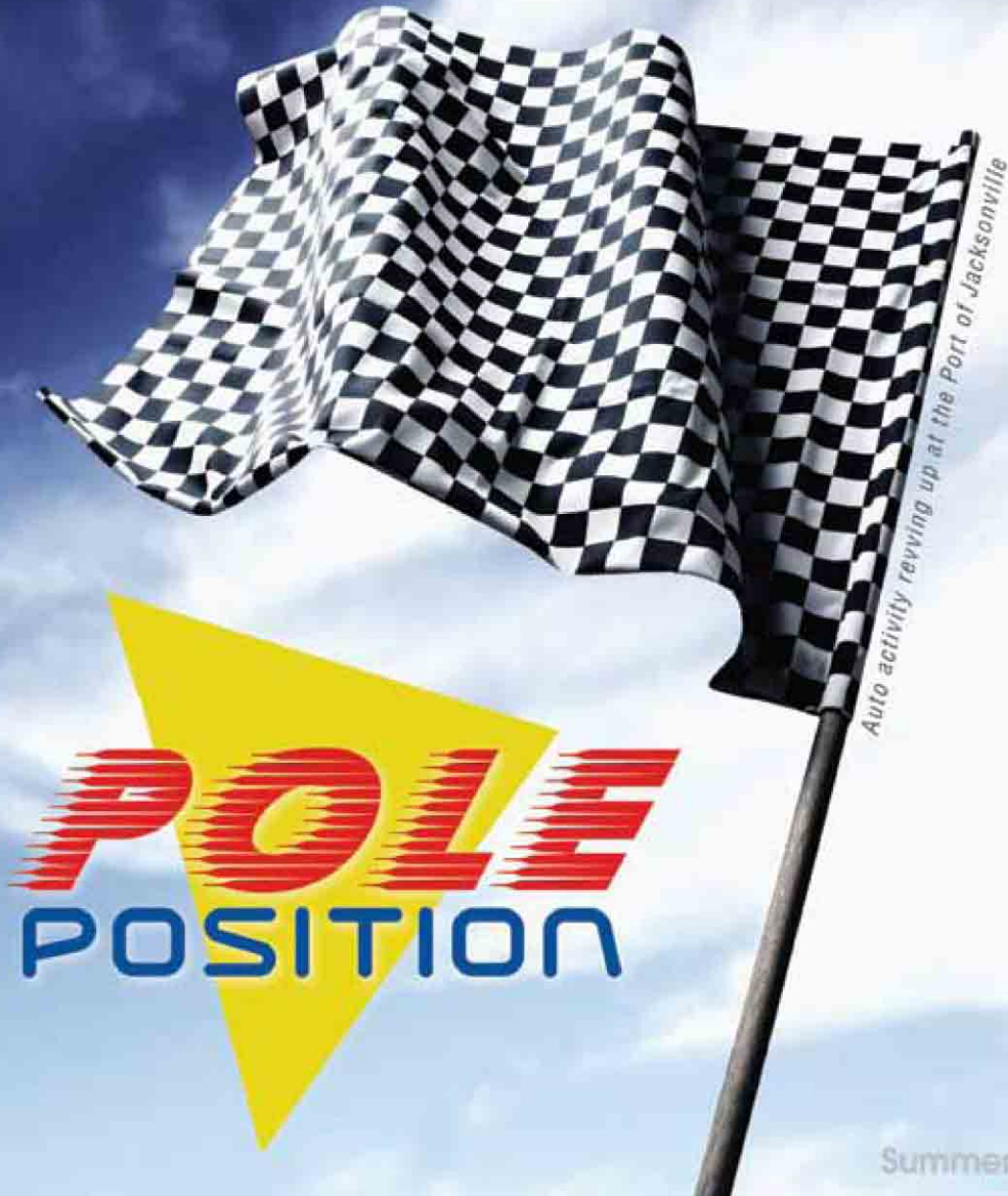


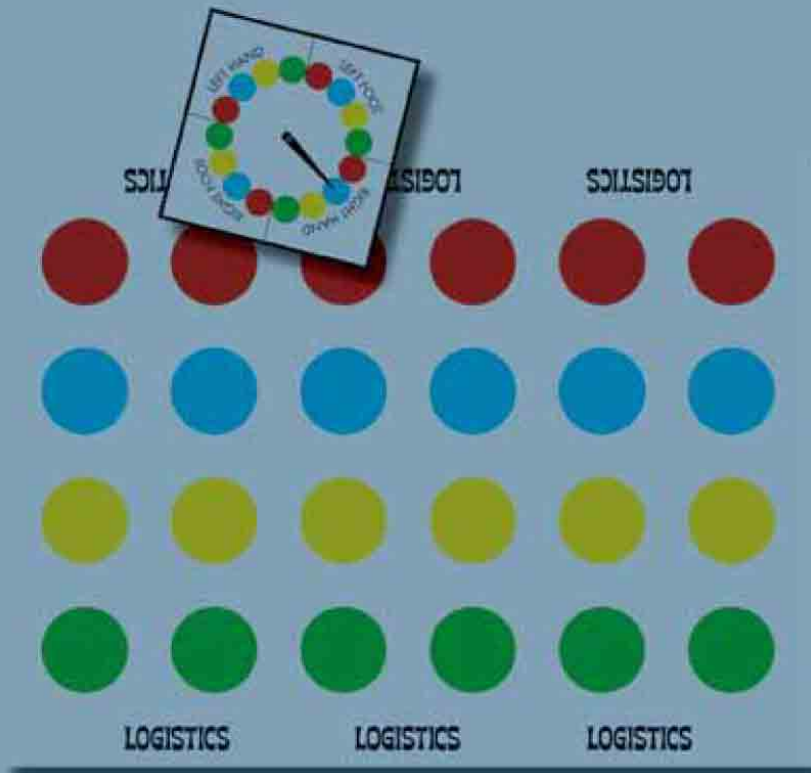
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JAXPORT

Magazine



Summer 2010



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JAXPORT

2010 Magazine

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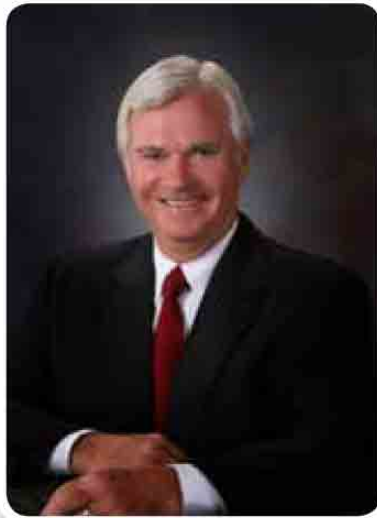
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View

A message from JAXPORT's CEO and Board Chairman



Frederick R. Ferrin,
CEO



David G. Kulik,
Board Chairman

Perhaps one of the greatest recessionary hits in global maritime trade occurred last year in the finished vehicle logistics sector. Vehicle shipments through JAXPORT dropped from 656,000 units shipped in 2008 to 419,000 units in 2009.

We are delighted to report that 2010 auto shipments are steadily growing, manufacturers and processors are adding efficiencies and improving productivity, and today, JAXPORT remains one of the largest vehicle ports in the nation.

In this issue of JAXPORT Magazine, we cover this surge in auto business and related vehicle shipping developments. We also detail JAXPORT's new container services, harbor deepening updates, community and cruising news, and the dedicated response from port companies and organizations in delivering relief aid to Haiti.

The global recovery has been a slow process and people are starting to understand how interconnected the world has become. JAXPORT has

become a significant economic resource for the local community, creating new jobs and opportunities that have not previously existed. However, our growth is now more aligned with international customers that will eventually make a larger impact on our future.

With our port's efficient labor force, unparalleled inland connections, and premier auto processors, JAXPORT and our partners in trade will continue to deliver on the trust earned from handling millions of vehicles over the past four decades.



Frederick R. Ferrin, Chief Executive Officer
Jacksonville Port Authority



David G. Kulik, Board Chairman
Jacksonville Port Authority



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Tidings

MOL appoints new officers

In June 2010, Tsuyoshi Yoshida was promoted to Chairman, President, and CEO of MOL (America) Inc.

Yoshida most recently served as the Executive Vice President of MOL (America) Inc. He joined Mitsui O.S.K. Lines, Ltd. in April 1981. A graduate of Yokohama National University with a Bachelor of Mathematics for Management degree, Yoshida has nearly 30 years of experience in the containerized shipping industry with MOL, including assignments in Asia, Europe and North America.

Yoshida replaces Noboru Kitazawa, who is now serving MOL



Tsuyoshi Yoshida



Noboru Kitazawa

as President and Representative Director of Mitsui O.S.K. Kosan Co., Ltd.

JAXPORT strengthening ties with Port of Ningbo

JAXPORT has vessel service to Ningbo, China, the world's eighth busiest container port, via ships sailing from the TraPac Container Terminal at Dames Point. In April, seven Ningbo city and port officials toured JAXPORT and met

with representatives of the Jacksonville Regional Chamber of Commerce and Jacksonville Sister Cities Association (JSCA), which arranged the visit. The delegation invited JAXPORT to a summer port conference and offered to display JAXPORT items in a new port museum.

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UNF

The University of North Florida Leads the Way in Supply Chain Education to Fulfill Growing Need

The University of North Florida has received considerable state, national and international recognition. The Florida Board of Governors selected the Coggin College of Business's Transportation and Logistics Program at UNF as one of the initial five programs to receive the Florida Legislature's "Program of Distinction" within the State University System. The Board of Governors further recognized the program by designating it as one of the University System's "Centers of Excellence." These distinctions provide many opportunities for the Transportation and Logistics Program to develop innovative approaches for transportation and logistics education and community service.

University of North Florida president, John A. Delaney, recently announced that the Transportation and Logistics Program as well as the International Business Program had been selected as the University's latest Flagship Programs. "These two business programs are of the highest caliber," said President Delaney. "Each has the potential to draw talented students from around the world, tackle cutting-edge research projects and help solve problems facing today's businesses." This recognition of excellence will allow the programs to grow and expand with the additional funding provided by the flagship funding designation.

The University of North Florida's Division of Continuing Education has become part of the Employ Florida Banner Center for Logistics and Distribution. This consortium provides a comprehensive, coordinated approach to developing a highly skilled workforce for Florida. The combined efforts of eight colleges and universities led by Workforce Florida, emphasizes entry-level and advanced technical training, as well as degree programs that create a unique model for education and training.

The UNF Division of Continuing Education recently formed a partnership with the American Society of Transportation and Logistics (AST&L) to be the sole provider of training in the State of Florida for the coveted Certification in Transportation and Logistics (CTL) program. This is a six-month program leading to the national CTL certification. Under this program, participants complete a rigorous six-month study program in various areas of logistics and supply chain management. Upon successful completion they receive the Certification in Transportation and Logistics (CTL) designation. Fifty-six students have completed the program.

UNF is also offering the Professional Designation in Logistics and Supply Chain Management (PLS) certification. This is a first level certification for professionals seeking an



Logistics is the management of the flow of goods, information and other resources between the point of origin and the point of consumption in order to meet the requirements of consumers. Logistics involves the integration of information, transportation, inventory, warehousing, material-handling, packaging and security providing many rewarding career opportunities.

understanding of the key strategies for improving customer service and increasing the efficiency of their logistics and supply chain operations and is less intensive than the CTL. Graduates must pass a comprehensive exam to earn their PLS designation.

The Division of Continuing Education and the Banner Center have trained numerous individuals from more than 30 logistics companies in the past year in a variety of topics including international trade, management/supervision, supply chain and logistics, problem solving, Lean Six Sigma, and executive leadership. Companies that received training include JAXPORT, RailAmerica, ICS Logistics, Grimes Logistics, Landstar, CEVA and Wal-Mart. Robert Wood, dean of Continuing Education recently stated, "one of the goals of the University of North Florida is to ensure that Northeast Florida has the best available and trained workforce to accommodate the needs of the fastest growing industry in the state." Dean Wood also indicated that the "Jacksonville area will continue to add jobs in this dynamic field over the next ten years. Our role is to help the logistics and supply chain industry by training incumbent workers, as well as those seeking a career change. The University of North Florida plays a critical role in Jacksonville ultimately becoming America's Logistics Center."

For more information on our Logistics and Supply Chain training programs, please contact: Ginger Sumner, program manager, at (904) 620-4412 or e-mail her at Ginger.Sumner@unf.edu.

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Tidings

Sea Star, ASG make key appointments

Frank Peake, who for the past six years has served as President of Jacksonville-based Sea Star Line, has been named Vice President of parent American Shipping Group, focusing on strategic planning for all ASG companies in Puerto Rico and Alaska markets.

Steve Hastings, who has been with Sea Star since 1996, the past two years as Vice President of Operations, has been appointed President of Sea Star Line.

Also, Bill Weisenborn, who joined Sea Star in 1998 as Marine Operations Manager, has been named the line's Vice President of Operations.



Steve Hastings



Frank Peake

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Tidings

In memoriam: David Smolder

Since joining the Jacksonville Port Authority as a laborer in 1974, David Smolder's hard work and dedication earned him promotions to cargo foreman, warehouse supervisor and operations manager. When he was promoted to terminal director, he not only oversaw a \$100 million expansion of the Blount Island Marine Terminal, he also became a well-known, respected and trusted leader in Northeast Florida's maritime and business community.

His commitment and leadership earned him the responsibility of overseeing the development of the 158-acre TraPac Container Terminal, a \$236 million project that was delivered on time and on budget. Although he died in May, Smolder's legacy continues to support the mission of JAXPORT, as the TraPac terminal creates maritime and transportation jobs throughout Northeast Florida.

JAXPORT CEO Rick Ferrin honored Smolder's accomplishments and warm spirit. "During his too-short 36-year career, Dave's crowning achievement was definitely the TraPac Terminal," Ferrin said.

"It's not just a \$236 million cargo terminal. It is Jacksonville's entrance into the big leagues of marine transportation. Dave Smolder laid the foundation for the future of JAXPORT and this entire region as a transportation and logistics hub.

"As I look back over the years, David was always there with an encouraging word, a good suggestion, an outrageous joke or just a big warm handshake and a smile. We will miss him very much."

In memoriam: Carol Daniels

Carol Daniels, the wife of former Jacksonville City Councilman Lad Daniels, worked as a guidance counselor at a local middle school until several years ago, but her work in promoting international relations continues to inspire. Although she died in June, she left a legacy that includes "Faces of Jacksonville," a camp program that brings together children from different cultures around the city. □



David Smolder
1956 - 2010



Carol Daniels
1940 - 2010

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Pole Position

While vehicle volumes continue to increase this year, less cars are being stored on JAXPORT property, as manufacturers pre-assign cars to dealers before vessels deliver the units to Jacksonville.

The sport goes to East



By Paul Scott Abbott

Among the rolling hills of the island, the first row has taken the Ferrari theme park, world news, at a cost of \$ 600 million. With adjacent circuit: Yas Marina, a five-kilometer run and two thousand feet, where the next November 1 will make his Formula 1 debut with the thunderous Grand Prix of Abu Dhabi.

Abu Dhabi and London are the poles. In 2019 and 2030 will be the period of time. With rainbow iridescence from the sports bubble hovers between these coordinates. Inflated to the extreme by global sponsors, committed to earning assets in place and exuberant. If the sport in the Middle East affects the apogee in the West will ring the early warning signs.

The island of Cavallino-Treporti, located near Venice, will be the jewel of an archipelago of artificial care of the emirate of Abu Dhabi. In an agreement signed by the Italian government and with the active participation of Prime Minister Berlusconi, the emirate has bought all the beaches of Venice and from 2030 will be the laboratory experiment of a gargantuan sport-tourism. A multibillion-dollar project, signed Aldar Properties. Cement at will. Twenty luxury hotels, villas, apartments, marina. And all the best of the leisure industry has to offer to tourists embedded, two golf courses, a polo, horse riding, 300,000 square feet of shopping center, water park, a park attractions from Warner Brothers all the anointed the 13 miles of beach, now occupied by small camping.

From the Gulf of Venice, on which rests, rises into the sky a great wall of glass blocks to embarrass the skyline of New York. The island of Cavallino-Treporti is about thirty minutes from Venice. The Aldar plans to end its work by 2019. The plan also oversized highway (twelve lanes), which reaches from the

Marco Polo, reaching the beaches of Jesolo, Bibione, the beach.

The immense wealth of Abu Dhabi is purely double award. Comes from oil. Ninety percent of the two and a half million barrels-ten percent of world reserves-packed every day the United Arab Emirates comes from the bowels of this tiny country, one million poor subjects of the Sheikh Mansur bin Zayed al Nahyan. Well intended to evaporate. The sheikhs know. And they defend themselves with diversified investments in which proceeds giant funnel. Strategy that has a key plank in the sport. Thus, the Abu Dhabi Motor Management has convinced the King Midas of Formula 1, Bernie Ecclestone, in the next seven years to land his prototypes and samples on his' island of Yas. Since 2006, the emirate is home to a stop on the European golf circuit, so staid as lucrative sport. In cycling, it is ready for the Abu Dhabi Race of Champions, a tour of the UAE. For a magnetic layer prize for the winner: a million dollars, a figure unimaginable even for those who triumphs in the same year in the Giro and the Tour Zayed al Nahyan crazy about horse racing, and his horses, with the expert hand of the jockey Lanfranco Dettori, have triumphed in all racecourses in the world.

On top of the thoughts of the sheikhs However, there is football. For now, we are satisfied the World Club, the old Intercontinental Cup, this year and next will be held in the UAE. But watch out. And they set foot on the continent. The Abu Dhabi United Group has taken a team decoction, Manchester City, and works to put it in the Olympus international football. Counterpoint sad financial euphoria of the Emirates, the narrowness of the West. The 2012 Olympics have become a grain. "Had we known then what we know today, we would almost certainly let go," says bitter Tessa Jowell, minister for the Games.

Continues on next page

Pole Position



The 2005 estimates were crushed in three years. Sponsors begin to melt. The more, the Canadian group Nortel Networks (infrastructure for mobile communications), is facing bankruptcy. Big trouble that might bring into the Winter Olympics in Vancouver, 2010, and indeed the English game. Other sponsors of the first floor sniff the air and are ready to cut and run.

You just have to grind. Give as Spartan projects. The Olympic village in the area east of the city suffers a forced crash diet. The Australia's Lend Lease Corp., a real estate branch, had agreed to cover one third of spending. In return, at the Olympics concluded, she could resell the apartments. Now it is pulled back. The Village will accommodate 17,000 athletes. Accommodations were provided for 4300. Have been reduced to 3,000 and the state has already had to pull out of its tens of millions. The construction of the press center, headed by British group Carillion, is currently too expensive. After all, it was thought, journalists could easily work in the commercial center of Stratford City, a stone's throw from the village.

From Britain comes disturbing rumors from other directions. Football, more and more land to conquer foreign tycoon, gasping. If Manchester City has the check easy to rank teams flounder. Malcolm Glazer, Manchester United's

American owner, does not know how to return the 800 million borrowed to buy the team. The Texan Tom Hicks and George Gillett, the Liverpool owners, have the breath of the banks on the neck. The Russian tycoon Roman Abramovich, a pioneer settlement with Chelsea, indignantly rejects the items transferred, but substantial financial troubles led him to fold.

Few degrees of latitude farther on, things are not better. From the Malaga Deportivo La Coruna and Racing Santander, many Spanish teams trying in vain sponsor, so Valencia is located in the throat with water for the debts. In France, Olympique Lyon is struggling with a stock reduced to paper.



Famine does not spare anyone. Formula 1 is struggling with less and less motivated sponsor, team on the run, austerity policy. At the start this year there will be only eighteen machines, a hair from the minimum required to compete. Banks and insurance companies, among the major donors of international tennis, Davis Cup by Master, with the crisis have other fish to fry, in August, the Pacific Life (insurance) has lifted its signature to the Indian Wells tournament. Also from the U.S., the legendary NBA (basketball league) per hour is limited to return home employees. But the WNBA, the women's league, mourns the death of superscudettata Houston Comets.

Last but not least, the highest paid sportsman in the world, the golfer Tiger Woods (who flies to the capital of one billion dollars), had to bite the bullet of farewell of General Motors.

A crackling sound comes from the left bubble, stretched beyond their limits. Portends impending disaster. A replica, no less disastrous, unfortunate developments of the housing bubble. The Formula 1 race in November against the backdrop of the Indian Ocean robbed, give baptism to the Yas Marina circuit, could be the beginning of the end. A poignant waltz on the deck of the Titanic.



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Pole Position

WWL extends relationship at Blount Island terminal

Furthering a mutually beneficial longstanding relationship, Wallenius Wilhelmsen Logistics has signed a new contract ensuring WWL's presence at Jacksonville Port Authority facilities for at least another decade.

"We're very pleased we can continue our strong, long-term partnership with WWL," said Roy Schleicher, JAXPORT's Chief Commercial Officer.

"WWL has been a long-term partner of the Jacksonville Port Authority dating back to 1985," said John Felitto, Executive Vice President and Deputy Head of WWL Region Americas. "JAXPORT has grown significantly over the years, as our company has also, and we feel that our long history together has created a deep level of respect for each other.

"Our history with JAXPORT has been a partnership of mutual respect and appreciation for growing the economic value of our work together, and creating jobs for the community," Felitto added.

He noted that there are no significant changes within the scope of the new 10-year contract

recently signed with the authority, adding, "Like most other tenants, having more land to grow the business would be on the 'wish list.'"

WWL is a leading independent provider of global factory-to-dealer transport solutions for the automotive, agricultural and construction equipment industries.

In addition to calling upon Jacksonville with its eco-friendly car-carrying vessels, WWL operates a 74-acre vehicle processing facility at JAXPORT's Blount Island Marine Terminal. The facility opened in 1985 under the name of Distribution and Auto Service Inc. (DAS), which, in 2005, was acquired by WWL from Nissan North America Inc.

"WWL's vision of providing our customers with 'factory-to-dealer' logistics solutions while maintaining our deep commitment to environmental stewardship fits nicely with JAXPORT's desire to create jobs for the community while protecting this valuable resource for future generations," Felitto said.

JAXPORT's ongoing dedication to the vehicle sector not only has been demonstrated by the authority's efforts to work with tenants to find space for storing vehicles during a time when auto sales slumped precipitously, but, moreover JAXPORT's commitment is exhibited by its long-term leases with each of its auto tenants.

Most recently, JAXPORT signed a new 10-year-plus contract with Wallenius Wilhelmsen Logistics, which operates a 74-acre vehicle processing facility at JAXPORT's Blount Island Marine Terminal. The facility opened in 1985 under the name of a predecessor entity. (See details in sidebar above.)

Steve Rand, President and Chief Executive Officer of Jacksonville-based AMPORTS, which runs a 137-acre



Steve Rand

processing operation at the Blount Island terminal, noted that a production shift from Wisconsin to Texas for General Motors sport utility vehicles is meaning higher export volumes for Jacksonville.

General Motors, which is the largest customer of AMPORTS' Jacksonville center, last year closed a plant in Janesville, Wis., and moved to its Arlington, Texas, factory the making of GMC Yukons, Chevrolet Suburbans and Cadillac Escalades. Those SUV units now come into Jacksonville on CSX Transportation rail, are processed and head to the Middle East and other global destinations via ro/ro ships.

"CSX is a big part of it," Rand said of the SUV move process. CSX trains bring the units onto Blount Island on bilevel flatcars, from which they are unloaded by AMPORTS workers.

Rand noted that the AMPORTS facility's handling of a diversity of original equipment manufacturers offers an advantage.

"One of the benefits of our operation here in Jacksonville is that our customers really benefit from there being multiple OEMs here at the facility," Rand said.

In addition to the GM exports, the Jacksonville installation of AMPORTS handles imports of Mazda, Mitsubishi and Suzuki that come in on ships of any of several ro/ro operators, including NYK Line, "K" Line, Höegh Autoliners and Wallenius Wilhelmsen.

"This diversity allows customers a selection of the best rates and service," Rand said.

Bob Moore, Vice President and General Manager of Southeast Toyota Distributors, the world's largest franchised distributor of Toyota vehicles, said he is anticipating nearly a 50 percent increase in the number of Toyota and Lexus units his firm will handle through the Port of Jacksonville in 2010 compared with 2009.

"We're seeing a significant increase in volume compared to last

Pole Position



year," Moore said, "and we're optimistic about the rest of 2010."

Much of this year's import gain is related to a shift from California to Japan of production of Corolla units, which come to the port primarily on "K" Line ships. Additional export volume for Jacksonville could come when a plant recently built by Toyota

Continues on next page

Latest NYK car carrier features antislip ramps



Loading and unloading of automobiles from NYK Line's newest pure car carrier (PCC) has taken on an enhanced slippage-free quality thanks to the introduction of KS Grip on the ramps of the Pleiades Leader.

The Pleiades Leader, which made a maiden voyage call Dec. 15 at the Jacksonville Port Authority's Blount Island Marine Terminal, is the first PCC to be equipped with the antislip ramp material.

The ship was constructed at Shin Kurushima Toyohashi Shipbuilding Co. Ltd. in Toyohashi, Japan, while KS Grip was jointly developed by NYK and Kajima Road Co. Ltd., both of which are based in Japan.

Installed on the PCC's ramps that connect decks, as well as the center ramp that connects with the quay, KS Grip offers a flexible, high-safety alternative to traditional use of expanded metal made of meshed steel plates. Benefits of KS Grip are particularly realized on rainy days.

NYK is not the only company engaged in ocean transport of vehicles to be bringing new technology to its vessels. Toyota last year commissioned the eco-friendly *MV Auriga Leader* as the world's first solar-powered PCC, utilizing 328 vessel-mounted solar panels to reduce demand on the ship's auxiliary engines.

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Pole Position



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Jacksonville processing operations of Southeast Toyota Distributors, or SET, include one center at JAXPORT's Talley-

New Grimaldi vessel enhances ACL service



Atantic Container Line's vehicle-carrying service from Jacksonville to West Africa is getting a boost from a newly built vessel that offers greater speed and enhanced flexibility.

Entering Jacksonville service in June, the Grande Marocco is the first of four new ACL vessels slated to be deployed in U.S. service by spring 2011 and is part of Italy-based parent firm Grimaldi Group's program for delivery of 22 similar "con-ro" ships over a three-year period, according to Erik Cole, General Manager of Grimaldi's West African service.

The vessels carry the "con-ro" designation because, in addition to handling traditional roll-on/roll-off, or ro/ro cargo, they can each accommodate as many as 700 twenty-foot-equivalent units of containers per voyage.

The Grande Marocco, built at the Hyundai Mipo yard in Korea, can operate at speeds of as many as 21.5 knots and has flexible internal decks that can be adjusted to accommodate vehicles of different heights.

The ACL service runs every 14 days from Jacksonville to key ports of Senegal, Togo, Benin, Nigeria and Ghana, with transshipment available along virtually the entire Atlantic coast of Africa.

Cole noted that the West African automobile market, once mostly served from Europe, is growing for U.S. vehicle exports.

"We feel that the U.S. market is becoming more and more popular for West Africa," Cole said.



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Bob Moore

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Photo by Aero-Pic, Inc.

Shipping



From ocean carriers and logistics firms to labor groups and the U.S. military, the Jacksonville maritime community has responded to deliver critical relief aid to Haiti.

Shipping

Jacksonville port community unites to help Haiti



By Marcia Mattson

When a massive earthquake struck Haiti on Jan. 12, 2010, the Jacksonville port community stepped up with an incredible response to the humanitarian crisis.

Within hours of the earthquake, Crowley Maritime Corp. developed an internal memo outlining its capabilities that became the basis for a whitepaper accepted as the best course of action by U.S. Transportation Command (USTRANSCOM), the government agency coordinating the U.S. response.

Crowley's liner services, logistics and marine services groups and subsidiaries TITAN Salvage and Jensen Maritime Consultants worked with USTRANSCOM to be the first responders to determine whether cargo could be delivered directly to Port-au-Prince. With port infrastructure damaged by the quake, they developed a logistics plan that included shipping relief cargo to the port of Rio Haina in the Dominican Republic and trucking the goods into Haiti.

In addition, Crowley installed floating docks, cleared the harbor of debris and obstructions, and worked out how to transfer cargo from large offshore ships to smaller ships so supplies could be delivered. Crowley transported more than 1,500 containers of relief supplies.

SeaFreight Line, which serves Jacksonville, South Florida, The Caribbean and Central America, already was in the Haiti market when the earthquake occurred. SeaFreight was able to resume service to Haiti within two weeks, at first using the ship to barge to shore process that had been arranged, and later using the floating dock structure.

SeaFreight dedicated one of its vessels exclusively to relief cargo for Haiti. SeaFreight used the port at Kingston, Jamaica, as a staging area for the cargo, which the dedicated vessel takes to Port-au-Prince every three to four days. Other SeaFreight ships are picking up relief cargo from the United States, the Caribbean and Central America.

Continues on next page

Shipping

"We probably move about 100 to 200 containers per voyage, twice a week to Haiti," said David Ross, SeaFreight Executive Vice President. "Right now, 50 to 60 percent of that cargo is relief. In February and March, 80 percent was relief."

The U.S. Army's 832nd transportation battalion, whose headquarters is located at JAXPORT's Blount Island Marine Terminal, also has been integral in delivering relief goods to Haiti.

Four days after the quake struck, the 832nd had already deployed half of their personnel to Haiti when Major Frank Ras, the battalion's executive officer, received a call at 10 p.m. that a truck with relief supplies was coming to the port. An hour later, he was there with JAXPORT Blount Island Operations Manager Steve Kapustka and Gus Martier, the military representative for Stevedore Services of America, directing one truck after another as they arrived.

From Jan. 16 through March 4, the 832nd worked with industry partner SSA/Cooper on a nearly 24-hour-per-day operation to move cargo. The International Longshoremen's Association also played a critical role in this joint military and civilian response, Major Ras said.

"The longshoremen did a good job," added Ron Byrd, SSA/Cooper Port Manager, "and Gus Martier did a fantastic job."

The military had hoped to load 10 containers per hour, but Byrd said the team at JAXPORT loaded 12 to 13 per hour.

Since Jan. 16, 37 vessels (including two fast-moving Hawaiian catamarans) were loaded with 5,800 pieces of equipment ranging from U.S. military vehicles to a Mexican field kitchen to Saudi Arabian tents. In addition, 5 million civilian meals and 2.3 million bottles of water moved through JAXPORT. Thompson Shipping and Columbia Barge Service provided a fleet of barges, Byrd said.

The battalion typically receives full containers to load on ships. But as cargo arrived at JAXPORT from sources including the Clinton-Bush Foundation, FEMA and the Defense Logistics Agency, the team also unloaded and labeled cargo.

"It was a great challenge, but we were able to overcome everything because we knew there were people on the other end that were depending on this," said Major Ras. "There was food getting to children and families, and medical supplies were getting where they were needed. That was satisfying for the 832nd and the industry leaders that were helping us." □

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Shipping

JAXPORT receives first trans-Suez service

By Paul Scott Abbott

A newly introduced service from South China and Vietnam is bringing Jacksonville Port Authority facilities their first regular weekly calls by vessels transiting the Suez Canal.

The South China/Vietnam-U.S. East Coast, or SVE, service, jointly operated by Japan-based carriers Mitsui O.S.K. Lines Ltd. and "K" Line, includes two ships provided by MOL and seven vessels furnished by "K" Line, each with an average capacity of about 5,500 twenty-foot-equivalent container units.

Among those enthusiastic about the new service is Dennis Kelly, Regional Vice President and General Manager for MOL unit TraPac Inc., which in 2009 opened the 158-acre TraPac Container Terminal at JAXPORT's Dames Point Marine Terminal.

"South Asia is a new frontier for Jacksonville that we hope will create great opportunities for the port," Kelly said. "We're excited about it at TraPac."

South Asian calls for the service are Cai Mep, Vietnam; Shekou, China; Hong Kong; Yantian, China; and Singapore. The first JAXPORT call was June 13.

Not only will MOL and "K" Line be able to put containers on the service, but their alliance partners will as well. "K" Line is joined in the CHYK Alliance by China Ocean Shipping (Group) Co., Hanjin Shipping Co. Ltd. and Yang Ming Line.

South Korea-based Hanjin is developing its own 90-acre automated container terminal at JAXPORT's Dames Point. Its facility is slated to open in 2013 or 2014. □



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The advertisement features a background image of a ship named "JEAN RIBAULT" from Jacksonville, FL. The ship is dark with white text. The Hornblower Marine Services logo, which consists of a stylized blue and white wave icon above the company name, is prominently displayed in the lower left corner of the ad.

Shipping

MSC celebrating 40 years of service

By Paul Scott Abbott

Mediterranean Shipping Co. S.A., the first global ocean carrier to provide regular Jacksonville service, is celebrating its 40-year anniversary in 2010.

The second-largest carrier in the world as measured by container vessel fleet and slot capacity, MSC, as of April of this year, operated 388 vessels, encompassing a total intake capacity of 1.545 million twenty-foot-equivalent units.

The privately owned company, based in Geneva, Switzerland, has grown significantly since Gianluigi Aponte of Sorrento, Italy, bought its first ship in 1970.

Over the past decade, MSC has continued to evolve as a major player at the Port of Jacksonville, which it serves with weekly sailings from its Caribbean hub at Freeport, Bahamas.

That weekly service continues on to make direct calls at the

Panamanian transshipment hubs of Cristóbal and Balboa; at Buenaventura, Colombia; at Callao, Peru; and at the Chilean ports of Arica, Valparaiso and Coronel. This enables exports from Jacksonville to go directly on the same vessel to key West Coast South America ports and further facilitates transport on MSC ships to all regions of the world.

MSC maintains a customer-focused philosophy, offering shippers a cost-effective global transportation solution.

Jacksonville is an important port for MSC, according to MSC officials, who point to the Jacksonville Port Authority's sharing of a customer focus and efforts to attract additional cargo volumes, as well as to the highly productive port labor provided by the International Longshoremen's Association. JAXPORT's Chief Commercial Officer Roy Schleicher praised MSC's commitment to the Port of Jacksonville. "MSC's longstanding presence at JAXPORT has enhanced our global services and will continue to add to our growth and new business potential in the years to come," he said. □

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Shipping

JAXPORT poised for post-Panamax paradigm

By Marcia Mattson

When the project to enlarge the Panama Canal is completed in 2014, shipping opportunities on the U.S. East Coast will greatly expand. With post-Panamax terminals, inland intermodal connections and efficient port facilities, JAXPORT is ideally suited for the larger ships expected to use the passage.

Enlarging the canal will allow more ships, and bigger ships, to use the canal. With competitively priced all-water routes available through the canal, goods that previously moved overland from the U.S. West Coast are expected to be taken directly to ports along the Eastern Seaboard.

"This is an extraordinarily big opportunity for Jacksonville," said Raul Alfonso, JAXPORT's Senior Director of Trade Development and Marketing. "We are primed for success."



Raul Alfonso

JAXPORT's terminals will be prepared when the post-Panamax ships arrive. The TraPac Container Terminal that opened last year and the Hanjin terminal to be built both will be able to accommodate larger ships.

Post-Panamax vessels began calling on JAXPORT for the first time in June, when a new trans-Suez service started at the TraPac Container Terminal. JAXPORT has long provided direct vessel service to and from the Caribbean, South America, Africa and other markets. Since 2008, JAXPORT has added direct port calls to Belgium, China, England, France, Germany, Japan, Morocco, the Netherlands, Singapore, South Korea, Taiwan, the United Arab Emirates and Vietnam.

JAXPORT anticipates a dredging project now before the U.S. Army Corps of Engineers will deepen the waterway to 45+ feet, allowing for more post-Panamax ships.

"Deeper water in Jacksonville is the last star that has to align for us to reach our full potential," said Rick Ferrin, JAXPORT's Chief Executive Officer.

The port expects most growth in the container trade. The port



could surpass 1 million TEUs in container trade next year, with 2 million TEUs possible by 2020.

Jacksonville makes sense for the larger ships because three highways and three railroads enable quick shipments throughout the Southeast. One-third of the country can be reached by truck in 24 hours.

"We have been a logistics hub for domestic distribution," Alfonso said. "A lot of cargo comes from other ports. Now, they can use this port. With one call to Jacksonville, they can really consolidate distribution."

From 2002 to 2009, more than 22 distribution centers totaling more than 9.8 million square feet opened in Northeast Florida, and several new warehouses were built in the anticipation of tenants.

"Our growth, we believe, is going to be substantial," Alfonso said. □

Shipping

Harbor projects proceeding as planned

By Marcia Mattson

JAXPORT and the U.S. Army Corps of Engineers continue to work on harbor deepening projects that are vital to the expansion of port operations and maritime jobs in Jacksonville.

While about 15 miles of the federal channel along the St. Johns River is maintained at a depth of at least 40 feet, work to deepen the remaining 5 miles to 40 feet from the Chaseville turn to JAXPORT's Talleyrand Marine Terminal is ongoing. Work started in mid-May and is anticipated to be finished sooner than the September completion date, said Steve Ross, Project Manager for the U.S. Army Corps of Engineers in Jacksonville.

On another harbor project, the Jacksonville Regional Chamber of Commerce is planning to help JAXPORT obtain federal funds for the Corps of Engineers to correct a navigation obstacle at Mile Point, where the St. Johns River meets the Intracoastal Waterway. Tidal conditions in that area currently allow Panamax class vessels to enter or exit the harbor only at select times each day.

"The Chamber and Cornerstone see JAXPORT and our ability to continue to grow as a global port as one of our most important priorities," said Jerry Mallot, President of Cornerstone Regional Development Partnership, and Executive Vice President of the Chamber. "We are working with JAXPORT on a full court press on this issue."

Mallot has joined JAXPORT officials in Washington to ask Congressional leaders for a speedy fix for Mile Point.

The Corps is continuing to study a third project in Jacksonville's harbor, which would deepen the channel to 45+ feet to accom-



Jerry Mallot

modate post-Panamax ships. Post-Panamax vessels can not fit through Canal lock chambers today, but once a wider, deeper Panama Canal opens in 2014, these larger vessels are anticipated to sail through the Canal to call on ports along the East Coast of the United States.

Ross said the Corps is gathering a tremendous amount of information, including modeling, environmental and cultural surveys, as well as an economic analysis. Ross said he expects to have a draft by early 2011.

"Deepening to post-Panamax depth is such a critical project," Ferrin said. "We started working on this eight years ago with the Corps of Engineers."

He said JAXPORT hopes that the economic analysis will result in approval of a depth of 45 to 50 feet, which would accommodate post-Panamax ships. □

Shipping

Logistics and Intermodal Conference set for 2011

By Marcia Mattson

The second JAXPORT Logistics & Intermodal Conference is set for March 21-23, 2011, at the Sawgrass Marriott Resort in Ponte Vedra Beach. The conference is held once every two years, and JAXPORT's inaugural conference in 2009 sold out.

Another sellout is expected for the 2011 event, when senior executives from throughout the United States convene at Sawgrass. The conference is an opportunity for maritime, intermodal and transportation professionals to network with other leaders in logistics and port management.

The focus will be on challenges and benefits facing shippers through Southern ports. Speakers also are being drawn from around the country to discuss issues common to all logistics and intermodal decision makers. Panelists will be major shippers and service providers.



Presented in partnership with American Shipper magazine, the 2011 event begins with a cocktail reception on the evening of March 21, followed by a full day of consecutive panel discussions on March 22, and concluding March 23 with a golf tournament at one of Florida's most beautiful courses, the Dye Valley Course.

To register, please visit www.jaxportconference.com. For sponsorship opportunities, contact Steve Fontanella at stevef@shippers.com or (978) 807-4384. For more information, contact Robert Peek at robert.peek@jaxport.com or (904) 357-3047. □



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Photo by Aero-Pic, Inc.

Cruising

JAXPORT reviewing potential cruise terminal sites



By Marcia Mattson

In 2003, JAXPORT constructed a temporary terminal to accommodate cruise ships sailing from Jacksonville for the first time. Since then, Carnival Cruise Lines has consistently upgraded their JAXPORT service, and last year, a record number of passengers – more than 185,000 – sailed on 78 voyages departing the JAXPORT Cruise Terminal.

Economic impact studies have shown that the cruise industry in Jacksonville has created an estimated 460 new jobs and more than \$67 million in new annual economic impact for Northeast Florida. Fans of cruising from Jacksonville have even created a Facebook page in support of the industry.

In light of these benefits, in March 2010, JAXPORT's Board of Directors authorized staff to conduct a new review of all potential, permanent cruise terminal sites along the St. Johns River. (The temporary cruise terminal is located on property designated for the development of the Hanjin Container Terminal, slated to

open in 2013 or 2014.)

"I wanted to make sure we look at all alternatives, as the economy has changed," said David Kulik, Chairman of JAXPORT's Board of Directors. JAXPORT also needs to be sensitive to all constituents, he said, as some Jacksonville residents have voiced objections to a new terminal.

A location east of the Dames Point Bridge would be ideal to avoid height restrictions posed by the bridge and power lines crossing the river. A JAXPORT team has reviewed at least 20 sites, east and west of the Dames Point Bridge, to determine which sites are suitable and financially feasible. Kulik said JAXPORT-owned property at Mayport is one of the 20 sites under review.

"We're going to be completely transparent on this," Kulik said. Once potential sites are identified and costs are determined, JAXPORT will visit with Carnival Cruise Lines to ensure revenue from the operation covers costs, as well as with Jacksonville City Council members to ensure the community is informed about JAXPORT's findings. □

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Community

Legislation aims to increase funding for Florida ports

By Marcia Mattson

Believing that Florida's future depends on the ability of businesses to produce and ship goods, State Rep. Lake Ray, R-Jacksonville, introduced a bill during the 2010 legislative session that would have provided \$100 million to Florida's ports over 10 years for infrastructure improvements.

Ray believes it is vital to Florida's economy to ensure that the state's ports have the resources and regulatory environment to compete with ports in other states, especially as direct trade with Asia will open soon to Eastern seaports with the expansion of the Panama Canal.

Ray's proposed Florida Ports Investment Act passed the Florida House unanimously, but the Senate did not take it up before the legislative session ended. Under the bill, insurers could invest in the not-for-profit Florida Ports Investment Corporation in exchange for tax credits on insurance premiums.

"I'm anticipating taking this up again next year," Ray said. "I'm planning on having something more comprehensive, and to hold summits at the ports to determine what the individual ports need for development."

"We're going to change the dialog so it becomes more about total logistics. It will be about ports, roads, railroads and even airports," Ray added. "That approach will affect more people in the transportation industry, and I believe we'll get a broader base

of support."

A policy reform section of Ray's bill was made into a second bill that the Florida Legislature did approve. This streamlines the regulatory and permitting process for port projects and requires some projects and funding to be included in the Department of Transportation's tentative work program. It also reduces the requirements for handling stormwater runoff from piers, and authorizes public-private partnerships for port infrastructure projects.

The state of Florida now provides just \$25 million to be shared among its 14 ports. Ray originally proposed \$500 million for Florida ports. He also had hosted economic summits in several Florida cities including Jacksonville to promote strategies that would support the ports and encourage the growth of related manufacturing and logistics.

Ray noted that 550,000 people currently are directly or indirectly employed because of the ports, representing \$66 billion in economic impact. □



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Community

Outdoor classroom exhibits science for Oceanway students

By Marcia Mattson

A new outdoor classroom at Oceanway Middle School was dedicated for use on Earth Day, April 22. The classroom is used for science lessons, and was made possible by sponsorships from JAXPORT, Greenscape and City Councilman Ray Holt.

The classroom includes hundreds of trees and flowering plants, along with space for a vegetable garden. Students can find a shady respite in the covered pavilion, or travel the outdoor classroom's winding paths. The project also added running water for the foliage around a pond.

The idea for the classroom started four years ago, as JAXPORT began developing the TraPac Container Terminal for Mitsui O.S.K. Lines Ltd. Port officials asked Greenscape of Jacksonville for suggestions on how JAXPORT could help enhance the city's green spaces.

Greenscape offered the idea of the outdoor classroom at


Oceanway, which is near the Dames Point terminal, and JAXPORT added the project to its "growing green" programs.

"Environmental initiatives like this, where more trees are growing in our community and Jacksonville students are growing in their education, make it a win-win for all," said Joanne Kazmierski,

Manager of Community Outreach and Environmental Advocacy.


School officials were pleased with the beautiful addition to the middle school and have offered to make the garden available to the Oceanway community for special events. □





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Community

International business meeting a boon for upcoming entrepreneurs

By Marcia Mattson

When a 20-foot projection screen lit up at Mayo Clinic Jacksonville on May 26, business students in Jacksonville and in Brazil came face to face for the first time.

The video conference was part of a program for high school students at Jacksonville's First Coast High School International Trade Career Academy and Curitiba, Brazil's Bom Jesus High School. They are in the midst of an 18-week program to learn how to develop, market and sell a product to each other.

JAXPORT came up with the concept because it saw a need for a hands-on learning opportunity in the basic elements of business and trade.

"There's a lot of textbook learning, but we wanted to start a program in which local students could interface with students in another country," said Joanne Kazmierski, JAXPORT Manager of Community Outreach and Environmental Advocacy.

JAXPORT found out about Junior Achievement's GLOBE (Global Learning of the Business Enterprise) program. It pairs high school students from different nations to form joint venture import/export companies. Students gain insight into cultural differences, language barriers and communication as they learn business, entrepreneurship, economics and career life skills.

This program is the only GLOBE exchange in North Florida. Curitiba, Brazil, was selected because it is a new Sister City to Jacksonville, and Sister Cities have business, education and cultural exchanges. Also, Brazil is Jacksonville's number one international trade partner.

During this school year, students set up their business, selecting officers and even opening a bank account that they will maintain.

The Brazilian Cultural and Business Exchange Day on May 26 kicked off their product development stage. As part of the activities, the Jacksonville students also visited a steel plant owned by Gerdau Ameristeel, a Brazilian company whose home base is in Curitiba and whose key Brazilian leader heads Junior Achieve-



ment in that nation.

The students learned how Mayo Clinic serves its Latin American patients, and they also visited a Brazilian grocery store and Brazilian steakhouse.

But the highlight was the video conference.

"The excitement, energy and passion of the students because of the video exchange will make them want to work even harder on their business," Kazmierski said.

This summer, the students will continue to communicate through social media. Their program starts up again in September and concludes in December. □

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