

NEWS RELEASE

February 22, 2017



## ASSURE CONTROLS RELEASES ITS BALLAST WATER COMPLIANCE SUPPORT SYSTEM TO PORTS FOR BALLAST WATER MANAGEMENT AND COMPLIANCE E-TRAINING

San Diego, Ca, February 22, 2017 –

Assure Controls announced last week at Oceanology International North America (OINA) the release of My Port™, part of a new solution for meeting environmental regulations in the maritime industry. My Port™ is part of the Ballast Water Compliance Support System, a customized e-learning package which provides necessary ballast water education and training to manage compliance risk under the recently ratified International Maritime Organization (IMO) Ballast Water Management Convention (Convention), as well as those in place by the United States Coast Guard (USCG).

### My Port™

Developed by industry experts who understand the regulations and challenges faced by the maritime industry in meeting the mandatory obligations of the Convention, Assure Controls' My Port™ is first in the compliance training series to be released. Customized for Port State Control (PSC) authorities at the front lines of compliance with ballast water regulations, My Port™ provides a flexible and cost-effective alternative to other options to learn about the role and duties of PSC, and install compliant operating procedures, required under the international regulations. Brief, virtual lessons that are iPad and tablet accessible with reporting forms and BW management plan support, will help ports meet the September 2017 deadline set by the IMO in 2016 when the Convention was ratified. My Port™ has short and crisp training segments, in an innovative learning management system which includes over 33 courses and 25 assessment quizzes. The online training courses will seek accreditation via the Institute for Maritime Engineering, Science and Technology for Continuing Professional Development (CPD) units in the next few weeks.

Assure Controls has received expressions of interest from several ports, in Europe, Mexico, Central America, and Africa, and has entered into agreement to provide the Nigerian Ports Authority with a multi-year Ballast Water Management Compliance training and support project.

My Port™ will be followed up with My Ship™, a customized education and training program for designated ship's crew who operate the ballast water treatment system, document ballasting practices, and interface with PSC. Since each ship and/or fleet is unique, IMO and USCG required documents are privately branded for the vessel, and vessel-specific procedures and protocols can be incorporated into the package, which can be written in the working language of the ship. Assure Controls' introduction strategy for My Ship™ includes the combination of this interactive capability with full integration with the operating manuals and required training for

onboard ballast water treatment systems (BWTS) from the hardware manufacturers. This combination provides a consistent and low-cost means to ensure “the BW basics” are there for every crewmember via the hybrid online learning system, and provides a document builder for the vessel’s Ballast Water Management Plan. The result, My Ship™, is a custom, tailored BW training course that meets the regulations as well as the crew’s specific requirements, creating a very professional, cost-effective, and easy-to-use system. My Ship™ remains available for crew retraining, and the ongoing service provides automatic updates on IMO and USCG regulations.

Bryan Bjorndal, President and CEO of Assure Controls, was a featured panelist at OINA, on the Sustainable Port Management and Environmental Protection panel. Mr. Bjorndal pressed home the point that “the three priorities of all ports are safety, security and environmental stewardship. Ports that are proactive and make plans to meet their requirements can be sustainable ports, successful ports, and still adhere to environmental regulations. However, it should be pointed out that over seventy percent of the port operators we have talked to in over 40 locations do not have personnel, procedures, or plans underway to meet the IMO requirements.”

### A Company to Watch

Assure Controls was named one of the “[17 U.S. BlueTech Companies to Watch in 2017](#)”. Companies were chosen for their innovative ocean technologies and export potential by the U.S. Maritime Technology Export Initiative, a collaboration between [The Maritime Alliance](#) (TMA) and the [International Trade Administration](#) (ITA), part of the U.S. Department of Commerce. As a member of the Export Initiative, Assure Controls will participate in the Trade Mission at Ocean Business in Southampton, U.K in April.

Bryan Bjorndal participated in the Blue Tech Cluster Alliance (BTCA), an international group of commercial, government, non-profit and academic leaders in the maritime domain. Prior to OINA, the BTCA met to discuss the importance of collaboration, and to compare and share best practices and lessons learned with other international blue tech entities. The seven Charter Members represent leading BlueTech clusters in 7 countries - Canada, France, Ireland, Portugal, Spain, UK and U.S. - and will constitute the Steering Committee. In addition, Pôle Mer Bretagne Atlantique has signed as the first Regular Member of BTCA.

To learn more about My Port™, visit <https://www.TheBallastWaterChannel.com/>

For contact information, visit <http://AssureControls.com/contact/>

### **About Assure Controls, Inc.**

Assure Controls develops products and services for ports, ships, and crews in the global shipping industry to meet IMO requirements and USCG laws for ballast water compliance. Our goal is to prepare ships and their crews to be “discharge ready” on an ongoing basis. Our company helps protect the costs of compliance in shipping operations against costly mistakes or undue delays. Learn more about our products and services at <http://assurecontrols.com/>

Key words: ballast water management convention, IMO, Port State Control (PSC), compliance training, e-learning, My Port, Assure Controls, blue tech

###