

Perspectives on Connecting With Policymakers



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❑ **Know the Process (Federal, State)**

- Congressional staff does the work, the Member makes the decision
- State governmental affairs is most often direct with the member

❑ **Getting Through the Gatekeeper**

- They probably don't know you, may not care, and don't want a headache

❑ **Know the Staff, Educate the Staff, Work with/through the Staff**

- Identify and build a relationship with the person who handles your issue
- Education is not a single conversation process, it takes time and trust
- Respect the role of the staff, the need for their advocacy, and protocol.

❑ **Engage the Member**

- Keep it simple
- Help them remember

❑ **“All Politics are Local”**

- Make it personal to the member, regardless of the distance
- Identify and utilize common allies

The Economic Impact of Georgia's Deepwater Ports

Nationwide*

- ▶ In FY2010 the Port of Savannah moved 8.6% of total U.S. containerized trade and 18% of all U.S. East Coast containerized cargo.
- ▶ The GPA handled 12.4% of total U.S. containerized exports in FY2010.
- ▶ The Port of Savannah serves approximately 21,000 companies in all 50 states, 75% headquartered outside of Georgia.

Statewide**

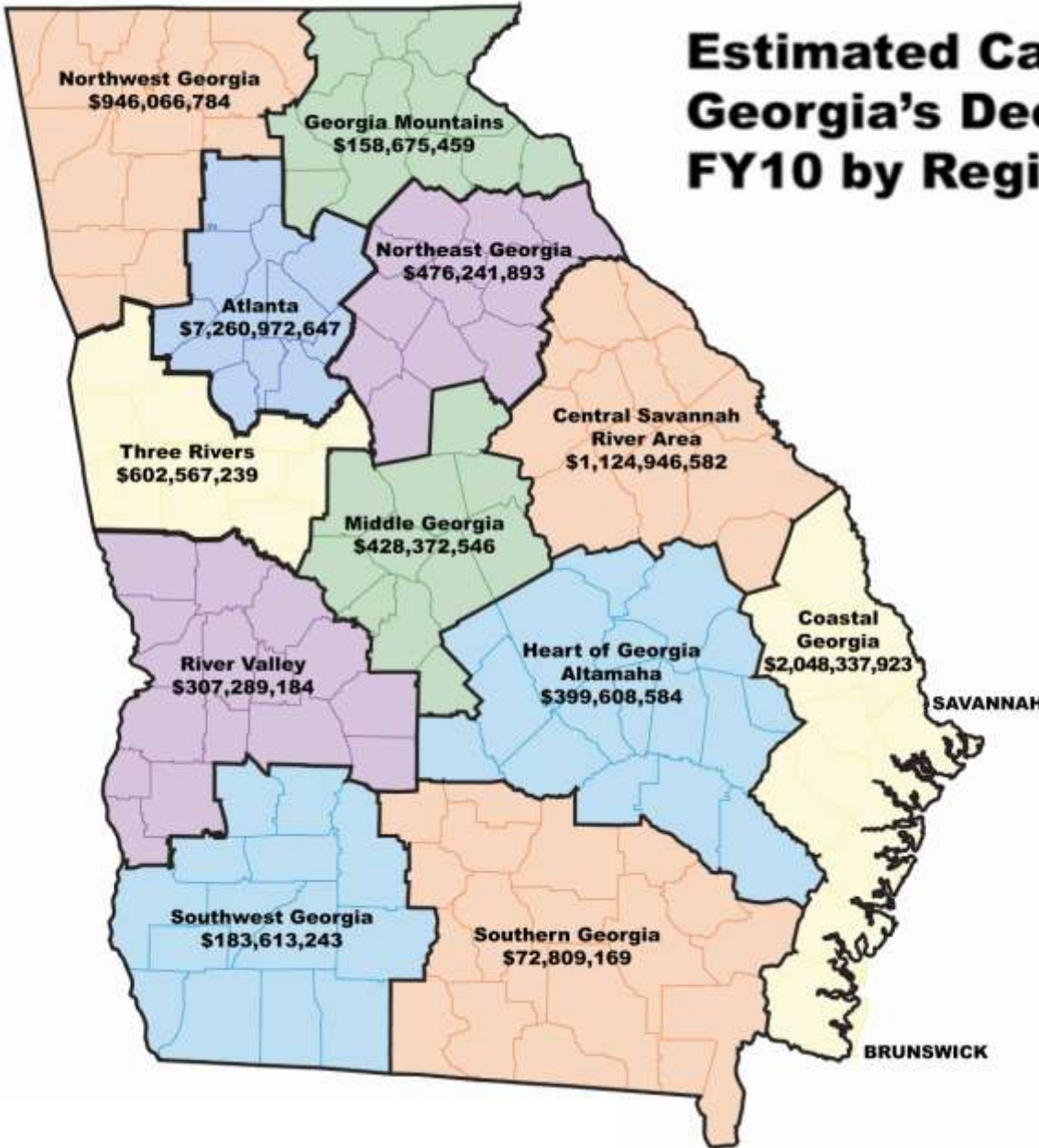
295,443 full- and part-time jobs*
(7% of Georgia's total employment)

- ▶ \$61.7 billion in sales
- ▶ \$26.8 billion in gross state product
- ▶ \$15.5 billion in income
- ▶ \$ 3.5 billion in federal taxes
- ▶ \$ 1.5 billion in state taxes
- ▶ \$ 1.1 billion in local taxes

* Source: U.S. Department of Commerce – based on tonnage

** Source: Terry College of Business, University of Georgia, FY2009





Estimated Cargo Values via Georgia's Deepwater Ports in FY10 by Regional Commission

FY2010 Estimated Cargo Value

Georgia Total Trade
\$14,016,374,733

Total Georgia Export Value
\$8,012,279,680

Total Georgia Import Value
\$6,004,095,053

Impact of Georgia's Ports on South Carolina

Statewide

19,704 full- and part-time jobs

Terry College of Business, University of Georgia

- ▶ \$4.3 billion in sales
- ▶ \$1.5 billion in gross state product
- ▶ \$959 million in income
- ▶ \$190 million in federal taxes
- ▶ \$ 84 million in state taxes
- ▶ \$ 63 million in local taxes



Consistent Balanced Trade

Calendar Year 2010: A Record Year for Exports

Ten Year History

CY	Exports	Imports
2010	1,149,215	1,051,256
2009	1,026,802	883,554
2008	1,082,948	1,073,259
2007	1,005,373	1,074,025
2006	782,445	866,220
2005	706,544	808,265
2004	649,506	679,212
2003	570,208	615,448
2002	498,885	565,256
2001	424,741	438,785

CY10 Exports (52.2%) 1,149,215

CY10 Imports (47.8%) 1,051,256

CY11

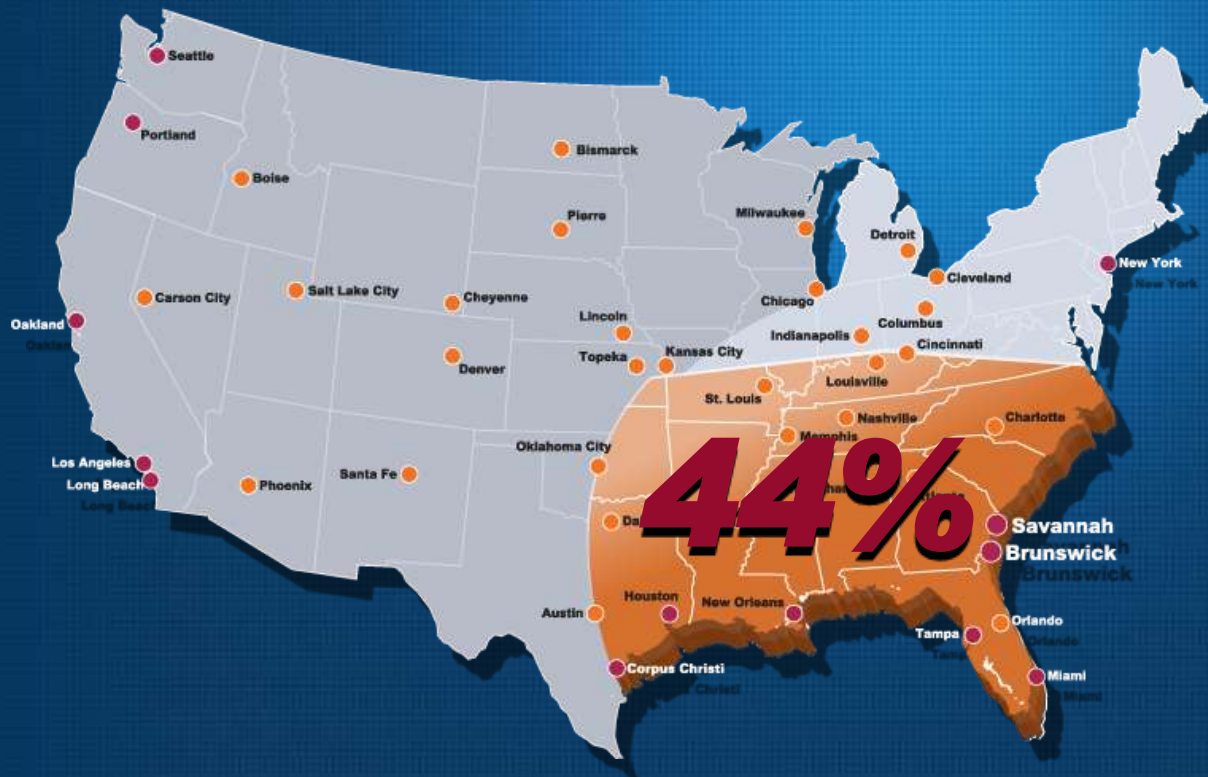
- ▶ Exports = 54%
- ▶ Imports = 46%

Benefits

- ▶ Lower ocean carrier costs
- ▶ Better equipment utilization
- ▶ No 'empty miles'

PORT OF SAVANNAH: Access to Global Markets for U.S. Producers and Consumers

- ▶ 70% of U.S. consumers, or 215 million people, are east of a line drawn from Chicago to Dallas.
- ▶ 70% of job-creating companies are also east of the same line.
- ▶ The Port of Savannah is most strategically located to reach 44% of the U.S. population and 42% of all job-creating companies



41 Weekly Vessel Calls Covering All Major Trade Lanes

Savannah's Global Reach supports trade in 300-plus international ports (150-plus countries)



	Sav	-	USEC		Sav	-	USEC
Asia via Panama	14		15	Oceania	2		2
Asia/India/Mid East via Suez	7		10	Mediterranean	5		6
North Europe	5		13	Latin America	8		16