



# Shipping Good

## STEERING A NEW COURSE FOR SENESCO MARINE



*Senesco's docking and dry dock facility at Quonset Point Industrial Park.*

### **A new addition to New England's shipbuilding tradition.**

Southeastern New England Shipbuilding Corporation (SENESCO) began production at its 28-acre Quonset Point Industrial Park facility in 1999, specializing in the construction of double-hulled liquid fuel barges.

### **The company soon developed a reputation in the industry for building a quality product.**

With such a reputation and with a predicted surge in demand due to increased federal mandates for double-hulled construction, SENESCO's future looked bright.



*Transporter yard where barges are rolled into the water.*

# SENESCO

grew fast.



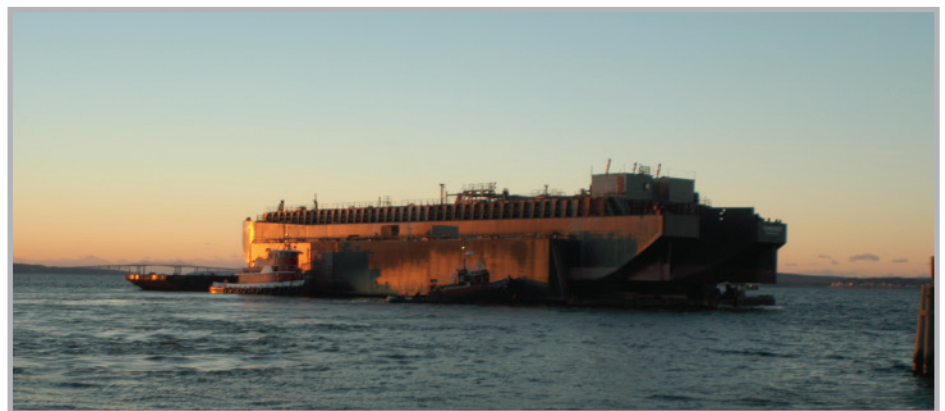
*The highest quality barge construction begins with the highest quality workers.*

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But as business increased, delivering products on time became an issue. And in such a competitive industry, delivery problems meant that despite its quality product, SENESCO might lose business to the competition.

## **The company responded by appointing a new CEO experienced in manufacturing operations, and a new ship-design partner.**

These changes had brought production back into on-time territory, but SENESCO's reputation suffered a setback. Negative perceptions persisted in the industry, hampering operations and threatening continued growth.



*Newly built double-hull liquid fuel barge on dry dock.*

# Bring in the experts.

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**The agency designed a plan** to not only restore positive industry perceptions, but re-energize the entire enterprise and signal a new chapter in the company's history. For a more modern look, Southeastern New England Shipbuilding Corporation became Senesco Marine.



With a streamlined name and strong tagline as the building blocks of the company's new brand, the agency set out to further redefine Senesco Marine. The "Holy Ship" campaign was born.

**The new Senesco brand was unveiled** through full page ads in industry publications that initially proclaimed, "Good Ship is Happening at Senesco Marine." Next came "We Got our Ship Together" followed by "It's Always Better to Take a Ship Ahead of Time." This tongue-in-cheek play on words was an immediate hit with the sometimes gruff and often blunt-spoken leaders of the shipping industry. The new approach was not only outside-the-box, it created eager industry anticipation over the company's next advertisement.

The agency designed a new trade booth to mirror the campaign, and created a calendar that carried the "Holy Ship" theme through 12 humorous iterations. The calendar became such a hit that it proved to be a sought after giveaway at the annual WorkBoat show in New Orleans. More importantly, the communication campaign ensured a successful turnaround in corporate reputation.

Senesco Marine was back on the path toward a brighter future, and subsequently won contracts that kept them at full shipbuilding capacity for the next three years.

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# Senesco Marine Announces Their First ATB.



When U.S. Shipping, LLC, the largest American flagged petroleum/chemical carrier in the U.S. wanted to build its first ATB, they chose SENESCO. SENESCO Marine is barging ahead with production of their first ATB for the domestic oil trade which is equipped with state-of-the-art technology and capable of carrying a wide variety of petroleum and chemical cargoes.

More than half the length of the QE2, this ATB will be the largest vessel ever built by SENESCO.

- SENESCO's first 150' tug contract
- SENESCO's first 140,000-barrel double-hulled chemical ATB
- SENESCO's option for three more 158,000-barrel double-hulled petroleum ATBs
- Alliance with Guarino & Cox, among the nation's most respected naval architects
- Alliance with tug consultant Luther Blount of Blount Boats

To build the best, contact the experienced crew that builds vessels on time, on budget, and to the highest standards of workmanship in the industry.

## It's Not the Same Old Ship.



Corporate Headquarters | 10 MacNaught Street | Quonset Point, RI 02852 | 401-295-0373 | www.senescomarine.com

## The right ingredients were in place for the trade press to feature the Senesco Marine success story.

Coming off the heels on Senesco's well received advertising campaign, the agency pursued extensive local and regional media coverage of barge christenings and launchings to raise interest in Senesco Marine as both a manufacturing center and a major employer of skilled labor. An aggressive national trade publicity program highlighted new shipbuilding contracts and workforce expansions, and achieved a high profile for Senesco Marine, establishing the company as a significant force in the nation's boat building sector. The publicity program also worked to boost Senesco Marine's reputation as the hometown hero, helping to lead the rebirth of Rhode Island's shipbuilding industry.



*Rhode Island Governor Donald L. Carcieri greets workers at Senesco Marine.*



*Launch ceremony of the first ever double-hull barge.*

### We got our ship together.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February 2008 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	April 2008 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31		

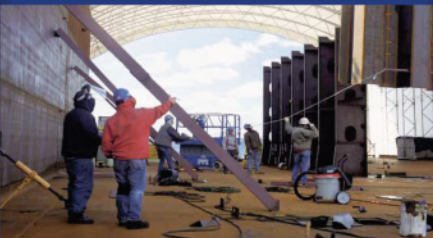


Senesco Marine logo and the word "March" in a large font.


# A unique ad campaign tackled delivery issues head-on.

**GOOD SHIP IS HAPPENING  
AT SENESCO MARINE**

EXPANDED TEAM OF INDUSTRY VETERANS  
+  
NEW GUARINO & COX DESIGNS =  
**ON TIME DELIVERIES**




For quotes on new barge construction, other marine products, and full service ship repair, call Vice President of Sales Chris Cole or Vice President of Sales Engineering John Smith in our Louisiana Sales Office at 504-832-0006.



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www.senescomarine.com


**WE'RE ALWAYS WILLING  
TO TAKE YOUR SHIP.**



*"My experience with SENESCO MARINE's repair facility was productive and pleasant. Their people were easy to work with, and on schedule. When I need future repair work, I'm taking my ship back to SENESCO."*

Bruno Rosner, Senior Port Engineer  
McAllister Towing and Transportation, Inc.

Sure, we build great vessels. But at Senesco Marine, we're also known for outstanding repair work. Just ask our satisfied customers, like McAllister or NSM. For quotes on full-service ship repair, new barge construction, and other marine products, contact Vice President of Operations Edward S. Krucian.



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**IT'S ALWAYS BETTER TO  
TAKE A SHIP AHEAD OF TIME**



**Just look at what we've done lately:**

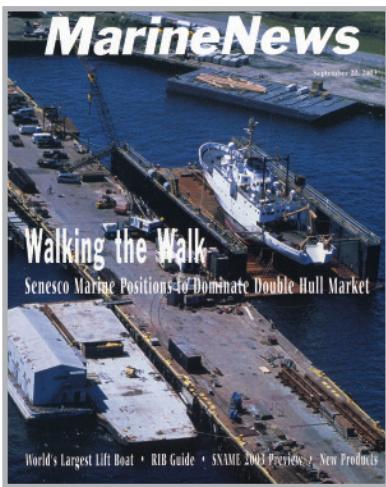
- ▶ 80,000 BBL Barge (hull 39) ..... 2 Months Ahead of Schedule
- ▶ 80,000 BBL Barge (hull 56) ..... 6 Weeks Ahead of Schedule
- ▶ Deck Barge (hull 38) ..... On Time
- ▶ Dry Dock (hull 41) ..... On Time

At Senesco Marine, we know that many of our customers don't have much time left to make their vessels OMA 100-Compliant. So we're building quality barges...with time to spare. For quotes on new barge construction, full service ship repair, and other marine products, call our President Bob Jarvis at 401-295-0373.



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# The industry responded.



Senesco Marine was back on the path toward a bright future, and secured contracts that kept them at full shipbuilding capacity for the next three years.

## Senesco Marine's President, Bob Jarvis:

"Having worked in this industry for many years, I know how hard it can be for a start-up company to break into the big leagues, to be accepted as a key player. You made that happen for us."

## Senesco Marine's CEO, Gary Schuler:

"As a former CEO of multi-million dollar public companies, I've worked with a lot of agencies. You have shown a great deal of creativity and outside-the-box thinking in positioning our company."

## Senesco has bright economic future with contracts

**NORTH KINGSTOWN** – In a move that will change Senesco Marine's focus and provide continuous work for the next three years, officials at the shipyard announced they have signed a contract with New Jersey based U.S. Shipping, LLC (USSHIPLLC), the largest American Flagged petroleum/chemical carrier in the United States, to build a 140,000-barrel double-hulled chemical AT/B with tug that can double as a 158,000-barrel double hulled petroleum AT/B. U.S. Shipping has options for three more 158,000-barrel double-hulled petroleum AT/B's with Senesco Marine. The move will more than double Senesco Marine's workforce, which currently stands at approximately 200.

"By November of 2005 we will have a workforce of more than 500 employees," said Gary Schuler, CEO of Senesco Marine. The contract for the first AT/B is worth more than \$40 million.

"We are announcing to the industry that we are now focusing on state of the art AT/B's," said Schuler.

At Senesco Marine for the announcement Tuesday, Governor Donald Carcieri called the news fantastic for Rhode Island's economy, workforce and future. "Senesco is exactly the kind of business we need to consistently attract to the state," said Carcieri.

## Barge builder to expand at Quonset

■ Governor points to move as proof economic plan is working.

**NORTH KINGSTOWN** (AP) – Stung by union-backed campaign ads that claim he hasn't attracted enough jobs to the state, Gov. Don Carcieri joined Senesco Marine on Tuesday in touting a contract that will more than double the barge manufacturer's work force over the next year, to about 560.

Senesco has an estimated \$40 million contract with New Jersey-based U.S.

Shipping to build a double-hulled petroleum and chemical carrier, with an attached tug.

While the state has lost about 2,600 manufacturing jobs during Carcieri's first two years in office, his staff claims an overall gain of 8,900 jobs. The Republican governor is not up for re-election for another two years, but he has been vocal this year in backing GOP candidates for the Democratic-controlled General Assembly.

"People are counting out manufacturing, but you are doing it," Carcieri told dozens of hardhat-wearing workers gathered at Senesco's Quonset

Point facility.

The governor also took advantage of the job growth to urge support for a ballot question seeking \$48 million to improve the industrial park where Senesco is located.

The money "will be an investment in this place" that the state will eventually profit from through continued job growth and the sale of land in the business park, he said.

The Rhode Island Economic Development Corp. projects an estimated 10,000 new jobs at the business park through expansions like Senesco's and new businesses, if the ballot question is approved. About 6,000 people

are now employed at Quonset Point.

"Quonset is a job engine for Rhode Island," RIEDC Director Michael McMahon said. "As voters evaluate (ballot) question 14, they should know that people from all over the state commute to Quonset for good jobs."

Senesco recently said it would increase its work force but waited until Tuesday to provide details. Carcieri's office said the timing of the press conference — following television ads critical of the governor's record on job creation and other issues that began running last week — was coincidental.

# Let the CK Communications team produce measurable results for you.

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If you would like to leverage the vast experience and skills of the CK Communications team, contact one of our representatives today. We look forward to discussing the challenges you face, and the solutions we can develop that will produce measurable results. After all, measurable results is what we're all about.

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