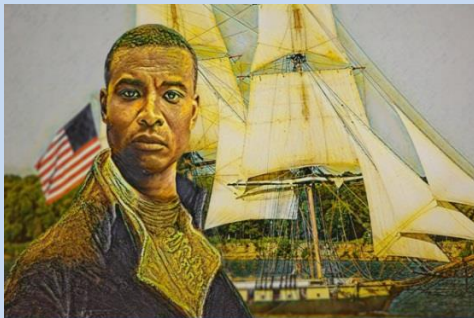
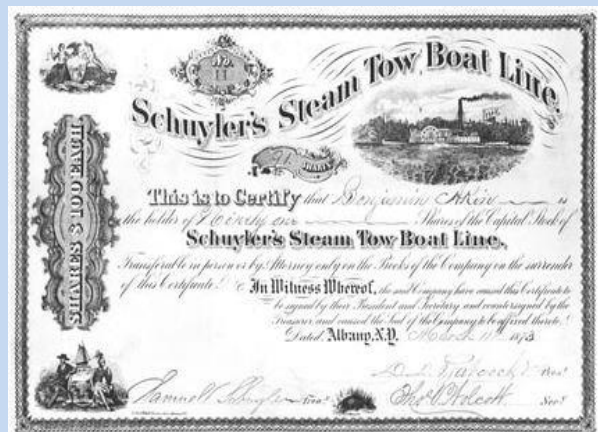


TransTech / ShipShares LLC Salutes Three Visionary Black “Shipping Men”



Paul Cuffee (1759-1817) was a free black man in Massachusetts who ran the British blockade during the American Revolution to deliver supplies to Martha’s Vineyard and Nantucket. After the war he extended his shipping service along the coast and to Canada to become one of the wealthiest black men in America at the time. He used his wealth to advocate for voting rights, to support a smallpox hospital and to found America’s first racially integrated school.

Samuel Schuyler was a slave who purchased his freedom in 1804 and became a Hudson “river man”, eventually owning a sloop that grew to a fleet. He was an early convert to steam and by 1888 operated eighteen tow boats between Albany and New York City. The company issued shares and diversified into real estate, warehousing, grain trading and coal transport. The Schuyler family used its wealth to support building of an AME church and the construction of Albany Hospital, among other philanthropic projects.



Marcus Garvey (1887-1940) was a Jamaica-born orator, entrepreneur and civil rights activist who believed black Americans needed to be financially independent from white-dominated society. He emigrated to the US and In 1914 founded the Universal Negro Improvement Association (UNIA). Through UNIA Garvey sold shares to launch the Black Star Line Steamship Corporation to create a black-owned link between North America and Africa and to facilitate African-American migration to Liberia.

Consider the challenges and obstacles that had to be surmounted to record these success stories from the 18th, 19th, and 20th centuries. For one interpretation of this achievement and possible way to take it forward, please visit our commentary on the following page. Who will lead in the 21st century?

It Takes Community

Sometimes money *IS* the answer. Consider the three enterprises featured above. Each was created by a Black man in America long before laws were passed to guarantee rights he already had but were often denied. So in addition to all of the “normal” obstacles encountered by entrepreneurs, these founders also had to overcome prejudice, bigotry, racism and discrimination.

Successful entrepreneurs wherever of any age, gender, race and of all time share common traits of hard work, right solution, right time, right place plus sometimes a little bit of luck too. No less true for our heroes. Entrepreneurs must also raise capital and on this front our heroes had help to re-balance the scales of fortune. Today it could be called “secret sauce” but in their day it was simply called community, and it is as vital to success now as it was then. Consider:

Paul Cuffee first went to sea aboard whaling ships and along the way gained respect of powerful Quaker ship owners who encouraged and helped him acquire his own coastal schooner, eventually a fleet, and finally a shipyard.

Samuel Schuyler didn't simply operate Hudson River sloops; he built docks for communities that didn't have one. So when it came time to sell shares to acquire steamboats, river communities returned the Captain's faith and trust.

Marcus Garvey had no maritime experience but he had a head full of ideas, a heart for people and he was a born communicator. UNIA members became a community of owners in the Black Star Line.

Different stories with a common theme... a community built around a common goal will find a way to realize the goal.

Community today is what we make it. From a maritime viewpoint it can be anything from a shipper's co-op seeking improved access to markets by owning proprietary tonnage, to a sovereign state re-affirming participation in its overseas carriage trade. In between are commodities, companies, communities of people to whom marine shipping is more (again) part of the future than of the past.

The possibilities are endless. World community support is available. TransTech / ShipShares can assist. The heroes of this article tell us leaders find a way.

Communities seeking assistance in design, development, capitalization and operation of marine shipping projects are invited to contact TransTech / ShipShares LLC (www.shipshares.com; geoff-nyc@shipshares.com).