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# JAXPORT

*Magazine*  
Winter 2013

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# JAXPORT

## 2013 Magazine

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# View

## A message from JAXPORT's Interim CEO and Board Chairman



**Roy Schleicher,**  
JAXPORT Interim CEO



**James P. Citrano**  
JAXPORT Board Chairman

**F**rom record levels of containers to new business announcements, 2012 was a markedly successful year for JAXPORT.

As we begin a new year, we are committed to maintaining our positive momentum. Economists forecast measured growth for our port's key business sectors, and with progress on the Mile Point project and the development of an inter-modal container transfer facility, as well as ongoing work on the harbor deepening study by the U.S. Army Corps of Engineers, we're pleased to report that we are making strides on long term projects that will secure JAXPORT's standing as America's Logistics Center.

In this issue of JAXPORT Magazine, we detail new business deals and a strategic planning initiative that will ensure economic benefit for our region and aim to add to the 65,000 jobs related to port activity in Northeast Florida. You'll also read about a containerized importer selecting Jacksonville for its U.S. distribution, an effective partnership resulting in a heavy lift cargo operation, and additional steps taken by JAXPORT and its tenants to preserve Northeast Florida's natural environment.

Whether growing port business or working on community initiatives, we're dedicated to maximizing this port's assets, increasing employment and generating additional economic contributions for the region.

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# Tidings

## JAXPORT Board appoints interim CEO



In December, JAXPORT's Board of Directors unanimously named long-time maritime executive Roy Schleicher as Interim Chief Executive Officer. The board also initiated the process for hiring an executive search firm to identify candidates to fill the role permanently.

Schleicher has more than 40 years of experience in the maritime industry, and he has served as JAXPORT's Executive Vice President since 2011. Since joining JAXPORT in 2001, Schleicher has lead the port's international cargo marketing efforts and has overseen more than a decade of volume and revenue growth at the port. He was also a leader of the negotiating team which secured the contract with MOL for the TraPac Container Terminal at Dames Point. □

## JAXPORT joins Gov. Scott in Colombia trade mission

The Jacksonville Port Authority is looking to benefit from participation in the largest-ever Florida trade mission – a December 2012 trip to Colombia by more than 200 manufacturers, importers, exporters and other Florida leaders, led by Gov. Rick Scott. Florida's second-largest trading partner, Colombia, already accounts for more than \$9 billion in bilateral trade, with volume anticipated to grow under the U.S.-Colombia Trade Promotion Agreement that took effect in May 2012.

"The opportunities are great," said Roy Schleicher, JAXPORT Interim Chief Executive Officer, "and we're encouraged by Gov. Scott's continued support for the ports and international trade."

JAXPORT's current links to Colombia include weekly Frontier Liner Services sailings to and from Cartagena and Barranquilla. □

## State offers St. Johns River license plate

JAXPORT supports environmental programs throughout the year in Jacksonville. One such program passed by the Florida Legislature includes the specialty license plate dedicated to the St. Johns River.

Available for purchase at local tax collector's offices, the plate offers a unique river scene and costs \$25 more than the standard Florida license plate. Proceeds benefit programs offered by The St. Johns River Alliance, a non-profit organization focused on protecting and preserving Florida's only American Heritage River. □

# Global Certification is Imperative

Those who know world trading procedures will benefit the most.

Jacksonville needs more qualified, skilled Certified Transportation and Logistics professionals. Those who know global markets and can help companies navigate the murky waters of international trade will benefit the most. 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.



## Grant money available

The Global Logistics Training Resource Network at the University of North Florida Division of Continuing Education offers programs designed to take the knowledge you already have and grow it into a logistics career in just six months. Grant money may be available for certain logistics programs. Contact UNF Division of Continuing Education to see if you qualify.

*Get on board with a logistics career.*

## MARK YOUR CALENDAR

### Upcoming Training Opportunities

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# Tidings

## Port Authority voluntarily reducing engine emissions

JAXPORT is installing diesel oxidation catalysts (DOCs) on cranes and equipment, allowing the port to voluntarily further reduce diesel emissions at the Talleyrand and Blount Island Marine terminals. JAXPORT received a Florida Department of Environmental Protection grant, funded by the US Environmental Protection Agency, to pay for the DOCs, reducing emissions by 10 tons per year.

"We jumped at the opportunity to take part in this grant and to be able to exceed industry standards for air emissions," said Director of Properties and Environmental Compliance David Stubbs.

Once installed, the EPA calculates the DOCs will cut particulate matter 20 percent, hydrocarbons 50 percent and carbon monoxide 30 percent. □

## Cargo record achieved in FY 2012



JAXPORT moved a record 923,660 containers or twenty-foot equivalent units (TEUs) in fiscal year (FY) 2012 – a 2.6 percent increase over FY 2011. The port also handled 608,726 vehicles, a 17 percent

increase over FY 2011. This was the first time since 2008 that the port broke the 600,000 mark. Port officials anticipate this measured, steady growth will continue in FY 2013. □

## JAXPORT, Seaonus building produce business

With more than 18,000 industry professionals in attendance from 61 countries, the 2012 Produce Marketing Association (PMA) Fresh Summit is the premier event for the produce industry.

"It's an important event supporting our efforts to become the port of choice for the U.S. Southeast for the import and distribution of fruits and produce," said Alberto Cabrera, JAXPORT, Director of Cargo Sales and Marketing.



**Meghan Huff (left) and Debbie McDowell of Seaonus (right) at the Seaonus - JAXPORT PMA booth.**

Seaonus, which operates a 186,000 square foot, on-dock refrigerated facility with rail service at JAXPORT, also attended. "People come from all over the world to make purchases, learn about industry trends and navigate new regulations," said Debbie McDowell, Seaonus, Director of Customer Service & Business Development. "As a terminal operator, it's extremely valuable to be there with the port authority as a collaborative partner." □



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# Tidings

## Clean air coalition welcomes JAXPORT

**T**he Coalition for Responsible Transportation (CRT) announced in January that JAXPORT has joined CRT to collaborate with leading cargo owners, trucking companies, ocean carriers and partners to identify and implement best practices to reduce port-related diesel emissions.

"We have long been dedicated to doing our part as good stewards of the environment - whether we're talking about air quality or the health of our river," said JAXPORT Interim CEO Roy Schleicher. "We're committed to the group's goal of going above and beyond to reduce our impact while increasing our economic contributions to Northeast Florida."

CRT is a national coalition of shippers, trucking companies, ocean carriers and port authorities who work together to improve the environmental quality of port communities while ensuring that ports remain an engine for job creation and positive economic activity. □



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# Charting the course



JAXPORT's strategic plan will ensure the port continues to serve as a vibrant economic engine for Northeast Florida.



# Strategic plan to guide port growth for decades



JAXPORT is developing a long-term plan to maximize benefits from port facilities.

By Paul Scott Abbott

A strategic port master plan will play an integral role in setting the course for JAXPORT's growth for decades to come.

The long-term plan is being developed to identify opportunities for maximizing benefits from port facilities over 5-, 10- and 20-year thresholds.

"The strategic plan will prove to be an excellent tool to help current and future JAXPORT administrations guide our port as a dynamic economic engine for Northeast Florida,"

said Roy Schleicher, JAXPORT's Interim Chief Executive Officer: "Our board will be very involved in this process, and we are looking forward to their involvement, furnishing perspectives from their diverse backgrounds."

JAXPORT Board Chairman James P. Citrano, Managing Director of the Jacksonville office of CBRE Group Inc., the world's largest commercial real estate services firm, said he sees the strategic plan as a guiding force.

"I am pleased we are moving this process forward," Citrano said following the Oct. 12 unanimous JAXPORT board approval of a contract to proceed with the plan.

*Continues on next page*

# Charting the Course

"The completed document will serve as a guide for laying out our direction for years to come.

"This is the best way for us to maximize the use of these valuable public assets and get the maximum return for the citizens of the region," Citrano added.

The plan, required under Florida law and funded via a \$600,000 Florida Department of Transportation grant, is being undertaken by Lancaster, Pa.-based Martin Associates, the global leader in development of economic, market and planning studies for seaports.

Dr. John C. Martin, the consulting firm's president, who has completed more than 800 similar endeavors over the past quarter of a century, said input from JAXPORT stake-



**Dr. John C. Martin, President of Martin Associates, outlines the development of the strategic plan to JAXPORT's Board of Directors.**

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holders and Northeast Florida community leaders will be a crucial part of the plan development process.

Martin, who holds his doctorate in economics, said he anticipates the plan will look at a pair of development scenarios – one focused upon present Jacksonville channel depths and the other based upon federal approval of a deeper channel.

"The key is to have parallel strategies in place," said Martin, who noted that the U.S. Army Corps of Engineers' Jacksonville Harbor Navigation Deepening Draft Study is slated for release in



**JAXPORT's Blount Island Marine Terminal**



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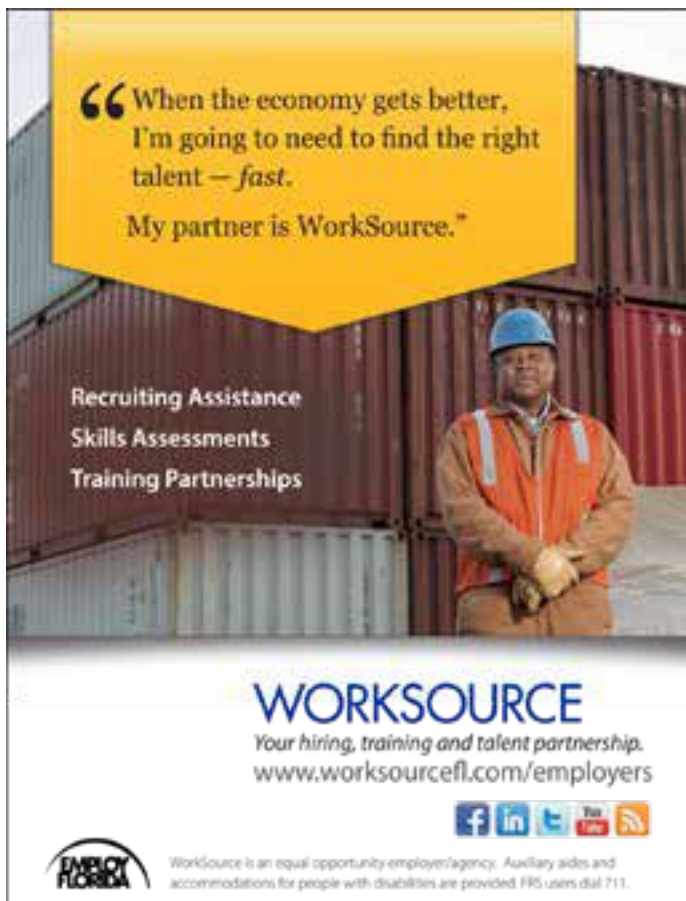




# Charting the Course








JAXPORT's Talleyrand Marine Terminal




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spring 2013, with the final report out in the fall, under an expedited schedule announced last July by President Barack Obama.

Martin said he expects that the initial scenario will revolve around growing JAXPORT business in Latin American and Caribbean markets, including the Puerto Rico trade that has been long-dominated by Jacksonville, as well as benefiting from offshore transshipment hubs and near-market sourcing from Mexico, while broadening horizons with North Europe and Asia services.

Meanwhile, the more ambitious scenario is to examine opportunities related to the capability to accommodate larger vessels, including on first-inbound and last-outbound calls in Asia and Europe services, advancing Jacksonville as a major regional gateway, according to Martin. He said he foresees that scenario including exports in heavyweight containers of goods originating in the U.S. Southeast.

In addition to exploring the development of marine terminals, the plan will also delve into intermodal connections, as well as such vital issues as placement of materials generated by channel-deepening activities.

Of course, JAXPORT is not waiting upon completion of the strategic plan to move forward with important infrastructure projects.

For example, design and construction of an intermodal container transfer facility, or ICTF, to enhance rail connectivity at JAXPORT's Dames Point Marine Terminal, also has been expe-



# Charting the Course



dated under presidential order. The ICTF project is being funded by a \$10 million grant from the third round of the U.S. Department of Transportation's Transportation Investment Generating Economic Recovery program, or TIGER III, plus \$20 million in state matching funds. The State of Florida has also committed \$36 million toward a harbor project known as Mile Point (see next page).

An additional \$31 million in recently allocated Florida State Transportation and Economic Development Council port facility funding, augmenting \$30 million in previously awarded state funds, is expected to help advance infrastructure modernization at the Blount Island and Talleyrand marine terminals. □

An aerial photograph showing a large grey ship being moved by a red and white barge. The ship is being lifted by a large red crane. The background shows a harbor area with various buildings and infrastructure.

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# Shipping



This rocky outcropping - the end of a submerged, man-made rock wall - will be removed as part of the Mile Point project. Plans call for restoring more than 50 acres of wetlands and performing work to alleviate cross-currents which today hinder large vessel access to JAXPORT terminals.



# Shipping

## State, local funding announcement propels harbor project



Joined by Jacksonville Mayor Alvin Brown in January, Florida Gov. Rick Scott announced a commitment of \$38 million in state and local funding to complete Phase II of the TraPac Container Terminal project at JAXPORT.

Jacksonville harbor project received a major boost in January when state and local officials announced a commitment of \$38 million to improve the flow of the St. Johns River at Mile Point. The funding combines \$36 million from the State of Florida with a \$2 million match from JAXPORT and the U.S. Army Corps of Engineers.

The project funding comes at a critical time. As the Intracoastal Waterway and St. Johns River converge at Mile Point, the largest, deep-draft container vessels calling JAXPORT's terminals must enter the harbor at high tide. Completing the Mile Point project will ease this restriction, saving carriers and shippers time and money.

Completing the project is expected to support 3,500 jobs throughout the region.

"My top priority as governor is job creation," said Florida Gov. Rick Scott at the press announcement at JAXPORT in January. "Florida's ports are critical to providing jobs for Florida families – and we can no longer wait on the federal government to fund such an important project. We need the jobs now. That's why I am proud to announce that we are keeping our promise to the Jacksonville community by committing \$36 million in state funding to create more navigable, efficient and safe routes for major container ships at JAXPORT."

"The benefits of this investment will continue to create opportunity

for the port, our business partners and our citizens for decades to come by allowing this project to take a major leap forward toward completion," said JAXPORT Interim CEO Roy Schleicher.

"The Mile Point project promotes job growth and increases Jacksonville's strength in the global supply chain," said Jacksonville Mayor Alvin Brown, who serves as Chair of the U.S. Conference of Mayor's Metro Exports and Ports task force. "It's an opportunity to welcome more ships while increasing our capacity to export domestic goods."

While JAXPORT continues to work with members of Congress in seeking authorization for the project - one of the last approval steps before construction - the Florida Dept. of Transportation (FDOT) will present the funding plan to the Florida Legislature in the Spring.

FDOT Secretary Ananth Prasad said, "By finishing this important project and removing the existing navigational concerns, JAXPORT will be better suited to compete for and support continued cargo growth within the region and in the Southeast."

"By committing \$36 million in state dollars to Mile Point, Gov. Scott has made it clear job creation is a priority," said Florida Sen. Aaron Bean. "The more we support JAXPORT, the more Jacksonville will grow." □

# Shipping

## Sea Star to deploy LNG-powered ships in Jacksonville-Puerto Rico trade



**Sea Star Line's containerships powered by liquefied natural gas will significantly reduce emissions.**

By Paul Scott Abbott

State-of-the-industry containerships powered by liquefied natural gas will soon be put into service in Sea Star Line's trade between Jacksonville and Puerto Rico.

According to a December announcement from Sea Star's parent firm, TOTE Inc., the environmentally friendly vessels will be the first of their kind when the initial two of the LNG-powered ships enter service between Jacksonville and San Juan in 2015 and 2016, respectively.

The first two ships are part of a \$350 million TOTE Inc. commitment that includes an option for three additional similar ships.

"This investment demonstrates our commitment to the people of Puerto Rico and our environment," said Anthony Chiarello, President

and Chief Executive Officer of TOTE Inc. "These vessels mark a new age of shipping using the best technology in the world."

The ships, being built in San Diego by General Dynamics NASSCO, will significantly reduce emissions per container compared with vessels currently in the Puerto Rico trade, cutting carbon dioxide emissions by 71 percent and yielding other even-more-impressive reductions, of as much as 99 percent for particulate matter, 98 percent for sulfur oxides and 91 percent for nitrogen oxides.

With a capacity of 3,100 twenty-foot-equivalent units, the LNG-powered ships will accommodate five times as many 53-foot-long containers as vessels now in the Puerto Rico trade, Chiarello said, allowing for transport of "everything from cars to corn syrup." Expanded space for refrigeration equipment should help ensure timely, efficient shipment of pharmaceuticals and produce. □



# Shipping

## Major shippers slated to speak at 2013 conference

By Dolly Penland

Senior executives from major shippers will address challenges and opportunities at the JAXPORT 2013 Logistics & Intermodal Conference March 19 at the Omni Amelia Island Plantation in Florida. The biennial event is designed for senior executives in logistics and transportation. A sampling of the speakers includes the following:

Christine Krathwohl, Executive Director, Global Logistics & Supplier Diversity for General Motors, who will participate on the panel "The Mandate to Grow U.S. Exports". Steve Rand, President and CEO of AMPORTS, will moderate the panel, which includes Mike Andaloro, Global CEO with BDP International and Chris Swartz, Director, Global Transportation and Logistics Services with AJC International.

IMS Worldwide President Curtis Spencer will moderate "Solutions to Rising Industry Costs" with panelists Richard Higgins, Divisional VP, Transportation with Bealls, and Steinar Lovdal, President of Høegh Autoliners. Walter Kemmsies, Chief Economist at Moffatt & Nichol will lead, "US Manufacturing and Evolving Sourcing Patterns" with panelists Greg Brinkman, SVP, Supply Chain for WS Badcock Furniture & More Stores and Charlie Covert, VP, UPS Customer Solutions.

The panel "Where's the Money? The Role of Public-Private Partnerships in U.S. Port Development" will be led by Eric Johnson, Associate Editor of American Shipper magazine. The panel includes Tom Lanctot, Partner and Group Head, Infrastructure Investment Banking with William Blair & Company,

Bob Martinez, VP, Business Development at Norfolk Southern Corp and Eric A. Sisco, President of APM Terminals.

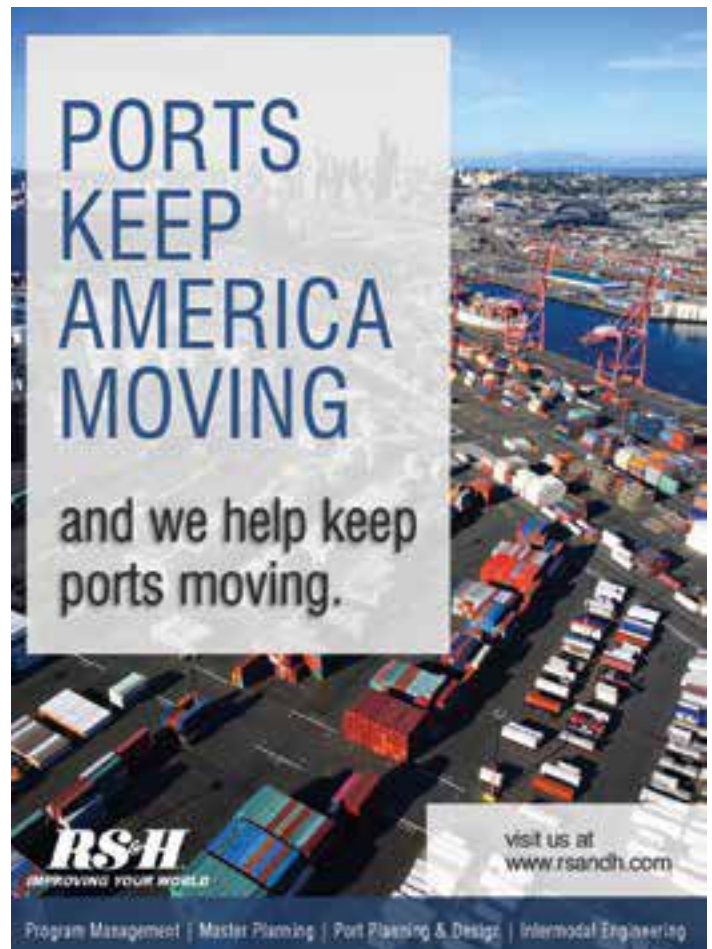
The president of the San Juan-based Puerto Rico Manufacturers Association, Waleska Rivera, will moderate "The Economic Future of Puerto Rico". Reade Kidd, Director of International Logistics for The Home Depot will also participate, as will Bobby Steele, General Manager at Walmart, and Peter Keller, President of Sea Star Lines.

John Phillips, PepsiCo's SVP, Customer Supply Chain and Logistics, will deliver the keynote address "Twelve Global Megatrends That Will Impact the Consumer Value Chain".

Additional speakers are being added regularly. For an updated list and more information, visit [www.jaxportconference.com](http://www.jaxportconference.com). □



**Steve Rand, President and CEO of AMPORTS, will lead a discussion of exports at the 2013 conference.**



# Shipping

## Logistics workers benefiting from certification

By Dolly Penland

Jacksonville is the global leader for producing graduates with a Certification in Transportation and Logistics (CTL), the primary credential in the industry.

The American Society of Transportation and Logistics (ASTL) started the CTL certification in 1948. The University of North Florida (UNF) CTL Cohort Program launched three years ago. The program provides a comprehensive understanding of the complex, global

system including transportation, supply chain management and international cargo movement.

"We are leading the world in graduated students, with almost 250," said Ronald Shamlaty, CTL instructor, UNF Division of Continuing Education. "They want to broaden their knowledge of the international supply channel. It's important to understand how things operate differently in other continents. So [we explore] how we interact and manage a supply chain that is 5,000 miles apart."



**Alberto Cabrera, JAXPORT Director, Cargo Sales and Marketing**

Shamlaty says the top five organizations with the most graduates

include Winn Dixie, Landstar, SEANUS, the military and JAXPORT.

"The program is invaluable," said Joanne Kazmierski, JAXPORT Manager, Community Outreach & Environmental Advocacy. "These companies really strive to be change agents in logistics by encouraging their employees to go through the course. The learning is top notch and forward-thinking. There are a lot of good processes that come out of it."



**Joanne Kazmierski, JAXPORT Manager, Community Outreach & Environmental Advocacy**

Kazmierski, Robert Peek and Alberto Cabrera are the first JAXPORT employees to receive CTL certification. JAXPORT Marketing Coordinator Aisha Eccleston has also recently earned the CTL designation.

"The program gives you an appreciation for how complex the supply chain has become," said Robert Peek, JAXPORT Director, Marketing Development. "It provides a holistic view of the entire process, from beginning to end, so you better understand how your piece of the supply chain fits into the larger puzzle."

Cabrera, JAXPORT Director of Cargo Sales & Marketing, appreciated the expertise of the instructors, Shamlaty and Bret Harper, also partners at RB

Business Services. "They were setting up logistics and transportation modules in Asia back in the 1980s," said Cabrera. "He is not just reading out of the book. He was actually there." To find out more information about the UNF CTL Certification Course, call (904) 620-4200 or email [unfce@unf.edu](mailto:unfce@unf.edu). □



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# Shipping

## Leading maker of ball bearings gains from Jacksonville location

By Paul Scott Abbott

**T**he largest Chinese manufacturer of precision ball bearings is benefiting from the Jacksonville location of its U.S. distribution center.

China Huanchi Bearing Group Co. Ltd. product, imported from the company's 1.3 million-units-a-day factory in Ningbo, gains swift clearance by U.S. Customs and Border Protection officials at the Port of Jacksonville – one of several reasons that Douglas Robbie, General Manager for U.S.A. for HCH Bearing Americas, believes the company's Jacksonville location is ideal.

Robbie said the choice of Jacksonville came after several months of study of a number of possible locations in the U.S. Southeast.

"Jacksonville has the port in place and the room and desire to expand," Robbie said.

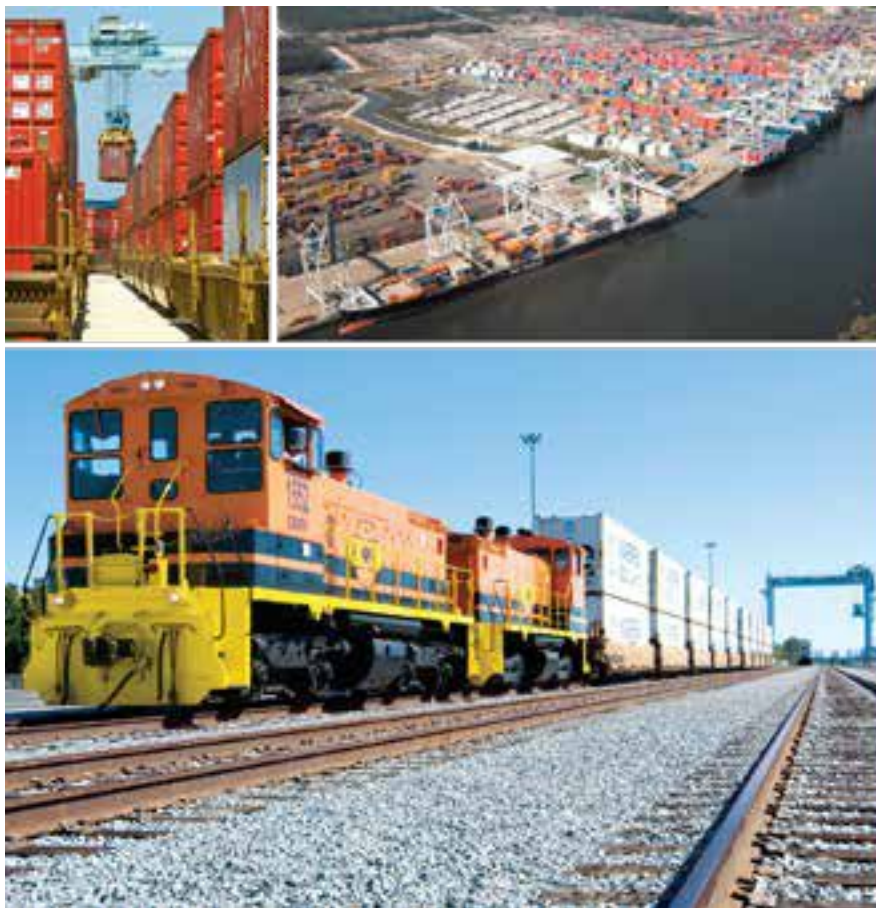
"We're excited to have HCH join the growing list of companies

who have made the shift to JAXPORT," said Lisa Wheldon, JAXPORT Director, National Sales. "JAXPORT's strategic location and inter-modal connections clearly offer fast access to market."

Robbie noted that 70 percent of the original equipment manufacturers served by HCH are within a 500-mile radius – and thus two-day delivery time – of the direct factory office and distribution facility opened by the company in April 2012 in Jacksonville's Airport Industrial Park.

Just 10 miles from docks at JAXPORT's Dame Point Marine Terminal, the location near Jacksonville International Airport puts HCH close to UPS and FedEx facilities and is convenient for company personnel who fly in from China for training.

Robbie also pointed to the easy access to I-95 and I-75 for northbound shipping and I-10 for westbound shipping via less-than-truckload motor carriers. □



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# Shipping

## Heavylift operation highlights JAXPORT's project cargo ability



By Paul Scott Abbott

With the recent moves of generator and turbine units destined for a Florida biomass energy facility, JAXPORT's Talleyrand Marine Terminal continues to demonstrate its ability to handle overweight, oversized project cargo.

"In any project cargo operation of this size, proper planning and coordination represent the most important factor," said Johnny McTyre, Vice President of Orlando, Fla.-based McTyre Trucking Co. Inc., which handled the over-the-road portion of the moves of the massive units in November. "JAXPORT operations – specifically [Talleyrand Terminal Director] Doug Menefee – were especially helpful."

Menefee pointed to the cooperation between Jacksonville-based Seaconus stevedoring personnel, ocean carrier Spliethoff, McTyre Trucking and JAXPORT as essential to making the heavylift moves go smoothly.

In addition to having brought the biomass plant units to Jacksonville from Sweden, Spliethoff engages in regular JAXPORT calls

bringing coated papers and other cargo from Scandinavia.

Two months of planning went into the moves, according to McTyre, who also cited coordination with state and local law enforcement and permitting agencies, as well as bucket truck and escort vehicle services.

The 138-metric-ton generator and 120-metric-ton turbine unit, accompanied by 23 small pieces of equipment, were offloaded from the Spliethoff vessel on Nov. 9. Two days later, the generator was being hauled on the carefully routed 80-mile trip to Gainesville, Fla., via a 36-axle, 300-foot-long McTyre trailer unit, with a similar move on Nov. 18 of the turbine, which had a loaded height of 16 feet, 11 inches.

The generator and turbine are key elements of the Gainesville Renewable Energy Center, a wood-fired biomass electricity-generating plant being developed by Boston-based American Renewables LLC to provide electric service via Gainesville Regional Utilities. The plant will rely heavily upon forest residue from surrounding North Florida woodlands, as well as wood-processing residues and clean municipal wood waste, for generating power. □

# People

## CBP Area Port Director brings experience, focus on service to Port of Jacksonville

By Paul Scott Abbott

Providing readily accessible service is a large part of what Doug Straatsma enjoys about his role as U.S. Customs and Border Protection's Jacksonville-based Area Port Director.

"You can always get hold of me," said Straatsma, who in November was promoted to the position from Assistant Port Director in CBP's Jacksonville office. "It's just all about good service."

Straatsma, 58, brings to the position more than three decades of experience with federal oversight of international trade activities since joining CBP predecessor entity U.S. Customs Service in 1978.

He has been based in Jacksonville since 1992, after serving as a Customs Inspector in his hometown of Detroit, where he graduated from Wayne State University.



**Doug Straatsma, Area Port Director for U.S. Customs and Border Protection, brings to the position more than three decades of experience with federal oversight of international trade.**

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Straatsma recalled the fortuitousness of the move of his family to Jacksonville at a time when his wife, Patti, was facing a rare lung disease that necessitated a double lung transplant at the Jacksonville medical center of the Mayo Clinic, where his wife is now heavily involved in volunteer work.

He also is engaged in efforts to bring awareness to the need for organ donation, including through participation as a bicyclist in the annual Katie Ride for Life on Amelia Island.

"We're blessed to be here," Straatsma said.

Straatsma said he enjoys working alongside Jacksonville Port Authority officials, including being part of meetings that JAXPORT marketing executives hold with existing and prospective customers.

"By identifying and expediting the legitimate cargo," he said, "you can concentrate your efforts on the lesser percentage of cargo that is volatile."

Straatsma oversees an area covering Florida's East Coast from Fernandina Beach to St. Augustine and extending westward along the Panhandle to Pensacola. □





# It's all about performance.

## OPERATIONS

## GLOBAL

KPI	TARGET	JUL. - SEP. 2012
Vessel On-Time Performance (East-West, North-South, Intra Asia)	100% Asia-U.S. West Coast 100% Asia-U.S. East Coast 100% Transatlantic 100% Asia-Europe 100% Asia-Mediterranean 100% Asia-ECSA (CSW) 100% Asia-Mexico/WCSA (CWL) 100% Intra Asia (CHS, HS3, CBE, CBW)	97% 85% 88% 84% 59% 85% 100% 91%
SAFETY		
KPI	TARGET	JAN. - DEC. 2012
Long-Time Operational Stoppage	0	6
ENVIRONMENTAL		
KPI	TARGET**	FY2011 vs. FY2010
Carbon Dioxide (CO <sub>2</sub> ) Emissions per TEU-Mile Nitrogen Oxide (NO <sub>x</sub> ) Emissions per TEU-Mile Sulfur Oxide (SO <sub>x</sub> ) Emissions per TEU-Mile	↓1% Annually ↓1% Annually ↓1% Annually	↓2.1% ↓2.1% ↓2.6%

## OPERATIONS

## REGIONAL

KPI	TARGET	DEC. 2012
In-Terminal Truck Turn Time Missed Vessel Connections Due to Rail Errors	<30 min. Jacksonville / Los Angeles / Oakland Less Than 1% for U.S. to Asia Export	17.0 / 21.7 / 22.0 min. 1.6%
KPI	TARGET	OCT. - DEC. 2012
Intermodal Transit On-Time Performance	90% Asia Origin to U.S. Inland Destination	74%
CUSTOMER SERVICE		
KPI	TARGET	DEC. 2012
Lost Calls Phone Wait Time Export B/L Documentation Completion Rate Documentation Accuracy	Less Than 2% Less Than 20 seconds 98% Complete 24-hrs After Vessel ETD 99.50% U.S. to Asia / Asia to U.S.	2.22% 20 seconds 96.90% 99.39% / 96.83%
EDI		
KPI	TARGET	DEC. 2012
Message Processing Without Failure EDI Uptime Customer Setup Time Customer Scorecard Compliance	90% 99% Within 72-hrs 95%	99% 99% 48-hrs 99%

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\*Global KPIs are international; regional KPIs are North American.

\*\*MOL has also established a target to reduce CO<sub>2</sub>, NO<sub>x</sub> and SO<sub>x</sub> emissions by 10% by FY2015 vs. FY2009.

Count On MOL.



# Security

## Mass notification system benefits port customers

By Paul Scott Abbott

With a newly implemented mass notification system in place, JAXPORT is providing its customers with enhanced safety and security.

The robust, redundant system, funded through a U.S. Department of Homeland Security grant, features alphanumeric messaging on electronic signs at port entry points plus big-voice speaker towers strategically located on all terminals, as well as a mobile speaker tower.

Utilizing specialized hardware and software capable of continuous vertical and horizontal communications, JAXPORT also now has the ability to transmit real-time messages to thousands



of stakeholders via cellular phone calls, text messages and emails.

"JAXPORT can now quickly and efficiently notify first responders, key management personnel and other stakeholders as necessary to mitigate all-hazards incidents. We are able to provide our customers with a more secure and safe environment for operations, while minimizing the effect of incidents on our

customers' bottom lines," said Chuck White, JAXPORT's Director of Seaport Security and Emergency Preparedness.

White noted that the project directly supports implementation of the National Incident Management System, National Infrastructure Protection Plan, Area Maritime Security Plan and JAXPORT Facility Security Plan. □



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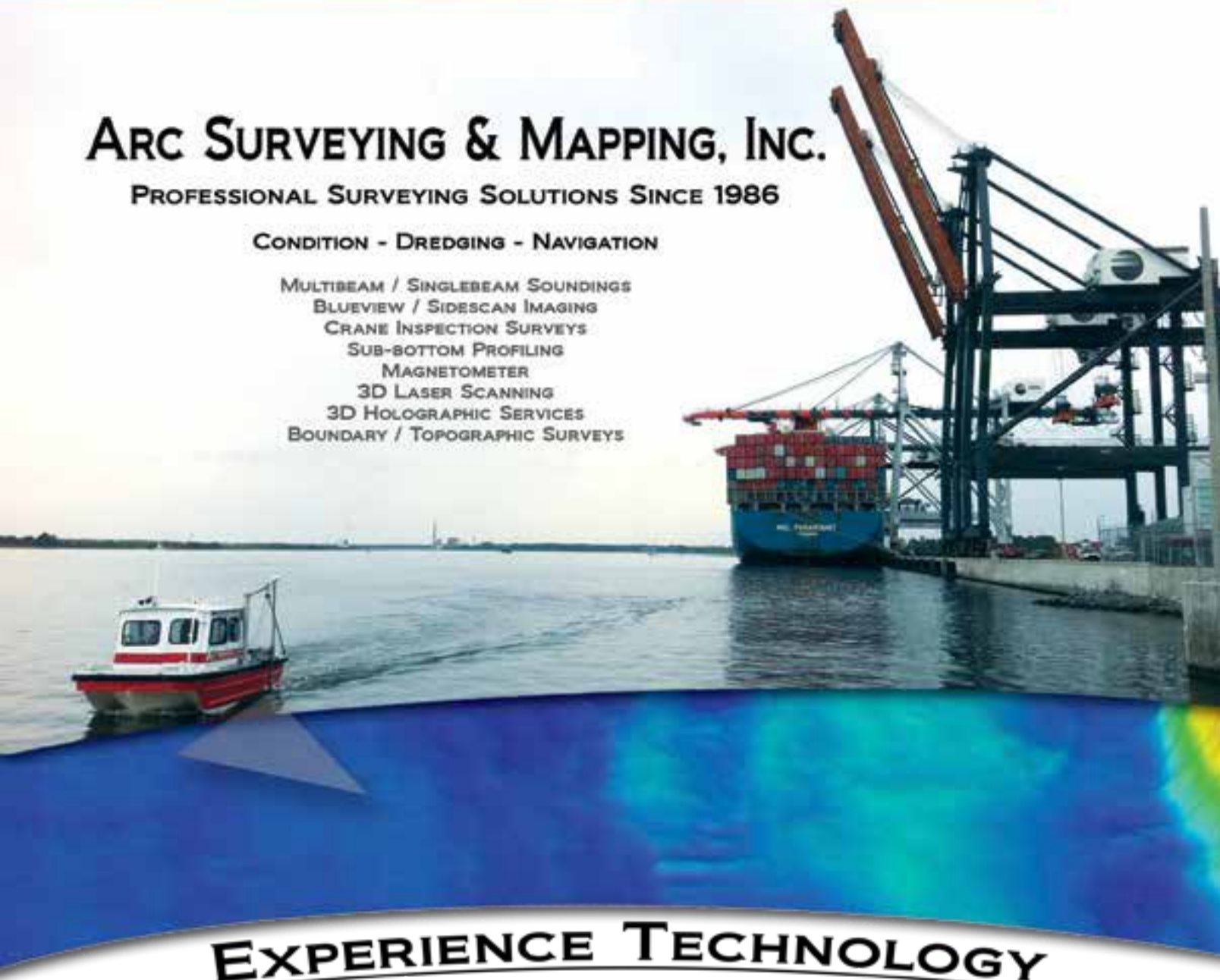


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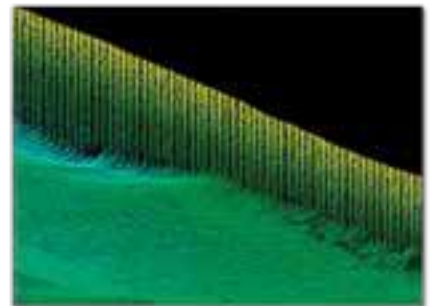
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# Community



## JAXPORT: Then and Now

Although use of Jacksonville's port dates back to at least 1565, the Jacksonville Port Authority was created by a special act of the Florida Legislature in 1963 to develop, maintain and market port facilities. Throughout 2013, JAXPORT is honoring the work that has shaped today's success. Visit [jaxport.com/jaxport50](http://jaxport.com/jaxport50) to learn more about JAXPORT's history and 50th Anniversary initiatives. □



**In 1963, the City transferred ownership of land on Goat Island (later renamed Blount Island) and the Talleyrand Municipal Docks near Downtown Jacksonville, pictured here. Today, the Talleyrand Marine Terminal spans 173 acres, and the Blount Island Marine Terminal is JAXPORT's largest facility at 754 acres.**





# Community

## ART by ARC creates paintings by partnership

By Dolly Penland

JAXPORT Gallery hosted a unique program last September, entitled "ART by ARC Jacksonville." ART, which stands for Artistic Realization Technologies, allows adults with severe physical challenges to create art. ARC Jacksonville provides services enabling people with intellectual and developmental disabilities to achieve their full potential, enhance their quality of life and be active participants in their communities.

"As long as an artist can answer yes or no, perhaps even just with a blink or a nod, then they can answer our questions and create a piece of art," said Arc Jacksonville Board Member Diane Halverson at the JAXPORT Gallery ART show opening. "This is the Arc Jacksonville's eighth year of doing ART and we have had many friends in the Medically Fragile Program create beautiful paintings over those years."

Normally, the ART program includes one show per year at Haskell.

"This was the first time ART artwork was on display at a different venue," said Meredith Fordham Hughes, JAXPORT Manager, Creative Design. "We have some people with disabled children in our organization that didn't know about the program. It has been a very good partnership for us."



JAXPORT Gallery hosted "ART by ARC Jacksonville" in Fall 2012.

JAXPORT Gallery shows rotate bimonthly, with March's exhibit featuring the "Road to Canaan" by Randy Akers. For more information, visit: [jaxport.com/arts](http://jaxport.com/arts) □

## JAXPORT joins local organizations to provide Hurricane Sandy relief

By Dolly Penland

After Superstorm Sandy wreaked havoc on the Northeast, JAXPORT joined Jacksonville Mayor Alvin Brown along with Winn-Dixie and many other organizations for a city-wide Sandy relief effort.

JAXPORT employees collected canned goods and other ready-to-eat foods, baby items such as diapers, food and bottles, personal hygiene products including toothpaste, toothbrushes and soap, and paper products such as toilet paper, napkins and plates. The donations left Jacksonville Nov. 16 and were delivered to the Community Food Bank of New Jersey.

JAXPORT has a strong tradition of supporting charitable organi-

zations, including long-standing commitments to the United Way of Northeast Florida and the Community Health Charities of Northeast Florida. JAXPORT encourages employees to learn about these nonprofits' contributions to the community, to help distribute giving packets and pledge forms, and to simply volunteer.

"I know firsthand that several of my friends and long-time port colleagues have benefitted directly from the work of these charities," said Doug Menefee, Talleyrand Marine Terminal Director, who led the 2012 campaign drive. "I also know that now, more than ever, there are those in our region who need a helping hand. I am grateful for the outstanding response of our colleagues, our tenants and the associated business leaders who donated so generously." □

# Community

## Educational organizations offer logistics learning

By Dolly Penland

**N**ortheast Florida schools offer excellent educational opportunities for those seeking a career in the logistics arena.

"Northeast Florida is leading the U.S. in logistics careers," said Joanne Kazmierski, JAXPORT Manager, Community Outreach & Environmental Advocacy. "The Employ Florida Global Logistics Banner Center brought together business, economic development partners and educational leaders to develop career pathways and educational learning for logistics. We developed curriculums for high school and post-secondary degrees."

The program has swelled from one high school to eight in Northeast Florida. There are also six higher education institutions that offer industry certification and college degree programs.

"It's a workforce development, economic development and an educational program," said Chris Force, Director of Career and Technical Education, Duval County Public Schools. "If students decide not to enter the workforce after high school, there is a place for them to get additional training in a post-secondary setting,



**Northeast Florida schools are leading the nation in logistics learning.**

whether it's a certification, AS, BS or Masters."

The AS programs conclude with an internship. "As the enrollment in these programs has grown over the last couple of years, we are now seeing more students approach the last semester," said Sandra Beck, instructional program manager, FSCJ. "We are definitely looking for more businesses to sponsor an intern at their company." □

## International business summit draws 200 NE FL students

By Dolly Penland

**T**he GlobalJax Going Global Student Summit held in November at Florida State College of Jacksonville drew 200 students, primarily juniors from eight Northeast Florida high schools, to learn from international guests and community leaders about international business.

"It's a summit on careers, culture and communication," said Andrea Hartley, Executive Director, GlobalJax. "Our world is more connected than ever before. We want to prepare them now to appreciate and work with other cultures."

Stephanie Jason, President of International Forum Consulting Group, has been a mentor or keynote speaker since the program's start four years ago. "Many students have commented to me personally that they really enjoy the event and learned valuable information," said Jason. "In the case of some students, it resulted in

internships that have dramatically impacted their future and propelled them on their professional and academic paths."

Students met with 20 local representatives with international careers. They also met with representatives from nine nations thanks to GlobalJax's partnership with the U.S. State Department. "I thought it was brilliant," said Bailey Williams, a 17-year-old Clay county High School and GlobalJax intern who plans to study international affairs at FSU. "They were just speaking to one another. It was great just to see it's not that different in other cultures." □



**The international business summit is an important event for local high school students.**





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