



# NoPort News

A newsletter of the North Carolina International Terminal

*All the news that prints to fit.*

April 1, 2010

## ***What's in a Name***

In recent meetings of the Board of Directors of the North Carolina State Ports Authority, the North Carolina International Terminal project rarely has been mentioned. Perhaps the directors, capable and perceptive people all, have realized that a deepwater port where the water is not deep may not be such a good idea.

However, at the meeting today, April 1, a spirit of optimism prevailed due to the success of the recent offering of \$44 million in bonds. In a surge of institutional pride (or vanity), the original notion of a project to “catapult North Carolina into the ranks of major U.S. ports” has been revived. After all, if \$44 million in revenue bonds can be sold in the face of persistent operating losses and speculative forecasts, how hard could it be to raise \$2.5 billion?

The US Army Corps of Engineers Wilmington District supports the effort. Consistent with the Corps tradition of understating costs and overstating benefits in its analyses (you could look it up—Government Accountability Office, 2006), the District has found there is a “Federal interest” in the project to dredge the channel in the Cape Fear River still deeper for the grand new container ships from China (you can’t look that up—the report is still secret).

Back to the State Ports Authority: At the Board meeting today, some of the more sanguine directors observed that the name “North Carolina International Terminal” does not roll from the tongue, and the acronym “NCIT” is not readily decipherable. Certainly the name is not adequately descriptive. “Terminal” sounds like a place to catch a bus, or a condition after a long sickness, and “international” is used for facilities with only the most tenuous of international connections, such as the Wilmington International Airport.

Something crisp was needed, something with an ambitious and confident ring. Yet the connection with North Carolina must be clear. The name should call to mind other inspired state-supported business projects. Something that fits the role of an “economic engine,” suggests an appropriate and thoughtful use of public funds that might otherwise be dissipated on schools or roads.

Once the question was adequately framed, the answer came quickly: the new name selected for the container terminal at Southport is “Global TransPort.”

## ***Public Meeting***

We have postponed the public meeting scheduled for today until May 6. We were concerned that anything we said on April 1 would not be taken seriously.

**NO PORT Southport NC, Inc.**

**Post Office Box 10062**  
[www.noportsouthport.org](http://www.noportsouthport.org)

**Southport, NC 28461**