

ADVISORY COUNCIL

Bob Barnes
Dollar General
Sandra Beck
Florida Community College at Jacksonville
Stacy Campbell-Domineck
Workforce 2020
Frank Cascante
Maersk Line
Brent Christensen
Gainesville Chamber & Council for Economic Outreach
Rob Clancey
PCC-Corporate College
Jeff Day
Publix Super Markets
Terry Dicks
Terry Dicks Trucking, Inc.
Andrew Duffell
BDB of Palm Beach County
Bruce Ferguson
First Coast Workforce Development
Joe Geunes
University of Florida
Joel Haas
American Red Cross of Central Florida
Terry Haber
CEVA Logistics
Lucy Hadi
Florida Department of Education
Katherine Haight
Target
Lynn Hamilton
Florida Crown Workforce Board
Belinda Hess
CSX/TRANSFLO
Tracy Hickman
Lake City Community College
Lewis Hunt
CSX-Transflo
Joanne Kazmierski
Port of Jacksonville
Lynda Keever
Florida Trend
Wayne Kline
Polk Community College
Richard Leuner
NAI RealVest
Greg Lovelace
Tampa Port Authority
Deborah McDowell
Global Stevedoring
Tom Ming
Landstar Global Logistics
Greg Minnich
United States Cold Storage, Inc.
Craig Moore
Family Dollar
Michael O'Leary
Grimes Company
Jim Poole
Lake City Chamber of Commerce
Mary Lou Rajchel
Florida Trucking Association
Darryl Register
Baker County Chamber of Commerce
J.B. Renninger
Florida Community College at Jacksonville
Claude Revels, Jr.
JM Family Enterprises, Inc.
Chris Sass
Cushman Wakefield
Jeff Scroggins
CHOICE Institutes
Mike Sellers
BlueLinx Corp
Tom Shiner
Workforce Florida, Inc.
Jim Simmons
Sysco
Pascale Spears
Nordstrom
Andy Stansfield
Revolutionary Marketing
Bobby Steele
Walmart
Jay Steele
Saint John's County School District
Melinda Stein
Okaloosa-Walton Community College
Chris Steinocher
Tampa Bay Partnership
Rebecca Torres
Enterprise Florida
Linda S. Watson
Lynx Orlando
Kathy Wentworth
JCS Logistics
Richard Williams
Chipola Regional Workforce Development Board
Bob Wood
University of Central Florida
Don Wood
3SM Inc.
Mary Young
IBM Corporation

**Employ Florida's Banner Center
for Logistics and Distribution:
Advisory Council Meeting- May 20th
Polk County Community College
Minutes**

Council Members Present

Bobby Steele (Wal-Mart), Darryl Register (Baker County Chamber), Bob Wood (University of North Florida), Don Wood (3 SM, Inc.), Rebecca Torres (Enterprise Florida), Terry Dicks (Dicks Enterprises), Sandra Beck (Florida Community College at Jacksonville), Jeffrey Day (Publix), Joe Geunes (University of Florida), Tom Shiner (Workforce Florida, Inc.), Mike Sellers (BlueLinx), J.B. Renninger (Florida Community College at Jacksonville), Belinda Hess (CSX/Transflo), Chris Sass (Cushman Wakefield), Joanne Kazmierski (Jaxport), Greg Lovelace (Tampa Port Authority), Rick Leuner (NAI Realveat), Debbie McDowell (Global Stevedoring), Jay Steele (St. John County School District), Frank Cascante (Maersk Line), Wayne Kline (Polk Community College), Maria Lehoczky (Polk Community College), Rob Clancey (Polk Community College), Lynn Hamilton (Florida Crown Workforce Board- Region 7), Serena Peeler (Polk County Schools)

Other Attendees and Guests

Jill Hall (Saddle Creek Corp.), Eric Roe (Banner Center for Manufacturing), Jill Geraghty (Banner Center for Health Sciences), Marsha Leap (Polk Works), Patricia Jones (Polk Community College), Teresa Martinez (ISC), Janell Ray (IBM), Paula Chaon (St. John County School District)

Press Release

Banner Center Partner's announce first Florida Associate Degree in Supply Chain Management starting in the fall of 2008. The degrees being offered are an Associate (AS) and an Associate of Applied Sciences (AAS) as well as a college credit certificate in Supply Chain Management. Plans for the degree program will be offered at Polk Community College (PCC) in Lakeland and Lake City Community College in Lake City Florida.

Welcome and Opening

Elaine Puri, Director of the Banner Center for Logistics and Distribution opened the meeting by welcoming the Advisory Council members and other attendees. Thanks were given to Polk Community College especially to Dr. Eileen Holden president of Polk Community College, Rob Clancey, and Wayne Kline for their hospitality and support for hosting the spring 2008 meeting of the Advisory

Council in Lakeland. The Advisory Council was conducted from 10:00am to 2:00pm on May 20th at the west campus of Polk Community College. She also made announcement of new partnership with University

Community Based Training Grant Awarded

- Lake City Community College was awarded 1.9 million dollar training grant
 - Incumbent Worker Training
 - Purchase of two tractor trailers, semis. These semis will be used for a mobile classroom as well as CDL training.
 - Increase regional training capacity through implementation of industry driven curriculum
 - Key courses will be translated into online and/ or DVD format

Partners Panel

The panel consists of Florida supply chain and logistics educators. Each panel member was asked to give a brief description of their program or school, and include their strengths and challenges. Panel members were then asked a specific question about their program. After each panel members' presentation the floor was opened for questions and discussion from the advisory council.

Panel Members Program Presentation

Joe Geunes: Associate Professor and Associate Chair of the Department of Industrial Assistance Engineering, as well as the Co-Director of the SCALE Center at the University of Florida

- The SCALE Center is mainly research focused. They receive grants for projects from government entities
- The center would like to connect with industry throughout Florida
- They would also like to partner with high schools and community colleges creating a feeder system to flow into the university level

Sandra Beck: Dean of Workforce Development at the downtown campus of Florida Community College at Jacksonville

- FCCJ offers a Post Secondary Adult Vocational (PSAV) certificate in Logistics and Distribution as well as a track within their AAS Business Administration program

- They receive support from a range of business partners and school systems from the high school to the university level which opens up a lot of opportunities to build the program
- Some of the challenges they face are getting the word out about the logistics career field, building awareness of the field and letting people know the available career opportunities in the area

Bob Wood: Dean of Continuing Education at the University of North Florida

- UNF offers a Master's degree program with an emphasis on logistics
- Beginning 30 new certificate related programs in the supply chain and logistics area
- They offer an international program which brings people from all over the world that are in the logistics field to the Jacksonville area for a two week curriculum program
- Executive education program which is a week long program in leadership

Rob Clancey: Director of the Corporate College at Polk Community College

- DOT gave a 1.2 million dollar grant for Supply Chain
- Some of the grant money will be used to scholarship companies to offset their training cost so their employees can bring their skills up which could result in higher wages and a higher standard of living

Maria Lehoczky: Program Director of Business Administration at Polk Community College

- Launching first logistics program in conjunction with Lake City Community College in the fall

Elaine Puri: Director of the Banner Center for Logistics and Distribution at Lake City Community College

- Launching AAS and AS degree along with Polk Community College, as well as offering a college certificate program
- They also offer a professional truck driving program

Panel Members Question and Response

Question to Bob Wood of UNF: Tell us more about your new WorkKeys skills training program. How do you plan to market the program to businesses? What

type of funding did you secure to create/launch the program? What are your success goals?

- The program came from the need to make sure to find the right worker for the right job
- The program was developed by the American College Testing program (ACT)
- When members of the industry hire new workers they can make sure they have the right worker for the right job
- 35 states are involved in the process of using the program
- The State of Florida has funded the program
- The program can help high schools and community colleges through providing job profiling

Question to Joe Geunes of the SCALE Center at UF: How can business/economic development agencies effectively develop a partnership with your program? What are your plans to expand the SCALE Center through partnerships?

- The Center is a collection of faculty members who deal with research
- They would like to get the word out to the industry so companies would draw on the center's expertise
- They would like to find a forum where new faculty members can connect with the industry
- The Center is trying to build a partnership with the industry through education

Question to Sandra Beck of FCCJ: Tell us more about your plans for the logistics AA and Certificate programs. Specifically share the challenges associated with marketing the program?

- The program wants areas to focus on building a pipeline of students
- Making better connection to the careers within the field
- Wanting to develop relationships with employers through internships with students
- Wanting to get more industry speakers in the classroom, as well as fieldtrips to working environments
- Connecting with students through job shadowing or mentoring
- Continuing to focus on students and placement within the logistics program and technical skills training

Question to Maria Lehoczky of PCC: Since you are the first to have a Supply Chain Management Institute and now a credit program how will these programs work together?

- Wanting to stress the importance of a pipeline of students
- Articulate to the students about the degree and get them to work toward an A.S. or A.A.S. degree
- Working with higher levels of education so if a student wants to move forward with the Logistics degree they can pursue it at the university level

Banner Center News

Banner Center Year Two Activities

- Three Advisory Council meetings in 2008
- “Careers Pathways” report- designed to explore the multiple career tracks and ladders within the logistics and distribution industry
- Develop course materials for the new AS and AAS degree programs in Supply Chain Management
- Develop new curriculum for the Supply Chain Management discipline for secondary schools using the Choice Institute Model which will enable students to obtain an industry recognized certification
- This year will provide training for 200 individuals through training programs with at least 150 of them completing the training.
- We will develop agreements with colleges, universities, workforce boards, associations and corporations to deliver logistics and distribution training.
- Develop Integrated Marketing and Communications Strategy
- Develop and distribute the Banner Center’s newsletter
- Update the Strategic Plan

We’re Moving Forward

- Received a 1.9 Million Community Based Job Training Grant
- Truck simulator and CDL training, going mobile
- In 2008, purchase two new diesel tractor trucks

- Circulated new career DVD logistics video to high schools
- New college/high school curriculum and customized training
- Statewide outreach includes all CSCMP Roundtables
- Provided training to over 100CDL students, including, SE Toyota Auto Carriers and BlueLinx
- Launched new website www.logisticsbannercenter.com
- Worked with JPA on April logistics “Career Day”
- Infomercial playing in local area for logistics and distribution
- Expanding the network of College and University partners

Banner Center Legislative News

Tom Shiner, Director of Special Projects at Workforce Florida, discusses the news for Banner Centers at the legislative level.

- Refine Business Model
- Would like the Center’s to become long term and self sustaining
- Next year will be better funded than last year
- Trying to make growth opportunities in industries that will strengthen the economy
- Targeted industries are needed to make the Florida Economy string and competitive
- Steer pipeline of workers toward targeted industries
- Need to make Florida a great state to work in and find qualifying workers

Round Table Breakouts

Key Committees:

- Curriculum Committee led by- Joe Geunes, Maria Lehoczky and Sandra Beck
- Communication Committee led by- Rob Clancey
- Career and Certifications Committee led by- Bob Wood and Wayne Kline
- Clearinghouse Committee led by- Elaine Puri and Rick Leuner

Round Table Reports

Curriculum

- Interested in the High School level
- Discussed the Choice Model
- Funding Levels
- Unsure if those in 9th grade are prepared to take logistic courses
- Specification of the 12 credit articulation for an A.S. or A.A.S. degree
- Required leads to professional certification
- Available online and also dual enrollment
- Dual enrollment can be seen as an incentive for students
- Articulation agreement where degrees are based on certification

Communication

- Message reflecting importance of field
- Web based knowledge
- More partners to enable the program to reach out to the public
- Being able to advertise the program with partner companies as well as within companies
- Internal marketing
- Grass roots efforts using show and tell, as well as career days
- Talking about gadgets and technology it will help reach a younger crowd
- Lobbying key legislature
- Tell the entire Banner Center story and how it effects Florida
- Turnpike brochures
- Convey the value of every job in the supply chain industry

Career and Certification

- Not enough specific certification
- Dual enrollment or in district certification
- Establish a subcommittee to speak further discuss certification and careers
 - Wayne Kline will be in charge of the committee

— Video conference will be set up to bring the committee together through technology

- Conduct a survey to get feedback from industries
- Build a bridge between education and industry
- Certification has to be reflected by the industry
- The need of soft basic skills

Clearinghouse

- How to pull together a state wide conference
- List of industry partners
- Reach out to the top 50 public and private companies in Florida
- Model the state wide conference from the CSCMP roundtable
- Use sponsorship to subset the cost of the conference
- Target ideal date would be spring of 2009
- Accentuate the uniqueness of Florida
- Stay focused the first year

Meeting Adjourn: 2:30 PM

Next Meeting: September 25, 2008 in Jacksonville at the University of North Florida campus

Minutes prepared by: Amanda Schulz

Minutes approved by: Elaine Puri

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