



100 YEARS OF THE
PANAMA CANAL
CELEBRATING THE CENTENNIAL: 1914-2014



MEDIA KIT



CELEBRATING A CENTURY OF THE PANAMA CANAL

Since the SS Ancon became the first ship to slide through the locks of the Panama Canal on Aug. 15, 1914, the 82 kilometer-long waterway has saved ships the journey around Cape Horn and through the treacherous Drake Passage of South America's Tierra del Fuego. More than a million ships have transited the canal and roughly 5% of all world trade moves across the isthmus each year.

In 2015 the Panama Canal will open a third lane to accommodate 'mega-ships' nearly three times bigger than existing Post-Panamx ships. The size of vessels will continue to be determined by the canal's dimensions, so the new larger locks will open the door for a renaissance in ship construction.

Indisputably, the Panama Canal continues to revolutionize not only the shipping industry and global transportation but has played a key role in shaping the world economy. With the expansion, Panama will transform itself from just a transit point for cargo into a logistical hub and an economic focal point for Latin America. Major multinationals such as Procter & Gamble, Dell Caterpillar and Cemex have already established their headquarters for regional operations in Panama.

EVENTS AND CELEBRATIONS

Panama and the Canal is a joint project from the University of Florida and the Panama Canal Museum.

The Panama Canal Museum merged its collections with those at the University of Florida, and is the only museum collection in the world founded solely to preserve the history of the American Era of the Panama Canal (1904-1999), recognizing the contributions of the whole world in making this 20th century engineering marvel, the moon shot of its day, available to individuals, companies, and nations across the globe. Focusing on the construction, operation, maintenance, and defense of the canal during its formative years, the museum collection shows how these efforts helped make Panama's unique geography and location truly a crossroads of the world.

Commencing in March 2013, the Panama Canal Museum will launch a series of conferences, lectures, galas and concerts to will be launched recognize the Canal's 100th anniversary.

To assist in guiding the events and celebrations, a special council has been created representing a cross-section of educational, engineering and scientific disciplines to provide their expertise, knowledge and opinion for the development of all projects tied to the centenary. Members of the council include:

Douglas Jones, Florida Museum of Natural History Director
Joe Wood, Panama Canal Museum President, Former Executive Planner for the Panama Canal

Paul Morgan, University of South FL, Instructor, US History
Frank Townsend, University of Florida, Emeritus Professor, Civil Engineering

Julie Greene, University of Maryland, Professor specializing in United States labor and working-class history

Paul Sutter, University of Colorado History of Medicine/ Environmental History

Patrice Brown NARA (National Archives and Records Administration) Archivist/research

Aims McGuinness, University of Wisconsin, Milwaukee, Associate Professor of History, Smithsonian exhibit advisor

Rich Wainio, former executive Panama Canal Authority, former director ports of Tampa and Canaveral



THE PUBLICATION

To commemorate this international anniversary and historic milestone the Panama Canal Museum has commissioned a special publication to coincide with the anniversary celebrations, events, and galas, entitled “Panama Canal: 100 Years of Exploration & Discovery”.

The articles will be written by leading international scholars to ensure that they are as accurate as possible and based on the latest research. However, the articles will also be written in an engaging style, designed to entertain while still educating. The publication will be lavishly illustrated with photographs and maps designed carefully to explain the project’s development, as well as sidebars covering interesting facts.

The articles have been selected and will be written so that they can be read separately but when read as a whole they will provide a comprehensive, thought-provoking and satisfying account of the canal and why it has become a defining episode in World history.

Many other scholarly and popular books are likely to appear for the Panama Canal centenary. This unique publication will stand out as the most comprehensive, accessible and attractive of them all.

In addition, the publication will contain messages and interviews from dignitaries, the canal’s current and past leadership; experts in the fields of engineering, transportation, economics, medicine, history, and celebrities. The publication will also examine the history of Panama, its current status, and how the development of the canal will affect global trade.



CONTENTS

LETTERS

- > President of the United States of America (invited)
- > President of Panama (invited)
- > US Ambassador to Panama (invited)
- > Dean of University Libraries, UF
- > Director of Interoceanic Museum (Panama)
- > President, Afro-Antilles Museum
- > Chief, National Library of Panama (invited)
- > Chief of Engineers, U.S. Army Corps of Engineers
- > Commanding Officer, U.S. Southern Command
- > President, Friends of the Panama Canal Museum Collection at UF
- > Vice President, Research, Evaluation, Grants and Govt. Relations, Museum of Science and Industry (MOSI)

INTRODUCTION: Rachel Schipper, University of Florida, Panama Canal Centennial Chair

OPENING FEATURE ARTICLE: Alberto Aleman Zubieta, former director, Panama Canal Authority

Alberto Alemán Zubieta: From 1996 to 1999, Alberto Alemán Zubieta served as the Administrator of the former Panama Canal Commission (PCC). In 1998, he was appointed Administrator of the Panama Canal Authority (ACP), serving simultaneously as the PCC Administrator. In 2005, he was re-elected as the CEO for the ACP for a second seven-year term. Under his leadership, the Canal expansion was envisioned and it continues to be a model of excellence in global maritime transportation. Alberto Alemán is the recipient of numerous international awards for his contributions. He is a graduate of the Texas A&M civil and industrial engineering schools.

THE GLOBAL IMPACT OF THE PANAMA CANAL

EDUCATIONAL RESOURCES: The Panama Canal has supported a large part of the world's economy for a

century through the ability of ocean-going vessels to transit the canal.

A look at the worldwide impact of the canal as it expands to accommodate post-Panamax vessels.

> Richard Wainio

Canal operations, worldwide impact, etc.

> Greg Hillebrenner, Vice President, MWH Global, Inc.

Design of 3rd set of locks

> Jan Kop (Jan de Nul Group)

Project Manager for expansion

THE IMPACT OF SCIENTIFIC DISCOVERIES AND HEALTH ON CANAL CONSTRUCTION

The construction of the Panama Canal was more than just an engineering feat because of the obstacles faced. A perhaps greater challenge was overcoming the health issues in a tropical developing country. This article describes the discoveries and advances in science and medicine that literally helped to build the canal.

> **Nina Stoyan-Rosenzweig**, archivist, Health Science Center Libraries, University of Florida

DIVERSITY AND THE PANAMA CANAL

A study of diversity in work and life in Panama, the Canal Zone, and the Panama Canal itself.

> **Gerardo Maloney**, former ambassador to Trinidad/Tobago and sociologist, Panama

> **Patrice Brown**, National Archives and Records Administration, Silver and Gold Schools

THE FUTURE OF THE PANAMA CANAL

A description of the expansion of the Panama Canal and the multi-national project coordination needed to double the capacity of the canal. A third set of locks will accommodate large modern shipping, and

will add a second “lane” of ship traffic, among other improvements.

- > **Richard Wainio**, former executive, Panama Canal Authority, and former CEO, Tampa Bay Port Authority
- > **Karen Smits**, Doctor of Social Sciences, Vrije Universiteit, Amsterdam

HISTORY OF THE PANAMA CANAL

A canal across the isthmus has been a goal of statesmen and merchants from 1524 onward, but the dream took almost 300 years to achieve. With the innovation and support of the United States, the original canal was completed in 10 years. A political and social history of the Panama Canal.

- > **Cesar Vasquez** (historian, U.S. Southern Command) – Military significance/canal security
- > **Paul Morgan**, retired U.S. Army Chaplain, University of South Florida Instructor
- > **Richard D. Morgan** is the retired General Services Director of the Panama Canal.

BUILDING THE CANAL

The engineering marvel of this monumental construction: design and ingenuity took an army of engineers

- > **Ernesto Holder**, Manager, Communication and Historic Documentation, Canal Expansion Program
- > **James Garber**, Historian, Army Corps of Engineers

NATURAL HISTORY OF THE CANAL ZONE

A look at the rich environment for student and faculty research through a selection of articles focused on the National Science Foundation (NSF) Panama Canal Project Partnerships for International Research and Education (PCP PIRE). In partnership with Panama,

the PIRE researchers are discovering new species and environmental impacts that affect natural sciences today.

- > **Bruce J. MacFadden**, Curator of Vertebrate Paleontology, Principle Investigator, NSF PIRE Panama Canal Project
- > **Aaron R. Wood**, Post-Doctoral Associate, Florida Museum of Natural History, NSF PIRE Panama Canal Project

THE ONLINE COLLECTION

A survey of the University of Florida's online exhibits on Panama, the Panama Canal, and the Canal Zone, with a focus on the Digital Library of the Caribbean (dLOC).

- > **Lourdes Santamaria-Wheeler**, Exhibits Coordinator, University of Florida
- > **Laurie Taylor** University of Florida, Digital Humanities

EDUCATION RESOURCES

A survey of further educational resources available for study of the Panama Canal and Panama.

- > **Leah Rosenberg** (UF)

SYMPHONY OF THE AMERICAS

A look at how the Symphony of the Americas is celebrating Hispanic heritage and the centennial of the Panama Canal.

- > **Maestro James Brooks-Bruzzese** Artistic Director, Symphony of the Americas
- > **Renee La Bonte Vice-President**, Executive Director, Symphony of the Americas

Harn Museum of Art

Edith Read Barkowitz Crouch, The Molas of Panama



AUTHORS

- > **Jan W.M. Kop** served as project manager for the Panama Canal Expansion at the Jan de Nul Group.
- > **Richard Wainio** worked 23 years in executive positions with the Panama Canal.
- > **Wilhelm (Willy) R. Nowotny** is vice president, director of operations, eastern region, at MWH.
- > **Patrice Brown** is an archivist and researcher with the National Declassification Center at the National Archives.
- > **Edith Read Barkowitz Crouch** is author of the forthcoming *Architecture of the Panama Canal Zone: Civic and Residential Structures & Townsites*.
- > **James Garber** is a historian in the U.S. Army Corps of Engineers.
- > **Greg Hillebrenner** is a vice president with MWH Global, Inc
- > **Bruce MacFadden** is project director of the National Science Foundation (NSF)-funded Panama Canal Project (PCP).
- > **Aaron R. Wood**, a postdoctoral associate at the Florida Museum of Natural History, and studies the geology and paleontology of Panama.
- > **Paul W. Morgan, Jr.**, Ph.D. is a retired U.S. Army chaplain who currently serves in an advisory capacity for the Panama Canal project.
- > **Leah Rosenberg** is associate professor of English at the University of Florida and author of *Nationalism and the Formation of Caribbean Literature*.
- > **Rachel Schipper** is co-principal investigator on the Panama Canal Institute of Museum and Library Services Collaborative Leadership Grant at the University of Florida.
- > **Karen Smits** is author of *Cross Culture Work: Practices of Collaboration in the Panama Canal Expansion Program*.
- > **Gerardo Maloney** is a professor of sociology and a former director of Panama's educational TV channel.

DISTRIBUTION

This special, high quality, 200 plus page commemorative publication will enjoy extensive distribution to leaders, educators and managers within various industries, institutions, public agencies and non-governmental organizations. Simultaneously, the publication will be available at events organized by the University of Florida throughout the 12 months of the anniversary. This two-pronged approach will allow for the most intensive examination of the Canal's legacy and its significance for the future of the modern world.

Panama Canal Museum:

- 3,800 members Panama Canal Society
- ACP (Port Authority)
- Interoceanic Museo (Panama)
- Miraflores Visitor Center (Panama)
- Netherlands Bagger Museum
- Harn Art Museum
- Florida Museum of Natural History
- AfroAntilles Museum (Panama)
- World Memory Project (UNESCO)
- Panamanian Embassy, Washington, D.C.
- US Embassy (Panama)
- Institute of Museum & Library Services

8 exhibitions around the University of Florida, including World Trade, Treaties, Work/Life Diversity in the Canal, Health in the Canal, Canal Construction & Symphony of the Americas

Industry/Government:

- World Shipping Council
- American Association of Port Authorities
- Pacific Merchant Shipping Association
- International Air & Shipping Association
- International Shippers Association
- American Institute for Shippers Associations
- Federal Maritime Commission
- International Association of Movers
- International Maritime Organization
- Transportation Security Agency
- Maritime Administration Dept. of Transportation
- US Custom Service
- International Ship Suppliers & Services Association
- American Bureau of Shipping (ABS)
- International Association of Dry Cargo Shipowners
- Worldwide Ship Agencies Association
- Container Owners Association
- Container Shipping Companies
- Worldwide shippers

Industry Leaders in:

- Ship management
- Military & Government
- Education
- Manufacturing
- Oil/Gas
- Shipbuilding
- Port Authority/Port Operator
- Naval Architecture
- Finance/Insurance
- Maritime Security
- Legal Services
- Classification Societies
- Salvage
- Trade Organizations/Unions
- Ship Registry

Job Titles:

- Chairman
- President/CEO
- Mariner, Educator
- Engineer
- Attorney
- Naval Architect
- Marine Surveyor
- Port Director
- Military/Government Employee



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