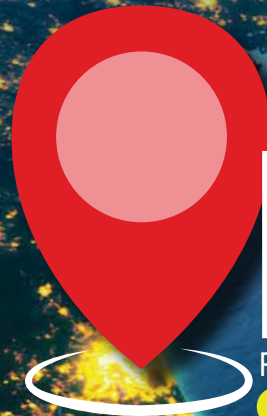


# [JAXPORT] [MAGAZINE]



## FTZ<sup>64</sup> FOREIGN TRADE ZONE NO. 64 **GET IN AND GET MORE**

Global companies find competitive edge shipping through JAXPORT  
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Growth drives expansion of JAXPORT's auto capacity  
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Cold storage space in Jacksonville on the rise  
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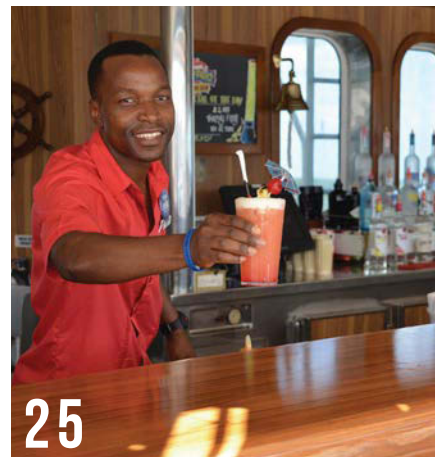
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# TRENDING @JAXPORT

## Our Top Posts



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JAXPORT is a hub for #trade & an economic engine for NE FL! Cargo activity supports 130K+ jobs & \$27B in annual economic output. JAXPORT continues to invest to grow new jobs: harbor deepening, expanded capacity & more! #FlaPorts #FLTrade2018 #PortsDeliver #WorldTradeMonth



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JAXPORT signs a historic long-term agreement w/ @CarnivalCruise Line to offer #cruise service from #JAX thru at least 2021 and potentially 2027. Carnival #Elation will continue offering year-round sailing to the Bahamas from JAXPORT's Cruise Terminal. #CruiseJAXPORT #ilovejax

## New Business for JAX!

- ARTICLE
- BMW REGIONAL PARTS DISTRIBUTION CENTER
- BOURQUE LOGISTICS
- GILDAN ACTIVEWEAR
- JINKOSOLAR
- MAGELLAN TRANSPORT LOGISTICS

Read more about Jacksonville's advantages on page 27.

## Save the Date!

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## In the News

- 1 **LOGISTICS MANAGEMENT NAMES JAXPORT TOP IMPORT PORT**  
Southern Business & Development Magazine named **Jacksonville one of the 25 best places in the South** to relocate your business headquarters.
- 2
- 3 **LNG World Shipping** discussed how infrastructure investments in and around JAXPORT have streamlined the fueling process for LNG-powered ships calling the port.

## Heard Around the Port

*"The resources we have in Jacksonville make it easier for the customer, the end user and the shippers."*

-BRANDON NELSON,  
ATS INTERNATIONAL

*"Investment in infrastructure enhances our local quality of life but also says to the business community to the investment community around the world, 'We're open for business and we're an international player.'"*

- JACKSONVILLE MAYOR LENNY CURRY

*"The work being done [on LNG] in Jacksonville will be the basis for federal regulations in the future."*

-CAPTAIN TODD WIEMERS,  
U.S. COAST GUARD  
SECTOR JACKSONVILLE

## Connect With Us



# ADDITIONAL FEDERAL FUNDING KEEPS JACKSONVILLE HARBOR DEEPENING ON TRACK

The Dutra Group's clamshell dredge The Paula Lee officially starts the Jacksonville Harbor Deepening project.

The federal government recently awarded nearly \$32.4 million in funding for the Jacksonville Harbor Deepening project, which began construction in February 2018. This is in addition to the \$21.5 million the federal government committed to the project in 2017, plus significant contributions from the state of Florida.

"These dollars signal that the federal government believes in our deepening project and has confidence in our ability to provide a return on this investment," said JAXPORT CEO Eric

Green. "We appreciate the support of our elected representatives in Washington, Tallahassee and here at home who work tirelessly to ensure JAXPORT remains globally competitive, continues to generate high-quality jobs for our citizens and offers opportunity for generations to come."

Contractors with the U.S. Army Corps of Engineers are working on the project's first three-mile segment and construction is expected to take approximately two years. The Corps is also now accepting bids for phase

two, which will deepen miles three through eight.

The project will take the federal shipping channel to a depth of 47 feet, allowing the largest container cargo ships currently calling the U.S. East Coast to visit JAXPORT more fully loaded.

More than 1.3 million containers moved through the Port of Jacksonville last year, making it Florida's largest container port complex. □

## CONTAINER CARGO GROWTH CONTINUES

During the first six months of fiscal year 2018, JAXPORT recorded 27 percent growth in total container shipments over the same period last year, moving 634,460 twenty-foot equivalent container units (TEU).

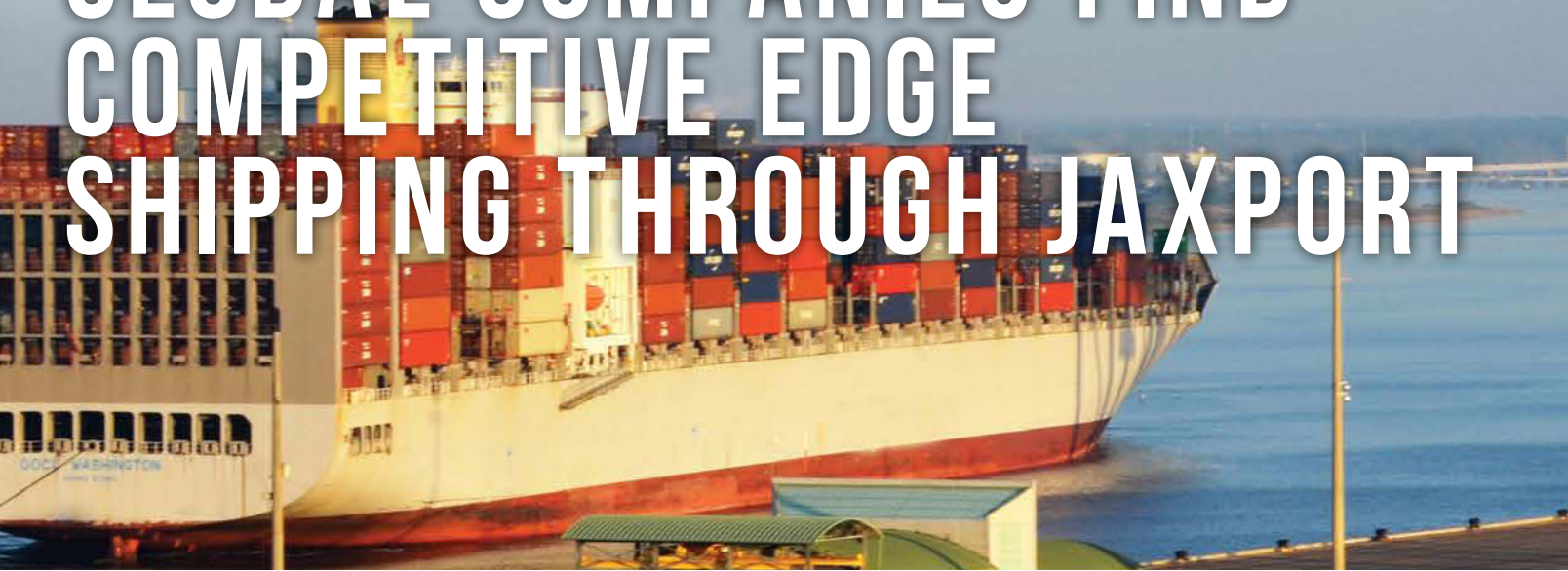
Asian container volumes are up 16 percent during this time, with 209,803 TEU moved. Over the past five years, JAXPORT has recorded

an average of 21 percent annual growth in Asian container volumes.

JAXPORT's Puerto Rican volumes have also increased, growing 40 percent with 375,633 TEU moved. As the primary U.S. port for commercial trade with Puerto Rico, JAXPORT and its partners continue to supply aid to the residents following Hurricane Maria's devastation in September. □



# GLOBAL COMPANIES FIND COMPETITIVE EDGE SHIPPING THROUGH JAXPORT



By Lori Musser

Three ocean shipping alliances handle more than 80 percent of the world's container cargo and all of them call on JAXPORT. As the range of services, efficiency, global coverage and slot availability continues to increase, cargo owners are discovering a competitive edge shipping through JAXPORT.

Two of the largest global alliances call SSA Cooper's terminal on JAXPORT's Blount Island. They represent seven global ocean carriers. "The 2M service and the *Ocean Alliance* service have

both had significant growth this past year," said Frank McBride, SSA Cooper's Vice President of Florida Operations. "We do our part by working closely with beneficial cargo owners and the trucking community to get cargo delivered in the most timely and efficient ways."

The TraPac Container Terminal at Dames Point is served by *THE Alliance*, which enhanced overall service capacity last year by approximately 6,000 TEU per week to more than 21,000 TEU. They added

new points of service with port calls in Jebel Ali, United Arab Emirates; Colombo, Sri Lanka; Laem Chabang, Thailand; and Xiamen, China; and added greater frequency in Shanghai and Busan, South Korea.

TraPac also offers Hamburg Süd's weekly service between the U.S. East Coast and South America's East Coast.

"As shippers discover the advantages that Jacksonville offers, we are seeing greater demand for service through our Dames Point terminal," said Stephen Edwards, TraPac President and CEO. "We hit all the high notes for our business partners: responsive customer service, expedited cargo moving plus increasing capacity and options."

## EXPANDED CAPACITY SUPPORTS CUSTOMERS' EFFICIENCIES

Randall Donlen is Director of Transportation for Tapestry, Inc., whose brands include Coach and

THE ALLIANCE	2M	OCEAN ALLIANCE
TraPac	SSA	SSA
Hapag-Lloyd ONE YANG MING	HMM MAERSK LINE HAMBURG SÜD MSC	EVERGREEN OOCL COSCO SHIPPING APL CMA CGM

96 Percent of East-West Container Capacity  
**ALL CALL JAXPORT**





“The ongoing collaboration between JAXPORT and the carriers to expand and improve services will be a benefit to everyone.”

–Randall Donlen, Tapestry, Inc.

Kate Spade. Donlen said, “With one of Tapestry’s primary distribution centers located in close proximity to JAXPORT, ocean carrier capacity into this port is very important to us. The continuing consolidations in the carrier market concern us, so we were pleased to see the recent expansion of vessel service options from our key origins into JAXPORT, particularly with the new carrier, ONE.”

Donlen added, “Not only does this support additional origins with direct calls, it helps mitigate risks associated with relying too much on a narrow selection of services. The ongoing collaboration between JAXPORT and the carriers to expand and improve services will be a benefit to everyone, including the community and businesses in the region.”

Havertys Furniture Companies, Inc. Vice President of Supply Chain Abir Thakurta said, “The Florida markets are important to our

business. The diversity of customer needs from coast to coast is a challenge. Our ability to bring in regionalized merchandise directly to our expanded distribution center in Lakeland, Fla., is important in meeting that challenge. The increase in service capacity through JAXPORT has helped us more quickly and efficiently make a broader and targeted assortment of products available for delivery to our customers.”

**DEEPER WATER WILL MULTIPLY ECONOMIES OF SCALE**

Ocean capacity will continue to increase at JAXPORT, predicts Dave Kalata, JAXPORT’s Director of National Container Accounts. Deepening Jacksonville’s harbor will allow carriers and alliances to carry more and heavier boxes into JAXPORT, optimizing slot utilization.

Large vessels that have been light loading will be able to push

vessels to their designed capacity, delivering enviable economies of scale. And, as a bonus, there will be potential space for the heavier outbound cargoes produced widely in the Southeastern U.S., such as forest products.

For the carrier, optimizing the balance of import and export container equipment and weight differentials is critical science, and with deeper water, asset utilization along the entire supply chain will benefit. □





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# GROWTH DRIVES EXPANSION OF JAXPORT'S AUTO CAPACITY

By Lori Musser

The U.S. exports and imports light passenger vehicles in significant numbers. New vehicle exports have been relatively stable for years, reaching a value of \$57 billion in 2017. Imports are steadily growing – tallying \$192 billion in 2017, as reported by the International Trade Administration.

Vehicle volumes at JAXPORT are also on the increase. The port's three auto processors – AMPORTS, Southeast Toyota Distributors and Wallenius Wilhelmsen Solutions – handle multiple carriers per day, and set a new record in 2017, moving 693,000 units.

The business case for the continued growth of Jacksonville's vehicle gateway is good. It has a slate of exceptional auto handling partners. There is a growing consumer base in the Southeast and a burgeoning population in Florida. The state's large tourism trade requires a car rental fleet that is regularly refreshed. Heeding the insights of automakers, distributors, processors and carriers, JAXPORT has set a strategic path to enhancing auto-handling capacity.

Construction of a new Dames Point auto terminal will expand the

port's vehicle-handling capacity by 25 percent. Dames Point already hosts a mix of port business, including containers, cruise and Roll-on/Roll-off (Ro/Ro) – the new investment will allow for a much larger auto yard with direct waterside access.

JAXPORT's Chief Operating Officer Fred Wong said the first phase of the auto terminal development will create about 25 acres of auto storage space by the end of the year. This phase includes the relocation of the port's current cruise parking area.

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Grimaldi  
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K-Line  
Liberty Global Logistics  
MOL ACE  
NYK Line (NA), Inc.  
Sallaum Lines  
Siem Car Carriers  
TOTE Maritime Puerto Rico  
Trailer Bridge

Future phases will introduce additional acreage, and at full build out, the new facility will offer more than 100 acres of processing and storage space, with direct waterside access for loading and unloading as well as close proximity to major interstates and the potential for rail capabilities.

Frank Camp, JAXPORT Director of Cargo Sales, said that auto processing facilities benefit from scale economies. The new terminal's dedicated Ro/Ro berth will expedite ocean carrier access, and a skillful design will increase the efficiency of discharge, loading, storage, handling and value-added operations.

JAXPORT's existing auto terminals have worked hard to earn a fine

reputation. Using longshoremen with specialized auto handling training, they handle up to four vehicles per driver per hour, and report excellent cargo and workforce safety records.

"This new automotive terminal will meet a high standard. It will support our auto partners with the infrastructure needed to continue to build their businesses in Jacksonville," said Camp. □

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## HÖEGH RO/RO SERVICE NOW SAILS DIRECT TO OCEANIA THROUGH JACKSONVILLE



When Australians and New Zealanders need new construction equipment, such as bulldozers or cranes, they typically have to import. When they want new cars, importing is their only choice since the last car fabrication plants in the region shut down production in 2017.

Höegh Autoliners' new U.S. to Oceania direct express service fills that void. The Ro/Ro service from Jacksonville to Oceania includes

port calls in Auckland, New Zealand as well as Brisbane, Port Kembla, Melbourne and Fremantle in Australia.

The first vessel on the direct service, the 6,500-vehicle *Höegh Jeddah*, sailed out of JAXPORT's Blount Island Marine Terminal in early March. Having the last East Coast port of call in the rotation allows U.S. Southeast automakers to make last-minute shipments

out of JAXPORT, minimizing shipping time.

A shorter shipping time means lower inventory carrying costs, as well as faster deliveries for the buyers of personal autos and heavy construction equipment.

Matt McKown is Head of Sales for Höegh Autoliners. He said, "Our new twice monthly direct service from Jacksonville to Oceania delivers exactly what our customers have been requesting for years, an express highway from the South Atlantic to Australia and New Zealand. With washing, fumigation, and accessorizing services available on site at JAXPORT's Blount Island terminal, customers will enjoy a full-service, hassle-free gateway to the South Pacific." □

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# JUST IN TIME: COLD STORAGE SPACE IN JACKSONVILLE ON THE RISE

By Sandy Smith

Produce has, by its very nature, a short shelf life. Anything that delays fresh fruits and vegetables from reaching consumers' tables quickly adds to the spoils.

So when a pineapple is shipped to the Northeast and trucked down to the Jacksonville area, precious days have been lost - and that's to say nothing of the added cost of the extra miles.

"That's not sustainable anymore," said Rick Schiappacasse, JAXPORT's Director of Latin America Sales.

This is one of the reasons that Schiappacasse has taken the lead

on attracting more cold and frozen imports to JAXPORT. One challenge: a lack of available storage space in the area. That is changing, and just in time.

"Importing foods from South and Latin America - even Asia - is on the rise," said Michael Pitcher, Burris Logistics' Sales Director. "The rise of e-commerce, even with grocery, means a lot of companies are working to figure it out."

The demand for cold storage has also grown due to instability in Puerto Rico after a hurricane damaged the power grid. "In response, many companies have decided to maintain less inventory on the island, shifting fulfillment to

stateside facilities that feed weekly pipelines via ocean reefers," said Scott Fernandez, Vice President, Business Logistics for Aqua Gulf. "Customers are beginning to expect not just refrigeration, but temperature-controlled cargo services from end to end. We see it as a win-win scenario where we can offer true multi-zone cold storage."

Burris Logistics has seen the change in demand too, Pitcher said. "Our business had been about 90 percent frozen. Over the last 12 or 18 months, it has been a 60/40 split frozen and refrigerated. We've been slowly converting to a 50/50 split due to the increase

and popularity for the refrigerated temperature range.”

As the capacity has increased, Jacksonville and JAXPORT are uniquely positioned to meet demand. “It’s a good spot logistically with I-95 and I-10 and the railroads,” Pitcher said. “It’s a good distribution point if we can get the product to come in through the port on the temperature-controlled side. It’s a one-day journey to Atlanta and all of Florida’s population.”

Aqua Gulf also sees the convergence of rail and highways as an option. “We feed refrigerated and dry cargo from the West Coast, the Midwest, the Northeast and the mid-Atlantic regions via daily fast transit intermodal options,” Fernandez said. “Puerto Rico and international ocean carriers calling Jacksonville provide multiple sailing options each week, allowing us to minimize transit times for our customers. We think it’s the ideal position for Aqua Gulf in this market and climate.”

At Caribbean Shipping Services, shipping to Puerto Rico makes JAXPORT “the only place to be,” said Advisory Board Member Paul Robbins, who recently retired from



**Aqua Gulf is currently building a 15,000-square-foot facility near JAXPORT’s North Jacksonville terminals to provide temperature-controlled cargo services.**

the company he founded more than 25 years ago. “It’s a growing port, continually adding service offerings to other Caribbean markets and Latin American markets.”

Caribbean Shipping Services handles about 1.6 million pounds of reefer products each week. Still, there is room for more, Robbins said. “The design for throughput is to go from one shift to two, and from two to three.”

That flexibility means that when Caribbean opened its new facility in 2017, it was able to downsize from 70,000 square feet of temperature-controlled space to 12,000. “The business model is changing. We designed this not for storage. If a customer came to us with a need for import/export storage, we could build to suit.”

Crowley Logistics recently added a cold storage facility in Jacksonville, as well. Given that produce must get to the customer quickly, capacity can continue to increase while cold storage facilities are built.

#### **MORE OPPORTUNITIES FOR JAXPORT AND ITS PARTNERS**

The United States Department of Agriculture’s Southeast In-Transit Cold Treatment Pilot Program now

includes JAXPORT, making the port a more attractive destination for fruits and vegetables from South America.

“This program should attract new refrigerated fruit and produce importers to the Jacksonville region,” said Aqua Gulf’s Fernandez.

Under the program, imported crops will start their 15-day quarantine as they leave their port of origin. The USDA’s Animal and Plant Health Inspection Service (APHIS) requires refrigerated containers coming into U.S. ports to be sealed and refrigerated at a low temperature for 15 days. This prevents foreign pests and diseases from coming into the U.S.

JAXPORT’s Schiappacasse anticipates only opportunities with this new designation as port partners continue to invest in the necessary cold storage facilities to handle increased produce and reefer cargo volumes. □

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**The list of household  
names within JAXPORT's  
Foreign Trade Zone No. 64  
continues to grow.**



# FTZ NO. 64: STREAMLINING TRADE AND BOOSTING THE BOTTOM LINE

By *Lori Musser*

If you import, chances are you have investigated the potential benefits of operating in a Foreign Trade Zone (FTZ).

JAXPORT is the host and driving force behind FTZ No. 64, Florida's busiest zone by designated acreage and number of active sites. JAXPORT's FTZ handles a variety of cargoes including food products, vehicles, over-dimensional cargo, leather goods, beverages, furniture, housewares and crafts, and more.

Along with room to grow, fast access to market, and a large, skilled workforce, FTZ No. 64 is one of the top factors attracting big retailer distribution centers to Jacksonville according to Lisa Diaz, JAXPORT's Manager of Foreign Trade Zone No. 64 & Logistics Services.

With the opportunity to take advantage of the zone's substantial savings and a grantee staff offering

direct operational experience, the list of household names choosing Jacksonville continues to grow.

## **FTZ NO. 64**

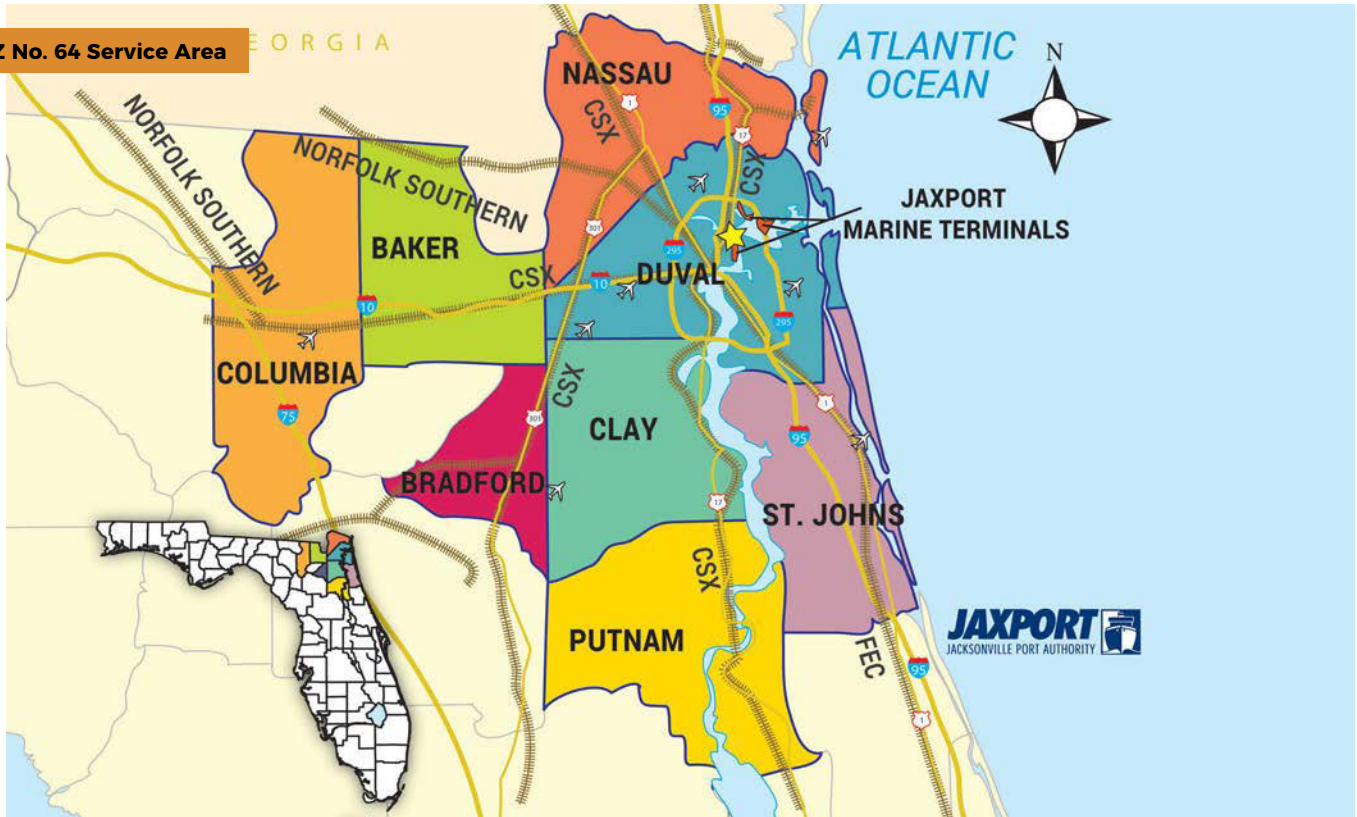
FTZ No. 64 is spread across 5,000 acres in Northeast Florida. About 400 of those acres are activated, leaving vast opportunities for more customers. Most of the activated space is located within distribution centers.

FTZ No. 64 is approved to operate under the Alternative Site Framework (ASF) which greatly simplifies the process for new site applications and extends the zone to include eight counties within Northeast Florida. Storage and distribution sites located within Baker, Bradford, Clay, Columbia, Duval, Nassau, Putnam and St. Johns counties can be approved in 30 days or less under the ASF. Manufacturing plants can be approved within about four months.

## **WHAT IS AN FTZ?**

A Foreign Trade Zone is a secured site located within the U.S., but technically considered outside of U.S. Customs and Border Protection (CBP) jurisdiction, allowing businesses to defer, reduce, or even eliminate costly U.S. Customs' duties on imported products.

FTZ No. 64 Service Area



Merchandise imports subject to higher duties tend to find great value in an FTZ. Diaz said that the current era of Antidumping/Countervailing Duty uncertainty is making the FTZ more attractive to some businesses. If a company is unsure of its product's turn time, if it does not plan to use

the product right away or if a duty rate is likely to change, using an FTZ affords flexibility to stockpile for a while, or otherwise strategically time an entry, while still having control of the cargo. Diaz said that gives a company leverage and allows it to improve margins.

**ZONE NEWS**

A number of new companies are anticipating approval of their FTZ applications.

**Bacardi USA, Inc.**

The liquor and spirits distributor is expanding its FTZ operation in

**FTZ NO. 64 BENEFITS BUSINESS AND COMMUNITY**

Foreign trade zones catalyze economic development in a variety of ways.

Marshall V. Miller is President of the law firm Miller & Company P.A. and serves as a consultant for JAXPORT's FTZ No. 64. He said, "Community development is the real reason for foreign trade zones. You want as many ships as possible, and you want to load and offload as much cargo as possible. From a community development perspective, the more cargo you process in the zone the better."

Miller said having Zone status at deepwater ports, with property set aside and directly engaged, is a conceptual framework for halting the movement of freight. Any value-added activity before export or after import benefits the business with cost-savings but also benefits the community, with jobs and income and spending.

JAXPORT's massive capital project programs in recent years have supported private investments and

the flow of freight, and triggered snowballing economic benefits throughout the community.

Miller said FTZ No. 64's Alternative Site Framework affords a great deal of flexibility. "Now with ASF, you can locate almost anywhere. That gives the port more flexibility to encourage commercial and industrial activity in nearby areas - providing investment and employment in other counties and providing more cargo across the docks. □



Jacksonville following an increase in cargo volumes. Bacardi uses its zone space for kitting gift packs.

### CIL Forwarding

CIL Forwarding got its start in a small office at JAXPORT more than two decades ago. Now a full-service 3PL, it initiated an FTZ application to continue to deliver innovative solutions.

### Bridgestone

Bridgestone Americas, the global tire and rubber-related product giant, has been granted permission to operate in FTZ No. 64. Activation of their FTZ is expected before mid-year.

### ESTABLISHED ZONE ENTERPRISES

#### jf moran

jf moran moves Mercedes-Benz autos through JAXPORT. The company's Vice President of Southern Operations Lynn Baltz said, "Our site located in FTZ No. 64 is a little different than your typical zone. We are set up to strictly handle vehicles that will be exported. We have seen an increase in FTZ activity and recently had to expand the site due to regulations that went into effect last November. Vehicles that move under Customs bond have to be exported within 15 days after arriving at the port. There are many trade lanes that only have a

vessel once a month so the FTZ is very beneficial."

Baltz added, "As a Customs Broker-Freight Forwarder, we have the opportunity to work with many ports and FTZs. JAXPORT actively promotes and educates the community on the advantages and savings of an FTZ. I believe there will be even more opportunities for companies to utilize FTZs in the future due to increased tariffs and Antidumping/Countervailing Duty cases."

### Mazda

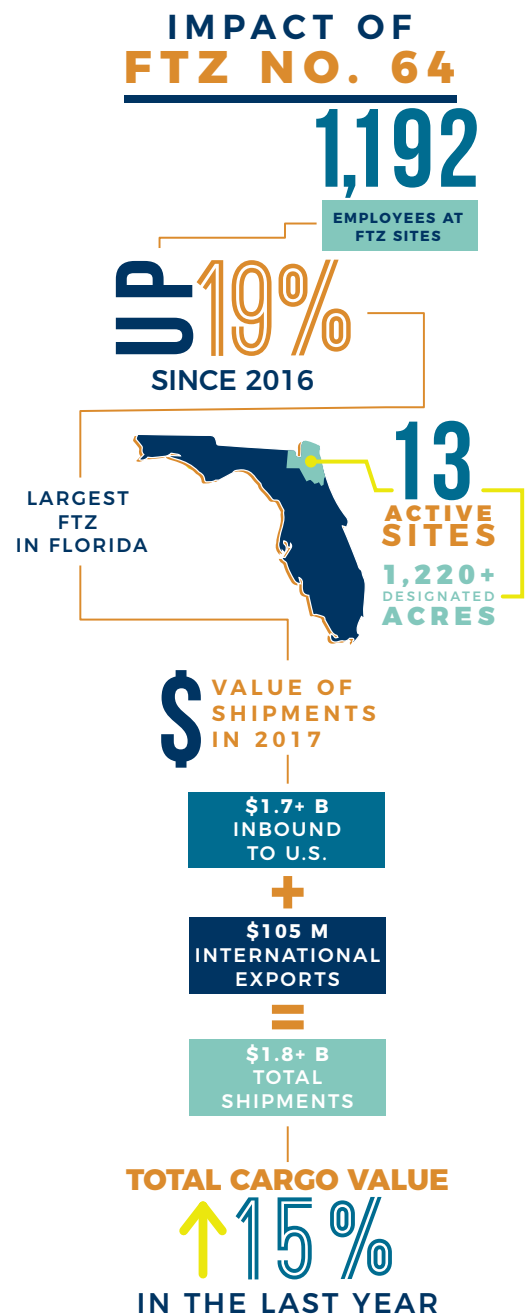
Rhonda Overton-Reilly represents Jacksonville's Mazda FTZ operation. She said duty deferral and duty elimination (on re-exports) are important advantages.

Overton-Reilly described the newly increased Merchandise Processing Fee (MPF), and the savings to be had by processing weekly rather than daily entries in the FTZ. The total savings equates to approximately \$100,000 annually for the company.

As the MPF increases, the bottom-line advantage of an FTZ site also increases.

### North Florida Warehouse FTZ

Chris Sloope is Vice President of Sales and International Operations



AS OF JUNE 2018

for North Florida Warehouse FTZ as well as FTZ administrator for the company. He said the FTZ program allows the company to provide additional services, beyond commercial warehousing. "Our clients benefit from the deferred taxes of the FTZ program, which allows them to store product in our facility," said Sloope. The client can then distribute internationally, avoiding U.S. duties, or sell domestically, paying duties/taxes only on the product that has been sold. This improves cash flow and optimizes shipping costs.

North Florida Warehouse FTZ is thriving. "In the last year, we have grown our FTZ 3PL business to include a 3.7 acre outdoor foreign trade zone," said Sloope. A 15-acre expansion is also in the works.

**Suddath**

Scott Perry is President of Global Logistics for 3PL Suddath Global Logistics, a provider for both domestic and international clients. He said, "Our ability to offer FTZ activated space in our bonded warehouses not only increases our ability to reduce our client's costs, but also enables us to offer more flexible import solutions to our customers."

Perry said, "Suddath is currently in the process of expanding service capabilities for clients on all fronts, including FTZ offerings. As our customer supply chains globalize further, we are developing solutions to help them anticipate future needs, while also achieving their current business objectives. The relationship we have with JAXPORT,

and the operation of multiple FTZs, are examples of our focus on innovative solutions that go beyond traditional logistics."

"Another added benefit of our activated FTZ space is it expands the ability of Suddath Global Logistics to customize our 3PL services to our client's specific needs," said Perry.

**THE MAIN ADVANTAGES**

JAXPORT has put in place sophisticated programs to market FTZ advantages, and the successes of businesses within the FTZ are mounting. As those enterprises realize more and more benefits, and reinvest in their operations and assets, the results are additional jobs, economic spending and new business opportunities for all. □

**FLAGLER BUSINESSES SOON TO BENEFIT**

Hit hard during the economic downturn, and at one point registering the highest unemployment in Florida, Flagler County is pursuing an aggressive business expansion and diversification plan. Armed with lessons learned, it is targeting businesses that provide sustainable employment opportunities for residents.

Some of the target sectors include aviation and aerospace, manufacturing and distribution, high tech and life sciences, and agriculture.

The county has submitted an application to join FTZ No. 64 and

once approved, all nine counties in Northeast Florida will be under the FTZ fold. Helga van Eckert is Executive Director of the Flagler County Department of Economic Opportunity and is leading the county's FTZ application.



The motivation to join came from multiple goals - diversifying the county's business base, boosting the success of existing businesses, and increasing jobs, wages and quality of life. "At the end of the day, when our businesses increase their bottom lines, there is an upward spiral. We look at anything that can be done to improve Flagler County's business environment," said van Eckert.

The benefits of working with an FTZ managed by a global port, and JAXPORT's active marketing of businesses within the zone, all factored into the county's decision according to van Eckert.

She said Flagler County has a number of interested manufacturers for whom the prospect of working with JAXPORT is as enticing as the direct FTZ benefits. "The availability of knowledgeable, high-caliber staff to meet with our businesses to share FTZ nuances that can help them cut expenses or expand foreign trade is important," she said. "Connecting with the port provides added value to our businesses that wish to build international markets, exports, imports." □



Jacksonville City Council President Aaron Bowman addresses port workers and media at a news conference on JAXPORT's Blount Island terminal.

# Q&A WITH NORTHEAST FLORIDA BUSINESS CHAMPION AARON BOWMAN

By Lori Musser

Aaron Bowman, newly elected Jacksonville City Council President, is also the Senior Vice President of Business Development for JAXUSA Partnership, the economic development arm of the Jacksonville Chamber of Commerce.

Bowman has served as JAXPORT's city council liaison for the past several years. A career naval officer who began as a pilot and later became Commanding Officer at Naval Station Mayport, he has a unique perspective that envelops the region's military, aviation, maritime and community interests.

## WHAT ARE NORTHEAST FLORIDA'S KEY STRENGTHS FOR INTERNATIONAL BUSINESSES?

Our region produces great talent. It is a continuing resource because we have great colleges and universities that supply high-quality graduates, and, we have 3,000 men and women exiting military service here each year – and 80 percent stay in the region.

Quality of life is also important. Northeast Florida offers an active outdoor lifestyle with beaches, rivers and sports. We have good health care,

a low cost of living, low-cost labor, and our logistics profile – including world-class port services and a location as the westernmost city on the eastern seaboard – provides convenience and efficiency.

## HOW DO YOU SELL NORTHEAST FLORIDA TO BUSINESSES AROUND THE WORLD?

That has changed. We collect leads from traditional sources, but to address the digital world we've created a social media platform at [findyourjax.com](http://findyourjax.com) which includes podcasts, advertising and newsletters. We work with Enterprise Florida and other economic development organizations, companies interested in expansions, site-selection consultants, referrals, and direct expressions of interest. It is highly collaborative.

## WHAT ARE YOUR STRATEGIES FOR DEVELOPING THE ECONOMY?

Economic development is dynamic. Our current focus is to attract and develop logistics, advanced manufacturing, aviation and aerospace, IT, health and life sciences, and financial services. With a new study due this August, and with a fast-growing population, those

priorities and our action plan, will adjust.

## WHAT ARE YOUR TRADE AND TRANSPORTATION PRIORITIES?

The deepening of Jacksonville's shipping channel. The subject comes up every day. It is simple: the world is mostly building bigger ships, so to retain what we have and be a viable option for more business, the deepening is the number one priority. There's nothing else that comes close.

## TWENTY YEARS DOWN THE ROAD, HOW WILL THE FACE OF BUSINESS IN NORTHEAST FLORIDA HAVE CHANGED?

Increased automation and technology in manufacturing will impact Northeast Florida, and the labor force's skill set will need to change. Also, we can expect some migration from the suburbs back into the heart of the city, which will shift transit needs and refocus quality of life opportunities.

We pride ourselves on being friendly, welcoming. That won't change. Today, and in the future, companies will find the best possible service, attitudes, responsiveness, and care right here in Northeast Florida. □

# ENERGY, ENTHUSIASM AND EXPERIENCE: JAXPORT'S NEW CHIEF OPERATING OFFICER HAS IT ALL

By Chelsea Kavanagh



Wong meets with JAXPORT Public Safety Compliance Officer Gene Leigh during a site visit at the port's Dames Point Marine Terminal.

It is late on a Friday afternoon and while many of Jacksonville's corporate offices have closed for the weekend, the sound of music from the rock group Creed fills the office of Fred Wong, JAXPORT's new Chief Operating Officer.

"The music helps me focus," says Wong, an experienced seaport executive who joined JAXPORT's leadership team in February 2018. He is now using that focus to oversee the port's terminal operations, public safety and engineering departments during a time of incredible growth at JAXPORT.

Two of the port's major initiatives began construction early this year: the deepening of the Jacksonville harbor to 47 feet to allow the largest containerships to call the port more fully loaded and construction of a new auto terminal, part of a project to increase the port's vehicle capacity by 25 percent. In addition,

JAXPORT is undergoing various berth enhancements and other capital projects to build the port of the future. All while cargo volumes, particularly the Asian container trade, continue to grow.

With more than two decades of seaport experience, Wong is certainly no stranger to the maritime industry. He began his career at the age of 18 as a ticket collection agent for PortMiami's cruise operation. During the next 20 years, he worked his way up to Seaport Harbormaster and then Seaport Operations Manager.

One of Wong's first orders of business in Jacksonville is meeting with various leaders in and around the region's thriving maritime industry. To do that, he will turn to another favorite pastime: exercise. On a warm spring day, he walks from JAXPORT's Main Office to the International Longshoremen's Association (ILA) 1408 union hall across the street to meet with

*"It's about succeeding together."*

President Vince Cameron. During the walk, Wong takes a phone call and discusses the ongoing upgrades to Berth 33 and 34 at the port's Blount Island terminal. "There are a lot of big things happening in Jacksonville right now," Wong says as he hangs up. "And it's great to be a part of it."

Wong also gets plenty of exercise meeting with representatives from the various JAXPORT departments he manages by hosting meetings at their work locations across the port's three seaport terminals as well as the Security Operations Center. He says in this industry, connections and knowledge are invaluable. "The better I know our employees and partners, the better I am at my job," Wong says. "It's about succeeding together."

Success for JAXPORT is continued growth in volumes and customer options. With investments in infrastructure, expanding capacity and further strategic planning, JAXPORT is poised to take advantage of the opportunities ahead. And that, Wong says, is music to his ears. □



Wong is greeted with a round of applause during a visit to the ILA Local 1408 union hall.

# MAGELLAN EVOLVES AND EXPANDS

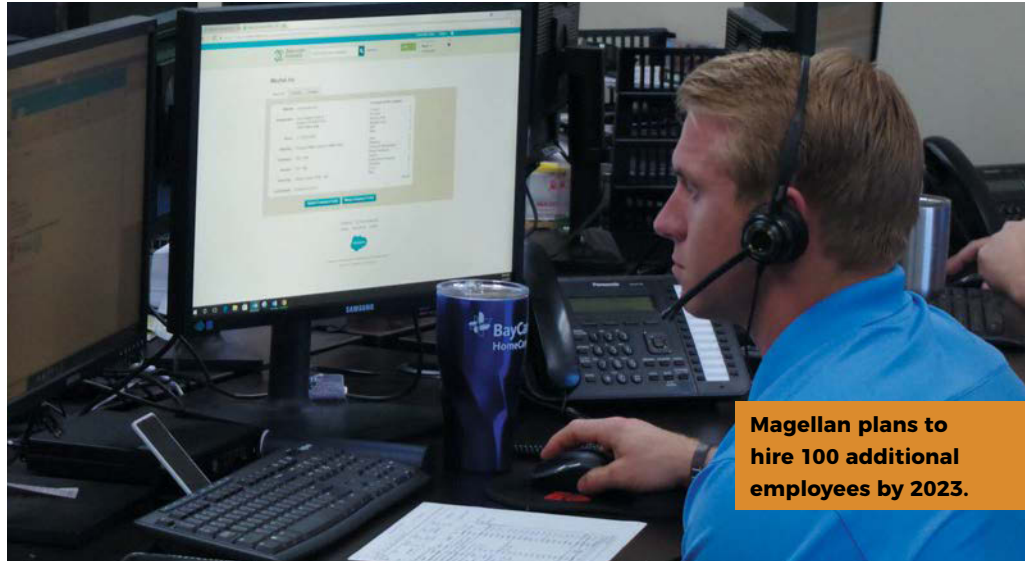
By Lori Musser

Magellan Transport Logistics' unique spirit and culture are driving growth, and a massive expansion is in the works right in JAXPORT's back yard. After more than 10 years of success in Jacksonville, the company recently announced it would plant solid roots in Northeast Florida with its new North American Logistics Headquarters.

The company has traditionally specialized in long-haul trucking, but escalating demand is driving a transition toward providing complete third-party logistics solutions. The new headquarters now provides truckload, less-than-truckload, air freight, warehousing, cross-docking and customized global supply chain management solutions. Magellan's technology, expertise and experience adds value and allows customers to concentrate on their core business.

Tom Piatek, CEO of Magellan, said that there have been expanding freight volumes since the third quarter of 2017. That, combined with "a strengthening economy, growing industrial production and a constrained capacity environment due to driver shortages, is leading to significant growth in third-party logistics."

Magellan decided to expand, according to Piatek, because of these developments and "the new U.S. Tax Plan which facilitates business expansion, growth and hiring." The company acquired a 47,000-square-foot warehouse in the process.



**Magellan plans to hire 100 additional employees by 2023.**

Piatek said, "We see the need for our services continuing to expand over the next three years and want to ensure we are positioned properly to exceed our customer's expectations."

Many of Magellan's employees come from the ranks of Jacksonville's exceptional workforce. Since Magellan's inception, the Service Disabled Veteran-Owned company has capitalized on a tremendously skilled and reliable local workforce, largely comprised of military veterans as well as recent university graduates.

Piatek said Magellan's workforce performs. The company's compensation plan is linked directly to employee and branch achievements. There are six branches and each of those teams operates as a small business. "This small business mindset ensures we maintain the entrepreneurial spirit that helps drive our corporate culture," said Piatek.

The design of Magellan Transport Logistics' Baycenter Road facility increases efficiency. "Magellan's new offices are an open, collaborative space allowing for a better work environment for current and future staff. It is also an exciting opportunity for the company to expand into additional products and services," said Magellan's co-owner and Vice President of Marketing and Supplier Diversity Patty Piatek.

It has a centralized logistics operation center, and has potential to offer final-mile deliveries, according to Tom Piatek.

The Jacksonville region has welcomed numerous new businesses and facility expansions in the last few months. Piatek said that Northeast Florida is an excellent location to start up or expand; he credits the workforce, excellent location and interstate access, port, airports, and an overall pro-business pro-growth environment. □

# HEAVY EQUIPMENT RESOURCES OF FLORIDA

By *Laura Jane Pittman*

Jacksonville-based Heavy Equipment Resources of Florida (HERO FL) is one of only nine companies nationwide and the only one in Florida to receive an E Star Award this year, a presidential recognition of excellence in exporting awarded to companies who have previously received E Awards.

The company received its first E Award in 2013.

HERO FL, which exports heavy machinery and parts for mining, is the brainchild of Leslie Smith, who began looking for other business options to supplement his landscape and irrigation company C&L Landscape during the 2008 recession. He and his son, Carlton, attended the inaugural Import Export Workshop sponsored by the University of Florida Small Business Development Center, Enterprise Florida and JAXPORT.

"It was a six-week program, and we learned how to get and retain customers, who to talk to in different markets around the world and the nuts and bolts of importing and exporting," said Carlton Smith, now Chief Operating Officer of HERO FL. "Everyone asked us, 'What are you going to export that goes with landscaping?' My dad knew of some heavy equipment that

was no longer being used, and he came up with the idea to export that machinery."

When the two attended a mining expo a few months later in Las Vegas and hosted a cocktail reception, more than 200 industry representatives showed up, including an already vetted buying delegation from Ghana, West Africa.

The company's first work was a \$3 million contract to provide 10 Caterpillar machines to Ghana.



**JAXPORT's resources and the area's excellent logistics contractors are part of our success.**

—Carlton Smith, HERO FL

After an 18-day tour of the country that began with the inspection of their first shipment, HERO FL came away with additional contracts. The company has grown exponentially ever since.

"We now do business in 30 countries on six continents. When we cannot

be there ourselves, we have people on the ground working on our behalf," said Smith. "There is competition in every country, but we have a reputation for being extremely fast and responsive. One of my customers in Africa said the parts he ordered from us were on his desk before his local dealer had even gotten back to him with a quote."

HERO FL exports through JAXPORT whenever it can, including their

very first shipment a decade ago, and Smith often recommends the port to customers who set up their own shipping. In addition to having JAXPORT's resources nearby, he also credits the

company's success to partnerships with excellent logistics contractors.

"Our role is to bridge the gap for our customers, both in service and logistics," he said. "Then we distribute to the right people to get the equipment and parts to them in the best possible way." □

## INTERESTED IN EXPORTING?

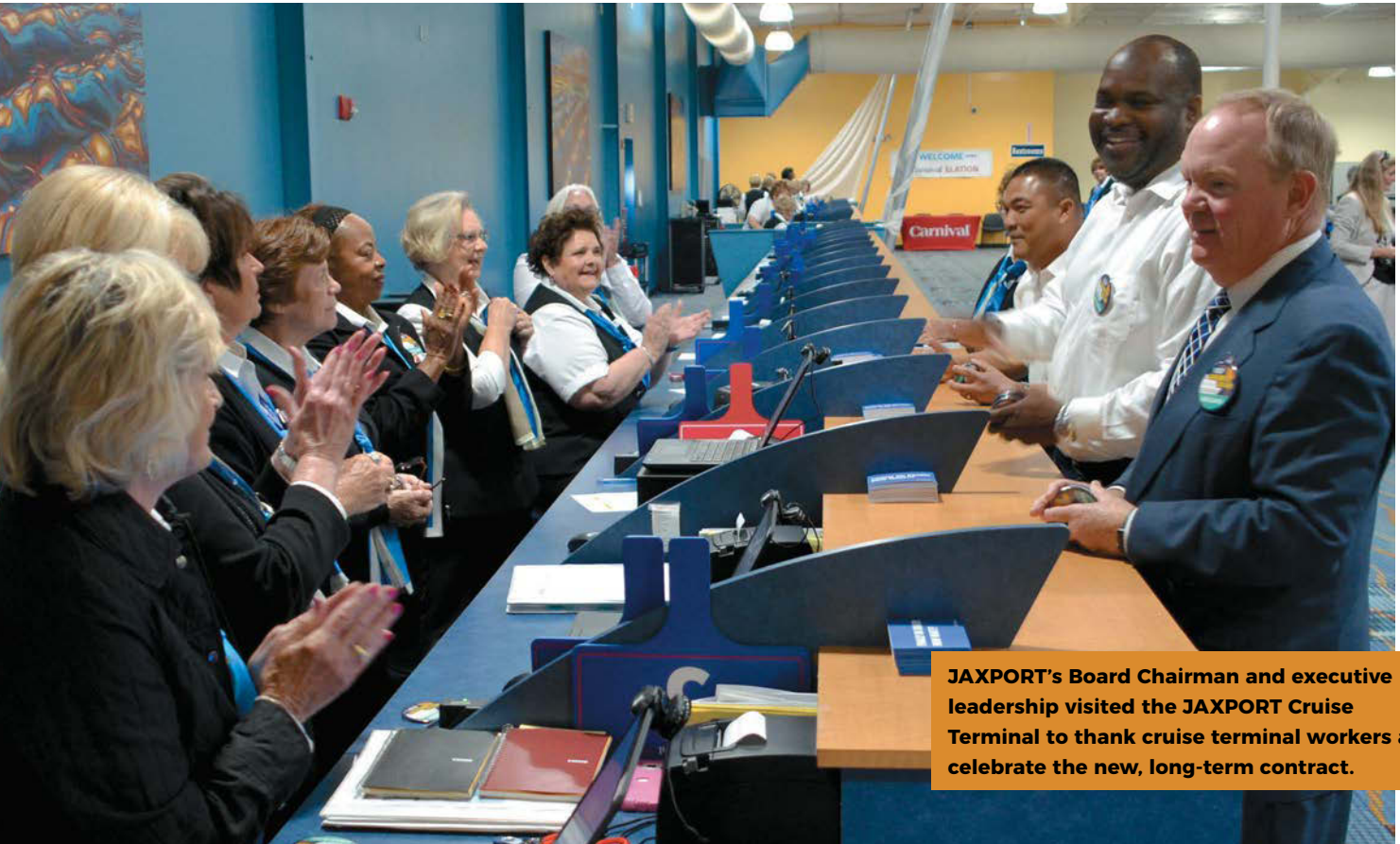
Florida's Small Business Development Center is poised to help Florida manufacturers and professional service providers develop a customized export-marketing plan.

The process includes an initial assessment of the strength of the business, extensive market research to help identify and establish an export market as well as steps for how to enter the market. □

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



# HISTORIC AGREEMENT KEEPS JACKSONVILLE CRUISING



**JAXPORT's Board Chairman and executive leadership visited the JAXPORT Cruise Terminal to thank cruise terminal workers and celebrate the new, long-term contract.**

JAXPORT and Carnival Cruise Line have reached an agreement to extend Carnival cruise service from Jacksonville through at least May 2021 and potentially through 2027.

Carnival Elation will continue offering year-round sailing to the Bahamas from JAXPORT's North Jacksonville Cruise Terminal. The contract extends the cruise line's service from Jacksonville for three years with three additional two-year renewal options. The agreement also calls

for enhancements to the terminal building and passenger experience.

"With Carnival Elation sailing year-round from Jacksonville, we've seen great demand from the area," said Christine Duffy, President of Carnival Cruise Line. "This agreement ensures we can continue to offer the great value, incredible service and the most fun our guests sailing from Jacksonville have come to expect from Carnival."

Beginning May 2019, the recently upgraded 2,056-passenger Carnival

Ecstasy will assume Carnival Elation's year-round four- and five-day cruise program. Carnival offers year-round departures from Jacksonville, carrying approximately 170,000 passengers a year.

More than 2.3 million passengers have sailed from Jacksonville during 15 years of cruise service at JAXPORT. □

*For more information on cruising from Jacksonville, visit [JAXPORT.com/Cruise](http://JAXPORT.com/Cruise).*

# JAXPORT NAMES NEW CHIEF COMMERCIAL OFFICER



JAXPORT has selected Kristen DeMarco as the port's new Chief Commercial Officer.

DeMarco is a key member of JAXPORT's executive team, responsible for leading the port's international cargo sales and

marketing initiatives as well as tracking trends and issues related to maximizing the port's business potential.

DeMarco has nearly two decades of business development experience in the logistics industry, with a track record of successfully negotiating multi-million dollar deals and building relationships with decision-makers from some of the world's largest companies.

Prior to joining JAXPORT, she served as Vice President of Ocean Business Development - North America for CEVA Logistics, as well as held business development roles of increasing responsibility for shipping lines owned

by international powerhouse A.P. Moller - Maersk.

"Kristen's skills and contacts will be major advantages as we keep building our business reputation worldwide," said JAXPORT CEO Eric Green. "She comes on board during a time of incredible opportunity for our port and our community, and her industry know-how will help us continue our current momentum well into the future." □



## INDUSTRY LEADER ROY SCHLEICHER RETIRES

After more than 49 years in the maritime industry and 17 years of dedicated service to JAXPORT, Roy Schleicher has retired as the port's Executive Vice President and Chief Commercial Officer.

During Schleicher's tenure, JAXPORT's total annual revenue doubled, the port solidified its place as one of the nation's busiest vehicle-handling ports as well as Florida's No. 1 container complex, and became a major player in the Asian trade.

Roy will continue to serve the maritime industry through his new consulting business, Schleicher Solutions. □



Article's Jacksonville facility is the company's largest distribution center.

# JAXPORT'S ADVANTAGES ATTRACT NEW BUSINESSES TO THE REGION

JAXPORT's strategic location, worldwide connections and other logistical efficiencies continue to attract big name retailers, distribution centers, and transportation and logistics businesses to Jacksonville.

Among the companies is rapidly growing online-only furniture brand Article, which nearly doubled the size of its U.S. distribution space with a 319,000-square-foot facility near JAXPORT's North Jacksonville terminals.

The Vancouver-based original modern furniture brand ships approximately 10,000 orders per month and 20 percent of those orders ship through the new Jacksonville facility.

"Our goal is to create remarkably better furniture experiences, and a key part of that is creating and maintaining efficient delivery

processes," said Aamir Baig, Article Co-founder, Director, and CEO. "We saw an opportunity to improve service to the Southeastern region of the U.S. by opening a fourth warehouse. Jacksonville is the ideal location for our next facility because it places us within a daylong drive of more than 60 million consumers, dramatically reducing transit and delivery times."

Article imports its products through JAXPORT taking advantage of the port's efficiencies, including direct trade with Asian ports through both the Panama and Suez canals, worldwide cargo service from more than 40 ocean carriers and an on-dock rail facility.

As JAXPORT continues to invest in the port of the future, more and more innovative companies like Article are taking notice of the region's transportation advantages and the

opportunities to grow their businesses in Northeast Florida. □

*To find out more about relocating or expanding your company in the Northeast region visit [JAXPORT.com/Space](http://JAXPORT.com/Space).*

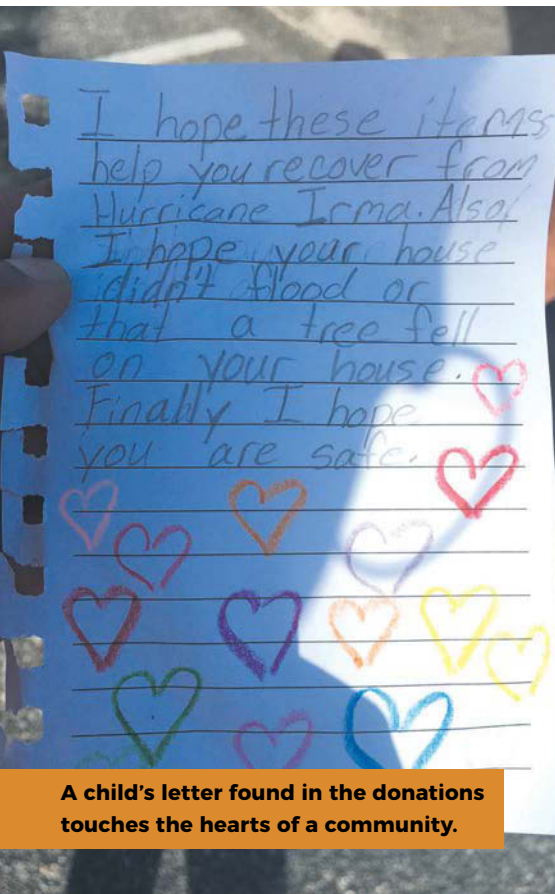
## OTHER BIG NAMES CHOOSE JAXPORT

Montreal-based **Gildan Activewear** expands distribution capacity with a more than 300,000-square-foot distribution center in Jacksonville.

Texas-based logistics systems provider **Bourque Logistics** expands U.S. East Coast reach with new office in Northeast Florida.

**JinkoSolar (U.S.) Inc.** plans to import and export solar products through JAXPORT from its new Jacksonville assembly and distribution facility. □

# WORK CONTINUES TO HELP THE PEOPLE OF PUERTO RICO



**A child's letter found in the donations touches the hearts of a community.**

As the No. 1 U.S. port for commercial trade with Puerto Rico, JAXPORT, its Jones Act carriers and port partners are on the front lines of transporting the relief goods needed to assist the island's residents following the devastation of Hurricane Maria in 2017.

With financial support from Jacksonville's business community, JAXPORT's relief partners distributed 500,000 pounds of goods to more than 20 towns and municipalities throughout Puerto Rico in the months following the storm.

"The port came up with a plan, the business community plan financed that plan, we worked together and got the materials to the victims, and did it fast," said Steve Halverson,

Chairman and CEO of Haskell, a global company headquartered in Jacksonville.

The donations funded the significant transportation costs for sending 13 full-sized shipping containers full of basics such as food, water, batteries and hygiene items from Jacksonville to San Juan.

This number does not include any FEMA loads or other government relief, and does not count other relief containers generously organized and transported by groups outside of the JAXPORT-involved network. □

*For more information about the key role Jacksonville is playing to help Puerto Rico, visit [JAXPORT.com/PuertoRicoAid](http://JAXPORT.com/PuertoRicoAid).*



**Goods delivered to Villalba, Puerto Rico.**



**Aqua Gulf packed and shipped containers filled with relief supplies including food, water, clothing and bicycles to Puerto Rico.**



# CUSTOMIZED SHIPPING SOLUTIONS FOR SPECIALTY AND HEAVY LIFT CARGO

Highly trained master riggers keep cargo moving at JAXPORT's heavy lift and specialty cargo berth at Blount Island Marine Terminal, one of the nation's highest capacity weight-bearing docks. Recent moves include a set of specially upgraded

AH-1 Cobra attack helicopters and two 68-foot-long locomotives.

Pilots landed the helicopters onto Horizon Terminal Services' outdoor storage facility at Blount Island, where the company's stevedores loaded the aircraft onto wheeled platforms before rolling them onto a Ro/Ro vessel.

The aircraft, which are 50 feet in length and weigh more than 7,000 pounds apiece, were delivered to the Middle East for use by a U.S. government ally in the region. New Jersey-based freight forwarder and Customs broker Serra International, Inc. oversaw the move.

The locomotives arrived at JAXPORT by CSX rail from Illinois en route to Guinea, West Africa. Portus stevedores loaded the locomotives onto a charter vessel using the ship's onboard cranes. Houston-based freight forwarder Logistics International, Inc. arranged the move. □

## DID YOU KNOW?

JAXPORT's heavy lift cargo berth offers up to 1,800 pounds per square foot of load capacity with rail capability up to 78 kips per axle for heavy cargo.

The port also has the highest and widest cargo clearance available for port access by rail on CSX's national system: 20 feet high and 13 feet wide.



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# JAXPORT WELCOMES NEW BOARD MEMBERS



**J. Palmer Clarkson**

J. Palmer Clarkson is the founder, President and CEO of Bridgestone HosePower, LLC, the largest U.S.-based service provider of hydraulic and industrial hoses used in construction machinery, mining, oil field equipment and factories. He has more than 30 years of experience as an entrepreneur, business builder and senior leader.

Wendy Hamilton is a Certified Financial Planner and currently serves as President of Eventide Investments of Florida, Inc. She has more than 25 years of financial service and asset management experience and specializes in managing multi-manager and multi-generational portfolios.



**Wendy Hamilton**

JAXPORT recently welcomed two new members to the port's Board of Directors. JAXPORT's unpaid seven-member Board provides policy guidance for the Authority.

Other Board members are: Ed Fleming, Chairman; John Falconetti, Vice Chairman; John Baker, Treasurer; Jamie Shelton, Secretary and Dr. John Newman, Member. □



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# CEO GREEN ADDRESSES MARITIME PARTNERS

Before a sold-out crowd of industry leaders at the Propeller Club - Port of Jacksonville's annual State of the Port event, JAXPORT CEO Eric Green provided an update on port successes, describing the state of the port as one of forward motion. During his presentation, Green highlighted the start of deepening, the port's impressive increase in volumes and the growth of Jacksonville's reputation worldwide.

Green introduced a video highlighting JAXPORT's record year of cargo volumes, including containers, autos, overall tonnage and more, the advances in liquefied natural gas (LNG) as a maritime fuel and JAXPORT's support for the people of Puerto Rico following the devastation of Hurricane Maria. □

Watch the video at [JAXPORT.com/StateofthePort](http://JAXPORT.com/StateofthePort).



Representatives from the U.S. Coast Guard and U.S. Customs and Border Protection were among the attendees.

From left: Sergio Sandrin, President, Aqua Gulf Transport; Scott Fernandez, Vice President Development, Aqua Gulf; and Kenny Santos, Sales and Operations, Aqua Gulf Xpress.



Nearly 200 industry professionals networked before the start of the event.

# MEET OUR JAXPORT SALES TEAM



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Kristen.DeMarco@JAXPORT.com



**ROBERT PEEK**  
Director and General Manager,  
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**FRANK CAMP**  
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and Logistics Services  
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## ANNUAL GIVING CAMPAIGN HAS ANOTHER SUCCESSFUL YEAR

JAXPORT delivered checks worth nearly \$40,000 to the United Way of Northeast Florida and Community Health Charities of Florida. The funds, raised by employee giving as well as the port's annual Charity Golf Tournament, will support local charities providing services to the citizens of Northeast Florida.

JAXPORT has contributed more than \$625,000 to the two charities since 2002.



## ENDANGERED BIRD SPECIES AMONG THOSE SPOTTED AT JAXPORT

Volunteers and JAXPORT employees recently identified 23 different species of birds living at JAXPORT's Blount Island Marine Terminal, including the endangered wood stork. The count grew from last year when volunteers spotted 19 different species at the terminal.

The work is part of an annual bird count organized by The National Audubon Society and conducted by bird-lovers across the U.S. The count contributes valuable data for population research and helps with conservation efforts.



## PROMOTING ENVIRONMENTAL RESPONSIBILITY

Students from a Jacksonville elementary school program recently celebrated the release of 450 striped bass into the St. Johns River after raising them from hatchlings to maturity in a JAXPORT-sponsored aquaculture "Labitat."

The outdoor lab gives fifth-grade students hands-on experience

learning about the St. Johns River and its wildlife, as well as the river's positive effect on the local economy.

In addition to being "really cool," students say the experience taught them teamwork, responsibility and the importance of caring for the environment. □

Learn more about JAXPORT's commitment to community and environmental stewardship at [JAXPORT.com/Community](http://JAXPORT.com/Community).



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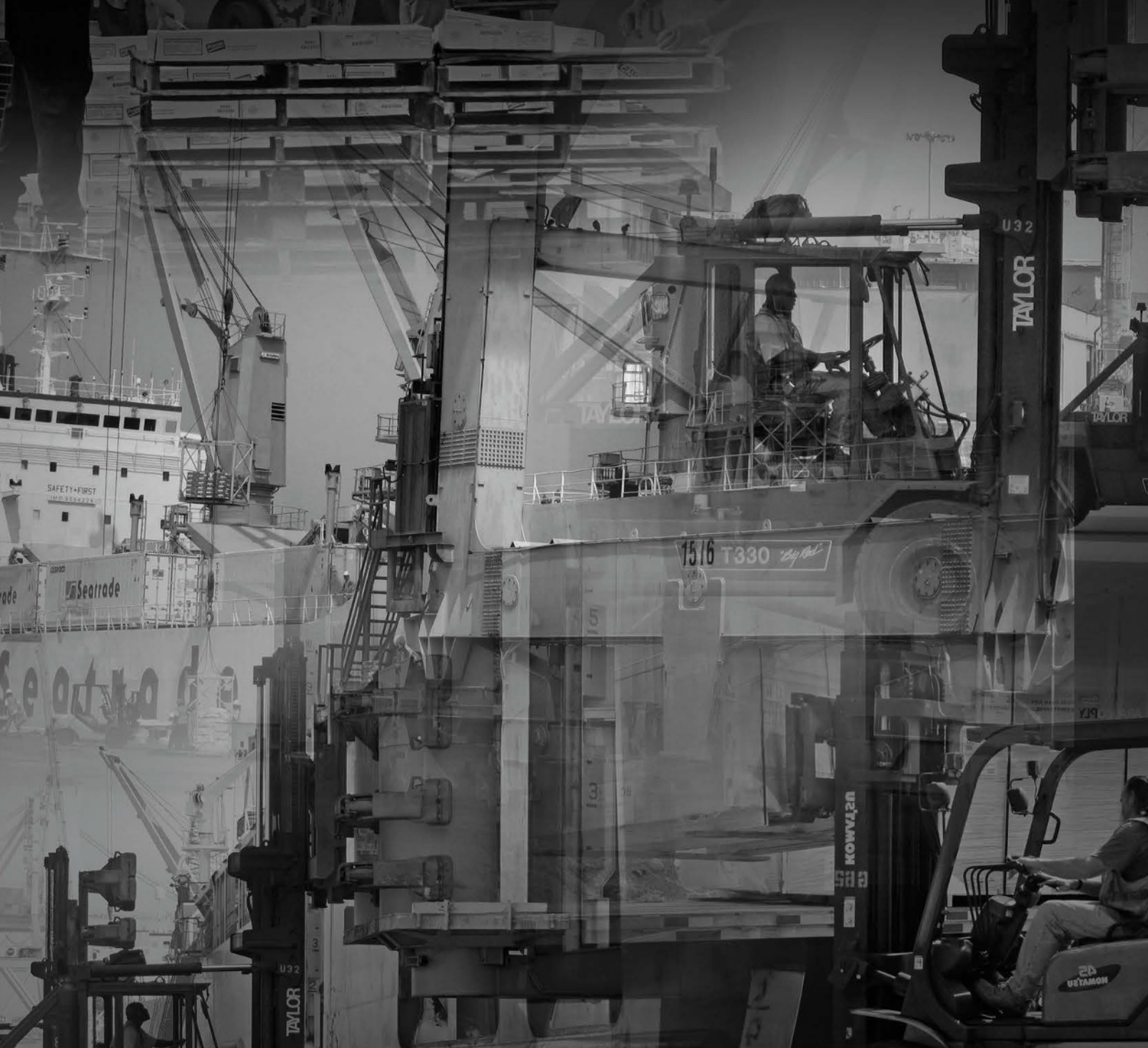
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