

 **THE PORT OF  
LONG BEACH** NEWS RELEASE

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

**SMITH RETURNS AS COMMUNICATIONS DIRECTOR  
She Has 11 Years of Port Experience**

**April 15, 2003**

Yvonne R. Smith has rejoined the Port of Long Beach as director of communications, succeeding Fausto Capobianco who resigned. She returns after leaving the port in October 2000 to accept a job in higher education on California's Central Coast. Smith had been the port's director of communications for 10 years, after first joining the port in 1989.

As communications director, Smith supervises an eight-member public relations and design staff and controls a \$2.4 million annual operating budget. Smith oversees production of internal and external marketing publications, placement and design of international advertising, and the port's media relations and community outreach efforts.

Smith also makes recommendations to the Board of Harbor Commissioners regarding the port's sponsorship of maritime and community activities. The sponsorships include the port's support for the Global Logistics Specialist program offered through Cal State Long Beach and the port's international business scholarship programs at CSULB and Long Beach City College.

Under Smith's direction, the Communications Division has received more than 25 awards from various trade and business associations for the port's publications and public relations programs. During 2000, Smith was the president of both of the Foreign Trade Association and the International Business Association of Southern California.

A native of St. Louis, Mo., Smith holds a bachelor's degree in journalism from the University of Missouri School of Journalism, and has pursued graduate studies in law. She is a resident of Long Beach.

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