



FOR IMMEDIATE RELEASE

Port Canaveral

Port Everglades

February 13, 2018

Port of Fernandina

Florida Ports Council Names Jessie Werner as Vice President of Public Affairs

Port of Fort Pierce

TALLAHASSEE, FL – The Florida Ports Council announced today that Jessie Werner has been named Vice President of Public Affairs, responsible for all facets of communications and marketing for the Council.

JAXPORT

Werner brings more than a decade of communications and public affairs experience to the Florida Ports Council. She comes from the Coalition for College Cost Savings (The Coalition), where she served as the Director of Programs and Communication. There, she was responsible for communication strategies and marketing programs that promoted the collaborative efforts of private higher education institutions nationwide.

Port of Key West

Port Manatee

“Werner’s background and experience will be critical in our outreach efforts to promote Florida’s dynamic system of seaports, as well as educating Florida’s leadership and public about the significant economic benefits ports bring,” said Doug Wheeler, president and CEO of the Florida Ports Council.

PortMiami

Port of Palm Beach

Earlier in her career, Werner focused on client acquisition efforts for Wade Trim, a civil engineering, planning and surveying firm in Tampa. Her previous work has also included developing advertising campaigns for Gambit Weekly, a local newspaper in New Orleans, and creating freelance graphic design projects through J. Werner Design.

Port Panama City

Port of Pensacola

Werner received her bachelor's degree in Integrated Strategic Communication with an emphasis on Advertising and Marketing from the University of Kentucky and holds a Graphic Design degree from The Art Institute of Tennessee-Nashville. She lives in Tallahassee with her husband and their two sons.

Port of St. Petersburg

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Port of Port St. Joe

The Florida Ports Council is the professional association of Florida’s 15 public seaports, providing advocacy, leadership and research on seaport-related issues before state and federal government. Florida’s ports support more than 680 thousand jobs in the state and contribute \$96 billion to the state’s economy each year. The Florida Ports Council administers the Florida Seaport Transportation and Economic Development Council (FSTED) which is required to provide a 5-year Florida Seaport Mission Plan annually according to F.S. 311.09(3).

Port Tampa Bay

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