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
A Campaign Designed to Educate and Inform
“...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.”

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

Trains, Ferries, Subways
An investment today...
INFRASTRUCTURE
...delivers prosperity tomorrow

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.
BAYONNE BRIDGE
Fix it NOW before it’s too late.
240,000 jobs at stake – we cannot afford to wait!

DeliveringProsperity.com
New York Shipping Association, Inc.

An investment today...
INFRASTRUCTURE...delivers prosperity tomorrow
We were everywhere!
For Immediate Release

September 10, 2009

Contact: Beverly Fedorko
(732) 452-7024

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-
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 R. Allegri
President
NJ Coalition of Automotive Retailers (NJ CAR)

Delivering Prosperity.com
New York Shipping Association, Inc.

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 Reihner Transportation, W.W. Norton, Designer Greetings, Pacific Fruit, Vintage Wines, Fidelity, Royal Coffee, Fornari, and Staten Island Monuments.
- Those companies move 5,897,350 TEUs* of cargo through the Port.
- Those companies employ 7,411 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 $40,901,718 in personal income for their employees.
- This personal income generates $2,507,568 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.
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 Cusack, Conners, Senators Turner, Kyrillos and Karcher

SYNOPSIS
Requires New York Harbor Waterfront Commission to accept applications
and add new employees to longshoreman(s) register.

CURRENT VERSION OF TEXT
As introduced.

(Sponsorship Updated As Of: 6/22/2007)
Pending Legislation in New York State
Sweet Success... And Continued Efforts!
Thank you!

Beverly Fedorko
James Cobb

(732) 452-7800

www.nysanet.org

www.deliveringprosperity.com