

# PR/GR Tag Teams – Ports, Corporations, Associations

## “Ensuring the Strong Future of the Port of New York and New Jersey”

Beverly H. Fedorko, Director External Affairs  
James H. Cobb, Jr., Director Governmental Affairs  
New York Shipping Association, Inc.





Development of  
Public  
Information and  
Education  
Strategy for the  
Port of New York  
and New Jersey



**Delivering Prosperity**  
*New York Shipping Association*

A Campaign  
Designed to  
Educate and  
Inform

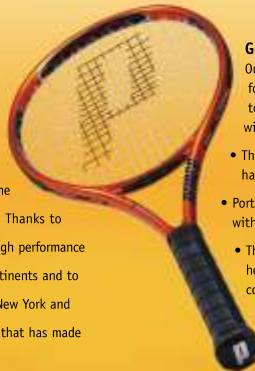
# THE PORT

HELPS **prince** DELIVER  
GRAND SLAMS.

"Prince Sports relies on the port of

New York and New Jersey to get our game-changing performance technology to our customers. Just as we provide players with the tools they need, the port provides us with the

supply chain efficiency that we need. Thanks to the port, our O<sup>3</sup> racquets and other high performance technology is distributed on three continents and to more than 100 countries. The port of New York and New Jersey provides the infrastructure that has made Prince a court-side legend."



#### Got a grip on your supply chain?

Our region's businesses rely on the port for everything from high tech racquets to hammers and nails. And it does it with your bottom line in mind:

- The cost of doing business at the port has decreased in the last decade
- Port operations have become more efficient, with direct environmental benefits
- The port of New York and New Jersey can help you reach the largest and wealthiest consumer market in the world

**You can depend on the port to make your business a winner: game, set and match.**

George Napier • CEO and Chairman of the Board • Prince Sports Inc.



THE MEN AND WOMEN OF THE PORT OF NEW YORK AND NEW JERSEY...



New York Shipping Association, Inc. © 2008

"...Thanks to the port, our racquets and other high performance technology is distributed on three continents and to more than 100 countries. The port of New York and New Jersey provides the infrastructure that has made Prince a court-side legend"



The Issues...  
Infrastructure and  
Regulatory  
Reform

**BAYONNE BRIDGE**  
**Fix it NOW**  
before it's too late.

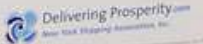


**240,000 jobs at stake – we cannot afford to wait!**

The Bayonne Bridge is an important to the ships that deliver goods to millions and support 240,000 jobs in our area. 240,000 jobs! We're losing business to East Coast Seaports like Newark and Silver Spring because the cargo boats can't get under the bridge. If we don't accommodate these ships, they'll just go somewhere else, and the jobs will follow. It also means more traffic and pollution on our roads and higher prices for just about everything.

Invest in our future today - create a better tomorrow. We'll get us that for generations to come.

*The Blue and White of the Port of New York and New Jersey*



[DeliveringProsperity.com](http://DeliveringProsperity.com)

New York Shipping Association, Inc.



Trains, Ferries,  
Subways

An investment today...

# INFRASTRUCTURE

...delivers prosperity tomorrow



Radio



## Invest in infrastructure renewal before it's too late.

We rely on bridges, roads and rail to get products from the port to the store. Inadequate infrastructure jeopardizes our ability to move goods efficiently and compete in the global marketplace. By investing in infrastructure renewal, we create jobs, stimulate the economy and continue delivering prosperity

The Sea And Marine of the Port of New York and New Jersey.  
 **Delivering Prosperity.com**  
New York Shipping Association, Inc.

New York Shipping Association, Inc. © 2009

BAYONNE BRIDGE

**Fix it NOW**  
before it's too late.

240,000 jobs at stake – we cannot afford to wait!



An investment today...

**INFRASTRUCTURE**

...delivers prosperity tomorrow







We were everywhere!





For Immediate Release

September 10, 2009

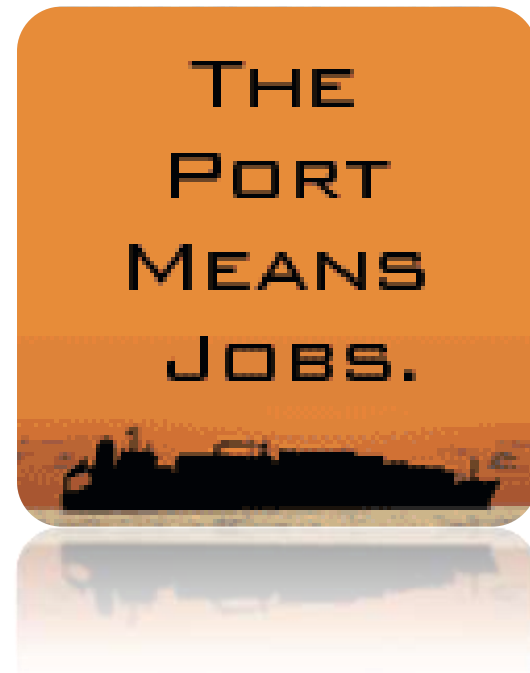
Contact: Beverly Fedorko  
(732) 452-7824

***New York/New Jersey Port Economic Impact Study***

More than 269,990 jobs are generated by activity in the Port of New York and New Jersey, according to a study released today. The independent economic impact study of port operations, prepared by A. Strauss-Wieder Inc., of Westfield, New Jersey, showed that jobs directly associated with port activity increased by more than 33 percent since 2004, the last time a similar comprehensive economic impact analysis was conducted. The analysis was prepared for the New York Shipping Association and reflects the state of the industry in New York and New Jersey as it operated in the year 2008.

"This study, commissioned by the membership of the New York Shipping Association, shows us how the cargo and passengers flowing through the terminals of the Port of New York and New Jersey positively impact the economy of the region. The employers and employees of the port community support the businesses and population of the largest and wealthiest consumer market in the world," said Frank M. McDonough, President of the New York Shipping Association.

-more-



On Many Fronts

IF WE DIDN'T HAVE THE PORT...



HOW WOULD WE GET SAABS TO  
SYOSSET, HYUNDAIS TO HO-HO-KUS  
OR BUICKS TO BRUSSELS?

***In the automotive business, logistics is everything.***

"The mission of NJ CAR is to serve the essential business needs of automotive retailers throughout New Jersey. This state has a large and vibrant network of vehicle dealers and they all rely on the port to get the cars here on time. With nearly 750,000 cars entering or leaving the port every year, logistics is everything. You may not give much thought to the port, but it is truly the engine that keeps our economy revved up. For the automotive industry, the Port of New York and New Jersey means business."

James B. Appleton  
President  
NJ Coalition of Automotive Retailers  
(NJ CAR)



*The men and women of the port of New York and New Jersey...*

 **Delivering Prosperity.com**  
New York Shipping Association, Inc.

New York Shipping Association, Inc. © 2007



**DELIVERING PROSPERITY  
PORT TOUR**

*August 15, 2005*

Making it personal



## The Port of New York and New Jersey and New York's 23rd Senate District

The Port of New York and New Jersey has a profound effect on the economy of New York's 23rd Senate District, as well as on the Mid-Atlantic Region on the whole. Below are some interesting facts about the Port and the 23rd District:

- 40 companies in the 23rd District import and export their goods through the Port.
- Examples of companies in the 23rd District that use the Port include Reinauer Transportation, W.W. Norton, Designer Greetings, Pacific Fruit, Vintage Wines, Fisho Eddy, Royal Coffee, Fornari, and Staten Island Monuments.
- Those companies move 5,887.35 TEUs\* of cargo through the Port.
- Those companies employ 741 people.
- Those companies have \$367,422,632 in sales.
- Those sales generate \$154,224 in state corporate taxes.
- The companies in the 23rd District that use the Port generate \$46,901,718 in personal income for their employees.
- This personal income generates \$2,507,588 in state income taxes.

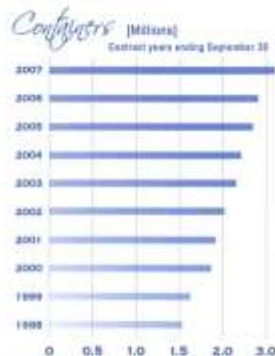
\*The Twenty-foot Equivalent Unit (TEU) is a unit of measurement used to describe the cargo capacity of a standard shipping container 20 feet long and 8 feet wide.

## Vital Statistics About The Port of New York and New Jersey

The economic engine for the region

The Port of New York and New Jersey is the third largest port in the U.S. and the largest on the east coast. In 2007, 87.2 million metric tons of cargo flowed through the New York/New Jersey terminals. This cargo movement:

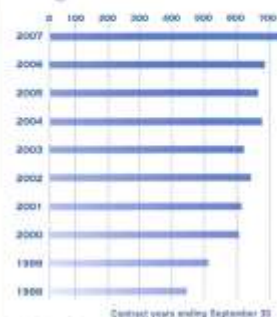
- provided over 102,000 direct full-time equivalent jobs in the region;
- supported a total of 230,000 full-time equivalent jobs in the 26-county metropolitan area;
- supported an additional 180,000 jobs elsewhere nationwide (not including production of the goods shipped);
- contributed tax revenues totaling \$2.2 billion in the port region of which 62% went to state and local government.



**Cargo Volume:** The Port attracted nearly 2.12 million containers in 2007.



### *Auto Volume* (Thousands)



**Auto Volume:** The number of autos handled in the port last year increased by nearly 8% to 753,000 units.



### In New York As A Whole:

- The port industry generates several billion in economic activity in Manhattan and more than \$4 billion in personal and corporate income in the five boroughs.
- The port supported a total of 60,000 full-time equivalent jobs in New York City.
- The port generated \$3.01 billion in personal income and proprietor's income in New York City.
- Construction in the port has contributed an additional \$140 million in personal income to New Yorkers.



# WATERFRONT COMMISSION

## ACT



Regulatory  
Reform to enable  
hiring of  
longshore  
personnel as  
needed.



ASSEMBLY, No. 3123  
**STATE OF NEW JERSEY**  
212th LEGISLATURE

INTRODUCED MAY 18, 2006

**Sponsored by:**

Assemblyman WILFREDO CARABALLO  
District 29 (Essex and Union)  
Assemblyman MICHAEL J. PANTER  
District 12 (Mercer and Monmouth)  
Assemblyman GORDON M. JOHNSON  
District 37 (Bergen)  
Assemblyman WILLIAM D. PAYNE  
District 29 (Essex and Union)

**Co-Sponsored by:**

Assemblymen Conway, Conners, Senators Turner, Kyriillos and Karcher

**SYNOPSIS:**

Requires New York Harbor Waterfront Commission to accept applications to add new employees to longshoremen's register.

**CURRENT VERSION OF TEXT**

As introduced.



(Sponsorship Updated As Of: 6/22/2007)



Signed Legislation  
in the State of  
New Jersey

# Pending Legislation in New York State



## STATE OF NEW YORK

7155--B

2011-2012 Regular Sessions  
**IN ASSEMBLY**

April 14, 2011

Introduced by M. of A. CURTICE, FARRELL -- read once and referred to the Committee on Corporations, Authorities and Commissions -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee -- again reported from said committee with amendments, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the waterfront commission act, in relation to empowering the Waterfront Commission to accept applications in the longshoremen's register; and to repeal section 5-p of such act relating thereto

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

- 1 Section 1. Section 5-p of chapter 802 of the laws of 1953, constitut-
- 2 ing the waterfront commission act, is REPEALED and a new section 5-p is
- 3 added to read as follows:
- 4 § 5-p. Longshoremen's register. The commission shall accept applica-
- 5 tions for inclusion in the longshoremen's register: (a) upon the joint
- 6 recommendation in writing of stevedores and other employers of long-
- 7 shoremen in the port of New York district, acting through their repre-
- 8 sentatives for the purpose of collective bargaining with a labor organ-
- 9 ization representing such longshoremen in such district, and such labor
- 10 organization; or (b) upon the petition in writing of a stevedore or
- 11 another employer of longshoremen in the port of New York district which
- 12 does not have a representative for the purpose of collective bargaining
- 13 with a labor organization representing such longshoremen.
- 14 § 2. If any part or provision of this act or the application thereof
- 15 to any person or circumstances be adjudged invalid by any court of
- 16 competent jurisdiction, such judgment shall be confined in its operation
- 17 to the part, provision or application directly involved in the contro-
- 18 versy in which such judgment shall have been rendered and shall not
- 19 affect or impair the validity of the remainder of this act or the appli-
- 20 cation thereof to other persons or circumstances and the two states
- 21 hereby declare that they would have entered into this act or the remain-

EXPLANATION--Matter in *italics* (underlined) is new; matter in brackets [ ] is old law to be omitted.

LHD10519-04-1

## STATE OF NEW YORK

4668--A

2011-2012 Regular Sessions  
**IN SENATE**

April 14, 2011

Introduced by Sens. LANKA, HARBELL-THOMPSON, ADAMS, ALESI, DILAN, GOLD-  
EN, LARXIN, MATTING, SAVINO -- read twice and ordered printed, and  
also printed to be committed to the Committee on Corporations, Author-  
ities and Commissions -- committee discharged, bill amended, ordered  
reprinted as amended and recommitted to said committee

AN ACT to amend the waterfront commission act, in relation to empowering the waterfront commission to accept applications in the longshoremen's register; and to repeal section 5-p of such act relating thereto

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- 21 hereby declare that they would have entered into this act or the remain-

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LHD10519-05-1



Sweet Success...  
And Continued  
Efforts!



Thank you !

Beverly Fedorko

James Cobb

(732) 452-7800

[www.nysanet.org](http://www.nysanet.org)

[www.deliveringprosperity.com](http://www.deliveringprosperity.com)



*New York / New Jersey  
Port Employers and Ocean Carriers*