

Tips on Networking and How to Find Career Opportunities in Transportation, Logistics and International Trade in the Northeast Florida Market

Northeast Florida is favored for job growth and employment opportunities in transportation, logistics and international trade thanks to a thriving international seaport.

Cargo activity in Jacksonville generates nearly \$19 billion in total economic activity. The benefits are clear to those working in the maritime and related industries:

- \$1.8 billion dollars in wages and salaries to those in jobs dependent on activity at the port
- \$1.6 billion in personal income for those in position related to the activity in the Port of Jacksonville throughout the region and state
- Port-specific or -related positions provide an average annual salary of \$43,980, well above the Jacksonville average of \$27,215 as cited by the JAX Chamber

The logistics and transportation industry employers and workers are part of a tight-knit community. This fact sheet provides valuable tips for research, networking and job searches to obtain employment in these highly desirable industries.

JAXPORTjobs.com

JAXPORTjobs.com is a clearinghouse designed to connect you with jobs available through registered port employers in Jacksonville. Signing up on the site allows you to access postings for openings in a wide variety of port-specific and port-related positions with federal and state agencies, distribution and warehousing centers, railroad companies, manufacturing firms, logistics businesses and others.

Unlike other job boards that download openings from employer websites, JAXPORTjobs.com is an employer-driven site. This means the employers themselves are responsible for posting each opening. There are typically 15 to 45 openings available for applications daily, so you should visit the site often – many employers tell us they find candidates within 24 hours of posting a position.

Business Cards

In this industry cluster, it is important to have a business card. Create your own via the web by using a company like Vistaprint or Google other companies by typing in the words “free business cards.” You can purchase business card templates at office supply stores. Your business card should include the following information:

Business Card Front:

- Your Name
- Your Specialty
(i.e. Business Logistics Professional and list of credentials and specialized training, etc.)
- E-mail
- Cell Phone

Business Card Back:

- Special Skills – 3-5 bullet points
- Key Companies – Where you were employed

Carry your business cards with you everywhere you go and hand them out to everyone you know. Typically, people throw resumes away, but they are less likely to throw business cards away.

Resumes

Unless you are applying for a CEO position or upper level management, your resume should be no longer than two pages. Replace “Objectives” with words like, “Areas of Expertise” or “Special Skills.” Most resumes today are submitted electronically. Typically, computer-generated software is scanning your resume for key words.

Tip: Take whatever job you are interested in, for example: Logistics Manager. Type the words “Logistics Manager Job Description” into Google, MSN, Yahoo and/or any search engine you choose. You should get pages of listings of Logistics Manager job description. Now, print at least five and lay them out on a table. As you review the content, highlight words or phrases that are common in all. Those are the words that you need to incorporate into your resume, provided you actually did the task.

Once you send your resume into cyberspace, it is good to follow up with the company within 3-5 business days. Calling or e-mail is usually best, but be sensitive to job postings that explicitly say no follows up. Questions to ask in your follow up can include:

- Has the position been filled?
- Where are you in the interviewing process?

Other Resources and Career Fairs

[WorkSource \(First Coast Workforce Development\)](#) is a publicly funded agency that provides extensive workforce-related services to six counties on Florida's First Coast – Baker, Clay, Duval, Nassau, Putnam and St. Johns counties. WorkSource strives to open the door to improved employment opportunities through education, training and career services for workers.

There are many career fairs at colleges; universities; chambers; non-profit organizations; WorkSource locations; and/or news agencies (Florida Times-Union, Job News, etc.)

Be sure to do some research on attending businesses at each fair. Also, dress appropriately; ask pertinent questions and FOLLOW-UP after the career fair. Don't expect the prospective employer to call you.

LinkedIn and other Social Media

You can search the [Jobs section](#) of LinkedIn by keyword, company name, job title and location or use the Advanced Search option to search by more specific criteria. You will also want to create a profile.

- Create a detailed profile on LinkedIn, including employment (current and past), education, industry, and websites.
- You can add a photo (a headshot is recommended or upload a larger photo and edit it) to your LinkedIn profile. Note that it must be a small photo - no larger than 80 x 80 pixels.
- Include all your resume keywords and skills in your profile, so your profile will be found.
- Connect with other members and build your network. The more connections you have, the more opportunities you have, with one caveat – Connect to people you know and trust or have a business relationship with, no need to go crazy and connect with everyone.
- Request recommendations from people you have worked before.
- The Answers section of LinkedIn is a good way to increase your visibility. Respond to questions, and ask a question if you need information or assistance.

LinkedIn is the preferred social media source for job and employment searches; if you have a strong Facebook or Twitter presence, or are active on other forms of social media, definitely tell your followers that you are looking for a job and be specific on how you want to be contacted and what type of job you are looking for.

Northeast Florida Maritime, Logistics and International Organizations

One of the most critical steps for job seekers is to network among peers by attending, joining and/or volunteering in one or several of the professional organizations listed in the section below. If you are unemployed, your costs for lunch or membership can be written off in your taxes.

Prior to attending one of these group functions, familiarize yourself with the organization's mission, vision, leaders and members. It's always a good idea to attend with a colleague or friend. But, if you don't know anyone, you can contact the president or membership chair and ask them if you can be their "paying" guest. Once you arrive to a meeting, walk around and network. Challenge yourself to sit next to or talk with a business professional with whom

you'd like more information or one whose company you would like to become employed. Always be prepared with a good list of engaging industry questions and always have plenty of your personal business cards to distribute (not resumes). Be sure to get their business card too, and follow up with a quick e-mail after the event.

American Society of Transportation and Logistics, Inc. of Jacksonville (AST&L)

904.535.9931

<http://www.astl.org/i4a/pages/index.cfm?pageid=3456>

Meetings: Vary on dates every other month – see website for details

Council of Supply Chain Management Professionals (CSCMP)

First Coast Roundtable

904.380-8336

www.cscmp.org

Meetings: Vary – Generally 2nd Tuesday of each Month

No Meetings July – August

<http://cscmp.org/events/events.asp>

GlobalJax – Previously known as the International Visitors Corps of Jacksonville, Inc. (IVCJax)

904.346.3941

Globaljax.com

Meetings: Vary Monthly – See Calendar

<http://www.ivcjax.com/index.php/calendar/calendars/1-2-3-4>

Institute for Supply Management – Florida's First Coast, Inc

904.807.6371

<http://www.ismffc.clubexpress.com/>

Meetings: Vary Monthly – See Calendar

http://www.ismffc.clubexpress.com/content.aspx?page_id=2&club_id=108621

Jacksonville Marine Transportation Exchange (JMTX)

904.634.1599

www.jmtx.org

Meetings: Vary monthly: For more information: <http://jmtxweb.org/calendar.htm>

Jacksonville Maritime Association

904.807.9792

www.jaxmaritimeassociation.com

Meetings: As needed which are weekly, monthly or more frequent.

The meetings are not open to the public.

Jacksonville Sister Cities Association (JSCA)

www.jsca.org

Meetings: 4th Wednesday of every other month
<http://www.jsca.org/meetings.php>

National Defense Transportation Association (NDTA)

http://www.ndtahq.com/chapters_about2.htm

Meetings: Vary Monthly
http://www.ndtahq.com/chapters_events.htm

Propeller Club of the United States, Port of Jacksonville

904.521.9738

www.propellerclubjax.com

Meetings: Vary Monthly
<http://www.propellerclubjax.com/events.htm>

Transportation Club of Jacksonville

www.tcjax.org

Meetings: 1st Thursday of every month
Special Events: See Calendar:
<http://www.tcjax.org/calendar.htm>

Women in Transportation Seminar North Florida (WTS)

Meetings: Vary monthly – See Calendar
<http://www.wtsinternational.org/chapters.aspx?id=10554>

World Affairs Council of Jacksonville

904.280.8162

www.worldaffairsCounciljax.org

Meetings: Vary monthly – See Calendar
<http://www.worldaffairsCounciljax.org/Calendar.aspx>

First Coast Manufacturers Association (FCMA)

904.296.9664

www.fcmaWeb.com

Meetings: Last Monday of every month except holidays
Special events are done on different days
<http://www.fcmaWeb.com/index.php/get-involved/calender.html>

Key Networking Tips from BusinessKnowHow.com

1. **Keep in mind that networking is about being genuine** and authentic, building trust and relationships, and seeing how you can help others.

2. **Ask yourself what your goals are in participating in networking meetings** so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.
3. **Visit as many groups as possible that spark your interest.** Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit two times before joining.
4. **Hold volunteer positions in organizations.** This is a great way to stay visible and give back to groups that have helped you.
5. **Ask open-ended questions in networking conversations.** This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.
6. **Become known as a powerful resource for others.** When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.
7. **Have a clear understanding of what you do and why, for whom, and what makes you're doing it special** or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.
8. **Be able to articulate what you are looking for and how others may help you.** Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.
9. **Follow through quickly and efficiently on referrals you are given.** When people give you referrals, your actions are a reflection on them. Respect and honor that and your referrals will grow.
10. **Call those you meet who may benefit from what you do and vice versa.** Express that you enjoyed meeting them, and ask if you could get together and share ideas

Take Time to Learn New Skills and Enhance Your Education

Northeast Florida is a leader in educational opportunities for the logistics, transportation and international trade industry cluster. Career pathways include: Career Academies for high school students; Associate Degrees; Bachelor's Degrees; Masters Degrees and Certifications and Training all supported by business partners, economic stakeholders and educational institutions. Grant opportunities might be available, just ask when you apply. Many times business leaders will make presentations or provide tours, another networking opportunity. Many of the industry organizations listed in previous section offer student discounts for lunches and professional development opportunities just ask.

Volunteer in the High School Career Academies, sit on the advisory boards or become a classroom speaker. There are eight in the region in the following counties: Three (3) in Duval; One (1) in St. Johns; Two (2) in Clay; One (1) in Baker and One (1) in Columbia County.

JAXPORT Publications • Read and Subscribe

JAXPORT Magazine:

This is a quarterly publication that gives a quick snapshot of the ports key shipping; security; cruise and community news.

JAXPORT Directory:

This is an annual publication that comes out in the spring. The JAXPORT Directory is a key tool to use for your job search. It lists 100's of companies, addresses, websites, contact phone numbers and e-mails. To receive a copy or to be placed on the JAXPORT Magazine and Directory lists, send your contact information to info@jaxport.com.

JAXPORT Report

This is a monthly e-newsletter that provides key community stakeholders the latest strategic news about the port, government regulations, board members, customers, shipping services and more. To receive the JAXPORT report, please e-mail nancy.rubin@jaxport.com or info@jaxport.com.

Manufacturing on the First Coast

Although this bi-annual magazine is not a JAXPORT publication, it is a great resource for information about our regional manufacturers. The magazine is published by Clements Publishing Company. To receive a copy, contact the First Coast Manufacturers Association (FCMA) at 904.296.9664, or e-mail at information@fcmaweb.com.

International Trade Training and Resources – For Entrepreneurs or Business Owners

Besides a thriving logistics and transportation industry, northeast Florida agencies serve the entrepreneur or business owners affording them plenty of opportunities to import and/or export products or services. Exporting, website and How to trade with specific country classes are often taught throughout the course of a year. Below are various contacts and individuals in our community who offer FREE services to help business thrive in our global economy.

IMPORTING – US CUSTOMS

Douglas R. Straatsma

Assistant Area Port Director – Trade
US Customs and Board Patrol
douglas.straatsma@dhs.gov
Jacksonville, FL
(904) 360-5029
<http://www.cbp.gov>

EXPORTING – TRAINING – BUSINESS LEADS

Jorge Arce, Director

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<http://trade.gov/cs>

**EXPORTING – TRAINING
SMALL BUSINESS ASSISTANCE**

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**BUSINESS INCUBATOR
SMALL BUSINESS ASSISTANCE**

Jacquelyn "Jackie" Perry -Director

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**EXPORTING – TRAINING – BUSINESS
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