

[JAXPORT] MAGAZINE

A row of sports cars, including a yellow one, a red one, a green one, and a light blue one, parked in a lot. The cars are viewed from a side profile. In the foreground, the rear of a green car is visible, showing its taillight and rear spoiler. The background shows more cars and a clear sky.

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2831 Talleyrand Ave., Jacksonville, FL 32206

Ph: (904) 357-3000 | Toll-free 1-800-874-8050

Fax: (904) 357-3060

JAXPORT.com | info@JAXPORT.com

JAXPORT MAGAZINE

Produced by JAXPORT's Communications Team

Nancy Rubin, Executive Editor

Whitney Croxton, Managing Editor

Chelsea Kavanagh, Writer

Amy Klinkenberg, Graphic Designer

PHOTO CREDITS

JAX LNG, JAXPORT Library, Mark's Photos,

TOTE Maritime Puerto Rico

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5950 NW 1st Place, Gainesville, FL 32607

(800) 369-6220 | (352) 332-1252

www.Naylor.com

Jessica Semonin, Publisher

Shani Calvo, Editor

Mallori Gallimore, Project Manager

Vicki Sherman, Sales Director

Rebecca Santana, Marketing

Adam Firestone, Advertising Sales

Robert Shafer, Advertising Sales

Jason Zawada, Advertising Sales

Paige Durban, Project Coordinator

Alawind Creative Direction/Sharon Lynne, Layout

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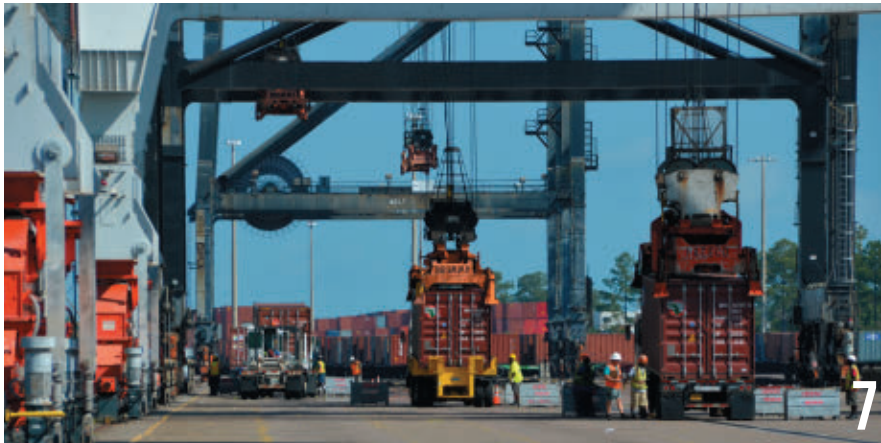
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Auto manufacturers find keys to success at JAXPORT: close proximity to consumers, leading processors and much more.



Special Report

JAXPORT continues to grow its container cargo business - reaching record volumes in August 2018 as work continues to deepen Jacksonville's shipping channel.

LNG in Jacksonville

Jacksonville is a hot spot for the implementation of Liquefied Natural Gas (LNG) for the maritime industry. Read an update on the progress being made with this green energy source.



Q&A with JAXPORT's Chief Commercial Officer Kristen DeMarco

Kristen DeMarco is quickly embracing the role she calls "the opportunity of a lifetime."



Offering Innovative Transportation Solutions

JAXPORT's commitment to customer service and solutions is increasing supply chain efficiencies for customers moving cargo through Jacksonville.



Technology Enhances Florida's Northeast Gateway

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TRENDING @JAXPORT

Our Top Posts



Jacksonville Port Authority

When you think of LNG, think Jacksonville!

That's the message from the Global Liquefied Natural Gas (LNG) Summit hosted by Congressman Ted Yoho.

The event showcased how JAXPORT, our partners and the Northeast Florida region are emerging as global leaders in the use of LNG as a cleaner, greener marine fuel—and the economic benefits LNG brings to our community.



[Read more about LNG on page 8.](#)



@jax_port



June 29

Our treasures at the end of these 🌈 are the #jobs supported by the movement of cargo aboard these big ships 🚢

Thanks to our colleague Ron who captured this image while working at our Dames Point terminal. #latergram #potoforgold

New Service

ZIM's Asia to North America service now includes a stop at JAXPORT



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In the News



"IT IS IMPORTANT THAT THE MOMENTUM AND PASSION CONTINUE TO BE A FORCE TO BE RECKONED WITH IN TALLAHASSEE AND WASHINGTON AND AROUND THE WORLD BECAUSE THE INTERNATIONAL MARITIME INDUSTRY IS WATCHING AND WATCHING CLOSELY."

- **CEO Eric Green** named one of Florida Trend's Florida 500 Most Influential Business Leaders

Heard Around the Port

"JAXPORT's Lisa Diaz is great to work with and very informative. She will meet with you to figure out if you're a good FTZ candidate. If there's a way to do it and offer savings, she'll find a way."

— **ROBERT FOX, THE JZ EXPEDITED COMPANIES**
OUTDOOR FTZ GRAND OPENING, FEB. 2018

"The importance of our longstanding relationship with JAXPORT cannot be overstated, and their partnership is an integral part of our continued growth and success."

— **KEVIN FLEEGER, SOUTHEAST TOYOTA DISTRIBUTORS**
JACKSONVILLE BUSINESS JOURNAL, MARCH 13, 2018

Connect With Us



JACKSONVILLE HARBOR DEEPENING PROJECT UPDATE

The U.S. Army Corps of Engineers (USACE) Jacksonville District recently awarded the second contract for the Jacksonville Harbor Deepening project to Great Lakes Dredge & Dock Company, LLC, of Oak Brook, Illinois.

The contract, totaling more than \$200 million, will deepen approximately

5 miles of the Jacksonville shipping channel to 47 feet to accommodate even more cargo aboard the largest ships currently calling the East Coast.

The Dutra Group is also currently working to complete the first three-mile segment of the project, which began earlier this year.

The federal government recently awarded nearly \$32.4 million in funding for the project, this is in addition to the \$21.5 million committed to the project in 2017. ☐

Learn more about the Jacksonville Harbor Deepening project at JAXPORT.com/Harbor-Deepening.

JAXPORT SETS NEW CONTAINER RECORD

JAXPORT achieved its highest-ever monthly container volumes in August 2018, moving nearly 115,700 twenty-foot equivalent units (TEUs). The previous JAXPORT monthly container record of 115,300 TEUs was set in December 2017.

JAXPORT's container volumes are up 20 percent year-to-date in fiscal year

2018, with volumes from Asia up 10 percent and Puerto Rican volumes up 34 percent during this time.

Taking into account volumes moving through private terminals, Jacksonville's port is on track to surpass last year's record-setting 1.3 million TEUs. ☐

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JAXPORT CONTINUES TO LEAD THE CLEAN FUEL REVOLUTION

By Sandy Smith

JAX LNG's new liquefaction plant.

JAXPORT continues to be a hot spot for news about liquefied natural gas (LNG) as port partners mark significant milestones in the implementation of LNG as a cleaner maritime fuel source.

In just the last few months:

- ☒ TOTE Maritime Puerto Rico has accepted delivery of its new

bunker barge, Clean Jacksonville, the first of its kind in North America.

- ☒ Crowley Maritime has begun serving Puerto Rico with its new LNG-powered combination container roll-on/roll-off (ConRo) ship, El Coquí. The company's second Commitment Class ship,

Taino, will join the service in late 2018.

- ☒ Eagle LNG's Maxville facility is now in commercial service, producing up to 200,000 LNG gallons of LNG per day.
- ☒ Eagle LNG's Talleyrand on-dock bunkering facility at the port's Talleyrand terminal is operational.
- ☒ JAX LNG's new liquefaction plant near Blount Island has been commissioned.

What sets JAXPORT apart as a leader in this energy sector is a "combination of the industry and JAXPORT itself," said Tucker Gilliam, Crowley's Vice President of Special Projects. "The private sector is making investments and bringing



these LNG projects to fruition. However, we could not do it without the support and cooperation of JAXPORT. They've been instrumental with community outreach and advocacy, as well as helping us with regulatory engagement and approvals."

TO PUERTO RICO AND BACK

TOTE Maritime Puerto Rico started using LNG for its Marlin Class container vessels to serve the Puerto Rico trade lane in 2015. They were the first two engines of their type, said Tim Nolan, President and CEO of TOTE. "The ships and their engines have served us very well. We maintain consistent twice-weekly service to Puerto Rico with increased cargo capacity. This was critical following Hurricane Maria last year."

Like the two Marlin Class vessel engines, TOTE's Clean Jacksonville bunker barge is the first of its kind, Nolan said.

Crowley is also using LNG to power its Commitment Class container-roll-on/roll-off (ConRo) ships between the U.S. mainland and Puerto Rico. Eagle's Maxville facility was built to support Crowley's Puerto Rico initiatives and in the future could provide containerized LNG to Puerto Rico, said Sean Lalani, President, Eagle LNG Partners.

COLLABORATION IS KEY

Both Crowley and TOTE Maritime have strong relationships with their LNG providers resulting in significant infrastructure investment to support LNG operations.

"A project like JAX LNG can't move forward without customer commitments," said Tim Hermann,



President of Pivotal LNG, operating partner of JAX LNG. "If you think about the fact that JAXPORT is now the focus for LNG-fueled vessels in the U.S., you really have to look at the visionary leadership of TOTE Maritime and Crowley Maritime. The two companies saw the economic and environmental values offered by LNG and contracted with fuel suppliers to facilitate development of the required infrastructure."

JAX LNG is bringing the first phase of its LNG liquefaction plant in Jacksonville on-line now. The facility has the capacity to produce 120,000

gallons of LNG per day, and includes a tank to store two million gallons of LNG as well as a new dock to load marine LNG transport vessels. "We are already looking at plans for expansion that will allow us to increase our LNG production capacity to 600,000 gallons per day with four million gallons of total LNG storage capacity at our facility," said Hermann.

The use of LNG will continue to grow, Eagle's Lalani believes. "Synergies between regulatory mandates, new ships on the order books and companies



voluntarily building ships with the latest dual-fuel engines are driving adoption of LNG as the fuel of choice across the globe, and Jacksonville is leading the way.”

POSITIONED FOR THE FUTURE

Customer adoption and marine innovations will only further the use of LNG, with JAXPORT continuing to play an important role.

“As the pace of construction of LNG fueled vessels has increased, we have also seen an increase in the

construction of LNG infrastructure,” Pivotal’s Hermann said. “The car carriers are supporting new LNG plant construction, as is the cruise industry. Both have announced plans for LNG-fueled vessels and both have significant business in Florida. That’s why we’re seeing so much LNG activity in Florida and at JAXPORT in particular.”

According to Eagle’s Lalani, JAXPORT’s early adopter status continues to pay dividends for customers, suppliers and the

community. “JAXPORT had an early vision as a port offering LNG as a bunkering fuel; not because it was mandated but because it was the future of marine bunkering. JAXPORT is years ahead of many other ports who are only now beginning to recognize that they must change their bunkering operations to remain competitive due to new regulations and growing interest in cleaner fuels. JAXPORT has steadfastly encouraged the LNG market to develop in a way that assures growth of the port and its services.” □

LNG SUMMIT HIGHLIGHTS THE ECONOMIC OPPORTUNITIES AHEAD



**JAXPORT’s Eric Green
with Rep. Yoho and aide.**

The positive impacts of liquefied natural gas (LNG) are extending into all of Northeast Florida, and becoming increasingly important to the region and nation.

Florida Congressman Ted Yoho recently hosted a two-day LNG summit in Jacksonville to underscore the opportunities associated with this fuel of the future. The event drew energy leaders from around the world as JAXPORT and other industry stakeholders discussed the significant investments and advancements in this growing energy sector.

JAXPORT is a shining example of what can happen when local, state and federal governments and regulatory agencies work closely with the business community, Yoho said. “Everybody benefits when government and the private sector work for a common goal. That’s how you get things done.”

LNG has already had a ripple effect throughout Jacksonville and Northeast Florida, said Christopher Quinn, Vice President of Industry and Government Affairs for the JAX Chamber. “Millions of dollars’ worth of investment has come into this area which is producing jobs and allowing Jacksonville to become a household name within the LNG industry. We’ve grown international attention by leaps and bounds over the past couple of years and it’s been in large part thanks to our businesses pioneering LNG as a multi-modal fuel.”

Much of that is thanks to the LNG leadership at the port. “I think it shows how the port can be a player

in just about anything and by taking the lead on clean energy, it shows how nimble they really can be,” Quinn said.

Alongside JAXPORT, TOTE Maritime Puerto Rico and Crowley Maritime Corporation as well as their LNG providers have made multi-million dollar investments in LNG-powered vessels and landside bunkering and liquefaction plants.

Rep. Yoho says he is crafting a bill that would allow more LNG exports and would establish LNG-specific free trade agreements with Caribbean nations. He hopes such legislation would spur increased LNG development in Northeast Florida.

JAXPORT is poised to benefit, have positioned itself at the forefront. “Somebody is going to be a leader,” Rep. Yoho said. “With the infrastructure already in place at JAXPORT, we’ll be the ones to do that.”



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Q&A WITH JAXPORT'S CHIEF COMMERCIAL OFFICER KRISTEN DEMARCO

By Chelsea Kavanagh



JAXPORT Chief Commercial Officer Kristen DeMarco (left) meets with ILA Local 1593 President Daniel Teague at the Talleyrand Marine Terminal.

Kristen DeMarco is quickly embracing the role she calls “the opportunity of a lifetime.” The experienced business development executive recently joined JAXPORT as Chief Commercial Officer.

DeMarco has a wealth of industry knowledge covering shipping and logistics, having previously served in business development roles at CEVA Logistics and shipping lines owned by A.P. Moller – Maersk.

WHAT MADE YOU WANT TO TAKE ON THIS ROLE?

My goal has always been to serve a major seaport in a commercial capacity. To be successful, I chose to learn the other components of the business first.

My commercial foundation – combined with knowledge of the dynamics of getting a product from port A to port B and the delivery to the shelf – gives me a unique perspective on what customers are looking for

and how JAXPORT can be the most efficient port for them.

THE SOUTHEAST U.S. IS GROWING. HOW IS JAXPORT POISED TO TAKE ADVANTAGE OF THIS?

The obvious answer is our strategic location and close proximity to I-10, I-75 and I-95.

The less obvious – but equally important – answer is our backhaul opportunities. There is so much cargo

moving into Florida but not as much moving out. That provides tremendous cost-saving opportunities for importers from the trucking perspective.

WHAT INDUSTRY TRENDS ARE HAVING THE BIGGEST IMPACT ON THE PORT'S CARGO VOLUMES?

Consolidation through all of the industries that we serve. For example, consider the e-commerce boom. Companies such as Amazon, Houzz and Wayfair are taking complete control of their supply chains – previously handled by tens of thousands of individual suppliers. These big names are establishing distribution centers here in the Southeast U.S. to be closer to their customers.

Trucking is also becoming a critical piece of the story. Challenges in that industry are causing organizations to microscale more on trucking costs,

which feeds back to our competitive backhaul advantage for cargo moving out of Florida.

HOW IS JAXPORT POSITIONING ITSELF AS A PORT OF THE FUTURE?

Primarily, the harbor deepening project. Construction is progressing successfully and will help us keep our competitive edge.

Next, our diversification model. We are focused on more than one or two cargo types and trade lanes. We believe in aggressively pursuing all business opportunities.

In addition, LNG is a sector that cannot be underestimated. Fast-forward a few years and it will be a much bigger industry focus.

Finally, there is the human element. We have a leadership team that is

commercially minded. Our CEO has charged the entire organization with being bold and forward-thinking. We are more than up to the task.

WHAT IS ONE THING PEOPLE ARE SURPRISED TO FIND OUT ABOUT JAXPORT?

How much we have expanded our capacity and service options.

The additional capacity is opening a new conversation with BCOs and carriers. It is creating visibility with customers that may have never considered JAXPORT before.

WHERE DO YOU SEE JAXPORT IN 10 YEARS?

The sky is truly the limit. JAXPORT will continue to thrive as a cornerstone port in the Southeast U.S., and will stand out as one of the nation's most diversified ports. □



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OFFERING INNOVATIVE TRANSPORTATION SOLUTIONS

By Sandy Smith

Ambulances are loaded onto a Ro/Ro vessel at JAXPORT for export.

No matter how much an operation strives to standardize, things come up: a new problem or an opportunity.

This is where JAXPORT's commitment to customer service and solutions comes in.

"We put together customized solutions to increase supply chain efficiencies," Aisha Eccleston, JAXPORT's Southeast Containerized Sales Manager said. "We educate people on the process of moving goods internationally and help them see how JAXPORT is a good fit. We put all that together, not just to gain new business, but to also maintain and grow existing business."

While it sounds simple, JAXPORT's dedication to its customers results in success stories such as these:

Success Story No. 1: **REV-AMBULANCE GROUP AND** **UNIWORLD FORWARDING**

THE PROBLEM: Ambulances produced in Orlando, Florida, were driven to a port north of Jacksonville. "Distance was a factor, but also risk," said Theo Abell, UNIWORLD's Account Executive. UNIWORLD handles some, but not all, of REV's ambulance exports, he said. "The more you drive a vehicle, the higher the risk becomes. Clients don't want a vehicle to be driven too far over the road."

Another challenge? The ambulances had to be containerized, which added expenses in loading, handling and limited potential volumes. Finally, appropriate vessels were not always available.

JAXPORT'S SOLUTION: The port's sales team worked as an

information facilitator, helping REV and UNIWORLD make the right contacts with ocean carriers to explore shipping options. Abell said JAXPORT made sense, with the availability of roll-on/roll-off (Ro/Ro) services, the number of vessel rotations and Jacksonville's proximity to Orlando.

THE RESULT: An ongoing relationship that has grown over the past three years, Abell said. "It's more of a personal relationship. The personal and the business relationship are very, very good."

Abell has brought other clients with other needs to JAXPORT, always finding assistance. When he ran into trouble with a recent bulk shipment and was unable to find a carrier, he reached out to Frank Camp, JAXPORT's Director of Cargo Sales.

Abell says Camp returned with “a whole lot of information. He comes back with answers very quickly, which is important in our business.”

Success Story No. 2: SAFT

THE PROBLEM: A trucking company cancelled a scheduled pickup at the last minute, endangering battery manufacturer Saft’s ability to close out its month, quarter and mid-year. The cancellation occurred late on a Friday afternoon in the summer, just before a holiday week. The load brought its own challenges. As a Class 9 hazardous material, finding a driver with the appropriate qualifications raised the bar even higher.

Jody Beasley, General Manager of Saft’s Transportation, Telecom and Grid Division, called Lisa Diaz, JAXPORT’s FTZ No. 64 and Logistics Services Manager, for help.



“What JAXPORT did was look beyond being a mover of freight to providing true customer service.”

–Jody Beasley, Saft

“There are certain days and months which are tougher,” Beasley said. “When you get down to the end of the month, everyone wants to ship their products, so they can count it for that month. When it is the end of the month, quarter and half year, it becomes very difficult to find availability.”

JAXPORT’S SOLUTION: Working through that Friday night and into the next morning, Diaz was able to help Beasley secure properly credentialed drivers who could keep the shipment on track – and Saft’s financials on target.

THE RESULT: An on-time delivery. “We could have waited until the following Monday to ship the product, but our financial results would have suffered, creating more of a challenge for us,” Beasley said. “What JAXPORT did was look beyond being a mover of freight to really providing customer service. It tells me that the JAXPORT team is interested in the success of its partner businesses.” □

For a personalized look at how your business can benefit from shipping through Jacksonville, connect with JAXPORT’s Sales team at JAXPORT.com/Cargo.

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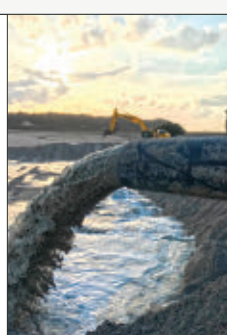


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KEYS TO SUCCESS: LOCATION AND EXPERTISE BUILD VEHICLE THROUGHPUT

By Lori Musser

JAXPORT is one of the nation's top vehicle handling ports with a strategic location near the Southeast's top manufacturers and within the country's third-most-populous state. It also has a ready-made market of more than 70 million consumers within a day's drive.

The port's advantages including location, experienced and skilled labor and global reach are proving to be the keys to success for many of its partners. Its cluster of elite processors – AMPORTS, Wallenius Wilhelmsen Solutions and Southeast Toyota Distributors – are located as close as 100 yards from vessels,

where they thoroughly clean, inspect and customize imports, and prepare exports for global markets. The port's specially trained longshore professionals are industry leaders in vehicle care and handling efficiency. In addition, the gateway's 13 roll-on/roll-off (Ro/Ro) carriers give shippers plenty of choice.



With three railroads and exceptional highway connections, autos move quickly and at a competitive price between JAXPORT and the OEMs, auctions, processors and dealers.

WW'S TAILORED SOLUTIONS

In Jacksonville, Wallenius Wilhelmsen Solutions provides services for

inbound and outbound autos including carriage by ocean, rail or truck. John Felitto, the company's President, Vehicle Services Americas, said, "Our skilled teams provide customers with tailor-made technical service that meets their high standards for quality and efficiency. WW Solutions also provides a

complete array of high-quality processing and accessorization services to prepare vehicles for regional markets."

The company has recorded four years of continued growth. "After last year's record year in Jacksonville, WW Solutions is continuing its momentum with a strong 2018 thus far," said Felitto.

In general, the OEM export market is up, observed Felitto: "WW Solutions sees an increasing number of cargo owners and shippers taking advantage of JAXPORT and its numerous inland, short and deep-sea connections." Whether moving inland via rail or easily accessed interstate, or moving internationally with a variety of carriers, "JAXPORT has the infrastructure and flexibility to move cargo efficiently and safely," said Felitto.

WW Solutions is expanding its global base of business. It acquired a 70 percent interest in Syngin Technology in July, and acquired Keen Transport in December 2017, helping prepare for continued growth. "One of WW Solutions' long-term strategies is to adapt to and exploit opportunities related to new technologies including automation, electrification, ride- and car-sharing, and fleet management," said Felitto.

SE TOYOTA DISTRIBUTORS' "KAIZEN"

Ray Natour is Vice President of Vehicle Processing at Southeast Toyota Distributors. He said "Our competitive advantage is our associates. At our vehicle-processing center at JAXPORT, our associates

Auto Manufacturers Served by JAXPORT



utilize a Japanese philosophy called *kaizen*. Rooted in continuous improvement and developed by our partners at Toyota, *kaizen* empowers associates to identify inefficiencies in our processes and combine our collective talents to create a catalyst for progress."

JAXPORT's central location within the five southeastern states served by Southeast Toyota Distributors is its biggest advantage, said Natour. The company supports 177 Toyota dealers in Florida, Georgia, Alabama, and North

and South Carolina. "This import vehicle processing center, along with our experienced and committed associate base in Jacksonville, has enabled us to deliver quality Toyota and Lexus products to our dealers, resulting in a retail share of approximately 20 percent of the nation's Toyota sales," said Natour.

"JAXPORT has the infrastructure and flexibility to move cargo efficiently and safely."

*-John Felitto,
Wallenius Wilhelmsen
Solutions*

Since the launch of North American production in 1982, Toyota's volume has increasingly come from North America. Southeast Toyota's import processing peaked in 2006, but it still processed 145,237 units during 2017. "This volume was driven by strong demand and record Toyota sales in 2017 for our region. Based on our current Long Term Capacity Plan, we anticipate six percent growth in 2018," said Natour.

Southeast Toyota Distributors, along with its parent company JM Family Enterprises, is celebrating its 50th anniversary. "Over the past five decades, our Jacksonville operations have grown to include two vehicle processing facilities, a parts supply and distribution center, an auto-transport company and one of the largest automotive training and technical support facilities in the nation. JAXPORT continues to be a vital hub for our business and we are honored to be an active part of the Jacksonville community," said Natour.

AMPORTS' ACCESSORIZATION TREND

Gary Salvador is Senior Vice President of Sales and Marketing for Jacksonville-based auto processor and terminal operator, AMPORTS. The company has facilities across Canada and Mexico, making it one of the largest auto processors in North America. Salvador said, "AMPORTS is delighted to be a key contributor

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to JAXPORT's growth by adding new volumes and additional services from existing customers as well as introducing new nameplates to the port."

Salvador said, "AMPORTS offers real-time vehicle tracking, state-of-the-art technology, custom software, and back up technology to ensure quality service. Our teams of experts are committed to providing an exceptional level of personalized service." He said there is increasing interest in port-installed accessories, which are vital to creating additional profits for OEMs and their dealership networks.

"A number of our customers are taking greater advantage of our vehicle accessorization and modification capabilities adding value to the vehicles and creating excellent employment opportunities in the port." AMPORTS recently added an engineer to work directly with the OEMs to develop successful accessorization strategies that are a 'win - win - win' for the manufacturers, the dealers, and the end consumers - who receive a quality product modified to fit their specific needs and tastes.

VOLKSWAGEN TAPS EXTRA CAPACITY

Mark Boucher is Director of Vehicle Logistics for Volkswagen Group of America, Inc. (VWGoA). He said the company, which imports and exports through JAXPORT, has "enjoyed a productive and positive relationship with JAXPORT" since the company's arrival to Florida in 2015.

Boucher said, "The port has been able to accommodate our volume without issue. JAXPORT has also helped us to weather extreme storms in other parts of the country by accommodating capacity not initially intended for Jacksonville. We are looking forward to continuing our relationship with JAXPORT and our processing partners in Jacksonville."

MITSUBISHI FOUND LOWER COST OPTION

Randy Casebolt is Manager of National Port Operations for Mitsubishi Motors. He said, "It has been about eight years since we moved to JAXPORT from another Southeast U.S. port. JAXPORT provided a lower cost option, centrally located to the dealer network. That helped bring our inland costs down. The cost of ocean transport from Japan was lower too."

The OEM has seen an increase in business through the gateway. Casebolt said, "We are up 23 percent over last year, and we have an aggressive growth plan going forward. Sales are up. Most of the models we move through JAXPORT are in the SUV/CUV category – that's our meat and potatoes and it's also the fastest growing segment of the industry."

NISSAN CONFIRMS MODEL SEGMENTATION

Bobby Hara is Manager of Import/Export Operations for Nissan North America Inc. He said, "JAXPORT continues to grow as an automotive

gateway due to its proximity to the market and the excellent service it provides."

"JAXPORT continues to be a vital hub for our business..."

*–Ray Natour,
Southeast Toyota
Distributors*

Hara said that good access to rail service and distribution from plant to port for export is critical to JAXPORT's ongoing success.

"Other key factors are capacity, service and cost competitiveness," said Hara.

Like other OEMs, Nissan is enjoying success beyond its sedan business. "A current automotive trend is model segmentation toward more SUVs and trucks, which naturally requires more space on vessels and on the ground," said Hara.

TIMING IS RIGHT FOR EXPANSION

JAXPORT has begun construction of a new auto terminal in North Jacksonville at Dames Point Marine Terminal, expanding the port's vehicle-handling capacity by 25 percent. The new investment will allow for a much larger contiguous auto yard with direct waterside access for loading and unloading vessels and the potential for rail connectivity.

From investment in new infrastructure to expansion of its global connections, JAXPORT is building an international hub for vehicle imports and exports. Customers can expect to find the keys to their success right here in Jacksonville. □

WEST AFRICA RO/RO MARKET CONTINUES GROWTH

PricewaterhouseCoopers (PwC) forecasts strength and stability in 2018 for the Nigerian market, the largest West African country with nearly 200 million people, and the largest market for previously owned vehicles (POVs).

Reflecting the buoyant market, for the first nine months of 2018, JAXPORT's POV and construction equipment exports are up roughly 60 percent over the same period in 2017.

Frank Camp, Director of Cargo Sales at JAXPORT, said that for the West African trade dominated by pre-owned vehicles, the port's relative proximity to many of the Southeast's major POV and construction market auction sites is a distinct advantage.

25 Years Serving West Africa

Sallaum Lines has served West Africa for 25 years. Sallaum loads

export POVs in the U.S. and offloads in Tema, Abidjan, Dakar, Cotonou, Lagos and Lomé. It recently increased its U.S. East Coast sailings to twice monthly from every 21 days.

"Business has been steady, and we believe there is room for more growth. We are starting to notice the return of high and heavy cargo being booked and delivered to West Africa; that reflects stability and indicates infrastructure is being built in the region," said Sallaum's Sam Awad.

Terminal Operator Prioritizes Best Service

Marine terminal operator Horizon Terminal Services (HTS) handles new and previously owned vehicles and other cargoes. Patrick Tamasitis said that HTS

takes great pride in safe and efficient handling. "HTS provides the steamship lines and stevedores for the West Africa trade an easy and reliable separation of cargo and ready load lines come loading day."

HTS also offers a real-time, accurate and detailed IT system. "This allows our customers to have access to and view the status of their cargo, in real time. HTS always looks to improve, and to offer the highest level of service in all marine terminal operations," said Tamasitis, who added that top-of-the-line customer service and cargo handling are company priorities.

They are also JAXPORT's priorities as it builds its POV and high and heavy cargo business with West Africa. □

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TECHNOLOGY ENHANCES FLORIDA'S NORTHEAST GATEWAY

By Lori Musser

Northeast Florida's transportation and logistics community is increasingly working together to incorporate technology to enhance the efficiency of its supply chain. Innovations – from automation to artificial intelligence – are taking hold. The region is staying on the leading edge using analytics, embracing predictive capabilities, and introducing intelligent systems that learn and adapt.

ENHANCING VISIBILITY

JAXPORT and its port partners are already applying smart technology to enhance cargo visibility and stimulate business development.

TraPac, for example, tracks cargo in real time through GPS at its Dames Point terminal. The company's back

office in Austin handles sequencing of the container moves and relays the information back to the terminal electronically, allowing terminal operations to focus on speed and efficiency. When a trucker arrives at the gate and clears security, a remote control system relays the container and chassis number through OCR readers and communicates with an ILA clerk in a remote office, initiating a booking and issuing a ticket. Drivers receive instructions and a "buck ticket" describing where to go and what to do in the yard, expediting truck turn times.

TRAFFIC MANAGEMENT

Intelligent Transportation Systems (ITS) integrate advanced, wireless communications technologies

into transportation infrastructure and vehicles to help process and share information that can prevent vehicle collisions, reduce congestion, facilitate traffic flows and reduce environmental impacts.

In Jacksonville, traffic signals are increasingly coordinated and adapted for priority traffic; electronic messaging has become more visible; express/variable lanes and speed limits are being used and real-time traffic data is being disseminated through more channels. Combined, these tools help better manage traffic, according to Peter Vega, Florida Department of Transportation (FDOT) Program Manager for Transportation System Management and Operations.

OTHER TECHNOLOGIES SOON TO ENHANCE NORTHEAST FLORIDA'S ROADWAYS INCLUDE:

Advanced Messaging:

Truck drivers will soon have more advanced notification when leaving and approaching JAXPORT's Blount Island Marine

Terminal. Dynamic message signs will advise of problems on the interstates so drivers may choose an alternate route. On the inbound leg, signs on the port approach will provide advance messages so trucks don't idle in a queue. Drivers will be able to better utilize their available drive hours.

Advanced messaging can steer trucks to appropriate off-port parking areas as needed. It can help improve cruise operations, helping to clear out exiting passengers and advising arriving passengers of embarkation delays.

Look for similar projects at the port's Talleyrand and Dames Point terminals in the near future.

Enhanced Signal Controls:

An adaptive signal system, driven by demand, can allow more time for trucks trying



to get through a light or off a ramp. Upgraded traffic signal controllers are planned on numerous roadways serving the port.

511 Freight Application:

FDOT hopes to offer a freight application in the 511 traveler information system. It will focus on shippers, giving them advance notifications to allow dispatchers to adjust assignments or allow drivers to reroute.



Freight Origin/Destination Study:

FDOT is studying origins and destinations for freight near the port (and in later stages, throughout FDOT District 2 and beyond). The data collection is Bluetooth-sensor driven. Bluetooth devices in corridors near the port and distribution centers identify freight movements and bottlenecks, helping FDOT and the North Florida Transportation Planning Organization determine causes and solutions.



Information Data Exchange (IDE):

FDOT coordinates with JAXPORT through its Urban Planning Office. Needs are identified and FDOT searches for technology solutions. "We are transitioning to a smart cities coalition approach. JAXPORT is a part of that. We are looking at centralized data management," said FDOT's Vega. Collecting information from JAXPORT, the city, DOT and others and essentially placing it on one central server will allow any partner to access signal, speed or incident information. "The first test case will be with public agencies, and eventually we can include private industry. They can utilize it for scheduling and dispatching. Truckers could create their own dispatch algorithm, allowing their drivers to bypass problem routes," said Vega.



Rail Initiative:

FDOT also hopes to incorporate rail-crossing data into its technology solutions. Advance notification about crossing delays can allow trucks to reroute to save time and improve reliability and velocity of transit. □



BEYOND THE CALL OF DUTY

By *Laura Jane Pittman*

Last fall, U.S. Customs and Border Protection (CBP) Jacksonville Area Port Director Jennifer Bradshaw spent her days and nights helping the people of Puerto Rico recover after Hurricanes Irma and Maria.

The agency selected her to oversee emergency operations in the U.S. Virgin Islands and Puerto Rico as the CBP Region IV Caribbean Deputy Commander. Because of her outstanding work in this role, the national organization Women in Federal Law Enforcement (WIFLE) recently honored Bradshaw with the 2018 Julie Y. Cross Award. The award recognizes officers for acts of exceptional courage or heroism and willingness to go beyond the call of duty.

Bradshaw has been in federal service for 21 years and with CBP since its inception in 2003. She became Area Port Director for Jacksonville in 2016 and previously served in various roles at the ports of Tampa and Charlotte.

Following Hurricane Irma, she headed to the devastated island of St. Thomas to help the CBP workforce recover. Shortly after arriving, she was told to evacuate her team to Puerto Rico and then to the mainland because another hurricane was headed their way. However, Bradshaw and a fellow commander stayed in Puerto Rico and rode out Hurricane Maria. This allowed them to assess the damage and get rescue and recovery operations started immediately after the storm.



JAXPORT CEO Eric Green (right) and COO Fred Wong congratulate Area Port Director Jennifer Bradshaw at a U.S. Customs and Border Protection event held in her honor in Jacksonville.

"My challenge literally overnight went from incident command to area command, as we now had four islands affected, our supply chain gone and much of the staff disabled," said Bradshaw. "Time was critical, and we were able to go right to our office the next morning to begin accounting for employees and their families and get people back to work. We used our aircraft, which are normally used for surveillance type operations, to reach areas not accessible by vehicle and temporarily transport cargo and people."

In addition to getting the CBP's more than 800 employees across multiple islands up and running, Bradshaw and her team became an important point of contact for many other agencies in Puerto Rico. They assisted with locating families in extreme

conditions, setting up satellite phones, transporting people to medical facilities and collaborating with non-profits to provide necessities such as generators, gasoline and clean-up help.

"It was a huge team effort with an enormous number of people and organizations, including JAXPORT and its role in the logistics of moving crucial supplies. With creative thinking, and with our partnerships, we were able to make miracles happen," said Bradshaw. "People often forget that while CBP is law enforcement, we are also public servants. When airports and seaports are down, we are an important component in bridging the gap, helping people stay safe and helping trade and travel recover." □

DEVELOPING A STRONG WORKFORCE

By *Laura Jane Pittman*

Maintaining a strong workforce is challenging for many industries. It is especially true in transportation and logistics, where experts say shifts are changing job descriptions and the workforce itself. With the help of robust higher education in Jacksonville, area companies are focusing on priorities such as automation and balancing supply and demand.

While automation is not new in big business, it is now being embraced by smaller companies investing to remain competitive says David Swanson, Associate Professor of Transportation and Logistics Tech Systems at University of North Florida (UNF). This is driven in part by society's "microwave mentality" for immediate gratification, as Florida State College at Jacksonville (FSCJ) Professor of Logistics Johnny Bowman terms it. The popularity of e-commerce is increasing consumer demand, particularly in the areas of delivery and pricing. Warehouse operations are feeling the push to streamline and modernize.

"Companies are replacing the types of positions that are the most labor intensive, which helps get the tasks done more safely. There is an assumption that if a company automates, jobs will be lost. But that is not necessarily the case," said Bowman. "Using

automation to reduce certain tasks can increase output and also make companies more adaptable to demand changes."

Companies are also tackling the complex topic of warehouse management, with issues such as location, internal layout, customization and single vs. multi-source suppliers. UNF's Swanson notes that instead of sending a pallet of 1,000 products to one store, companies may be sending 1,000 products to 1,000 different locations, creating multi-faceted challenges in what was once a more straightforward supply environment.

Transportation plays a vital role in this chain. Demand for drivers has risen at the same time as driver shortages. A large segment of the driver pool is expected to retire within the next decade, said Jacksonville University Professor of Economics and Finance Hassan Pordeli, which makes it even more vital to attract the younger generation of drivers while understanding their different career expectations.

"More than 100,000 drivers will be needed over the next 10 years, and the current turnover rate in the industry is more than 100," added Joseph Lackey, Instructional Program Manager for Commercial Vehicle Driving at FSCJ. "Enticements such

as wage increases, more home time and flexibility are being offered to try to attract employees." Companies are re-routing freight using shorter legs and offering "jetset" options where companies fly drivers back and forth from a location, rather than scheduling extensive cross-country drives.

An upside of these changes is that flexibility and better working environments are attracting a broader workforce. According to local educators, there is an overall increase in women and minority students in transportation and logistics programs. Keiser University and UNF say females make up about 30 percent of their transportation and logistics student body.

As to the future job market, Pordeli points to the current rise of government infrastructure projects and the administration's focus on public/private partnerships. He said that having efficient transportation infrastructure is key for job growth and long-term stability in the transportation and logistics industry.

Under the leadership of these professors and their colleagues, Jacksonville's future workforce is being equipped to handle the ever-changing landscape and help businesses of all types thrive in the Northeast Florida region. □



C & C TRANSFER KEEPS BULK CLOSE TO MARKET

By Lori Musser

Jacksonville's C & C Transfer provides bulk cargo solutions near JAXPORT's North Jacksonville terminals for shippers on the U.S. mainland in Puerto Rico handling commodities such as fructose and alcohol and, increasingly, plastic resins.

Services include transferring cargo between rail and ship, as well as between rail and ISO container, drum, dry trailer, tank trailer, or bag-in-a-box. A commodity such as alcohol from Puerto Rico, can be unloaded from a trailer and put into rail cars bound for, say, Kentucky's blending houses.

C & C also handles outbound products, such as fructose originating in the Midwest arriving in Jacksonville via rail. Last year, the company handled about 220 million pounds of liquid bulk serving the Puerto Rican market.

Lenny Keegan is President of the 39-year-old company that operates about three miles from JAXPORT's Blount Island Marine Terminal. He

said the company's chief clients are the nation's agricultural giants, companies like Archer Daniels Midland, Cargill and Ingredion. As with all such cargoes, good inspections are critical to their business. Keegan proudly reported, "We always earn the highest grades."

UNIQUE SKILL SET

C & C handles more than 2,000 rail cars per year. Each customer's product requires individualized handling solutions. For example, Keegan said, "Our fructose is heated to lower its viscosity and then transferred to a TOTE Maritime vessel

equipped with 18,000-gallon tanks. Each railcar equals one tank."

Having established itself as a market leader in liquid bulk transfers, the company has expanded into the rapidly growing dry bulk business of plastic resin pellets. "The resin we get comes in from Houston. It is an opaque product, shipped as a dry elongated pellet half the size of an aspirin, and used for juice bottles and milk bottles." Keegan said that C & C's competitive edge for this product is its proximity to a strong Puerto Rican market for preproduction plastic.

C & C'S FACILITIES:

- ☒ 38 acres
- ☒ 8,000 feet of rail on 8 spurs
- ☒ 6,100-square-foot transfer facility for cross-docking
- ☒ 200-foot-long covered rail dock for box cars
- ☒ Ample consolidation space
- ☒ Environmentally-friendly food grade sanitary wash and dry system for liquid or dry bulk trailers

GROWING HAND IN HAND WITH JAXPORT

C & C has strategically invested in new rail spurs, heating systems, pipeline to dock, and other projects to enhance efficiency and customer service. "The port's new wharf and the ability to bring in bigger ships helps us out too," said Keegan. "We fill up 18,000-gallon

tanks on some of the new vessels. Smaller, older vessels couldn't have accommodated them," he said.

C & C Transfer plans for continued growth. It has nine acres alongside its Jacksonville facility ready for development as opportunities and interested partners arise. Its location is C & C's ace-in-the-hole.

"What we have is the ability to position inventory three and a half days away from the Puerto Rican market, compared to competitors in ports ten days away from market." For the food industry businesses that have become C & C's specialties, that makes a world of difference. □

JAXPORT'S BULK BOOM

JAXPORT's dry and liquid bulk cargo tonnages are booming - rising 13.9 percent in 2017 over 2016 figures to 1,169,087 tons. Dry bulk cargoes, such as limestone and gravel, did particularly well, with a 21 percent growth rate.

The port offers dedicated berth space for dry bulk and 41 acres at JAXPORT's Dames Point

Marine Terminal. It also has a 324,000-barrel storage capacity at Talleyrand Marine Terminal for liquid bulk, such as cooking oil, corn syrup and molasses.

JAXPORT offers excellent connectivity with three interstates as close as one mile from the terminals, 40 daily trains on three railroads, and more than 40 ocean

carriers. JAXPORT's extensive handling experience, multiple skilled labor options, convenient on-dock rail connections, and competitive transit times to/from key markets are also key advantages in supporting this important cargo sector. □

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SPOTLIGHT ON PROJECT CARGO: APR POWERS THROUGH JAXPORT

By Lori Musser

APR Energy is a global leader in fast-track flexible power generation. When a hurricane takes out a utility or a contractor needs to power a construction site, APR deploys a turnkey power plant that provides reliable, cost-effective electricity.

The task of setting up a power plant in a matter of days is a true market niche. The work requires the in-house capability to design, fabricate, assemble, construct and operate rapidly deployed equipment.

According to CEO Chuck Ferry, APR's predecessor got its start developing temporary power for rock bands playing underserved venues. Northeast Florida caught

the attention of co-founder and Chairman John Campion, and the rest is history. "We expect to be here a long time," said Ferry.

SOLID BUSINESS BASE

Founded in 2004, APR Energy has installed over 4,500 megawatts of power capacity across more than 30 countries. Northeast Florida has been an exceptional base for growth and some of that international growth is about to return home.

The company has logistical hubs in Dubai and in the Canary Islands. "We are collapsing equipment there and bringing it back to the U.S. We determined it is speedier to serve the globe from here,"

said Ferry. He particularly likes JAXPORT's broad choice of global ocean carriers and the area's ability to handle oversize pieces such as 80,000-pound turbines.

"The vast majority of equipment we deploy goes by sea," said Ferry. APR uses modularized pieces including trailer-mounted gas turbines from GE, diesel power modules from Caterpillar (which fit in a 40-foot container), and items APR manufactures itself, such as switchyard equipment, to assemble a power plant in as little as 15 days.

APR works with several partners in Northeast Florida's maritime and logistics communities. One is North Florida Warehouse FTZ, where APR

will soon expand to 75,000 square feet of storage.

FTZ ACCOMMODATES GROWTH

"A lot of our equipment is U.S.-made and sent abroad," Ferry said, adding, "When the application is complete, we roll it up, bring it back to Jacksonville, do maintenance, repackage and send it out again."

North Florida Warehouse FTZ operates the region's only outdoor yard within JAXPORT's Foreign Trade Zone (FTZ) No. 64. APR likes the company's ample storage space, among other advantages. As APR re-enters and redeploys its modular units, North Florida Warehouse FTZ's secured 40-foot wide gate and its expertise in unloading containers, trailers and out-of-gauge machinery delivered on multi-axle transporters, are invaluable.

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"Using the FTZ allows us to save on import taxes," said Ferry.

Project cargo can be stored in the FTZ until it is redeployed or ready to clear customs. "We are skilled and ready to handle value and over-dimensional cargo such as APR's on a regular basis," said Chris Sloop, Chief Operating Officer and Administrator for North Florida Warehouse FTZ.

The FTZ can improve cash flow too, and optimize total transportation costs.

BRIGHT FUTURE

The outlook for APR is bright. Changes in the industry are spurring continued growth and the company's strong partnerships with Jacksonville's logistics community will continue to offer the right solutions. □



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NATURAL LIFE ENJOYS ENHANCED LOGISTICS THROUGH JAXPORT

By Laura Jane Pittman



Natural Life's signature flagship store is located in Jacksonville, Florida.

When Patti Hughes began Natural Life in 1996, she could not have predicted it would become an international sensation with products in more than 5,000 retail establishments. Hughes' initial home-based hobby has grown into a Boho Chic artisan market offering everything from blankets and boxes to mugs and magnets, towels, tees and more adorned with the company's signature bright colors and inspirational sayings.

"From the top down, Patti's optimism and positivity has set the tone for the entire company, which has an effect on all the work and relationships here," said Natural Life's Import and Compliance Specialist Pat Garst.

A sharp focus on brand awareness has helped propel company growth, and Natural Life's creative team –

headed by Hughes as Chief Creative Officer – has a knack for consistently finding new "treasures," as they call their products, which they often grow into full collections with various themes. For example, the introduction of simple travel cups grew into a "hydration" line with more than 20 different kinds of tumblers, bottles and drink "cozies," their version of a koozie.

In 2015, after outgrowing its original office and distribution center, Natural Life moved its headquarters to Ponte Vedra Beach, Florida, and its warehouse operations to West Jacksonville.

"One reason for our success is a constant energy of improvement that is shared by everyone at every level of the company," said Ally Schultz, the company's Supply Chain Manager.

Natural Life also transitioned from importing products through out of state ports to using JAXPORT, finding enormous benefits streamlining operations closer to home. Moving product through JAXPORT has allowed the company to enjoy enhanced logistics and form valuable business relationships with port officials and U.S. Customs officers, ultimately benefiting the customer, said Schultz, with faster service.

Natural Life imports more than 90 percent of its products from places such as China, India and Guatemala. In 2017, the company received 41 percent more shipments than the previous year and it is on track for another 40 percent plus increase this year.

"For the past three years, we have had consistent double-digit growth overall, and exports to international customers have been up 21 percent so far this year," said Garst. "We have also had better-than-expected growth in our customer base and conversion with B2C. It has been an exciting few years for us."

Natural Life has one signature flagship store in Jacksonville and three partner stores in Nashville, Tennessee; Grand Traverse, Michigan; and Nags Head, North Carolina. The company's future growth plans include the rollout of a new web platform to bring more efficiency to operations and continued growth of products. □

JAXPORT'S BOARD OF DIRECTORS ELECTS NEW OFFICERS



JAXPORT Immediate Past Board Chairman Ed Fleming (right) passes the gavel to incoming Chairman John Falconetti.

The JAXPORT Board of Directors selected new officers for 2018-2019, unanimously electing Jacksonville business and civic leader John Falconetti as Chairman.

Falconetti is Chairman and CEO of Jacksonville-based print services

provider Drummond. He previously served as JAXPORT Chairman from 2014 through 2015 and has also served in leadership positions for numerous high-level state and local boards.

Falconetti and the following officers will serve through Sept. 30, 2019:

- ☒ Vice Chairman: John Baker, Executive Chairman of FRP Holdings, Inc.
- ☒ Treasurer: Jamie Shelton, President of bestbet Jacksonville
- ☒ Secretary: Wendy Hamilton, President, Eventide Investments of Florida, Inc.

Other members of JAXPORT's unpaid, appointed seven-member Board of Directors include: Immediate Past Chairman Ed Fleming, Retired CEO/President, Atlantic Marine Holding Co., LLC; Dr. John Newman, Senior Pastor, The Sanctuary at Mt. Calvary and J. Palmer Clarkson, Founder, President and CEO of Bridgestone HosePower, LLC. ☐

Visit JAXPORT.com/Board to learn more about the port's Board.

JAXPORT RECOGNIZED FOR COMMUNICATIONS EXCELLENCE



From left: JAXPORT's Amy Klinkenberg, Chelsea Kavanagh, Nancy Rubin and Whitney Croxton.

The work of JAXPORT's Communications team recently won several awards from the American Association of Port Authorities (AAPA)

during the organization's 2018 Communications Awards Program.

The team was recognized for "exemplary communications projects and programs" in the video and periodicals categories for the following:

- ☒ Award of Excellence, the AAPA's highest honor, for a video profiling Jacksonville Bar Pilot Captain Chris Mons

- ☒ Award of Distinction for the 2018 State of the Port video
- ☒ Award of Distinction for the JAXPORT Magazine

The Communications team works to promote JAXPORT's and Jacksonville's advantages to the cargo industry worldwide, and helps build understanding of JAXPORT's positive impact on Northeast Florida's economy. ☐

Learn more: JAXPORT.com/Newsroom

JAXPORT'S CARGO EXPERTS



KRISTEN DEMARCO
Chief Commercial Officer

(904) 357-3041
Kristen.DeMarco@JAXPORT.com



ROBERT PEEK
Director and General Manager,
Sales and Marketing

(904) 357-3047
Robert.Peek@JAXPORT.com



FRANK CAMP
Director, Cargo Sales
Cargo specialty: Autos, Breakbulk,
Bulk, Containers, Heavy Lift, Reefer

(904) 357-3075
Frank.Camp@JAXPORT.com



DAVE KALATA
Director, National
Container Accounts
Cargo specialty: Containers

(904) 357-3059
Dave.Kalata@JAXPORT.com



RICARDO "RICK" SCHIAPPACASSE
Director, Latin America Sales
Cargo specialty: Breakbulk, Forest
Products, Latin America, Reefer

(904) 357-3071
Rick.Schiappacasse@JAXPORT.com



LISA DIAZ
Manager, Foreign Trade Zone
and Logistics Services
Cargo specialty: FTZ No. 64,
Warehouse, Trucking/Drayage

(904) 357-3072
Lisa.Diaz@JAXPORT.com



AISHA ECCLESTON
Manager, Southeast
Containerized Sales
Cargo specialty: Containers

(904) 357-3070
Aisha.Eccleston@JAXPORT.com



JAMES "JIM" BUTCHER
U.S. Northeast Sales Representative
Cargo specialty: Containers, Ro/Ro

(516) 493-1935
James.Butcher@JAXPORT.com

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CONFERENCE TOPICS ANNOUNCED

JAXPORT 2019

LOGISTICS & INTERMODAL CONFERENCE

JAXPORT's biennial Logistics & Intermodal Conference will feature five discussions with distinguished panelists sharing insights regarding industry challenges and solutions:

THE POLITICAL LANDSCAPE AND ITS IMPACT ON INTERNATIONAL TRADE

Panelists discuss U.S. policy on key issues affecting the transportation

and logistics industries, ranging from infrastructure spending to trade reform.

AFTER THE STORM: POST-HURRICANE PUERTO RICO AND THE PATH TO RECOVERY

Panelists provide an update on the island's infrastructure and business recovery as well as challenges impacting trade with the island.

WHERE IS FINISHED VEHICLE LOGISTICS HEADED?

Industry experts look at shifts in global auto production and explore changes to global demand.

BUSINESS DISRUPTORS AND GLOBAL INNOVATION TRENDS

Panelists discuss the emergence of innovative technologies and their effects on consumer expectations, business models and logistics.

UPDATE ON OCEAN CARRIER ALLIANCES

Panelists reflect on the recent realignments and how they are impacting shippers, ports and transportation providers. □

Visit JAXPORTConference.com for sponsorship and registration information.

— COMMUNITY —

JACKSONVILLE'S MARITIME COMMUNITY GIVES BACK

Local 1408 of the International Longshoremen's Association (ILA) awarded \$30,000 in scholarships to 28 high school seniors and college students in Northeast Florida. ILA 1408 is a labor union representing many of the longshoremen and dock workers employed at JAXPORT's cargo terminals.

Applicants submitted essays discussing the economic benefits and jobs the Jacksonville Harbor Deepening project will bring to the region's economy.

"A skilled workforce is one of the advantages we use to attract top companies to do business in Jacksonville," said JAXPORT CEO Eric Green. "I applaud the ILA for



investing in these future leaders and helping ensure the region's continued economic vitality and competitiveness."

Established in 1995, the ILA scholarship program has awarded more than 950 scholarships totaling

more than three-quarters of a million dollars. □

Learn more about JAXPORT's commitment to community and environmental stewardship at JAXPORT.com/Community.

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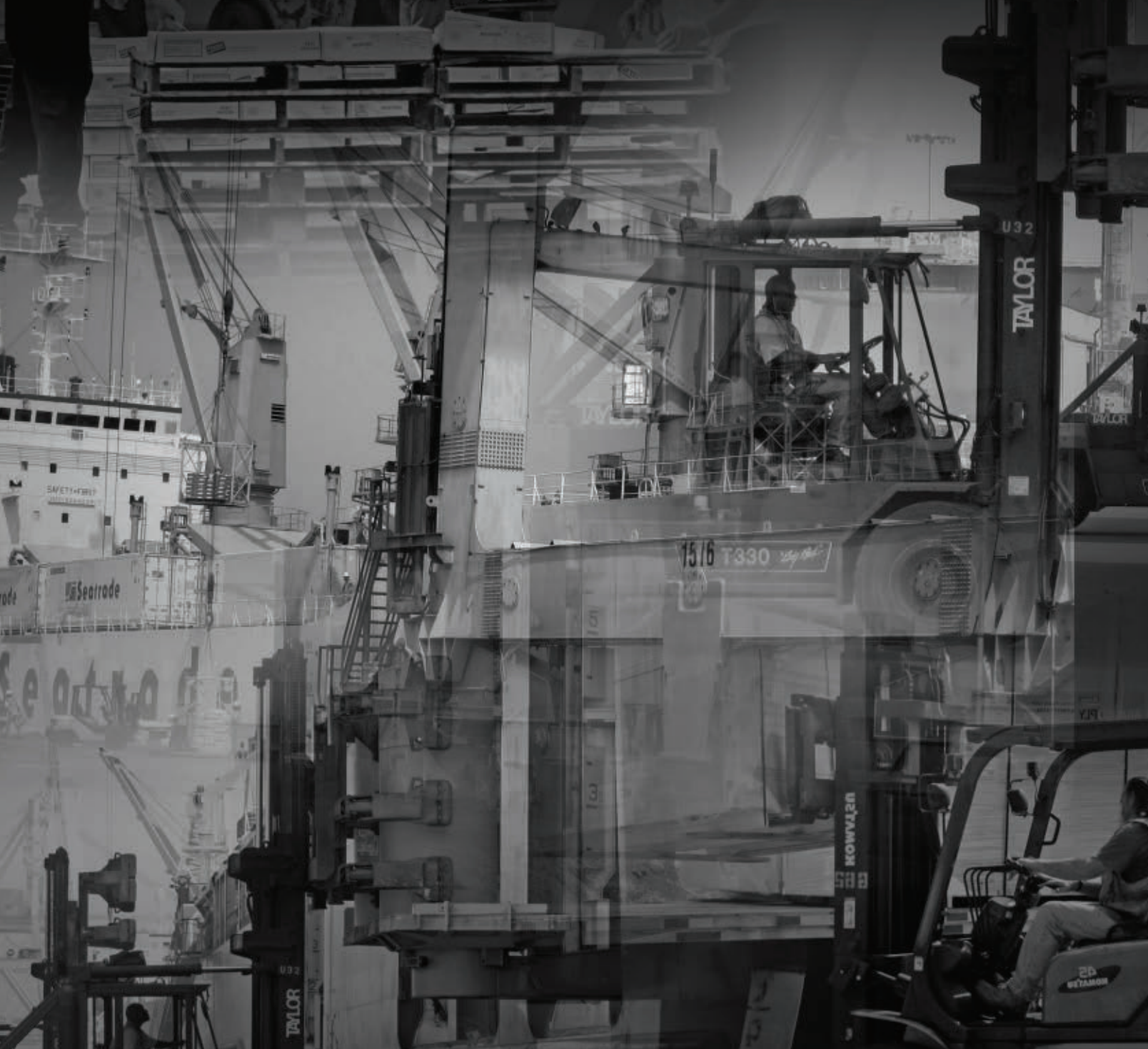
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