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JAXPORT CEO Trend Report



Brian Taylor
JAXPORT CEO

Distribution centers haven't always gotten the respect they deserve.

Communities have historically worked to attract manufacturers and corporate headquarters but not distribution centers. Economic development packages in the past rarely targeted DCs, mostly due to the fact that the general public is frequently uninformed about the true importance of the logistics industry to a vibrant economy and an area's quality of life.

"Why do we need to focus on importing and exporting when I can buy everything I need at the retail store down the street?"

"Why does the port need to expand? I do not import anything directly so why should I care about port expansion or a DC locating near me?"

It's easy for U.S. consumers to take for granted that products they seek will be available at the moment they chose to acquire them, at the place they shop and at a price they can afford. This mindset makes it easy to ignore the fact that efficient distribution channels are vital to a region's economic success. The fact is, logistics operations that shave time and cost from the supply chain allow consumers to feed and clothe their families more economically, while offering benefits such as jobs, increased property tax revenue, indirect and induced economic impacts, the potential to spur further growth, and philanthropic corporate activity.

It has been refreshing to see the view of DCs changing in Northeast Florida! No longer is this region falling for the common misconception that DC employment is low-paying and unskilled. Research proves the distribution industry offers a range of wages, with management positions paying particularly well relative to other professions. Even the lowest-paying warehouse jobs often pay more than most service positions, and many employers offer health benefits and on-the-job training

for their workers. In addition, employment in a DC offers a career path to a segment of the population with fewer options to earn a livable wage with benefits.

Northeast Florida provides an excellent strategic location for these distribution warehouses, with close proximity to the JAXPORT facilities, efficient rail connections and major interstate transportation corridors to quickly bring these goods to market. Any investment in a sizeable new facility will create highly desirable new job opportunities and further diversify the area's tax base. Large DCs, especially those associated with well-known companies, build our logistics brand and lend credibility to Northeast Florida as a prime location for business.

In the pages to come, we'll explore the strengths of Northeast Florida's distribution network (pages 12-15), celebrate the passage of the historic WRRDA 2014 (page 28), update you regarding the pioneering work being done by our partners in the area of LNG-powered ships (pages 26-27), introduce you to a system of sensors now making our harbor safer (page 10) and give you a look at new business JAXPORT has attracted in the last few months (pages 8 and 24).

Please let me know your thoughts on the topics covered in this issue, items you'd like to see in future issues or anything else that's on your mind. I look forward to hearing from you.

A handwritten signature in black ink that reads "Brian Taylor". The signature is stylized with a large, looped "B" and a cursive "Taylor".

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Florida: Serious about seaports

By Staff

On June 2, 2014, Florida Governor Rick Scott signed a \$77 billion state budget with significant investments in transportation infrastructure. The spending plan is the largest in Florida to date, and will help the ports of Florida continue to prosper and stay competitive.

The bipartisan 2014-2015 budget includes a \$10.1 billion investment in transportation infrastructure – including key recommendations outlined within the Florida Chamber Foundation's Trade & Logistics Study 2.0. Within the transportation budget, \$139.3 million is allocated for development and enhancement of Florida's seaports and \$139 million for seaport infrastructure improvements.

"Clearly, Gov. Scott gets it: that investment today supporting state transportation needs will add up to a thriving port and continued success for our tenants and customers and growth for our region," said JAXPORT CEO Brian Taylor. "We are grateful for his focus and commitment."

Under a new five-year mission plan issued by the Florida Seaport Transportation and Economic Development Council (FSTED), JAXPORT, PortMiami and Port Everglades could receive a combined \$2.8 billion through fiscal year 2017-18 in Capital Improvement Program dollars. In total, Florida's 15 ports could see total investment of \$4 billion in capital improvements over the five-year period.

According to the FSTED mission plan, "More than a billion dollars of that investment are planned in [fiscal year 2013-14], a new single-year record for state seaport projects. This investment



Gov. Scott announced historic levels of port investment during his January 2014 visit to JAXPORT.

by Florida's stakeholders, state, local and private, underlines Florida's commitment to our future as a global hub and will result in significant jobs and revenue."

"This investment underlines Florida's commitment to our future as a global hub."

Within the plan, JAXPORT is designated \$1.5 billion, which would go towards dredging the Jacksonville harbor to 47 feet and other infrastructure enhancement projects. A portion of those investment dollars are dedicated to the construction of the JAXPORT Intermodal Container Transfer Facility scheduled to be complete in 2015. □

Autos from Mexico increase

By Jaimie Wilson

Automobile production in Mexico has nearly doubled in the past decade and that's good news for JAXPORT, according to Frank Camp, Director of Non-Containerized Sales for the port.

"A lot of those vehicles are now coming to us," Camp said. "We're seeing Mexican-manufactured vehicles coming through the processors at Blount Island now. Because we're such a short distance from the east coast ports of Mexico such as Veracruz and Altamira, Jacksonville is a very attractive alternative."

Camp explains that automobile production in Mexico is greatly increasing.

"The Big Three – General Motors, Chrysler and Ford – are all there in Mexico – as are the Japanese," Camp said. "Honda just opened another new plant in Mexico. Volkswagen has a large presence there and is expanding."

"Because we're such a short distance from the east coast ports of Mexico, Jacksonville is a very attractive alternative."

Manufacturers are looking to source production closer to the marketplace at the same time they want to control costs, he explained. "In Mexico, they have knowledgeable workers and an advantageous cost structure, yet are close to the U.S. market, so we're seeing this increase in volume. In 2002, they had 1.8 million vehicles in production; this year's production is forecast to be closer to 4 million units."

Previously, much of the Mexican production had been shipped by rail, but the increased volumes have manufacturers seeking ocean transport as well.

"A number of our ocean carriers are running ships from Mexico to Jacksonville at present," Camp said.

One of those carriers is Wallenius Wilhelmsen Logistics (WWL). Rich Heintzelman, Executive Vice President and Head of Commercial Atlantic West at WWL, said he expects an increase in short sea ocean shipments of new cars from Mexico to North American ports, including Jacksonville, as production volumes in Mexico rise



Jacksonville is one of the nation's top vehicle handling ports with a reputation for excellence and efficiency. The port features auto processing facilities as close as 100 yards from ship berths with all storage on terminal.

and car manufacturers experience capacity challenges in land-based transportation such as truck and rail.

"While WWL has experienced a volume increase in U.S.-bound vehicle imports from Mexico, decisions regarding model sourcing and destination markets will play a more significant role in the long term as to which ports will benefit most from this trend," Heintzelman said.

Camp is determined that as Mexican automobile manufacturing volumes increase, JAXPORT's share of that business will increase as well. "We're working with our steamship line partners and port tenants and automobile manufacturers to encourage those volumes," he said. "There's a lot of upside potential to the business. The forecast is very positive." □

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Jacksonville tops in containerized import growth

By Jaimie Wilson and Staff

PIERS, the data division of the *Journal of Commerce*, has ranked Jacksonville the fourth fastest growing U.S. port for containerized imports in 2013. Jacksonville's imports grew 10.5 percent, behind only Tacoma, Port Everglades and Long Beach, and JAXPORT posted the fastest year-over-year percentage rate of growth in volume in 2013.

Increased Asian container business is an important factor behind Jacksonville's continued import growth. JAXPORT has already seen an 18 percent growth in Asian container shipments year-over-year from 2013. Asian container trade is the fastest growing segment of JAXPORT's overall container business, accounting for nearly 30 percent of all container shipments this fiscal year to date, up from 24 percent in 2013.



JAXPORT provides direct trade with Asian ports via the Panama and Suez Canals with 11 Asian ocean carriers that call on the Blount Island and TraPac terminals.

Things are heating up. Including the race for talent.

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JAXPORT Executive Vice President and Chief Commercial Officer Roy Schleicher attributes the growth to Jacksonville's location, which provides direct trade with Asian ports via the Panama and Suez Canals.

"This location is so advantageous in reaching the rest of the United States," he said. "We have a rail and highway system that is second to none. We've got three major highways going into the heartland of the North, East and West. The trucks have an easy

***"Asian container growth means
more jobs."***

routing and we are at the very top of Florida. Plus, the quality and depth of the workforce we have in Jacksonville is incredible."

JAXPORT's growth in the Asian container business means good things for Northeast Florida.

"Asian container growth means more jobs," Schleicher said, but cautions that the region must continue to be a player in the global marketplace to maintain those jobs. "If you don't have a vibrant port that continues to grow, then those jobs go away. But we know that we continue to be a major player as we increase our global profile in the world market." □

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Feature

New service enhances already outstanding reefer offerings

By Jaimie Wilson and Staff

Mitsui O.S.K. Lines Ltd. (MOL) has launched a new service route that will establish Jacksonville as a transshipment hub for refrigerated cargo originating from the western coast of South America and headed to Europe.

Reefer containers arriving at JAXPORT from South America will be off-loaded at the TraPac Container Terminal at Dames Point, which has a large capacity for refrigerated containers. Containers can then be reloaded and transshipped to New York and on to European ports including Le Havre, Bremerhaven, Rotterdam and London Gateway.

"The service has very competitive transit times and an increased focus on vessel on-time performance," said Timothy Pajak, of MOL (America) Inc. "The rapid transit times are especially important for perishable cargoes being shipped, which includes seafood as well as fruits like bananas and citrus."

"The Bahamas and Panama are typically hubs for this type of transshipment, so the new service offers a connection to Europe

JAXPORT offers worldwide refrigerated cargo service with multiple ocean carriers.

directly from the United States," said JAXPORT's Executive Vice President and Chief Commercial Officer Roy Schleicher. "The new service also gives our local growers an opportunity to ship more exports through Jacksonville."

JAXPORT offers worldwide refrigerated cargo service with multiple ocean carriers, and continues to grow the options available for shippers. Recently, Galborg USA upgraded its vessel fleet to offer up to 100 refrigerated units on ships headed to Namibia, South Africa and Mozambique from JAXPORT's Blount Island terminal.

Seaonus Refrigerated Services manages significant inventories



The Jacksonville area boasts 31 million cubic feet of temperature-controlled, on- and near-dock warehouse space.

of perishable food products and other commodities at JAXPORT's Talleyrand Marine Terminal. The company's 2.2 million cubic foot refrigerated facility handles product destined for Russia, Eastern Europe, the Middle East, West Africa, Cuba, Puerto Rico, and the Caribbean Islands.

"Our on-dock cold storage facility features four different areas within the building that can be set at different temperatures," said Rick Sharp, Vice President at Seaonus, LLC. "At any one time, we can simultaneously store anything from poultry and seafood to juice concentrate and produce."

The Jacksonville area boasts 31 million cubic feet of temperature-controlled, on- and near-dock warehouse space. Recently, members of the National Fisheries Institute visited JAXPORT to learn more about the extensive refrigerated cargo capabilities. Frine Longueira, National Sales agent for Sea Delight, a Miami-based frozen seafood supplier, was impressed by JAXPORT's capabilities.

"I've been to other ports in New York and South Florida," she said, "but that was definitely, by far, one of the most active ones I've seen. The diversity of activity going on there amazed me. It really changed my perspective of JAXPORT." □



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Feature

Real-time river data to improve maritime safety



By James McLaughlin

Guest columnist James McLaughlin is Executive Director of the Jacksonville Marine Transportation Exchange. JMTX is Jacksonville's maritime trade organization created to coordinate the safe, environmentally responsible management of the Port of Jacksonville.

Real-time tidal and meteorological information along the St. Johns River is now coming to a computer or smart phone near you. And it's keeping us safer, making us smarter and allowing us to become even better stewards of our beautiful St. Johns River.

Whether you are a commercial mariner, pleasure boater or just interested in river conditions, you can now receive information from the \$2.8 million Physical Oceanographic Real-Time System (PORTS®) offering data from 28 sensors located along 67 miles of the St. Johns River. This free information comes courtesy of our organization, the Jacksonville Marine Transportation Exchange (JMTX), which purchased and installed the system through a grant from the Federal Emergency Management Agency (FEMA).

The information collected by each sensor depends on its type and location. Some collect current speeds and direction, water levels, air and water temperatures, while

others gather similar information on winds, visibility, salinity, and bridge clearance. A working group comprised of ship operators, ecologists, environmentalists and representatives from several governmental agencies provided input on the locations and type of sensors needed prior to installation.

Each sensor transmits information to the National Oceanic and Atmospheric Administration (NOAA), which created the system, for dissemination via the PORTS® website. NOAA will also soon be offering the data via a toll-free phone number.

Developed as a decision support tool to improve maritime safety, the actual benefits of the PORTS® system extend beyond its original intent. In the event of an oil spill, the information will allow responders to more effectively protect critical environmental resources. During and after harbor improvement projects or extended drought conditions, salinity sensors will continuously monitor for possible salt water intrusion. Additionally, the water level sensors allow the



The Physical Oceanographic Real-Time System (PORTS®) provides data from 28 sensors located along 67 miles of the St. Johns River. Find it online at <http://tidesandcurrents.noaa.gov/ports>.

Feature

National Weather Service to more accurately predict surge levels in advance of approaching tropical storms or hurricanes. Scientists and engineers in the future will no doubt call on the extensive real time information collected by PORTS®.

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Wishing you safe travels on the St. Johns! ☐



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Coach's retail store at Jacksonville's thriving St. Johns Town Center



On The Cover

Northeast Florida: Prime for Distribution Centers



Beaver Street Fisheries is a leading importer, manufacturer and distributor of quality frozen seafood products from the USA and around the world.

By Laura Jane Pittman

When a company looks for a place to locate a distribution center, their list of priorities most likely goes as follows: cost of doing business, profitability, location, convenience, transportation choices, climate, workforce availability, incentives. The greater Jacksonville area, “America’s Logistics Center,” receives high marks for all of the above.

Northeast Florida’s impressive and growing number of logistics and transportation credentials have made it a hot spot for both large and small companies to conveniently and beneficially set up shop – among them household names such as Coach, Samsung, Samsonite, Mercedes Benz, Michaels, Snapple, Rooms To Go and 1-800-Flowers.

Major changes and improvements over the last decade to the city’s logistical sectors, especially rail, maritime and road, have gone a long way to establishing its current reputation.

“When I first began importing for Beaver Street Fisheries 32 years



Ali Hosein, Vice President of International Freight and Merchandising for Rooms To Go

ago, we were bringing our break bulk into Gloucester, MA, and trucking it down here,” said Paige Savitz, Director of Import Operations for Beaver Street Fisheries. The company is one of the largest importers, manufacturers and distributors of seafood products in the nation and is widely known by its consumer brand, Sea Best. “Having direct port access is vital – and the addition of access to Asia has been a big boost for us. This also seems obvious, but Jacksonville is at the crossroads of two major interstates – I-95 and I-10. That fact, in conjunction with three major railroads and the port, does a lot to accommodate good intermodal movement.”

“There are ample services coming into Jacksonville, compared to other major cities in the area,” said Ali Hosein, Vice President of

On The Cover



Rooms to Go is a Florida-based furniture store chain with 106 stores operating in the southeastern United States and Puerto Rico.

International Freight and Merchandising for Rooms To Go. "Access to the port and to container ships makes getting in and out very efficient and is a huge asset. We welcome even more services in the future."

JAXPORT has seen a marked increase in traffic over the last several years, spurred in part by the opening of the TraPac Container Terminal at Dames Point and previous and future

Brookings: Florida is a state to watch

Florida was recently identified as one of the "Top 10 State Innovations to Watch" by the Brookings-Rockefeller Project on State and Metropolitan Innovation. The project cites Florida's statewide approach to smarter freight investments through the Office of Freight Logistics and Passenger Operations (FLP). The office, which was established in 2012 by Governor Rick Scott, is responsible for directing and managing all of the state's strategic infrastructure investments in coordination with regional freight representatives.

By aligning infrastructure systems across the state through Florida's Strategic Intermodal System and the state's first ever Freight Mobility and Trade Plan, the FLP can consider the entire state's freight interests. Instead of dividing funding based on geographic equity the state can now select projects that will deliver the greatest economic return on investment.

harbor improvements. Industrial leasing rates in Jacksonville have remained highly competitive, according to JAXUSA Partnership, the economic development arm of the JAX Chamber. The city is also home to the largest industrial park in the Southeast – Cecil Commerce Center.

"Jacksonville is a very cost-effective place to do business," said Greg Tuthill, vice-president of Spectrum Logistics. The company has its primary warehouse facility here. "From a development, land lease and labor perspective, it provides a great alternative to companies looking for other East Coast locations. There is also a greenfield advantage – with a lot of land available for development close to the port."

"In addition to distribution centers in the 200,000 to 250,000 foot range, which have been the average size here, during the last year and a half we have seen smaller companies locating or relocating in the Jacksonville area. They know they'll have the opportunity to expand when they need it," said Lisa Wheldon, JAXPORT's Director of Container Sales. "Many are also coming to the East Coast from the West Coast for diversification purposes, especially since we have opened up to Asian cargo."

Jacksonville has long been a hub for food distribution, most notably for Winn Dixie Stores and Publix Supermarkets, and according to Wheldon, this is one particular area ripe for major expansion in the future.

"Producers want their food products within a certain radius of the consumers, and since Florida is a big consumption state, Jacksonville is an ideal point for many," said Wheldon. "Also, one of the ways we are looking to save companies money is by helping them take advantage of truck capacity. For example, if a trucker drops off products in this state and is leaving only 25 percent full,



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On The Cover

another company can use that extra 75 percent to transport its products from Jacksonville back to another market.”

“Backhaul rates, in which trucks offer load space when they are returning to their point of origin, are extremely attractive to shippers here in Florida. We move products on a daily basis this way,”

“Jacksonville is a very cost-effective place to do business.”

said Jim Prior, Division Vice President of Transportation for Coach, Inc., the American luxury leather goods company. Coach has its primary U.S. warehouse, an 850,000-square-foot distribution facility, in Jacksonville.

Available workforce is another draw for companies looking to staff offices and warehouses. In addition to the consistent stream of trained military employees seeking to re-enter the workforce each year, there are yearly graduates from the area’s multiple logistics and transportation programs.

While advantages already in place in Jacksonville are huge selling points, future trends should not be overlooked, said Prior.

“People make decisions about where to locate distribution centers

based on long-term trends in things such as infrastructure development and transportation improvements,” said Prior. “It is important that Jacksonville demonstrates this and follows through.”

For their part, city, state and national entities are stepping up efforts to continue investment, improvements and efficiencies. The Florida Department of Transportation has more than \$1 billion in projects slated for Northeast Florida over the next five years, including a ramp project at I-295 and Hecksher Drive and a \$20 million investment into the new JAXPORT Intermodal Container Transfer Facility. The harbor deepening project to increase the depth of the federal channel from the mouth of the St. Johns River to Dames Point has entered the design and engineering phase. An ongoing study of a more efficient cross county rail connector by the North Florida Transportation Planning Organization is nearing its final stages.

“We are looking in the future to add even more steamship lines and services to make the supply chain more effective, and deeper water will help us keep the volume of traffic that we have been getting over the last five years and expand that volume,” said Wheldon. “If we can continue to help companies put all the logistics pieces together to make sure they are saving as much money as possible, we will continue to see more distribution centers come here.” □



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Profile

Roy Schleicher: 45 years in the business... and focused on the future

By Laura Jane Pittman

The facts and figures may be impressive, but they tell only part of the story of JAXPORT Executive Vice President and Chief Commercial Officer Roy Schleicher's 45-year career in the maritime industry. Since Schleicher came to JAXPORT 13 years ago, annual port revenue has doubled and JAXPORT has secured its place as the No. 1 vehicle export port in the nation and as the No. 1 container port complex in the state of Florida.

Schleicher's contributions at JAXPORT and previously at the Maryland Port Administration (MPA), where he served as director of marketing, extend far beyond statistics on a page. Described by customers and colleagues as "experienced," "knowledgeable," "a straight-shooter," "ethical," "personable," "warm," "kind" and "generous," Schleicher is the third generation in his family, behind his father and grandfather, to devote his life to the maritime field.

"When I first came to JAXPORT, we were the new kids on the block internationally. I simply asked people to put a pushpin on



The Family Business: Roy, pictured with father, Joseph, who retired from Maher Shipping/Maher Terminals in Baltimore, and son, Brian, who works for Ports America Chesapeake in Baltimore. Schleicher's grandfather and mother also worked in the maritime industry, and granddaughter, Megan, has worked as a Freight Forwarder, making her the fifth generation Schleicher in the industry.

"Roy is the best salesman in the business," said Helen Bentley, a maritime legend herself, as a former Maryland Congresswoman and former chair of the Federal Maritime Commission. "He has a mannerism that attracts people to him, and customers become friends."

Schleicher was influenced by his father to put people first and lead them well. He calls the relationships and friendships he has made in the industry "phenomenal." Simply put, Schleicher loves people – and clients and colleagues, both former and current, respond in turn.

"He is really too kind to be in the shipping business," joked Harry Hussein, Director of Sales and Marketing for Liberty Global Logistics, who encouraged his company to base a new line in Jacksonville because of his existing business relationship with Schleicher.

"Roy always looks at the big picture, and he tries to do what is in the best interests of everyone at the table," said Gary Morelli, vice-president of sales and marketing for SSA Cooper, which provides stevedoring, terminal and logistical services at JAXPORT's Talleyrand and Blount Island terminals. "We are personal friends as well as associates, and he is a warm and wonderful individual."

"My father taught me to do a job right the first time, and my second or third boss taught me to manage people but not control them," said Schleicher. "At JAXPORT, we have had success because we have hired the right people and have had leaders who have allowed us to get the job done. It's not important to always be right, but it is important to be fair."



In 2009, the JAX Chamber honored Schleicher with the International Business Leader Award, presented by Jacksonville Mayor John Peyton, for his ongoing efforts to increase international opportunities in the region.

the map over Jacksonville and consider us when they wanted to expand," explained Schleicher. "Business has been steadily growing each year. I was hired to help put us on the global map, and I feel like our team has done that. But there is still a lot more to do."

Profile



In 2005, Schleicher was highly instrumental in securing a 30-year lease agreement with Mitsui O.S.K. Lines, Ltd. (MOL) for the TraPac Container Terminal at Dames Point, and continues to lead the port's development of future terminals.

Michele Nickoles, who spent five years working for Schleicher at the MPA, says she would work with him again in a heartbeat because he was an influential mentor to her.


"From the first time you meet Roy, he is just one of those people




that you will know forever. He has such a presence," said Nickoles, who now works in sales in the MPA's Intermodal/Trade Development department. "Working with him was a big stepping stone to my development here. If you had other skills or potential, or saw a place to make improvements, he would support and work with you to help you get where you needed to go. He has a wealth of knowledge, and it was so easy to come to him to get his insights on the industry. Everyone knew Roy, and he would make a point to get to know everyone – not just as a colleague, but as a friend."




For his part, looking back at 45 years in the business does not faze Schleicher. He is looking farther ahead to the milestone of celebrating 50 years with the industry that he calls "my other wife." As for a short-term goal...

"I want the first scoopful of dirt that they dig when the deep water dredging begins here at JAXPORT," he laughs. And then, thinking of others as always, he adds, "And I will mail a bit of it to each of my customers because this is their future, too." □


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Profile

Camp joins JAXPORT as Director of Non-Containerized Sales

By Laura Jane Pittman

JAXPORT recently welcomed Frank Camp to the Sales and Marketing team as Director, Non-Containerized Sales. Prior to joining the JAXPORT team, Camp promoted the maritime facilities and supplemental service providers at the Philadelphia Regional Port Authority.

At JAXPORT, Camp is responsible for sales and marketing of break bulk, liquid and

"There is an impressive level of cooperation [here]. It is a unique situation and offers the very best conditions possible for our customers."

dry bulk, project, auto and reefer cargoes. Initially, he will be focusing on strengthening relationships in auto manufacturing, project cargo and reefer cargo.

"We have a number of areas where we have the capacity to increase volume. The recently completed heavy lift and project cargo berth at our Blount Island Marine Terminal is one of the best in the nation, and our location and facilities allow us to quickly and efficiently bring refrigerated cargoes to market," Camp said. "In my first months here, I have already found that there is an impressive level of cooperation between the port authority, port operations and the entire logistics and transportation community. It is a unique situation and offers the very best conditions possible for our current and future customers." □

To contact Frank Camp:

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Profile

Small Business Spotlight: Unit International

By Laura Jane Pittman

When a former JAXPORT trade-development director and a national warehousing and transportation corporation founder go into business together, it can create a perfect storm of experience and initiative – and that’s exactly what has happened in the case of Unit International.

In 1985, Fred Whelan left the port in order to partner with Warren Powers, founder and CEO of the Unit Companies. Together they developed a new company, Unit International, which specializes in U.S. Customs clearance, importation and exportation of goods and freight forwarding for a variety of clients.

Whelan and Powers came to the table with a strong code of ethics for their company, which has helped turn it into a well-respected go-to customs broker for both local and international transportation. Unit will be celebrating its 30th anniversary next year.

“We have many long-term customers that started small. We’ve all grown up together.”

“We keep our business by offering extremely personal service to our clients, something that a much larger company often cannot do,” said current Unit International President Reid Purvis. “We have many long-term customers that started small. We’ve all grown up together.”

Unit has always stayed on the cutting edge of customs development. It was one of the first to set up Automated Commercial Environment (ACE), the international trade data processing system that will be mandatory in December 2016, replacing current systems Automated Commercial System (ACS) and Automated Manifest System (AMS). Through ACE, manual processes are streamlined and automated, paper is eliminated, and the international trade community can more easily and efficiently comply with U.S. laws and regulations.

“Unit was the first broker to work with U.S. Customs here in Jacksonville to set up ACE. We began making ACE entries for the St. Johns River Power Park and JEA in January of 2011 and are still clearing these shipments through ACE today,” said Purvis.



Unit International President Reid Purvis with U.S. Customs Broker Delaine Hughes

“JAXPORT will no doubt undergo many exciting changes in the future, and we look forward to continuing to grow right along with it.” □

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Diversified Port Holdings welcomes new leaders

By Staff

Diversified Port Holdings (DPH), parent to Jacksonville-based logistics organizations Seonus LLC and Portus LLC, recently named James (Jim) Dillman as Chief Executive Officer. A graduate of the United States Merchant Marine Academy in Kings Point, Dillman has more than 25 years of experience within the stevedoring industry, and has held executive leadership roles with Swire Shipping and Ceres Gulf. Prior to joining DPH, he served as President of Metro Ports, a stevedoring company that operates at 21 ports across the United States and Canada.

DPH also recently announced the addition of Ronald Calloway as President of Seonus. Calloway joins the organization with more than 35 years of experience in the supply chain industry most recently as Senior Vice President of Distribution for Flagler Global Logistics based in Coral Gables, Fla. He also served as Senior Director of Logistics & Supply Chain for Winn Dixie Stores, Inc.

JAXPORT Magazine spoke with Jim Dillman recently.

JAXPORT Magazine: What attracted you to the position?

Jim Dillman: In today's environment, a company that is dedicated to its customers and operating with such high standards of quality and ethics is becoming rare indeed. This type of culture is a great fit for me, and the kind of situation I always seek. The diversity of the DPH group combined with the strength of the organization is exciting. Having the opportunity to join and lead such an organization is quite an honor.

JM: What do you bring to the job from your previous experiences that will serve you well?

JD: We are operating in a very competitive market, where appreciating your customer's needs adds to the bottom line. I've operated in the maritime environment for nearly 28 years and held prior positions with stevedoring companies, steamship lines and a port authority. I am able to bring cohesion to our customers and port partners, since I understand the needs of each.

JM: What are the challenges ahead? Opportunities?

JD: I believe every challenge is an opportunity. With Ronnie coming on board at Seonus at the same time, our organization has a bright future. With his strengths in the warehouse and logistics market, combined with my experience in the maritime industry, our organization will provide a "full-service package" to our customers. Match that with the company's dedication to customer service and cutting-edge technology, and we have great aspirations for what the future will hold.



CEO Brian Taylor welcomes Dillman at the port headquarters.

JM: What do you hope to accomplish during your tenure at DPH?

JD: Growth. That is why I joined DPH. Where today's market is competitive, we're fortunate to have what I feel are the best people available. We will set the bar for others. Rates are always a major factor with a customer, but they also want to know how their product will be handled, and what information they can easily and quickly access. DPH has the ability in all of our operations to have the right answers available 24/7.

JM: What are your impressions of JAXPORT so far? Northeast Florida?

JD: This is a fabulous port. I've operated in and around most of the ports in North America, as well as several overseas. The JAXPORT team "gets it." They are forward thinking and closely monitor what is taking place in the market. Diversification is the key to survival today, and JAXPORT has made a commitment to do just that.

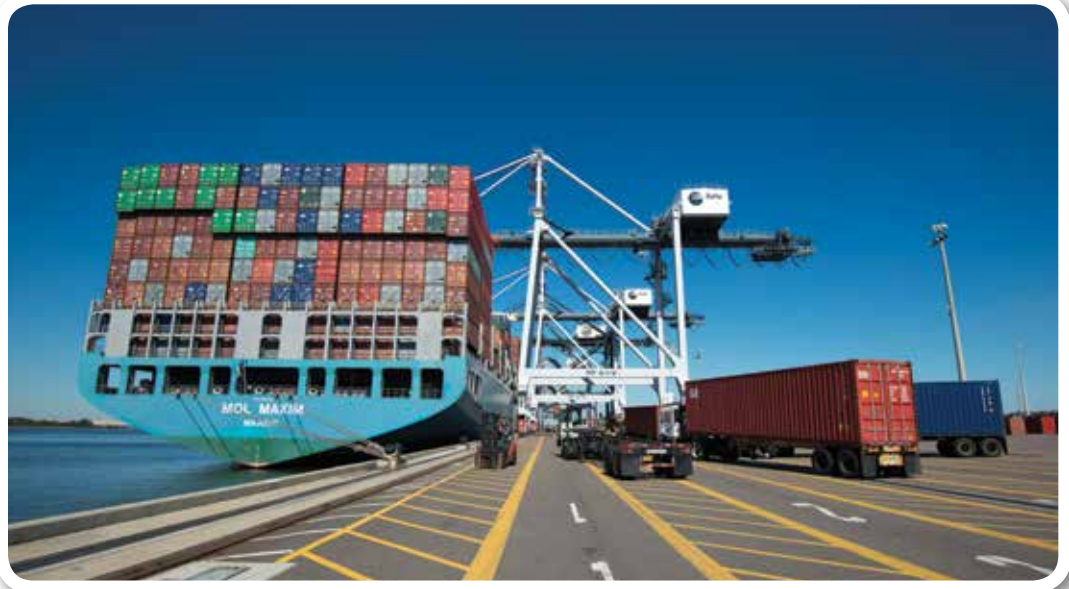
As for Northeast Florida, I've never felt more welcome. Moving from Texas to Jacksonville is an extremely easy transition. The weather is quite similar and the people are very welcoming. I've never looked forward to calling a place home quite so much. □



Terry Brown is retiring as Diversified Port Holdings CEO after 13 years in the position, and more than 20 years in the logistics industry. Brown was recently named a Distinguished Logistics Professional by the American Society of Transportation & Logistics, a rare designation reserved for upper echelon logistics professionals who have shown mastery of the industry through significant and career-long contributions.

JAXPORT welcomes one of its largest ships to date

On Feb. 28, JAXPORT's TraPac Container Terminal at Dames Point welcomed one of the largest vessels to ever call on Jacksonville's seaport. The 6,700 TEU (containers) MOL Maxim is nearly 1,000 feet in length and at a breadth of 138 feet is too large to fit through the current Panama Canal locks. The ship traveled from Southeast Asia to the U.S. East Coast by way of the Suez Canal. □



JAXPORT Board of Directors elects new officers

The JAXPORT Board of Directors selected new officers at the June Board Meeting. The following slate of officers will serve a one-year term from July 1, 2014:

- Chairman: John Falconetti
- Vice Chairman: Dr. John Allen Newman
- Treasurer: Robert Spohrer
- Secretary: James Citrano

Falconetti is President at The Drummond Press Inc., Newman is Senior Pastor at The Sanctuary at Mt. Calvary, Spohrer is President at Spohrer & Dodd, and James P. Citrano is Retired Managing Director at CBRE Group's Jacksonville office.

Other members of JAXPORT's Board of Directors are immediate past Chairman Joe York, President, AT&T Florida, Puerto Rico & U.S. Virgin Islands; Nancy Soderberg, President and CEO, Soderberg Solutions; and Ed Fleming, Retired CEO/President, Atlantic Marine Holding Co, LLC.

In addition to electing officers, the board selected Fleming to serve as JAXPORT's liaison with the North Florida Transportation Planning Organization for the upcoming year. The North Florida TPO is the independent regional transportation planning agency for Clay, Duval, Nassau and St. Johns counties. □



Falconetti



Newman



Spohrer



Citrano

An advertisement for Manson Construction Co. The background is an aerial view of a port with a large ship and cranes. The company logo, a red 'M' inside a circle, is prominent. Text on the ad includes: 'MARINE CONSTRUCTION • DREDGING • HEAVY LIFT', 'MANSON CONSTRUCTION Co.', '4309 Pablo Oaks Ct, Suite One • Jacksonville, FL 32224', '904-821-0211', 'WWW.MANSONCONSTRUCTION.COM', and 'PROUD TO BE SERVING THE WATERWAYS SINCE 1905'.

Driving the ceremonial first rail spikes are (left to right) Clarence Gooden, CSX; Jim Boxold, Florida Department of Transportation; Jacksonville Mayor Alvin Brown; Congresswoman Corrine Brown, Paul "Chip" Jaenichen, U.S. Department of Transportation; and JAXPORT's Joe York.



Golden Spikes start rail yard construction

By Staff

JAXPORT recently marked the start of construction of the Intermodal Container Transfer Facility (ICTF) at Dames Point, which will provide on-dock rail service to JAXPORT's North Jacksonville marine terminals.

The new facility, expected to be operational in late 2015, will complement existing on-dock rail facilities at the Blount Island Marine Terminal and will further enhance the competitiveness of both Blount Island and the TraPac Container Terminal at Dames Point by facilitating the direct transfer of containers between vessels and trains. The ICTF will speed up the shipment process and reduce the number of trucks on the road.

"We are building on an already outstanding transportation system that supports Florida's role as a gateway for international trade," Joe York, Chairman of the JAXPORT Board of Directors said at the event. "We are capitalizing on the recognition and investment we receive from our federal government, as a port of importance to the nation's health and economic well-being."

The project has a budget of \$30 million, made up of both state and federal grants. In Dec. 2011, the U.S. Dept. of Transportation awarded JAXPORT and the City of Jacksonville a \$10 million TIGER (Transportation Investment Generating Economic Recovery)

"This is a clear competitive advantage that JAXPORT and our tenants and customers will market to the world."

Discretionary Grant toward the development of the facility. Governor Rick Scott and the Florida Dept. of Transportation have allocated an additional \$20 million to construct the project.

"The benefits are clear: faster movement of goods in a supply chain seeking ever more time efficiency, the environmentally friendly vision of fewer trucks on our roads and a clear competitive advantage that JAXPORT and our tenants and customers will market to the world," said York. □

Blount Island Marine Terminal's new 100-gauge cranes will add to the port's existing 100-gauge crane capability at the TraPac Container Terminal at Dames Point. The TraPac cranes, pictured here, arrived at JAXPORT in June 2008.



Blount Island enhancements underway

By Laura Jane Pittman

The process to purchase three new 100-gauge cranes for JAXPORT's Blount Island Marine Terminal is well underway and will significantly increase the terminal's cargo-handling capability. By September, a contract will be awarded for the new cranes and mandatory spare parts with the equipment in place and operating by 2016.

According to Joe Miller, JAXPORT Senior Director of Facilities Development, the port plans to eventually add a total of ten 100-gauge cranes as part of its long-term strategic plan. Currently, the port has eight 50-gauge cranes operating at Blount Island. JAXPORT's TraPac Container Terminal at Dames Point operates six 100-gauge cranes.

Berth 35 at Blount Island is being upgraded to handle the new cranes. The final design for the berth enhancements will be completed in early fall, with the 16-month construction period expected to start in January 2015.

"By 2016, all of these improvements will be complete and will work together to increase our ability to handle the largest ships that are already calling and will call on the Blount Island terminal.

"These improvements will work together to increase our ability to handle the largest ships."

The increased size and number of containers that the cranes can handle, approximately 22 across a deck, add to our efficiencies," said Miller. "In addition, the new cranes will be electric instead of diesel, greatly reducing air emissions."

The port is currently in discussion with JEA, the utility provider for Jacksonville, regarding the installation of a new substation at Blount Island, as well as switchgear facilities that will service the new cranes. □

Port News

NYK Lines expands Ro/Ro service

By Staff

NYK Line has expanded its roll-on/roll-off service to and from Jacksonville to include connections in Asia. The new connections enhance NYK's existing Ro/Ro service to the Middle East with the carrier increasing sailings to three per month from JAXPORT.

"We are pleased to further grow our partnership with NYK RoRo and provide more options to the industry," said Roy Schleicher, JAXPORT Executive Vice President and Chief Commercial Officer. "NYK's additional service and sailings are the direct result of our shared reputation for excellence in vehicle-handling and customer care."

The newly expanded service now offers connections to Thailand, Malaysia, Indonesia, Philippines, Vietnam, Hong Kong, Japan, and Australia, as well as China and Taiwan via Japan. NYK RoRo is accepting all types of Ro/Ro cargo for the new service, including mafi trailers for selected destinations. In addition, NYK RoRo continues service between Jacksonville and dozens of ports in the Mid-East, South American West Coast, Central America and Mexico.



As the nation's No. 1 port for vehicle exports and a premiere vehicle-handling port, JAXPORT offers service from 14 ocean carriers moving autos for more than a dozen manufacturers and three automobile processors located in close proximity to the Ro/Ro berths. For high and heavy Ro/Ro cargo, JAXPORT also features a one-acre paved storage lot with reinforced concrete.

For more information on this service, visit NYKRORo.com. For more information on shipping Ro/Ro cargo through JAXPORT, visit JAXPORT.com/cargo. ☐



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Port News

Cruise on!

By Staff

JAXPORT and Carnival Cruise Lines have reached an agreement to extend Carnival Cruise service from Jacksonville. The Carnival Fascination will continue sailing from the JAXPORT Cruise Terminal in North Jacksonville to Key West and the Bahamas.

"Jacksonville is an important part of our strategy of deploying ships that are within a day's drive of consumers, thus enhancing the

"The cruise industry brings thousands of passengers through the JAX airport each year."

convenience and value of a Carnival cruise," said Vance Gulliksen, of the Miami-based Carnival Corporation. "We pioneered year-round cruising from Jacksonville, and with four- and five-day cruises on the Carnival Fascination, we're carrying upwards of 170,000 satisfied vacationers from Jacksonville each year."

Carnival Cruise Lines inaugurated service from Jacksonville on Feb. 27, 2004 with the Carnival Miracle. In August 2004, Carnival began year-round service with the Celebration and upgraded to the larger, newer Fascination in September 2008.

JAXPORT is also working with the Jacksonville International Airport (JAX) to promote cruising from Jacksonville to passengers arriving and departing through the airport. Digital ads are running on 14 screens and pop-up banners have been placed around the main courtyard.

"The cruise industry brings thousands of passengers through JAX Airport each year," Jacksonville Aviation Authority Community Relations Administrator Debbie Jones said. "Helping to grow the industry through our partnership makes good business sense."

JAX Airport offers shuttle service to and from the JAXPORT Cruise Terminal. Cruisers traveling through JAX can take advantage of the airport's many amenities, including free WiFi and mobile device charging stations throughout the airport, along with excellent dining options including VINO Volo and Shula's Steakhouse.

To plan your next cruise vacation from Jacksonville, contact your travel agent, head to JAXPORT.com/cruise or visit Carnival.com. □

Your Gateway To Northeast Florida





Two tanks and the engine for TOTE/Sea Star Line's "Hull 495," the first of two Marlin Class LNG-powered ships, have been shipped from Korea to a shipyard on the West Coast. Each LNG tank weighs about 380 tons and the LNG engine weighs more than 700 tons.

TOTE/Sea Star Line LNG update

By Laura Jane Pittman

Construction of a pair of U.S.-built LNG-powered ships, commissioned by Sea Star Line and being built by General Dynamics NASSCO shipyard in San Diego, is on schedule for completion in late 2015 and early 2016. The first steel cutting for both ships has taken place, and the keel for the first is going down in mid-July.

"Things are happening as planned, and LNG tanks and the first engine are being shipped in the next few weeks," said Peter Keller, Executive Vice-President of TOTE, Inc. "There is also a ship-naming contest taking place with the Boys and Girls Clubs of Puerto Rico. We wanted the people of Puerto Rico, who will be served by these ships, to be able to participate in the process."

Participants who select the winning names will receive scholarships, in addition to taking part in naming ceremonies when the ships arrive in Puerto Rico.

TOTE, Inc. was recently named a Champion of Change by the White House for its pioneering role in the arena of natural gas and assistance in moving the U.S to LNG as a marine transportation fuel. Its two Marlin-class LNG-powered vessels will reduce sulfur emissions by 98 percent. TOTE has selected two partner companies, Pivotal LNG, Inc. and WesPac Midstream LLC, to work on developing a new LNG plant in Jacksonville.

"We believe that LNG will be a very important transpor-



tation fuel, not only for JAXPORT and this area, but for the entire U.S.," said Keller. "Since we are bunkering these ships in Jacksonville, this will create opportunities for other ship owners, trucking companies, and railroads to take advantage of this environmentally-friendly fuel." □



Crowley Maritime Corporation LNG update

By Laura Jane Pittman

Jacksonville-based Crowley Maritime Corp. remains on target to have two LNG-powered Crowley Commitment Class ships operating out of Jacksonville by 2017, which will replace existing barge units.

"The ships are currently in the design phase, with construction expected to begin in the fall," said Greg Buffington, Vice President of company subsidiary Carib Energy – a Florida-based company recently acquired by Crowley. "Our first vessel will be operating in the spring of 2017, with the second coming on board in the fourth quarter."

"The name Crowley certainly brings credibility for dependability in this market, and we are pleased to be bringing a product to clients that they never thought they would have."

The ships have been given Puerto Rican names in honor of the market they will serve: El Coqui, which is the common name for several species of small frogs native to Puerto Rico, and Taino, one of the native Indian cultures on the island.

Meanwhile, Carib Energy has been busy adding customers to its LNG export business and will soon begin serving clients, including

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More information about Northeast Florida's role in the LNG revolution is available in the JAXPORT Magazine Winter 2014 issue at JAXPORT.com/MagazineArchive.

several Coca-Cola Puerto Rico bottlers, in the Puerto Rican and Eastern Caribbean markets. The Crowley subsidiary was the first company to receive a small scale, 25-year LNG export license from the U.S. Department of Energy.

"The name Crowley certainly brings credibility for dependability in this market, and we are pleased to be bringing a product to clients that they never thought they would have," said Buffington. "LNG is the future and the cornerstone of our long-term environmental strategy to fuel our vessels. We will consistently evaluate future expansions as a steady supply becomes available, and we are always looking for solutions to reduce the cost of energy in the marketplace." □



On June 10, President Obama signed bipartisan legislation authorizing the Jacksonville Harbor Deepening and Mile Point projects, saying these and other projects like them will strengthen our national infrastructure and put more Americans to work.

Harbor Deepening design begins

By Staff

The Jacksonville Harbor Deepening project reached a number of major milestones over the past few months, ensuring that the project stays on track and moving forward.

In June, the U.S. Army Corps of Engineers and JAXPORT leadership along with federal, state and local dignitaries gathered at the St. Johns River in downtown Jacksonville to mark the start of the Pre-Construction, Engineering and Design (PED) phase of the deepening project.

The initial engineering and design work is expected to take 18 months with construction beginning as early as 2016.

"During the course of the next year and a half, the U.S. Army Corps of Engineers will design a project with both the economics and the environment as dual priorities," JAXPORT Board of Directors Chairman Joe York said at the design signing ceremony. "Our attention as a region must turn to ensuring that this project is funded and remains on track so we can return every bit of benefit back to our citizens as soon as possible."

The project received federal authorization on June 10 with President Obama signing the Water Resources Reform and Development Act of 2014 (WRRDA) into law after Congress voted overwhelmingly

in favor for its passage in May. Obama underscored the importance of the legislation saying the projects will strengthen our national infrastructure and put more Americans to work.

"We've got to make sure that...our ports can accommodate [the bigger ships] so that our businesses keep selling goods that are made in America to the rest of the world."

"As more of the world's cargo is transported on these massive ships, we've got to make sure that we have bridges that are high enough and ports that are big enough to hold them and accommodate them so that our businesses can keep selling goods that are made in America to the rest of the world," said President Obama.

Another critical harbor improvement project to remove a navigational restriction in the federal channel in Jacksonville was also authorized through the 2014 WRRDA and is moving into the construction phase. The \$38 million Mile Point project will alleviate cross currents at the intersection of the St. Johns River and the Intracoastal Waterway. This project is scheduled for completion by late 2015. □

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Register for JAXPORT's 2015 Conference

By Staff

Registration is now open for JAXPORT's 2015 Logistics & Intermodal Conference. The event will be held March 23-25, 2015 at the Sawgrass Marriott Golf and Spa Resort in Ponte Vedra Beach, Florida.

JAXPORT's biennial conference is designed for senior level executives in logistics and transportation, offering a unique opportunity to network with industry leaders and hear speakers drawn from around the country to discuss issues common to logistics and intermodal decision makers. The speakers and panelists will include senior executives from major ocean carriers, railroads, shippers and service providers.

Sponsorship opportunities at various levels are also available as well as opportunities for sponsoring special events and amenities. Custom packages to meet individual needs and budgets can also be developed. Sponsors benefit from direct contact with target audiences as well as brand promotion through product and name placement.

For registration or sponsorship information, visit JAXPORT-Conference.com. □

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JAXPORT photo site makes it a million

On June 6, JAXPORT's Flickr photo sharing account achieved a major milestone – its 1 millionth view!

A million times during the past eight years, someone has seen or used our images along with the accompanying information about our business, community projects and customers.

Help us get our second million views by checking out Flickr.com/JAXPORT. See what everyone is looking at and enjoy some of our favorite photos!

Visit us virtually on YouTube

JAXPORT's YouTube Channel is home to a variety of videos – from port events to highlights of our capabilities and business offerings.

Recent videos include:

- America's Logistics Center: High and Heavy Cargo
- America's Logistics Center: Reefer Cargo
- JAXPORT Kicks Off Design Phase of Harbor Deepening Project
- Construction Begins on JAXPORT Rail Terminal
- JAXPORT Board of Directors June 2014 Meeting

Videos are added regularly. Visit YouTube.com/JAXPORT to see JAXPORT in action!

Community

Safe Harbor founders take on new role, leave legacy of changing young lives

By Laura Jane Pittman

After 32 years leading the charge for Jacksonville's Safe Harbor Maritime Academy, Robbie and Doug Smith are changing roles. This summer, the couple will step down from day-to-day operations of the Christian therapeutic boarding school for boys and focus on fundraising for the organization.

"We have a wonderful new campus director and young people in here who each have enough energy for ten people," said Robbie, a licensed mental health counselor who along with husband Doug – an ordained minister and clinical pastoral counselor – has helped more than a thousand at-risk boys find direction and a fresh start. "We are looking forward to having more time to interact with our major donors, who are invested and help in a very big way, and to recruiting additional donors and supporters for Safe Harbor."

The Smiths started by taking in a few troubled boys "temporarily," to teach them basic maritime skills. In 1989, after running the program on a flotilla of donated boats along with only short-term temporary land facilities, Safe Harbor came to the present permanent location, two acres on the bank of the St. Johns River adjacent to Blount Island. JAXPORT leases a portion of the land to Safe Harbor for \$1 per year, and an individual donor helped the organization purchase a house on the property.

More than three decades later, the school still houses about 15 boys at any given time. Staying from one to four years, the boys are taught maritime and vocational skills in a strict, stable and caring environment, and many also work toward high school diplomas.

The school relies on financial help from companies and organizations, support that is invaluable to keeping it going. As part of its Corporate Social Responsibility program, employees from Jacksonville-based Sea Star Line, LLC recently renovated bathroom facilities and provided supplies to assist with classroom activities.

"Sea Star and other organizations have been really good to us, and partnerships in the maritime field are a particularly good fit," said Robbie. "Sea Star's parent company, TOTE, Inc., has helped some of the boys get jobs and training, and it's important for our boys to interact with and see people in maritime work."

Sticking with the maritime theme, the Smiths officially stepped down during a "Change of Command" ceremony that was inspired by their



Doug and Robbie Smith

attendance at several port ceremonies over the years. While they have decades of memories to take with them, what means the the most, says Smith, is feedback and contact from Safe Harbor graduates.

"Over the years, whenever we've wanted to quit, what has kept us going is hearing from the boys – particularly at Mother's Day and Father's Day," Robbie said. "One of the boys who graduated in 1986 and owns some condominiums is giving us a week's stay there after we retire. Hearing from and seeing the boys and what they have done with their lives has really been our true paycheck." □

Community



Port lab raises river awareness

Mayport Elementary School's Coastal Sciences Academy 5th graders recently released fish they raised themselves into the St. Johns River in Jacksonville. Over the course of the spring 2014 semester, the students raised the fish from newly hatched fingerlings to juveniles as part of the "Small Fry to Go" program, a

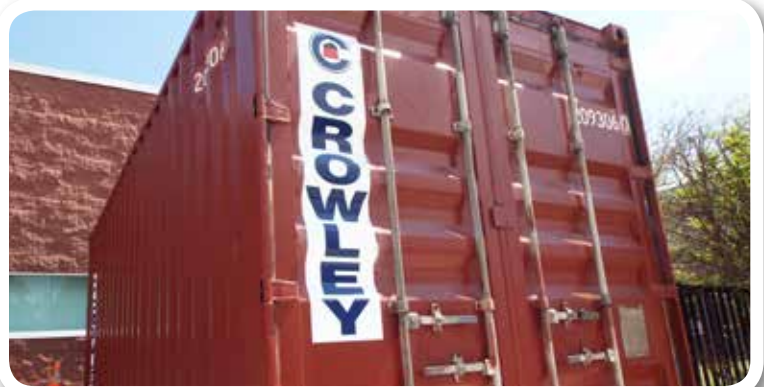
hands-on outdoor lab, sponsored by JAXPORT.

The Mayport students cared for the striped bass in the "Labitat" and learned to maintain a proper aquatic environment. Other parts of the curriculum include the importance of preserving habitats and ecosystems while conserving resources and being good environmental stewards. □

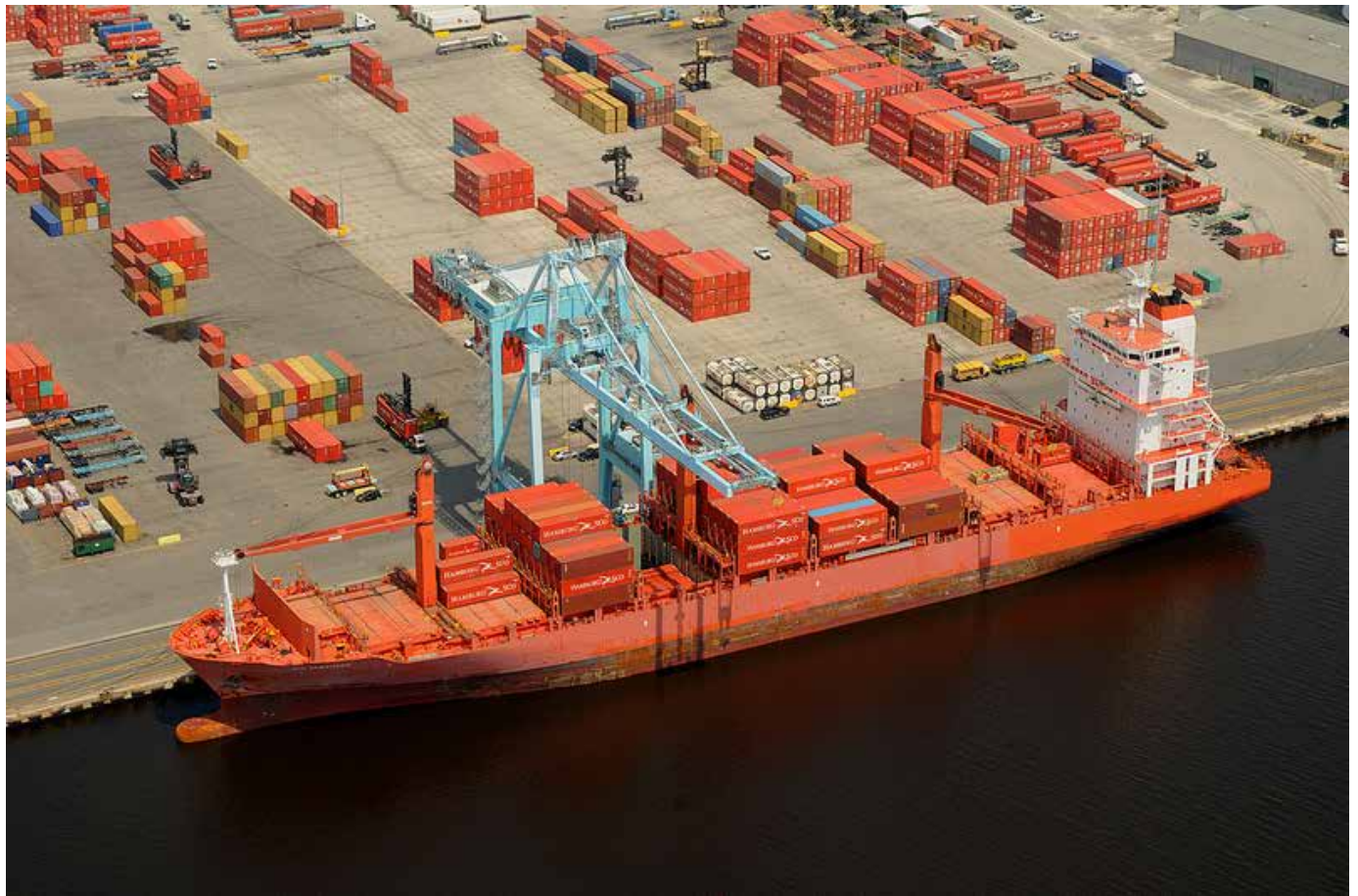
Donated containers serve new purpose

Jacksonville's Trinity Rescue Mission is now using two cargo shipping containers donated by JAXPORT tenant, Crowley Maritime Corporation, to help promote a healthier environment for the shelter's residents by isolating items with the potential to spread parasites.

Each day as residents arrive at the shelter, volunteers load one of the donated containers outside the facility with residents' personal items such as bedding and backpacks for safe-holding overnight. The other container is used for additional storage of items donated to the shelter. □



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