

## www.pmanet.org: PMA Revamps Web Site with More Resources for Maritime Industry

As the maritime industry moves toward the 21st century, the Internet has already established its foothold in the information exchange arena. Most members of the Pacific Maritime Association (PMA) – vessel operators, terminal operators and stevedoring companies worldwide – as well as the PMA itself, support Web sites bearing company information that anyone with Internet access can peruse at leisure.

However, it's no longer enough to feature the company brochure, press releases and links to other resources that are updated and uploaded with the assistance of a

"Web master." Now, PMA members and their customers need information more quickly than ever before and they're looking toward the Internet to support



The Star Drottanger loading fertilizer for export at Vancouver, Wash.

their timely needs. As trends head toward interactive Web sites featuring information updated in real time, the PMA has modified its site to meet industry demands.

### PMA Online

The PMA Web site was launched in August 1996 to enable the association to communicate more effectively with the maritime industry. The Web site allows PMA members, as well as the general public, to access newsletters, reports, job listings, labor contracts and other information all in one place. The site provides a one-stop-shopping outlet, with links to the sites of PMA

members and the sites of other industry-related organizations. The PMA further bolsters its efforts to communicate through Intranet and e-mail systems to ensure reliable and dependable customer service.

Today, Web surfers visiting [www.pmanet.org](http://www.pmanet.org) will see a new and improved PMA Web site which came online in January 1999. In addition to the resources showcased on its predecessor, the new site sports an improved Members' Net – a restricted-access area for PMA members.

The new site allows members to access information from PMA departments, such as labor relations, accident prevention, training and payroll directly from PMA databases. Prior to the development of the Web site, members had to call to request data and other information, which then had to be printed and mailed. While this method works, it is certainly not the most efficient in light of the new technologies.

Now, members looking for labor arbitrations, proposed OSHA regulations, payroll bulletins or →

### SPOTLIGHT: PORT OF LONGVIEW, WASH.

*Strategically located on the Columbia River, the Port of Longview is Washington's third largest port in terms of maritime operating revenue. Though traditionally known for handling forest products, the port also handles large quantities of general cargo and dry bulk. In 1998, the port handled more than 2 million metric tons of cargo exceeding \$15 million in value.*

*As forestry exports take a downturn, the port is diversifying its ability to handle other cargoes such as bulk commodities. The port recently completed the final phase of its Berth 7 improvement project. With a price tag of \$2.5 million, the new multi-purpose bulk import facility will move material more efficiently while employing environmental-friendly technologies.*

*In an effort to decrease traffic congestion for the community and increase productivity for the port, development of the Alternate Rail Corridor is underway. Survey work and soils testing were recently completed and the port expects to begin construction in July. The new corridor will reduce vehicular road delays as a result of train crossings. And it will be able to accommodate longer trains of up to 110 cars thereby increasing efficiency.*

*"The estimated cost of the project is \$11.5 million," said Ken O'Hollaren, executive director for the Port of Longview. "And the good news is that the port will be able to grow its bulk commodity cargoes through improved access by rail."*

*For more information, visit the port's Web site at [www.portoflongview.com](http://www.portoflongview.com).*

PMA Today is a publication dedicated to highlighting West Coast port activities and developments as they relate to economic and international trade issues in the 21st century. We hope you enjoy PMA Today and find it to be a valuable informational resource. For more information about PMA, please visit our Web site at <http://www.pmanet.org>.

*Did you know ...*

*... that last December the Port of Long Beach became the first North American port to surpass the 4 million TEU mark? Shipping lines calling in the port introduced larger vessels into trans-Pacific trade routes contributing to the increase in container volume.*

Source: The Port of Long Beach

other information, need only log onto the PMA Web site, click on the Members' Net button, enter a user ID and password to view or download the data they need.

Dockendorff, vice president, communications and research for the PMA. And effectiveness in this case means providing more information, more quickly



The PMA Web site at [www.pmanet.org](http://www.pmanet.org)

This method eliminates multiple phone calls, wasted paper and unnecessary postage costs.

Most importantly, it allows members to access the information they need as soon as they need it. To further save time, PMA departments who collect data only need to update their internal databases, which also instantly modifies the Internet version.

"Our goal is to allow the PMA to communicate more effectively with its members, the work force, others in the maritime industry and the general public," said Robert

while simultaneously managing costs.

**Endless Possibilities**

Additional features are planned for the Web site, including posting schedules for industry meetings, adding historical documents and regularly updating hours paid and tonnage by port, area and the coast. The possibilities are endless.

As the needs of members and their customers change, PMA will be ready to support their information requirements. ●

**Member Profile-OOCL**



OOCL employs a global staff of 3,400.

the Mediterranean, the Middle East and Asia. OOCL is a wholly owned subsidiary of Orient Overseas (International) Limited, or OOIL. OOCL owns and operates container vessels and terminals.

Fifty years ago, C.Y. Tung dreamed about creating the first international Chinese merchant fleet. Since then, his dream has gained world-wide recognition as Orient Overseas Container Line (OOCL).

In 1947, Tung sent the first ship with an all-Chinese crew to the Atlantic Coast and Europe. Regular cargo and passenger services were subsequently developed. Today, OOCL's post-Panamax vessels carry 5,000 TEUs – a stunning advancement from the 300 TEU Victory-class vessels in the early days of containerization.

Today, OOCL is one of the world's leading containerized carriers, employing a global staff of 3,400 under the leadership of C.C. Tung, one of the founder's sons.

OOCL provides customers across the globe with fully integrated, containerized transportation services linking North America, Europe,

Its fleet is one of the most modern in the world, carrying more than 1.5 million TEUs globally per year between 234 ports of call and 5,000 cities.

The company also is an industry leader in information technology (IT). OOCL has been a leader in introducing interactive customer service features like Internet booking, tracking and Internet Bill of Lading services. The company has three IT development centers, including one in California.

OOCL's core values also strongly emphasize community involvement. The company is involved in a number of projects that support the communities it serves, including Partnerships in Education, promoting cooperation between businesses and education in the U.S., and Project Hope, transporting 40-foot-containers of the latest medical diagnostic equipment from the U.S. to Shanghai. ●

PMA Today (1999 Pacific Maritime Association) is published semi-monthly for the membership of the Pacific Maritime Association. Comments, suggestions, additions to the mailing list and address changes should be sent to PMA, c/o Joey Parr, PO Box 7861, San Francisco, CA 94120-7861. Produced by PMA Staff.