

FALL 2015

PORTLOG

The Journal of the Port of South Louisiana



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Globalplex
Improvements



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<p>2 DIRECTOR'S LOG</p> <p>3 OVERVIEW</p> <p>4 AROUND THE PORT <i>Perique tobacco is home to St. James Parish</i></p> <p>6 WHATS NEW <i>Meet the Plant Manager Johnny Chavez</i> <i>Meet NOBRA's President Capt. Steven Hathorn</i> <i>ACBL reaches 100 year milestone</i> <i>Globalplex Update</i> <i>Port of South Louisiana renames Airport</i></p> <p>14 COMPANY PROFILE <i>T. Parker Host bases prosperity on eight core principals</i></p>	<p>15 COMPANY PROFILE <i>RiverWorks Discovery's campaign educates in informational and entertaining ways</i></p> <p>16 COMPANY PROFILE <i>Dan Gulf provides innovative solutions to customers transportation needs</i></p> <p>17 COMPANY PROFILE <i>World Trade Center of New Orleans serves the whole state</i></p> <p>18 PORT PEOPLE <i>Scott McKenzie mentors the future workforce of the river region</i></p> <p>20 HOSTS</p> <p>22 PORT MAP</p> <p>24 FINAL FRAME</p>
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Cover photography courtesy of ACBL



The soaring interest in Mississippi River-front industrial sites within the Port of South Louisiana district has certainly kept us busy. Within the last 24 months alone, there have been at least eight new heavy industrial project announcements. Companies from far and wide are taking advantage of the nation's abundant and inexpensive natural gas. Louisiana happens to be at the epicenter of the action. The River Region is slated to secure international manufacturing investors from New Zealand, Japan, China, Russia, Canada and Norway. Others

originate closer to home, like Texas, North Carolina and Delaware.

In early 2013, South Louisiana Methanol, a joint enterprise between Zeep Ltd. of Texas and Todd Corporation of New Zealand, announced a \$1.3 billion methanol manufacturing venture, the largest of its kind. Around the same time, commodity management firm Gavilon Agriculture, based out of Iowa and owned by Marubeni Corporation of Japan, announced its \$250 million investment. Fast-forward 12 months to when Yuhuang Chemicals of China announced its plans for a \$1.85 billion methanol manufacturing complex. Consequently, Air Liquide out of Paris, France, will construct a \$170 million facility to provide oxygen for this project. That's a \$3.57 billion gain in St. James Parish alone, not counting the commitments by Syngas Energy and Petroplex International, each at \$300 million.

After a two-year deliberation between a site in Iberville Parish and one in St. John the Baptist Parish, EuroChem, Russia's largest producer of nitrogen and phosphate fertilizers, selected the latter in April of this year to establish a \$1.5 billion fertilizer plant and distribution center. Two months later, Canadian firm First Bauxite Corporation announced its intentions to launch a \$200 million proppant manufacturing facility within the Port's own facility, Globalplex Intermodal Terminal. The total announced investment for St. John the Baptist Parish is \$3.93 billion, which includes a \$2.2 billion potential Marathon Petroleum expansion.

St. Charles Parish was not left out of this economic development boon. In May of 2014, Delaware-based AM Agrigen Industries disclosed its objective to develop a \$1.25 billion plant that will manufacture urea, one of the most broadly used fertilizers in the world. Norway's Kongsberg Maritime, supplier of dynamic positioning systems, marine automation and control systems, saw the need to establish a local service and training facility, which they intend to launch at an investment of \$15 million. Existing facilities Monsanto and Entergy/Little Gypsy have scheduled \$1.0 billion expansions each, for a total announced investments in St. Charles Parish of \$3.265 billion.

In short, companies, both foreign and domestic, have pledged to invest almost \$15 billion in the River Region, which will create, at least, 1,400 jobs for its citizens with the potential for hires to bring home \$72,000 a year plus benefits. This activity is a result of the abundance of a key raw material for many of these manufacturers: natural gas. We welcome such substantial economic development for our region and we will work diligently with them to make each one successful. Moreover, we will be persistent in our efforts to continue the influx of investment into the River Region, because the River Region is the Port of South Louisiana.

Paul G. Aucoin
Executive Director



D. Paul Robichaux
PRESIDENT



Joseph Scontrino
EXECUTIVE VICE PRESIDENT



Louis Joseph
TREASURER



Stanley Bazile
SECRETARY



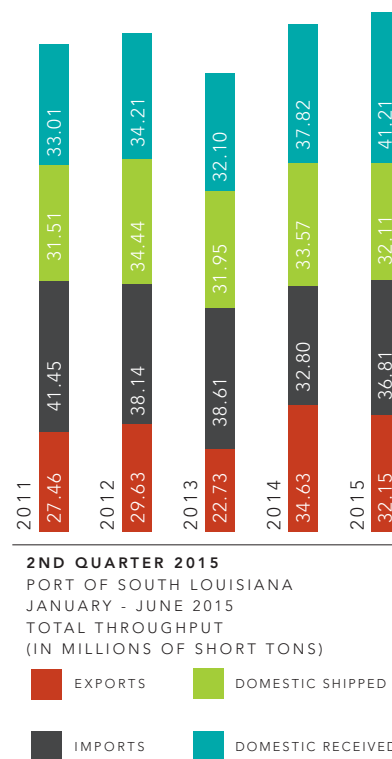
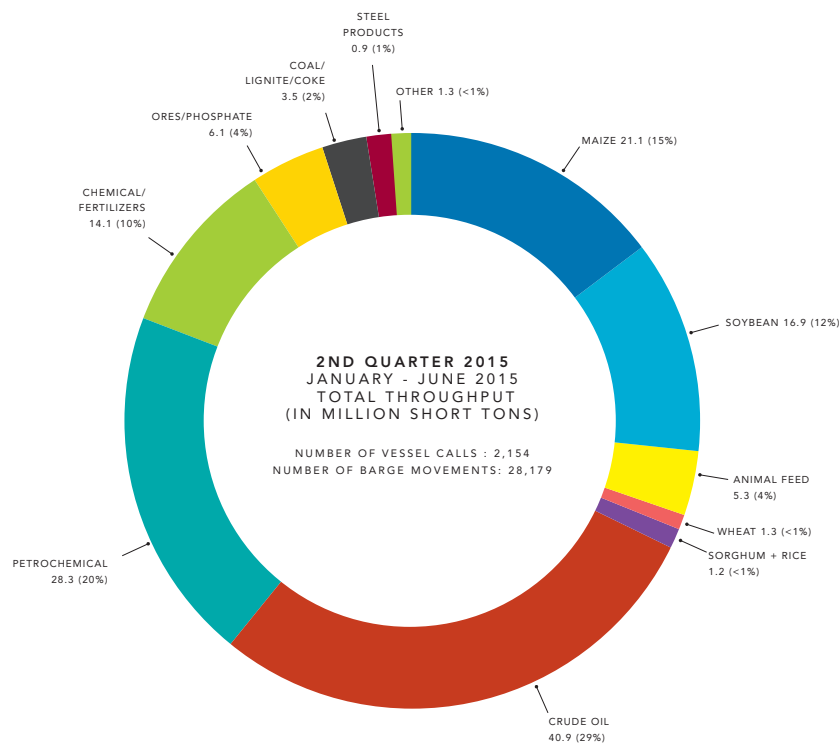
P. Joey Murray
VICE PRESIDENT



Robert "Poncho" Roussel
VICE PRESIDENT

TRANSPORTATION CENTER OF THE AMERICAS

The state legislature established the Port of South Louisiana in 1960 to promote commerce and industrial development along the 54-mile stretch of the Mississippi River that runs through the St. Charles, St. John and St. James tri-parish region.



MISSION

The port is charged with a mission to promote maritime commerce, trade and development, and to establish public and private partnerships for the creation of intermodal terminals and industrial facilities.

GOVERNANCE

The port is under the jurisdiction of the state of Louisiana and authorized by the state constitution. A seven-member board of commissioners directs the port; all of them are unsalaried. Four members are appointed by the governor, with one member representing each of the associated parishes and one at-large member; the remaining members are appointed by the presidents of each parish.

PHILOSOPHY

The port's philosophy of development is to entice companies to set up regional operations within its boundaries. The port serves primarily as a "landlord" port to more than 30 grain, petroleum and chemical companies. The exception to this is the port-owned world-class intermodal Globalplex facility and the new SoLaPort facility.

WORLD'S LARGEST PORT DISTRICT

The ports of South Louisiana, New Orleans, Baton Rouge, St. Bernard and Plaquemines make up the world's largest continuous port district. They are responsible for moving one-fifth of all U.S. foreign waterborne commerce.

FACILITIES

Within the port's jurisdiction, there are seven grain elevators, multiple midstreaming operations, more than 40 liquid and dry-bulk terminals, the Globalplex Intermodal Terminal and the Port's Executive Regional Airport.

PORT AREA

The port covers a 54-mile stretch of the lower Mississippi River between New Orleans and Baton Rouge. The port begins at river mile 114.9AHP near the Louis Armstrong New Orleans International Airport and winds through St. Charles, St. John the Baptist and St. James parishes. It continues north to river mile 168.5AHP just north of the Sunshine Bridge. ●



On a recent visit to the Prot, Arkansas seed distributors, equipment dealers and insurance companies enjoyed a tour of the Perique tobacco facility.

SAVING THE SWEET SMOKE

Thanks in part to east coast businessman Mark Ryan, South Louisiana's unique Perique tobacco is enjoying a rebirth both locally and globally

BY WILLIAM KALEC

South Louisiana is a land loaded with traditions.

We have a language all our own, spoken in a dialect not found anywhere else. Our festivals serve as colorful, loud magnets, attracting visitors from all corners of the map. The food is top-notch and unique, a fantastic reason to push the start of your diet until Monday.

But the way North Carolina businessman Mark Ryan tells it, one of Acadiana's most sacred traditions – Perique tobacco – almost literally went up in smoke.

In April 2005, Ryan took over the neglected and basically abandoned Louisiana Poche Perique Tobacco facility, a rundown process-

ing site only an architect's mother could love. A complete fixer-upper, Ryan retells an anecdote from the first two weeks of business: He went down the street to a local po-boy place to grab six sandwiches for workers redeveloping the main two buildings.

"After I ordered, I think they knew I was from out of town, they wondered what I was doing around here, and I mentioned Perique," Ryan says. "They just looked at me quizzically, 'What's Perique?' This was two blocks away. The history and tradition was lost.

"Perique was basically extinct for four or five months," Ryan continues. "It pretty much died on the vine...and it was a crush-

ing blow to me that it would no longer be available. So I ended up buying it."

Driven by passion more than profit, Ryan has totally revamped the Poche facility while simultaneously not straying too far from the traditions of the area and the process. When Ryan took over, the processing center only had 80 presses, half of which were operational and two buildings in need of a lot of love – both cosmetically and structurally. Ryan modernized the buildings while maintaining much of the charm.

He not only installed more than 300 additional presses and constructed a 20,000 sqare -foot receiving station, but also air-



conditioned the entire complex and upped the workers' pay rate substantially. When asked why he poured so much capital into the business, especially during the volatile infant stages, Ryan simply said, "Because there's a right and a wrong way to treat human beings."

"It's about respect," Ryan says. "So I created an environment where people love coming into work. It's comfortable. It's safe. It's clean. It's big. It's not dingy; we have lights all over the place. So it's respect the present of Perique, while still preserving the past."

"When I set up the presses at that property, the local community had forgotten the culture, history and tradition of Perique," Ryan says. "To them, that was stuff that your grandfather did. And to see the way it's come back, it's just real exciting – just the way we've been able to restore this piece of history while bringing it into the current times using the current technologies."

"We're in the midst of a rebirth, a total rebirth with Perique."

Written history of the product dates back to the 18th century, about the time when the Acadians arrived in the region. The tobacco was raised and prepared by local Indian tribes

in St. James Parish and eventually the distinct aging process was taught to the newcomers. Perique experienced a boom in the 1920s when production annually reached into the multiple tons, but faded out of (almost completely) over time.

Mainly a "condiment tobacco," Perique is labor-intensive to produce. It's found mostly in pipe tobacco blends, and as Ryan warns, a little goes a long way. Because of that, most blends only contain 1-2 percent Perique, although Ryan has heard of enthusiasts smoking blends that will "blow your head off" featuring 35-40 percent Perique.

"People had almost pushed it out of their memory, because you couldn't find it for so long," Ryan says. "So the enthusiasm among buyers when they knew it was available – it was something special. Because it's a great product. It's naturally aromatic. You don't have to put all that chemical junk on the tobacco. It's got so much flavor."

"I've even introduced it to a friend who makes cigars in the Philippines, the oldest manufacturer of cigars in Asia, and they're now making cigars with Perique in them, which are delicious. So Perique is back."

Ryan is busy these days not only visiting the facility – he comes to Louisiana nearly a dozen times per year – but also waving the Perique flag at tobacco conventions and trade shows. Of course, with that comes a bit of recognition.

"When word got out that I'm the guy that saved Perique from extinction, man, I got invited to all the parties," Ryan says, half-joking though it's technically true. "When you go into the smoking tents, I'll have 40 people come up to me, 'Hi, Mr. Perique,' or 'Thank you for saving Perique. I don't know what we would have done without it. I don't let it go to my head, but it feels good to hear it.'"

"I went to a tobacco show in Germany and just happened to mention the word 'Perique.' Just then three men who don't speak English turned to me and said, 'St. James Parish.' So, you can say, we're putting Perique back on the map." •

MEET THE PLANT MANAGER

Answers For Everything

BY WILLIAM KALEC



Johnny Chavez takes great pride knowing Dow's St. Charles' reputation for finding solutions may be unmatched

There's no stumping Johnny Chavez, not even when the Dow veteran of nearly three decades is asked the tricky question of how many different job titles he has held with the company.

"Wow," says Chavez. "I've worn a bunch of different hats, that's true. It's been a great career. I've really enjoyed every step of it. So the first step — I started out in R&D with Dow, polyurethanes R&D in Freeport, Texas in 1988."

For the next four minutes, Chavez seamlessly rattles through his accomplished and diverse resume without a hiccup. For example, in 1990 he moves into manufacturing, doing various jobs at various job locations. In 2002, he was named Director of Engineering for the Gulf Coast region, then two years later, did the same thing overseas. In 2006, he was promoted to Global Business Manufacturing Director for

Specialty Plastics. He's also been the Global Business Manufacturing Director for Dow's Epoxy business and Associate Site Director for Dow's Texas Operations.

"Yeah, I moved around a little bit," says Chavez. "Got to see all different sites — large sites, small sites, up north, down south, in Europe, the business side, the finance side, operations side, manufacturing side. It all added up to experience. It's a well-rounded perspective, which when you're dealing with the size and scope of the site I'm at now, is a huge advantage."

"Really, every place I've been and everything I've done brought me to where I am now, right here."

The Dow St. Charles Operations Center in Hahnville is one of five core facilities the company operates in south Louisiana, giving the household-name business the largest petrochemical presence in the entire state. Measuring 2,000 acres and employing 2,500 workers, Dow's St. Charles integrated petrochemical complex has over 10 billion pounds of annual production capacity and makes a multitude of products founds in consumer goods such as: plastics, insecticides, films, fabrics, antifreeze, fuels, brake fluids, paints, toothpaste, fabric

softeners, medical supplies and host of other things found in garages, closets and pantries.

"On a relatively small asset base, from a profit point-of-view, we're doing exceptionally well," Chavez says. "There are a couple factors to that. One, being located here in south Louisiana and therefore having access to great, abundant, low-cost feedstock and energy sources. But also, the logistics out of here are tremendous. We can get out of the Port, we can use the river and rail is good. So that all helps."

One of the more distinct features of Dow's St. Charles Operations Complex — and therefore one of Chavez's early challenges when he took over as Site Leader in April 2014 — is the myriad of products created and shipped out of this facility. Where many Dow sites specialize in one thing, the St. Charles site dabbles in multiple specialty items.

"You've got to be flexible," Chavez says. "You'd like to think you can do everything the same way and that would make the most money, but at a site like this, where you have such diversity in the products and the technology used in those products, you can't do things the same way. We have to allow each plant, each business, to make decisions that make sense for them yet still send a consistent message to our employees and contractors."

"So it's a little more complicated, but that's what makes it fun and exciting."

Because of that diverse product line, Chavez has had no problem leaning on the knowledge and expertise of division directors and longtime Dow employees at St. Charles. At Chavez's site, the Dow Leadership Team is 30 members deep and has the ability to handle most day-to-day decisions.

"Because of their time here and there know-how they've not only eased my transition here, but allow my job to be what it truly should be — more strategic, more visionary," Chavez says. "That's not possible without great leadership throughout the site and a great team, in general." •



MEET THE NOBRA PRESIDENT

Captain Stephen Hathorn

BY WILLIAM KALEC



The first spark of interest in a career path often happens in childhood when a teacher or parent says something that strikes a chord with the child's developing mind. For Captain Stephen Hathorn, river pilot and President of the New Orleans Baton Rouge Steamship Pilots Association (NOBRA), that moment occurred when he was 6 years old and he spent several weeks on a towboat with his father, the captain.

"My dad wanted me to be a doctor or lawyer, but I think boys always want to be like their father, so I've wanted to do this since I was a boy," Hathorn said.

He began his maritime career as a deckhand on various harbor tugs in 1974 at the age of 18. A few years later he was hired as Captain for Crescent Towing and Salvage where he spent 11 years of his career.

In 1989, he was elected into NOBRA and after a 6-month apprenticeship was commissioned as a river pilot.

NOBRA represents pilots who guide ships from New Orleans to Baton Rouge and was founded in 1943. All members of NOBRA must be elected to the organization and fulfill several requirements including possessing a bachelor's

degree, an intimate knowledge of the waters they serve, possess a license issued by the Coast Guard, become recertified every five years and serve in a minimum one-year apprenticeship.

Hathorn was elected President of NOBRA in 2014 after serving as Vice President.

"It's a great organization and it's a proud honor to lead this group of 118 dedicated professionals in keeping commerce moving and our waterways and environment safe," Hathorn said.

The Mississippi River poses multiple safety challenges, but the biggest one is from an unlikely sounding culprit — 5 mile per hour water currents. Hathorn says the ideal river current for steerage is 1 to 2 miles per hour. Even the slightest increase in river current speed poses difficulties for river pilots; the ship doesn't steer as easily and vessels tied up to the dock won't stay in the berth as reliably.

"We've had a ship break out and knocked another ship loose. Everything happens a lot faster when currents increase, there's less room for error," Hathorn said.

In August, Carrollton Gauge was at a 15 ½ foot river stage which is very close to the flood stage. When waters reach such high

levels the currents increase dramatically by river standards. By late August, the river stage had fallen dramatically, a somewhat unusual occurrence according to Hathorn, resulting in "silting up" which poses a separate set of challenges for river pilots.

"These conditions push the limits of a pilot's skill and ship capabilities. It keeps everyone on their toes," Hathorn said.

Keeping commerce moving is important, but safety always trumps business in the mind of a NOBRA pilot.

"The Mississippi River is the lifeline of the country as far as exports. But for a river pilot safety is always first when we work with the industries to keep commerce moving," Hathorn said.

Serving as NOBRA's President has allowed him to meet the other side of maritime personnel.

"I've worked with Coast Guard, Corps of Engineers, Freight Forwarders, Marine Advocates, Port Officials, shipping agents. It's amazing that such a diverse group can come together to make the Port of South Louisiana No.1," Hathorn said.

Hathorn still occasionally pilots a vessel but his new position at NOBRA is primarily focused on making the organization run smoothly. Though he is confident in executing his duties as president of the organization, he is unpretentious in his newfound leadership role.

"Being President is new ground. I was trained to move ships. I never doubt myself on the bridge of a ship. But this has been a career change for me and I'm humbled," Hathorn said.

While not at work, Hathorn is an avid LSU sports fan.

"Football, basketball, baseball, I like all of it," Hathorn said. •



STANDING THE TEST OF TIME

For most of last century and well into this one, American Commercial Barge Line (ACBL) continues to set the pace on the Mississippi River, and beyond, among cargo carriers.

BY WILLIAM KALEC

When it comes to caring for and transporting cargo up and down the Mississippi River system, it's pretty much impossible to find a longer or more reliable track record than the one posted by ACBL over the past 100 years.

And no, that's not a typo. The company has been around for 100 years.

From its humble beginnings transporting coal along the Kentucky River, the Indiana-headquartered shipping giant now employs 2,600 workers and operates a fleet of 2,000 barges and more than 100 towboats. A leader in shepherding liquid and dry cargo on the inland waterways such as the Mississippi River among others, American Commercial Barge Line can expertly handle a cornucopia of cargo including (but not limited to): chemicals, petroleum, ethanol, edible oils, salt, grain, coal, steel, ores and fertilizers.

As one might expect given the area's reputation for nautical traffic, American Commercial Barge Line has a very visible (and sizable) presence

near the delta of the Mississippi River. Currently, the company operates three fleeting areas — essentially parking lots, maintenance centers for barges — in South Louisiana: one at Mile 237 in the Port of Baton Rouge, another at Mile 107 in Harahan within the Port of New Orleans and finally a fleeting area at Mile 151 in Vacherie that falls in the Port of South Louisiana's Port District.

“From day-to-day, you're dealing with a bunch of issues — there's always something to do,” says Jeff Kindl, American Commercial Barge Line's vice president of Gulf Operations. “Whether it's talking to the managers of each fleet or mentoring some of the other guys, it's what's expected of you, and the people who work here on the river. Things can change in an instant, with basically no warning — so adapting and being agile is key.”

Perhaps the best explanation for American Commercial Barge Line's sustainability over the years and decades is the company's steadfast commitment to five base principles: Safety, Customer Focus, Innovation, Integrity



and Value. American Commercial Barge Line notes statistics verifying that transporting cargo by barge results in fewer spills and injuries than shipping by rail or road. Last year, 71 American Commercial Barge Line vessels received the prestigious Jones F. Devlin Award for Safety from the American Chamber of Shipping — a distinction given to all manned merchant ships that operated for two consecutive years without a crew member losing work time due to occupational injury.

“Everyone must be trained and trusted. Communication internally needs to be seamless so that we can properly serve the customer the right way.”

- Jeff Kindl

“Our core values are everything, starting with safety – people are our primary concern,” Kindl says. “You look at our record – no lost-time injuries in over a year – and it shows that safety is something we practice, not just talk about. And from there, the safety continues with the safety we show toward the environment.”

Though it's not often thought of in this context, shipping by barge with ACBL is not only incredibly efficient, but green in comparison to other popular forms of cargo transport. Using the same amount of fuel, the distance a barge can take cargo is far greater than that of truck or train, resulting in less CO2 emissions per trip.



Once again, the American Chamber of Shipping recognized ACBL's environmental stewardship last year when 78 of the company's tow-boats earned Environmental Achievement Awards. Those boats went 24 months without a reportable spill, without any U.S. Coast Guard violations and without any state citations or violation of state or local pollution regulations.

While a lot has changed in 100 years of service at American Commercial Barge Line, one constant from then to now remains — delivering cost-effective customer service. The means of accomplishing that feat; however, are specifically tailored to the high-tech, real-time era of the modern global marketplace.

By visiting the ACBL customer website, www.acltrac.com, clients can track up-to-the-second updates about river conditions and transportation data about their specific cargo loads. Even though American Commercial Barge Line's fleet numbers are in the thousands already, the company continues to modify barges — and right-sizing its fleet to meet the needs of clients. For businesses without a direct connection to the river, ACBL's logistical teams are well-versed in cultivating multi-modal transportation solutions, including arranging storage terminals for cargo when necessary. As Kindl makes clear, cargo shipping is a “relationship business,” so earning trust and being able to problem solve on the spot are paramount in developing a loyal customer pool.

“The market changes so fast nowadays, that if you're unable to react quickly and smartly, then your customers are going to take notice of that — especially in the liquid markets,” Kindl says. “With ups and downs of oil markets and chemical markets, it keeps you on your toes. One day you'll be going here, and the next day you'll turn around and go back.”

“So, with that said, teamwork is necessary,” Kindl says. “Everyone must be trained and trusted. Communication internally needs to be seamless so that we can properly serve the customer the right way.” •



RENOVATIONS UNDERWAY TO CREATE A STATE OF THE ART BULK MATERIALS WAREHOUSE

15-year partnership between Associated Terminals and the Port of South Louisiana yields customized facilities and greater efficiency for customers at Globalplex Intermodal Terminal

BY AMANDA ORR

In 1992, the Port of South Louisiana acquired the Godchaux-Henderson sugar refinery and began redeveloping it into what is now known as Globalplex Intermodal Terminal. This 335-acre maritime industrial park located at mile posts 138.5 and 138.6 A.H.P. on the lower Mississippi River in Reserve, Louisiana is a public terminal owned by the Port of South Louisiana and operated by Associated Terminals.

Globalplex offers 278,000 square feet of warehouse space as well as 520,000 square feet of open storage pad space, bulk domes and green space. With that much laydown and warehouse space Associated Terminals has the ability to work with customers to develop customized cargo movement solutions that include transport, light manufacturing and storage.

Industries and investors are drawn to Globalplex by the availability of skilled laborers, deep water and cargo docks that can handle anything from Panamax vessels to inland barges, on-site rail access serviced by Canadian National and Kansas City Southern, as well as easy connections to nearby highways and airports. Through Associated Terminals, the Port of South Louisiana is able to provide solutions to meet the cargo handling needs of those customers.

Associated Terminals offers services to dry bulk, break bulk and containerized cargo shippers including coordination of movement, transport, stevedoring, equipment, storage, bagging, processing services and personnel. Globalplex tenants include Natco Food Service, Barton Mines Company, Evonik Industries, Baumer Foods, Inc. and CRC.



In 2015 Associated Terminals and the Port of South Louisiana reached their 15th year working together at Globalplex to expand services and increase efficiency for customers—and the partnership has proved to be mutually beneficial. More than 1.7 million short tons of cargo moved through Globalplex facilities in 2014.

“The working relationship between the Port and Associated Terminals is excellent and keeps getting better. It’s a first class company with wonderful people looking out for the best interest of our customers. I couldn’t ask for a better partnership,” Paul Aucoin, Executive Director, Port of South Louisiana said.

GREATER EFFICIENCY

Completion of the \$19.5 million, 65-foot by 700-foot finger pier at Globalplex has streamlined the cargo handling process as well as promoted full utilization of the port’s two Manitowoc gantry cranes that are rated at 150 tons each. The finger pier is an extension of the general cargo dock that was funded largely by a \$15 million grant from the Louisiana Depart-

ment of Transportation and Development’s Port Construction and Development Priority Program.

“Before the finger pier, all the gantry cranes could do was shore-to-ship or ship-to-shore transfer.” Barry Hoth, Vice President, Associated Terminals said.

Today, cargo can be directly loaded or unloaded from vessel to and from barge utilizing those same gantry cranes. Self-unloading vessels can also tie up to the finger pier and discharge cargo directly into barges through the ship’s conveyor system. The barge haul system at the finger pier allows barges to be shifted up and down the dock efficiently thus reducing the need for tugboats to move barges,” Hoth said.

NEW DEVELOPMENTS

There are many developments at Globalplex including the recent arrival of the first cement ship in 8 years. The cement facility, which includes dome storage, is one of the largest in the United States.

Several buildings are slated for improve-

ments on the Globalplex site. “The complete renovation of Building 19 is a major project that will begin in a few months and is slated for completion the end of the first quarter of 2016,” Barry Hoth said, “It’s going to be a state-of-the-art facility that will house bulk materials as well as the final product.”

Building 19 will be expanded from 50,000 square feet to 105,000 square feet and will also house production equipment to accommodate the needs of a long-standing port customer. Hoth estimates that eight cargo and production jobs and 10 support jobs will be retained as a result of the Building 19 expansion project.

Additional projects include the conveyor system and warehouse at Building 71 and a recently completed \$2 million roof on Building 76 to keep products housed in the facility safe from the elements.

High hopes for facility expansion also reside in the results of an upcoming Bond Commission meeting when members will vote on whether to fund construction of a new administration building on the Globalplex site. The proposed building will house offices for administrative employees of the Port of South Louisiana.

“It would be big enough for all of us to be under one roof. Right now we’re scattered,” Aucoin said.

OVERALL SUCCESS

Though Globalplex is one of many thriving parts in the Port of South Louisiana, Associated Terminal’s customer-centric style and innovative mindset has contributed to the port’s overall success.

The Port of South Louisiana was ranked as number one Foreign Trade Zone in the category of warehouse/distribution activity merchandise received in America according to the most recent annual report to congress.

“I like to tell people that the Port of South Louisiana is the most important port they’ve never heard of. Not only is it vital to our region and state, but also the entire country and world. Over 50 percent of American exported grain leaves through the Port of South Louisiana. Globalplex allows us to offer unique cargo handling solutions for shippers on the lower Mississippi River,” Aucoin said.

In 2014 the Port of South Louisiana saw over 4,000 oceangoing vessels and more than 57,000 barges moving nearly 300 million short tons of cargo. •



NEW NAME, NEW MISSION

Officials at the Port of South Louisiana asked folks via social media for a new moniker to the revamped St. John Airport. The winner hit home in more ways than one.

BY AMANDA ORR

It's got a new runway, new terminal, new refueling options and a new weather-tracking system. So, officials at the Port of South Louisiana figured why not give the airport a new name, as well.

Dubbed the "Out With the Old, In With the New" contest, judges sifted through and examined hundreds of renaming suggestions after posting the rebranding effort on Facebook and other forms of social media. The winning entry – Southeast Louisiana Regional Airport – came from Reserve native Scott Terrio, a two-decade member of the U.S Army who is currently stationed in Belle Chasse.

Unfortunately, because the FAA deemed the name too similar to the name of a nearby airport, Port officials settled on "Port of South Louisiana Executive Regional Airport" as the final identifying title.

Still, the post-contest name change didn't dampen the winner's glow.

Alongside his family, Terrio was honored at a ceremony in late June 2015 at which Port of South Louisiana Executive Director Paul Aucoin award-

ed the active military member a complementary tour of Oak Alley Plantation and a \$450 gift certificate that can be used for dining and lodging there.

"I don't think a script could have been better written," Aucoin says. "The idea that this gentleman serving our country, a native of the area no less, came up with a great name, is something that reflects the spirit and objective of the whole contest."

"Many of the names were serious contenders for the prize. However, some of the suggestions were comical such as Sugar Cane Landing, I Do Cajun Well, Andouille Landing, The Doo Drop Inn, The Pelican Pad, Gone Pecan Airport, Mosquito Wings and Gumdouille Airport."

The new name is yet another nugget in the

Port's "Master Plan" involving the airport, an initiative designed to better serve the needs of individuals and corporations that do business within the district. Earlier this year, the Port unveiled its updated airport terminal, offering passengers and pilots plenty of lounge and conference areas to either plan the return flight home, hold a business meeting or simply relax while executives take care of their dealings in the Port District. Rental car service and refueling options are available along with general vending. Administrative offices of those directly involved in the day-to-day operations of the airport are also now located in the terminal.

"What the Port is doing is taking (the airport) to the next level," airport manager Vincent Caire said earlier this year. "This airport needed to be beneficial and inviting to the business community, maybe companies that own their own aircraft, or companies that charter aircraft. You can fly on an airliner from New Orleans to Atlanta, or New Orleans to Houston, but you can't fly on an airliner from Reserve to Natchez, Mississippi or Little Rock, Arkansas or anywhere a business might be located. So that's the purpose and benefit of business aviation, and that had never really been available to the River Parishes.

"We're opening the door to that."

In previous phases of the Master Plan, the Port both modernized and restructured the airport to make it a viable business-travel destination. The old runway, which measured 4,000 feet, was expanded to 5,100 feet in 2013 enabling the airport to welcome larger personal jets – types often used by companies. The airport also expanded its fueling capacity and installed an updated weather tracking system.

"It has been transformed into an economic engine, from a general aviation facility into a business aviation facility that supports a multitude of aircraft types, including jets," Aucoin says. "It is now a welcoming center for contractors, professionals and entrepreneurs that use aviation as a business tool and are interested in development and projects - present and future-between New Orleans and Baton Rouge. Since the airport in Reserve is located in the center of the River Parishes, the potential to support growth is endless." •





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MEETING NEEDS, FINDING A WAY

As they have for nearly a century, agents at T. Parker Host do anything and everything to serve the multiple needs of clients.

BY WILLIAM KALEC

The business – one of the premier and most well-respected full-service ship agency firms – that T. Parker Host, Sr., founded in 1923 would almost be unrecognizable to him four generations later.

From its humble, original roots in the Chesapeake Bay, T. Parker Host now has a presence in ten states along the East Coast and Gulf South, along with ports on the western coast of South America. The technology used to track cargo shipments is unmatched and updates progress in real-time, while expanded services including cargo supervision, transportation consulting, freight logistics, and stevedoring cater to the expanding needs of companies entrenched in a competitive global marketplace.

But for all that's different, one constant remains true today as it did way back then: though T. Parker Host shepherds cargo, this is (and always will be) a people profession.

"I've spent 34 years on the river, and as much as things have changed, the thing that hasn't is

that this is all about trust. This is all about a relationship," T. Parker Host Louisiana branch vice president Chris Kitsos says. "When we handle clients' ships, we're on their side. We save them money, telling them what to do and what not to do. So it's a partnership, because when they grow, we grow. We carry their flag hand-in-hand. They don't have to worry, because with that handshake is a lot of trust."

In South Louisiana, T. Parker Host has agents and ports for about a 220-mile stretch of the Mississippi River – from the mouth at Southwest Pass to as far west as Baton Rouge. In and around the Port of South Louisiana, T. Parker Host attends vessels at terminals in Ama, Destrehan, Norco, Reserve, Gramercy and Convent.

"The general outline of the business is the same in all ports...but here on the Mississippi River, we have much more of a variety of types of cargo being loaded and a lot more ports due to the size and length of the river," Operations Manager Jessica Maguire says. "One of the

unique things here that we deal with is we have a lot of vessels that discharge in the river, clean the holds, then load another cargo outbound. That can happen at any port, but it's really happening in the Mississippi River. So in that instance, we're working in almost a port captain role – working with the owners and the captain and the crew to make sure they use proper procedures for cleaning the hold, the right equipment, the right chemicals to meet, for example, grain standard.

"With our growth, we're conscious of making sure we're not going in one specific niche of the market, that we're growing everywhere."

Like many companies that enjoy prosperity over a substantial swath of time, T. Parker Host trumpets eight core principles. Most are fairly predictable: people, safety, service, and integrity. But the last principle – Be Detectives – exemplifies the proactive nature of T. Parker Host's agents and general employees. For those in the Louisiana Operations region, that explorers' spirit means an advanced familiarity with the nuances of the area, which translates into heightened efficiency in shipping cargo.

"It's a necessity to know (the Mississippi River)," Maguire says. "We're not the pilot, so specific topography isn't something an agent has to know. However, it helps to know where parts of the river have less draft, maybe there's a sunken barge, there could be issues with bridges and their height. The more you're aware of in advance, the less likely you're going to run into issues. You can avoid them before they even happen."

In Louisiana, the T. Parker Host staff meets specific client requirements for documentation and cargo supervision, including coordinating and monitoring shipments from the point of origin to terminal. Before departure and/or upon arrival, T. Parker Host staff oversees all cargo operations, ensuring procedures are carried out correctly, cargo weights are monitored, and potential hiccups are caught and resolved before they mushroom into bigger problems.

"We are the eyes and ears of the ship owner," Kitsos says. "We have to be Johnny On The Spot when different situations come around. In fact, we just dealt with one five minutes ago. So things change rapidly and you have to be fast in adapting to that change – think fast and arrange fast."

Maguire chimes in.

"We're here to solve issues and avoid problems," she says. "You have to have an answer for anything and everything, and you never know what might happen. But that can't be an excuse, because we're here to get the ship moving again. Because in this business, time is money." ●

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REAL LIFE ON THE RIVER

RiverWorks Discovery erases assumptions about the business environment on America's waterways

BY WILLIAM KALEC

Thanks to RiverWorks Discovery, Old Man River got a fresh new look — one that's changing the way both kids and adults view commerce and culture on domestic waters.

More than a decade ago, AEP River Operations — a St. Louis-based barge company — founded RiverWorks Discovery, an educational initiative designed to promote inland-waterway commerce and the positive role it plays in not only communities hugging the river, but in every Americans' day-to-day routine.

"They (AEP) realized there was a disconnect with the public in what they knew about river transportation," says Errin Howard, the program's director. "I think a lot of the perception on life, and jobs, and the people on the river was negative and that the dialog about those things was negative.

"So there was a need to educate, because if the public isn't educated they can't be supportive of legislation and things like locks and dams on the river," Howard continues. "An educated public is an engaged public."

Through the years — thanks largely to a receptive audience and generous sponsorships from 150 agencies and businesses — RiverWorks Discovery has bloomed into a

multi-medium campaign with a presence in schools, at local festivals, and at museums. Through a variety of informational and entertaining ways, RiverWorks Discovery — now presented by the National Rivers Hall of Fame and the National Mississippi River Museum & Aquarium — consistently trumpets the virtues of its mission, "to educate people about the commerce, culture, conservation, and careers of the great rivers of America and their watersheds."

The program features a few in-school presentations tailored to be palatable to specifically aged audiences. For grades 3-6, RiverWorks Discovery offers activities that illustrate the delicate and slight environmental thumbprint barges and other ships leave in comparison to trucks and trains.

"When it comes to transportation, shipping on the river is one of the more environmentally efficient modes you got out there — but that's not widely known," Howard says. "So we talk about fuel efficiency emissions and we talk about what's transported on the river fitting into our everyday life. So a barge full of coal, you get to turn on the lights. A barge full of grain, you get to go to the store and buy a box of cereal."

Older students, essentially kids nearing high

school graduation, are schooled on the career opportunities that exist on regional waterways — scrubbing clean many ill-conceived portrayals of life along the river.

"Jobs on the river are important," Howard says. "Some of the misconceptions about those who make their livelihood along the river: They're not educated, they're gritty, they aren't stable professions. But that couldn't be further from the truth. Pilots receive massive amounts of training and make a great living in a job with upward mobility. And that's just one job. There are many."

The crown jewel of the RiverWorks Discovery program is its two-year-old traveling museum exhibit. Stretching 2,000 square feet, the interactive educational presentation is outfitted with plenty for both the young and young-at-heart: Table-top displays, flip-up trivia kiosks, 3-D puzzles, large-scale models, a water table, and a fully-functioning miniature lock and dam system.

Since debuting in 2013, the traveling RiverWorks Discovery museum display has dropped anchor in seven locations, the latest being St. Paul, Minnesota. In March 2016, the RiverWorks exhibit will set-up shop in Washington, D.C., to coincide with the annual Waterways Council meeting.

"You'd be surprised how many adults, who are watching their kids conduct the (lock and dam) model say, 'Oh, so that's how a lock works,'" Howard says. "So there's something for everyone — a lot to read, a lot to touch and a lot to experience." ●



DAN GULF SHIPPING

Offers flexibility and innovation to ocean transportation

BY AMANDA ORR

In just over two decades Dan-Gulf Shipping Incorporated has established itself as an undeniable force in the Louisiana shipping industry. Founded in 1993 by Niels Busse, the company started by offering ship agency services, cargo and ship brokerage and soon began operating its own tonnage offering ocean freight services worldwide. The vessels were initially operated on tramp basis through the affiliated vessel operating company Caytrans Project Services.

Some of Dan-Gulf's first work included four full shipments of telephone poles and accessories from the port of Gulfport to Belize. In the early days the company also handled a large project which entailed chartering a handy size vessel to make four consecutive voyages from the port of Baton Rouge to Buenaventura Colombia with 26 inches od epoxy coated pipe.

In the early 2000's the company offered regular break bulk liner service from the U.S. Gulf, including the Port of South Louisiana, to the Mediterranean, as well as a regular service

from South East Asia to the U.S. Dan-Gulf was a pioneer in providing ocean freight services, under U.S. license, from the U.S. to Cuba, at one time handling over 24 ships a year.

Caytrans began providing regular break bulk service into Colombia and Venezuela in 2004. This service, which in 2006 entered into a partnership with BBC Chartering and began providing service as Caytrans BBC, is today one of the most prominent shipping companies from the U.S. Gulf to Colombia and Venezuela offering transportation solutions to the world's major energy and infrastructure companies.

On Jan. 20, Dan-Gulf handled its largest project cargo piece to date as the appointed agent at the Louisiana Terminal for the record-breaking 790-ton, 128-foot-long project piece that journeyed to New Orleans from Jebel Ali, Dubai, aboard the MV Palabora.

The company also recently handled a project into East Coast Nicaragua that entailed the use of 10 dedicated vessels loaded with oil well supplies. The cargo had to discharge at El Bluff

and El Rama Nicaragua—two severely draft and load restricted ports.

"It is a good example of our flexibility and innovative ocean transportation. The shipments were extremely time sensitive and required the use of specialized shallow draft vessels, which were also equipped with specialized cranes. Once the project was complete, Dan-Gulf was also redeployed a substantial amount of equipment and material back to the USA," Busse said.

Last year Dan-Gulf moved six land drilling rigs from Houston to Dos Bocas Mexico. Each rig consisted of over 4200cbm worth of cargo and they all needed to be transported within a four-week time period requiring close coordination and vessel scheduling. The company used its own fleet of vessels to successfully complete the project in time and within budget.

Dan-Gulf Shipping currently employs 14 people and works closely with their partners at BBC Chartering who provide worldwide sales support, primarily in Houston and Colombia.

Busse is an avid cyclist who believes strongly in contributing to the community through athletic activities—specifically the MS-150. Many with Dan-Gulf, including Busse, have been personally touched by Multiple Sclerosis. However, MS-150 is only one of many local charities Dan-Gulf supports by using its worldwide network of vendors, clients and friends to raise resources.

"Cycling and raising money together for local charities also helps build comradery among Dan Gulf employees," Busse said.

He added, "We are a team of dedicated shipping professionals who come to work every day with the singular focus of providing innovative solutions to our client's transportation needs. No cargo is too big or too complicated for us to move. We have several employees or long term contractors that have been in the business for over 50 years. This together with the rest of our team allows us to provide first class service." ●



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Creating jobs and wealth in the State through international trade, economic development and allied activities is the mission of the WTCNO

BY PHIL McCAUSLAND

It's easy to forget how storied an organization the World Trade Center of New Orleans (WTCNO) is. After all, they are the first World Trade Center to come into existence. Before New York, before the 300 other World Trade Centers, before the organization found a footing in 96 different countries, two organizations gave birth to the WTCNO, and its story is integral to the shaping of New Orleans.

The Crescent City has long had a history of international trade and became a center of commerce at its founding, but the International House and the International Trade Mart, founded in 1943 and 1945 respectively, cemented that reputation and went even further when they merged in 1985 to form the World Trade Center of New Orleans. The concept was designed to encourage foreign and local companies to showcase their wares

in a central marketplace and feel more inclined to do business in the city. That's where the idea for the building came in: real estate was an integral aspect of WTCNO's role as it created an accessible and iconic place where domestic and international visitors could showcase and exchange products, services and ideas and participate in business-to-business matchmaking.

"That idea spawned a desire to have a larger space and the move to what became the World Trade Center building," said WTCNO Marketing Director Jessica Steverson. "The building was built in 1964 and completed in 1967. Our organization for many, many years was housed at #2 Canal Street, in a specially designed environment to showcase products and provide office space for businesses in the international trade arena. The concept was to put everything international in one place for

ready access and marketability."

In 2011, the organization moved into their current offices next door at One Canal Place, leaving behind the publicly owned building at #2 Canal Street for possible redevelopment by the City, following damage from Hurricane Katrina and a shift in the downtown commercial leasing patterns. From its new location, the WTCNO continues to fulfill its mission as a global promoter of international trade and investment in Louisiana.

Today, with more than 1,000 companies and individual members, the organization remains as relevant as ever. Despite its New Orleans-centric name, the World Trade Center of New Orleans represents companies throughout the state of Louisiana and the Gulf Coast. The WTCNO is an integral part of the state's international growth as it brings Louisiana's largest exporters, industry stakeholders, and many other companies and businesses to the table through various committees, roundtables, programs, education, advocacy and research.

"Our founding mission is to create jobs and wealth in Louisiana through international trade, economic development and allied activities," said Steverson,

"We fulfill that mission through our trade research services and business programming as well as other initiatives and advocacy at the state and federal level. Our membership continues to grow year after year, and we are continuously working to provide services that prepare and enable our members to take advantage of opportunities within the global marketplace." ●



SERVING THE COMMUNITIES

Leaf Services President Scott McKenzie mentors the future River Parishes industrial workforce and future leaders in volunteerism and philanthropy

BY WILLIAM KALEC

To Scott MacKenzie, the ideal employee does much more than punch a clock; they leave a lasting mark — that means in the office, on the plant floor and especially outside the walls of work.

As the head of Leaf Services, MacKenzie has a hand in all elements of the industrial development and technical education company located in Gramercy. A diverse set of industrial manufacturing and terminal clients — including mainly within the Port of South Louisiana's Port District — lean upon Leaf for both unskilled and skilled service offerings, including: general maintenance, I&E, welding/pipefitting, tanker man/terminal, rail and equipment operations.

"Typically, a certain percentage of a high school class will go to college, but a larger percentage won't. And that leaves a gap," MacKenzie says. "And that gap has to be filled some sort

of technical/craft profession. And the students say, 'I'm sitting here. I'm learning a trade, but everybody needs three to five years experience. So that's the real gap — and that's the gap we try to bridge.'

To accomplish that, MacKenzie and Leaf works closely with local technical colleges and port-district companies to develop custom apprenticeship programs for various levels of employees. Using funds from the Louisiana Workforce Commission, Leaf is able to provide the financial support necessary for the "alliance" with technical colleges, certification training/testing and other development opportunities deemed beneficial to the Leaf candidate.

"The hands-on teaching is so vital," MacKenzie says. "Something as simple as putting a hardhat on, putting earplugs in, and working around an industrial environment makes an impact. Of course, the first

thing we stress — and the thing we stress over and over and over — is safety. Because without safety, without employees focused on the task and doing the task correctly and efficiently, you don't have a company.

"Beyond that though, they need to touch and feel and see," MacKenzie says. "It's one thing to read about technical applications, it's another thing to see that technical application, but to do it is invaluable."

An education roadmap is diagramed for each Leaf "Team Member" when they enter the program. As you might expect, the usual buzzwords mark the route: training, experience, and certification. The final blip on the road map is a bit unexpected, however, but, according to MacKenzie, just as vital as any form of education to constructing a well-rounded, trustworthy employee — community volunteerism.

"The workforce is the soul of a company, and so therefore the soul of that workforce grows when they are active and participating in their community," MacKenzie says. "And that's why community involvement is a part of what we do. And there's a reason: it allows team members to look outside themselves and instills a sense of purpose and focus."

In and around the River Parishes, Leaf is an active volunteer participant with the Chateau St. James Rehab and Retirement Center in Lusher, chipping in with additional free manpower when needed, which is often. The Leaf members prepare and serve food, fix maintenance issues and general up-keep. MacKenzie and Leaf also partner with the Louisiana Sugar Refinery's charity efforts for the American Cancer Society.

Leaf also extends a helping hand to those in need by lending its technical expertise to those who can't afford proper training. Leaf provides free industrial training and educational services to at-risk or in-need community residents through various faith-based organizations, such as Family Promise, a nationwide charitable network devoted to ending family homelessness.

"Being a part of the community in which your business is in — it's just the right thing to do," MacKenzie says. "I've had the office overlooking the Mississippi River before, but is that it? No, you have to have a purpose, a drive, something noble, something greater than you to push you." •



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Some of the attendees at a recent River Region Day held at the legislature— Port Executive Director Paul Aucoin, Ascension Parish President Tommy Martinez, St. Charles Parish President V.J. St. Pierre, St. James Parish President Timmy Roussel and St. James Parish Sheriff Willy Martin



Scott Terrio, winner of the Name the Airport contest is seen here receiving the grand prize from Paul Aucoin.



Commissioner Poncho Roussel, Gary Smith , Sr and Paul Aucoin are pictured here at the St. James Business and Industry meeting.



Erik Linbergh (center) is pictured with Commissioners Joey Murray and Paul Robichaux at the port-hosted Louisiana Airport Managers & Associates annual conference.



Shandong Yuhuang Chemical Co Chairman Jinshu Wang and Executive Director Paul Aucoin pause for a photo. Yuhuang is constructing a \$1.85 million methanol facility in the port district in St. James Parish.

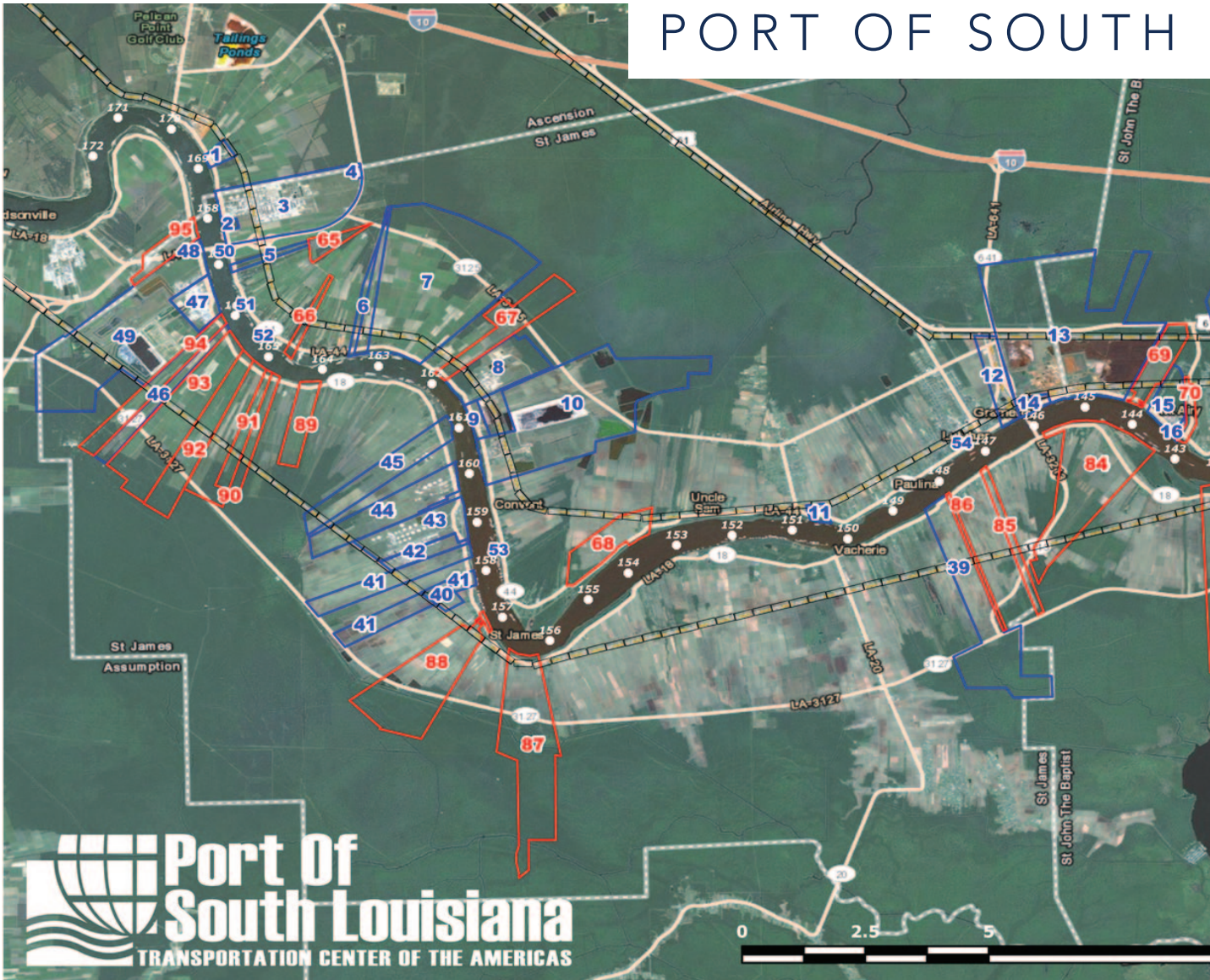


Port of South Louisiana directors attend the WTC Executive Speaker series that featured Myron Gray (c), UPS. Pictured from left, Roy Quezaira, Paul Aucoin, Gray, Linda Prudhomme, Dale Hymel and Vincent Caire.



Representing the Port at the recently held Bertel Awards are from left: Joel Chaisson, Paul Aucoin, Patti Crockett, Linda Prudhomme, and Commissioner Stanley Bazile.

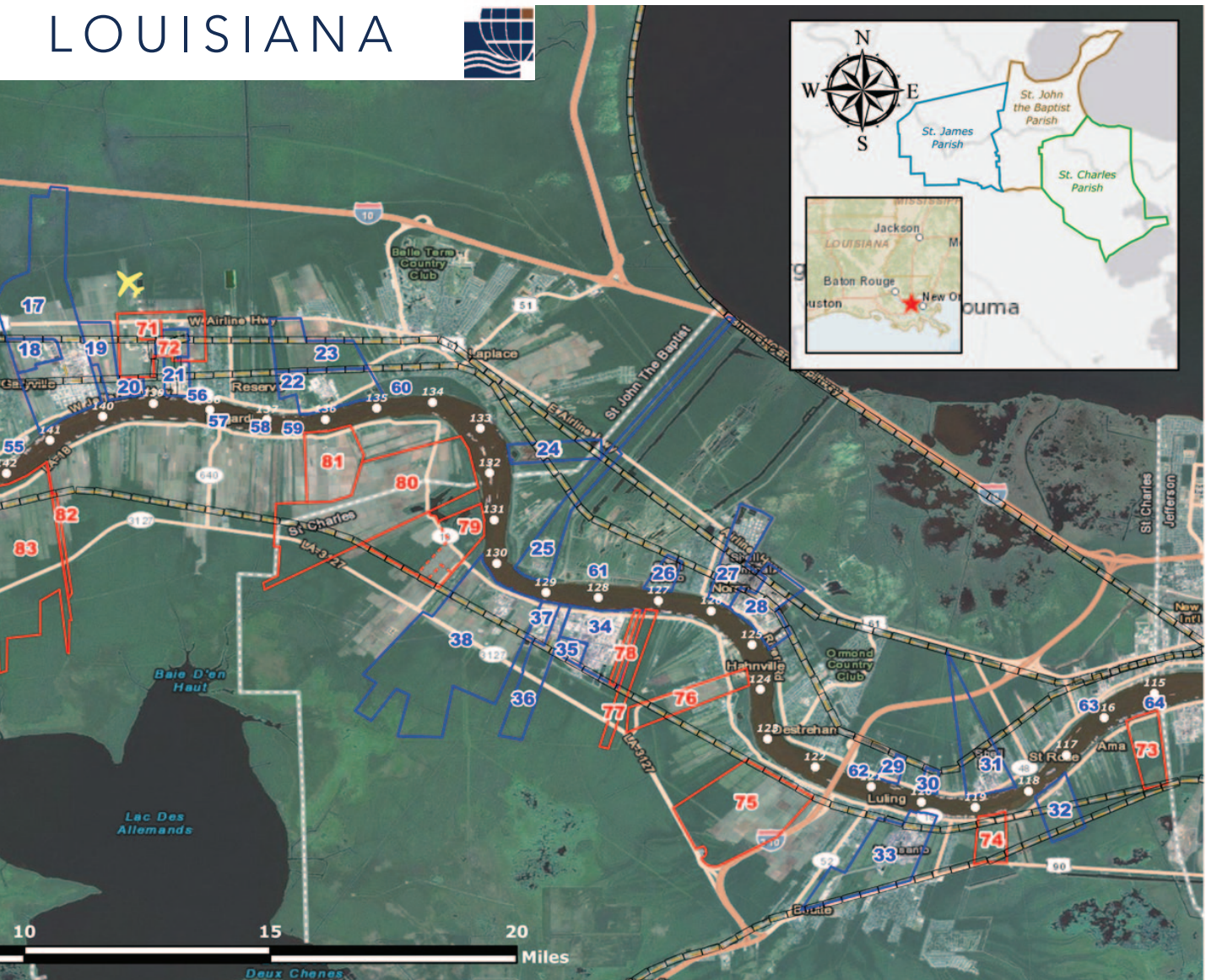
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| 10 Mosaic - Uncle Sam | 28 Valero - St. Charles | 44 NuStar |
| 11 ADM - Paulina | 29 ADM - Destrehan | 45 Ergon / Sun Fuel Midstream |
| 12 Louisiana Sugar Refinery | 30 Bunge North American | 46 INCA Refining |
| 13 Noranda Aluminum | 31 International Matex Tank Terminals (IMTT) | 47 American Styrenics |
| 14 Rain CII | 32 ADM - Ama | 48 Valero Asphalt |
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| 56 Reserve Midstream Buoy | 70 Hope Plantation | 87 Rich Bend Plantation |
| 57 Reserve Anchorage | 71 Guidry Property | 88 Zeringue / Cabonocey |
| 58 Capital Marine Tigerville
Midstream Buoy | 72 Airline Industrial Park | 89 Savannah |
| 59 Gold Mine Fleet Midstream Buoy | 73 Bunge | 90 Minnie & St. Louis |
| 60 CGB Midstream Buoy | 74 Davis Levert | 91 St. Alice |
| 61 Bonnet Carré Anchorage | 75 Esperanza Business Park | 92 Winchester / Whitney |
| 62 ADM Midstream Buoy | 76 Home Place | 93 Winchester / Acadia |
| 63 Ama Anchorage | 77 Pelican-Occidental | 94 Elina |
| 64 Kenner Bend Anchorage | 78 SoLaPort | 95 Dunhill |
| | 79 St. Charles Riverpark | |
| | 80 Glendale Hymelia | |
| | 81 Goldmine | |

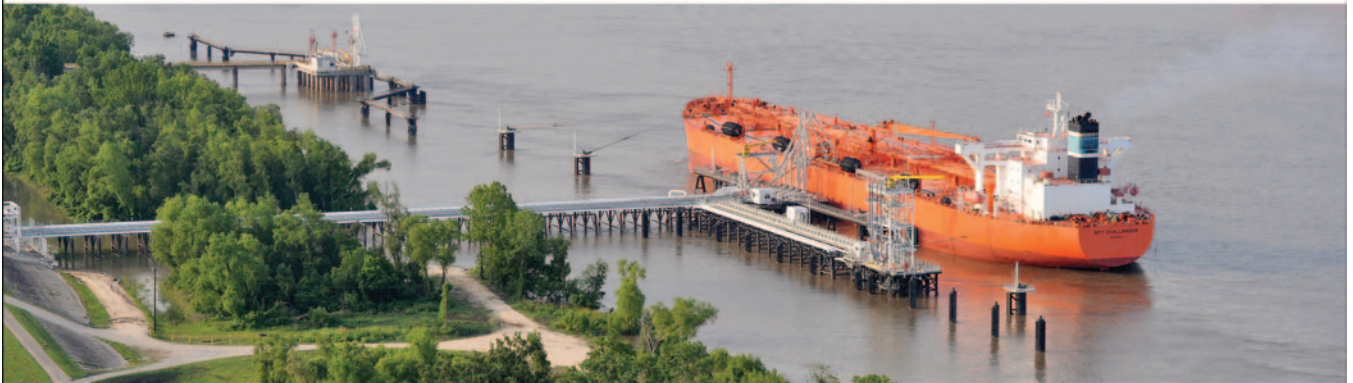
At the entrance to the Globalplex Intermodal Terminal lies the gem of the Port of South Louisiana's purchase of the then defunct Godchaux Sugar Refinery in 1992. The house was built sometime around 1911. This home was used by the Godchaux family and their guests at the time, so the name "Guesthouse" was attached to the home then and remains to this day. The Port uses the home for special functions and meetings.





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