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# JAXPORT

*Magazine*

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JAXPORT's expanding carrier network offers global shipping services

Fall 2010



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Chief Commercial Officer

Roy Schleicher, (904) 357-3041

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Raul Alfonso, (904) 357-3071

Director, Cargo Sales and Marketing

Alberto Cabrera, (904) 357-3032

Director, Marketing Support and Foreign Trade Zone (FTZ)

Deborah Lofberg, (904) 357-3072

Director, Marketing Development

Robert Peek, (904) 357-3047

Director, National Sales

Lisa Wheldon, (904) 357-3059

JAXPORT Overseas Representation

Asian Consultant (Seoul, Korea)

Chang Kwon "C.K." Oh, (+ 82-11) 9050-0021

**JAXPORT TERMINAL FACILITIES**

Director, Blount Island and Dames Point Terminals

Victoria Robas, (904) 357-3301

Director, Talleyrand Marine Terminal

Doug Menefee, (904) 357-3201

**JAXPORT HEADQUARTERS**

2831 Talleyrand Ave., Jacksonville, FL 32206

Ph: (904) 357-3000 Toll-free: 1-800-874-8050 Fax: (904) 357-3060

Web: jaxport.com Email: info@jaxport.com

**JAXPORT PUBLICATIONS**

**Editor**

Jeff Price, JAXPORT

**Graphics Editor**

Meredith Fordham, JAXPORT

**Photography**

JAXPORT Library, Joey Glass

Kirk Chamberlain, Jacksonville Sister Cities, TPC Sawgrass

**Cover art**

Meredith Fordham

**Contributing Writers**

Paul Scott Abbott, Marcia Mattson



Published in association with the Jacksonville Port Authority by

Clements Publishing Company

PO Box 51000

Jacksonville Beach, FL 32240

(904) 249-1719

Publisher—Mike Clements mc@educationguide.net

Advertising Sales—Jane Bachtell bachtell@bellsouth.net

Design—Brian Sieber brian\_sieber@comcast.net

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# JAXPORT

*2010 Magazine*

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# View

## A message from JAXPORT's Interim Executive Director and Board Chairman



**Chris Kauffmann,**  
Interim Executive Director



**David G. Kulik,**  
Board Chairman

The Port of Jacksonville has grown and changed dramatically in the past decade. From the addition of cruise business to the opening of our first Asian container terminal, JAXPORT has seen business double since 2001, our first year of operation as an agency dedicated exclusively to maritime trade.

Despite past success, JAXPORT now faces intense competition from other ports. The shipping industry is changing rapidly, and the global economy continues to recover more slowly than we would like.

To successfully navigate these challenges, JAXPORT is dedicated to providing premium service, outstanding facilities, and fast and safe transportation options for our customers. Toward that end, JAXPORT has recently added an impressive number of global carrier services, and we continue to work with our customers to grow their business along these worldwide trade lanes. This issue of JAXPORT Magazine details the impressive list of global ports serviced directly by our terminals. Additional topics

include our upcoming Logistics and Intermodal Conference, the expansion of our Foreign Trade Zone, and educational and arts programs related to the transportation industry.

We have confidence in the JAXPORT team to lead the port through this period and into its next stage of success, so that Jacksonville becomes known to all as the East Coast's premiere seaport.

### **Chris Kauffmann, Interim Executive Director**

Jacksonville Port Authority

A handwritten signature in black ink, appearing to read "C. Kauffmann".

### **David G. Kulik, Board Chairman**

Jacksonville Port Authority

A handwritten signature in black ink, appearing to read "David G. Kulik".

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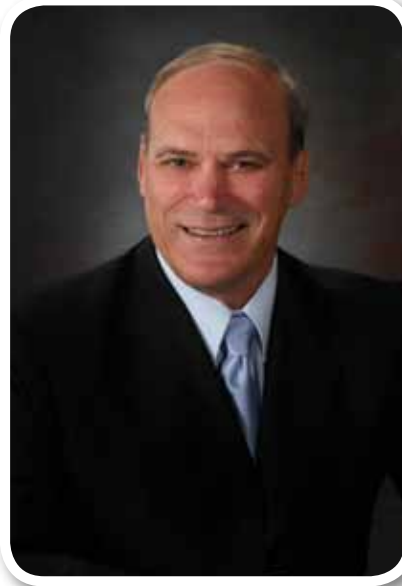
# Tidings

## Kauffmann, Ferrin assume new roles

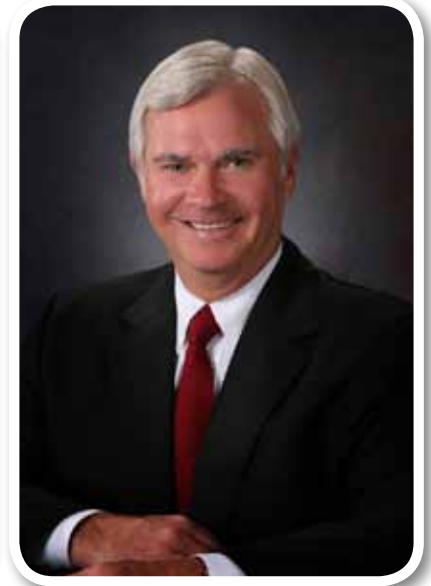
Chris Kauffmann, most recently the Jacksonville Port Authority's Chief Operations Officer, has become JAXPORT's Interim Executive Director. He was appointed to the position on an interim basis by the JAXPORT Board of Directors following a decision by Chief Executive Officer Rick Ferrin to step down.

Ferrin, who has played an integral role in JAXPORT's successes over the past 13 years, will remain with the authority in a new position, providing the Board and senior management with insight and analysis on critical strategic issues.

Following the change, announced Aug. 26, port management has initiated a search process to identify JAXPORT's next permanent top executive. □



Chris Kauffmann



Rick Ferrin



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# UNF

## The University of North Florida Leads the Way in Supply Chain Education to Fulfill Growing Need

The University of North Florida has received considerable state, national and international recognition. The Florida Board of Governors selected the Coggin College of Business's Transportation and Logistics Program at UNF as one of the initial five programs to receive the Florida Legislature's "Program of Distinction" within the State University System. The Board of Governors further recognized the program by designating it as one of the University System's "Centers of Excellence." These distinctions provide many opportunities for the Transportation and Logistics Program to develop innovative approaches for transportation and logistics education and community service.

University of North Florida president, John A. Delaney, recently announced that the Transportation and Logistics Program as well as the International Business Program had been selected as the University's latest Flagship Programs. "These two business programs are of the highest caliber," said President Delaney. "Each has the potential to draw talented students from around the world, tackle cutting-edge research projects and help solve problems facing today's businesses." This recognition of excellence will allow the programs to grow and expand with the additional funding provided by the flagship funding designation.

The University of North Florida's Division of Continuing Education has become part of the Employ Florida Banner Center for Logistics and Distribution. This consortium provides a comprehensive, coordinated approach to developing a highly skilled workforce for Florida. The combined efforts of eight colleges and universities led by Workforce Florida, emphasizes entry-level and advanced technical training, as well as degree programs that create a unique model for education and training.

The UNF Division of Continuing Education recently formed a partnership with the American Society of Transportation and Logistics (AST&L) to be the sole provider of training in the State of Florida for the coveted Certification in Transportation and Logistics (CTL) program. This is a six-month program leading to the national CTL certification. Under this program, participants complete a rigorous six-month study program in various areas of logistics and supply chain management. Upon successful completion they receive the Certification in Transportation and Logistics (CTL) designation. Fifty-six students have completed the program.

UNF is also offering the Professional Designation in Logistics and Supply Chain Management (PLS) certification. This is a first level certification for professionals seeking an



Logistics is the management of the flow of goods, information and other resources between the point of origin and the point of consumption in order to meet the requirements of consumers. Logistics involves the integration of information, transportation, inventory, warehousing, material-handling, packaging and security providing many rewarding career opportunities.

understanding of the key strategies for improving customer service and increasing the efficiency of their logistics and supply chain operations and is less intensive than the CTL. Graduates must pass a comprehensive exam to earn their PLS designation.

The Division of Continuing Education and the Banner Center have trained numerous individuals from more than 30 logistics companies in the past year in a variety of topics including international trade, management/supervision, supply chain and logistics, problem solving, Lean Six Sigma, and executive leadership. Companies that received training include JAXPORT, RailAmerica, ICS Logistics, Grimes Logistics, Landstar, CEVA and Wal-Mart. Robert Wood, dean of Continuing Education recently stated, "one of the goals of the University of North Florida is to ensure that Northeast Florida has the best available and trained workforce to accommodate the needs of the fastest growing industry in the state." Dean Wood also indicated that the "Jacksonville area will continue to add jobs in this dynamic field over the next ten years. Our role is to help the logistics and supply chain industry by training incumbent workers, as well as those seeking a career change. The University of North Florida plays a critical role in Jacksonville ultimately becoming America's Logistics Center."

For more information on our Logistics and Supply Chain training programs, please contact us at (904) 620-4200 or [unfce@unf.edu](mailto:unfce@unf.edu).

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# Tidings

## Dredging provides 40-foot-deep channel

In July, the U.S. Army Corps of Engineers finished dredging 5.3 miles of the St. Johns River to 40 feet and also doubled the width of the Chaseville Turn, making that section of the river easier to navigate.

The dredging work provides ships with a 21-mile channel that is 40 feet deep from the ocean to the Talleyrand Terminal. This

enables larger ships to now call on Talleyrand. Ships with heavy loads will no longer need to unload some of their cargo at Blount Island.

Federal stimulus funds helped pay for the \$64 million dredging project. The Corps continues to study the deepening of the channel to a Post-Panamax depth.

## Carnival adds new seven-day cruise

Carnival passengers sailing from Jacksonville will be able to enjoy a new cruise itinerary beginning next year. The recently renovated Carnival Fascination will offer a series of seven-day cruises to the eastern Caribbean in 2011.

The 2,052-passenger ship will cruise to Grand Turk, the private Bahamian island of Half Moon Cay, and Nassau. Departure dates include April 30, May 7, July 23 and 30, and Sept. 17 and 24.

Carnival added the new longer cruises after customer feedback indicated the desire for more eastern Caribbean ports and more intimate destinations.

The Carnival Fascination already provides popular four- and five-day Bahamas/Key West departures from Jacksonville. Reservations are currently being accepted for the new week-long Caribbean cruises. For information, contact your travel agent, call 1-800-CARNIVAL or visit [carnival.com](http://carnival.com).



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# Tidings

## JAXPORT publications earn international awards

The Jacksonville Port Authority is receiving international awards for communications.

JAXPORT's 2008 Annual Report recently won an American Graphic Design Award from Graphic Design USA. More than 8,000 entries were received, and only 15 percent were recognized with the Award of Excellence. In addition, JAXPORT's 2009 Annual Report received the League of American Communications Professionals' Gold Vision Award in the Government Class. The competition included more than 4,000 entries from 20 countries submitted by a broad range of industries and organizations. Other winners included Boeing, Caterpillar, Coca-Cola, the U.S. Department of Defense, Home Depot, Lowe's, Merck and Pfizer.

The 2010 "Super J" JAXPORT poster also has earned acclaim. The International Academy of the Visual Arts awarded the 2009 Communicator Award of Distinction in Print Media to Meredith Fordham Hughes, JAXPORT's Manager of Creative Design and Curator of JAXPORT Gallery for art direction and to Neptune Beach-based Robert Dale for illustration.



2010 JAXPORT  
"Super J" Poster



JAXPORT's 2009  
Annual Report

## Crowley Logistics recognized by Inbound Logistics

Jacksonville-based Crowley Maritime Corporation's logistics group has again been named among the Top 100 third-party logistics (3PLs) providers by Inbound Logistics magazine.

Crowley also was named among the Top 100 in last year's issue. Inbound Logistics ranks Top 100 companies according to firms' diverse operational capabilities and experience in meeting supply chain and logistics needs.

"Inbound Logistics selected Crowley Logistics as a 2010 Top 100 3PL provider because of its demonstrated ability in helping leading enterprises achieve the efficiency and scalability so important to success in today's global economic climate," said Felecia Stratton, Inbound Logistics Editor.

"We are thrilled with the recognition," said Steve Collar, Crowley's Senior Vice President and General Manager of Logistics. "It reflects not only the growth of the company since we started in 1998, but also the increasingly robust suite of services we are able to offer our customers and the solution-oriented mindset of our employees." □

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New ocean carriers calling the TraPac Container Terminal at JAXPORT's Dames Point facility (shown here) complement global container services offered at JAXPORT's Blount Island and Talleyrand terminals.

# JAXPORT's expanding carrier network offers global shipping services



Horizon Lines, Sea Star Line and Trailer Bridge Inc. provide service to Puerto Rico from JAXPORT's Blount Island Terminal (shown here), a facility which also offers African, European and Asian container services.

By Paul Scott Abbott

Jacksonville is truly promising the world – and delivering on that pledge – with numerous newly added direct container services providing ready links with key cargo markets around the globe.

Indeed, Jacksonville's port now offers direct calls from more than two-dozen ocean carriers, including 11 of the world's top 15 container lines, according to Journal of Commerce rankings by import volumes.

New direct services expand the reach for Jacksonville shippers to include major ports throughout Asia and Europe, as well as Morocco and United Arab Emirates, augmenting a

host of service offerings covering the Caribbean, South America and South Africa.

At the same time, Jacksonville Port Authority facilities remain the dominant player in U.S. mainland commerce with the island commonwealth of Puerto Rico, handling about three-quarters of the volume in that critical trade.

"The Puerto Rico business has been JAXPORT's backbone for years and is still extremely important to us," noted Raul Alfonso, JAXPORT's Senior Director of Trade Development and Global Marketing.

"Now," Alfonso added, "while remaining firmly committed to those roots, JAXPORT is emerging as a significant crossroads of east-west and north-south trades, offering superb

*Continues on next page*

# Linked In



JAXPORT's Talleyrand Terminal also offers global container services.

opportunities for transshipment and for further serving consumer and business demands throughout the Caribbean, the U.S. Southeast and beyond."

Not surprisingly, Jacksonville's elected leaders are brimming with enthusiasm as JAXPORT fulfills its mission as a driving force for the Northeast Florida economy, not only with jobs at the port itself but also at distribution facilities and import-export businesses that are proliferating in the Jacksonville area.



**Raul Alfonso,**  
JAXPORT's Senior  
Director of Trade  
Development and Global  
Marketing

"JAXPORT continues to open Jacksonville's trade lanes to markets around the world, the importance of which has never been more evident than during the past year," said Jacksonville Mayor John Peyton. "In fact, in the last few months, JAXPORT was one of only five U.S. ports demonstrating growth

in container figures amidst otherwise dismal industry performance.

"For years, including during the country's recent economic challenges, JAXPORT has remained one of our region's strongest economic drivers, bringing tens of thousands of jobs, close to 200,000 tourists and billions of dollars to our local economy," Peyton continued. "I expect Jacksonville's share of trade to continue to expand well into the 21st century, furthering job creation and economic growth in our city."

State Rep. Daniel Davis, who has served as the Jacksonville City Council's liaison to JAXPORT, commented, "I believe JAXPORT is the solution to our economic dilemma in Northeast Florida.

"We must expand our public and private partnerships in an effort to grow jobs in our community and compete with surrounding states," Davis said. "I look



**Jacksonville Mayor  
John Peyton**

*Continues on page 12*



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# Linked In

## JAXPORT statistics reflect cargo rebound

The Jacksonville Port Authority is continuing its rebound from the global economic downturn, with key statistics indicating gains in fiscal 2010 over the previous year in all cargo sectors.

Through the first 10 months of the fiscal year ending Sept. 30, 2010, JAXPORT showed an 8 percent increase in total tons handled over the comparable year-earlier period, as the tonnage figure rose to 6,579,203 from 6,086,743.

Over the same 10-month period, the number of automotive units handled rose 24 percent, containerized cargo units increased 8 percent, vessel calls were up 9 percent and total JAXPORT revenue rose 5 percent.

JAXPORT revenue for the 10-month period was up for each of the port's six cargo sectors — containers, roll-on/roll-off, breakbulk, dry bulk, liquid bulk and, with the greatest increase (55 percent), military.

JAXPORT Chief Financial Officer Mike Poole noted that operating income that exceeds operating expenses is used to pay off debt that is accrued as JAXPORT continually invests in facilities that advance the authority's chartered mission of creating Jacksonville jobs.



forward to expanding JAXPORT and its complementary industries to become the logistics hub of the Southeast."

Developments such as the opening in 2009 of the 158-acre TraPac Container Terminal at JAXPORT's Dames Point Marine Terminal are fueling this growth.

"Since we've begun calling at the TraPac terminal in January 2009, both imports and exports have seen a steady climb in volume. Overall, our customers are very pleased with the MOL services established for JAXPORT," said Junichiro Ikeda, Managing Executive Officer of Mitsui O.S.K. Lines, Ltd. (MOL). "As we plan for continued growth, it is essential for the port to implement actions to provide deeper harbor and river draft capacity to enable larger, more competitive ships to serve Jacksonville," Ikeda added.

TraPac Inc. is a unit of Japan-based carrier Mitsui O.S.K. Lines Ltd., or MOL, which, along with another major Japan-based shipping company, Kawasaki Kisen Kaisha Ltd., or "K" Line for short, in late spring brought JAXPORT its first regular weekly calls by vessels transiting the Suez Canal.

That service, known as the South China/Vietnam-U.S. East Coast, or SVE, service, also carries containers from such CHYK Alliance partners as China Ocean Shipping (Group) Co., or COSCO for



**Florida State Rep.  
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# Linked In

short, Yang Ming Line and Hanjin Shipping Co. Ltd.

Hanjin, based in South Korea, is developing its own 90-acre automated container terminal at JAXPORT's Dames Point, which, when opened in late 2013 or early 2014, should provide ample opportunities for even more direct services worldwide.

The opening of the Hanjin terminal is anticipated to time well with the completion of the expansion of the Panama Canal.

A number of Jacksonville's newest ocean services already transit the Panama Canal, including the AWE4 string of COSCO, as well as the CNY and NYX services of MOL, APL Ltd. and Hyundai Merchant Marine Ltd.

Another recent addition is the around-the-world PEX3 service of France-based CMA CGM, which also has added Jacksonville to its Liberty Bridge export service to Europe.

Offering outbound direct service to Europe and inbound direct service from Panama is the newly added APX service of MOL, APL,



**Roy Schleicher,**  
**JAXPORT's Chief**  
**Commercial Officer**

Hyundai and Maersk, the latter of which is No. 1 in the Journal of Commerce rankings of ocean carriers.

Within the Western Hemisphere, additional services by MOL and APL directly connect Jacksonville with South America's West Coast and Panama, while the world's second-busiest container line, Mediterranean Shipping Co., or MSC, continues to afford additional links for Jacksonville via its transshipment hub at Freeport, Bahamas.

"These new services are proof that our productivity and professionalism are attracting attention around the world," said JAXPORT Interim Executive Director Chris Kauffmann. "Now it's time to gear up even more to be positioned as the Southeast's premiere port far into the future."

JAXPORT Chief Commercial Officer Roy Schleicher observed, "Over the next four years, we expect to see a lot more growth here. The best is yet to come." □

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# Shipping



Jacksonville's FTZ No. 64 offers many benefits to distribution and warehousing operations.



# Shipping

## Top-ranked FTZ No. 64 expanding opportunities



Bacardi is one of several firms in Jacksonville utilizing FTZ No. 64.

By Paul Scott Abbott

The Port of Jacksonville's Foreign-Trade Zone No. 64 – recently ranked the top such zone in the United States – is expanding opportunities for North Florida businesses engaged in international commerce.

The FTZ, which offers deferment or elimination of payment of duties, as well as numerous other Customs-related advantages, already encompasses 1,425 acres, and current initiatives aim to grow the zone not only in Duval County but also in surrounding counties.

"With global trade through Jacksonville increasing dynamically, we are engaged in multiple efforts to extend FTZ benefits," said Deborah Lofberg, JAXPORT Director of Marketing Services and FTZ.

Applications filed with the U.S. Foreign-Trade Zones Board



**Deborah Lofberg,**  
**JAXPORT's Director**  
**of Marketing Services**  
**and FTZ**

include those seeking expansion in Duval County and beyond, as well as a request to allow FTZ No. 64 to streamline its applicant approval process to facilitate decisions in as few as 30 days.

In Duval County, plans include extending FTZ benefits to Hillwood's long-term development of more than 4,000 acres at Cecil Commerce Center. Texas-based Hillwood is the nation's leading global logistics center developer.

"Hillwood is ecstatic for AllianceFlorida at Cecil Commerce Center to be included in FTZ No. 64's expansion plans," said Hillwood Vice President Preston Herold. "Hillwood has been very successful in utilizing the FTZ program to attract companies engaged in international trade to Hillwood's developments. By example, FTZ No. 196 at

Hillwood's AllianceTexas project was recently named the nation's

*Continues on next page*

# Shipping

top FTZ by the U.S. FTZ Board for the third consecutive year.”

Among counties to which FTZ No. 64 expansion is being pursued is Columbia County, about 50 miles west of Jacksonville along Interstate 10.

“Expansion of FTZ No. 64 is important to Columbia County as we develop our intermodal logistics center,” said Jim Poole, Executive Director of the Lake City-based Columbia County Industrial Development Authority. “It provides us with an additional sales tool to market our site not only to domestic companies but also to international firms.”

Rankings released in June by fDi Magazine, a London-based foreign direct investment publication, show Jacksonville’s FTZ No. 64 as the top-rated U.S. zone, trailing only those of Shanghai and the Moroccan port of Tangier among ports throughout the world.

FTZ No. 64 already sees more than \$1 billion in annual imports of goods ranging from leather items and beverages to automobiles. □



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# Shipping

## Logistics conference to explore pressing issues

By Marcia Mattson

JAXPORT's upcoming Logistics and Intermodal Conference, scheduled for March 2011, will explore some of the most pressing topics today in shipping and related industries.

A March 21 evening reception will be followed March 22 with a full day of panel discussions and two keynote speakers. The conference will wrap up March 23 with a golf tournament at the TPC Sawgrass Dye's Valley Course. The conference will be held at the Sawgrass Marriott resort in beautiful Ponte Vedra Beach. JAXPORT has secured special room rates for conference registrants.

Attendees at JAXPORT's inaugural conference in 2009 indicated they enjoyed hearing every session rather than choosing breakout sessions, so the 2011 event again will allow every attendee to hear every panel discussion, as well as the keynote addresses. A major shipper will provide one of the keynote addresses. The other keynoter will be an accomplished speaker on business issues. Both speakers will be announced well before the conference.

Panel topics will include a discussion of who should pay for upgrades to the U.S. transportation infrastructure; the future of intermodal transportation; the role of American manufacturing in reviving U.S. exports; and novel ideas to improve customer service.

"We are modeling this year's conference after our inaugural event because we received so many overwhelmingly positive comments about our first conference," said Robert Peek, JAXPORT Director of Marketing Development and lead planner for the conference. "Registrants will have ample opportunities to network with senior executives from throughout the logistics, shipping and intermodal industries – and we've added 100 seats this year because we sold out the 250 spots we had last year."

Stay up to date with speakers and registration information by visiting [www.jaxportconference.com](http://www.jaxportconference.com), or call JAXPORT at (904) 357-3070. □



JAXPORT's 2011 Logistics and Intermodal Conference will be held at the Sawgrass Marriott in Ponte Vedra Beach, Fla.

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# Shipping

## Blount Island terminal getting two new cranes

By Paul Scott Abbott

**T**wo new 50-long-ton post-Panamax container cranes are being built in China for 2011 delivery to the Jacksonville Port Authority's Blount Island Marine Terminal.



**Joe Miller,**  
**JAXPORT's Senior**  
**Director for Facilities**  
**Development**

Construction of the cranes began this summer at production facilities of Shanghai Zhenhua Port Machinery (Group) Co. Ltd. The company, known for short as ZPMC, is the world's largest manufacturer of heavy-duty cargo-handling equipment.

The cranes are slated to be loaded in China in April for a 70-day ship transit to Jacksonville. After an arrival in late Summer, they are to be erected, tested and inspected in preparation for being put into service in September 2011.



**ZPMC, the world's largest manufacturer of container cranes, is designing, constructing and delivering two new cranes for JAXPORT.**

The ZPMC units are to join six other container gantries currently in place at Blount Island.

The new cranes are replacing two units that were destroyed in August 2008 in an unanticipated severe thunderstorm. JAXPORT's property insurance carrier is covering the \$20 million cost of the new cranes, including their design, construction, transport and erection.

"These new cranes will increase our efficiency and capacity to handle our customers' requirements," said Joe R. Miller, JAXPORT Senior Director for Facilities Development. □

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# Shipping

## JAXPORT, carriers prepared for storms

By Paul Scott Abbott

Thanks to its location west of the typical path of Atlantic hurricanes, Jacksonville tends to be spared the wrath of such storms, but the Jacksonville Port Authority and carriers calling the port are nonetheless well-prepared for severe weather events.

JAXPORT Director of Port Security and Emergency Preparedness Chuck White noted that the port has developed and regularly updates emergency preparedness plans in compliance with state and federal mandates.

Prior to the start of the June-to-November hurricane season, JAXPORT successfully completed a comprehensive tabletop exercise, simulating response to and recovery from a direct strike by a Category 4 hurricane.

The Port of Jacksonville's plans include keeping dozens of security officers sheltered at the port during a major weather event while other personnel are moved safely inland. Plans, including those for continuity of operations, are carried out in conjunction with the U.S. Coast Guard and other authorities.

Specific preparedness and recovery plans – from employee and customer notifications and data backup to dispatch of water, ice, generators and other supplies to storm victims – also have been put in place by carriers calling at Jacksonville. These include all four carriers engaged in the Puerto Rico trade: Horizon Lines, Sea Star Line, Crowley Maritime Corp. and Trailer Bridge Inc.

"Well in advance of any weather event, Horizon Lines has established a clear chain of command and outlined each employee's responsibility before, during and after the storm," said Tami Porter, Director of East Coast and Gulf Terminal Operations at Horizon Lines.

Horizon's experienced ship captains use a specialized weather data system in addition to information from the National Oceanic and Atmospheric Administration to assist them in making necessary adjustments to vessel routes while maintaining on-time arrivals, Porter said.

Fred Schloth, Assistant Vice President of Marketing at Sea Star, commented, "Sea Star Line realizes that the supply of goods and services to the people and business of Puerto Rico is crucial, and we've gone to great lengths to ensure continuity of our service even when we do have a catastrophic storm."

Schloth pointed out that, in addition to having thorough Coast Guard-approved, well-practiced plans for people, ships and supplies, Sea Star is further shielded from weather-related disruptions because of design features incorporated into the carrier's \$20 million Port of San Juan terminal investment. Such features include a fortified pavement mixture that can stand up to torrential rains, as well as the underground placement of power lines.

Crowley Director of Corporate Communications Mark Miller said, "With any storm, our primary objectives are ensuring the safety of people, property and the environment.

"We have a lot of experience with hurricanes and know that the best way to deal with them is to be prepared," Miller added. "Crowley has very detailed storm preparation and business continuity plans that are managed by our incident management team." □

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# Security

## Customs brokers excel in '10+2' compliance

By Paul Scott Abbott

Jacksonville customs brokers and federal officials are reporting solid compliance with the latest security filing mandate for U.S. importers.

U.S. Customs and Border Protection's Importer Security Filing, known as "10+2" because it requires advance filing of 10 data elements by importers plus two data elements by ocean carriers, is being smoothly implemented in Jacksonville, according to Doug Straatsma, CBP's Assistant Port Director for Trade in the Port of Jacksonville.

Straatsma said the Jacksonville compliance rate in the 85 percent range is several percentage points better than the national average. Regular importers are reported to be near-perfect in compliance, with occasional importers or newcomers to foreign trade accounting for most of the noncompliance.

The Jan. 26, 2010, date for full implementation of the 10+2 rule came after a 12-month outreach effort that included CBP



**Doug Straatsma**  
CBP Assistant  
Port Director



**Sharon Dixon**  
President of Dixon,  
Smith & Associates Inc.

seminars and training on the mandate, which aims to reduce security risks by demanding that extensive information for U.S.-bound shipments be electronically filed at least 24 hours before shipboard loading of cargo overseas.

"We'd anticipate a lot of issues and had enforcement strategies in place," Straatsma said, "but we haven't had to 'grab the hammer' yet."

Sharon Dixon, President of the Jacksonville-based customs brokerage firm of Dixon, Smith & Associates Inc., said, "Most of the importers are catching on."

"It's been a good cooperative effort," added Dixon, who chairs the Freight and Trade Committee of the Jacksonville Marine Transportation Exchange. "Customs has been really great in providing us the information we need and in helping us with anything they can."

Jeff Landa, President of Unit International Inc., a 25-year-old Jacksonville customs brokerage and freight forwarding firm, said, "The program has gone well. We've instilled in our clients that this has to be done timely and accurately. This is so important, because it's a part of supply chain security." □



**Jeff Landa**  
President of Unit  
International Inc.

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# Security

## New database eases credential process

By Paul Scott Abbott

A newly launched statewide database should make it easier – and less costly – for workers who have legitimate business at Florida seaports and who have cleared criminal history checks to gain access to secure areas at ports throughout the state.

JAXPORT Director of Port Security and Emergency Preparedness Chuck White said the Seaport Eligibility System, or SES, introduced in July by the Florida Department of Law Enforcement should eliminate the necessity for port workers to undergo duplicative background checks when they need access to additional Florida ports.

The new database, mandated by the Florida Legislature, is designed to retain fingerprints and eligibility status of all



Florida port workers and maintain ongoing notification of each worker's criminal history. By centralized sharing of information from the port that conducted the original criminal history check, it should no longer be necessary for cleared workers to submit to – and pay for – additional such checks before they are authorized

to enter any of the state's 14 public seaports.

Currently, there is no charge to workers related to the SES database, but there is a legislative mandate for a \$50, five-year cost following the one-year rollout period.

JAXPORT is continuing to require annual renewal of JAXPORT badges, which cannot be valid beyond the expiration date of the individual's federal Transportation Worker Identification Credential.

Those with questions may contact JAXPORT Manager of Access Control Lisa Diggs at [lisa.diggs@jaxport.com](mailto:lisa.diggs@jaxport.com) or 904-357-3252. □



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# Community

## Jacksonville celebrates Sister Cities anniversaries

By Marcia Mattson

Jacksonville is enjoying the unique experience this year of commemorating anniversaries with five of its partners in the Sister Cities program.

"All of Jacksonville's Sister Cities are port cities, and we are increasingly looking to build business relationships with them," said Robert Peek, JAXPORT Director of Marketing Development and President of Jacksonville Sister Cities Association (JSCA), a non-profit, all volunteer program.

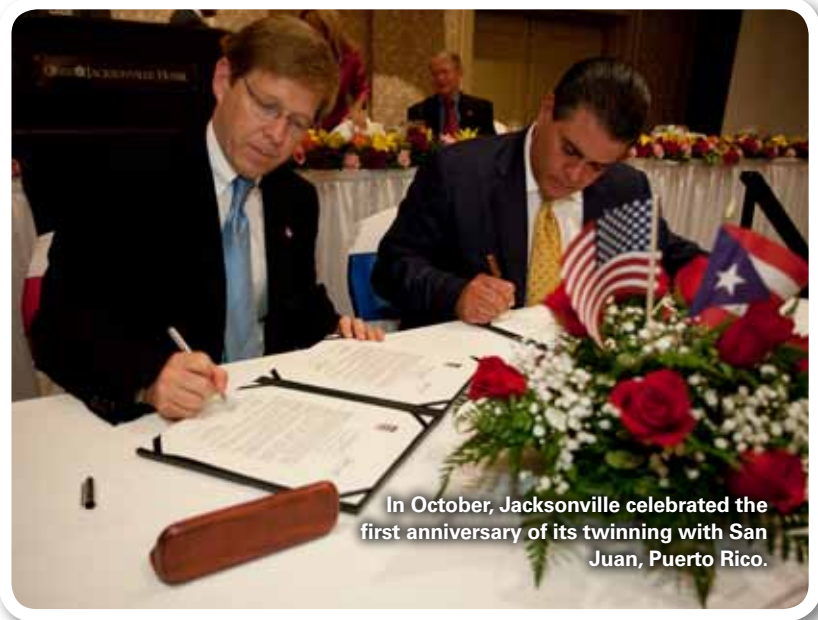
Jacksonville now has eight Sister Cities. The relationships are formalized when the mayor of Jacksonville and the mayor of another city sign agreements to "twin" – or join – as Sister Cities. The first city to twin with Jacksonville was Bahia Blanca, Argentina, in 1967.

In April, the city celebrated the 25th anniversary of its "twinning" ceremony with Nantes, France. A contingent of 10 representatives from Nantes visited Jacksonville to help celebrate this historic bond. In August, Jacksonville celebrated the 35th anniversary of its "twinning" ceremony with Murmansk, Russia. Jacksonville Mayor John Peyton signed a proclamation commemorating the event.

This year also marks the 10th anniversary of Jacksonville's formal Sister Cities relationship with Nelson Mandela Bay (formerly known as Port Elizabeth) South Africa. JSCA kicked off the anniversary celebration in February with a reception featuring the Soweto Gospel Choir sponsored by Blue Cross Blue Shield of Florida. Additional festivities included a three-day African business and cultural summit in September.

In October, Jacksonville celebrated the first anniversary of its twinning with San Juan, Puerto Rico – Jacksonville's largest trading partner. Similarly, JSCA is celebrating its 20th anniversary with Yingkou, China. Jacksonville's other Sister Cities are Curitiba, Brazil and Changwon City (formerly Masan), South Korea.

These events help demonstrate Jacksonville's commitment to developing an ongoing relationship with the cities. For more information, visit [www.jsca.org](http://www.jsca.org). □



In October, Jacksonville celebrated the first anniversary of its twinning with San Juan, Puerto Rico.

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# Community

## A home away from home: Several ministries supporting seafarers at JAXPORT

By Marcia Mattson

Seafarers sailing to ports around the world may be away from home most of the year. To support these vital workers, several ministries in Jacksonville provide a range of services, from local transportation to spiritual consultation.

Volunteer chaplains with Jacksonville Port Ministries have provided compassionate services to international seafarers for nearly 40 years under the umbrella of the Jacksonville Baptist Association.

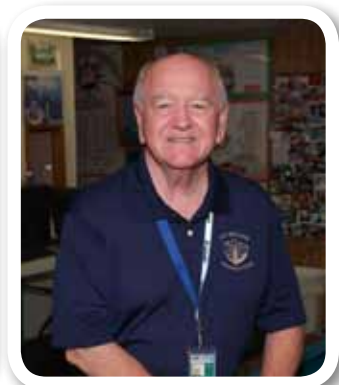
"We provide social, physical and spiritual ministry to the port community," said Bob Loy, Executive Director, Jacksonville Port Ministries. The ministry began in the 1970s with service to seafarers and now includes the Jacksonville International Airport, public and private shipyards and the trucking industry.

Seafarers must have a Transportation Workers Identity Card (TWIC) or be escorted by an official escort with a TWIC card in order to access or pass through the port. All of the ministry's port chaplains are qualified as escorts and regularly transport seafarers with shore passes and visas from the ships to shopping malls or one of their International Seafarer Welcome Centers. The welcome centers feature access to the Internet, television, phones and games.

The ministry also furnishes a port chaplaincy, emergency assis-



**Deacon Gjet,  
Diocesan Director of Apostle  
Ship of the Sea**



**Bob Loy,  
Executive Director,  
Jacksonville Port Ministries**

tance, counseling, reading materials, Bibles, refreshments and clothing. The chaplains also provide services to others in the port community, such as supporting the longshoremen with refreshments. The ministry is based on spiritual compassion, hospitality and service.

"Any way we can help, we like to help," Loy said.

The chaplain in charge of daily operations is Chaplain Calvin Reid. His phone number is (904) 616-5554. For assistance or to learn more, please visit [www.JacksonvillePortMinistries.org](http://www.JacksonvillePortMinistries.org) or call the Seafarer Center at (904) 751-3785.

First Coast Port Ministries also provides services to seafarers at the port ([www.PortMinistries.org](http://www.PortMinistries.org)).

Apostle Ship of the Sea ([www.aos-usa.org](http://www.aos-usa.org)) is the Catholic ministry at the Port of Jacksonville. This ministry has offered spiritual and social services to seafarers for about 26 years. The ministry provides transportation from ship to shore and to its two seamen centers at Talleyrand and Blount Island. The seamen centers offer computer access, as well as TV programming from the seamen's own nations.

"I hope they find friendship in our port, and a home away from home," said Deacon Gjet, Diocesan Director of Apostle Ship of the Sea. □



Several ministries in Jacksonville provide seafarers with a range of services, from transportation to hospitality to religious services.

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# Community

## JAXPORT Gallery showcases regional artists

By Marcia Mattson

Within JAXPORT's headquarters is a haven for local and regional artists, where rotating exhibits bring fresh perspectives on port life and other subjects to more than 50 unique visitors a day.

This is JAXPORT Gallery, located on the first floor of the headquarters and presenting new exhibits every six weeks, free of charge.

"The purpose of the JAXPORT Gallery is to give local and regional artists a place to display their artwork at no charge, and to give our international visitors a taste of Jacksonville's cultural offerings," said Meredith Fordham Hughes, JAXPORT's Manager for Creative Design. "It has been very well received and we have great regional artists exhibiting here."



Artists Billie McCray and Keith Doles exhibited work in JAXPORT Gallery during the summer.

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In February 2011, as part of JAXPORT's art outreach, the gallery will house Mixed Cargo, an environmentally-friendly art exhibit created through collaboration among JAXPORT, the Art Guild of Orange Park and the Society of Mixed Media Artists. Fordham Hughes initiated the exhibit, donating about 200 copies of JAXPORT's 2008 Annual Report to artists from both organizations.

The artists have created a port-themed collage or mixed media piece with at least half of the content originating from the annual report, which includes unique photographs and papers. They toured JAXPORT's Blount Island Marine Terminal in July to learn about port businesses and cargoes. The top five pieces will be selected for awards, and those five plus five selected by Fordham Hughes will be featured on a limited edition JAXPORT promotional note card. The opening is Sept. 24 at the JAXPORT Cruise Terminal, where the art will be displayed until Jan. 28, 2011. The exhibit comes to the JAXPORT Gallery Feb. 1-25, 2011, and then visits the Jacksonville Main Library from March 1-31, 2011. □



**Meredith Fordham Hughes,**  
JAXPORT's Manager  
for Creative Design

# Community

## UNF students building new homes from old containers

By Marcia Mattson

**D**ue to the U.S. trade imbalance, more containers filled with goods come into the country than leave it. What to do with the extra containers is an issue, but construction students at the University of North Florida are working on a solution.

They are making the containers habitable.

David Jaffee, UNF's Assistant Vice President for Undergraduate Studies, suggested the project after learning about similar efforts in other parts of the country. Dr. Maged Malek, PhD, Chair of UNF's Construction Management Department, agreed it would be a great project for the students.

JAXPORT was instrumental in bridging a partnership in which 10 decommissioned containers – each 8 feet by 8 feet by 40 feet - were donated to UNF by Horizon Lines, Inc. The first class of students started work in the spring semester. About 15 students taking Industrial Construction spent 110 hours prepping each container. One of the steps they took was to paint the



Construction students at UNF are transforming containers into homes and classrooms.

containers with a protective additive developed by NASA, which takes the place of having to fill precious space with insulation.

The students then completed one container for use by cutting out windows, performing electrical work and adding solar panels to the roof to generate electricity. They paneled the outside and painted the UNF seal on the side.

"We use it for a classroom and for computer training," said Dr. Malek. "However, it will be sent to the Dominican Republic for use as a school."

To live in the container, all that needs to be added is piping for running water. Several containers could be joined together to create a large structure.

"It's a great educational tool for our students to have a hands-on experience and actually practice construction theory," Dr. Malek says.

UNF has since adopted this class as part of their permanent Construction Degreed curriculum. The current class of students is working on the second container. □



# Community

## JAXPORT employees mentor local students

By Marcia Mattson

Nearly 20 JAXPORT employees are making a difference in the lives of students at R.L. Brown Elementary and Raines High School, by participating in mentoring through Big Brothers Big Sisters of Northeast Florida.

This is JAXPORT's fifth year of participation in the "Bigs in School" program. Employees are given time off during their work schedule to visit their "Littles" at the schools. There, with guidance from the student's teacher, each "Big" spends time working on reading, math and life skills with the "Little."

More than 50 students have been mentored by JAXPORT employees since the port became involved, said Joanne Kazmierski, JAXPORT's Manager of Community Outreach and Environmental Advocacy.

"I look forward to it every week, just having an effect on a kid's life," said Casey Jones, Facilities Maintenance Tech I at JAXPORT's

Talleyrand Marine Terminal. Jones is a single father with two children of his own. He also coaches his son's baseball team and serves as a high school football referee. So, he said, "I knew I would love this program."

He has mentored the same student at R.L. Brown for several years. "I look forward to the start of every school year so I can see my little buddy," he said.

Priscilla Perry, Executive Assistant at JAXPORT's Government and External Affairs department, has even attended some of the track meets of her "Little" at Raines. Perry also mentors a student at R.L. Brown.

"I love it," Perry said. "I try to teach them manners, to respect others, and stay focused on their reading and math. We need more Bigs, especially men."

If you or your company is interested in mentoring, please contact Big Brothers Big Sisters of Northeast Florida at (904) 727-9797. □

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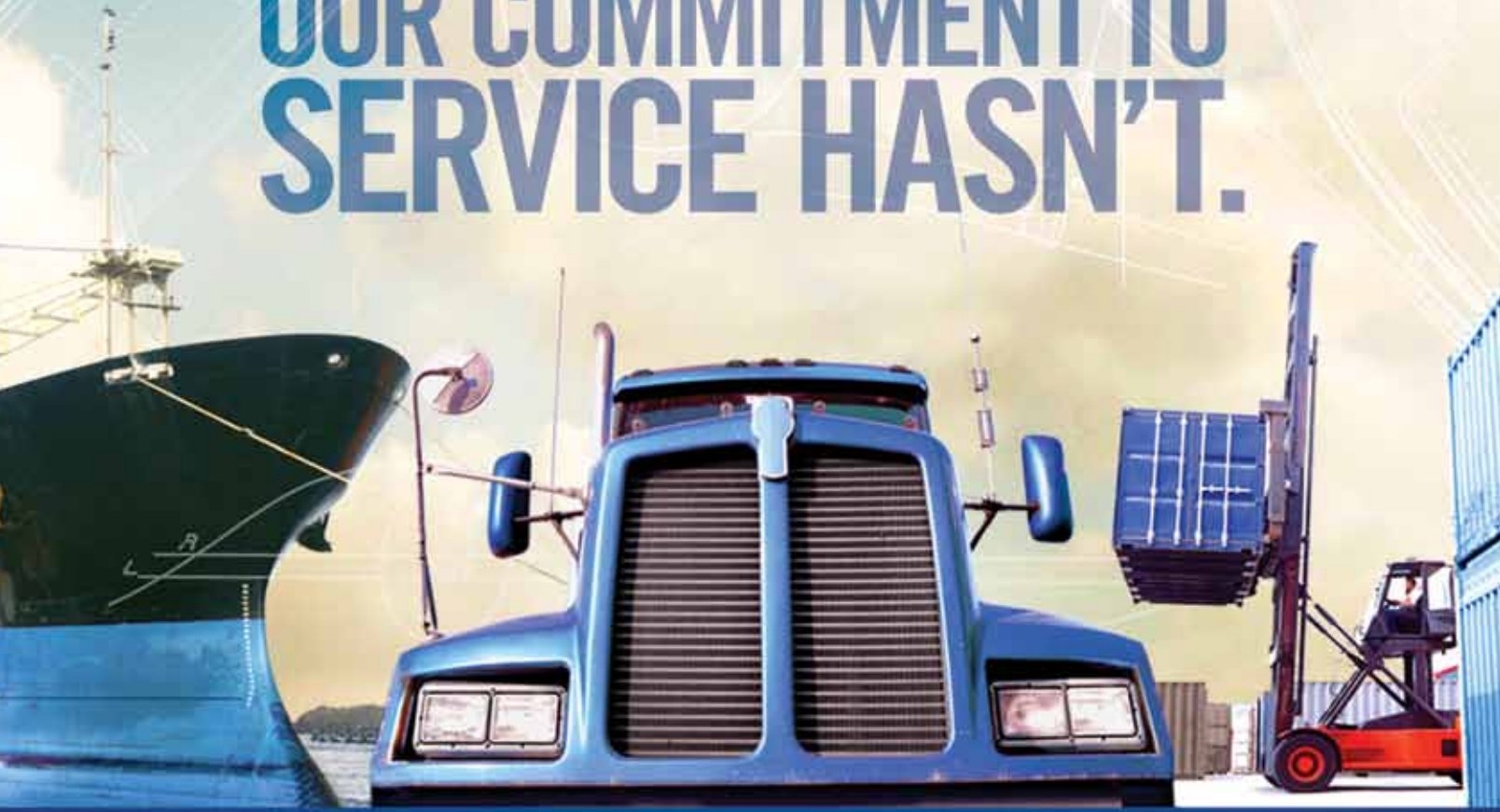
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