

 **THE PORT OF
LONG BEACH** NEWS RELEASE

COMMUNICATIONS DIVISION * 925 HARBOR PLAZA * P.O. BOX 570 * LONG BEACH CA 90801

**BOARD NAMES NEW PORT MARKETING MANAGER
Former Mattel Logistics Executive Selected**

Sept. 16, 2003

The Long Beach Board of Harbor Commissioners voted Monday, Sept. 15, to appoint former Mattel Inc. logistics manager Donald B. Snyder as the Port of Long Beach's marketing manager. He begins his new job Monday, Sept. 22.

Snyder, who will report to Wilma Powell, director of Trade and Maritime Services, has extensive experience in sales, marketing, market analysis, strategic market planning, global logistics, customer service and port operations.

As port marketing manager, his responsibilities include maintaining contacts with the port's terminal operators and shipping lines. Among his duties will be to analyze proposed changes to the port's tariff. Snyder will track and evaluate cargo projections and trends. His responsibilities also include the planning of trade missions, representing the port in industry organizations, and briefing visitors to the port.

Snyder was the manager of import/export logistics for Mattel for six years. He recently represented Mattel at a port-sponsored workshop on the benefits of after-hour truck gates and off-hour distribution operations. Snyder also worked for 10 years for Sea-Land Services. He has traveled extensively throughout the United States, Asia, Europe and Mexico.

Snyder holds a Bachelor of Science Degree in world business from San Francisco State University.

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