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MAGAZINE

WINTER | 2016

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CEO Viewpoint



Today, more than 90 percent of world trade is moved by the maritime commercial shipping industry. Our industry is the foundation of the expanding global economy, enabling the low cost movement of goods around the world. Ocean-borne trade has more than quadrupled during the last 40 years and the health of the U.S. economy is itself dependent on efficient, safe and environmentally-friendly deep sea shipping.

This growth has been accelerated during the last two and a half decades by remarkable advances in the efficiency of maritime transportation: new container ship designs including improved hull and propulsion systems, boosts in shipbuilding productivity and the recent introduction of liquefied natural gas (LNG) technologies. These innovations have brought about cost reductions through automation and welcomed economies of scale thanks to larger vessels.

During this period of intense growth, massive investment in landside infrastructure and port-specific technology has been required to allow U.S. marine terminals and intermodal facilities to reduce through-put costs and increase cargo velocity. The need to manage substantial amounts of information quickly in order to reduce container dwell time and grow terminal capacity is essential. Better organized and accurate information shared between ship, terminal, rail and over-the-road transport can increase speed of service exponentially.

Despite all of the advances outlined above, U.S. ports are still not as productive as many of our international counterparts by a factor of 4 to 1. Compared with many other industries, the U.S. maritime sector has been less progressive in the adoption of best practice thinking, with technology all too often deployed simply to automate existing business processes rather than to break new ground.

Keeping pace with the continued growth of our industry will certainly require updates to our infrastructure, but will also demand

the optimization of our terminals and supply chain through development and integration of tomorrow's technology.

JAXPORT, our tenants and our business partners are all working to incorporate technology at every step of the cargo handling process. Our cover story looks at how cargo tracking software in use at JAXPORT's terminals provides a competitive edge with faster, more flexible and customized service (pg. 4). The Florida Department of Transportation (FDOT) continues to introduce intelligent transportation systems (ITS) in Northeast Florida to make over-the-road hauling safer, less expensive and easier on the environment (pg. 12). This year, Customs and Border Protection will implement its Automated Commercial Environment (ACE) to streamline the reporting of imports and exports (pg. 16). These are just a few examples of the new technologies coming into use here every day, offering benefits to customers, shippers and our associates.

Also in this issue, we'll take a look at JAXPORT's ability to handle temperature-controlled cargoes (pg. 14), celebrate Coach Inc.'s 20 years in Northeast Florida (pg. 19) and introduce you to the Chairman of our JAXPORT Board of Directors, Dr. John Newman (pg. 18).

As always, please let me know your thoughts on any of the topics in this magazine, any issues you'd like to see covered in the future and anything that's on your mind. I look forward to hearing from you. □

Brian Taylor
JAXPORT CEO
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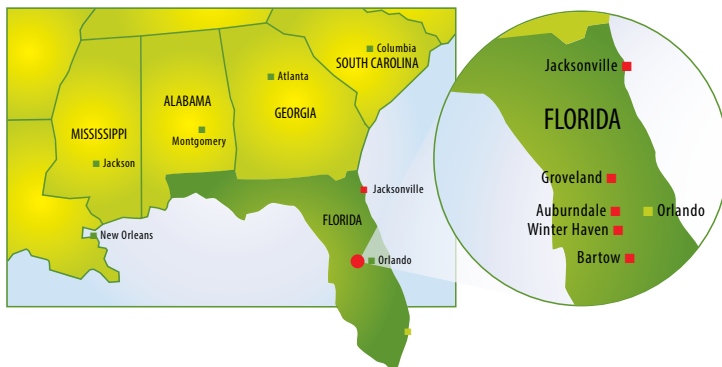


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| ON THE COVER |

Moving at the speed of tomorrow

JAXPORT's terminals gain efficiency from tracking technology

By Lori Musser





Just about anywhere along the supply chain, steps toward greater cargo velocity and visibility are steps in the right direction. Tracking technologies – ranging from the basic to the more advanced – are giving logistics managers increasing control over cargo safety, security and timeliness.

They can also enhance a business' competitive edge with more flexible, customized and speedy service. Organization generates greater productivity and positions marine terminal operators for future growth.

Tracking Brings Efficiency

Efficiencies hail from technology. Terminal operators can save time when they know the exact horizontal or stack location of a unit of cargo. That facilitates movements on and off vessel, truck or rail carrier. Knowing the availability and location of space for storing incoming goods is also critical. And facilitating management functions through automatic alerts, billing, surcharging, data entry and inventory checking can help control administrative costs. These systems also expedite inspections and enhance security through theft detection, prevention, and alerts through the direct monitoring of the cargo.

Container Tracking

The TraPac Container Terminal at Dames Point, MOL's \$300-million dedicated terminal in Jacksonville, opened for business in 2009. The design incorporates an in-house proprietary terminal operating system first implemented at the company's Los Angeles facilities. Built on a grid and hard-wired with fiber optics, the TraPac terminal tracks cargo in real time, ensuring the greatest accuracy.

Dennis Kelly, TraPac's Regional Vice President and General Manager, said all cargo, whether wheeled or grounded, inbound or outbound, is tracked in real time through GPS.

TraPac's administrative office in Austin, Texas handles sequencing of the container moves and relays the information to the terminal electronically, allowing terminal operations to focus on speed and efficiency. For moves numbering into the thousands on any given day, sequencing is critical.

TraPac's automated elements also help ensure customer service is personalized, according to Kelly. For example, when a trucker arrives at the gate and clears security, a computerized control system relays the container and chassis number through optical character recognition (OCR) readers and communicates directly with a remote ILA clerk. "If everything is in order, it takes 10 to 15 seconds for the clerk to input the information," said Kelly. "That initiates a booking and goes to TraPac's interchange, and the booking ticket is issued." Drivers quickly receive instructions on where to go and what to do in the yard.

"Technology enhances organization and organization generates greater productivity."

Kelly said, "The system does all our thinking for us – we tell it what we need for the day. It does the rest. Our average truck turn time is 15 to 16 minutes per move, which is at least 50 to 100 percent faster than competitors. This benefits the trucker and customers. Because trucking company profit is based on turn time, more efficient terminal operations ultimately benefit the cargo owners."

"There is potential to automate further in the future. That will make our operations more efficient, safer and cleaner," said Kelly.

Heavy Lift and Project Cargo Tracking

Portus' project cargo terminal in Jacksonville is supported by, arguably, the best heavy-lift berth in the nation. Director of Customer Service and Business Development John Mullins said that his operating system, Jade Master Terminal, is indispensable in managing the complexity of project cargo shipments, which may include heavy-lift, containers, breakbulk and vehicles.

Mullins said, "Our high-value cargo owners are particularly interested in the location of cargo – there is a lot of money involved. They sleep better knowing first hand that their cargo made it on the ship." With Jade, Portus can offer real-time visibility— whether the item is on the ship, the pier or out of the gate.

SMART GATES BALANCE SAFETY AND EFFICIENCY

By Lori Musser

JAXPORT gate complexes are getting a high-tech overhaul. While safety and security are the prevailing goals, efficiency also comes out a winner.

Supported by federal funds, the port has invested in voice, video and data capture and control at each of its approved access control points. Public Safety is working with port operations, IT, tenants and emergency responders in order to optimize the advantages of the new gate technologies.

Chuck White, Director of Public Safety, said, "This is about enhancing management of cargo and the 20,000-plus credential-holding personnel who move through our access points."

The system can instantaneously assess the status of an individual or company. "It will allow real-time security analysis and will help emergency management better understand our population. Knowing how many souls are at our facilities and where they are located is critical if there is an incident requiring warning, direction to shelter in place, or partial or full evacuation," said White.

The new gate technologies will provide a vast array of information. "Metrics are important to cargo velocity and management," said White. "Having a voice-data-video capture helps us analyze peak times and transaction durations and allows us to determine how to make adjustments. Only when we can measure, can we improve."

The new integrated gate system includes elements that will appeal to all users, including speedy automated processing of credentials. In addition, it provides forensic recordkeeping, allowing response to incidents or transactions of concern. This offers important benefits to customers following a reported theft, for example.

White said that the gate system will continue to evolve. "As requirements and the risk picture continue to change, so must our approach." He added that the key to addressing emerging challenges will be partnerships, first with customers, then working with local, state and federal officials.

Clearly though, JAXPORT's technology-enhanced gate operations already fulfill multiple public safety and cargo efficiency goals and offer the flexibility to meet both the challenges and opportunities ahead.



Portus workers used specialty lift and lashing gear to load three multi-million dollar helicopters aboard the U.S.-flagged Intermarine general cargo vessel Ocean Freedom.

Visibility isn't just about peace of mind, Mullins said, "Certain people get paid at certain points in the movement. And there are cutoffs imposed by us, Customs, the line, the letter of credit – our business is all about time."

He said, "When the crane stops nobody is making money. It has to keep moving to obtain optimal production. With Jade, we know exactly where the product is and where it is going and in what order. That keeps the cranes moving."

Mullins described other innovations and technologies that "separate us from the pack." He focused on the value of training and the tenure of Portus employees. The terminal's master rigging program is unique, and there is virtually no cargo that his riggers haven't found a way to load safely, using the latest equipment. "There is only one way to load and unload, and that is the right way," according to Mullins.

The equipment operator program at Portus also produces specialists. "When operating machines valued at hundreds of thousands of dollars, or more, there is no learning as you go," said Mullins.

Continued on page 8



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Automated elements at gates, scales, and other points, coupled with optimal yard configuration, keeps Portus organized. "It is all about production. Ship turnaround is critical and we can't waste time trying to figure out when and how to do something. Automation is organization and organization lets us achieve maximum productivity."

Crane Tech

Updated technology is also helping to make JAXPORT's cranes more efficient, thanks to upgrades completed recently by Talleyrand and Blount Island Marine Terminal equipment teams and JAXPORT's Finance and Information Technology departments.

New software records and tracks crane activity using computers onboard the cranes. The data is then sent to a central location, where it is used to process information about crane operations, including the number of containers moved, as well as the size and weight of each container.

All of this improves JAXPORT's ability to track cargo and makes it easier to keep the cranes on regular maintenance schedules.

"The crane software upgrade proved to be a very successful integrated team project," according to JAXPORT's Chief Operating



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EXPERT LABOR BOOSTS TERMINAL PRODUCTIVITY



Lamar Cooper, Crane Operator

By Lori Musser

Technology advancements have improved crane performance rates, but as long as cranes are operated by humans, productivity can be further enhanced by a deft hand at the controls.

At JAXPORT's Blount Island Marine Terminal, the stars aligned one day in August while terminal operator SSA Cooper was handling the Maersk Primavera. Crane operator Lamar Avery was able to lead his team to a JAXPORT record-setting 47.19 moves per hour using a ZPMC gantry crane. That is roughly twice as fast as many competitor ports' productivity.

Frank McBride, Vice President of Florida Operations for SSA Cooper, said his company is committed to safety first, integrity of the cargo second and only then productivity. However, he said, "If you take care of the first two then you will have good production. We have a process in place on how we set up our container yard to allow the vessels to work very efficiently."

With the right operational set up, a good stowage pattern and an experienced and efficient team of drivers, stevedores/ILA and equipment operators all working together, everything gels, said McBride.

Avery said that ILA Local 1408 works hard for a high level of productivity. "The proof is in the pudding."

In his 26 years as a longshoremen, Avery has worked with just about every piece of port equipment. For any assignment, he said, "I try to use my God-given talent to the best of my ability and always put safety as my No. 1."

BREAKBULK BENEFITS FROM OPERATING INNOVATIONS



By Lori Musser

Seonus operates a number of facilities and services in Jacksonville, including a terminal, warehouses and storage areas. It loads and unloads temperature-controlled and dry cargoes, including a full mix of breakbulk, RoRo, LoLo, heavy-lift and out-of-gauge cargoes.

Like its sister company Portus (see main story), Seonus is also introducing Jade as its new terminal operating system. In the highly specialized field of breakbulk paper handling, migration to the new system promises minimal disruption, accelerated user adoption, and ultimately measurable efficiency gains, through streamlined interconnectivity with both technology and humans.

According to Scott MacGregor, Seonus General Manager, "We receive the vessel manifest via Electronic Data Interchange (EDI) or CSV file and once uploaded, the planning of space for the cargo in the warehouse begins. As each roll of paper comes off the vessel, it is scanned and matched to what was uploaded in the system. Our process allows you to locate each roll to its specific location within the warehouse. By having this type of technology, we can easily record each step of the process in order to locate, stage, and discharge when it is ready to leave our facility."

"Our system and process allow us to be efficient because the cargo is tracked from the second it is off-loaded to when it leaves the facility, said MacGregor. Another plus: Seonus can offer real-time cargo visibility to customers so they can view their cargo from anywhere at any time.

MacGregor anticipates an easy transition from its legacy systems and welcomes the benefits that streamlined service will provide to customers.


Officer Chris Kauffmann. "It has had us all coming together to improve the port's ability to move cargo as efficiently as possible for our tenants and customers."

Another improvement is currently in the works. Crane technicians are being equipped with laptops and other technology to make performing certain repairs and maintenance tasks faster and easier when time is of the essence during operations.

Ro/Ro Tracking


Along with the technological advances employed by JAXPORT's major auto processors serving the world's vehicle manufacturers, the Jacksonville-based auto exporting web app, ExportOut, combines booking and tracking Ro/Ro cargo for smaller businesses into one streamlined process. Export Out works similarly to popular booking web apps such as Travelocity or Expedia. Customers can select ports they are interested in shipping to and from, enter the size of the vehicle they want to ship and see the prices and availability of ship dates and carriers.

Hadi Abdalhadi created ExportOut, a fully-licensed freight forwarder, to make it easier and more efficient for smaller



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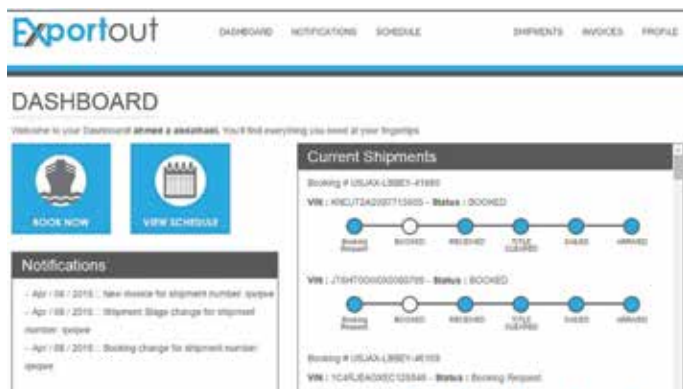
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ExportOut combines booking and tracking Ro/Ro cargo into one streamlined process.

shippers to export automobiles. "Our customers can compare rates and services, see available shipping times, book right away and have ExportOut coordinate the rest of the process – which includes documentation, invoicing and status updates in case of changes or delays."

"The cost-effectiveness is passed to our customers because they are able to compare and select the best price through our system."

The web app is available 24/7 for booking and tracking. ExportOut's Member Dashboard shows the cargo status every step of the way, and offers visual updates when a vehicle is delivered, cleared, loaded and arrived.

Cost savings is another benefit. "We work off commission from the shippers, and on a contract basis – like any other freight forwarder – and we do not charge documentation fees," said Abdalhadi. "The cost-effectiveness is passed to our customers because they are able to compare and select the best price through our system and have everything taken care of for them. This is a very competitive market, and we simply want to make business as easy as possible for our customers and for small businesses in the auto export industry." □

Writer Laura Jane Pittman contributed to this article.

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Technologies drive truck transit improvements

By Lori Musser



Intelligent transportation systems (ITS) are reinventing driving and traffic management, making over-the-road hauling faster, safer, less expensive and easier on the environment. ITS integrates advanced, wireless communications into transportation infrastructure and vehicles to help process and share information to prevent collisions, keep traffic moving and reduce environmental impacts.

In Northeast Florida, ITS has already begun to deliver what no amount of investment in new roads could, thanks to early adoption of technology by the Florida Department of Transportation (FDOT).

The Driving Factor

Peter Vega, FDOT Program Manager said, "Tax revenue isn't keeping pace with the demand on the roadways. The Department can't build its way out of congestion so we have to do things smarter. The tool available to us is technology."

Vega said the "fast-paced evolution of the internet and smartphone applications and the tremendous horsepower of network devices" have brought costs down and made roadway technology a reality.

Broad Benefits

Well-tested technologies are making highway investment and operations more efficient, improving travel speeds, travel-time reliability, emissions and safety, and then circling around to reduce truck operating costs and capital expenditures on roadways. Less congested, safer roadways benefit taxpayers and

supply chain participants. From "connected" and "autonomous" vehicles to alternative-fuel vehicles, to new, dynamic on-road communications, ITS is transforming mobility and business.

Adaptive signal function for priority traffic, electronic messaging, variable lanes and speed limits, and the distribution of real-time traffic data to social and other media are all leading to improved traffic management.

- On Jacksonville's I-295 express lanes are being introduced in phases. The southwest and southeast quadrants will be connected to northbound freight traffic heading to the port. Studies have shown, according to Vega, that offering express lanes as a paid option will ease traffic in all lanes.
- About 400 miles of fiber optic network communications in the Jacksonville area allow for dynamic message signs, alerting drivers to congestion or hazards.
- Signal retiming, especially on heavy freight corridors, is helping cut fuel consumption and emissions.
- At the port, FDOT is looking at an adaptive system based on demand. As trucks stack up at peak hours, the traffic signal will reset and allow more vehicles to move through. The FDOT is also introducing technology to give advance notice of departing truck traffic and to offer outbound gate messaging so drivers can reroute to avoid delays and better distribute traffic. This can also reduce road wear on main routes.
- GPS providers need best available data. FDOT now provides easy third-party feeds.
- The state's hurricane and disaster response system provides visibility to emergency operations. For example, Jacksonville traffic managers can now see Miami's evacuating vehicles and can direct them via signage and media to reroute or seek shelter in specific locations. Massive backups caused by accidents or other shutdowns can now be alleviated with messaging 100 miles away from the site of the problem.
- Florida's 511 system encourages commercial and private drivers to visit FL511.com and request alerts about heavy traffic allowing truckers to reroute or give advance notice of delay. □

ARE DRIVERLESS TRUCKS NEXT?

By Lori Musser

Automated, connected, partially autonomous and completely driverless vehicles: they aren't science fiction any more.

Government entities and vehicle manufacturers are scrambling to catch up with available technologies. Standards organizations are proposing levels of vehicle autonomy, ranging from a fledgling level that automates individual vehicle controls, such as braking or stability, to a level that automates all safety functions with no driver at all. Testing of autonomous vehicles at specific levels has already begun in a handful of states, including Florida.

Changing Mobility as We Know It

Connected vehicles work through wireless networks that include road vehicles and trains, infrastructure such as traffic signals and message boards, and wireless devices. They sense their environment using technologies such as radar, odometry and GPS, and then their systems interpret the data to determine appropriate navigational responses.

Are We There Yet?

Truck automation is in its infancy. In Nevada, connected trucks are in service, with a driver in the first truck of a veritable convoy. The driver drops off driverless truck loads from the end of the convoy at a series of receiving yards along his or her route.



"Plan B" is part of a joint project between Embry-Riddle Aeronautical University and FDOT to determine the viability of using autonomous vehicles on public roadways.

FDOT's Peter Vega said there is a national focus on autonomous freight vehicles. He said, "Everyone is struggling to find additional drivers. Autonomous vehicles may help handle the growth of freight while dealing with staff shortages."

With the free fall in the price of sensor technology, ports and supply chain partners can now automate just about every operational activity, if warranted by volumes, by cargo type, or by delivery, safety and environmental goals. "The reality is, once you get connected, you get more flexibility," according to Vega, and flexibility earns business in the transportation sector.

AUTONOMOUS COMMERCIAL VEHICLES OPPORTUNITIES & CHALLENGES

According to the U.S. DOT, driverless and connected vehicles offer a variety of safety, mobility and environmental advantages as well as long-term benefits for ports, supply chain partners, and freight owners. Challenges, especially those related to reliability and industry resistance, may take a while to overcome.

OPPORTUNITIES	CHALLENGES
REDUCED ROAD, GATE AND YARD CONGESTION	DAMAGE LIABILITY
REDUCED THEFT	DRIVER RESISTANCE
REDUCED ROADWAY MILES AND EMISSIONS	LOST DRIVING JOBS
IMPROVED MANEUVERABILITY	CURRENT ROAD INFRASTRUCTURE
INCREASED YARD/PARKING CAPACITY	POLICING, REGULATIONS AND LEGAL
INCREASED WORKING HOURS	WEATHER, MAP AND SYSTEM UPDATES
SMARTER INFRASTRUCTURE INVESTMENT, INCLUDING SURFACING AND SIGNAGE	ETHICS AND PRIVACY CONSIDERATIONS
COLLISION AVOIDANCE	SOFTWARE RELIABILITY
INCREASED ROADWAY CAPACITY	COMPROMISED COMMUNICATIONS
HIGHER POTENTIAL SPEED LIMITS/FASTER TRANSIT	OVERLOADED RADIO SPECTRUM

JAXPORT has temperature-controlled cargo innovations down cold

By Lori Musser

Innovative procedures, pilot programs and fresh technology are heating up the temperature-controlled cargo industry in the Jacksonville area.

USDA Approval for Select South American Produce

New markets continue to open up, providing long-term opportunity to the cold-chain. After years of regulations that created routing inefficiencies, Jacksonville can now import apples, grapes, blueberries, pears and citrus from Peru, Uruguay and Argentina. The multi-agency pilot program will put imported fruit on Florida shelves faster and reduce transportation costs in the process.

Honing Efficiency through Technology



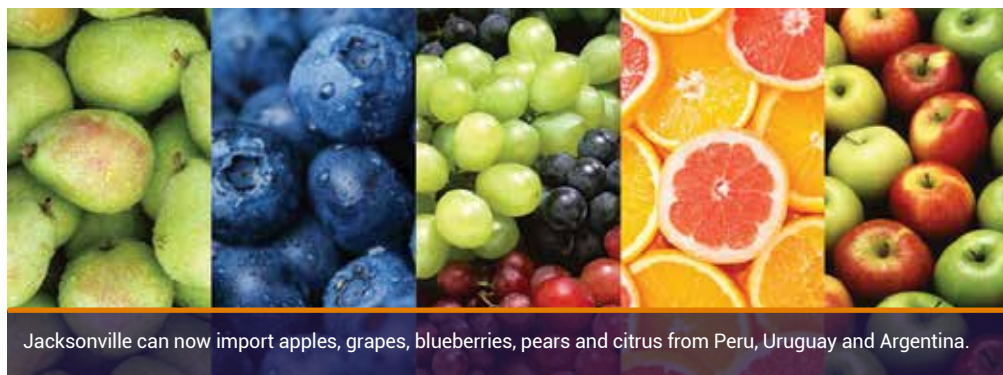
Family-owned 3PL warehousing and transportation service Burris Logistics has become increasingly automated to better

serve its temperature-controlled customers. Burris' Maurice Grier said because labor and power are the main expenses at his 225,000-square-foot facility, those areas were the first streamlined through technology.

He said, "We have integrated a voice-picking system from Vocollect with our home-grown system which allows us to work in a paperless environment." Electronic displays assign workloads to order selectors, loaders and other operators; radio frequency (RF) and wrist scanner technology is also in place. Pallets are labelled with unique identifiers and tracked throughout the facility.

To keep costs down and customers coming back, Burris focuses on shorter order lead times, higher accuracy, and its ability to reference the customer's particular lot number or tag constantly through near real-time batching. "Customers love to see their shipments," said Grier.

Burris also passes along power-related savings to customers, achieved in part by the use of smart controls on lighting and



Jacksonville can now import apples, grapes, blueberries, pears and citrus from Peru, Uruguay and Argentina.

compressors and offers additional automated services on a customer-specific basis, Grier said.

Innovative Quality Control for Puerto Rico Produce



Cool Transport is a third party logistics provider specializing in the trans-loading and delivery of food products. Operations Manager Kirby Hunsucker said the bulk of the

company's business is fresh produce for export. He said, "What sets us apart from the other reefer warehouses is our quality control." With former USDA inspectors on staff, Cool Transport identifies problems before produce is shipped. This provides the customer with an opportunity to reject the cargo or negotiate price.

The company's inspections have proven to be especially important for Puerto Rican trade.

"We handle more produce than anyone in town because of our [pre-departure] inspections. They are invaluable. They are the eyes and ears for the customer," said Hunsucker.

COOL Certification Builds Brand Confidence



Jacksonville-based Beaver Street Fisheries (BSF) recently became one of the first companies in the nation to be awarded the Country of Origin Label Supplier Certification, an indicator of

compliance leadership in an industry that has been no stranger to supply-chain sourcing and tracing issues. BSF's Rick Swain said that the company's proven track record of control over source and method of production information allows it to

PROFILE OF JAXPORT'S TEMPERATURE-CONTROLLED BUSINESS, 2015

Import routes:	Northeast Asia, Southeast Asia, West Coast South America, Central America, East Coast South America, India and the Caribbean
Export routes:	Caribbean, Northeast Asia, Southeast Asia, West Coast South America, Central America, Africa and North Europe
Inbound products:	Pharmaceuticals, frozen fish, shellfish, bananas and plantains, other fruits, pineapples, vegetables and citrus
Outbound products:	Poultry, pharmaceuticals, vegetables, fruit, dairy, citrus juices and grapefruit
On-dock warehousing:	Three million cubic feet, split between refrigerated and frozen
Regional warehousing:	30 million additional cubic feet throughout Northeast Florida
Reefer plugs:	More than 2,000 scattered across all facilities
Inland partners:	With the exception of root vegetables, almost all temperature-controlled cargo moves in and out of the port by truck due to its perishable nature



Beaver Street Fisheries is among the first suppliers to be awarded Country of Origin Label Supplier Certification through a USDA program awarding companies that lead the way with compliance.

decrease the amount of time spent responding to the USDA's regular reviews and trace-back audits.

Swain said, "The certification shows our customers and any prospective businesses that we have full control over this information. That builds consumer confidence in our brand."

BSF uses a warehouse management system and virtual filing cabinet that allows it to upload documents related to shipping, receiving, product safety, legality and quality control. The company's quality control team performs inspections

on incoming product and files digital images which can be used to ascertain Country of Origin and Method of Production, information that is increasingly important to consumers. □

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New automated systems speed the customs process

By Lori Musser

By the end of 2016, the U.S. Customs and Border Protection (CBP) Automated Commercial Environment (ACE) system is set to become the "Single Window" through which the trade community reports imports and exports, allowing the government to determine admissibility of goods. The new system will replace the CBP's outdated Automated Commercial System (ACS) and streamline and automate manual processes, eliminate paper and facilitate compliance.

The ACE Roll Out

ACE is being rolled out in phases, starting with electronic manifest filings in May 2015. By February 2016, electronic entry and entry summaries must be filed through ACE as well.

Some Key Changes and Benefits

ACE introduces many changes and benefits for users; however, it will continue to make use of the voluntary Automated Broker Interface (ABI), which allows participants (such as brokers or importers) to electronically file required import data. As CBP processing is transitioned to ACE, the technical requirements for transmitting data to ACE via ABI will be posted on www.CBP.gov.

Under the CBP's former system, if the import required other government agency review, the importer would have to submit separate documents to each agency. The Single Window provides for one submission via a document imaging system that is forwarded to all partner agencies.

Another advantage is that documents supporting customs entries, such as commercial invoices, packing lists and certificates of origin, will no longer have to be submitted via paper copies in the post-entry audit process.

Other goals for the Single Window include: automating interactions between government agencies to expedite decision making; reduced costs for business and government; shorter wait times for processing at seaports and enhanced visibility of cargo status.

2015



Transition period begins:
ACE filing of electronic entry and associated entry summary types 01, 11, 03, 51, 52 with or without PGA data is encouraged.

2016



ACE must be used and ACS will no longer be available for filing of all electronic entries and associated entry summaries. In addition, electronic FDA, NHTSA, APHIS (Lacey) data must be filed in ACE and ACS will no longer be available.



Upon publication of the Final Rule, ACE must be used for filing AMS, APHIS Core, ATF, CDC, DCMA, DOTC, DEA, E&C, EPA, FSIS, FWS, NMFS and TTB data. Hybrid submissions will no longer be allowed.



Mandatory use of ACE for all remaining electronic portions of the CBP cargo process.

Concerns and Trouble Shooting

To ensure a smooth transition to ACE, CBP has made a number of tools available to the industry. Among them:

Cargo Systems Messaging Service (CSMS), a searchable database providing updates on issues and resolutions as well as an email notification service.

Trade Support Network (TSN), which is a forum for the discussion of modernization and automation efforts.

Web-based, step-by-step ACE training is also available on CBP's website. The procedural instructions guide account holders through creating an electronic manifest, running reports and utilizing account management features via the ACE Secure Data Portal.

CBP representatives say they are grateful for the industry's input and for the active dissemination of information about the new system among supply chain partners. Working together, CBP, the port and the logistics community are reaping the benefits of technology. □

PORTS technology: River info is as close as your smartphone

By Laura Jane Pittman

Real-time tidal and meteorological information along the St. Johns River is available on your computer, tablet or smart phone thanks to the Jacksonville Physical Oceanographic Real Time System (JX PORTS). The \$3 million PORTS project launched in Jacksonville in July 2014.

This real-time oceanic data network is made up of 18 stations throughout the St. Johns River, each with approximately 65 different sensors. Data gathered includes wind speed, water level, water temperature and salinity, air temperature, relative humidity, air pressure and visibility.



"We brought in a variety of port stakeholders — harbor pilots, Jacksonville University, the St. Johns Water Management District and the U.S. Army Corps of Engineers, among others — to help us design the system, and we listened to what they wanted and where they wanted it," said Mike Getchell, Harbor Safety Chair, Jacksonville Marine Transportation Exchange (JMTX), a maritime trade organization coordinating the safe and environmentally responsible management of the Port of Jacksonville.

"This system is invaluable to everyone from the weekend fisherman to the captains of big container ships to those working on projects such as the harbor deepening, who may need consistent yearly data," said Getchell. "We received a call from a pilot who was trying to navigate a 90-degree turn in the river and having the visibility and current data for Mile Point was very helpful. He was grateful that the information was so easily accessible."

The PORTS data is updated every six minutes and is offered 24/7, free of charge. It is available a number of different ways, including desktop computer, laptop, mobile device or by calling a toll-free number (See box). There is also a real-time text summary available. The National Oceanic and Atmospheric Administration (NOAA) developed the system and collects, quality controls and disseminates the data. JMTX purchased and installed the system through a grant from the Federal Emergency Management Agency (FEMA).

According to Brian Taylor, JAXPORT CEO, "This system makes us a more competitive port and helps us fulfill our mission of contributing to the region's overall vibrancy." □

FOR MORE INFORMATION:

For real-time data and conditions along the St. Johns River in Northeast Florida, visit:
www.tidesandcurrents.noaa.gov/ports and select "Jacksonville" or call (855) 901-1549.



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Meet our Chairman: Dr. John Newman

By Laura Jane Pittman



Dr. John Newman was recently elected JAXPORT Board Chairman by his fellow members. Dr. Newman is senior pastor at The Sanctuary at Mt. Calvary in Jacksonville, and serves as the lead pastor for 60 churches located in Kenya and Uganda. He was first appointed to the JAXPORT Board of Directors in 2011 and is currently in his second term.

Dr. Newman is clear about his goals for his time as chairman: helping the Jacksonville community at large realize the potential of JAXPORT and to have real conversations about the port's future.

"Jacksonville's citizens should automatically think job creation and economic prosperity when they hear the word JAXPORT," said Newman. "The port's footprint in our region is hugely impactful. I want people to fully understand and appreciate the value that JAXPORT brings to our region."

Newman's second goal involves helping JAXPORT as an organization move into the future.

"It is time to have conversations that explore a variety of future business opportunities, including some level of privatization or partnerships to make sure our efforts help Jacksonville become the first-tier city that it is poised to be," said Newman. "Certainly, the Harbor Deepening project is on the horizon, and I am convinced that this is a 'when,' not an 'if' and necessary to keep existing business and attract new business. It may be challenging and we may have to get creative, but we cannot afford to miss a single opportunity to be economically viable and bring value to our community."

In addition to the JAXPORT Board of Directors, Newman has served on the boards of the National Baptist Convention of America, JAXUSA Partnership, the Jacksonville Urban League, mayor's councils, and the Sheriff's Advisory Board.

Other JAXPORT Board officers are James Citrano, Vice President; Ed Fleming, Treasurer and Joe York, Secretary. □



JAXPORT WELCOMES NEW BOARD MEMBERS

Jacksonville Mayor Lenny Curry appointed two new members to the JAXPORT Board of Directors in October 2015.



John Rood is the Founder of The Vestcor Companies, which now manages more than 71 investment partnerships. In 2004, President George W. Bush appointed Rood as U.S. Ambassador to the Commonwealth of the Bahamas where he served until 2007 and his commitment to public and professional service is reflected in his many other appointments to local and state boards.



John Baker is Executive Chairman of FRP Holdings, Inc., a successor to real estate company Patriot Transportation Holding, Inc., where he served as President and Chief Executive Officer and Executive Chairman. He maintains volunteer leadership roles in several community educational organizations.

To read more about JAXPORT's Board members, head to JAXPORT.com/board.

Coach Inc. celebrates 20 years in Jacksonville

By Staff

Coach Inc. recently marked the 20th anniversary of the company's commitment to Northeast Florida.

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In 1995, the New York-based luxury fashion company selected Jacksonville for its only global distribution center and customer service center based on a number of factors: JAXPORT and its services, quality infrastructure, access to rail and highway, backhaul opportunities, available workforce and low cost of doing business.

Situated on 47 acres at the Jacksonville International Tradeport in North Jacksonville,

Coach's 850,000-square-foot facility handles modern luxury accessories and lifestyle collections for women and men, destined for stores all over the world.

During its first few years in operation, Coach's Jacksonville facility averaged 20,000 customer calls a year and about 5,000 units. Today, the facility handles more than 950,000 customer contacts and over 33 million units a year.

Here's a look back at the growth of the facility over the years:

1995 – Coach Inc. opened its initial facility in Northeast Florida with 355,000 square feet of space.

1999 – Coach expanded its facility by 205,000 square feet, enabling the company to consolidate all distribution functions in Jacksonville.



2004 – Coach's 560,000-square-foot center underwent a \$10 million redesign, underscoring the company's commitment to the facility. The company also added a second shift to its international distribution center.

2008 – Coach added another 285,000 square feet to its global distribution and customer service center, bringing the facility to its current size – 850,000 square feet.

"We are grateful for Coach's steadfast commitment as a port customer and job creator for the region," said JAXPORT's Executive Vice President and Chief Commercial Officer Roy Schleicher. "We look forward to many more years of shared successes." □

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JAXPORT provides happy ending to family's adventure story

By Laura Jane Pittman

When International Freight Experts, Inc. of Myakka City, Florida, was called in recently to help a client with a tricky shipping situation, the company discovered that JAXPORT could handle all of its needs.

The Malafaia family of Brazil, which includes father, Marcos, his wife, and two children, set out in December 2014 to travel from the southern tip of South America to Alaska in a small RV and Jeep. A career journalist, Marcos and his family were documenting the trip on a website, and his 10-year-old daughter was planning to write a book about the experience. The family visited 16 countries in less than a year, and then had a sudden change in plans – and had to quickly get their recreational vehicle (RV) back to South America.

The family originally intended to ship the RV back via the West Coast or another East Coast port, but their freight forwarder,



International Freight Experts, Inc., began running into problems and turned to JAXPORT, hoping for an easier option.

“JAXPORT's experience dealing with foreign vehicles was a huge plus.”

“We began to encounter problems at several ports with issues such as titles and other aggravations. We called up JAXPORT, and its experience dealing with foreign vehicles was a huge plus,” said Stephen Aron of International Freight Experts. “They were incredibly helpful and versatile, and we used “K” Line to ship the RV back to Uruguay and then Hapag-Lloyd to move the smaller vehicle and other items to Rio de Janeiro.”

International Freight Experts also recently used JAXPORT to ship a vehicle to Argentina for an international off-road event, and the company is excited about expanded opportunities to use the port in the future.

“Jim Butcher and the Sales and Marketing team did a great job of promoting other aspects of the port, such as the great transit times out of the Far East and the fact that several shipping lines have South American service – things we did not realize about JAXPORT,” said Aron. “We are now using more of the port's great services which we had not previously even considered.” □

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Small Business Profile: Southcoast Container Service

By Laura Jane Pittman

The latest in ISO tank cleaning technology is now available in Jacksonville with the November opening of Southcoast Container Service Inc.'s single-pass cleaning facility. Located on more than eight acres near JAXPORT's Talleyrand Marine Terminal, the facility is kosher certified food-grade for non-hazardous cleaning. Non-food-grade chemical operations are under construction and are expected to be up and running during the first quarter of 2016.

"We felt there was a tremendous opportunity to up the standards in this region for ISO tank cleaning and be an asset to the port and its customers," said Karl Kronquist, Director of Sales and Marketing for Southcoast Container Service. "We collaborated with an amazingly talented team to make this special project, and JAXPORT and other folks in the region have been very beneficial to making it happen."

Terminal Operations Manager Miranda McMas helped design and build a similar food-grade cleaning facility in Georgia before coming to Jacksonville and has more than 50,000 washes under her belt. Company president Bob Heithsend, with a PhD in chemistry, brings extensive experience to the chemical side of operations.

The facility's single-pass system allows for a "super clean" level of treatment, ensuring that each drop of water is used only one time. Water is pre-softened in a 4.2 million BTU water heater and then run through a one-micron filter, ensuring it is filtered to food-grade standards. The hot water pressure washer and the blower also meet food-grade standards.

Current customers include Crowley Maritime and Prime Inc., and Southcoast serves as a certified washer for Oakley Transport, among others.



Southcoast's food-grade double bay washing station.



Single pass high pressure kosher washer system.

Southcoast Container's long-term master plan for the sizable property adjacent to the cleaning facility includes having a nationally-known trailer repair company on site and some of the land is available as excess storage for haulers. □

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JAXPORT's auto business bounces back to record levels



Fiat Chrysler Automobiles selected JAXPORT to import its all-new 2015 Jeep Renegade, the first Jeep ever to be built exclusively outside of the United States.

By Staff

JAXPORT's auto volumes rebounded to pre-recession levels last year. Port customers moved 656,599 vehicles between Oct. 1, 2014 and Sept. 30, 2015, the largest volume moved since JAXPORT set an auto volume record in 2007.

JAXPORT is one of the nation's top vehicle handling ports, both for autos headed into the Southeast U.S. and exported internationally. Florida's growing population—the state recently surpassed New York as the third most populous state in

JAXPORT IS A TOP VEHICLE-HANDLING PORT WITH A REPUTATION FOR EXCELLENCE

All members of Jacksonville's International Longshoremen's Association Local 1408 undergo training on auto handling before working an auto vessel.

Terminal operators handle up to four vehicles per driver/hour.

Leading auto processors - AMPORTS, Wallenius Wilhelmsen Logistics and Southeast Toyota – combine for more than 250 acres of open storage and 300,000 square feet of auto processing facilities on port terminals.

Jacksonville's port has auto processing facilities as close as 100 yards from ship berths, with all storage on terminal.



In 2015, Volkswagen and Porsche Cars North America, Inc. selected JAXPORT as port of entry for new cars headed to dealers in the Southeastern United States.

the nation—and vibrant tourism sector add to JAXPORT's attractiveness as an entry and departure point for vehicles. Jacksonville's natural geographic advantages and balance of import/export reduce transportation costs, and have attracted a number of the world's largest auto manufacturers to relocate distribution operations to Northeast Florida.

The port is preparing for future growth of auto handling in a variety of ways: multi-purposing the use of existing terminal facilities; working with industry partners on inland options for storage and processing and investing in new terminal expansion properties.

For more on JAXPORT's thriving auto business, check out the cover story in the 2015 Summer issue of JAXPORT Magazine at JAXPORT.com/publications. □

New Crowley warehouses: Two is better than one

By Laura Jane Pittman

Crowley Maritime Corp. recently opened two new warehouses in Jacksonville – one in a nearly 50,000 square-foot building on Tradeport Drive near the Jacksonville International Airport and the other near I-95 and Martin Luther King Jr. Parkway occupying nearly 46,000 square feet. The two facilities take the place of one former 68,000 square foot Crowley warehouse.

"We have seen an increase in volume this year, and we made the decision to operate two warehouses for separate aspects of the business, rather than try to find another larger space similar to our former warehouse," said Ayesha Diaz, General Manager of Logistics for Crowley. "Our 46,000 square-foot facility handles only merchandise that is in transit, while our facility near the airport is designed for merchandise that needs storage or special handling."

Where the former Crowley warehouse often had a line of customers waiting, the new transit merchandise warehouse has a spacious yard that allows for more efficient transfer of goods. So far, customers are finding service more efficient and affordable, Diaz said.

The Tradeport Drive warehouse provides such services as labeling, packing, and inventory management, among others. While nearly all of the space is currently being used, there is room for future company expansion.

"Separating the two businesses has been a great model because the different teams have more experience in the specific type of merchandise they are handling," said Diaz. "The expansion also helps us better handle door to door operations for our customers who we service between Jacksonville and Puerto Rico. Every change we make is based on customer needs, and we are always looking to leverage the flexibility of the service they receive from us."

On Jan. 1, 2017, Crowley will relocate its Puerto Rican service from its private terminal along Jacksonville's harbor to JAXPORT's Talleyrand Marine Terminal and expand its current leasehold in preparation for deployment of the company's two new revolutionary liquefied natural gas (LNG)-powered Commitment-Class ships. □

CROWLEY BREAKS GROUND ON NEW PIER IN PUERTO RICO



Crowley has broken ground on a \$48.5-million construction project for a new pier at its Isla Grande Terminal in San Juan, Puerto Rico. The project includes the development of a new 900-foot-long, 114-foot-wide concrete pier and all associated dredging needed to accommodate Crowley's two new LNG-powered, Commitment Class ships, which are scheduled for delivery in 2017. Crowley's terminal expansion also includes the installation of three new ship-to-shore container gantry cranes.

In all, Crowley is investing about \$500 million in its Puerto Rico service with the construction of two new state-of-the-art ships, the new pier, new container cranes, new truck access gates, reefer plugs, new containers and container handling equipment, and more.



JAXPORT's new cranes now standing tall



By Staff

JAXPORT's three new 100-gauge cranes are now standing tall at the ZPMC factory in Shanghai, China where they are being manufactured. The state-of-the-art, environmentally friendly cranes are scheduled for shipment in April 2016 and are expected to arrive at JAXPORT's Blount Island Terminal in mid-June.

ZPMC contractors are moving into the electrical and computer programming stage of construction, installing conduits for communication and power cables, and putting in the miles of cables needed to operate the cranes. Within the next month, crews will begin to test and re-test the crane systems, including the spreaders. Eventually, each of the cranes will be put through a 24-hour endurance test to ensure they are fit for service before being prepared for shipment.

In Jacksonville, construction crews are also making big progress on improvements to the Blount Island berth which will support the new cranes as well as the 50-gauge cranes currently in use. Work continues on the infrastructure to provide power to the new electric cranes and to the wharf.



JAXPORT crane technicians have begun training to prepare for maintaining and inspecting the new equipment and recently traveled to Shanghai to consult with the contractors and observe some of the systems being installed and programmed. □



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JAXPORT Sales and Marketing team update

By Laura Jane Pittman

Growth in Foreign Trade Zone

No. 64 has prompted a welcome change for JAXPORT's Sales and Marketing department. Lisa Diaz, who formerly handled both the FTZ and sales for the state of Florida, will now focus solely on sales for the eight-county region that encompasses the zone to capitalize on opportunities that attract and expand businesses in the FTZ. Aisha Eccleston will handle sales for the rest of the state and continue to serve as liaison to the regional logistics community and provider network throughout the southeastern U.S.

"There has always been great synergy between Lisa's and Aisha's positions, and it made sense to re-focus how we handle sales," said Robert Peek, JAXPORT's Director and General Manager of Business Development. "Lisa has done such a great job of getting the FTZ program going that we want to dedicate the resources to continue that growth. Aisha's success in her support role made expansion into sales a natural fit."



Lisa Diaz, Manager, Foreign Trade Zone and Northeast Florida Sales (left) and Aisha Eccleston, Southeast Sales and Service Provider Relations

Between 2013 and 2014, there was a 36 percent increase in jobs within FTZ No. 64 and more than a 100 percent increase in the dollar value of shipments to the area. With several new inquiries from manufacturers, Diaz's new focus has already proven itself beneficial.

"This made great sense, and I am very excited, as the FTZ is why I was brought on board initially. I can now be easily accessible to all eight counties at all times," said Diaz. "Also, the positive relationship that JAXPORT has with customs makes this an easy sell. There is tremendous room for future growth in manufacturing in this area."

Eccleston has extensive experience and connections through her role working with service providers in the regional logistics community, and her expansion into sales has been a positive transition.

"I am now able to offer 100 percent assistance to our customers throughout the state, and this saves time and money for our shippers and for their customers," said Eccleston. "One of my personal goals is getting the word out about JAXPORT's world-class port facilities, not only to our region and to the state of Florida, but also nationally and internationally." □



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JAXPORT's social media outreach ranked in top 10 worldwide

By Staff

JAXPORT's social media outreach ranks seventh in the world according to a new report providing the first-ever look into container ports' social media activities, revealing how open and transparent the world's ports are with their business and local communities.

"The port's social media success reflects overall efficiency."

Spire, a San Francisco-based data company that monitors the world's oceans and maritime-related activities, delivered its 2015 Social Media Re-Port recently. The research focused on five of the most used social media channels: Facebook, Twitter, YouTube, Instagram and LinkedIn. The Re-Port finds "ports that deliver greater transparency around their operations indicate tech savviness and overall improved port efficiency."

Along with the overall standing, the Re-Port reviewed specific social media channels, ranking JAXPORT in the top 10 worldwide in three other categories: Ports on YouTube with the Most Subscribers, Ports on YouTube with the Most Channel Views, and Ports on LinkedIn with the Most Followers.

The company created its own ranking system to compile the list of the top 10 Most Social Ports based on a blend of various statistics such as the number of Followers, Likes and posts, level of engagement, and presence on the different social media platforms.

Spire compiled its 2015 Social Media Re-Port by sourcing data from the respective ports' social media accounts measuring activity on Facebook, Twitter, Instagram, YouTube and LinkedIn between April 9 and May 11, 2015.

You can view the full Re-Port and rankings at bit.ly/jaxportsm. □



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JAXPORT honors veterans

By Staff

JAXPORT held a special luncheon in November honoring JAXPORT employees who have served in the U.S. Military along with residents of the Five Star Veterans Center in Jacksonville. Five Star Veterans Center is a non-profit facility that houses and helps veterans transition back into the community after experiencing difficulties.

Veterans from Five Star had the chance to meet and socialize with JAXPORT's veteran employees to discuss the challenges and opportunities of transitioning from military to civilian life.



Each Veterans Day, JAXPORT executives serve lunch to veteran employees in recognition of their service. Here, Talleyrand Marine Terminal Director Doug Menefee offers assistance with a smile.

57 of JAXPORT's 154 direct employees are veterans.

Currently, 57 of JAXPORT's 154 employees are veterans representing all five branches of the military. The veterans have a total of more than 600 years of military service.

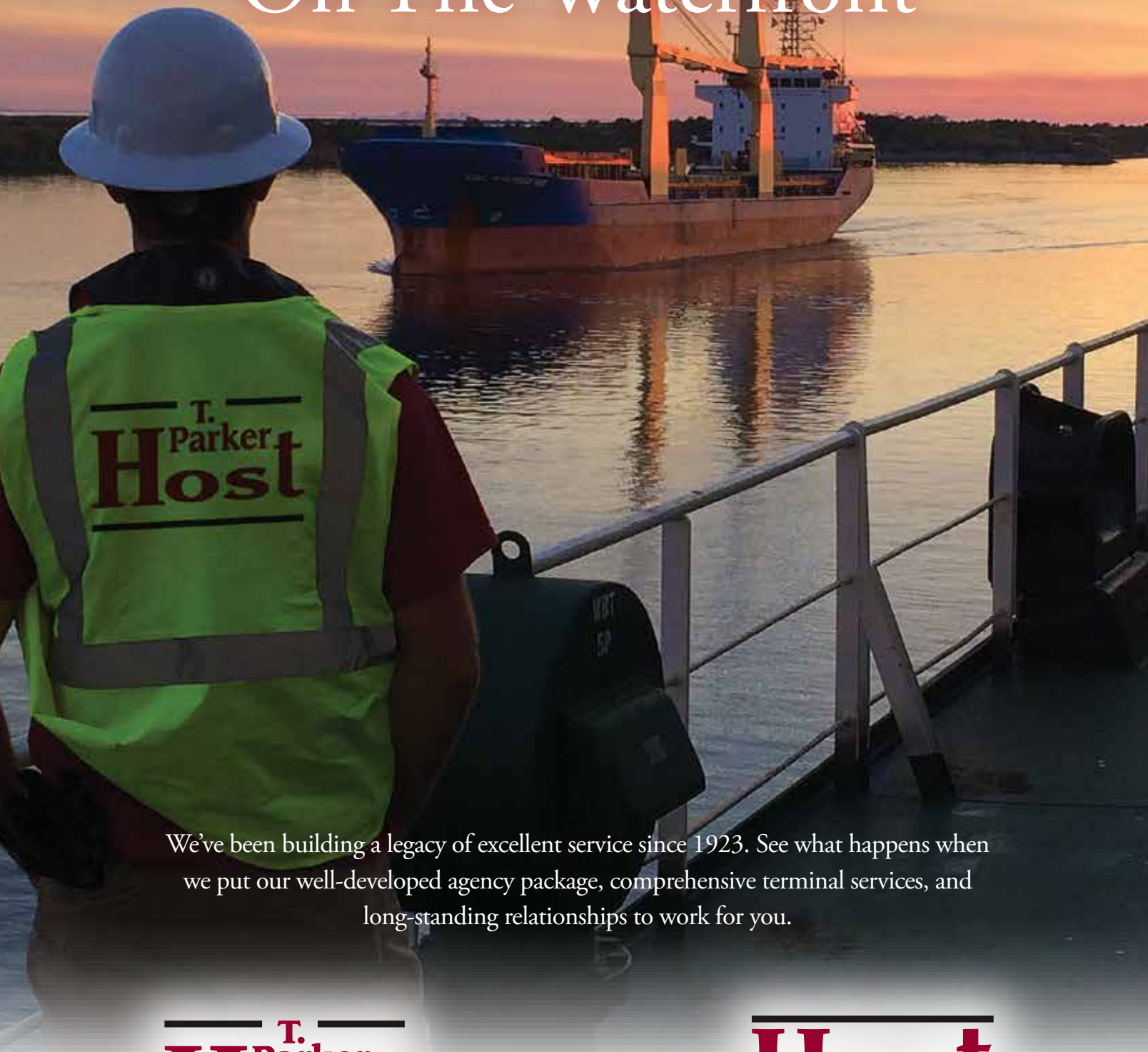
"Anything we can do for our veterans to recognize their sacrifice is valuable to us, both as a community and as an organization," said JAXPORT Board Chairman Dr. John Newman. "Hopefully today sends a small, but nonetheless important message, that 'you are not forgotten.'"

"It's nice to see organizations like JAXPORT helping out veterans," said William Nixon, a Five Star resident and a U.S. Army Veteran. "It makes me feel proud. It makes me appreciate the job that I did, and the job that all the other veterans have done, to serve our country."

Also during the luncheon, JAXPORT Board Vice Chair Jim Citrano recognized the U.S. Marine Corps' 240th birthday by performing a Marine Corps tradition. He cut a cake with his Mameluke sword and served pieces to the oldest Marine and youngest Marine in attendance. □



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