



TMSA Resources and Connections Keep JAXPORT's L&D On-Track

Corporate Member Stories – Featuring JAXPORT Marketing Director, Jeff Price

Background

America's first seaport and Florida's largest container port, JAXPORT is an innovator with an ambitious master plan for sustainable growth.

That growth is powered by a compact team of high-performing professionals supported by a strong commitment to learning and development (L&D). JAXPORT has long invested in professional growth across its sales, marketing, and leadership functions, ensuring team members have access to relevant education, practical insights, and meaningful peer connection as their roles and responsibilities evolve.

For 10 years, TMSA has played a key role in that approach, offering industry-specific education, resources, and peer engagement that support team members at different stages of their careers. Through a combination of live events, ongoing content, and community involvement, TMSA has helped JAXPORT's professionals stay current, connected, and effective as both individuals and as a team.

“Having a resource like TMSA to help us stay on top of industry trends and leading-edge sales and marketing practices is a tremendous boon for JAXPORT,” said Jeff Price, Marketing Director. “TMSA’s niche focus is one-of-a-kind.”



Delivering World-Class Learning and Development with an SME Budget Takes Creativity

Challenge

JAXPORT, the international trade seaport in Jacksonville, Florida, is unique for its diversified mix of cargo and global ocean service portfolio. Yet when it comes to L&D, JAXPORT's challenges are very much the same as other SMEs (small and midsize enterprises) in America – starting with cost pressures.

According to Training Magazine¹, training budgets shrank 35% to \$774 per learner in 2024. This is despite the fact that providing learning opportunities is companies' number-one retention strategy today, per LinkedIn's Workplace Learning Report 2025.²

As an entrepreneurial, growth-minded player in the transportation sector, JAXPORT finds itself facing the challenge of providing L&D opportunities to its people on a limited budget. And not just that, JAXPORT, like many SMEs, needs to address the L&D needs of professionals on different tracks within the organization. Specifically, JAXPORT has to think of:

- Company Leaders
- Marketing Leaders
- Sales Leaders
- Marketing Practitioners
- Sales Practitioners

"Finding programs that specifically address transportation and logistics is another challenge for JAXPORT. Content from sales and marketing associations or training resources is often generic, no matter how good it is," Price said. "Industry events might provide opportunities to meet peers, but education that is tailored for the tracks JAXPORT needs doesn't exist outside of TMSA."

How TMSA's Track-Based Model Supports JAXPORT's Leaders and Practitioners

Solution

TMSA provides the ideal solution for JAXPORT's L&D needs in a way no other partner or resource can match. Even back in 2014 when JAXPORT Chief Commercial Officer Robert Peek introduced Price to the organization, TMSA was the one-and-only sales and marketing association dedicated entirely to the needs of transportation and logistics professionals.

The programming and networking accommodated all levels of JAXPORT's organization even then. More than 15 years later, the value continues to prove out. Today, JAXPORT's corporate membership extends to four team members in marketing, five in sales and one in communications.

TMSA provides an L&D track for each one. JAXPORT team members attend marketing-, sales-, and leadership-specific programs at TMSA's annual ELEVATE conference. They tap into exclusive content on industry trends and best practices available through TMSA's online library. And according to Price, they also benefit from invaluable opportunities for peer-to-peer interaction.

These benefits also come at an unrivaled value. As a corporate member, JAXPORT provides all ten team members with full access to TMSA's education, resources, and community for just \$95 per person.

TMSA Provides Opportunities Tailored for Transportation and JAXPORT

Member Benefits

Committee participation has proved to provide an ongoing forum for team members to develop practical skills such as content writing, social media strategy, public speaking, and team leadership. JAXPORT's members lead and serve on prominent committees, including education, recognition, and marketing. Price currently serves as chair of the Recognition Committee. These communities create opportunities to learn, grow, and lead that may not be available within team members' day-to-day roles.

Industry recognition is a key benefit of membership for JAXPORT. In 2022, Price was recognized as Member of the Year. He is not alone on the dais. JAXPORT team members have twice been named TMSA Rising Stars: Marketing Coordinator Mackenzie Hill won in 2022 and Creative Services Coordinator Andre Carriere won in 2025. As an organization, JAXPORT also won Trailblazer awards for outstanding marketing achievements in 2023, 2024, and 2025.

Thought leadership – shared and received – is another feature of TMSA that JAXPORT appreciates. The TMSA ELEVATE stage as well as TMSA's webinar and blog forums have provided opportunities for Price and Chief Communications Officer Chelsea Kavanagh to share expertise and gain visibility for JAXPORT.

"As the saying goes, the more you give, the more you receive in return, and each of the members on our marketing team volunteers in some capacity," Price said.



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Member Benefits

Peer-to-peer networking makes TMSA a continuous source of inspiration and support for Price and his team. “The ability to learn best practices and discuss the challenges and opportunities you face in your daily role with other like-minded professionals, makes TMSA membership a no-brainer,” Price said. “Without a doubt you’ll receive a return on your investment.”

Vendor resources provide an inside advantage. “The caliber of people who are involved in TMSA are the best of the best,” Price said. TMSA provides JAXPORT members with access to skilled vendors who are also transportation and logistics specialists. According to Price, this shortens search time, and it also leads to faster onboarding because vendors already know the industry.

Exclusive content is a one-of-a-kind value-add. JAXPORT has benefitted from specialized content appealing to the range of professional tracks in need of L&D. Everyone from JAXPORT’s leaders to employees who are new to the industry leverage TMSA’s live events and online library. “One of the first things we did when we onboarded a new admin recently was direct her to TMSA’s Transportation 101 webinar on the member portal. It’s a great intro to the industry and ideal supplement to the on-the-job training we provide at the port,” Price said.



TMSA Provided a Supportive Community Throughout JAXPORT's Growth

Business Results

JAXPORT's rise as one of America's most dynamic and modern ports tracks neatly with the organization's committed role in TMSA. Membership has kept JAXPORT on the leading edge of trends and best practices for sales and marketing in transportation and logistics.

JAXPORT's rebrand in 2018 and 2019 won the Compass award (the precursor to Trailblazer awards) for outstanding marketing strategy and execution in 2020. The achievement was a strong seal of approval for JAXPORT's Board of Directors, who represent various sectors and are appointed by Jacksonville's Mayor and Florida's Governor. It also delivered the ROI of increasing JAXPORT's visibility throughout the industry.

"It's a tremendous honor because it's peer-judged by professionals who understand the best-of-the-best in terms of sales and marketing tactics in transportation and logistics," Price said.

As training budgets decrease, reducing resources for employees, TMSA has enabled JAXPORT to continue to provide high-quality L&D opportunities with a limited budget. According to Price, less employee turnover and higher retention have resulted. He cites his own 25-year tenure with the port as proof.

Advancement is another benefit Price has witnessed. He credits two recent promotions of team members Raynesha Jones and Mackenzie Hill to skills and recognition received through TMSA. According to Price, TMSA committees provided step-up roles and opportunities to develop leadership and practical skills.

As L&D budgets continue to wither across industries, Price remains confident in JAXPORT's TMSA strategy, "Our membership comes up every year, and never once has it been questioned. It's too valuable to all our team members."





TMSA is the only association dedicated to advancing the success of marketing and sales professionals in all modes of the commercial freight transportation market. From president and vice president to manager, director and coordinator, members are at all levels and represent all market segments including motor carriers, 3PLs, railroads, air carriers, ocean lines, port authorities, OEMs, media and suppliers. TMSA's mission is to enable sales and marketing professionals to learn and give back to the transportation and logistics industry through education, connections and resources, ultimately strengthening their individual development, their businesses and the industry-at-large.



Located in the Southeastern U.S. at the crossroads of the nation's rail and highway network, the Jacksonville Port Authority (JAXPORT) is your global gateway to Florida, the nation's third-largest state. JAXPORT is Florida's largest container port and one of the nation's largest vehicle-handling ports. Visit JAXPORT.com to learn more about JAXPORT's advantages for your logistics operation.

Footnotes

1<https://trainingmag.com/2024-training-industry-report/>

2 <https://learning.linkedin.com/resources/workplace-learning-report>

This case study was written by TMSA Partner Member Conrad Winter.