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# P O R T C H A R L E S T O N

MARCH+APRIL 2009

## OPPORTUNITY IN TRANSITION

Hassell Leads the SCSPA as  
Board Looks for a New CEO

## SOMETHING'S BREWING

Starbucks Opens Roasting Plant  
in Central South Carolina

## SMOOTH SAILING

TWIC Implementation Sees  
Successful Launch





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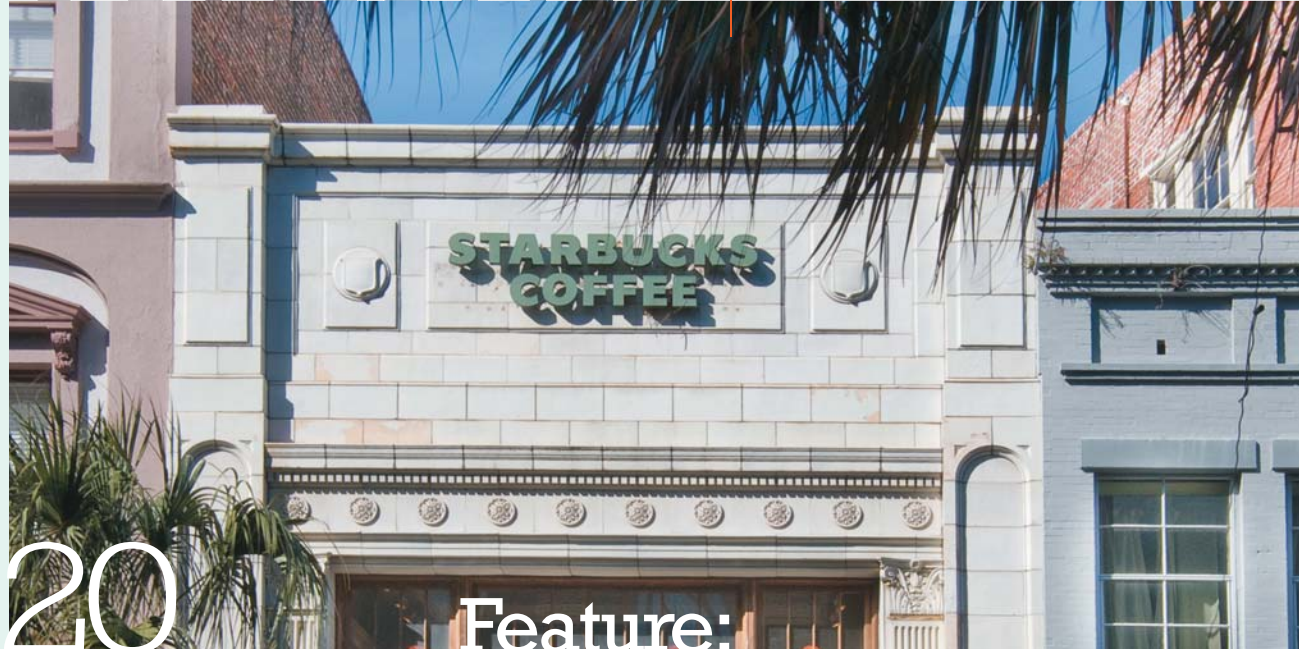
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March + April 2009



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## Opportunity in Transition

AFTER MANY YEARS OF LOYAL AND TIRELESS service to the South Carolina international business sector, South Carolina State Ports Authority President and CEO Bernard Groseclose Jr. resigned from his position in January, of which many of you may already be aware. Bernie will be missed by his friends and associates in the industry. And yet, the business of South Carolina's ports must go on.

Soon after Bernie's departure was announced, I was asked by the board of directors to lead the SCSPA on an interim basis

My aim, our aim, the aim of the entire Port of Charleston maritime community, is to regain the leadership position we have traditionally held and in doing so, serve the best interests of the citizens of South Carolina.

until a new, permanent leader can be hired. I am honored and happy to serve in that capacity. Having a long experience on the Charleston waterfront, including seven years on the agency board of directors, I am well aware of the issues facing our port and of the great potential we collectively possess. A task force of distinguished business and transportation leaders has been formed to search for a new chief executive. That process will evolve over the next few months.

As we engage in this transition in leadership however, it seems an appropriate time to refocus on some core concerns for our port community including our mission, our people and our partners — and by partners I mean clients, service providers and a wide variety of businesses that enable international trade through our ports. These topics will be our focus as we move forward. While more space will be dedicated to this topic in the news article beginning on page 6 of this issue of *PortCharleston*, one point deserves special attention here.

In regards to our mission, the Authority is an enterprise agency designed to facilitate movement of freight through the ports of South Carolina while doing so in a financially self-sustaining way. That dual mission requires a balance. The thinking now is that perhaps there has been too much of a focus on the financial piece and not enough on simply



increasing the volume of freight. Beginning immediately, we are seeking to better balance those two by aggressively pursuing ways to increase market share.

Times are tough across the maritime and trade industry. Charleston is no different. But with change comes opportunity. My aim, our aim, the aim of the entire Port of Charleston maritime community, is to regain the leadership position we have traditionally held and in doing so, serve the best interests of the citizens of South Carolina.

Best regards,

A handwritten signature in black ink that reads "John F. Hassell III". The signature is written in a cursive style with a horizontal line at the end.

John F. Hassell III  
Interim President and CEO  
S.C. State Ports Authority



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JOHN F. HASSELL III MAY BE NEW TO HIS TEMPORARY ROLE AS PRESIDENT AND CEO OF THE SCSPA, BUT HE IS NOT A NEWCOMER TO THE LOCAL WATERFRONT COMMUNITY. HASSELL WAS PRESIDENT OF THE MARITIME ASSOCIATION OF SOUTH CAROLINA FOR 15 YEARS AND HAS BEEN INVOLVED IN OTHER LOCAL ORGANIZATIONS AND AGENCIES, AS WELL.

## Hassell Leads the SCSPA in Transition Opportunities

### Search for New President and CEO Under Way

JOHN F. HASSELL III, A CHARLESTON WATERFRONT veteran, has been selected to serve as the interim president and CEO of the South Carolina State Ports Authority in the wake of Bernard Groseclose's resignation in January.

Hassell said a 13-member search committee, which includes business leaders and port stakeholders from across the state, has been formed to find a new permanent leader.

"My role as the president and CEO is temporary," Hassell said. "I am here to provide stability and continuity in this important time of transition. The search for the new permanent president and CEO is in very capable hands. South Carolina's ports are strong and have a terrific history. I am confident my tenure is short in this role and that I will soon re-assume my role on the board of directors."

In the meantime, Hassell has been assertive in voicing his priori-

ties and ideas for the direction of the port. "My three areas of focus are our mission, our people and our partners; and by partners I mean our customers and all those whose living depends on moving freight through our ports.

"The SCSPA was formed as an enterprise economic development agency. That means we are to provide marine terminal capacity and promote trade. This transition is a time where we will get back to the basics of our mission," he said.

Hassell specifically highlighted the tenuous relationship between the operating margins of the Authority and its broader economic development role.

"There is a balance that has to be found between financial independence and the economic development responsibility (delivering business opportunities, tax base expansion and jobs). There is a feeling now, and it is one that I agree with, that in an effort to emphasize the self-sustaining nature of our business that we have focused too much on maximizing margins. Now is the time to bring things back to more of a balance by focusing on regaining market share."

Hassell said his top priorities are to deliver a stable transition of leadership and enable continuity of service to customers. “We want to work with our partners through the difficult economic times we are all facing. Our ports have a long history of superior performance and our customers will continue to experience the same high level of service they always have. Our waterfront team is fantastic and remains committed to high service levels. And yet, I believe there is much more that we can do to help our customers be more successful moving business through our ports. If that means we have to be more flexible, then we will. If it means we have to do some things differently, we will.”

The search is being led by Bill H. Stern, a Columbia businessman and vice chairman of the SCSPA. The search committee represents a cross-section of business, transportation, logistics and economic development leaders.

“They are true leaders with a strong history of business accomplishments and public service,” said Stern, who reached out for input on the search process. “We are honored and humbled that they have agreed to serve for this important task.”

In addition to Stern, the search committee members include:

- Gayle O. Averyt, former chairman of Colonial Life & Accident Insurance and previous member of the SCSPA board.
- Philip L. Byrd Sr., president of Bulldog Hiway Express and chairman of the S.C. Trucking Association.
- S. Richard Hagins, retired Navy officer, small business owner and current SCSPA board member.

- Robert L. Harrison, former president of Stevens Shipping & Terminal Co. Inc.
  - William B. Hewitt, former and current CEO and chairman of several corporations.
  - Pamela P. Lackey, president of AT&T’s South Carolina operations and vice chair of the South Carolina Centers of Economic Excellence.
  - Mark W. Propst, plant manager of The Timken Company and past chairman of the South Carolina Manufacturers Alliance.
  - Douglas M. Robertson, former executive with several Fortune 500 companies and current SCSPA board member.
  - Ambassador Robert V. Royall, former banking executive, ambassador to Tanzania, S.C. Secretary of Commerce and SCSPA chairman.
  - Whitmarsh S. Smith III, president of the Charleston Branch Pilots Association and the current treasurer of the SCSPA board.
  - Joe E. Taylor Jr., South Carolina Secretary of Commerce and former president and CEO of Southland Log Homes.
  - Ambassador David H. Wilkins, ambassador to Canada, attorney and former speaker of the S.C. House of Representatives.
- “With the strength and expertise assembled around us on the search committee, I’m confident we’ll find a candidate that meets the state’s needs and will lead our vital port system,” said Stern.
- “We will be looking for a leader that exhibits customer focus, vision, a demonstrated track record of performance and strong team building and communication abilities,” said David J. Posek, current chairman of the SCSPA board.



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MIKE WESTERFIELD AND JO DOUGLAS.

## SCSPA Marketing and Sales Team Shifts

One of the Charleston region's most visible international trade community leaders has joined the South Carolina State Ports Authority's marketing and sales team. Jo Douglas, the SCSPA's new manager of regional sales and tariff administration, previously served as director of international trade at Quoizel Lighting, where she worked for 30 years.

Douglas holds a bachelor's degree in business administration from the University of Buffalo, where she majored in accounting. At Quoizel, Douglas was the controller and director of international administration. While there, Douglas developed Quoizel's international trade program, which included setting up the company's foreign trade zone status. Under Douglas' leadership, Quoizel re-

ceived the Trader of the Year Award from the South Carolina World Trade Center in 2005. Douglas also served as chairperson of the South Carolina International Trade Conference in 2007.

Douglas' position as manager of regional sales and tariff administration is a newly created job that combines the duties of Ron Chestnut, who recently retired as manager of pricing and tariffs, and Mike Westerfield, who will retire July 1 as general manager of cargo sales. Along with creating this new position, there has been a slight restructuring of the SCSPA's marketing and sales department.

Under the new structure, Douglas will oversee all tariffs, as well as pricing for break bulk, heavy lift and specialized cargo. She also will serve as a direct contact for the Charleston tri-county area, giving the local market its own link to the port.

"I always have been a proponent of the Port of Charleston and I look forward to working directly with the local maritime community, giving them a stronger voice, representing them and helping them with any projects they are working on," Douglas said.

Matt Pesavento, an SCSPA regional manager based in Atlanta, will cover Georgia and Florida territories from his office in Atlanta. Sheila Cox, an SCSPA regional manager based in Charlotte, will cover the Carolinas, Virginia and parts of Tennessee.

Many aspects of the SCSPA's marketing and sales department will remain unchanged. Craig Lund will continue as manager of national accounts. Victor Di Paolo will still handle international carrier sales in the New Jersey office and Andrew Sallans will continue his position as a regional sales manager for New York/New Jersey. Fred Stribling, SCSPA vice president of marketing and sales, will continue to oversee the entire marketing and sales department.

"This new structure will work well for the port," Westerfield said. "Our marketing and sales department understands the importance of focusing on Charleston and to have somebody local with knowledge of how all of the players in our maritime community — from the shippers to the customs brokers to the railroads — all mesh together. Jo's impressive credentials and background make her a great fit for this new position."

Westerfield has worked at the SCSPA for the last 17 years and has been in the maritime industry since 1969. After retiring on June 30, he plans to stay active in the community through volunteer work and part-time employment.

The SCSPA's marketing department can be reached at the following numbers: Charleston (843) 577-8101 or (843) 577-8108; Atlanta (678) 775-6731; Charlotte (704) 643-7777; and New Jersey (908) 757-6669.

### SCSPA Remembers Long-Time Director Don Welch

Charleston's port community is mourning the death of the SCSPA's first executive director, W. Don Welch, who recently passed away at his home in Florida at the age of 78.

Welch arrived on the scene in 1971 at the beginning of the container revolution. He predicted, "Anything that can be containerized will be," and he steered the Port of Charleston to successfully prepare for it.

Welch's efforts undoubtedly paid off. Containerized cargo rose from 315,429 tons in 1971 to 8,169,004 tons upon his retirement in 1996. Revenue rose 887% during that same time period, an average annual increase of 35%.

A native of Jacksonville, Welch obtained a bachelor's degree in economics from the University of Florida and a master's in transportation from the University of

Tennessee. During the Korean War, he served as an artillery officer in the U.S. Army. Before joining the SCSPA, Welch spent nearly 15 years in the traffic departments of two major private corporations.

During his 25 years at the Port of Charleston, Welch guided the development of the Wando Terminal from the land purchase in 1972, to the terminal's opening in 1981. In 1994, the Wando Terminal was renamed the Wando Welch Terminal. He also led the major overhaul of the SCSPA's other facilities to provide open storage for containers.

Welch served 13 years on the board of directors of the American Association of Port Authorities and served as its chairman from 1980-1981. He also served as chairman of its curriculum and project and publications committees. Welch played a major role in crafting the AAPA's strategic plan that led to reorganization of the association. He also helped engineer a compromise on the harbor maintenance tax issue that had bitterly divided members in the 1980s.

Welch retired from the SCSPA in 1996. Although more than a decade has passed since he retired, Welch's trademark humor and wisdom continue to offer insight.

## New Direct Asia Service at The Port of Charleston

CSAV has expanded its PACAR service, adding Charleston to the independent service between Asia and the Caribbean. The expanded coverage now offers a direct weekly connection from China and South Korea to Charleston, bringing 52 new vessel calls a year and improving the port's connections to the exploding Asian trade.

The PACAR recently upgraded to a weekly fixed service. CSAV will operate nine vessels with capacity between 2,500-3,000 TEUs. The new service began Jan. 26 with the

sailing of the MV Norasia Alps from the Port of Ningbo in China.

The new rotation is Ningbo, Shanghai, Qingdao, Busan, Manzanillo, Cartagena, Rio Haina, Savannah, Charleston, Port Elizabeth, Cartagena, Lazaro Cardenas and back to Ningbo.

In response to growing Asia-U.S. trade, and in the wake of labor disruption on the West Coast, ocean shipping companies have begun introducing new services direct to the U.S. East Coast. Companies are sending more cargo through East Coast ports instead of the typical West Coast distribution. New all-water services from Asia to the U.S. East Coast via the Suez and Panama canals are making it easier for shippers that import products from Asia to bring them directly to East Coast facilities.

"This expanded service is great news for our port," said John F. Hassell III, interim president and CEO of the South Carolina State Ports Authority. "For our waterfront, it means new business, and for companies trading with Asia, it means more options, more competition, and quicker transit times."

## TWIC Implementation Smooth Sailing

Thousands of workers in the Port of Charleston now must show a new mandatory federal identification card at the terminal gates, and so far the implementation process is going smoothly, according to Port Police Chief Lindy Rinaldi.

Starting Dec. 1, 2008, federal law required that all truck drivers, port employees, longshoremen and others working on SCSPA facilities have a Transportation Worker Identification Credential, or TWIC. Only a small percentage of workers have shown up without the new mandatory ID card.

"Cargo is flowing smoothly and there were no major issues with implementation," Rinaldi



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TWIC IMPLEMENTATION AT THE PORT OF CHARLESTON WENT SMOOTHLY DUE, IN LARGE PART, TO ADVANCED PREPARATION BY PORT STAFF AND VENDORS, LIKE TRUCKERS, WHO ACCESS THE TERMINALS FREQUENTLY.

said. "The trucking community, the private maritime sector and labor all contributed to a successful launch."

The SCSPA port police de-

partment worked collaboratively with U.S. Coast Guard-Sector Charleston to actively promote the new program and educate the maritime community through

speaking engagements, media attention, signage at the gates, direct mail and e-mail.

"We met with the ports of Virginia, Savannah, Wilmington, and Jacksonville to review procedures, solve problems and develop a baseline upon which we can build with consistency," Rinaldi said. "We didn't want to confuse people who call on multiple ports, so we collaborated to develop a standard, and we stuck to it."

According to the latest data from the U.S. Department of Homeland Security, 8,192 workers have enrolled in Charleston and 5,373 cards have been activated. Over the past five months, enrollment among local truck drivers nearly quadrupled, from 841 in mid-July to 3,129 in mid-November.

The TWIC is required by federal law and will serve as an identification card for all personnel requiring unescorted access to secure areas of regulated marine

terminals. The fingerprint-based ID card costs \$132.50 and is valid for five years. To obtain a TWIC, applicants must successfully pass a security threat assessment conducted by the Transportation Security Administration.

The Charleston TWIC enrollment center opened more than a year ago. The temporary location is at the Residence Inn, 5035 International Blvd. in North Charleston. For more information on TWIC, visit <http://www.tsa.gov/twic>.

### SCSPA India Sales Trip Successful

In late January, SCSPA Vice President, Marketing and Sales Fred Stribling and Carrier Sales Manager Victor DiPaolo traveled to India to promote South Carolina ports in coordination with India Sales Director Anthony Lobo. The trip was

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MEMBERS OF THE SCSPA SALES TEAM RECENTLY ATTENDED A TRADE SHOW IN MUMBAI. LEFT TO RIGHT: RAJ MAROO OF MANGALAM; FRED STRIBLING, SCSPA VICE PRESIDENT OF MARKETING & SALES; SAILESH BHATIA OF BHATIA SHIPPING PVT LTD.; ANTHOHY LOBO, SCSPA INDIA SALES DIRECTOR; AND VICTOR DIPAULO, SCSPA CARRIER SALES MANAGER.

fruitful and included a major trade show and a client reception, both in Mumbai.

“We are fortunate to have an experienced shipping executive, Anthony Lobo, on the ground in Mumbai,” Stribling said. “His efforts have helped prospects become clients. Our goal was to raise awareness of South Carolina as a gateway to the booming southeastern U.S. cities and consumption markets. Our commitment is to continue working with the growing network of contacts developed in recent visits to India and help build new business connections.”

On Jan. 28, the SCSPA’s marketing team organized a reception for 65 cargo exporters, importers, forwarders and international ocean carriers. The four-hour event included valuable networking sessions and extensive discussions on the features, capabilities and benefits of South Carolina port

facilities, as well as future cargo movement opportunities.

The SCSPA team also distributed fact sheets, sales brochures and a 32-page “South Carolina Logistics” information packet at the CTL-IMEX Mumbai trade show. The logistics packet highlighted many opportunities, as well as a listing of South Carolina-based companies with telephone, e-mail and Web site contact information. Freight forwarders, harbor service companies, logistics park developers, county and regional economic development organizations, among others, were included in the listing.

Many of the Mumbai- and Chennai-based companies expressed an interest in finding U.S.-based shipping agents and partners.

The SCSPA marketing team is now working on a series of follow-up activities to create business matchmaking opportunities.

## Performance Team Reveals Expansion Plans

Third-party logistics specialist Performance Team is planning to increase its Charleston hub, currently located in Summerville.

“We are acting aggressively in the Charleston marketplace, and we want to enhance our visibility there,” said Mac Forehand, director of sales for the Southeast. “We are at the point now where, if all goes as planned, we will expand our operations there to at least 200,000 square feet and grow our employee base from 20 to about 90 or 100 people.”

Forehand confirmed that the company would most likely move to a new location, as opposed to expanding its current facility. He added that the company’s continued interest in the area is fueled by the Port of Charleston.

“We are port-driven, and our Charleston hub is strategically lo-

cated on the Eastern Seaboard to best service the north to southeast coast region,” Forehand said.

Performance Team has other deconsolidation facilities in port locations throughout the country, providing regional product handling, distribution and drayage. The company’s combination of automated and manual facilities can offload, sort, segregate and load product for multiple destinations. Performance Team offers other value-added services such as label creation, carton labeling, scanning, quality inspections and special project work.

Through nine domestic hubs, 3 million square feet of warehouse space and a fleet of more than 250 trucks, Performance Team’s 2,500 employees nationwide process approximately \$65 billion in wholesale goods annually, making it a leading trucking, distribution, deconsolidation and logistics company.



Charleston Trade Center  
Business Park Rd.  
January 9, 2009

A 1.5-MILE EXTENSION OF BUSINESS PARK ROAD IS UNDER WAY. THE EXTENSION WILL PROVIDE ACCESS TO CHARLESTON TRADE CENTER FROM I-26.

## Hillwood Clearing Land

Hillwood Investment Properties, a Perot company, has begun construction on a 1.5-mile extension of Business Park Road to provide access to Charleston Trade Center from the Jedburg Road exit off of Interstate 26.

In 2007, Hillwood announced plans for Charleston Trade Center, a 750-acre industrial project that includes up to 9 million square feet of logistics and light manufacturing space in Berkeley County.

Justin McAfee, Hillwood development manager, estimated this first phase of traffic infrastruc-

ture construction, which began in December, would be completed by the end of May.

McAfee noted that Hillwood is reviewing its current plan for the first building. The design may change based on input from potential users and tenants.

“We want to really key in on what users are looking for in this market,” McAfee said. “We have had quite a few prospects. A lot of users are hesitant in the current environment to make big deals, but we are pleased with the interest and are positioning ourselves for when the market rebounds.”

After reviewing the building design, the next phase will

include on-site improvements, such as utility infrastructure and mass grading work to prepare the site for building construction. The Charleston Trade Center, which is expected to encompass 15 buildings, may take 10 or more years to complete.

## Additional Funding for Community Projects

The SCSPA recently joined community leaders near the site of the new Navy Base Terminal to announce the second installment in a ground-breaking \$4 million community mitigation project.

In a ceremony at Gethsemani Community Center in the Union Heights neighborhood, SCSPA leaders presented a \$300,000 check to North Charleston Mayor Keith Summey.

Last year, the SCSPA presented \$750,000 in first-year funding and is contributing \$300,000 annually to the community through 2013. The SCSPA is providing the funds in partnership with the City of North Charleston and the Lowcountry Alliance for Model Communities, or LAMC, a group of seven neighborhoods near the terminal site.

LAMC worked with the SCSPA over several months to ensure that the new container ter-


minal will have the greatest positive impact on the surrounding area. The resulting Community Mitigation Agreement calls for the SCSPA to fund \$4.08 million in community, neighborhood and economic development projects, such as scholarships, affordable housing and revitalization plans.

“LAMC’s partnership with the South Carolina State Ports Authority means great things for our community,” said North Charleston City Councilman Michael Brown, who serves as president of LAMC.

“For example, we were able to provide educational opportunities for our residents with thousands of dollars in scholarships awarded just last month. We will soon begin work on a comprehensive community plan that will serve as a roadmap for revitalizing and strengthening our neighborhoods,” Brown said.

While virtually all major port development projects include traditional “green” mitigation for wetlands and other impacts, this is one of the first port expansion projects that included both community and environmental programming as part of the formal mitigation plan.

To learn more about the SCSPA’s environmental initiative, please visit [www.pledgeforgrowth.com](http://www.pledgeforgrowth.com).



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# Donnie Barnes:

**Ensuring Customs Compliance for BMW Manufacturing Co.**

**BY BETSY HARTER**

**Y**OU'VE PULLED UP BEHIND THEM AT THE GAS STATION, parked nose-to-nose with them at the grocery store and cruised along beside them as you drive to work. BMWs, which consistently rank in the top 10 most popular cars on the road today, are everywhere.

Less visible, however, are the people who work behind the scenes to ensure that the supply chain of parts arriving to manufacture these premium vehicles moves as smoothly and efficiently as possible.

Donnie Barnes, customs compliance manager for BMW Manufacturing Co., is responsible for the company's adherence to the import/export laws and regulations of U.S. Customs and Border Protection. From the company's U.S. headquarters in Spartanburg County, S.C., Barnes oversees all import and export activities, Foreign Trade Zone operations, free trade agreements and more.

A South Carolina native, Barnes received her bachelor's and master's degrees in public administration from the University of South Carolina. After spending some time at the firms of Wilbur Smith Associates and Stevens & Wilkinson, both in Columbia, Barnes landed a position with the Columbia Metropolitan Airport as director of property development.

"The airport was an FTZ, so I had to learn about FTZs to really understand how to market it," Barnes said. "I gravitated toward that side of my responsibilities because I found it so interesting."

FTZs are secure areas located in or near U.S. Customs ports of entry, but are legally considered to be outside the customs territory for the purpose of tariff laws and customs entry procedures.

Barnes remained at the Columbia Metropolitan Airport until 1991, when she helped Automotive Electronic Control Systems Inc., a division of Robert Bosch, to apply for status as an FTZ subzone. Once subzone FTZ 127A was approved, Barnes joined Automotive Electronic Control Systems to operate it.

In 1993, Barnes joined BMW Manufacturing Co. as customs compliance manager. At that time, the company's FTZ application had been filed but not yet approved, and BMW did not even have its own building. Barnes immediately jumped in to help speed the process along.

"At first, we processed cars through Spartanburg that were built overseas," Barnes explained. "We received FTZ approval one day, and the next day our first shipment arrived. But that was before this building was finished, so we received the cars, parked them on the site, processed them and trucked them out."

The company has come a long way since Barnes was hired as the 56th employee. Today, BMW has invested \$3.5 billion in its South Carolina operations, with more than 5,400 people working on the site.

As BMW has grown, so have Barnes' responsibilities. Consider the fact

that now BMW Manufacturing Co. is the largest FTZ in the entire United States. And, in addition to heading up FTZ activities and keeping up with BMW's increased production, Barnes oversees compliance with Customs Trade Partnership Against Terrorism, the Importer Self-Assessment Audit required by U.S. Customs and all free trade agreements.

"We do not just fall under NAFTA — we ship to 100 countries, and we have free trade agreements with about 20 of them," she said.

FTZ status is crucial for BMW and its suppliers. In fact, the ability to set up an FTZ was one of the main reasons BMW located in the United States. BMW benefits from FTZ status in several ways. First, it does not pay duty on parts as they are admitted to the zone. Second, since nearly 74% of the company's production is exported, BMW is not required to apply for duty drawback, since no duty was paid. Third,

direct delivery is a huge benefit because the parts can come to BMW without first stopping at customs. They arrive in-bond to BMW, who can use them as soon as they arrive. Finally, since three of BMW's suppliers in the Upstate also are in FTZs, BMW is able to defer payment of duties through zone-to-zone transfers.

"Here, we do everything that can be done in an FTZ except refine petroleum," Barnes said. "We do manipulation manufacturing, temporary removal, distribution, manufacturing, everything that can be done in a zone coupled with exporting."

Because BMW is so experienced in FTZs, the company has served as a pioneer in several ways. Barnes assisted U.S. Customs with programming its systems for NAFTA entries that are processed through FTZs.

The company was the first to submit electronic admission to the zone, and the first to pay its harbor maintenance fee electronically.

Barnes also assists BMW's suppliers by conducting a feasibility study to determine if it makes sense for them to locate in an FTZ.

"FTZ are not for everybody, but once we show there is a potential for cost savings, we can act as their advisor," Barnes said.

Although Barnes admits that keeping up with BMW's suppliers while staying on top of new requirements from U.S. Customs is quite challenging, she is eager to discuss the more rewarding aspects of her job. She describes her position as that of a social worker, explaining that FTZs create jobs in the United States and save companies money, either in actual dollar savings or in logistics improvement.

"I am very patriotic — mom and apple pie and all of that," she said. "I realize that when it comes to manufacturing, the United States might not get the entire apple pie, but we can get a much bigger slice of it by utilizing FTZs," she said. "Yes, we import some foreign parts, but the labor that goes into building our cars is 100 percent American."

**We do not just fall under NAFTA — we ship to 100 countries and we have free trade agreements with about 20 of them."**



**DONNIE BARNES**

# Liquid Box:

Bringing Liquid Assets to the Port of Charleston

BY BETSY HARTER

SHIPPING LIQUID ALWAYS HAS BEEN A COMPLICATED TASK. Finding a method to move liquid overseas safely, easily and cost-effectively presents a host of challenges. But, Charleston-based Liquid Box has made shipping liquid so simple and cost-effective that shippers now are going the extra mile to the Port of Charleston to benefit from this company's expertise.

Liquid Box was born six years ago when Scott Adams, a co-owner of Am-Cell Trucking, was asked to assist a customer with the installation of a flexitank. The customer, a gentleman who had driven to Charleston from Texas, showed Adams how to properly build the flexitank, a large polyethylene liner, inside of a container to transport liquid material.

"It ended up that this man actually owned the flexitank manufacturing business," Adams said. "I suggested that if he ever needed a flexitank built again, he could save himself a trip by sending the flexitank kit to me, and I could assemble it for him."

The business owner took Adams up on that offer. One thing led to another, and other flexitank manufacturers heard about the service that Adams was providing. Although he continued co-ownership of Am-Cell Trucking, Adams started the new company, Liquid Box, which focused solely on transporting liquid cargo in flexitanks.

Flexitanks are large, strong polyethylene bags that may be installed inside of a 20-foot container, enabling shippers to transport liquid in a dry bulk container. Approved by the U.S. Food & Drug Administration for a wide range of liquid foodstuffs, flexitanks can hold non-hazardous liquids up to 170 degrees. Their lightweight nature makes them more economical to ship than heavier ISO tanks. In addition, biodegradable flexitanks can be recycled or thrown away after the liquid is delivered to its final destination.

ISO tanks, on the other hand, are not disposable. They must be shipped back to the United States for cleaning before they can be reused, as hygiene regulations are stricter in the United States than some other countries. As a result, shippers must pay for the return transport of the empty ISO container.

When Adams decided to specialize in flexitanks, he personally went to all six major U.S. flexitank manufacturers to learn how each wanted their particular product built, and what requirements they wanted met.

"Installing a flexitank seems so simple, but not everyone can do it correctly," Adams said. "People around the United States say they can build these things, but they don't bother to do something as simple as check for rocks or nails in the container, which can puncture the bag."

Today, Liquid Box is the only East Coast distributor of all six types

of flexitanks, as well as the only company in the entire United States that is certified to assemble and install each of those manufacturers' products. All 25 Liquid Box employees are certified to build the tanks, troubleshoot problems, answer customers' questions and properly transport the flexitanks on the company-owned trucks.

"I believe that liquid cargo is our new highway to Charleston," Adams said. "I have customers from Michigan, Kentucky, on out to the Midwest that are physically closer to ports in Texas or California but are railing their liquids to ship through the Port of Charleston because Liquid Box has such a good reputation."

The most popular products that Liquid Box hauls are natural latex and wine. One of its larger customers is Mead Westvaco, which utilizes flexitanks to ship tallow oil for use in its Liquid Paper product. Flexitanks also can be used for other non-hazardous liquids including: beverages (wine, juice, fruit concentrates, mineral water and potable water); foodstuffs (molasses, grape must, tomato paste and edible oils); liquid sugars (glucose, sorbitol, fructose, corn syrup, corn sweetener and malt extract); and other non-hazardous chemicals such as biodiesel.

These customers ship their liquid to Charleston on rail car tankers. Typically, one rail car tanker holds the equivalent of four flexitank containers' worth of liquid.

These out-of-state customers are experiencing a cost-savings advantage, as well. While some states limit their drivers to hauling no more than 44,000-45,000 pounds, Liquid Box has a permit to load 52,000 pounds on their tri-axle chassis. The company

also is able to haul legal and overweight dry containers with company-owned trucks and tri-axle chassis.

"Since I can put 7,000-8,000 more pounds in a container, it's almost like offering our customers a free container for every six that they ship somewhere else," Adams explained. "We are saving them money by coming to Charleston and they are loving the idea."

One of Liquid Box's customers ships natural latex from Michigan to Charleston by railroad. The customer previously shipped its cargo through New York ports, but it now ships through Charleston, despite the 435-mile difference.

"We are proud to be increasing the volume of exports through Charleston, as well as increasing the amount of container volume through Charleston that previously was going to other states," Adams said.

“Since I can put 7,000-8,000 more pounds in a container, it’s almost like offering our customers a free container for every six that they ship somewhere else”





SCOTT ADAMS



# Something's Brewing in Calhoun County:

## Starbucks Coffee Co. Opens Roasting Plant in Central South Carolina

BY BETSY HARTER

COFFEE MAY SOON JOIN SWEET TEA AS ONE OF SOUTH CAROLINA'S favorite beverages. Starbucks, the world's premier roaster and retailer of specialty coffee, has invested \$70 million in a new roasting facility in Calhoun County, revving up both local and state economies.

When Starbucks began searching for a site for its fourth U.S. roasting facility several years ago, the Central South Carolina Alliance and the South Carolina Department of Commerce joined forces to make sure that the java giant was aware of everything the area had to offer, from work force availability to transportation access. Starbucks researched 36 sites in four states before ultimately choosing Sandy Run in Central South Carolina's Calhoun County. The site, located in the Tri-County Electric Cooperative Industrial Park, is situated immediately off of Interstate 26 and less than 10 miles from Interstate 77.

"We maintain a detailed catalog of all sites and buildings in our region, so when a company requests certain specifications, we can respond quickly with a list of sites that meet their needs," said Mike Briggs, president and CEO of the Central South Carolina Alliance.

Starbucks Chairman, President and CEO Howard Schultz said that the area's efficient transportation network, including direct access to the Port of Charleston and proximity to both the Columbia Metropolitan Airport (10 miles) and the Orangeburg Municipal Airport (28 miles), was a key factor in Starbucks' selection process.

The people of South Carolina, however, were the driving force behind Starbucks' final decision. Schultz pointed specifically to the area's qualified labor force and the unwavering support from local and state officials.

"We had lots of choices for where to locate, in many states and municipalities," Schultz said. "This area offered a true sense of humanity

that was not just a sales pitch. These are real people who want a true partnership with us."

From the time Starbucks announced its intentions to build the 120,000-square-foot coffee-roasting facility, the project moved along at a rapid-fire pace. The company began clearing the land in June 2007.

An accelerated construction timeline enabled officials to move in by August 2008. The company made its first shipment from the facility in November 2008, and it had already produced several million pounds of coffee by the time it held its grand opening on Feb. 19.

At the opening ceremony, plant manager Edward Mills joked that "It is a long journey from one Columbia to another," referring to the South American country of Colombia, where many coffee beans originate, to the city of Columbia, S.C., near the company's new facility.

Starbucks imports beans from 25 different countries. For instance, the Café Verona blend served at its grand opening consists of beans from Latin America and Indonesia. The beans arrive at the Port of Charleston, where they are trucked to a warehouse in Summerville until needed at the roasting facility. Once the beans arrive at the Sandy Run plant, the employees, known as "partners," unload the 125-pound burlap bags and sort out debris before storing the clean beans in silos. Later, the beans are roasted on-site under constantly monitored temperatures.

Partners package the beans before shipping them to distribution centers in Texas, Tennessee and Florida. These distribution centers finally send the finished product to company-operated stores, licensed stores and wholesale accounts around the Southeast.

The new Calhoun County facility provides additional roasting and packaging capability to augment production from Starbucks' four existing roasting plants in Kent, Wash.; York, Penn.; Carson Valley, Nev.; and Amsterdam, The Netherlands.







STARBUCKS' NEW ROASTER IN CALHOUN COUNTY, S.C. WAS CONSTRUCTED WITH A FOCUS ON ENVIRONMENTALLY-CONSCIOUS TECHNIQUES AND MATERIALS.

## Green Grounds

The environment always has been top-of-mind for Starbucks and the new Calhoun County facility is an example of the company's global commitment to green design. Starbucks invested in a variety of green design elements to help reduce the energy and waste generated by both the construction and operation of the facility. Twenty percent of building materials were from recycled content, and more than 75% of construction waste was recycled. The facility features efficient, state-of-the-art lighting and water fixtures, as well as a drought-tolerant landscape. Wind energy supplies a portion of the power used for operations.

The facility has been awarded the Leadership in Energy and Environmental Design's silver certification for new construction for the plant's green design. LEED, a third-party certification program by The U.S. Green Building Council, is a nationally accepted benchmark for the design, construction and operation of high-performance green buildings. LEED gives building owners and operators like Starbucks the necessary tools to have an immediate and measurable impact on their buildings' performance.

Schultz said using certified green design components is part of the company's strategy to significantly reduce its environmental footprint by 2015. Starbucks has committed to LEED certification

for all new company-operated stores by the end of 2010, doing so within standard store construction budgets. The company is integrating many of the green design elements utilized for the Sandy Run project into its other roasting plants and retail stores.



JOE E. TAYLOR, S.C. SECRETARY OF COMMERCE.

"Given the extraordinary importance of climate protection and the increasing role of the retail industry in that effort, Starbucks demonstrates leadership not only through LEED certification of this roasting plant, but a commitment to seek LEED certification for stores across the globe," said Rick Fedrizzi, president, CEO and founding chair of the U.S. Green Building Council.

## Economic Impact

Starbucks' new Sandy Run facility already employs 100 people, most of whom are local hires. Eventually, the plant will employ between 140 and 160. All employees receive

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## Starbucks by the Numbers

**11:** Number of Starbucks stores in 1987.

**16,000:** Number of Starbucks stores today.

**49:** Number of countries with Starbucks stores.

**100:** Number of Starbucks partners  
(employees) in 1987.

**160,000:** Number of Starbucks partners today.

**50 million:** Number of customers served  
by Starbucks each week.

comprehensive health care benefits, as well as an opportunity to participate in Starbucks' stock option plan, the Bean Stock program.

"We are pleased to be able to open a state-of-the-art facility during these challenging economic times, when unemployment has reached record levels," Schultz said. "This new facility shows our commitment to growing our business. In this climate, it's more important than ever that we make the right investments in our business, while making sure we do it in ways that support our business, the communities we work in, the environment, and our people."

Briggs, of the Central SC Alliance, pointed out that Starbucks' presence in Sandy Run will have a tremendous economic impact on both Calhoun County and the entire state of South Carolina. For example, the company will utilize the airport in Columbia and the port in Charleston, while employing partners from neighboring counties. And, Continental Terminals Inc., a distribution company that developed a warehouse specifically for Starbucks' raw beans in



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MIKE BRIGGS, PRESIDENT AND CEO OF THE CENTRAL SOUTH CAROLINA ALLIANCE AND STARBUCKS CHAIRMAN, PRESIDENT AND CEO HOWARD SCHULTZ AT THE GRAND OPENING OF THE SANDY RUN COFFEE ROASTING FACILITY.

Summerville, will feel the positive impact as well.

"I did a Google search for Calhoun County the day after Starbucks announced its intent to locate here, and newspapers all over the world mentioned our area, thanks to Starbucks," Briggs said at the grand opening, as he presented Schultz with a glass Palmetto tree, the South Carolina symbol. "We are blessed that a LEED-certified, world-class company chose our little corner of the world, and we are proud to call Starbucks a neighbor."

South Carolina Secretary of Commerce Joe Taylor also attended the grand opening. He discussed the economic impact of Starbucks as he held a coffee bean in his hand.

"This bean is from one of 5,900 family farms in Indonesia, and purchasing them has a huge economic impact on that grower, and that country," Taylor said. "The beans are placed on a ship, which has an impact on a shipping company. The ship docks at the Port of Charleston, and every time a ship docks here it has a tremendous impact on our state."

Taylor further explained that the warehousing companies that store raw beans and finished products feel Starbucks' impact, as does every Starbucks retail store in the Southeast.

"This small bean has a huge impact in multiple countries, states, towns and communities," Taylor concluded. "From our community,

we can contribute to the world. All of us impact the world when we do things the right way."

### **Community Minded**

Starbucks' impact on central South Carolina goes well beyond the jobs that the new plant will create, or the economic impact of its business through the Port of Charleston. The lion's share of the company's potential impact is the community involvement for which Starbucks has become famous. Since 2001, Starbucks has contributed \$126 million to communities in cash and in-kind donations and has supported nearly 1.5 million volunteer hours. One of the company's goals is to contribute more than 1 million community service hours per year in communities where it does business.

"This Sandy Run plant is a community in and of itself, and we want to make this a great place to work for the 100 people who work here," noted Peter Gibbons, Starbucks senior vice president of manufacturing. "But we are also part of this local community and we want to be a good neighbor by helping central South Carolina continue to be a great place to work and live."

"We are proud that we can achieve a balance of running a profitable business and plant with the social consciousness of giving back to this community," Schultz added.





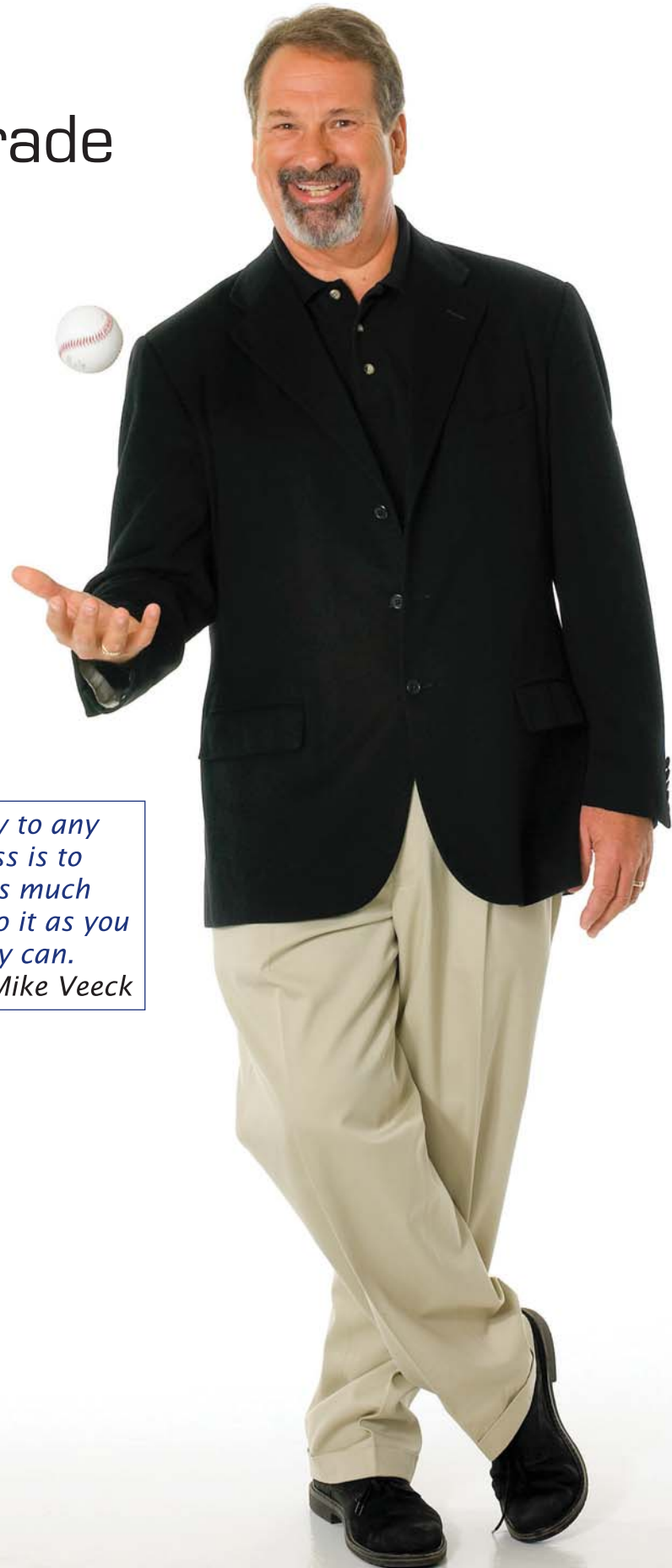
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*The key to any  
business is to  
build as much  
fun into it as you  
possibly can.*  
**Mike Veeck**

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MARCH + APRIL 2009  
**VIEWFINDER**





**LOCATION:** Statue at Brookgreen Gardens

**IMAGE DATA:** 1/400th - second @ f/5, Nikon D300, 120mm lens and manipulated/Adobe Photoshop CS4. **PHOTOGRAPHER:** Marvin Preston



## Direct Services by Terminal by Deployment Grouping

This listing indicated direct service calls in/out of Charleston. Many of these carriers also offer transshipment options that will move your cargo anywhere in the world. Please contact to your ocean carrier about transshipment options.

Term	Service Name	Service & Participating Carriers	Trade Route	Foreign Port Rotation	# VsIs	Avg TEU Size	Freq
CS	AWE-2	COSCO / "K" Line / Yang Ming / Hanjin	Asia	Shanghai / Yantian / Hong Kong	9	3,832	Weekly
CS	TAS-1	COSCO / "K" Line / Yang Ming / Hanjin / Zim	Transatlantic	Antwerp / Bremerhaven / Rotterdam / Le Havre	4	2,699	Weekly
CS	Star TransAtl	Star Shipping / Atlanticargo	Transatlantic	Rotterdam / Bremen	5	1,346	10 days
CS	Andino European Service mpc	BBC	Transatlantic / WCSA	Guayaquil / Puerto Bolivar / Callao / Antofagasta / Valparaiso / Hamburg / Antwerp / Bilbao	-	-	Monthly
NC	India-America Express	CMA CGM / APL / Hapag-Lloyd / ANL / MacAndrews / MOL / NYK / OOCL	Transatlantic / MidE / ISC	Port Said / Jeddah / Karachi / Mumbai / Mundra / Damietta, Egypt	7	4,235	Weekly
NC	Victory Bridge / EAG	CMA CGM / CSCL / Evergreen / ANL	Transatlantic	Veracruz MX / Altamira MX / Le Havre / Antwerp / Rotterdam / Bremerhaven	5	2,827	Weekly
NC	NUE	Evergreen Line / New World Alliance	Transatlantic / Carib / C Am / Asia	Antwerp / Bremerhaven / Rotterdam / Le Havre / Rotterdam / Le Harve / Charleston / Cristobal / Tokyo / Busan / Shanghai / Ningbo / Qingdao	12	4,226	Weekly
NC	Gulf Mexico Express-GMX	Grand Alliance	Transatlantic	Thamesport / Antwerp / Bremerhaven / Le Havre / Veracruz MX / Altamira MX / Charleston / Thamesport / Antwerp / Bremerhaven / Le Havre	6	2,930	Weekly
NC	Gulf Atlantic Express-GAX	Grand Alliance / ACL	Transatlantic	Antwerp / Thamesport / Bremerhaven	5	3,207	Weekly
NC	Atlantic Express-ATX	Grand Alliance / Zim / ACL	Transatlantic	Rotterdam / Hamburg / Le Havre / Southampton	4	4,662	Weekly
UP	North Atlantic Shuttle Ro-Ro service	"K" Line	Transatlantic	Bremerhaven / Southampton	4	-	Weekly
UP	4 Continents Express Ro / Ro Service	Mitsui O.S.K	ECSA / South Africa / Europe	Puerto Cabello / Santos / Zarate / East London / Durban / Port Elizabeth / Vigo / Zeebrugge / Bremerhaven	-	-	Twice / Mth
UP	PCTC North Atlantic	Wallenius Wilhelmsen	Transatlantic	Bremerhaven / Gothenburg / Zeebrugge / Southampton	-	-	Twice / Mth
UP	PCTC Mid Atlantic	Wallenius Wilhelmsen / ARC	Transatlantic	Bremerhaven / Antwerp / Zeebrugge / Southampton	-	-	7 days
UP	US Gulf & East Coast / Middle East	Wallenius Wilhelmsen / ARC	Transatlantic / MidE / ISC	Kuwait / Dubai, Jebel Ali / Fujairah / Jeddah / Alexandria	-	-	Twice / Mth
WW	Pacific Express 3-PEX 3	CMA CGM / CSCL	Asia / Carib / C Am	Kingston / Shanghai / Xiamen / Chiwan, Shenzhen / Hong Kong	7	5,001	8 days
WW	Americas Service	CSAV / CCNI / Hamburg Sud	Carib / C Am / NCSA / WCSA	Cartagena / Manzanillo / Guayaquil / Callao / San Antonio / San Vicente / Callao / Guayaquil / Cartagena	6	2,536	Weekly
WW	USATLAN	CSAV / Libra / Ham Sud / Alianca / 'K' Line / YM / Hanjin	NCSA / ECSA	Sao Francisco do Sul / Santos / Rio de Janeiro / Salvador / Puerto Cabello	5	2,501	7 days
WW	East Coast Americas	Ham Sud / AI / CSAV / Libra / Evergreen	NCSA / ECSA	Puerto Cabello / Suape / Santos / Buenos Aires / Rio Grande / Navegantes	7	3,582	Weekly
WW	South Atlantic Express-SAE	Maersk Line	Carib / C Am	Puerto Cortes / Santo Tomas de Castilla	2	1,192	Weekly
WW	TA3 / TP7	Maersk Line / Safmarine / New World Alliance / CMA CGM	IN Asia / Carib / C Am / OUT Transatlantic	Shanghai / Yantian / Hong Kong / Busan / Balboa / Charleston / Bremerhaven / Felixstowe / Rotterdam / Le Havre	12	4,694	Weekly
WW	TA2 / Atlantic South	Maersk Line / New World Alliance	Transatlantic	Rotterdam / Felixstowe / Bremerhaven	5	4,336	Weekly
WW	MECL1 / SZX1	Maersk Line / Safmarine	Transatlantic / MidE / ISC	Malaga / Port Said / Salalah / Dubai, Jebel Ali / Karachi / Mumbai / Salalah	7	4,303	Weekly
WW	WestMed	Maersk Line / Safmarine / APL / Hapag-Lloyd	Transatlantic	Malaga / Gioia Tauro / Leghorn / Genoa / Algeciras	6	4,337	8 days
WW	South Atlantic, Mexico & Gulf	MSC	Carib / C Am / Transatlantic	Antwerp / Felixstowe / Bremerhaven / Le Havre / Charleston / Freeport / Veracruz MX / Altamira MX	7	4,975	7 days
WW	West Med / North Atlantic	MSC / COSCO / "K" Line / Yang Ming	Transatlantic	Naples / La Spezia / Valencia / Sines	6	2,932	Weekly
WW	American Express-AMEX	MSC / Safmarine / Maersk Line	Africa / Carib / C Am	Freeport / Cape Town / Port Elizabeth / Durban / Cape Town	8	2,449	Weekly
WW	South America West Coast - String 3	MSC	Carib / WCSA	Freeport / Buenaventura / Guayaquil / Paita / Buenaventura / Freeport	3	2,028	Weekly
WW	Atlantic Pacific Express-APX	New World Alliance / Evergreen / Maersk Line	Asia / Carib / C Am / Transatlantic	Chiwan / Hong Kong / Kaohsiung / Busan / Kobe / Tokyo / Balboa / Manzanillo / Charleston / Rotterdam / Bremerhaven / Felixstowe / Charleston / Manzanillo / Tokyo / Kobe	12	4,616	Weekly
WW	Suez Express-SZX	New World Alliance / CMA CGM	Asia via Suez / MidE / ISC	Dubai, Jebel Ali / Port Kelang / Singapore	8	4,656	Weekly

Carrier Service Rotation and Vessel information obtained from Compair Data Inc. Jan. 8, 2009.



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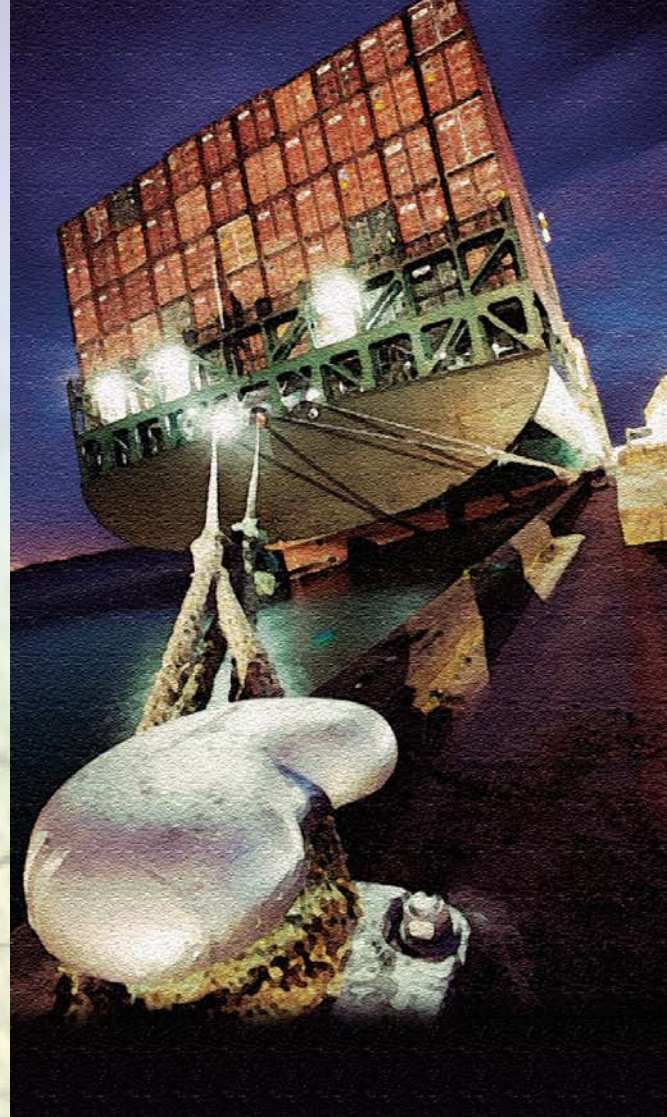
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Charleston Women in International Trade (CWIT) held its first auction and oyster roast in October. The organization joined more than 10 Charleston businesses and organizations in the SCSPA's "Pledge for Growth" by recycling all of the oyster shells from the event. The S.C. Department of Natural Resources, through its S.C. Oyster Restoration and Enhancement Program (SCORE), will use the shells to restore oyster reefs in and around Charleston's harbor. Above: Rebecca McGee of CWIT and the Charleston Harbor Resort, Pam Everitt of Port of Charleston, Connie Gugel of Carolina Starches, Sally Davis of Charming Inns and Ben Dyar of SCDNR.



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