

# JAXPORT

MAGAZINE  
FALL | 2017

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# JAXPORT

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# Jacksonville playing key role in helping Puerto Rico

As the **No. 1 U.S. port** for trade with Puerto Rico, JAXPORT, its Jones Act carriers and the Jacksonville community are on the front lines of speeding supplies and equipment to assist residents following Hurricane Maria.

The latest updates on relief efforts can be found at [JAXPORT.com/PuertoRico](http://JAXPORT.com/PuertoRico). □



During his Oct. 4 visit to JAXPORT, Gov. Rick Scott discusses Puerto Rico relief efforts with local executives.



JAXPORT Board Chair Jim Citrano (right) congratulates Eric Green.

## Eric Green named JAXPORT CEO

JAXPORT's **Board of Directors** voted unanimously to name Eric Green as Chief Executive Officer following a national search. The Board cited his leadership abilities and willingness to act decisively.

Green joined the port in 2005, served most recently as interim CEO and led the successful effort to authorize and finance the start of the Jacksonville Harbor Deepening project. □

# Harbor deepening moves ahead

The **U.S. Army Corps of Engineers**, Jacksonville District has awarded the first Jacksonville Harbor Deepening contract to The Dutra Group of San Rafael, Calif.

This is the first of multiple construction contracts that will deepen the existing federal navigation channel from 40 to 47 feet with construction expected to start in late 2017. □

Learn more at [JAXPORT.com/Harbor-Deepening](http://JAXPORT.com/Harbor-Deepening).



The 10,100-TEU MOL Bravo, the largest containership to ever call a Florida port, transited the Suez Canal before visiting the TraPac Container Terminal at JAXPORT's Dames Point terminal.



# Now serving JAXPORT: World's top carrier alliances

By Lori Musser

On April 1, 2017, the world's top four ocean carrier alliances became three and carrier consolidations and global ocean capacity reductions began.

While independent carriers still exist, major carrier alliances have emerged: The Ocean Alliance, THE Alliance and the 2M Alliance. All agreements are in effect through at least 2020. Each calls at JAXPORT.



## The Verdict: Low Rates Persist, Service Differentiates

For beneficial cargo owners (BCOs) the new alliances mean continuing record-low freight rates. Speaking at JAXPORT's 2017 Logistics & Intermodal Conference in March, Fabio Santucci, President of Mediterranean Shipping Co. (USA), Inc., said, "The goal of an alliance is to improve vessel utilization and ride the benefit of economies of scale. Clients are enjoying better service because there are more direct calls between ports than ever before. I've seen our transit time [and schedule reliability] improve drastically."

Jim Prior, Divisional Vice President of Global Transportation for Coach Inc., a New York-based luxury fashion brand with a distribution facility in Jacksonville, said, "In general, JAXPORT importers won't have to alter very much." A few lines came and went, but the alliances continue to address most of the same markets.

Prior pointed out that the alliance roll-out isn't complete yet, with the pending reduction of service by global Japanese carriers next year.

## Smoothing the Path

JAXPORT has prioritized the alliance transitions, supporting carriers with investment and ongoing service improvement. Once the Jacksonville Harbor Deepening project is complete, vessels will be able to load more heavily and commit more freight to JAXPORT.

Jacksonville's record-breaking productivity metrics help carriers tap into their growing scale economics, even as all partners seek ways to improve service further.

Hamburg-Süd's Mike Wilson said that when capital investment in ports is accompanied by ongoing collaboration, changing dynamics are better understood and allow the industry to put in place better operating procedures.

## JAXPORT Productivity a Bonus

Experts say U.S. port productivity as a whole still requires improvement, expressing a need for more 24-hour gates, automation, truck appointments and efficient "peel-off" systems that corral high-volume customer boxes for pre-sort.

But JAXPORT's productivity appears to be bucking trends. Carter Noland is Supply Chain Director at GP Cellulose LLC, the second-largest exporter in North America. He said, "We hear nothing but really good stories from our driver and drayage operators on the operation here in Jacksonville. We are consistently trying to work with carriers to promote services out of Jacksonville."

The new ocean carrier landscape, though complex and still evolving, presents great opportunity to shippers and BCOs looking to take advantage of JAXPORT's strategic advantages, made even more valuable in this period of consolidation and alliance. □

# Jacksonville's trucking rates competitive on all fronts

By Lori Musser



Drivers with Shoreside Logistics now use electronic logging to record driving time and services performed.

**Trucking carriers serving** Northeast Florida have a number of advantages allowing them to offer exceptional rates, among them large and growing cargo volumes, quick access to major interstates and unique backhaul advantages.

## Savings North and South

Located at the top of the state, truck hauls into JAXPORT are less expensive than to other Florida ports. And record-setting turn times – averaging 23 minutes for two moves – help motor carriers achieve extraordinary efficiencies.

Backhaul opportunities abound and northbound truck rates are surprisingly competitive. Truckstop.com recently showed trucking savings from Jacksonville to six top southern markets in comparison to costs from a competing Southeast port. The per-load savings ranged from 17 percent into Atlanta up to more than 39 percent into Montgomery, Alabama, with exceptional savings also registering for markets such as Miami, Memphis, New Orleans and Orlando.

## Southbound Freight for Export

Paul Robbins, President of 3PL Caribbean Shipping Services, said companies like his can “compete with any port in the state of Florida” for export cargo moving into Florida by truck. He can put cargo on a ship at JAXPORT and can also serve customers by “trapping” southbound freight in Jacksonville. Since a 53-foot domestic truck going to, for

example, Miami, can only carry 40,000-45,000 lbs. of cargo, he can consolidate loads into an export container with 55,000 lbs. of gross cargo weight, and gain 18 percent or more space.

Robbins said, “I’m an advocate of stopping cargo here in Jacksonville. To go the whole length of the state in a domestic truck, about 400 miles, at \$2.25 to \$2.50 per mile, you could be spending \$900 more in inland costs to drive by JAXPORT and go to Miami.”

## Ahead of the Curve on Drayage

Shoreside President and CEO Tim Nelson said, for ports across the nation, “The drayage landscape is about to change dramatically.” The U.S. Department of Transportation will soon require drivers to use electronic log devices to accurately track, manage and share records of driving time and services performed. The new federal mandate will increase drayage prices a projected 15 to 25 percent and potentially decrease productivity by 3 to 5 percent, Nelson said.

Shoreside Logistics jumped the deadline and converted its drayage fleet last year. Nelson said the company did lose drivers due to the new demands but is past that hurdle now. To ensure an ongoing driver supply, the company has already engaged in aggressive recruiting efforts, according to Nelson.

JAXPORT’s lack of congestion will prove advantageous once the electronic logs are mandatory. The port’s trucking and drayage companies are converting challenges to opportunities, allowing them to offer competitive rates for a diverse line of customers. □



Caribbean Shipping consolidates loads from 53-foot trailers to export containers, increasing shipping efficiencies and saving inland transportation costs.



# Export scholarships offer path to business growth

By Laura Jane Pittman



Florida Small Business Development Center specialists provide nearly 100 hours of consulting to prepare an export plan.

**For five years**, the Florida Small Business Development Center (SBDC) – in partnership with Enterprise Florida and the U.S. Commercial Service – has been providing scholarships to eligible companies to assist in the creation of customized export marketing plans. These plans are a critical first step toward developing or growing an exporting business.

The scholarships, which pay for \$3,500 of the \$4,000 preparation cost, are helping to expand efforts by local and regional entities to increase exporting throughout Florida. The Florida SBDC, located at the University of North Florida, has written approximately four to five plans a year for Jacksonville-area companies since the scholarship program began.

“It started as a pilot program through the Small Business Administration, and it was so successful that Enterprise Florida continued it,” said Cathy Hagan, Area Director of the Florida SBDC at the University of North Florida. “The long term benefits of entering the exporting market can be worth much more than the initial investment into a plan.”

SBDC specialists devote hours of consulting time to prepare a plan. This includes an assessment of the strength of the business, extensive market research to help identify and establish an export market and steps for how to enter the market. Companies can then also apply for Enterprise Florida grants to offset the cost of marketing and attending trade shows.

Areas discussed during the consultation cover issues that business owners might overlook on their own, such as how to “internationalize” a website to make contact information and payment information accessible to people in other countries. Having a professional help walk a company through the different steps takes much of the fear out of exporting, said Hagan.

“Growing the number of companies exporting is a vital part of industry growth,” said Robert Peek, Director and General Manager of Business Development for JAXPORT. “Exporting increases revenue, creates new jobs and creates positive long-term benefits.” □

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**For more information, visit [www.FloridaSBDC.org](http://www.FloridaSBDC.org).**

# OPPORTUNITY

## NORTHEAST FLORIDA'S DISTRIBUTION NETWORK OPENS DOORS TO SUCCESS

By Lori Musser

**In the days** before internet shopping, before consumers began expecting immediate delivery of products, distribution was a completely different game.

Today, rather than running from manufacturing sites, exceptional logistics programs, including most retail and wholesale supply chains, run through cleverly located fulfillment or distribution centers (DCs).

The right DC network kindles corporate success stories. In some cases, as with Amazon and FedEx, it defines their vision.

Northeast Florida welcomes DCs with open arms. They bring valuable jobs, property tax revenue, indirect and induced economic impacts, as well as the potential to spur additional and philanthropic community activity.

### **Cornerstone for Ocean Carriers**

JAXPORT's carriers, facilities and services are a critically important factor in attracting and supporting DCs in the region. In turn, those DCs are fueling continued increases in port volumes and ocean carrier capacity. They are an especially important factor in the port's ongoing Asian trade growth, where the port has averaged 21 percent growth during each of the past five years. This year, the port anticipates handling 400,000 Asian containers, about 35 percent of its boxes.

Samsonite International S.A., the world's largest travel luggage company, is one of JAXPORT's top Asian importers. It operates a million square feet of logistics space in the region. Other local large-scale DC operators include household names such as GE Oil & Gas, Bridgestone Americas, Bacardi, Samsung, and





# KNOCKS:





## ON THE COVER

1-800-Flowers. Altogether, Northeast Florida offers more than 120 million square feet of warehousing and distribution space.

Amazon recently opened its mammoth \$200 million, 1,500-job facility, one of two new fulfillment centers in Jacksonville, and BMW will complete a move into its dramatically upsized 500,000-square foot facility. Calavo Growers, a California avocado distributor, is activating a 200,000-square-foot refrigerated facility in Clay County for use as a bagging, ripening and distributing base. Hans-Mill, one of the nation's leading manufacturers of metal

and plastic household products, recently introduced a 121,000-square-foot, highly-automated stainless steel trash can production and distribution site in Jacksonville.

### Supporting Deeper Water

Jim Prior, Divisional Vice President of Global Transportation for Coach Inc., said that Coach brings about 85 percent of its distribution center's product through JAXPORT, and, while the port provides excellent service, more ocean services and capacity are needed. To achieve that, "The single most important thing that can be done in the region for DCs is the harbor deepening," according to Prior.

## BACKHAUL OPPORTUNITIES BRING FAST DELIVERY, BETTER PRICES

It's a rare day when a truck arrives in Florida empty.

The high volume of trucks and rail cars that run into Florida, deliver cargo, and potentially leave empty – a number bolstered in Northeast Florida by empty containers returning from Puerto Rico – provide incredible backhaul opportunities.

Backhauls provide value across the logistics industry. Carriers save time and money repositioning their trucks, freight brokers receive the lowest freight rates and shippers have their freight delivered without delay.

For Northeast Florida's transload facilities, there is opportunity to repack the contents of 20-foot or 40-foot ocean containers into 53-foot domestic trucks, sending Asian or other-origin cargo quickly on its way inland, while returning containers to ocean carriers same day. That turnaround can earn a beneficial cargo owner (BCO) substantially lower ocean rates, according to Karen Fortson, Managing Partner at Cycle Up, a 3PL and DC operator that opened a facility in Jacksonville earlier this year.

Backhaul appeals to public and private motor carriers, as well as rail lines doing truck loads, container loads, car loads and partial loads. Backhaul is an excellent way to offset the expense of operating private fleets like Walmart's or Bridgestone's. With the help of a good freight broker, carriers can get their trucks and railcars back quickly so they can pick up another load for a primary customer.

Equipment availability is expected to be a hot issue in many markets in the coming years, according to Fabio Santucci, President of Mediterranean Shipping Co. (USA), Inc., speaking at JAXPORT's bi-annual Transportation and Logistics Conference in March. This environment makes Jacksonville's year-round, consistent backhaul opportunities highly relevant. Centered on solid economics that will persist, there will be ongoing savings for many BCOs, including the region's growing distribution center cluster.



JAXPORT offers a fast reach to the U.S. Southeast with more than 60 million U.S. consumers living within a one-day truck drive.



# Industrial Market

Mid-Year 2017

Market	Existing Inventory		Vacancy SF	Quoted Rates per SF
	# of Bldgs	Total RBA in SF		
Jacksonville	4,021	127,194,251	5,600,244	\$4.44
Savannah	1,314	55,747,883	1,756,254	\$4.58
Charleston	2,796	72,563,634	4,331,496	\$5.71

According to a CoStar Industrial Report, Jacksonville offers more available space at a lower average square foot cost than either of its closest competitors.

Prior said the Jacksonville trade community, including federal services such as U.S. Customs and Border Protection, is business friendly, and that Coach has attracted a strong workforce, including graduates of the local University of North Florida transportation and logistics program.

### Big League Exports, Too

Most of Northeast Florida's distribution centers handle both imports and exports, although they are typically heavily

import-oriented. Some, especially those in the Puerto Rican or Latin American trades, are weighted toward export volumes.

Tim Crumley is Vice President of Supply Chain Logistics for food giant Sysco International Food Group. He said Sysco's Jacksonville facility, which handles the Americas, is 95 percent export.

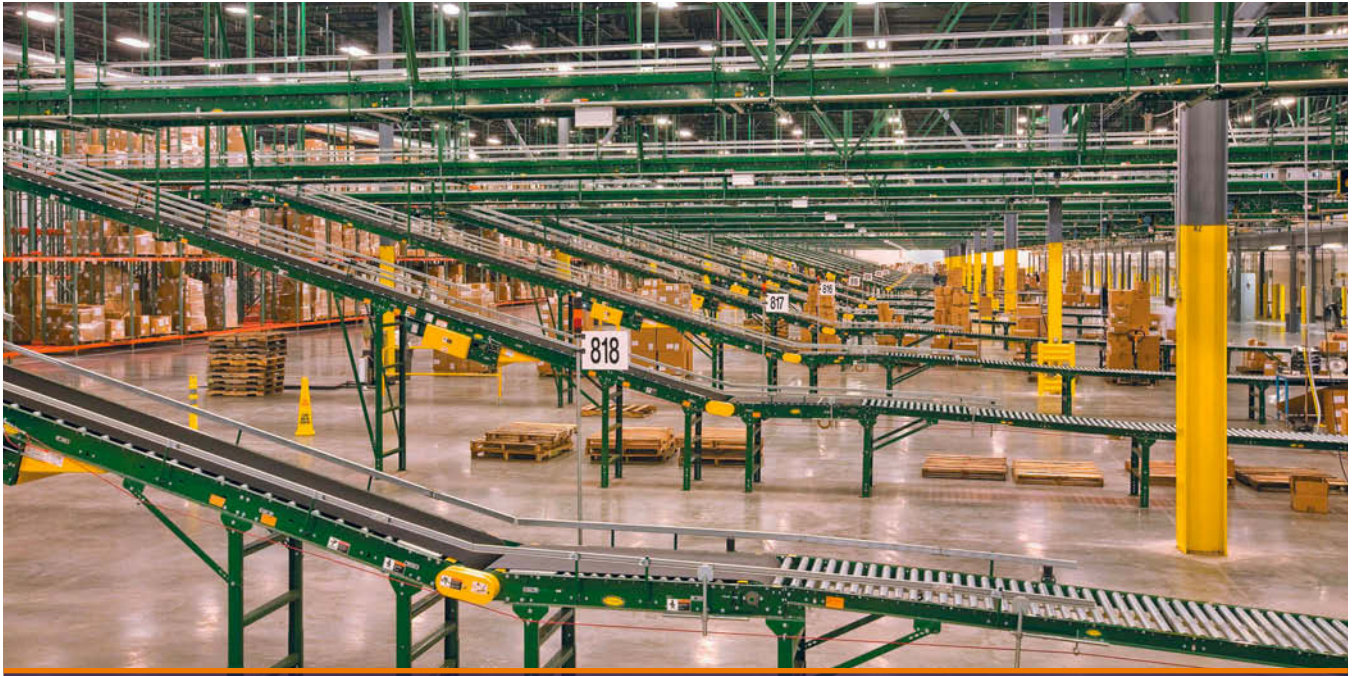
Most of its outbound cargo, roughly 80 percent, is comprised of highly desirable temperature-controlled containers that

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Coach has undertaken numerous expansions since opening in 1995 at Jacksonville International Tradeport where it now operates an 850,000-square-foot DC.

appeal broadly to ocean carriers. Crumley said that Sysco's current capacity is about 120 containers per week. "We have been hitting capacity so we will be going to six days, 24 hours shortly, which will bring capacity up to 150 containers per week," he said.

When asked what accounts for the company's success, Crumley said it was the ability to service the customer. Location plays a role in this, but, he added, the weaker dollar is driving business growth this year. "We are in a very specialized and competitive business and reduced costs in Jacksonville put us at an advantage," he said.

Sysco has a number of distribution centers in Florida. Its Jacksonville facility offers 360,000 square feet of warehousing. To hone the company's competitive edge internationally, Crumley hopes to see continued growth in direct calls by global carriers through JAXPORT.

**Two-Way Trade**

Late last year Jacksonville-based and family-owned Ja-Ru, a leading supplier of impulse toys worldwide, consolidated its import gateway and now brings all of its products destined for U.S. markets through JAXPORT. Ja-Ru sells throughout the U.S., ships to more than 35 countries and employs more

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## HEARD AROUND THE PORT

“LNG is on the cutting edge – so it’s us working together and paving the roads together into the future.”

– Jennifer Bradshaw, U.S. Customs and Border Protection, Port of Jacksonville

than 150 people, most of them in Northeast Florida.

“It is rare to go into any retailer anywhere in the world and not find a Ja-Ru toy,” Ja-Ru’s President Andrew Selevan said in a news release. “Getting product to market quickly and seamlessly is incredibly important to our business success. Comparing the service we have been receiving at other ports to what JAXPORT now offers us in global connections, efficiencies, savings and the ease of doing business made the decision to consolidate our shipments here an easy one.”

Central Florida-based Blackwood Industries began moving all of the company’s imported products from Asia through JAXPORT earlier this year. The dining products supplier ships everything from flatware to apparel as well as furniture and other items to businesses around the world, including popular U.S. restaurant chains. Blackwood uses a third-party provider to coordinate the movement of its cargo through the port as well as to handle the warehousing and distribution.

“Using JAXPORT helps us reach our U.S. customers quickly and efficiently. Looking to the future, we are encouraged by the investments

JAXPORT is making to continue offering excellent shipping options from Asia,” said William Green, Blackwood Senior Director of Supply Chain Management.

**“Using JAXPORT helps us reach our U.S. customers quickly and efficiently.”**

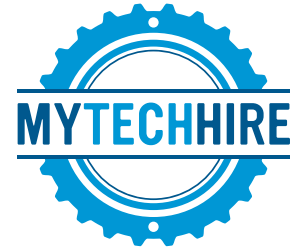
### Lower Logistics Costs Support Bottom Lines

Distribution facilities dot the Northeast Florida landscape. The location allows major retailers and wholesalers to streamline supply chains, prevent delays, and eliminate unnecessary handling of shipments, all while serving increasing consumption in the Southeast U.S. and beyond. As companies reduce logistics costs, they support a stronger bottom line.

With its expanded container service and capacity, JAXPORT can serve national and global businesses with a substantial cost advantage, in some cases exceeding \$800 per TEU, according to JAXPORT Vice President and Chief Commercial Officer Roy Schleicher. That’s enough to bring a substantial number of companies to town for a look. The region is betting that they’ll like what they see. □

## LOOKING FOR A SERVICE PROVIDER?

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# Jacksonville has the right DC drawing cards

By Lori Musser



Gregory Kern  
Tetra Tech



Tyler Newman  
Cushman and Wakefield

**It all begins** with a strong regional brand – one that resonates with retailers and fulfills distribution needs. The Jacksonville region has a well-developed brand presence and is gaining the attention of site-selection professionals nationwide.

## Evaluating Suitable Sites

Low-cost, large footprint sites – as built, spec or build-to-suit – are available across Northeast Florida for DCs and other logistics facilities.

Gregory Kern is Director and Senior Project Manager with Jacksonville-based engineering consulting firm Tetra Tech. His team has been instrumental in attracting large DCs, such as Amazon. Kern said site selection is multi-layered: first, the regional brand piques interest; second a company arrives with a multidisciplinary team of real estate, legal, logistics, and environmental professionals who compare and contrast the site with other regions; and third, local experts with roots in the community are pulled in to drill deeper and unveil nuanced differences that can make or break a deal.

Kern said, “It is helpful to have engineering and environmental consultants with nationwide experience who understand the markets like Dallas or Atlanta to compare those markets with what we have in Jacksonville.”

Tyler Newman is an Industrial Real Estate Expert at Cushman and Wakefield. He says the “drill down” looks at the available sites, within the greater context of tax incentives, labor availability, site access, transportation costs, entitlements, timing to market, and other client and

site-specific factors. He said Jacksonville offers room to grow. “We’ve been seeing a lot of folks looking for build-to-suits, but, time-to-market constraints sometimes point the client in the direction of existing properties – spec buildings or other portfolio properties,” said Newman.

## Motivated for Economic Development

Kern and Newman agree that one of Jacksonville’s greatest strengths is its exceptional economic development professionals. Newman said, “They are Johnny-on-the-spot. To have that level of professionalism already in place is key.” He said they are knowledgeable, offer incentives that help level out the playing field versus sites in competing cities and work hard to understand the real return on investment to ensure a competitive market.

When asked what the region could do to attract even more DCs, both Kern and Newman indicated that ongoing growth will necessitate investment in more sites, including spec buildings, to offer choice. Just as important, they said, is an investment in preliminary entitlements and approvals for industrial and commercial properties. Existing entitlements allow projects like Amazon’s to meet schedule and come to market more quickly. □

## JACKSONVILLE’S DC DIFFERENCE

Jacksonville’s drawing cards include the right talent, initiative, availability and cost of doing business. Its distribution landscape is hard to beat, with an outstanding interstate system giving same-day access to 60 million consumers. It has three railroads, an excellent airport, and a world-class marine port with global access.

The dynamic Northeast Florida region is growing fast, offers an outstanding quality of life and a well-trained and motivated labor pool fueled by a large contingent of former and retired military personnel.

A pro-business attitude permeates the region and the state. The local consolidated government aims to help support business with modest taxation (and no state income tax for employees), as well as an accelerated planning and permit process.



# Jax warehouses ready to serve

By Lori Musser



The Grimes Companies recently opened a 600,000 square-foot warehouse to handle domestic volumes as well as growth in Asian cargo.

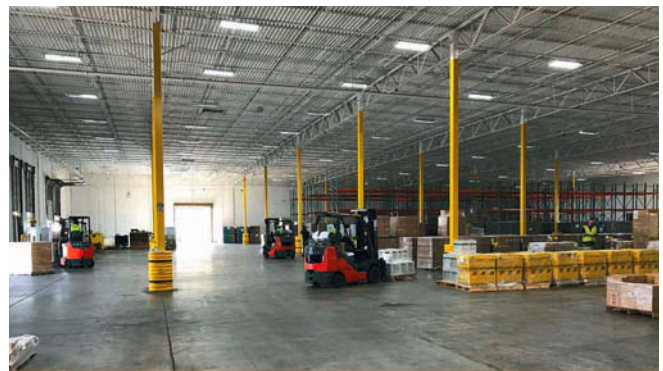
While colossal DC announcements steal headlines, there are a number of JAXPORT's public warehouses quietly narrowing the gap on logistics costs for shippers and consignees of every shape and size.

The port has more than a million square feet of on-dock warehousing, and millions more public warehousing space nearby, often accompanied by transloading, customs brokerage, and other logistics and 3PL services as well as the cost savings offered by Foreign Trade Zone (FTZ) No. 64.

## New Aqua Gulf Facility

Aqua Gulf Transport, a top logistics provider in the Puerto Rico trade lane, recently opened a 62,400-square-foot warehouse equidistant from the port's Blount Island and Talleyrand terminals. With 13 dock doors and a CSX-served rail siding, this significant investment aims to help the company keep pace with demand, supplementing its existing Jacksonville refrigerated consolidation/cross-dock facility, according to Aqua Gulf President Sergio Sandrin.

He said, "We are here to stay. Our trucking division, Aqua Gulf Xpress (AGX), continues to invest in the future as well, with a fleet of company trucks that are 100 percent Electronic Driver Log equipped - ahead of the Department of Transportation deadline." The company supports its port operations with 135 chassis.



In addition to serving the Puerto Rico market, Aqua Gulf handles cargo en route to Asia, Europe and the Caribbean.

## FEATURE

"We excel at inbound and outbound Puerto Rico cargo with an international reach, servicing Asia and Europe to Puerto Rico and the Caribbean," said Sandrin. "Long term, we will continue to expand as the port expands, and be vigilant that our operational capabilities match the needs of Jacksonville. This is the only way to exceed the demands of the region and thereby be able to take on new opportunities quickly as they develop."

**"We will continue to expand  
as the port expands."**

### Massive Near-Dock Warehouse

Ike Sherlock is Executive Vice President of The Grimes Companies, a 3PL warehousing, distribution and transportation entity that recently opened a 600,000-square-foot warehouse facility at the NorthPoint Logistics Center, bringing its total Jacksonville operations to a million square feet. According to Sherlock, Grimes Warehousing Services' niche is world-class inventory management.

He said recent sustainable growth in domestic volumes required an expansion, but anticipated growth in Asian container trade led his company to take space within a mile and a half of JAXPORT's Blount Island and Dames Point terminals.



Caribbean Shipping handles three million pounds of cold storage cargo for the Caribbean market each week.

Sherlock said, "Customers wanted to establish distribution centers for their products in the Jacksonville area. We hope to gain additional opportunities for them to import through JAXPORT."

### Unbroken Cold Chain

Caribbean Shipping Services offers Puerto Rican and worldwide cargo handling services through JAXPORT and specializes in the movement of refrigerated and other goods. In June, it opened a new 48,000-square-foot North Jacksonville facility.

The JAXPORT expansion, Robbins said, was strategic in several ways. Importantly, the near-port location will help the company build on relationships with sister companies to develop direct Asian inbound cargo.

Robbins said a key advantage of the warehouse is its unbroken cold environment. "When a truck backs in to our facility, they are backing into 35 degrees. You never want to break the temperature chain," he said. Innovations like this help Robbins envision far greater volumes in the future.

The ongoing investment in regional and near-port warehousing is indicative of the long-term commitment businesses are making to the region. These are the kind of investments that will open up logistics and distribution opportunities for retailers and wholesalers, small and large. While the big guys often create their own DCs, smaller companies are well-served by Jacksonville's broad selection of public warehouses. □



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# Bridgestone's Jacksonville warehouse FTZ activation to spur cargo growth

By Lori Musser



**Bridgestone Americas, Inc.** has a dynamic presence in Northeast Florida: a million-square-foot Jacksonville Distribution Center (DC) with the capacity to store 1.3 million tires and 30,000 square feet of automotive parts for Bridgestone Retail Operations (BSRO) stores.

The DC has a throughput capacity to receive and ship 18,000 tires per day, in addition to the BSRO automotive parts. It is equipped with 214 overhead dock doors and storage for approximately 700 containers. The facility sits on a 64-acre lot in the Cecil Commerce Center on the west side of Jacksonville. It also serves as a transloading facility, where Bridgestone stores import tires for other DCs until needed.

Emily Richard, Communications Director for Bridgestone Americas, Inc., said that the Jacksonville DC is Bridgestone's highest-volume export facility for passenger and some truck, bus and radial tires. It also handles agricultural and small off-the-road tires. The Jacksonville DC's territory covers all of Florida, the eastern half of Georgia, most of South Carolina, the coastal areas of North Carolina and parts of Mississippi all the way to Mobile, Alabama.

Richard said, "By converting our current DC into a Foreign Trade Zone (FTZ), Bridgestone can realize the many benefits of the program, which include better cash flow, enhanced import tax climate and overall process efficiencies. The FTZ will also add value to our expanding Global Export Program by allowing us to avoid import duties for product that will be exported."

Lisa Diaz, Manager FTZ and Northeast Florida Sales at JAXPORT, says the port is confident that FTZ activation at

Bridgestone's Jacksonville DC will provide opportunity for increased volumes through zone-to-zone transfers as well as direct delivery of imported cargo, enhancing the company's competitive position. As the port continues to increase global services and expedite inland connectivity, Bridgestone will be presented with even more opportunities to grow its business.

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## FTZ benefits: better cash flow, tax climate and efficiencies.

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Richard said that Bridgestone has partnered with several ocean freight carriers. "By deepening the [Jacksonville] harbor, Bridgestone can take advantage of the new mega vessels in the carriers' fleets. Overall, this not only helps us from a cost perspective but also supports our corporate social responsibility commitment, *Our Way to Serve*, by lowering CO<sub>2</sub> emissions with fewer vessels carrying Bridgestone product," said Richard. □

## START SAVING THROUGH FTZ NO. 64 TODAY

Download the FTZ No. 64 Handbook at [JAXPORT.com/FTZ-64](http://JAXPORT.com/FTZ-64).

For a personalized consultation contact Lisa Diaz, Manager, Foreign Trade Zone No. 64 & Northeast Florida Sales, at (904) 357-3072 or [Lisa.Diaz@JAXPORT.com](mailto:Lisa.Diaz@JAXPORT.com).

# West Africa snaps up pre-owned vehicles

By Lori Musser

**Exports through JAXPORT** of previously-owned vehicles (POV) bound for West Africa are surging.

Frank Camp, Director of Non-Containerized Sales for JAXPORT, says overall POV and construction equipment volumes were up 83 percent in the quarter ending June 30 from the prior quarter.

Jacksonville is one of the nation's busiest ports for total vehicle handling offering auto service from 13 different ocean carriers. In 2016, JAXPORT moved more than 636,000 vehicles.

## Services Prepared for Continued Market Growth

Sam Awad, Vice President of Sales and Operations for Sallaum Lines in the U.S., said the current market spike is related to the recent stabilization of oil prices, increased auto demand and the relative steadiness of Nigeria's currency.



POVs are staged at JAXPORT's Blount Island Marine Terminal for shipment to global markets such as West Africa.

With close to 200 million people, Nigeria is the largest West African country and the largest market for POVs.

Awad anticipates continued market growth, forecasting another surge in the peak fourth quarter season that may lead to greater service frequency for Sallaum. It recently increased its U.S. East Coast sailings from every 21 days to twice monthly. "We believe there is room for more growth. We are dedicating more time to develop the Jacksonville cargo base," said Awad.

**"There is room for more growth [in Jacksonville]."**

## Pent-Up Demand Fills Ships

Auto Export Shipping (AES) is a non-vessel operating common carrier (NVOCC) that contracts for space with Jacksonville's auto carriers including Sallaum, Glovis, Grimaldi, NYK and others. AES President Pete Bottino said, "Our primary business is moving POVs, and one of our larger markets is West Africa."

Bottino said that the POV market isn't limited to cars, "It includes trucks, service vehicles, and high and heavy equipment." Volumes and the specific POV mix are impacted by local preferences, development projects, import duties and many other factors.

Bottino anticipates that the robust POV market will continue. He said that after several slow years, a pent-up demand developed: "Lots were empty, and with conditions changing, ships are now going out full." □

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# Preparing our workforce for the growing transportation and logistics industry

By Dr. Cynthia Bioteau, President, Florida State College at Jacksonville



**As Northeast Florida's** workforce trainer, Florida State College at Jacksonville (FSCJ) has designed a scaffold of educational credentials for careers focusing on the movement of goods from production to consumption. This approach to stackable credentials allows students to begin at any one of several levels, return to the workforce with

improved skills and earning capabilities, and step back in for the next level when needed.

FSCJ students may begin their education path by completing a Logistics and Transportation Specialist Technical Certificate to gain knowledge and skills in warehouse management, inventory management, purchasing and transportation, as well as quality and operations management. The program can be completed in as little as four months. Graduates may then seek employment or advance further through the Supply Chain Management Associate in Science program to find greater potential in supervisory positions and a direct path toward the Bachelor of Applied Science in Logistics for management positions.

Serving more than 500 students each year, the dedicated logistics faculty call on their own education and real-world knowledge in the logistics field to elevate the learning experience. Students gain valuable knowledge from numerous industry and business leaders in the logistics and supply chain industry through guest lectures, tours of some of the most impressive warehouses and distribution centers in the Jacksonville community and networking opportunities. Many students also complete an internship, allowing them to learn firsthand from experts and become fully immersed in logistics work environments.

FSCJ is honored to be a part of a U.S. Department of Labor grant program focused on Supply Chain Management training. Most recently, FSCJ was included in a \$24.5

million U.S. Department of Labor grant consortium along with eight other colleges and three universities. With the Council of Supply Chain Management Professionals (CSCMP) as the official industry partner, the SCPro™ Fundamentals industry certification was developed and implemented to include eight tracks in supply chain management.

For students who desire to engage with the logistics industry as commercial vehicle drivers, FSCJ's Cecil Center offers a 320-hour Commercial Vehicle Driving (CVD) program. Each student accumulates more than 1,000 miles of driving, with at least 20 percent of those miles occurring at night. Because of the rigor involved with FSCJ's CVD training, carriers that don't typically hire student drivers actively recruit FSCJ graduates.

We see around us on a daily basis the growth of logistics job opportunities in Jacksonville – the new Amazon fulfillment center and the UPS expansion most recently – while also anticipating the potential growth to come for our port with a deeper harbor. FSCJ is proud to join our transportation and logistics industry partners as we respond to the skilled labor needs supporting the great economic development of this region. □

*For more information, visit [www.fscj.edu](http://www.fscj.edu) or call (904) 646-2300 to speak with a school advisor.*



FSCJ Transportation and Logistics students with their Supply Chain Management certificates.

# Small Business Profile: Markham Endeavors

By Laura Jane Pittman

**In the 10 years** it has been in business, family-owned trucking and warehousing company Markham Endeavors, LLC, has grown exponentially. Founded by Jacksonville husband and wife team J.R. and Jennifer Markham, the company now has nearly 40 trucks, 15,000 square feet of warehouse space and offices in both Jacksonville and Atlanta.

“My first experience was working as a driver, pulling out of the port,” said J.R. “It seemed like the right time to start our own company. We started out with 10 trucks and have been really pleased with steady work and growth since then.”

Markham Endeavors handles all types of transportation needs and dry storage/warehousing, including cross docking, devanning containers and ship-to-ship. The company's leased owner operators run shipments for clients across the lower 48 states via containers, vans and flat beds. J.R. handles dispatch and works in the warehouse, while Jennifer manages the offices and oversees the company's five full-time employees.



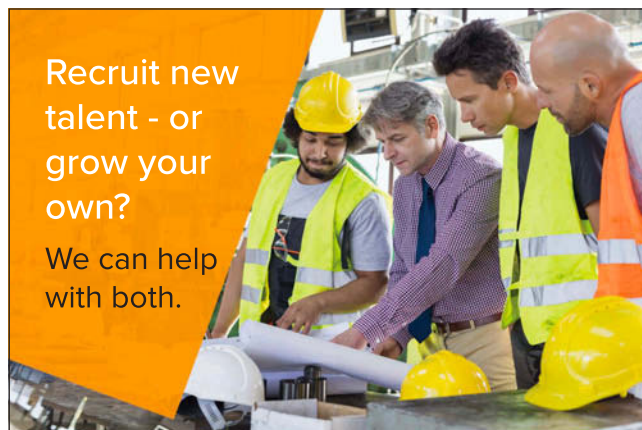
J.R. Markham loads cargo into a shipping container at the company's Jacksonville office.

Markham Endeavors touts its customer service and attention to detail as one of the main factors for the company's growth and success. Changes and increased efficiency at the port have also helped.

“When I first started driving, everything at the port had to be done by hand, and it was quite a process,” said J.R. “There are so many different procedures that you have to go through to complete our services, but with technological efficiency and terminal expansion, we are able to get in and out very quickly.”

The Markhams are excited about the future growth that will come with harbor deepening, and they hope to continue to expand both trucking and warehousing services. The company is always seeking additional drivers and owner-operators.

“Top-notch companies like Markham Endeavors serve as JAXPORT's extended sales team,” said Aisha Eccleston, JAXPORT's Southeast Sales and Service Provider Relations. “They represent one of the reasons that people like to do business here in Jacksonville. Customers put their faith in our partner companies and good service helps make the case for JAXPORT as the international port of choice.” □



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## CONNECT WITH MARKHAM ENDEAVORS

Contact J.R. and Jennifer Markham at (904) 374-6790 or [jmarkham@markhamendeavors.com](mailto:jmarkham@markhamendeavors.com) to learn more.



# Propelling the maritime industry forward

By Laura Jane Pittman

**The International Propeller Club** of the United States, a global business network dedicated to the promotion of the maritime industry, commerce and trade represents more than 8,000 members worldwide. The Port of Jacksonville chapter, one of 14 chapters in the Southeast Region, has nearly 200 members.

Currently, JAXPORT Director of Latin America Sales Rick Schiappacasse serves as International President and JAXPORT Marketing Coordinator Jeff Price is President of the Propeller Club of the Port of Jacksonville.

Schiappacasse's more than 38 years of maritime experience and Spanish-speaking expertise readied him well for his international role leading clubs at 44 U.S. ports and 33 ports in other countries. Under his tenure, the organization has been increasing its web presence and creating connections for members, including a database of calendars from all chapters and industry forums.

"We're taking our member support to the next level," said Schiappacasse. "The information-sharing and access for our individual members is very important – for example, if someone from the U.S. is visiting France and wants to get in touch with a chapter or learn what the industry is doing there."

On the local level, each Propeller Club functions autonomously, with help from the international organization. Nearly every U.S. chapter includes strong efforts not only to support members, but also their respective communities.

"We function more or less like a chamber of commerce for the maritime industry," said Price, who has been active in the Propeller Club since 2013. "We foster broader conversations between the industry and the public and government, and we put on educational and social events."

The Jacksonville chapter also supports the University of North Florida's Transportation and Logistics Society Student Port as well as sponsors annual scholarship opportunities at the university and is on its way to funding an endowed transportation and logistics scholarship.

Price, who has nearly 20 years of maritime experience in public relations, marketing and government affairs,



JAXPORT's Rick Schiappacasse (left) and Jeff Price are active in the maritime industry well outside their roles at the port.

has stepped up the club's outreach on the importance of maritime growth for a strong economic future.

"Our board of governors recently passed a unanimous resolution underscoring the importance of the Jacksonville Harbor Deepening project to ensure a bright future for the maritime community and its families," said Price. "There are more than 80 companies represented in the Port of Jacksonville chapter, we have to remember that every maritime dollar spent locally affects the greater economy – regionally, nationally and internationally." □

*Learn more about The International Propeller Club of the United States at [www.propellerclub.us](http://www.propellerclub.us). Connect with the Jacksonville chapter at [www.propclubjax.com](http://www.propclubjax.com).*

## CONNECT WITH RICK & JEFF

**Rick Schiappacasse**  
Director of Latin America Sales  
(904) 357-3071 or [Rick.Schiappacasse@JAXPORT.com](mailto:Rick.Schiappacasse@JAXPORT.com)

**Jeff Price**  
Marketing Coordinator  
(904) 357-3068 or [Jeff.Price@JAXPORT.com](mailto:Jeff.Price@JAXPORT.com)

# The Power OF JAXPORT:

## Keys to Unlocking it for Your Business

With the start of construction to deepen its channel to 47 feet, JAXPORT is positioned to accommodate more cargo aboard the largest ocean carriers. Within the last decade Asian volumes through JAXPORT have grown from a handful of boxes to 35 percent of its container business – with major growth projected to continue.

Local markets, as well as those throughout the Southeast U.S. and north to the Midwest, are helping fuel an Asian trade surge.

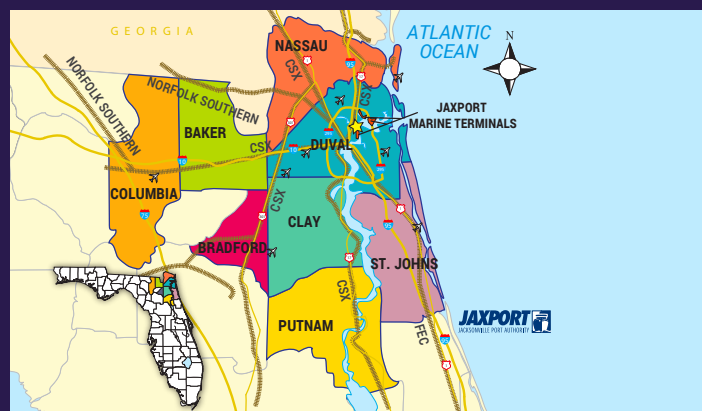
JAXPORT offers a champion line-up of port services and amenities, in part thanks to \$600 million in recent investment. Three new 100-gauge container cranes recently added to the port's existing lineup of post-Panamax equipment, upgraded docks and berths, and an ultra-efficient \$30-million Intermodal Container Transfer Facility are the latest assets to sharpen the port's competitive edge.

**“A convenient geographic location, reduced inland transportation costs and increased backhaul opportunities all make Northeast Florida an ideal location for expansion”**

- Tony Albanese, Cycle Up Managing Partner

## FTZ Adds Value with Reach and Space

Northeast Florida is home to Foreign Trade Zone (FTZ) No. 64 encompassing eight counties and more than 5,000 square miles, another important advantage for shippers choosing JAXPORT. FTZs, situated within the U.S. but technically considered outside of U.S. Customs and Border Protection jurisdiction, allow shippers to streamline clearance, efficiently manage cash flow and save a significant amount of money on imported cargo shipments or manufacturing and distribution operations.



**Last year FTZ No. 64 reached a total shipment value of \$1.8 billion and ranked 16th in exports among the nation's more than 200 FTZs.**

Sysco Vice President of Supply Chain and Logistics Tim Crumley said what strikes him the most is the helpfulness of the team in Jacksonville.

“JAXPORT’s FTZ staff didn’t just promote the attributes of the FTZ designation, they facilitated every detail of the process, right down to setting up meetings with Customs,” said Crumley.





## A Culture of Customer Service

Pinpointing the value proposition is JAXPORT's strength. Karen Fortson, Managing Partner at Cycle Up, a 3PL and DC operator, said:

**“JAXPORT is very customer-oriented. They go out of their way to connect you with services, suppliers and partners.”**

JAXPORT provides a wealth of services to carriers and shippers, each comprehensively filling supply chain needs. So if an inland backhaul rate in Jacksonville is a fraction of the going rate at a competitive port, or if a new technology to quickly transfer contents of a seabulk container exists to expedite its return to dock, JAXPORT will help find it.

## The Backhaul Advantage

Because Florida is a consumption state, there are unique backhaul opportunities for trucking and rail. Area service providers ally with both shippers and carriers to provide almost limitless supply chain efficiencies.

Cycle Up's Fortson outlined specific advantages of transloading in Jacksonville. She said that re-organizing cargo from 40-foot ocean to 53-foot domestic containers allows the expedited return of the boxes to dock and reduces the ocean rate to shippers. This is proving particularly valuable to ocean carriers with robust import business at JAXPORT because of higher asset utilization and limited repositioning of empties. In addition to reducing truck emissions and road-safe box benefits, transloading through JAXPORT also improves driver utilization.

## The Market is Here. Jacksonville is Ready.



JAXPORT's finest benefits for carriers and shippers come from its unique location at the top of Florida and within the high-volume Southeast U.S., complementing its extraordinarily competitive inland transportation connections and diligence in adding extra value. Once customers consider the port, they find bottom-line benefits and ultimately choose JAXPORT.

The ability to load larger vessels more heavily and introduce new services offers greater efficiencies. Growing economies of scale will generate more freight volumes because JAXPORT has unparalleled terminal turns and favorable inland connection costs and networks.

Companies that faced labor, congestion and inland connectivity issues elsewhere – as far away as the U.S. West Coast – have already begun to shift cargo to service-focused Jacksonville, with exceptional results. They are discovering greater velocity and reliability, substantial carrier capacity and lower costs. The greater the complexity of a shipper's supply chain, the more opportunity for JAXPORT to add value. □

Read the full profile at  
[www.JAXPORT.com/newsroom/In-the-News](http://www.JAXPORT.com/newsroom/In-the-News)



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# JAX LNG receives U.S. Coast Guard approval

**JAX LNG has received approval** by the U.S. Coast Guard for the operation of a new waterfront liquefied natural gas (LNG) facility, as well as to conduct ship-to-ship LNG bunkering for TOTE Maritime's Marlin Class ships.

North America's first LNG bunker barge, Clean Jacksonville, will be used for the ship-to-ship fueling of the TOTE vessels at JAXPORT.

The new waterfront facility, located at Dames Point, will have the capacity to produce more than 120,000 gallons of LNG per day. □



JAX LNG's new waterfront facility is expected to be operational by the end of 2017.

# Eagle LNG receives approval to export LNG worldwide

**The U.S. Department of Energy** has issued approval for Eagle LNG to export LNG worldwide from its liquefaction plant located in West Jacksonville.

The Maxville facility, which is expected to open by the end of 2017, will have the capacity to produce 200,000 gallons of LNG per day.

The approval allows the company to export 10 million cubic feet of the fuel per day to anywhere in the world that is not banned by U.S. policy.

Eagle LNG will supply the environmentally friendly fuel for Crowley's new LNG-powered container/roll-on, roll-off ships, expected to be delivered by 2018 to serve the Puerto Rico trade lane. □

*Learn how Northeast Florida is leading the clean fuel revolution at [JAXPORT.com/LNG](http://JAXPORT.com/LNG).*



JAXPORT's Talleyrand terminal is home to two, 260-ton cryogenic LNG storage tanks, owned by Eagle LNG.

## HEARD AROUND THE PORT

"JAXPORT and the City of Jacksonville have worked together to ensure the proper planning for the distribution centers needed as we continue to grow our port."

—Congressman John Rutherford

# High-powered cargo takes advantage of JAXPORT's quick reach to the Midwest

A **108,000-pound generator** bound for a manufacturing plant in the Midwest recently moved through JAXPORT's Talleyrand Marine Terminal.

The machinery, which is worth more than \$2 million, was made in Germany and shipped from Belgium to JAXPORT in a wooden crate aboard the Spliethoff general cargo vessel Dynamogracht.

Highly trained stevedores involved in the operation are experienced in the movement of specialty, heavy-lift cargo and are employed by port tenant Seanus. The equipment was ultimately trucked to the Midwest aboard an 11-axle tractor trailer.

Talleyrand Marine Terminal offers 4,780 linear feet of berth space and is conveniently located near three U.S. interstates, I-10, I-95 and I-75. □



# JAXPORT lands multimillion-dollar specialty cargo



**Highly-trained master riggers** recently moved 17 military fighter jets through JAXPORT's Blount Island Marine Terminal, taking advantage of the port's expertise in the movement of specialty and oversized cargoes.

The F-5s are 50 feet in length and worth \$1 million each. The aircraft were then trucked to destinations in North and

Central Florida for use by a government contractor providing flight training and other services to the U.S. military.

The jets arrived at JAXPORT from the Middle East aboard the Thorco Shipping heavy lift vessel, Thorco Glory. Workers with stevedoring company Portus used cranes and other special equipment to lift the jets off the ship one at a time and then lower them onto specialty truck chassis. International freight forwarder Kuehne + Nagel arranged the transport.

Jacksonville's skilled workforce offers a variety of labor options, including highly-trained master riggers specializing in heavy lift and project cargo operations. In addition, JAXPORT offers one of the nation's highest weight-bearing capacity docks. □

## LET JAXPORT DO YOUR HEAVY LIFTING

Contact Frank Camp, Director, Non-Containerized Sales at (904) 357-3075 or Frank.Camp@JAXPORT.com.

Learn more about JAXPORT's project, oversized and heavy lift capabilities at [JAXPORT.com/Heavy-Lift](http://JAXPORT.com/Heavy-Lift).



# Large container cranes move by barge up St. Johns River

Two large container cranes recently traveled by barge up the St. Johns River from JAXPORT's Blount Island Marine Terminal on the Northside to the port's Talleyrand Marine Terminal near Downtown.

The cranes will service Crowley Maritime Corporation's new liquefied natural gas (LNG)-powered vessels, which will be based at Talleyrand.

The repositioning of the cranes is part of JAXPORT's plan to maximize the use of each public seaport terminal and its assets to generate the biggest returns for the community. □



# JAXPORT's Asian trade lane supports student rowers in Northeast Florida



Student rowers with Stanton River Bank Rowing unload the club's new floating dock from a shipping container.

**Stanton River Bank Rowing** (SRB), a Jacksonville-based community rowing program, recently imported a portable rowing dock from Asia through JAXPORT's Blount Island Marine Terminal. The floating dock is used for training rowers and to support competitions held in various locations along the St. Johns River.

SRB, open to all middle and high school students in Northeast Florida, purchased the new dock to provide a safer and easier way for students to launch their rowing shells.

The dock components were manufactured in China and shipped to Jacksonville inside a shipping container. Customs broker Dixon, Smith & Associates arranged the transport of the container to SRB.

Chris Register, SRB Director of Rowing, praised the ease and efficiency of doing business with JAXPORT saying, "Within 12 hours of the container's arrival in Jacksonville, our new dock was here on our site."

JAXPORT offers worldwide cargo service from more than 40 ocean carriers, including direct service to Asia, Europe, Africa, South America, the Caribbean and other key markets.

Asian trade continues to be the fastest growing segment of JAXPORT's container cargo business, achieving double digit growth during the first six months of fiscal year 2017. □

*Learn more at [JAXPORT.com/Containers](http://JAXPORT.com/Containers).*

## HEARD AROUND THE PORT

"Because of JAXPORT's customer service and solid management team we always encourage our customers to pick JAXPORT as a port of load."

– Zach Duffy, Area Operations Manager, NYK Lines

# Connecting small businesses with big opportunities

By Laura Jane Pittman



Brian Williams

**Brian Williams** is the new coordinator of JAXPORT's Small and Emerging Business Department, a program which continues to experience positive growth. Port contracts with companies registered with the Jacksonville Small and Emerging Business (JSEB) program have topped \$12.5 million at JAXPORT since 2014, averaging 12 percent of the port's overall yearly payments.

Williams says 2017 figures will likely be in the 18-20 percent range – signaling an increase in the value and number of port contracts awarded to small- to medium-sized companies.

Williams, whose previous experience includes similar work with the Duval County Public Schools and the City of Pittsburgh's Economic Development arm said, "The first step for a business who wants to take advantage of these programs is to get internally organized and technically sound, which includes such things as pertinent taxes and registrations."

Williams collaborates with regional interagency groups including the First Coast Business Alliance, the Small Business Administration, the University of North Florida Small Business Development Council (SBDC) and the Joint Agency Task Force (made up of Jacksonville's independent agencies, CareerSource, Duval County Public Schools and the City of Jacksonville) to tap into available resources. He has also been working with local chambers of commerce to reach individuals businesses and connect them with tips and opportunities.

"We have seen a significant increase in small business participation at the port this year. More than half of our upcoming maintenance and repair work will be handled by small and medium-sized businesses," said Williams. "Looking ahead to next year, contracts should be coming up in security, printing, promotional and janitorial, as well as ongoing engineering and construction. My main goal is to get personally connected with companies, get them registered with JSEB and get them to work." □

## CONNECT WITH BRIAN

Brian Williams, SEB Programs Coordinator  
(904) 357-3003 or [Brian.Williams@JAXPORT.com](mailto:Brian.Williams@JAXPORT.com)

Learn more at [JAXPORT.com/SEB](http://JAXPORT.com/SEB).

## JAXPORT rolls out improved careers site

The **careers page** on JAXPORT.com has been enhanced to better connect job seekers with available opportunities in Northeast Florida's maritime industry.

In addition to the list of available positions at JAXPORT, the page features a database of job opportunities with some of the private companies that do business through the port.

The feature gives job seekers easier access to maritime job opportunities while providing transportation and logistics businesses with a valuable means of communicating with suitable employees. □

## TO BE ADDED TO JAXPORT'S JOB OPENING DATABASE, A COMPANY MUST:

- Be a JAXPORT tenant or have an office/facility in Northeast Florida
- Specialize in maritime transportation or logistics
- Maintain a regularly updated webpage of open jobs in Northeast Florida

To add your company, email the link to your organization's job page to [Communications@JAXPORT.com](mailto:Communications@JAXPORT.com).



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# Jacksonville longshoremen's union awards record-setting \$48,000 in college scholarships

**Local 1408** of the International Longshoremen's Association (ILA) in Jacksonville has awarded a record-setting \$48,000 in scholarships to 43 area high school seniors and college students, the largest group of recipients to date.



ILA 1408 is a labor union representing many of the dockworkers who move cargo at JAXPORT's shipping terminals.

The ILA scholarship program has awarded more than 800 scholarships totaling more than half a million dollars since it started in 1995.

"Just like we have grown this scholarship fund, the opportunities in our port community continue to grow," said Local 1408 President Vince Cameron. "The more growth we have in Northeast Florida's maritime industry and at our port, the more revenue we have flowing into this community. There is a direct correlation."

To be considered for the scholarship, local applicants were required to have a minimum 3.0 GPA, complete community service activities and submit an essay.

ILA Local 1408 helps connect more than 1,200 men and women with jobs at JAXPORT. Opportunities for these members continue to grow along with the port. □

*Learn more about JAXPORT's community contributions at [JAXPORT.com/Community](http://JAXPORT.com/Community).*

# Area students create work of art to thank JAXPORT for support



**The Board President** of City Kids Art Factory, an after school art program located near JAXPORT's Talleyrand Marine Terminal, recently presented the port's Board of Directors with a handmade JAXPORT mosaic created by student-campers in recognition of the port's support of the non-profit organization.

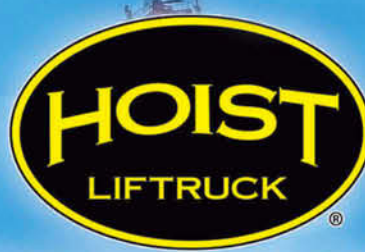
In addition to a monetary contribution, JAXPORT has donated outdated publications for use by the campers, 7-14 years old, to create various paper crafts including birdhouses, sea creatures, hats and even a replica of the White House.



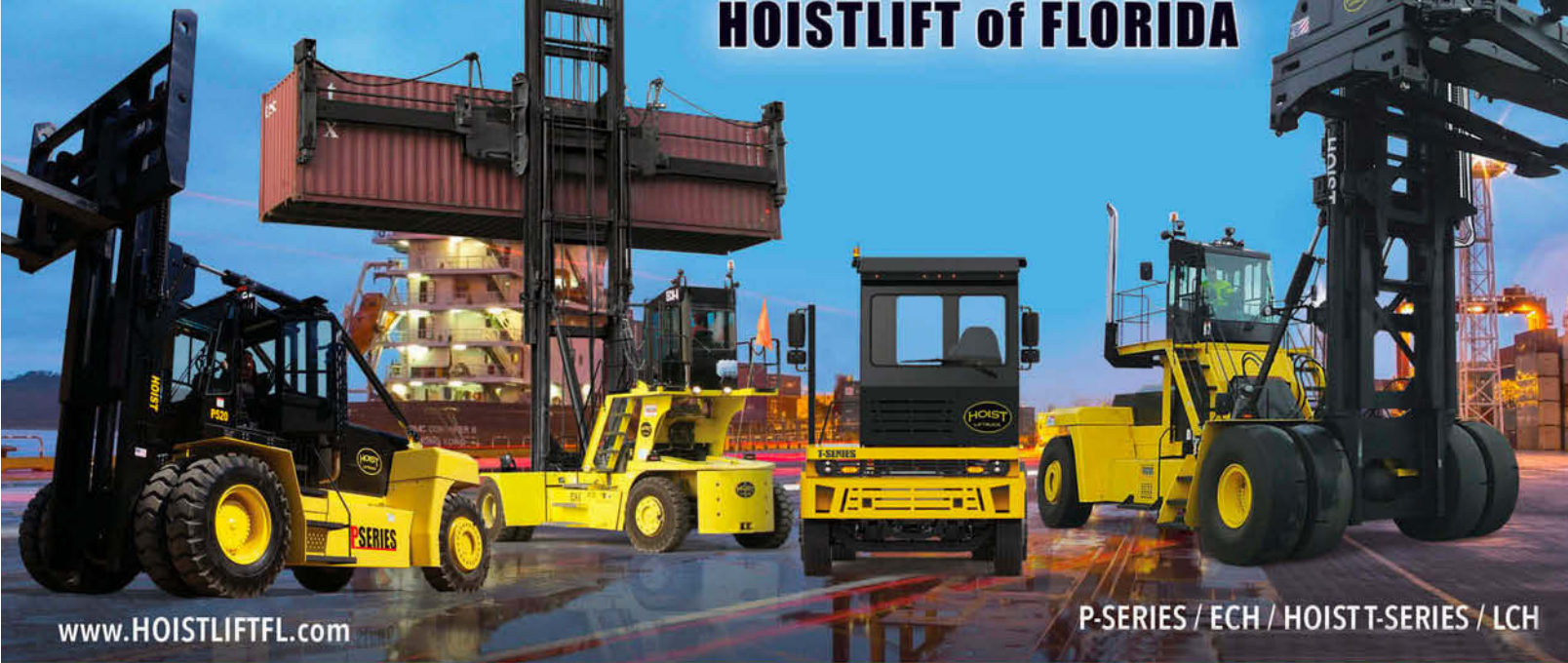
The mosaic artwork presented to JAXPORT by City Kids Art Factory will be put on display at various locations around Jacksonville.

"We truly appreciate JAXPORT's support," said City Kids Art Factory Board President Patricia Hicks Harley. "Your interest in our community allows the youth we're working with to think outside the box and create amazing works of art." □





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