-square-foot, two-bedroom Silver Suite configuration.

Yards building smaller ships are also expected to see strong demand, thanks to soaring orders for new expedition, river and small oceangoing ships. These cruise products are increasingly attracting luxury travelers, millennials and soft adventure seekers.



# Top 5 Wellness Trends at Sea

**1. Healthy Cuisine Rocks.** The Silver Muse, Silversea's newbuild debuting this April, features one of the healthiest cuisines to exist and raises the bar on wellness-driven cuisine at sea. Hot Rocks features lava stone cooking at its finest, sourced from volcanic rock in an oven that reaches 400°C. Guests prepare meat, fish or vegetables on top of the grill stone and cook to perfection.

**2. Active Pursuits Onshore.** Exercising on a cruise is more than just 30 minutes on the treadmill. Norwegian's Pride of America is the only ship to sail year-round to Hawaii's best destinations. Guests can hike through the rainforest, surf or windsurf, bike down a volcano or kayak through coastal bays.

**3. Raw Cuisine.** Since debuting the only "raw food" or "living food" menu at sea, guests of SeaDream Yacht Club have the option of experiencing an array of dishes prepared only with raw organic and vegan ingredients. Created in conjunction with the Hippocrates Health Institute, dishes such as Watercress Tang and Asian Cashew Curry Salad are healthy options for guests incorporating a wellness-minded menu into their holiday.

**4. Finding Balance and Zen.** Celebrity focuses on the well-being of the mind, body and spirit with a dedicated yoga program. Seven different yoga classes are offered onboard including Buff Buddha and Meditation. Guests can also enjoy other fitness classes including Pilates and spin and take advantage of personal training focused on blood pressure, bone health and more.

**5. Bigger Is Better.** There is no excuse not to have a strong workout on Royal Caribbean's Quantum of the Seas or Anthem of the Seas. The three-level fitness center on these ships is on the top deck offering incredible views. The center has free weights and machines, stationary bikes and treadmills, and a host of classes including TRX suspension training and Pilates. FlyWheel fans can even take part in a class without missing their favorite spinning class now at sea.

## Want to learn more?

Visit the **WHAT MAKES FOR A GREAT GUEST EXPERIENCE?** conference session.

12:30pm - 1:30pm: Palm Ballroom B

**Environmental, Health & Wellness Exhibitors located on Level 2**

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SEATRADE CRUISE GLOBAL 2017  
FORT LAUDERDALE, 13 - 16 MARCH 2017



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## BOROBUDUR TEMPLE

The Borobudur Temple Compounds is one of the greatest Buddhist monuments accredited by UNESCO in the world, and was built in the 8th and 9th centuries AD. The Temple also be seen as an outstanding dynastic monument of the Syailendra Dynasty that ruled Java for around five centuries until the 10th century.

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## Windstar Cruises Named Official Cruise Line of the James Beard Foundation:

Windstar Cruises and the venerable James Beard Foundation are building an unprecedented travel-culinary partnership in 2017. The just-announced, exclusive partnership will result in scrumptious bites at sea and raise awareness of the epicurean delights to be discovered in ports around the world where the leading small ship line sails.

## The Bahamas, Billions in Tourism Projects:

In Q1 2017, the Bahamas' Prime Minister, Perry Christie, announced his government's plans approving \$8 billion in tourism projects that will create 15,000 new jobs in the country. According to Christie, several projects relating to cruise lines that are currently in the pipeline will begin to create employment opportunities in the Bahamas.

## Uniworld:

Uniworld Boutique River Cruise Collection has announced its newest addition, U BY UNIWORLD, set to launch sales in March 2017 and begin sailing in early 2018. U BY UNIWORLD will offer immersive, authentic and adventurous experiences for the next generation of river cruisers along the Instagram and Snapchat-worthy rivers of Europe.

## CR Ocean Cruising:

CR Ocean Engineering has delivered a large order for Royal Caribbean – which marks its first entry into the cruise ship market. Seven cruise ships across the Millennium and Radiance classes have had the scrubbers installed, which are now being commissioned. Once commissioned in a few months, all will go into full service.

## Le Havre, Cruise Destination:

In 2017, locals and visitors from all over the world will gather for events celebrating the 500th anniversary of Le Havre, France. The festivities taking place 27 May – 8 October will also be a fantastic opportunity to champion the uniquely modern, creative, open-minded outlook that has made Le Havre a center for maritime trade, industry, the arts, science, sport and more.

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Inspiring photos taken at our events and a look behind the scenes

### STAY CONNECTED

All you need to know is a touch away with the Seatrade Cruise Global Mobile App (available in the App Store and on Google Play). You can find out who's exhibiting, access the show schedule and even plan your day!

### STAY IN THE KNOW

For daily insight into the cruise market and extensive event coverage, read Seatrade Cruise News ([www.seatrade-cruise.com](http://www.seatrade-cruise.com)).

Be sure to pick up a copy of THE DAILY each day, or access it and other news online.

### SAVE THE DATE

Mark your calendars! We'll be returning to Fort Lauderdale on 5-8 March 2018 - [www.seatradecruiseglobal.com](http://www.seatradecruiseglobal.com)



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### **Edinburgh Awarded \$100,000 Development Funding**

CruiseForth, the cruise business awareness organization that promotes new destination ideas for Edinburgh, has been awarded \$100,000 funding from Scottish Enterprise. The money will include focuses on St Andrews, exclusive stately home experiences, and private gardens. **Booth 1721/1821**

### **New Celebrity Ship to Sail from Port Everglades**

Celebrity Cruises' new 2,900-passenger Celebrity Edge, the ship "designed to leave the future behind," will sail from Port Everglades beginning Dec. 16, 2018. **Booth 1507**

### **Malta Record Cruise Year and Malta Cruise Network Forum Re-Established**

The Malta cruise industry marks another record year in 2016, with 682,222 passenger movements, an increase of 2 percent over 2015. The Malta Cruise Network Forum, made up of Malta tourism and business entities, has been re-established to ensure that Malta delivers efficient, reliable and flexible service to the cruise lines and their passengers. **Booth 1115**

### **Consilium and Daspos Signs Cooperation Agreement**

Consilium, which develops and markets high-quality products and systems for safety, navigation and automation, has signed a cooperation agreement with Daspos, which manufactures and markets a patented system for surveillance and prevention of on board fires. **Booth 104**

### **200th Birthday of Dun Laoghaire Harbor**

Dun Laoghaire Harbor on Dublin Bay is celebrating its 200th birthday in May 2017. Originally "The Royal Harbor of King George IV at Kings Town," Cruise Ireland is delighted to be welcoming an increasing number of cruise guests through this historic port serving Dublin and its Hinterland. **Booth 1735**

### **Semester at Sea Resco Agreement**

Semester at Sea has reached an agreement with Resco's Reservations and CRM platform. A Semester at Sea spokesperson says: "Resco already manages our on board systems with PMS/ POS. We have been impressed by

the capabilities of their CRS/CRM and we look forward to integrating these with our unique requirements and workflow". **Booth 3613**

### **New Branding and Website for Sept-Iles Nakauinanu**

Destination Sept-Iles Nakauinanu, the grand gathering destination on the St. Lawrence and Canada and New England, unveiled its new port of call branding and website. Visit [www.septilesportofcall.com](http://www.septilesportofcall.com) for destination highlights and locals' insights. **Booth 2303**

### **Triton Submarine New Tourist Submersible**

First-time Seatrade Cruise Global attendee, Triton Submarine has released a new seven-person luxury tourist submersible capable of diving to 1,000 feet. **Booth 3437**

### **New Software from ACT Operations Research**

Designed to help extend horizons for cruise itinerary planning and cruise revenue management, ACT Operations Research's new Decision Support software technology is based on mathematical optimization and predictive analytic. **Booth 3737**

### **Rutter Ice Detection**

Rutter's sigma S6 Ice Navigator™ has recently released a host of new features to enhance ice detection and tracking on board vessels. Advanced Ice Analysis allows users to detect and track icebergs embedded in pack ice, detect and outline ice floes, and track ice floe drift. **Booth 2087**

### **News from Venezia Terminal Passeggeri**

At Seatrade Cruise Global, Venezia Terminal Passeggeri (VTP), which is the company in charge of managing the cruise ships calling at the port of Venice, has presented its new management, announced unchanged fares for 2017 and other important news concerning the port of Venice and its future developments. **Booth 1123**

### **Destination Chile**

Chile is very well known for its landscapes and for its wine and pisco sour cocktail. Visit the Chile booth on Wednesday, March 15 at 4:30 for a pisco sour tasting. **Booth 1741**



### **AfterGlow Safety Products**

AfterGlow's photoluminescent and retro-reflective safety products provide life-saving exit paths guidance systems. They are made for use during emergency situations where evacuation would otherwise not be possible when all other forms of lighting have failed. The company's specialized Paint Systems have been used by Norwegian Cruise Line. **Booth 2823**

### **Sitka Destination Highlights**

The cruise port of Sitka lies "outside" of Alaska's Inside Passage. The surprisingly cosmopolitan town is a walkable cruise port with accessible wildlife, colorful cultural heritage, boutique shopping, locavore restaurants and numerous outdoor adventure activities. A Russian-Orthodox Cathedral nestled against lush, green mountains rises high along Sitka's skyline. **Booth 2207**

### **Meet Gerard Petrelluzzi at Guadeloupe Islands Booth**

Gerard Petrelluzzi, one of the pioneers of the cruise industry in the Guadeloupe Islands, is promoting the destination to cruise companies at the Guadeloupe Islands booth during Seatrade Cruise Global. Petrelluzzi has more than 45 years of experience as a Cruise Port Agent and is a member of the Guadeloupe Tourism Office and Chamber of Commerce. His company, Petrelluzzi Shipping Services and Logistics (PSSL), has been in the global shipping industry for 120 years. **Booth 2529**

### **Navigation System and Chart Management Live Demos**

Seatrade Cruise Global attendees are invited to see a live demo of the navigatebycaim navigation system and chart management software during the show. **Booth 2829**

### **Biggest Representation for Cruise Scotland at Seatrade**

Cruise Scotland has its biggest representation yet at Seatrade Cruise Global, having added six new members to the marketing organization this year ahead of an anticipated record season in 2017. More than 800 calls are expected, with over 656,000 passengers in an eighth successive record year at ports around Scotland. **Booth 1635**

### **Destination Port of San Diego**

The Port of San Diego is located on San Diego Bay in the heart of the city. An array of visitor opportunities is available steps from the ship.

### **Turkish Airlines for Cruise Connections**

Turkish Airlines offers a large number of worldwide destinations for those seeking connections for cruises. It has been selected for six consecutive years as the "Best Airline in Europe" in the Skytrax World Airline Awards and offers unparalleled onboard service. Cruise and Seaman fares and benefits for corporations are available. **Booth 1111**

### **Hempel Hull Coating for Vessel Efficiency**

Hempel continuously focuses on bringing top coating solutions to the marine industry, offering products and services that contribute to optimizing a cruise ship's performance and minimizing operational costs across its life cycle. The Grimaldi Group, which specializes in cargo and passenger transport, has applied Hempel's silicone hull coatings solutions to over 30 of its vessels since 2011. **Booth 103**

### **Bureau Veritas LNG Fuelled Passenger Shipping**

Bureau Veritas (BV) is at Seatrade Cruise Global with the message that safety, efficiency, and reliability remain key especially for LNG as fuel. BV has been extremely active in supporting the introduction of this cleaner fuel to cruise and cruise ferry ships in recent innovative projects, such as Tallink's new MEGASTAR. **Booth 1009**

### **Balearic Delegation at Seatrade Cruise Global**

The Port Authority of the Balearic Islands represents the ports of Palma, Ibiza, Mahon, La Savina and Alcudia at Seatrade Cruise Global 2017. The top cruise destination in the western Mediterranean has over 800 stopovers scheduled for 2017 and an estimated 2 million passengers. **Booth 1921**



# SEATRADE CRUISE GLOBAL 2017

## Take Our Partnership To New Heights

Hong Kong's cruise industry has enjoyed a record-breaking year, due in no small part to several strategic partnerships with key cruise lines and the formation of the Asia Cruise Cooperation. The Hong Kong Tourism Board would like to thank our cruise line partners for their terrific support in promoting and developing cruise tourism to Hong Kong.

Hong Kong, Asia's cruise hub, enjoyed substantial growth in 2016, with an increase of 35% in throughput and 27% growth in the number of ship calls. Several major cruise lines have added new deployments in Asia with maiden calls in Hong Kong, including Costa Cruises, Dream Cruises, MSC Cruises, Norwegian Cruise Line and Royal Caribbean International. We are also pleased to welcome new ships to Hong Kong in 2017, including the Norwegian Joy, Majestic Princess and World Dream and are confident that such deployments will contribute to the development of cruise tourism in Asia.

## The Asia Cruise Cooperation

Hong Kong is also dedicated in fostering strong partnerships with key ports in Asia with the formation of the Asia Cruise Cooperation (ACC). This alliance of Hong Kong and four neighboring ports including Hainan, Taiwan, the Philippines and Xiamen is proving to be a strong relationship of

dedicated partners. Hong Kong is committed to driving regional cooperation with the ACC, with the goal of maximizing cruise tourism in Asia and encouraging cruise lines to develop distinctive Asia itineraries.

## Looking Ahead

In 2017 and beyond, Hong Kong will continue to strengthen our partnerships, championing the development of customized programs and tapping into potential source markets. We look forward to delighting cruise passengers with Hong Kong's vast array of unforgettable experiences. Together with our partners, Hong Kong's cruise tourism and on shore offerings are on track for another phenomenal year.



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IT'S IN  
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# Navigating your way at Seatrade Cruise Global 2017

## LEVEL 3

### Exhibits

- Entertainment
- Information Technology
- New Product Marketplace
- Safety & Security
- Ship Equipment

**Safety & Security Symposium** (Floridian Ballroom)

**VIP/Commanders Club Lounge** RM 304/305

**The Bridge**

**Food Court**

## LEVEL 2

### Exhibits

- Design & Ship Interiors
- Environmental, Health & Wellness
- Food & Beverage

### Conference Sessions

- Room # 222 / 223
- Palm A
- Palm B

**Press Lounge** - Room # 209 / 210

**Press Conference** - Room # 207 / 208

## LEVEL 1

### Exhibits

- Destinations
- Ship Equipment

### Registration

**Sales/Rebooking Office** - Room # 118 / 119

**Cruise Lines International Association (CLIA)** Booth #1203

**Florida Caribbean Cruise Association (FCCA)** Booth #2721



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# SEATRADE CRUISE GLOBAL 2017 NAMES MERCY SHIPS AS NON-PROFIT PARTNER

In late January, Seatrade Cruise Global, the leading global business-to-business event for the cruise industry, announced Mercy Ships as its non-profit partner for 2017. Using hospital ships to transform lives and serve nations, Mercy Ships is an international organization bringing hope and healing to the world's forgotten poor.

The organization has performed services valued at more than  
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impacting more than  
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---

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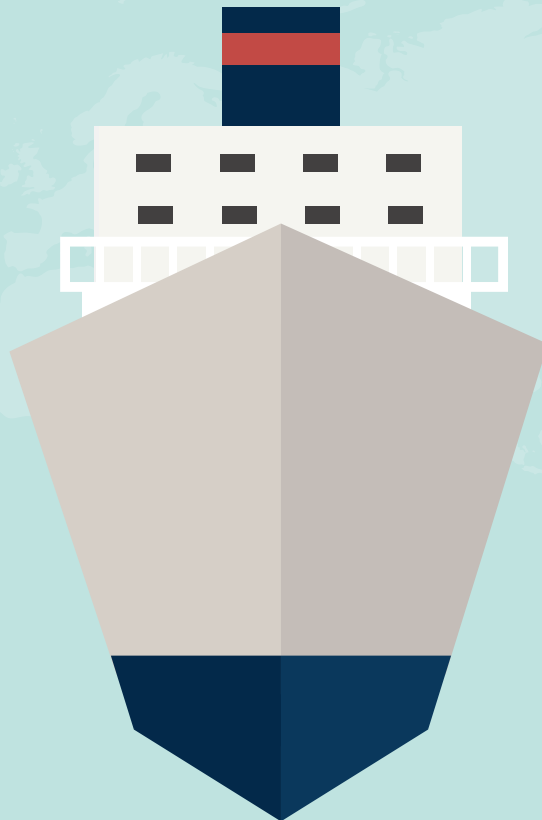
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It has an average of  
**1000 VOLUNTEER  
CREW** from up to  
**40 NATIONS**  
serving onboard annually.

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**booth  
2403**

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