



## **Executive Director Recommends New Government Affairs Director**

Public Relations Executive Samara Ashley to Fill Vacant Post

March 19, 2007

Port of Long Beach Executive Director Richard D. Steinke announced Monday, March 19, that he is recommending the appointment of Samara Ashley, a public relations executive and former aide to then-State Senator Betty Karnette, as the Port's Director of Government Affairs.

Upon successful completion of the City's hiring process, Ashley will fill a vacancy left when Carl Kemp resigned to become a partner with Englander & Associates Public Relations.

"Samara has extensive experience in the goods movement industry, public policy and government affairs," said Steinke. "She will be a terrific addition to our team."

As Director of Government Affairs, Ashley will be responsible for advising Steinke and the Harbor Commission on Port-related legislative issues and assisting in the formulation the Port's legislative agenda. She would be the Port's representative to federal, state and local governments. In this capacity, she also would oversee the activities of the Port's legislative advocates in Sacramento and Washington, D.C.

Ashley comes to the Port from Cerrell Associates Inc., a Los Angeles-based government and public relations firm, where she served an account executive. Her clients included the Alameda Corridor Transportation Authority and the Southern California Association of Governments.

Before joining Cerrell, she worked on port and transportation issues as a district field representative for then-State Senator Betty Karnette in Long Beach. She is a member of the Women's Transportation Seminar, the Harbor Association of Industry and Commerce and FuturePorts.

Ashley holds a Bachelor's Degree in sociology from the University of California, Santa Barbara, and a Master's Degree in public policy, international relations and American politics from Pepperdine University.

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