

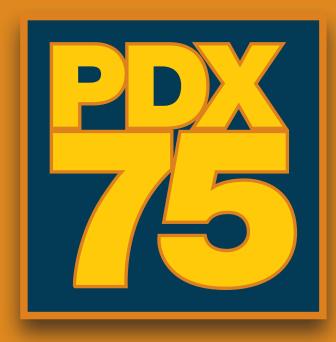
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Portland International Airport 75th Anniversary Special Edition



PDX: Celebrating 75 Years, Planning for the Next





FROM RIVERBANK TO INTERNATIONAL ACCLAIM

Long before jets journeyed the sky, there was an unassuming swathe of Portland bottomland along the Columbia River planted in carrots, cabbage, rutabagas and turnips. Other than a gopher or three, it saw little activity beyond toiling truck farmers.

Seventy-five years later, occupied by Portland International Airport (PDX) and related businesses, the bustling site annually hosts some 16 million travelers bound for all points of the globe, not to mention a small army of transportation, food, retail and hospitality workers. Served by 17 international and domestic airlines, it has been voted America's Best Airport by *Travel+Leisure* readers for three years running (2013-15), and four times by *Condé Nast* business travelers (2006-8, 2010).

While we are proud of what PDX has grown up to be, the story of how it got there is equally impressive: It is an illustrative tale about the growth of aviation and the emergence of our region as a key West Coast travel/trading hub. The transformation of riverbank to award-winning international airport was a journey marked by vision, expansion and innovation to serve a rapidly evolving industry – with some natural disasters, glitterati visitors and diverse Northwest art acquisitions mixed in.

Our rich history would not be what it is without the continued support of the community, our customers, the airlines and businesses that serve those customers and of course, the many airport and Port of Portland employees whose daily goal is creating a quality customer experience.

We hope you enjoy this look back as well as a brief sneak peek at what's next for PDX.

Beginnings

Portland's first municipal airport was in southeast Portland where Westmoreland Park is located today. It was called Broomfield Aviation Field and was operated by the City of Portland until the Swan Island Airport began operations in 1927, with an inaugural landing by Charles Lindbergh in his "Spirit of St. Louis." By 1935, however, Swan Island's runways were too short to serve new commercial aircraft, such as DC-3s, and so the Port of Portland purchased 700 acres of the current site from 11 landowners to build a "super airport" with six runways.

The nearly \$3 million construction project – one of the largest public works projects during Franklin Delano Roosevelt's presidency – took four years and some 4 million cubic yards of dredged sand to complete. The Portland-Columbia Airport opened on Oct. 13, 1940, with a United Airlines flight from Oakland making the first landing the following day. By 1941, the airport had served 99,000 passengers.

A decade later, passenger volume had quadrupled and it was obvious the airport needed to stretch its wings. In 1951, with the dedication of a new 9,000-foot runway to accommodate yet bigger planes as well as international service, the airport embraced global aviation and was renamed Portland International Airport. The dedication ceremony was marked by the arrival of a Northwest Airlines Boeing 377 Stratocruiser, then the largest aircraft in the country, which taxied through a stretched ribbon.

This was followed in 1958 by the much-anticipated opening of a new terminal, which consolidated formerly scattered airline operations and offered passengers such amenities as a full dining room and bars, and contained concourses (new at the time),



an observation deck and new control tower. In 1959 – with the landing of a Pan American Boeing 707 jetliner – PDX crossed the threshold into the jet age.

Growing, Growing, Growing...

In the latter half of the 20th Century and beginning of the 21st, PDX underwent numerous facelifts and expansions as it evolved into the "Gateway to Oregon." By 1960, passenger volumes had more than doubled in a decade (895,707) and then it nearly tripled by 1970 (2.5 million). By 1990, PDX was serving 6.4 million passengers, which doubled by 2000 (13.8 million).

To keep pace with the growing popularity of jet travel, as well as the growth in air cargo services, the Port opened five new or

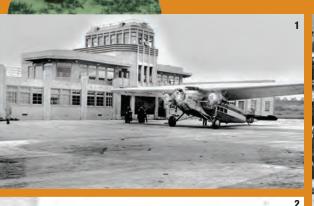
remodeled concourses during a 15-year period: Concourse B (1986), Concourse A (1988), Concourse D (1989, 1994), Concourse E (1992), and expanded Concourse C (2001). In 2005, a corridor was completed to connect the north (D, E) and south (A, B, C) concourses, allowing security-screened

a corridor was completed to connect the north (D, E) and south (A, B, C) concourses, allowing security-screened passengers to move between them.

Other big news during this time was a major expansion of the original terminal. Terminal Expansion North was completed in 1995; Terminal Extension South, a few years later. The projects significantly transformed the 1958 terminal, adding large windows and skylights to let in natural light and an impressive, arching glass-and-steel canopy at the terminal entrance.

This architectural feat was followed by construction of the Port's new headquarters onsite, completed in 2010. Designed to include as many sustainable features as possible, including the building materials themselves, the structure has a 10,000-square-foot eco roof (complete with resident bees), geothermal heating and cooling, advanced lighting controls, and its own wastewater treatment and re-use system. Besides earning a Leadership in Energy and Environmental Design Platinum certification, the building has received several national and international environmental awards.

1) Portland's second airport, Swan Island, operated from 1927 to 1940. 2) The construction of PDX was one of the largest public works projects during Franklin Roosevelt's presidency. 3) Dedication day, October 13, 1940. Oregon Historical Society, Neg. No. 67551. 4) 1968 postcards showing the terminal building and one of the airport dining rooms. 5) Construction of the new terminal circa 1957. 6) The north terminal expansion was completed in 1995. 7) The south terminal expansion was completed in 1998. 8) The dedication of the glass canopy featured aerial ballet. 9) Port of Portland's LEED Platinum headquarters building at PDX was completed in 2010.















More Innovations and Earth-Friendly Solutions

The Port has taken pride in incorporating progressive features whenever possible at PDX. For example, when the airport launched its website in 1996, it was the first in the country to offer a direct link to real-time flight information. PDX was the first airport on the West Coast to be directly connected to a light rail line when the TriMet MAX Red Line opened in 2001, and was the first to install Wi-Fi hotspots (2004), providing free Internet access to passengers. In 2007, a new parking guidance system was implemented, alerting motorists to open spaces with green lights overhead, the second one of its kind in the country. Weary travelers were introduced to energy-saving, motion-activated moving walkways in 2010, a first-time installation anywhere in the U.S.

But it is the Port's high environmental standards and adoption of innovative solutions to reduce PDX's environmental footprint that really sets the airport apart from its peers. Here are just a few examples of Earth-friendly measures taken at the airport.

In 2000, at the request of community stakeholders, PDX tackled aircraft noise, building a ground run-up enclosure, the third of its kind in the nation. Aircraft engines must be tested regularly at high power levels, a potential disturbance for area residents; the facility cut noise levels by 75 percent.

In 2006, as part of the Port's robust waste management program, PDX launched the first successful "deplaned waste" diversion (recycling) program, which is still in operation with the Alaska Air Group. Beyond offering plentiful recycling bins, the terminal's extensive recycling program also includes a food waste collection system – the first at any airport – and a creative liquid collection station by security checkpoints.

Since 2012, as part of PDX's extensive storm water management system, a solar-powered deicing treatment facility has allowed on-site



1) Wi-Fi was installed at PDX in 2004. 2) TriMet's MAX Red Line was one of the first "train-to-plane" connections on the West Coast. 3) The parking guidance system reduces time spent looking for a parking space, thereby decreasing emissions. 4) The ground run-up facility helps reduce noise for PDX neighbors. 5) Solar panels provide part of the energy to operate the airport's de-icing treatment facility. 6) All PDX shuttle buses run on cleaner burning compressed natural gas. 7) The PDX food waste collection system was the first at any U.S. airport. 8) PDX has more electric vehicle charging stations than any other U.S. airport.

treatment of concentrated deicing fluids, with the side benefit of generating energy from the released methane. That same year, the Port began collaborating with rental car agencies to improve operations of the Quick Turnaround Facility, where thousands of cars are washed annually. Resulting enhancements, such as rinse water reusage, have cut water usage by almost 11 million gallons per year.

Also in 2012, electric vehicle charging stations were installed in the short-term parking garage, providing free charges to those using the facility.

Already a purchaser of 100 percent renewable power, this complemented the Port's goal to reduce its greenhouse gas emissions. Earlier, in 2004, installation of the "Quick Pay" automated parking payment system at PDX exits reduced automobile idling time by 79 percent, equivalent to 2.26 tons of fewer carbon monoxide emissions per year. PDX's shuttle buses are all fueled by clean-burning compressed natural gas.

The Port also recently participated in the Sustainable Aviation Fuels Network, a collaborative partnership among airports, universities and private companies in the Northwest that investigated opportunities for an aviation biofuels industry. In addition, the Port has joined 108 airports on five continents in the Airport Carbon Accreditation Program which provides a common standard for airports across the globe to measure carbon emissions and commit to reduction actions, and is a founding reporter of The Climate Registry, reporting greenhouse gas emissions organization-wide since 2008.

But these sustainability actions are just the beginning. Last year, the Port embarked on a five-year plan to achieve "zero waste" at all its facilities. The goal is to divert 90 percent or more of its waste from the landfill, with an emphasis on reducing materials that enter the waste stream in the first place.















NATURAL DISASTERS AND CALAMITOUS EVENTS

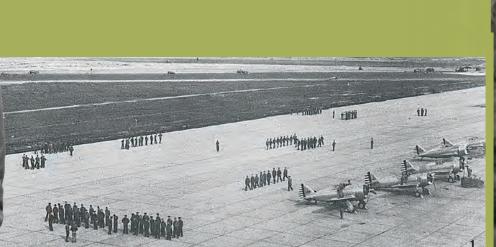
While Portland and the Pacific Northwest are known for their moderate climate and easy-going lifestyle, the area is not immune to Mother Nature's follies and the impact of calamitous national or global events. But just as Northwesterners have faced each trial with strength and tenacity, PDX has weathered these challenges and shown its resilience.

In 1941, during the airport's first full year of operation, Japan attacked Pearl Harbor and WWII appeared to arrive at the U.S. West Coast's doorstep. Security measures increased significantly at the airport as well as at military posts, government facilities, docks and bridges. In a prophetic move, the airport had earlier leased 94 acres to the U.S. Army, upon which the newly formed Oregon Air National Guard built its headquarters,

completed mere months before the Japanese strike. The squadron served as the Northwest's first line of defense for the duration of the war. The base is now home to the 142nd Fighter Wing.

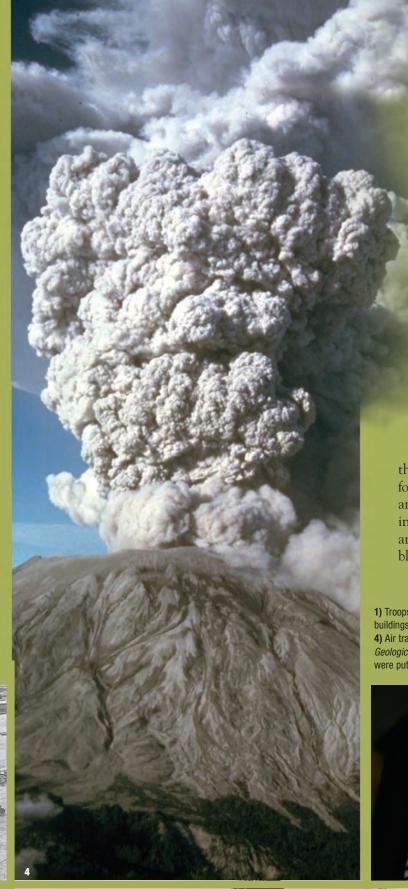
Later that decade, in 1948, a warm May and rapid snowmelt in the Cascades caused the Columbia River to rise 15 feet, overcome a railroad dike and spread across the floodplain. Known as the Vanport Flood because of its tragic impact (15 lives lost, 18,000 left homeless) on Portland's 648-acre Vanport wartime housing development, the flood damaged airport fields and buildings, forcing operations to move to the Troutdale and Salem airports until September. Planes took off and landed on Troutdale's single runway an average of every two-and-one-half minutes.

In 1962, Mother Nature threw a temper tantrum. With gusts well over 100 miles per hour in some areas (the PDX control tower clocked 85 mph), the Columbus Day Storm swooped into Oregon and Washington on Oct. 12, leaving a wake of destruction 1,000 miles long and 125 miles wide. The storm caused an estimated

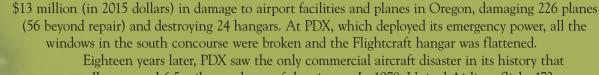












Eighteen years later, PDX saw the only commercial aircraft disaster in its history that actually occurred 6.5 miles southeast of the airport. In 1978, United Airlines flight 173 crashed near NE 158th and East Burnside Street. Two crewmembers and eight passengers lost their lives and 27 on board were injured.

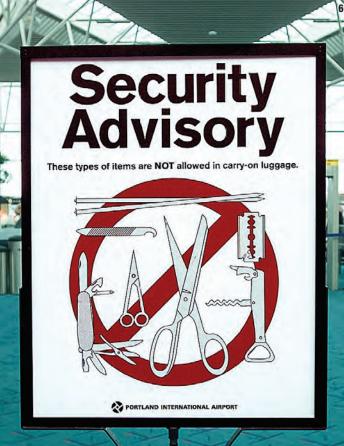
On May 18, 1980, it was neither water nor wind, man nor machine that posed a challenge; it was 540 million tons of volcanic ash spewed by Mount St. Helens, 50 miles away, in what became the most deadly and economically destructive volcanic eruption in U.S. history. Announced by a magnitude-5.1 earthquake, the 9-hour eruption and ensuing debris avalanche killed 57 people and destroyed 250 homes, 47 bridges and 185 miles of highway. Ash on PDX runways and ramp areas stopped air traffic for seven hours and flight hours remained limited through June, during which takeoffs generated large clouds of the volcanic dust.

On Sept. 11, 2001, when terrorists hijacked American jets to assault American landmarks, crashing into the Pentagon and destroying New York's World Trade Center twin towers, air travel and airport operations were forever changed worldwide. In the immediate aftermath, PDX officials formed an independent security task force and internal security team which together tackled passenger and baggage screening and compliance with new industry security mandates as well as new federal laws. PDX welcomed the Transportation Security Administration and upgraded its terminal to install advanced screening devices and establish more robust security checkpoints, blocking all but ticketed passengers beyond them. The days of greeting grandma at the gate were past.

1) Troops conduct drills at Portland-Columbia Airport in 1941. *City of Portland Archives, Oregon, A2004-002.1774*. 2) The Vanport flood of 1948 damaged airport fields and buildings, forcing operations to move to Troutdale and Salem airports. 3) The 1962 Columbus Day Storm caused \$13 million in damage. *Oregon Historical Society, bb009491*. 4) Air traffic stopped for seven hours in the aftermath of the Mount St. Helen's eruption in May 1980 and operations were limited through June. *Image courtesy of U.S. Geological Survey.* 5) As the tragedy of September 11, 2001 unfolded, air traffic came to a halt at PDX and across the country. 6) Following 9/11, new security measures were put in place.







DIGNITARIES, CELEBRITIES AND CROOKS

PDX has rolled out the welcome mat to more than a few famous faces in its eight decades, including nearly every sitting president, presidential candidates, celebrities and musicians. Unwittingly, it also hosted one infamous crook.

In 1956, President Dwight Eisenhower was greeted by 5,000 well-wishers as he passed through the airport during his re-election campaign, later speaking to a downtown crowd of 100,000. In 1957, famed orchestra leader Count Basie, singer/bandleader Billy Eckstine, and other musicians arrived in May for a "Birdland Stars of '57" concert in Portland. Three months later, Louis Armstrong visited for a local performance in August, attracting a PDX rally of fans, trumpet players, Miss Portland and Portland's mayor, who gave him the key to the city.

The '60s brought presidential candidate Senator John F. Kennedy, who gave a press conference at PDX in 1960, and President Lyndon Johnson, who spoke to an airport audience of 5,000 in 1964 before embarking on a two-day tour of the Pacific Northwest. Those visits were downright tame compared to the raucous arrival in summer 1965, mere weeks apart, of two heart-throb bands: Herman and The Hermits and the Beatles. The fencing erected to control adoring fans was only moderately effective – one Hermits' fan hit his head falling over the railing and rock-throwing by the Beatles' 500 teenage fans (despite the presence of 160 Multnomah County Sheriff's deputies) earned a threat of spray by a fire hose. Later that decade, comedian Bob Hope arrived to star in the 1967 Portland Rose Festival Memorial Coliseum shows and another Kennedy, this time presidential nominee Robert F., passed through while campaigning in 1968.

The '70s saw visits by legendary actress Bette Davis, here in 1974 for a national tour of her one-woman show which she performed at Keller Auditorium, and former Georgia governor and president-to-be Jimmy Carter, who flew in on his plane, Peanut One, for a campaign spin through Oregon in May, 1976. In between, in 1975, members of the newly minted Portland Timbers soccer team

arrived from England – going on to win the Western Division title in their first year. This was also the decade when an unidentified man, now referred to as D.B. Cooper, skyjacked Northwest Airlines flight 305 out of Portland on Nov. 24, 1971, extorted \$200,000 in ransom (equivalent to \$1.16 million today) after landing in Seattle and then demanded a return to the skies, parachuting to an uncertain fate.

Other dignitaries and celebrities of note have included Ohio senator and former astronaut John Glenn, campaigning for presidential nomination in 1983; Muhammad Ali, in town to promote a local professional boxing match in the Portland Sports Arena in 1985; presidential campaigners Jesse Jackson, George H.W. Bush and Michael Dukakis in 1988; former President Ronald Reagan, here in 1989 to address a convention of utility executives; President George Bush (both senior, in 1991, and junior, 2002); and President Barack Obama, who has dropped by several times this decade.

Finally, no discussion of PDX celebrities is complete without mentioning...The PDX Carpet. In 1987, PDX installed 14 acres of green and blue carpeting with a pattern depicting the North and South runways. The carpet became a symbol of Portland and eventually had a merchandise line, Twitter feed and Facebook page. A new tradition emerged as travelers took photos of themselves standing on it, sharing on social media. As its final act (the carpet is currently being replaced), a roll of the carpet served as Grand Marshal of Portland's Rose Festival Starlight Parade in 2015.



1) Count Basie flew into PDX for the "Birdland Stars of 57" concert. @Thomas Robinson- Delay 570514-03. 2) Trumpet players greeted Louis Armstrong at PDX in 1957. @Thomas Robinson- Delay 570828B-12. 3) Presidential candidate John F. Kennedy held a press conference at PDX in 1960. @Thomas Robinson- Delay 600422E. 4) Five hundred screaming fans greeted the Beatles at PDX in 1965. Oregon Historical Society, 015791. 5) President Lyndon Johnson visited PDX in 1964. City of Portland Archives, Oregon, A2012-005. 6) Governor Tom McCall was on hand to greet Bob Hope at PDX in 1967. Oregon Historical Society, bb013112. 7) Muhammad Ali visited PDX in 1985. 8) Presidents George Bush and Barack Obama were some of the many presidents visiting PDX over the years. 9) The PDX carpet became a celebrity in 2015, serving as the Grand Marshal of the Portland Rose Festival Starlight Parade.



















PDX AS PATRON OF THE ARTS

Let's face it: Airport terminals are big cavernous spaces. Sometimes people have to hang out in them for hours. Since the 1950s, PDX has been showcasing artwork to dress up the terminal, promote local artists and provide visitors with a sampling of the dynamic cultural life of our region.

The first piece of art commissioned by the Port of Portland caused a bit of a ruckus. The original sketch of a large, abstract mural, to be produced by Portland Artist Louis Bunce (1907-1983) for PDX's then new terminal in 1958, was too edgy for Port officials ("what is this junk?"), who voted against commissioning the work. The rejected artwork was leaked to the press – receiving international coverage – and inflamed Oregon's citizenry; Bunce received death threats and required

a police guard. Thanks to the local art community, which rallied around him, Bunce was able to proceed with his avant-garde abstract oil on canvas, currently displayed in PDX's Oregon Market.

Subsequent art acquisitions went more smoothly, and the Port now has an established arts program with a permanent collection and eight sites for rotating and temporary exhibits. Noteworthy permanent artwork acquired in recent decades includes:

- Provincial Narrative, a 26-foot-long, four-panel abstract painting by local Artist Jack Portland, installed in 1991 in the Concourse D International gates section. The artist's intent was to depict the "lushness and complexity" of the Northwest landscape. The colorful work now hangs at the intersection of Concourses A and B.
- Three larger-than-life cast bronze horse sculptures, *Lyon*, *Princess Pine*, and *Silverfork*, fabricated by Montana Sculptor Deborah Butterfield in a painstaking process that begins with a model of found wood branches and sticks. Dedicated in 1995, the equine art pieces are permanent fixtures in the grass along Airport Way leading away from PDX.



- Two floor maps, Columbia and State of O, created of inlaid bronze and terrazzo tiles, and a futuristic rocket-shaped flight status center, all made by Portland-born artist Larry Kirkland as part of Concourse C's second-phase expansion in 2001. Installed in the concessions area, the 200-foot Columbia River map includes five "art poles" with rotating Northwest images on top. State of O is a 27-foot diameter map depicting the regions and counties of Oregon, located in the ABC Lobby with the "rocket tower."
- Trees and Rain, two interactive, 30-foot, bronze, stainless steel and etched glass guardrails by Portland Artist Pete Beeman, installed near gates C-1 and C-2 in 2001. When the rails' "handprints" are touched, the glass switches from opaque to clear, allowing images to emerge: Expanding cross sections of trees on one rail and waves radiating from raindrops on the other.
- *Time Flies*, a porcelain enamel mural by Portland's Christine Bourdette installed in 2001 on the new MAX platform linking PDX and the Portland area via light rail. The 44-foot by 38-inch mural features a sequence of images "related to time and motion." Her site-specific installation also included bronze rails and blue chevrons in the platform flooring.
- Phenomena: Homage to Flight I & II, a celebration of flight inspired by the drawings of Leonardo da Vinci, by Northwest Sculptor Miles Pepper. Installed above the Max platform escalators in 2002, these two kinetic sculptures are wind driven, resting upright when there is little moving air but swinging and rotating on their axes when currents rise.
- A statue of Gov. Vic Atiyeh, by Portland Sculptor Bill Bane, installed in Concourse D in 2009. The life-size bronze sculpture represents Oregon's 32nd governor (1979-87) going abroad on a trade mission for Oregon.

1) Louis Bunce's mural, created for PDX, was quite controversial in 1958. *Oregon Historical Society, bb003369.* 2) Local artist Jack Portland's 26-foot long abstract painting was installed at PDX in 1991. 3) Deborah Butterfield's cast bronze horse sculptures have graced the Airport Way green space since 1995. 4) Pete Beeman's bronze, stainless steel and etched glass guardrails were installed in the C Concourse in 2001. 5) Larry Kirkland's "art poles" installed in 2001 feature rotating NW images. 6) Miles Pepper's kinetic sculptures grace the ceiling above the MAX platform escalators. 7) Bill Blaine created the sculpture of Governor Victor Ativeh for the D Concourse.



CELEBRATING 75 YEARS – BUILDING FOR THE NEXT

To honor the region's homegrown septuagenarian, the Port will host a PDX birthday party on Oct. 13, serving up free cake all day by the clock tower in the airport's Oregon Market at PDX. Travelers and interested guests are welcome to share in the festivities...and share selfies, if the urge strikes.

Other acknowledgements of the airport's evolution, a new retrospective art piece and a PDX 75 Years Interactive Digital Timeline were installed on Oct. 1. The commissioned 75th Anniversary artwork by Portland native Lynsee Sardell, installed in Concourse E as part of the extension of that concourse, is a large-scale painting featuring images of PDX's old and new terminals and regional icons such as Mount Hood, the Columbia River, Beacon Rock and the Northwest's beloved salmon (with a nod to The PDX Carpet, of course).

The 75th anniversary timeline, installed in Concourse B, takes the viewer on a visual tour through the airport's history. Based on a nostalgic journey through the lifestyles, sights and sounds of each decade, the timeline features images, videos and fun facts that chronicle the main events of PDX from 1940 to 2015 and beyond. Created in-house by Port staff, the timeline will also be accessible on-line via the Port website.

Another interactive commemorative project, begun Aug. 28, continues through Nov. 29. PDXmoments encourages anyone interested to share memories of PDX visits through the website www.pdx.com/pdxmoments. These can be in the form of written notes, photos, videos or voice messages. So if PDX played a role in your family reunion, adoption, wedding, travel adventure, business success, or any other noteworthy event, from ordinary to extraordinary, the Port hopes to hear from you.

On October 10 and 11, the Port will be part of *The Oregonian* newspaper's "Here and There Travel Fest" at the Oregon Convention Center. Visitors to the Port of Portland booth can find out more about the airport's history, current operations and nonstop destinations as well as plans for the remodeling of the airport terminal building. A special PDX Carpet back-drop will allow for some fun selfies.



Even as the airport's 75th is commemorated, the Port is pursuing PDX's next transformation to ensure it stays on the leading edge of airports nationally and globally. Collectively known as PDXNext, a suite of major improvement projects is planned to continue providing awarding-winning comfort and convenience for travelers, operational efficiency, and safety and security.

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By the time the first wave of improvements are completed in 2017, they will represent a nearly \$190 million investment.

Projects include new carpeting, for which installation is nearing completion; complete replacement of the PDX security access control system, including relocation and expansion of both north and south security checkpoint exit lanes and new passenger waiting areas; extension of Concourse E to balance the volume of passengers using the north and south areas of the airport and improve operational efficiency; and preliminary planning (beginning summer of 2015) for a comprehensive terminal core redevelopment. The terminal core includes the existing ticket lobby, Oregon Market, security checkpoints and baggage

In addition, as part of a three-year concessions redevelopment, PDX is welcoming new shops and restaurants to expand the diversity already enjoyed by visitors. New arrivals in 2015 have included Bambuza Vietnam Kitchen, Café Yumm!, CC McKenzie, Henry's Tavern, Hissho Sushi, Metalsmiths Sterling, Mo's Seafood & Chowder, Potbelly Sandwiches, and The Country Cat. For more information on PDXNext projects, visit http://www2.portofportland.com/PDXnext.

1) Lynsee Sardell was commissioned to create the PDX 75th anniversary retrospective art piece in the soon-to-be-expanded Concourse E. 2) A 75th anniversary digital timeline takes viewers through the seven decades of PDX. 3) A new campaign is gathering PDX stories. 4) The new carpet at PDX. 5) Metalsmiths Sterling, one of the many new PDX concessions. 6) Artist's renderings of the new Concourse E extension.











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The Port of Portland's mission is to enhance the region's economy and quality of life by providing efficient cargo and air passenger access to national and global markets, and by promoting industrial development.

