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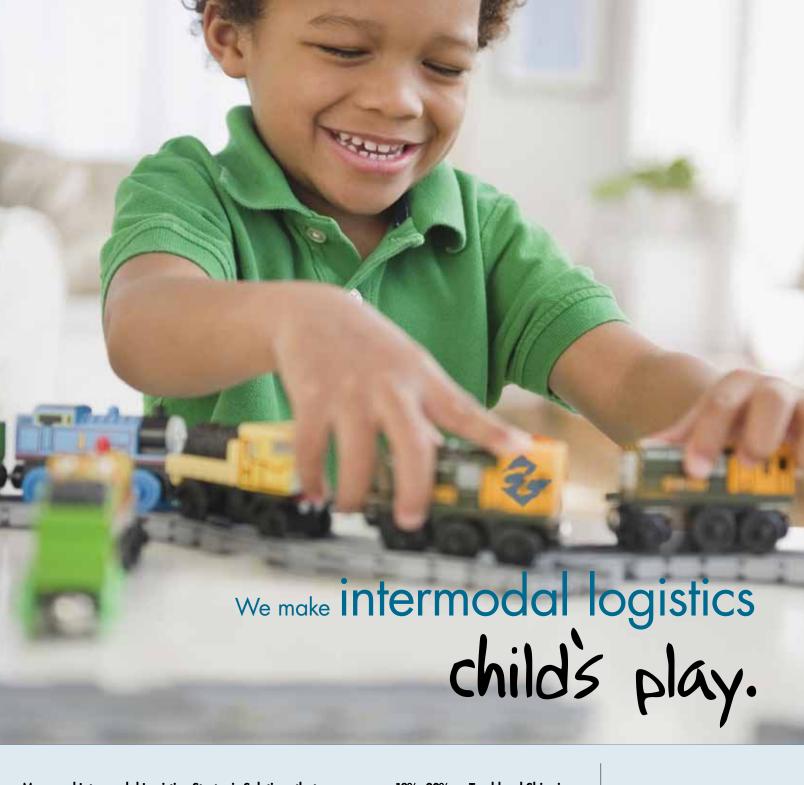
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Published in association with the Jacksonville Port Authority by
Clements Publishing Company
PO Box 51000
Jacksonville Beach, Fl 32240
(904) 249-1719

Publisher—Mike Clements mc@educationguide.net Advertising Sales—Jane Bachtell bachtelj@bellsouth.net Design—Brian Sieber brian sieber@comcast.net

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JAXPORT 2011 Magazine

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View

A message from JAXPORT's Chief Executive Officer and Board of Directors Chairman



Paul Anderson, JAXPORT CEO



L. Buck Fowler, Board Chairman

aced with limited funding opportunities and a difficult economic climate, JAXPORT is nevertheless securing a series of investments and laying the foundation for future success.

Florida's legislature, led by Gov. Rick Scott with our active support, had the best year in the history of the state for the funding of seaports. In Jacksonville, business leaders and residents are making their voices heard by organizing letter writing campaigns and events in support of JAXPORT's future growth.

We're honored to serve in a community that understands the value of our nation's ports. Studies show that every dollar invested in port facilities returns seven-fold, bringing high-quality, sustainable jobs to seaport communities.

To realize our own port's potential, we're working every day to solve Jacksonville's most critical harbor issues – correcting the navigational currents at Mile Point and advancing Post-Panamax harbor deepening. As you'll read in the pages ahead, these projects will positively impact the Northeast Florida economy now and in the decades that follow.

With continued support from our elected leaders, tenants, customers and business partners, JAXPORT is charting a path to becoming a major U.S. gateway and an international leader in trade. \Box



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Tidings

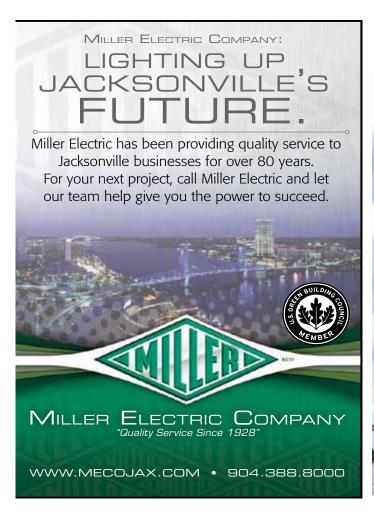
JAXPORT thanks forwarders and brokers

AXPORT presented the fourth annual Freight Forwarders and Customs Brokers Breakfast in June at the JAXPORT Cruise Terminal. Port leaders thanked forwarders and brokers for supporting the growth of international trade in Jacksonville. About 40 forwarders and brokers attended the event, where they also had the opportunity to learn about new vessel services and upcoming projects at the port.

"After this event each year, we survey the participants about the value of the meeting, and they always respond that they learned something new," said Robert Peek, JAXPORT Director of Marketing Development.



JAXPORT honored local freight forwarders and customs brokers in June.





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Tidings

Peyton honored by port leadership

utgoing Jacksonville Mayor John Peyton was honored by JAXPORT's Board of Directors and senior management at the Port's May Board meeting.

The Board presented Peyton with a resolution commending him for his support for increasing international trade during his eight years in office.

Dennis Kelly, TraPac Regional Vice President and General Manager, expressed MOL's appreciation of Peyton's efforts on its behalf and on behalf of port progress.

"I really do believe the port business has the greatest opportunity for economic expansion," Peyton said at the event.

Peyton helped JAXPORT secure additional business through his willingness to travel and help promote the city in meetings with customers, said Roy Schleicher, JAXPORT Executive Vice President.

Board Chairman Dave Kulik noted that since 2003, when Peyton took office, vessel calls increased by 27 percent, and TEUs increased by 19 percent. \Box



JAXPORT Board Vice Chairman Reginald Gaffney, former Mayor John Peyton, and JAXPORT Board Member Dave Kulik, at JAXPORT's Board of Directors meeting in May.



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Anderson appointed to JAXPORT Board

ohn E. Anderson, retired CEO of Patriot Transportation, was appointed to the JAXPORT Board of Directors by Mayor John Peyton in May, and the Jacksonville City Council approved the appointment in June. John Anderson is not related to JAXPORT CEO Paul Anderson.

The appointment was made to fill the seat of Herschel Vinyard Jr., who was appointed Secretary of the Department of Environmental Protection by Florida Gov. Rick Scott.

Anderson is a retired captain of the U.S. Army Corps of Engineers who served for 19 years as President and CEO of Patriot Transportation. Anderson also served as President and CEO of Great South Timber Company, and as a General Manager of Allied Timber Operations.

He has served on the Board of Winn-Dixie and Barnett Bank, and has lent his leadership skills to colleges and to community and charitable organizations including the Florida-Georgia Blood Alliance, Leadership Jacksonville and the Mental Health Resource Center. He currently serves on the board of the Jacksonville Public Education Fund.

Tidings

US DOT Secretary calls JAXPORT a fit for federal investment

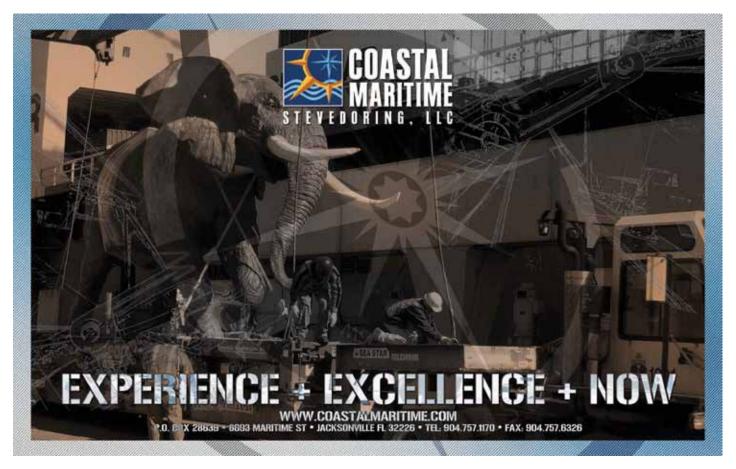
S Department of Transportation Secretary Ray LaHood toured JAXPORT's TraPac Container Terminal in July at the invitation of JAXPORT CEO Paul Anderson. Secretary LaHood, Jacksonville Mayor Alvin Brown and other transportation officials received a briefing from JAXPORT's Chief Operating Officer Chris Kauffmann and TraPac VP and General Manager Dennis Kelly on funding needs to ensure future growth.

The Secretary spoke with reporters during his tour, citing the critical role the nation's ports are playing in creating jobs and economic benefit. Secretary LaHood also praised local efforts to grow Jacksonville's port for the good of the state and nation. "JAXPORT fits the model we're looking for in terms of investments we want to make in ports," he said. Anderson called the Secre-



US Department of Transportation Secretary Ray LaHood toured JAXPORT's TraPac Container Terminal in July.

tary's visit an acknowledgment of the port's increasing importance to the nation. \Box





Crucial harbor deepening projects advance with strong community support



By Paul Scott Abbott

ith solid grassroots support and continuing efforts at the federal level, harbor projects that are critical to Jacksonville's future are advancing toward completion.

Two separate endeavors – one to remedy a tidal crosscurrent issue and the other for overall harbor deepening and widening – are moving forward through U.S. Army Corps of Engineer studies.

A 50-foot deep channel, as sought by the Jacksonville Port Authority (JAXPORT), would facilitate Jacksonville being the key first U.S. call for ships transiting the expanded Panama Canal from Asia and other origins.

Present schedules put completion of the first project, correcting the crosscurrent concerns at the Mile Point juncture of the St. Johns River and Atlantic Intracoastal Waterway, at November 2013 – prior to the slated completion of the Panama Canal expansion – with the overall post-Panamax harbor deepening targeted to be done in November 2017.

"The channel deepening of JAXPORT is one of the most significant projects that can be undertaken in the state of Florida," said JAXPORT CEO Paul Anderson. "It will have significant impacts for generations to come, spawning thousands of sustainable jobs and positioning our Northeast Florida region as an international trade hub.

Continues on next page

Deep Impact

Project timelines point to completions in 2013, 2017



chedules for correcting the Mile Point tidal concern and for the overall Jacksonville harbor deepening project call for completion dates, respectively, in late 2013 and late 2017.

The present schedule for the Mile Point project looks to issuance of the navigation study draft report this summer, congressional authorization and project funding in fiscal year 2012, a construction start in November 2012 and project completion in November 2013

The schedule for the post-Panamax deepening project is based upon receipt of the draft feasibility report in December 2012 and targets congressional authorization and project funding for fiscal 2015. That would allow construction to begin in November 2015 and be finished in November 2017.

"The grassroots support we have had has been just amazing," Anderson added.

At the forefront of the support effort has been the Bring the Noise Campaign, which, as of a June 9 event, had amassed 5,000 letters urging political leaders in Tallahassee and Wash-



Paul Anderson, JAXPORT CEO

ington to back Jacksonville harbor project authorization and funding.

The campaign was mobilized by a group of concerned Northeast Florida professionals from the architectural, engineering and construction industries.

Bring the Noise Campaign organizer Jennifer C. Yoder, who is

Director of Business Development at England-Thims & Miller Inc., noted that further information is available on a special website – at www.bringthenoisecampaign.com – and added that state and federal leaders "must hear a loud, unified message" on behalf of the harbor projects.

Among the biggest supporters is Jacksonville Mayor Alvin Brown, who took office July 1.

"A strong JAXPORT is essential to our city's economic vitality," Brown said. "I have spoken with local, state and federal officials, including Gov. Scott and our area's congressional delegation, as well as business leaders from the Jacksonville Regional



Jacksonville Mayor Alvin Brown

Chamber of Commerce, the Jacksonville Civic Council and JAXPORT CEO Paul Anderson, to ensure that funding for our port is a top priority, to advocate for improvements such as increasing channel and harbor depths, and to assist with increasing logistical access through public-private partnerships.

"In Jacksonville, the port has a \$19 billion economic impact annually and generates 65,000 jobs," Brown added. "My administration is committed to building upon that strong foundation and working with all JAXPORT stakeholders in order to ensure that JAXPORT grows, thrives and increases our economic prosperity."

It is projected that fixing the Mile Point issue alone would create

Continues on page 12



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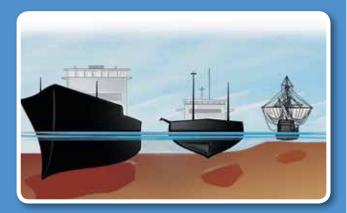
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Deep Impact

Historical precedent for St. Johns River deepening



he St. Johns River, which constitutes the main shipping channel for the Port of Jacksonville, has a history of deepening projects reaching back for more than a century.

As the size of world fleet vessels has increased, with the ships thus requiring greater channel depths, the St. Johns River has undergone several projects to accommodate larger ships. The following are milestones in the history of Jacksonville's navigational channel-

- 1895: St. Johns River 15-foot navigable channel completed;
- 1906: St. Johns River deepened to 24 feet;
- 1916: St. Johns River deepened to 30 feet;
- 1952: St. Johns River deepened to 34 feet, and Dames Point-Fulton Cutoff created;
- 1978: St. Johns River deepened to 38 feet;
- 2003: A 14.7-mile stretch of St. Johns River deepened to 40 feet; and
- 2010: An additional 5.3-mile section of St. Johns River deepened to 40 feet.

more than 3,500 jobs in Northeast Florida while bringing substantially more cargo to JAXPORT. The \$40 million project, which bodes to have a positive economic impact of \$1.8 billion, would entail removal of a submerged wall and a rock jetty plus related work.

Joe Miller, JAXPORT Senior Director of Facilities and Development, who formerly served as Commander and District Engineer of the Jacksonville District for the Corps of Engineers, succinctly stated, "For JAXPORT to be able to compete, we've got to have deeper water, and, from a national perspective, it allows us to compete effectively in the global marketplace."

Steve Ross, the Corps of Engineers' current Jacksonville District Project Manager, said the Mile Point navigation study



In June, JAXPORT Board Member Dave Kulik (left) and JAXPORT CEO Paul Anderson attended a Bring the Noise Campaign event, which had amassed more than 5,000 letters urging authorization of Jacksonville's harbor projects.

draft report, due to be published this summer, represents "a major milestone." After public and resource agency review, the report will be finalized and submitted to federal leadership for final approval.

Ross said the deepening study – buoyed by \$850,000 in fiscal

Deep Impact

2011 Corps of Engineer funds – is "in full swing" with economic, engineering and environmental modeling and analysis. The draft feasibility report is slated for completion by late 2012.

Under federal law, new channel projects must go through an extensive process of studies and reports and then must gain authorization by U.S. Congress under the Water Resources Development Act, or WRDA. In addition, such projects must secure funding – an objective complicated by the current congressional policy against project-specific appropriations,

sometimes referred to as earmarks.

Because of this policy, Anderson has been working with U.S. Rep. John L. Mica, R-Fla.,



Chairman of the House Transportation and Infrastructure Committee to get generic authorization language included in the successor legislation to the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users, or SAFETEA-LU, which, after several short-term extensions, is due to expire Sept. 30.

While it is the goal of JAXPORT officials

to bring the depth of the first 11.5 miles inland of the shipping channel to a controlled depth of 50 feet, the Corps of Engineers is studying benefits and costs at 1-foot increments. For deepening the channel to as many as 45 feet, federal funds would cover three-quarters of the cost, with the remainder from local sources. For deepening beyond 45 feet, the cost-share would be a 50-50 split, whereas any increments beyond the Corps' recommendation would be entirely a local funding responsibility.

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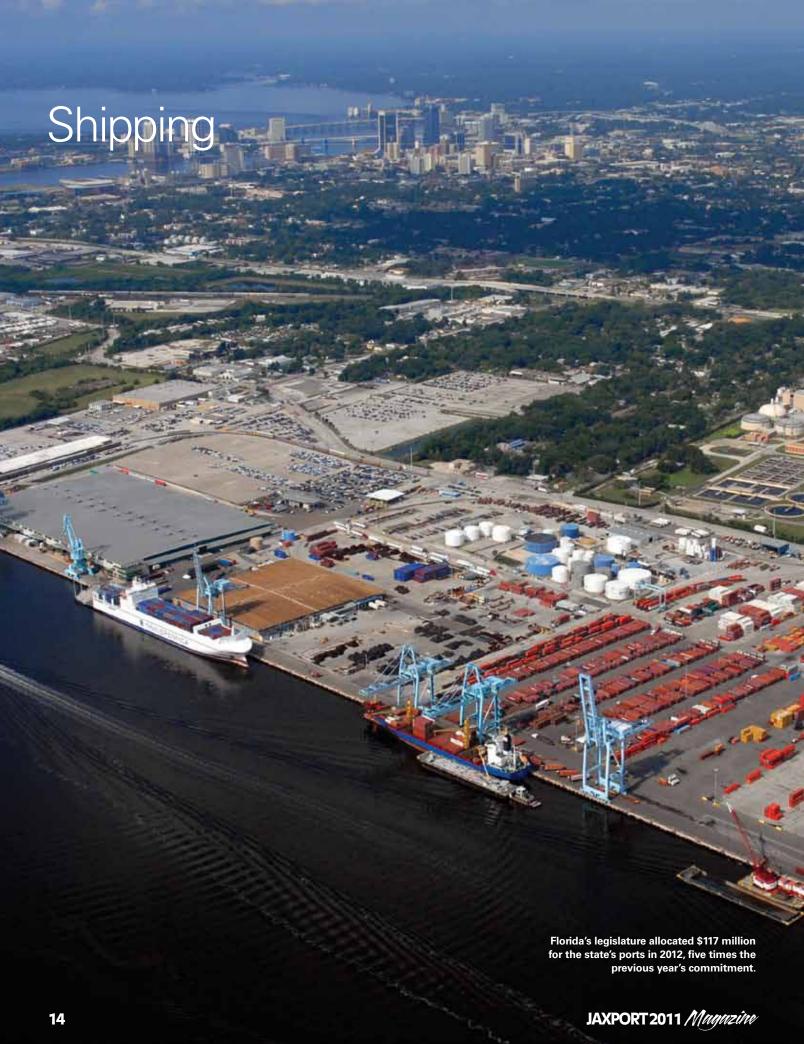




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State appropriation brings \$12.7 million to JAXPORT



By Paul Scott Abbott

he Florida Legislature's appropriation of \$117 million for the state's ports for fiscal 2012 is bringing the Jacksonville Port Authority \$12.7 million for a vital infrastructure project and, just as importantly, sets the tone for some \$600 million in state support for ports over a five-year period.

JAXPORT CEO Paul Anderson commended Gov. Rick Scott and the Florida Legislature for advancing the fiscal 2012 funding, which is nearly five times the state's fiscal 2011 commitment to ports.

"This is truly a game-changer for Florida's ports," Anderson said.

State Rep. Lake G. Ray III, R-Jacksonville, who was instrumental in the appropriation's approval, said the measure represents "the first time that the state has actually really deeply engaged in funding Florida ports" from general coffers.



Rep. Lake Ray

While ports of most U.S. Southeast states are operated by statewide port authorities, Florida's 14 deepwater ports operate separately under local direction.

Ray said he believes the appropriation is indicative of an understanding between state legislators and Florida ports that ports are a key economic engine worthy of continued state support for infrastructure projects.

JAXPORT's \$12.7 million allocation will be used, along with a similar sum from port funds, to revitalize existing wharf infrastructure at the Blount Island Marine Terminal, enhancing efficiency of cargo operations at the facility.

Construction is slated to begin Oct. 1 and, through six phases, take about three years to complete.

Future state funding for JAXPORT could be used toward such projects as initiatives to improve and deepen the port's shipping channel. \Box

Jacksonville, Puerto Rico building upon historic trade partnership

By Marcia Mattson

acksonville continues to strengthen its ties with Puerto Rico, the city's No. 1 trade partner, through several initiatives.

"Puerto Rico continues to be our principal trade market. We are committed to our valued customers serving the island, to the Puerto Rican people and government, and to the manufacturing sector there," said Raul Alfonso, JAXPORT Senior Director, Trade Development and Global Marketing. "We all continually work together to improve the health of our economies and the value of our trade agreements."

San Juan, Puerto Rico is Jacksonville's newest Sister City. As such, the Jacksonville Sister Cities Association is working with JAXPORT and Cornerstone, the economic development arm of the Jacksonville

Regional Chamber of Commerce, to produce a "Doing Business with Puerto Rico" seminar on Sept. 29 at Jacksonville University.

Alfonso recently visited Puerto Rico with Robert Peek, JAXPORT Director of Marketing Development, to meet with Puerto Rico's Department of Economic Development and Commerce and jointly plan the seminar.

"We want to explore if there are



Robert Peek

small to mid-sized businesses in Northeast Florida who could be doing business with Puerto Rico and give them the resources to



explore that possibility," said Peek, who also is President of the Jacksonville Sister Cities Association.

JAXPORT also is working with Puerto Rico economic development officials to explore the creation of an export center at the port that would be a physical facility for bundling small Puerto Rico shipments to obtain advantageous warehouse pricing.

"There are already four carriers sailing between Jacksonville and San Juan, so it's a natural market for us to grow," Peek said.

Also, JetBlue started offering direct



fering direct
flights between Jacksonville and San
Juan in May. Previously, travelers
drove to Orlando and then
caught a flight to San Juan.

caught a flight to San Juan. The flights allow for quick (2 ½ hour flight time) and efficient access.

"From the city's perspective, it



JAXPORT CEO Paul Anderson and performers commemorate the first JetBlue flight direct to San Juan during a Jacksonville Aviation Authority ceremony at Jacksonville International Airport.

is not only trade that benefits from the Sister Cities program, but tourism," said Ginny Walthour with the Jacksonville Sister Cities Association. "The new JetBlue service, for example, provides more opportunities for educational and cultural activities."

The JetBlue service came about from conversations during the twinning ceremony of Jacksonville and San Juan that took place locally in 2009.

"It shows the value of how having direct connectivity will strengthen the cities' relationship," Walthour said. \Box

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Expansion of FTZ extends trade opportunities

By Paul Scott Abbott

newly streamlined authorization process and extension of Foreign-Trade Zone No. 64 to allow inclusion of the AllianceFlorida site under a special Alternative Site Framework designation are expanding opportunities for companies to benefit from FTZ presence throughout a five-county area of Northeast Florida.

The Jacksonville Port Authority's FTZ No. 64 in May received U.S. Foreign-Trade Zones Board authorization to become the first FTZ in Florida permitted to extend its footprint via the ASF program. Now, sites within 60 miles of the port are eligible for FTZ designation.

The newly approved service area for JAXPORT's FTZ now includes

five counties – Duval, Nassau, Baker, Clay and Columbia.

"We see this as a huge benefit, because companies will be able to get up and running in the FTZ that much quicker, without going through a traditionally cumbersome process," said Debbie Lofberg, JAXPORT Director of Marketing Support and Foreign-Trade Zone.



Debbie Lofberg

Raul Alfonso, JAXPORT Senior Director, Trade Development and Global Marketing, added, "This sets the tone for expansion of industrial parks and distribution centers that support the port."

The expansion of the FTZ should be particularly instrumental



Preston Herold

in the growth of the AllianceFlorida development being pursued by Texas-based Hillwood Development Co. LLC. Under a 25-year agreement, Hillwood is master-developing AllianceFlorida on a city-owned site formerly known as Cecil Commerce Center, spanning 4,474 acres on a former U.S. Navy air station site fronting Interstate 10 west of Jacksonville's downtown area.

"We are big supporters of the FTZ program for two reasons," said Hillwood Vice President Preston Herold. "From a macro perspective, the goal of the FTZ program is to keep jobs and capital investment in this country vs. having them going abroad. Secondly, from a micro and more selfish perspective, it's been an economic development incentive we have used successfully to help attract companies engaged in international trade to our developments."

Herold noted that Hillwood's signature AllianceTexas project, covering 17,000 mixed-use acres just north of Fort Worth, has heavily relied upon designation under Foreign-Trade Zone No. 196, which for three straight years has ranked as the top general-purpose FTZ in the nation.

Lofberg said officials of JAXPORT, the grantee for FTZ No. 64, will work with companies in providing a cost-to-benefit analysis for operating in the FTZ. \Box



Vehicle shipments surpassing forecasts

By Paul Scott Abbott

ehicle shipment and processing activities at the Port of Jacksonville are returning to form sooner than expected following a downtick associated with the March earthquake and tsunami disasters in Japan.

JAXPORT – second only to the Port of New York and New Jersey among U.S. ports in terms of handling automobiles – is home to multiple vehicle processing operations, where accessories are installed to ready vehicles for delivery to dealers or export shipment.

Andy Eccher, Vice President and General Manager for Operations and Product Development at Southeast Toyota Distributors

LLC, the world's largest franchised distributor of Toyota vehicles, said in late June, "Based on the latest forecasts and build reports, the recovery of Toyota production has come about at a much faster pace than was anticipated.

"Based on the recent uptick in rail arrivals and ship schedule ETAs [estimated times of arrival] into our three vehicle processing centers, it appears we have reached the light at the end of the tunnel," Eccher added.

Steve Rand, President and Chief Executive Officer of Jacksonville-

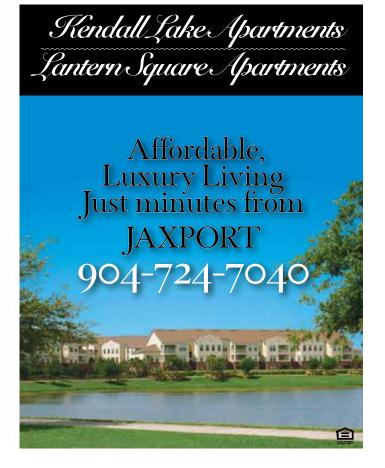
based AMPORTS, which runs a 137-acre processing operation at JAXPORT's Blount Island Marine Terminal, said Honda volumes were temporarily slowed by the parts disruption caused by the weather disasters but added that most Japanese plants are forecasting a recovery in the fourth quarter.

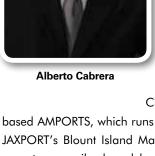
Alberto Cabrera, JAXPORT Director of Cargo Sales and Marketing, said he believes environmentally friendly vehicles will play a role in the activity rebound, noting Toyota's introduction of a larger hybrid model, the Prius V, for 2012 and the launch of the all-electric Nissan Leaf for the 2012 model year.

Also, he said, exports of used vehicles to Russia are on the upswing. \Box



Vehicle shipments and processing at JAXPORT facilities are rebounding, following supply chain disruptions earlier in the year.





New service delivering produce from Central America

By Paul Scott Abbott

new weekly Sea-Freight Line service from Puerto Limón, Costa Rica, is bringing Central American produce to Jacksonville and speeding its delivery to Southeast U.S. consumers.

"Jacksonville is a natural for us in terms of time to the Southeast," said David G. Ross, Executive Vice President of Miami-based SeaFreight Agencies (USA) Inc.

Melons, pineapples, root





leave Limón on a Monday are in Jacksonville by the next Monday and can be in Atlanta between eight and 10 hours later, via SeaFreight's truck division terminal

in Jacksonville, Ross said

SeaFreight, which has served Jacksonville with Caribbean services for a decade, initiated the Central American service link in December, using ships with capacities of about 500 twenty-foot-equivalent container units.

Raul Alfonso, JAXPORT Senior Director, Trade Development and Global Marketing, noted that more than 60 food distribution centers are located within a four-hour drive of JAXPORT docks.



Raul Alfonso

He called the Central American service "an important breakthrough and a welcome addition to our repertoire of services." \square

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ATTORNEYS AT LAW

Jacksonville to host Caribbean shipping conference

By Marcia Mattson

he Caribbean Shipping Association's annual Executive Conference is coming to Jacksonville in 2012, the first time the city will host the conference, which changes location each year.

JAXPORT is a major sponsor of the event, which is scheduled for May 20 - 23, 2012. The location is being finalized.

About 200 senior-level shipping and maritime executives from several Caribbean countries traditionally take part in the annual conference. All carriers, logistics companies and service providers who trade in the Caribbean are encour-

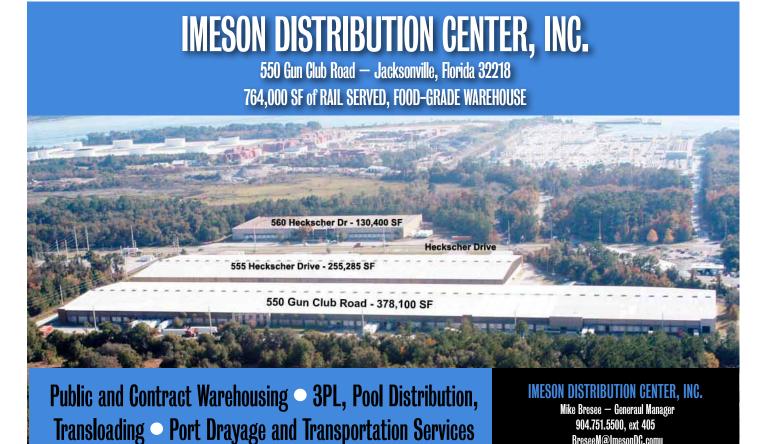
aged to become a sponsor or learn about other ways to become involved.

"This is a great opportunity for both JAXPORT and the CSA," said Raul Alfonso, JAXPORT Senior Director, Trade Development and Global Marketing.

"Hundreds of Caribbean shipping industry representatives will learn first-hand about JAXPORT's capabilities," he said. "As we stay on course to become one of the South Atlantic's global hubs, the Caribbean region continues to be one of our most important markets and the Jacksonville location will attract

great attendance for this event."





Conference topics resonate with audience

By Marcia Mattson

AXPORT again partnered with the trade and logistics magazine American Shipper to present the 2011 Logistics and Intermodal Conference in March.

The conference was a success, including a sell-out crowd of 350 participants as well as a sell-out golf tournament with 144 golfers. The venue was the Sawgrass Marriott and TPC.

Those in attendance came to the conference from 23 states and Puerto Rico. They heard from top industry speakers on important issues in intermodal logistics.

A survey of participants found that 95 percent rated the overall quality of the conference, as well as the quality of the panels of speakers, as "good," "very good," or "excellent." More than 90 percent rated the ability to network with key industry executives as



"good," "very good" or "excellent."

The next conference will take place in March 2013.



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Security

New law streamlines port ID requirements

By Paul Scott Abbott

new Florida law removing duplicative state badging requirements for port workers should facilitate cost reductions for the Jacksonville Port Authority and its customers.

With Florida Gov. Rick Scott's signing into legislation of H.B. 283 in May, state ID cards no longer are needed for Florida port workers, who now will only have to carry the federal Transportation Worker Identification Credential, or TWIC.

"This will clearly reduce our cost, and it will clearly reduce costs to our customers," said Chuck White, JAXPORT Director of Port Security and Emergency Preparedness. "It helps put us on an equal footing with other states that don't have burdensome, duplicative costs."

White added that the change should have no negative impacts on JAXPORT's continuing commitment to risk mitigation.

After a decade of industry efforts to remove the state ID requirement, H.B. 283 was passed this year by the Florida Legislature. The bill, supported by the Florida Ports Council and the state's individual deepwater ports, passed the Senate by a 36-to-1 margin before its unanimous approval, by a 114-to-0 vote, in the House.



According to the Florida Ports Council, maritime companies should save an estimated \$3 million a year with Florida joining the rest of the nation in requiring only the federal security clearance.

"It's a new day in Florida," proclaimed State Sen. Anthony C. "Tony" Hill Sr., D-Jacksonville, who was among the major proponents of eliminating the state port ID mandate. "Now we can go back to being competitive with other states."



Community

Area agencies training businesses to trade

By Marcia Mattson

usinesses in Northeast Florida have several upcoming opportunities to learn how to trade their goods and services. It's knowledge that American businesses need to be viable in the global economy, says Jorge Arce, Director of the U.S. Commercial Service in Jacksonville.

"Businesses should be exporting if they want to survive. It's a question of survival at this point," Arce said. "Yet



Jorge Arce

only 2 percent of American companies export."

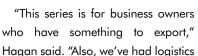
Services such as architecture, engineering, construction management, marketing and public relations are valued in other nations and can be exported just as goods are exported, he said.

Arce believes most businesses don't export because they don't know how, or they don't understand the economic advantages. To arm businesses with export knowledge, the following courses are being offered in Northeast Florida:

- "Export University 101," an introductory course on July 26, from 8 a.m. to 4 p.m., offered by the U.S. Commercial Service;
- A luncheon seminar covering the "Basics of Exporting" to be held in September by the Small Business Development Center (SBDC) at the University of North Florida; and
- A six-part series called the "International Trade Certificate Program," scheduled to begin January 2012 and presented by

the U.S. Commercial Service, Beaver Street Enterprise Center, JAXPORT and SBDC.

Cathy Hagan, a certified business analyst who is Area Director of the Small Business Development Center, said those who take the six-part series are eligible to take a test to become a certified global business professional. The test is administered by the National Association of Small Businesses.





Cathy Hagan

folks take it for a better understanding of how to help their clients."

The six, four-hour classes also provide valuable networking with participants as well as the speakers.

The Beaver Street Enterprise Center is working with JAXPORT and its training partners to provide start-up businesses with resources and office space. The U.S. Department of Customs is also providing businesses with guidance in import matters.

For more details about trade education and training, visit:

- eflorida.com for information about trading with specific countries;
- · export.gov for online training resources; or
- www.sbdc.unf.edu for contact information regarding the sixpart certificate program.





Community

Programs preparing students for logistics profession

By Marcia Mattson

rom summer camps to courses taught by local distribution center managers, students in Northeast Florida are receiving extensive logistics and supply chain management training.

The initiative is part of a \$2.98 million Job Training Grant awarded by the Department of Labor and administered by Florida State College at Jacksonville (FSCJ). FSCJ offers an associate's degree in supply chain management and a technical certificate program in logistics and transportation.

As part of the grant, FSCJ provided a



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week-long summer camp in June for 50 high school students to explore careers in logistics and distribution. Students from Duval, Baker and St. Johns counties attended the camp at the college's downtown campus, where they worked on developing a product and transporting it to buyers.

FSCJ also is supporting the start-up of a global logistics academy for Baker County high school students. Managers with the Wal-Mart Distribution Center in Macclenny are receiving certification to teach the week-long academy, said Distribution Center Manager Bobby Steele.

"I volunteered to have some of my managers teach," said Steele, adding four will be certified, including himself. "They're excited about it. As a company we're big on education and several of our managers serve on advisory boards for schools in the region."

The Wal-Mart managers will teach at no cost to the schools. "We will provide an overview of all the different facets incorporated in the supply chain network," Steele said.

The concept is expanding from logistics academies already operating in several regional and state school districts.

"Baker County is on Interstate 10, an important distribution corridor for Northeast Florida," said Joanne Kazmierski, JAXPORT Manager of Community Outreach and Environment Advocacy. "This is a critical area of growth for our state."





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Community

Environmental stewardship gaining prominence

By Marcia Mattson

oth port and industry are embracing the importance of protecting the environment in Northeast Florida while also servicing business needs.

To preserve and protect the environment in which the port operates, JAXPORT supports several organizations and events

throughout Northeast Florida, including the Tree Hill Nature Center, Greenscape of Jacksonville, and the Academy of Coastal and Environmental Sciences (ACES), in addition to programs to protect the North Atlantic Right Whale and West Indian Manatee.

JAXPORT actively participates in the Annual Right Whale Festival, an event that teaches children and the community about the annual migration of the whales and measures in place to protect them.

The port also has an operating procedure in place to protect manatees, and designs its facilities to provide water "roadways" for marine life to move to safety if they happen to be swimming between a docking ship and the berth.

"At JAXPORT, we're committed to protecting the environment, and we also encourage anyone bringing a ship in or out of this harbor to do what's environmentally right," said David Stubbs, JAXPORT Director of Properties and Environmental Compliance.

JAXPORT and its tenants adhere to all local, state and federal environmental regulations. While local, state and federal agencies enforce environmental laws, service providers like Moran Environmental Recovery (MER) assist port businesses with their environmental needs.

"We focus on being prepared to enter both planned and emergency response situations so that our workers and the public are safe from harm, and so we can quickly and efficiently conduct work that first prevents any impacts to the environment and then helps to clean up existing areas," said Jay Daniel, MER Regional Vice President.

MER expanded in January with the acquisition of Water Recovery, LLC (WRI), and again in May with the addition of oil spill removal organization Jacksonville Pollution Control (JPC). Moran Towing Corporation is a partial owner as well as a valued business partner of MER.

WRI is a Jacksonville centralized waste water treatment plant that



specializes in non-hazardous industrial waste water transportation, treatment and disposal. The plant is also fully integrated and permitted by the Florida Department of Environmental Protection as a used oil recycling facility.

"Our staff is truly committed to WRI's reputation for honesty, integrity, and industry leading regulatory compliance," said Greg Reynolds, WRI's Vice President and General Manager.

In the past four years, WRI has won three consecutive Environmental Stewardship awards from local electric authority JEA, and in 2008, was honored with JEA's highest award, the Platinum Award for Environmental Excellence. The partnership allows MER to provide services that include integrated waste management by specialists in the industry.



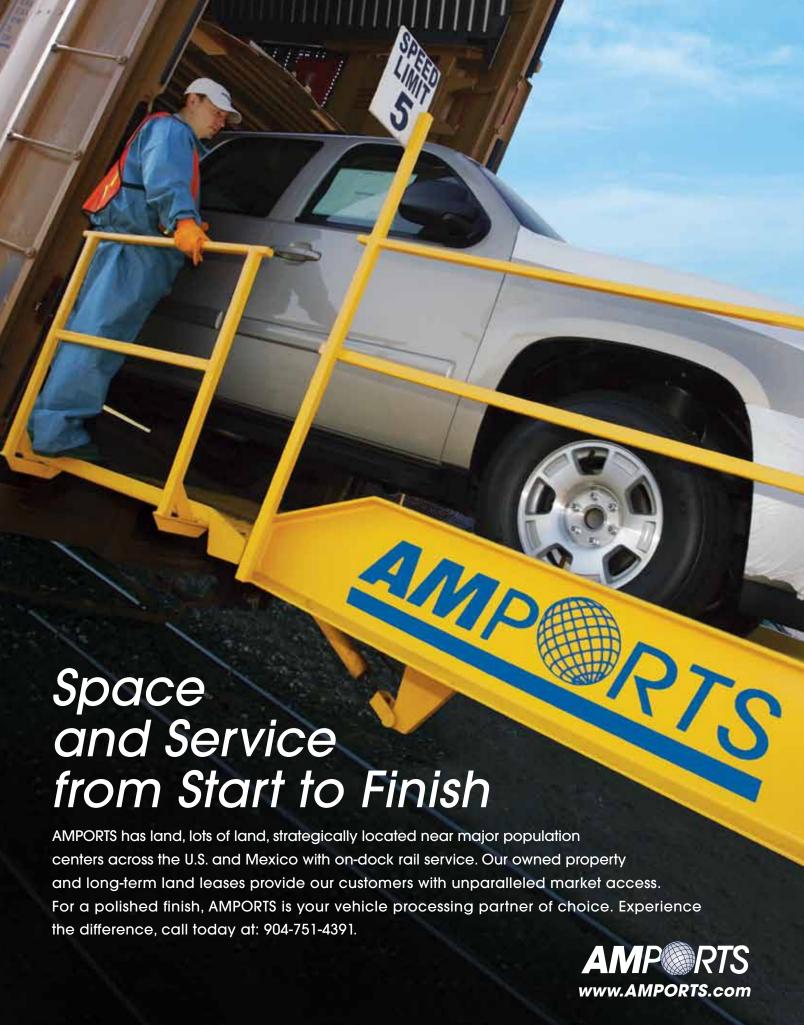
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