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JAXPORT

Magazine

Summer 2012



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JAXPORT

2012 Magazine

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View

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



Paul Anderson,
JAXPORT CEO



Stephen D. Busey,
JAXPORT Board Chairman

According to the Florida Trade and Logistics Study released in 2010 by the Florida Chamber of Commerce, about 50 percent of the goods consumed in Florida enter the United States through ports located outside the state. Competitively poised for world trade and with efficient transportation links connecting Florida to U.S. markets, our state ports have incredible opportunities to serve Florida's nearly 20 million residents.

JAXPORT, our business partners, elected officials and state port associates are committed to handling more cargo for Florida, attracting more business and creating jobs for our region. Following a steady stream of new business announcements this year, it's clear we're fulfilling our mission, and global brands are indeed making the shift to JAXPORT. Stories about companies finding logistical advantages in Jacksonville are included in this issue, and you'll discover that our port offers container services from 14 of the top 20 ocean shipping firms in the world and remains the No. 1 port in the U.S. for automobile exports. Jacksonville is also enjoying a renewal of cruise service, and capital projects to build the port of the future, including rehabilitating wharfs, building additional on-dock rail access and deepening the harbor, are all moving forward.

These achievements are indicative of the collaboration we have with our stakeholders, and we are thankful for the support as we continue to work to create a vibrant economy and job opportunities now and into the future. □

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Tidings

Support grows for investing in ports

Local and state officials are increasingly providing support for strengthening and expanding Florida's port business, as evidence mounts that this will be a key way to improve the state's financial future.

The Florida Legislature and Gov. Rick Scott approved a five-year allocation for ports that far exceeds any previous allocations.

"We had a great year," said Florida Rep. Lake Ray, a key advocate for the state's ports. "We secured \$165 million directly and indirectly for our ports this year, and these are recurring dollars."

The U.S. Conference of Mayors also adopted a resolution asking Congress to develop policy to make our ports more glob-



JAXPORT CEO Paul Anderson (left), with Florida Gov. Rick Scott, Lt. Gov. Jennifer Carroll and Fritz Klausner, Owner of Klausner Group.

ally competitive by ensuring cargo is transported more efficiently and cost-effectively, and to invest more in port infrastructure using the Harbor Maintenance Trust Fund, which is estimated to have more than \$7 billion in surplus funding in 2012.

The resolution was the culmination of work by the Metro Exports and Ports Task Force, chaired by Jacksonville Mayor Alvin Brown. He and the mayor of Los Angeles presented the resolution at U.S. Confer-

ence of Mayors' 80th annual meeting in Orlando. JAXPORT CEO Paul Anderson is chairman of the U.S. Conference of Mayors/American Association of Port Authorities Task Force and contributed to the draft of the resolution. □



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Tidings

Fitch Ratings affirms JAXPORT's 'A' rating

Fitch Ratings in May affirmed its long-term 'A' rating on the Jacksonville Port Authority's outstanding 2008 revenue bonds and gave the authority an outlook of stable.

"This affirmation underscores our progress in growing JAXPORT's brand, taking advantage of important shifts in world trade and continuing to practice good expense side management," said JAXPORT CEO Paul Anderson.

"We are encouraged by growth in our core business segments

and optimistic that these trends will continue through the rest of our fiscal year, encouraging job creation and positive activity in the private sector."

In issuing the rating, Fitch cited the port's strategic location with good and improving intermodal connectivity; long-term contracts from a diverse group of tenants, providing additional downside protection for revenues; and growing revenues in an unfavorable economic climate. □

Life saving device shipped through JAXPORT

JAXPORT recently played a part in an event that will help improve the way cancer is treated at UF & Shands.

Four 40-foot containers and one 20-foot container holding a medical device called Vero arrived in April from Japan through the TraPac Container Terminal at Dames Point.



Life saving medical devices arrived in April at the TraPac Container Terminal at Dames Point.



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Vero is a sophisticated radiotherapy system that delivers surgically precise doses of radiation by tracking tumor movement in the body in real time. The system will be installed within the next year at the University of Florida Proton Therapy Institute in Jacksonville.

"With the addition of Vero, UF Proton Therapy Institute will be able to target moving tumors with exceptional accuracy," said UF Shands Cancer Center Director Paul Okunieff, M.D.. □

Tidings

U.S. Armed Forces change command



Lt. Col. Onintza Regil (left) took command of the 832nd Transportation Battalion on June 5.

Several branches of the U.S. Armed Forces that play a role in Jacksonville's port operations have recently held change of command ceremonies.

Lt. Col. Onintza Regil took command of the 832nd Transportation Battalion on June 5 during a ceremony at the JAXPORT Cruise Terminal. Outgoing commander, Lt. Col. Cofield B. Hilburn, was honored at the ceremony. The soldiers and civilians of the 832nd Transportation Battalion coordinate the movement of Department of Defense cargo through all ports in Florida, Latin America and the Caribbean.

Col. Alfred A. Pantano, Jr., who has led the U.S. Army Corps of Engineers Jacksonville District since 2009, relinquished command to Col. Alan M. Dodd on June 28 at a ceremony held at the Jacksonville Public Library. As Jacksonville District commander, Dodd has responsibility for the federal development of water resources in Florida, Puerto Rico and the U.S. Virgin Islands.

A change of command ceremony took place for Coast Guard Sector Jacksonville aboard Naval Station Mayport, Fla. on June 8. Capt. Thomas Allan relieved Capt. Andy Blomme during a time-honored military tradition to formally transfer command.



Col. Alan M. Dodd, U.S. Army Corps of Engineers Jacksonville District



Capt. Thomas Allan, U.S. Coast Guard Commander Sector Jacksonville

Allan assumed command of Sector Jacksonville and responsibility for all Coast Guard missions in the Jacksonville Captain of the Port zone. Within the sector's area of responsibility are 190-miles of coastline stretching from King's Bay, Ga., to Port Malabar, Fla. □



The Shift is On

Both Jacksonville Mayor Alvin Brown and Florida Gov. Rick Scott have strongly advocated for port investment to grow Northeast Florida's economy.

Disney, Honda, ocean carriers boost volume at America's Logistics Center



Mickey Mouse joins in the celebration of new business at the TraPac Container Terminal. (left to right) Mark Wilson, President/CEO of Florida Chamber of Commerce; Dennis Sheehan, VP, MOL America; Paul Anderson, CEO, JAXPORT; Anthony Connelly, VP/CFO, Walt Disney Parks and Resorts; Florida Gov. Rick Scott; Florida Lt. Gov. Jennifer Carroll; City of Jacksonville Mayor Alvin Brown

By Paul Scott Abbott

Led by top-name shippers such as Disney and Honda, as well as by strategic moves by major ocean carriers to bolster services, Jacksonville continues to grow as America's Logistics Center.

Mickey Mouse joined Florida Gov. Rick Scott, Jacksonville Mayor Alvin Brown and executives of the Jacksonville Port Authority, Mitsui O.S.K. Lines and MOL terminal operating arm TraPac at a June 19 ceremony at which officials of Walt Disney Parks & Resorts announced that Disney is importing

most of the merchandise headed to its Central Florida theme park facilities through JAXPORT's TraPac Container Terminal at Dames Point.

"This is what all of us in Florida want," said JAXPORT Chief Executive Officer Paul Anderson. "We want the products our Florida citizens and visitors buy brought in through our ports, not brought by truck or train from somewhere out of state.

"Step by step, one container at a time, we are working to bring the jobs and dollars that come along with the movement of those goods back home where they belong,"

Continues on next page

The Shift is On



American Honda Motor Co. Inc. recently selected JAXPORT and automotive servicing company AMPORTS to handle exports of its 2012 Honda CR-V crossover vehicles.

Anderson said. "Shippers, importers and exporters around the globe – and now one of the world's most beloved brands – are recognizing that we offer an alternative here in Jacksonville that makes good business sense."

Jacksonville's ideal location at the crossroads of global commerce, rail lines and highway links – enhanced by the upcoming development with CSX Corp. of an intermodal container transfer facility serving Dames Point – is increasingly drawing favor among importers and exporters alike.

Importers taking advantage of Jacksonville's strengths in serving

U.S. Southeast consumer markets include such familiar names as Rooms to Go, Michaels Stores, Havertys Furniture, Coach, Bridgestone, PSS World Medical, Sears, Samsonite, Maxwell House and Unilever. Wal-Mart Stores Inc., the No. 1 U.S. importer, is among the many major retailers and third-party logistics firms operating distribution centers in the Jacksonville area.

On the export side, American Honda Motor Co. Inc. recently selected JAXPORT and automotive servicing company AMPORTS to handle exports of its 2012 Honda CR-V crossover vehicles manufactured in East Liberty, Ohio. Jacksonville automotive processors

"As a city – and America's Logistics Center – we all benefit from JAXPORT's success."
Jacksonville Mayor Alvin Brown

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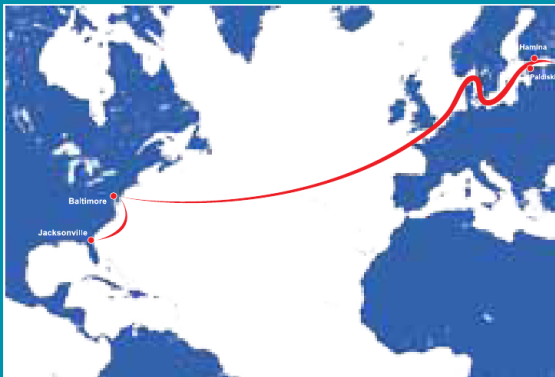
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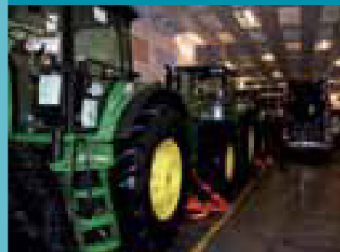
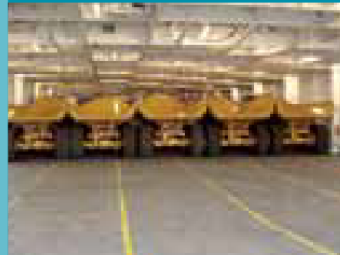
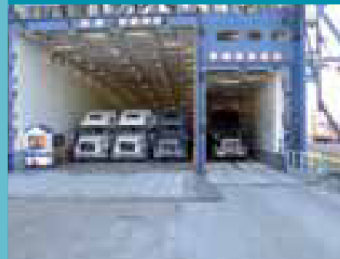
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The Shift is On



"We're excited to be sharing some of our Disney magic with Jacksonville," said Anthony Connelly, VP/CFO at Walt Disney Parks and Resorts, at the June 19 ceremony. "Our carriers will now bring a majority of our Florida-bound cargo through Jacksonville, thanks to the port's efforts to expand capacity and offer new terminal services."

AMPORTS and Wallenius Wilhelmsen Logistics Vehicle Services already handle significant volumes of other Honda models, as well as vehicles of several other manufacturers, at their facilities at JAXPORT's Blount Island Marine Terminal. Southeast Toyota at JAXPORT's Talleyrand Marine Terminal continues to handle Toyota and Lexus models.

"Honda's decision to increase exports through JAXPORT is an important move," said Roy Schleicher, JAXPORT Executive Vice President. "Thanks to the superior work being done by our tenants, partners and employees, we continue to solidify our position as the nation's second-busiest vehicle-handling port, and the nation's No. 1 port for vehicle exports."

Mayor Brown, who serves as Chairman of the U.S. Confer-

ence of Mayors' Metro Exports and Ports Task Force, said, "When major corporations talk about logistics, there are many things to consider.

"They have to be 100 percent confident that the moves they make are going to help the bottom line and speed up the supply chain," Brown continued. "JAXPORT and its tenants provide that level of confidence for businesses to thrive. As a city – and America's Logistics Center – we all benefit from JAXPORT's success."

The world's foremost ocean carriers also are increasingly recognizing the value and efficiency of JAXPORT and its leading-edge logistics infrastructure in reaching consumers in Florida – the nation's fastest-growing consumer market – and throughout the Southeast.

"We want the products our Florida citizens and visitors buy brought in through our ports, not brought by truck or train from somewhere out of state."

JAXPORT Chief Executive Officer Paul Anderson

The Shift is On



Disney joins a growing list of companies - including Rooms to Go, Michaels Stores, Havertys Furniture, Coach, Bridgestone, PSS World Medical, Sears, Samsonite, Maxwell House and Unilever - that have shifted business to take advantage of JAXPORT's efficient services.

Japan-based MOL, which, along with its TraPac subsidiary, has \$330 million invested in the 158-acre container terminal at Dames Point, has launched a new service to expedite cargo moving from major Asian ports to key destinations on the U.S. East Coast via the Suez Canal. Jacksonville is among U.S. calls of the South China/Vietnam-U.S. East Coast service, which MOL initiated in June in partnership with Evergreen Line.

In May, China Shipping Container Lines and United Arab Shipping Co. began offering Jacksonville service for the first time - bringing to 14 the number of the world's top 20 ocean carriers currently serving Jacksonville's port. The APM Terminals facility at JAXPORT's Blount Island Marine Terminal is the last call on the westbound leg of CMA-CGM's Pacific Express 3 service, which handles the China Shipping and UASC cargos.

Also, in late June, Mediterranean Shipping Co. commenced a new direct weekly service between Jacksonville's Talleyrand Marine Terminal and the Central American ports of Santo

Tomás de Castilla, Guatemala, and Puerto Cortés, Honduras, additionally providing expanded global reach through MSC's transshipment hub in Freeport, Bahamas. Both Guatemala and Honduras are part of the Dominican Republic-Central America Free Trade Agreement with the United States, offering opportunities for increased exports of agricultural machinery, chemicals, building materials and consumer goods and imports of bananas, vegetables, coffee, shrimp, textiles, garments and minerals.

Raul Alfonso, JAXPORT Senior Director of Trade Development and Global Marketing, pointed out that Jacksonville offers significant competitive advantages over out-of-state ports in serving the Florida market, including reducing inland transit times and costs by being closer to the consumer and by facilitating inventory reductions.

"The shift is on indeed," Alfonso said, "as Jacksonville is rapidly becoming the logistics solution of choice for the state of Florida and beyond." □

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Shipping



On May 23, 2012, JAXPORT CEO Paul Anderson and U.S. Army Corps of Engineers Jacksonville District Commander Colonel Alfred A. Pantano, Jr. sign the project design agreement following remarks by Jacksonville Mayor Alvin Brown, U.S. Rep. Ander Crenshaw and U.S. Rep. Corrine Brown.

Shipping

Jacksonville harbor projects achieve milestones

By Paul Scott Abbott

Key progress continues to be made on harbor projects critical to improving deep draft vessel access to JAXPORT facilities.

In July, President Barack Obama announced the U.S. Army Corps of Engineers' Jacksonville Harbor Navigation Deepening Draft Study will be completed by April 2013, approximately one year ahead of schedule. The study – as well as federal review of JAXPORT's Intermodal Container Transfer Facility – are two of seven projects included in the administration's "We Can't Wait" initiative, a program aiming to expedite the most critical infrastructure projects in the country. As part of a Presidential Executive Order issued in March of this year, the Office of Management and Budget is charged with overseeing a government-wide effort to make the permitting and review process for infrastructure projects more efficient and effective, saving time while driving better outcomes for local communities.

Florida's U.S. Senator Bill Nelson and U.S. Representatives Corrine Brown, Ander Crenshaw and Cliff Stearns contacted federal partners on JAXPORT's behalf earlier this year to request that Jacksonville's deepening project and ICTF project be included on the list of priority infrastructure needs.

"We are moving from talk to action and that's what it's going to take to keep this nation competitive globally," said JAXPORT CEO Paul Anderson. "Expediting careful review of the process toward our deepening project and ICTF construction, and the other projects on the president's list, will create benefits for generations to come. By elevating the discussion of the critical needs of U.S. ports to the highest levels of government, our president and our lawmakers are sending a clear message to the world: we are not going to fall behind; we are improving our process every day and we will create the ports of the future."

Another harbor project, Mile Point, aims to alleviate navigational restrictions related to ebb-tide crosscurrents at the confluence of the St. Johns River and Atlantic Intracoastal Waterway. In April, the Chief of Engineers report from the U.S. Army Corps of Engineers was approved and signed for the Jacksonville Harbor Mile Point Navigational Study - a crucial step in moving the project forward to Congress for authorization and funding appropriations.

In May, officials from both JAXPORT and the U.S. Army Corps of



The U.S. Army Corps of Engineers will complete the Jacksonville Harbor Navigation Deepening Study by April 2013, about one year ahead of schedule.

Engineers signed a Project Design Agreement for the Mile Point work.

Jerry Scarborough, Chief of the Water Resources Branch for the Corps' Jacksonville District, said, "This is another tremendous step forward for Mile Point as we move into the design phase of the project. This project is of critical importance to those who navigate the St. Johns River and will provide a much-needed solution for the maritime industry, as well as the surrounding community. We value our partnership with JAXPORT and the City of Jacksonville, and we are committed to working closely with them to implement the next phase of this project."

The design phase, funded with \$1.5 million from the Corps and \$500,000 from JAXPORT, should take about a year to complete, according to JAXPORT Chief Operating Officer Chris Kauffmann, who noted that the start of the Corps' process for the Mile Point project dates back to 1999.

"The Mile Point project is anticipated to be completed in 2014," Kauffmann said, indicating hopes that federal authorization will come during the 12-month design phase. "That is our goal." □

Shipping

Caribbean shipping conference hosts 200 executives in Northeast Florida



Raul Alfonso, JAXPORT Sr. Director of Trade Development and Global Marketing (fourth from left), and Robert Peek, JAXPORT Director of Marketing Development (third from left), honor CSA President Carlos Urriola and members of the CSA Board at the 2012 conference.

By Marcia Mattson

JAXPORT recently served as the local host for the special occurrence of a Caribbean Shipping Association annual conference on the U.S. mainland.

The conference was held in May at the Omni Amelia Island Plantation and brought about 200 senior executives from throughout the Caribbean. The CSA includes 12 national shipping associations and more than 100 individual port authorities, terminal operators, shipping agents, shipping lines, tug and salvage companies, consultants, freight forwarders, leasing companies and related firms. The CSA advocates for public and private sector interests in the Caribbean, including South American, Central American and North American ports.

"The conference was a great opportunity to showcase Jacksonville and JAXPORT," said Robert Peek, JAXPORT Director, Marketing Development. "Many of the executives had been to Florida before, but few had been to Jacksonville and even fewer had been to JAXPORT."

The conference events included a dinner, a golf outing and tour of JAXPORT, as well as JAXPORT speakers including CEO Paul Anderson and Senior Director of Trade Development and Global Marketing Raul Alfonso, and opening day keynote speaker Florida Lt. Gov. Jennifer Carroll.

"This was an opportunity to plant the seeds for future trade opportunities through our port," Peek said. "The fact that the CSA brought their conference to Jacksonville is testament to our importance to the Caribbean, and to our role as an important load center for Caribbean countries." □

Shipping

Sea Star signs new top executive

By Paul Scott Abbott

Jacksonville-based Sea Star Line LLC is under new leadership and is now part of a rebranded parent company. Maritime veteran Peter Keller, formerly Executive Vice President and Chief Operating Officer of NYK Group Americas, has come aboard at Sea Star Line as President. Keller most recently had served as consultant and adviser to Sea Star during the line's restructuring.

Sea Star Line joins Totem Ocean Trailer Express as business units of the TOTE Maritime Group of TOTE Inc., owned by Seattle-based Saltchuk Resources.

While Sea Star focuses on commerce between Florida and

Puerto Rico, as well as the Caribbean, Totem Ocean Trailer Express operates twice-weekly service between Alaska and Tacoma, Wash.

Anthony Chiarello, President of TOTE Inc., said of Keller and his four decades of experience with the Puerto Rico market, "Peter knows this market and has a long history in this trade. He brings insight, experience and vision for the future. We are fortunate to have him join the TOTE Inc. and Sea Star team."

Keller said, "Sea Star is fully committed to serving the Puerto Rico and Caribbean markets with the best service in the industry. I am pleased to help write a new and positive chapter in Sea Star's history." □

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Shipping

Local bottler part of 150-year historical celebration



Facundo L. Bacardi, Chairman of Bacardi Limited and fifth generation Bacardí family member, leads the toast at the Bacardí Bottling Plant in Jacksonville to commemorate 150 years of company operations.

By Marcia Mattson

Throughout 2012, rum producer Bacardi is celebrating 150 years of operation. The company's history, represented in the more than 30,000 assets documented inside The Bacardi Archive, covers their development of innovative production techniques and major periods in time from the political history of Cuba to the era of U.S. Prohibition.

Jacksonville plays an important role in this story because all of the Bacardi rum consumed in the U.S. is shipped from Puerto Rico through the Port of Jacksonville, bottled at the Bacardi Bottling Corp. plant in North Jacksonville, and then transported throughout the nation. The plant produces up to 300,000 bottles per day and is the company's largest bottling facility in the Americas region.

"Bacardi chose Jacksonville in 1972 for its first bottling plant in the continental United States, and we have not been disappointed at all," said Eduardo Vallado, Supply Chain and Manufacturing Director for the Americas. "Bacardi is the most sold premium brand in the world,

and 40 percent of it worldwide is bottled in Jacksonville."

The bottling plant just invested \$10 million in modernizations for its bottling lines. The plant opened in 1972 bottling 2 million cases each year, and now bottles 11 million cases per year.

"The port has been a fantastic partner in all that we do," said Vallado, noting another advantage is the access to highways that the Jacksonville location provides.

Bacardi's roots harken back to 1862, when Don Facundo Bacardí Massó purchased a small distillery in Santiago, Cuba.

The company developed many rum-making standards, including the use of superior quality sugarcane molasses; the isolation of a strain of yeast for controlled fermentation and flavor consistency; and filtering, mellowing and blending rums to deliver specific flavors, aromas and smoothness.

"From our founding in Cuba to now being the third-largest international spirits company in the world, Bacardi has an incredible history and authenticity that connects directly with consumers around the world," said Ed Shirley, President and CEO of Bacardi Limited. □

Port Revenue Usage Ensured

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Excitement. That's the name of the game around the city these days. The U.S. House of Representatives approved legislation ensuring specific port revenue is spent only on harbor maintenance and dredging construction. We've declared ourselves America's Logistics Capital.

So, now is the time to prepare. Amidst all the excitement and declarations, Jacksonville needs more qualified, skilled Certified Transportation and Logistics professionals. Now more than ever is the time to capitalize on the expertise and skills of the military and port

community. The abundance of knowledge already seeded in this town is the perfect bed for growing this industry.

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Shipping

On the mend:

Improving economy provides positive outlook for Puerto Rico carriers



Puerto Rico carriers servicing the Jacksonville trade lane are cautiously optimistic about the island's economic outlook.

By Paul Scott Abbott

Projections of economic rebound for the Commonwealth of Puerto Rico are offering encouragement to carriers servicing the Jacksonville-San Juan trade route.

In the spring, the Puerto Rico Planning Board projected that, during the 2013 fiscal year beginning July 1, 2012, the island's economy would grow 1.1 percent, which would be its greatest such year-over-year rate since 2005.

William Riefkohl, Executive Vice President of the Puerto Rico Manufacturers Association, while cautious in his optimism, pointed to expected growth in shipments from Puerto Rico of such diverse commodities as medical devices, aerospace products and beer, as well as the ongoing consumer demand for goods from the U.S. main-

land, the vast majority of which have long been shipped from Jacksonville.

Sam Woodward, Horizon Lines Inc. President and Chief Executive Officer, said, "Our commitment to serving Puerto Rico through the Port of Jacksonville is as strong as ever.

"It is a vital market with future growth potential for Horizon Lines," Woodward continued. "Just this year, we are making significant investments in our vessels serving this trade, have upgraded our refrigerated container fleet and are adding more new equipment."

Meanwhile, Crowley Maritime Corp. recently doubled the extent of its Puerto Rico distribution center facilities with acquisition of a second warehouse adjacent to its 70,000-square-foot distribution center in Guaynabo. Crowley also is making equipment fleet investments and introducing a real-time web-based cargo management system.

"The total investment that Crowley is making on the island continues to demonstrate our commitment to the people and businesses of Puerto Rico and the Caribbean," said Tom Crowley, Chairman, President and Chief Executive Officer of Crowley Maritime. "The need for these services is evident, and we are pleased to be able to respond to customer demand in this way. It is just one more way that we can continue to add value in this region."

Peter Keller, President of Sea Star Line LLC, commented, "Sea Star is encouraged by the positive economic news coming from Puerto Rico and the supplementary benefits it provides to JAXPORT.

"Sea Star," Keller added, "is committed to providing Puerto Rico with highly reliable, stable and competitive service that continues to benefit the economic revitalization of the island." □

Shipping

JAXPORT planning 2013 Logistics and Intermodal Conference



JAXPORT Executive Vice President Roy Schleicher introduces a panel at the port's 2011 conference. JAXPORT's 2013 conference will be held March 18 – 20, 2013. Registration is now open at jaxportconference.com.

By Marcia Mattson

The Jacksonville Port Authority (JAXPORT) is now taking registration for the 2013 Logistics & Intermodal Conference at the Omni Amelia Island Plantation Resort. Hosted by the port in partnership with its maritime media sponsor, American Shipper magazine, the conference will be held March 18 – 20, 2013 and will examine issues affecting the logistics and intermodal industries.

The conference is limited to 350 registrants. JAXPORT's previous Logistics & Intermodal Conferences – in 2009 and 2011 – sold out. This event is held once every two years, and the 2013 conference will be one of the first at the Omni Amelia Island Plantation following completion of the resort's multimillion dollar upgrade.

This is an opportunity for logistics and transportation professionals to network with leaders in the field and will focus on challenges and opportunities facing industry professionals. A reception on March 18 will be followed with the conference and dinner on March 19. The Norfolk Southern Golf Tournament at the Ocean Links course, which includes several holes along the Atlantic Ocean, will be held on March 20.

While the focus will be on challenges and benefits facing shippers through southern ports, speakers from around the country will discuss issues common to all logistics and intermodal decision makers. The panelists will include senior executives from

major ocean carriers, railroads, shippers and service providers.

For sponsorship or registration information please visit www.jaxportconference.com or call JAXPORT at (904) 357-3047. □

Shipping

Wood pellet plans promoting bulk portage

By Paul Scott Abbott

Plans by major paper product importer UPM to begin exporting wood pellets from JAXPORT facilities are among developments anticipated to spur continuing growth in the port's bulk cargo activity.

Mike Bauer, North American Logistics Manager for UPM, said the move is consistent with the Finnish firm's corporate strategy as "The Biofore Company," integrating bio and forest industries with a focus on sustainability products. Wood pellets are used as a clean-burning fuel source in European power plants.

"We hope to start exporting wood pellets in 2013," said Bauer, whose company already brings about 500,000 tons of graphic papers from Finland into Jacksonville's port.

Rick Sharp, Vice President of Jacksonville-based Seaconus LLC,

which counts UPM as its leading tenant, said European requirements for use of biomass in power plants bode well for the future of wood pellet exports, commenting, "It's going to be a big commodity for the next 20 years – or forever."

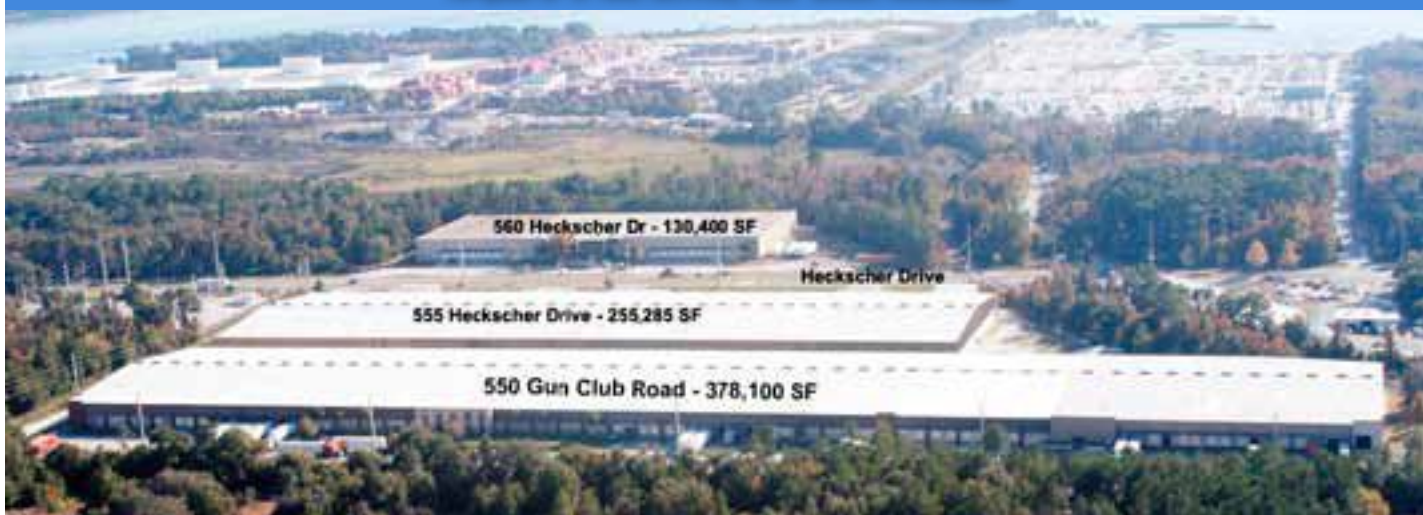
UPM also sees Jacksonville as an export hub for another "green" product – crude tall oil to be used at the hydrotreatment biorefinery UPM is building in Finland. Bauer said UPM already has successfully made test shipment of the liquid bulk commodity from the Westway Terminal Co. LLC facility at JAXPORT's Talleyrand Marine Terminal and is looking to be moving significant volumes by 2014.

Alberto Cabrera, JAXPORT Director of Cargo Sales and Marketing, said the UPM cargoes fit with an overall strategy to boost bulk volumes.

"JAXPORT is continually looking to expand upon bulk cargo opportunities," Cabrera said. □

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Security

New TWIC renewal option offers savings

By Paul Scott Abbott



TSA's new TWIC extension program should save time and money for port workers.

The Transportation Security Administration's newly offered three-year, \$60 Extended Expiration Date (EED) Transportation Worker Identification Credential should help save time and money for workers conducting business at JAXPORT facilities.

Beginning in August, U.S. citizens who hold TWICs with expiration dates before the end of 2014 may choose the new EED option, which requires just one visit to a TWIC enrollment center, rather than going through a two-visit process to secure a five-year, \$129.75 standard TWIC.

Current TWIC holders wishing to obtain an EED TWIC may order the card by phoning TSA's TWIC help desk at 1-866-DHS-TWIC. Payment may be made by credit or debit card. Once notified that the EED is ready, the card may be picked up at the local enrollment center.

U.S. Department of Homeland Security officials said the three-year period of the EED is designed to ensure that new DHS rules for use of TWIC readers at high-risk facilities will be in place before the card expires.

Additional information is available at www.tsa.gov/twic.

"This change in policy is an advantage to our maritime stakeholders," said Chuck White, JAXPORT Director of Seaport Security and Emergency Preparedness. □

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Cruising

Carnival continues Fascination for cruisers

By Marcia Mattson

Carnival Cruise Lines recently renewed its contract with

JAXPORT and will continue to provide cruise service at least through 2013, a move that supports 460 local jobs and provides a \$67 million annual impact for the Jacksonville economy.

The 2,052-guest Carnival Fascination offers 4-and 5-day

sailings to The Bahamas, with some itineraries going to Key West. Carnival is planning special itineraries during 2013 as well.

"People from around the Southeast choose to cruise out of Jacksonville because of its convenience," said Roy Schleicher, JAXPORT's Executive Vice President. "They take a short drive to Jacksonville, enjoy our beautiful area, especially our beaches and golf courses, and cruise year-round," he said. "The Carnival Fascination continues to sail fully booked."

More than 188,000 passengers sailed on cruises departing from JAXPORT last year, a new passenger record. Studies show that passengers enjoy cruising from JAXPORT. Each voyage averages 119 percent occupancy, and 95 percent of passengers recently surveyed said they would choose Jacksonville for their next cruise departure. (A cruise ship is considered 100 percent occupied when two passengers are booked per cabin.)

In addition, JAXPORT's cruise embarkation team has built a tradition of exceeding customer expectations. In recent years, Carnival awarded the terminal's embarkation team highest honors in its Quality Assurance Inspection Program, and the same team continues to earn top honors in the company's annual guest comment card survey. ☐

Carnival Cruise Lines renewed its contract with JAXPORT and will continue to provide cruise service aboard the Carnival Fascination at least through 2013.

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Community

JAXPORT, CSX team up to preserve environment, invest in community

By Marcia Mattson

Following JAXPORT's 2011 announcement of development with CSX Corp. of the Intermodal Container Transfer Facility at Dames Point, both the port and rail line have teamed up this year on important initiatives for the Northeast Florida environment and community.

JAXPORT helped connect CSX's Trees for Tracks initiative, which involves planting a tree for each mile of track the railroad owns, with Matthew Gilbert Middle School in Jacksonville. More than 100 volunteers participated in planting 60 trees on the school grounds, and also added benches, re-painted the lines on the basketball court, and more. Green-scape of Jacksonville also participated.

"It was probably one of our best volunteer turnouts," said John Kitchens, Corporate Citizenship Manager for CSX. "We were very pleased with the collaboration with the port. We thought it worked very well."



JAXPORT Harbormaster Rod Ingram and his wife Renee planted trees for "Trees for Tracks" alongside volunteers from CSX and community organizations.

JAXPORT and CSX also co-hosted a port partner engagement event at the JAXPORT Cruise Terminal in the spring that connected businesses with opportunities to support the Duval County Public Schools and the High School International Trade and Logistics Career Academies, Family Support Services, Operation New Hope and the Allied Veterans Center.

Participants learned how to offer mentors, tutors, internships, job placement assistance and other meaningful support to the participating agencies. In addition, they discussed ways to engage their organizations in improving the community, and learned how to maximize their use of JAXPORT's jobs website, www.jaxportjobs.com.

"The people of CSX have a strong commitment to initiating positive changes for our community, and we are very pleased to have opportunities to partner with them," said Joanne Kazmierski, Manager of Community Outreach and Environmental Advocacy. □

Port providing best practices know-how to support agency

By Marcia Mattson

JAXPORT is providing staff knowledge and best practices for business to support the work of Operation New Hope, a faith-based nonprofit community development corporation founded in 1999. The program is dedicated to providing individuals and families with opportunities and the tools necessary to restore their communities through sustainable economic development initiatives.

Officials from the agency attended the port partner event in April.

"This program, like many others that we sponsor, truly makes a difference in the community," said Joanne Kazmierski, Manager of Community Outreach and Environmental Advocacy.

Operation New Hope began in Jacksonville as an affordable housing organization in the Springfield area. The nationally-recognized program places nonviolent offenders who have served time with meaningful employment, so they can be contributing members of the community.

While individuals with a felony record cannot work on the docks due to security requirements, they can work in other industries. "People have the perspective that ex-offenders don't want to work. That is just not the case," said Brittany Anthony, Operation New Hope Director of Fund Development.

Today, nearly 600 businesses are partnering with Operation New Hope. To learn more, call (904) 425-6002. □



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GLOBAL		
OPERATIONS		
KPI	TARGET	JAN. - MAR. 2012
Vessel On-Time Performance (East-West, North-South, Intra Asia)	100% Asia-U.S. West Coast	75%
	100% Asia-U.S. East Coast	100%
	100% Transatlantic	71%
	100% Asia-Europe	96%
	100% Asia-Mediterranean	100%
	100% Asia-ECSA (CSW)	81%
	100% Asia-Mexico/WCSA (CWL)	100%
	100% Intra Asia (CHS, HS3, CBE, CBW)	100%
SAFETY		
KPI	TARGET	JAN. - JUN. 2012
Long-Time Operational Stoppage	0	4
ENVIRONMENTAL		
KPI	TARGET**	FY2011 vs. FY2010
Carbon Dioxide (CO ₂) Emissions per TEU-Mile	↓1% Annually	↓2.1%
Nitrogen Oxide (NO _x) Emissions per TEU-Mile	↓1% Annually	↓2.1%
Sulfur Oxide (SO _x) Emissions per TEU-Mile	↓1% Annually	↑2.6%

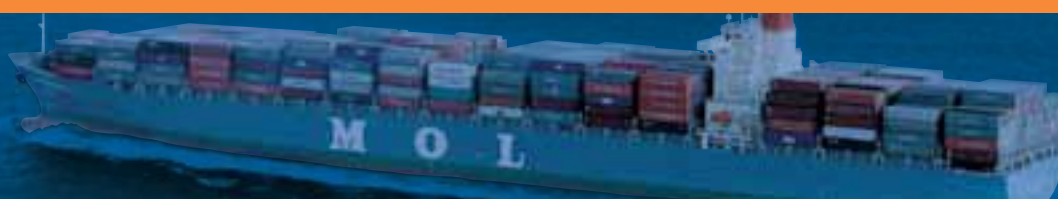
REGIONAL		
OPERATIONS		
KPI	TARGET	JUN. 2012
In-Terminal Truck Turn Time	<30 min. Jacksonville / Los Angeles / Oakland	17.0 / 22.8 / 22.0 min.
Missed Vessel Connections Due to Rail Errors	Less Than 1% for U.S. to Asia Export	1.6%
KPI	TARGET	APR. - JUN. 2012
Intermodal Transit On-Time Performance	90% Asia Origin to U.S. Inland Destination	88%
CUSTOMER SERVICE		
KPI	TARGET	JUN. 2012
Lost Calls	Less Than 2%	1.08%
Phone Wait Time	Less Than 20 seconds	14 seconds
Export B/L Documentation Completion Rate	98% Complete 24-hrs After Vessel ETD	99.08%
Documentation Accuracy	99.50% U.S. to Asia / Asia to U.S.	99.38% / 94.27%
EDI		
KPI	TARGET	JUN. 2012
Message Processing Without Failure	90%	99%
EDI Uptime	99%	99%
Customer Setup Time	Within 72-hrs	48-hrs
Customer Scorecard Compliance	95%	99%

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Community

City honors 450th anniversary of French Huguenots' arrival



The French Navy goelette Etoile sails down the St. Johns River in May as part of the 450th anniversary of the French Huguenots' arrival. (below) JAXPORT CEO Paul Anderson greets the French delegation during Commemorate 450.

By Jeff Price

JAXPORT and ships at the port and along the St. Johns River participated in the City of Jacksonville's commemoration of the 450th anniversary of the French Huguenots' arrival.

"Commemorate 450" featured a series of Sesquicentennial events in May that included a "Ring for Ribault," where churches in the community rang their bells and ships on the river sounded their horns on May 1, 2012 at noon. "Ring for Ribault" was organized by JAXPORT.

"The arrival of Captain Jean Ribault marked the beginning of French history in Florida and also is a significant part of the maritime history of this region," said Meredith Fordham Hughes, JAXPORT Manager of Creative Design. "We were pleased to take part in this important commemoration."

Capt. Ribault sailed into the area on May 1, 1562, and named the waterway the River of May. He met with Timucua Indians and placed a stone that claimed the land for France.

Many other events honored the city's maritime history, including the National Park Service rededication of the Ribault monument at



Ft. Caroline National Memorial, installation of the mural "Ribault's Landing" at the Main Library, and the arrival of two French Navy goélettes, the Etoile and Belle Poule, in downtown Jacksonville.

Learn more about Commemorate 450, which also ties in with the State of Florida's 2013 Viva 500 celebration, at commemorate450.coj.net. □



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