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**Florida's Banner Center for Logistics and Distribution:  
 Advisory Council Fall Session Report  
 November 14, 2007  
 LYNX Central Transportation Authority  
 Orlando, Florida**

Thank you for participating in Florida's Advisory Council for Logistics and Distribution and investing your valuable time in the Fall Session at LYNX's headquarters in downtown Orlando on November 14. I also want to thank Linda Watson, CEO of LYNX, and her colleagues for hosting this important session. We appreciate their hospitality, professionalism, and expertise that ensured a productive session at a great location.

After introductions of Advisory Council members present and by conference call, the meeting was opened by Don Upton.

This four-hour session provided the Banner Center's team and consultants with an opportunity to present an update since the Advisory Council launch session in June. The team had an opportunity to learn what the Advisory Council deems as the most critical actions the Banner Center should take as we prepare for statewide launch.

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## Value Statements

The **Value Statements** provided by the Advisory Council during the launch session detailed the work that the Banner Center conducted over the summer and into fall.

- Partnerships with industry and education make each other stronger
- Raise the profile of the industry that matters most
- Makes Florida more competitive and a better place for people to live
- Branding of the initiative is critical and vital to Florida's competitiveness
- Help the state, industry, and companies obtain and retain employees, evolve and sustain for the long-term
- Provide young people a track or path to their future, and feel good about what they want to do
- Diverse council cuts across all sectors, industries, and regions
- What we can put together as a group
- Tell the story – Advocacy
- “Help Eeyore find his tail”
- “Just Do It”

## Most Important Actions

The Advisory Council opened this second session with a round table answering the question about the **most important action** the Banner Center can take for you and your enterprises. The 30 participating leaders responded that, overwhelmingly, certain actions are necessary, as described in the following summary:

We stated the importance of **supplying the necessary talent** to the Logistics and Distribution industries in the state of Florida by extension, regionally, nationally, and globally.

We defined a **statewide partnership** that will determine how to address Florida's need for talent today and in the future. Education needs to know how to execute to meet business needs for the necessary talent in this growing discipline.

We called for an **inventory** of Florida's assets: supply chain firms, careers of excellence, and talent pool.

We are asking to **create and update curriculum as a team**. Curriculum must focus on applied knowledge and technical skills, yielding employees able to perform immediately. New ways of teaching and delivering curriculum are called for while finding the people who have the expertise to transfer knowledge and teach. We stated that we must refuse “stale” content and realize as talent requirements change, it is necessary to train and retrain workers at all levels. Specialized training is required to develop more truck drivers and create knowledge in multimodal and international trade, including tariffs and regulations.

We need to ensure that **logistics and distribution curriculum** becomes part of career academies in high schools (or some set of high schools). This will become competitive as personnel shortages in industry sectors increase, not all schools will have all industry curricula.

We realize that **young people** with the **appropriate skills** are the future of this industry as the number of jobs increase and as existing employees advance into retirement. We also see the opportunity for career changers, including some in the aerospace industry, to prepare for jobs and careers in this discipline (being sensitive to the inability of many workers to forego income to go to school – scholarships help, but do not address their overall financial situation).

We also need to **sustain existing employees** in this discipline, in our companies and in our industries by providing and promoting available and new career paths (including help for 18-21 year olds to stay in trucking with stepping stone responsibilities to full truck driving privileges).

We stated that all of us – educators, business leaders, economic developers, workforce leaders, and policy makers – need to **work together to secure funding for the education and training programs** and scholarships necessary to train the emerging workforce, incumbent workers, and career changers.

We believe that only a few people know “what logistics is” so we need to **help people understand its foundation role for all Floridians**. We want to provide people interested in this discipline with the wide range of jobs and careers, and information on how to prepare for jobs and careers through the Banner Center. We need to create this awareness and inducement for action in our high schools, colleges, universities, and our own communities throughout the state of Florida and beyond.

We requested a **protocol for economic developers** on how to incorporate the Banner Center(s) in their messaging and that this

protocol, once established, would be communicated to all economic developers across the state.

The Banner Center will strive for excellence with the help of the Advisory Council and its education partners and will help define the metrics and timeline to achieve that distinction. Eventually, we will want to look at federal policies to learn their impacts on Florida.

And, we all agree that the power of the Advisory Council can be focused to realize these important actions.

## Session Accomplishments

### What Did We Accomplish in this Second Council Session?

- We continued to build a network of cross-industry executive subject matter experts as Florida's voice for the discipline, careers, and companies
- We announced the Banner Center College Partner Network to create new educational delivery systems to educate our youth and incumbent workers, and inspire people to enter and stay in logistics and distribution/supply chain jobs and careers. The partners are:
  - PCC/Corporate College and the Supply Chain Institute, Florida Community College at Jacksonville, Lake City Community College, and Okaloosa-Walton Community College
  - University of North Florida
  - Choice Institutes
  - Banner Center Career academies
- We shared the *four areas* in which the Banner Center will focus Strategic Planning and the Metrics or Measurements of Success
  1. **Career:** The discipline becomes a great, high-value career, the industry reputation Improves, and the Banner Center provides market leadership

#### *Metrics:*

- *Restatement of the industry through marketing and communications, i.e., the Advisory Council and Advocates*
- *Develop supply chain courses/curriculum in K-12*
- *Create a clearinghouse that serves as the platform for career resources across Florida, containing a comprehensive tool kit for jobs and careers/certifications*
- *Identify unique research that the Banner Center can provide about the discipline*

2. **Curriculum:** Great capacity-building curricula for stakeholders

*Metrics:*

- *Curriculum is built on industry/company needs*
- *The clearinghouse contains the Banner Center Education Partners-inventory key programs, coordinate and catalog with the education partners*
- *Develop supply chain courses/curriculum in K-12*
- *Student and worker enrollment in all programs*
- *Measures of success include employees prepared for jobs and a Banner Center responsive to business needs*

3. **Council:** High performance, diversified statewide Advisory Council

*Metrics:*

- *The Advisory Council agenda is created from the Banner Center Metrics (Measures of Success)*
- *The Advisory Council will govern by committee with the expectation of continued engagement and calls to action*
- *The Advisory Council will have a diversified membership, meeting at great host locations and present significant sessions*

4. **Communications:** High performance communications platform to serve all the “Cs”: Career, Curriculum, Council, Clearinghouse, and Certifications

*Metrics*

- *Reimage the industry and state the industry value proposition*
- *Increase awareness of jobs and careers in the discipline*
- *Drive talent into statewide education and training programs*

- Launched the Banner Center marketing with a brochure designed to reimage the industry, increase awareness of job and careers, and drive talent into the Banner Center network’s education and training programs
- Created an Advisory Council committee structure to focus on careers and certifications, curriculum, clearinghouse and communications
- Established information gaps in the areas of job trends, types of jobs, future skills, career tracking, and education and training tracking
- Provided measures of success for the Banner Center
  - Employees prepared to do their job-needs met statewide
  - Number and rollout of new programs and enrollment

- Tracking over time to include graduates/completions, placements, and progression through the industry
  - Increase in the number of people in the talent pool; plus:
    - Opportunities for career changers
    - Fill the gap for 18-21 year old truck drivers
  - Provision of a comprehensive and easily accessible information source about certifications, education and training; and jobs, careers, and career paths
- Added the many professional affiliations that advisory council members hold beyond their Florida enterprises through appointments, volunteerism, and associational leadership on state, national and international councils and boards
- Expanded the Council to include industry representation from South Florida
- Ensured that the career and industry messages are accurate, curriculum is on target, and the voice of the discipline and dependent industries is focused
- Expressed the strong need for a delegation committee to bring the Banner Center story to legislators and staff, agencies' heads, and industry/business leaders

### **Advisory Council Committees**

The Advisory Council has formed into committees to address and make decisions on four crucial areas:



Each committee held its initial meeting during this session and, in between the tri-annual sessions, will meet virtually or over phone-we are looking into providing portals for these committee meetings.

The committees each provided a set of key inputs and recommendations as a result of their first meetings.

#### **Careers and Certifications Committee**

A diploma or GED is a minimum requirement so that entry level talent is well prepared with the basic skills necessary for jobs.

- Certifications at the high school level should include ready-to-work

- The desired set of certifications include:
  - “Soft Skills”
  - Basic Supply Chain
  - Logistics

Recommendation was made to survey the industry to determine which certifications are most needed. Also, it was recommended that we increase awareness about which certifications are available for what jobs/careers.

### Curriculum Committee

Courses have to be relevant to industry needs and recognize that technology advances are imbedded in all jobs and careers.

The Advisory Council rated a set of education and training courses in terms of “*those topics/subjects that relate to your industry*” yielding these top three rankings:

1. Communications Skills

2. Customer Service Skills  
Leadership Skills for Logistics and Distribution Managers

3. Transportation  
Computer Technology  
Supervisory Skills for Logistics and Distribution Managers

Of five certifications listed, those most related to members’ industry are the Logistics/Transportation (CE) and the Certified Purchasing Manager (CPM), followed by Certified in Integrated Resources Management (CIRM) and Certified in Production and Inventory Management (CPIM), then Quality Sciences (CE).

Members are aware of available training from colleges and universities in their area and most have some training provided by consultants. In terms of the percentage of in-house training, three members indicated that all of their training is done in-house, while the remaining members spread evenly across a quarter, half, and three-quarters of training done in-house.

Recommendations are that the College Partnership share programs, prevent duplication of programs, and combine grant application efforts.

### **Clearinghouse Committee**

The Banner Center will create and house the statewide clearinghouse or resource center for the logistics and distribution discipline.

- All data on certifications, curriculums, jobs, and careers will be inventoried and gaps in information identified and enhanced.
- The data will be complete, formatted attractively, and easy to access.
- The Banner Center will strive to keep the clearinghouse refreshed with new statistics and relevant information.
- A database of jobs available with links to skill sets and qualifications was suggested by the communications committee.

Recommendation was made about the necessity to find funding as a team to ensure the Banner Center's sustainability, thus researching funding opportunities is necessary.

### **Communications Committee**

Upon review of the Banner Center logo, Web site, and DVD created for the marketing launch, the following recommendations were made:

- The Banner Center Web site will be the one common source for all Banner Center advisory council, partners, industry education, training, job, and career information.
- The industry must be "sold" and the value of these jobs communicated in a new way (for example, medical – saves lives; scientists – find a cure). The technology aspects of the jobs and careers should be emphasized.
- The "look" of the Banner Center should be unique.
- Younger office workers could be showcased along with segmenting high school, college education, training-driven jobs, and careers.
- The advertorial concept proposed by *Florida Trend* was presented.

Recommendation that all Banner Center communications have the same purpose:

- "Sell" logistics and distribution as a discipline and industry
- Show people how they can be a part of logistics and distribution
- Promote the jobs, careers, and career paths
- Communicate the required certification, education, and training preparation
- Motivation for enrollment

## Immediate Actions

The Advisory Council identified three action areas that must be addressed immediately: **Industry Certifications, Advocacy Communications, and Advisory Council Delegation.**

### Industry Certifications

- Inventory and identify gaps to determine industry certifications to be offered at:
  - CHOICE and career academies
  - Community colleges
  - Universities
- Filter all certification development through Elaine so the Banner Center is the clearinghouse or one stop for certifications in this field
- CSCMP partnership is key for certifications
- Have a network of programs available for all to access and recommend

### Advisory Council Delegation

- The Advisory Council form an industry driven delegation to act quickly and be visible in Tallahassee
- Ask: What does the Banner Center need? For what are we asking? From whom?
- Answer with agenda, messages, and talking points
- Target audiences
  - Wayne Blanton, Florida Association of School Board and School Superintendents
  - Senator Don Gaetz
  - Identify other key legislators, committees, and staffers
  - Identify key agencies and organizations who share the agenda

### Advocacy Communications

- Create a single brand for the Banner Center and use for all communications
- Write the backgrounder about the Banner Center
- Craft the messages about the Banner Center
- Create the talking points for all constituents
  - Banner Center leaders, Banner Center partners, college leaders, advisory council members, key agencies: Enterprise Florida, EDOs/EDCs, Florida Chamber and Florida Chamber Foundation and Chamber network, Workforce Florida and regional Workforce boards
  - Enhance the list of key leaders and influencers who can join the conversation now
  - Connect the Banner Center and the advisory council to all relevant associations and businesses/industry leaders across the state
- Prepare the package now—it has to be ready quickly to move this agenda forward

## Spring Session

The Advisory Council's Spring Session will be held in April, 2008.

A special thank you goes to Rob Clancey and Wayne Kline with PCC/Corporate College and the Supply Chain Institute who volunteered to ask one of their many business partners to host our Spring Session at a business location in Polk County.

We also thank Bobby Steele with Wal-Mart and Claude Revels with JM Industries who volunteered to host future Advisory Councils at their wonderful facilities.

Look for an announcement about the Advisory Council committees in January, 2008.

The key contacts for Florida's Banner Center for Logistics and Distribution are below. Please continue the dialogue!

My college partners and I look forward to working with you as the Banner Center launches. Thanks for all you are doing for this discipline for Florida's education and economy.

## Key Contacts

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### Florida's Banner Center for Logistics and Distribution

Elaine Puri  
Director  
Lake City Community College  
386-754-4324  
purie@lakecitycc.edu

Rob Clancey  
Polk Community College/PCC Corporate College  
863-669-2321  
rclancey@polk.edu

Wayne Kline  
Director – Supply Chain Institute  
Polk County Community College/PCC Corporate College  
863-669-2321  
wkline@polk.edu

Lili High  
Instructional Program Manager  
Florida Community College at Jacksonville  
904-633-8318  
lhigh@fccj.edu

Melinda Stein  
Associate Dean of Career and Technical Education  
Okaloosa-Walton Community College  
850-729-5363, x6607  
steinm@owc.edu

Bob Wood  
Dean of Continuing Education  
University of North Florida  
904-620-4280  
robert.wood@unf.edu

## Lake City Community College

Dr. Charles W. Hall  
President  
386-754-4200  
hallc@lakecitycc.edu

Charles E. Carroll  
Vice President-Instruction and Student Services  
386-754-4977  
carrollc@lakecitycc.edu

Tracy Hickman  
Dean-Occupational Programs  
386-754-4324  
hickmant@lakecitycc.edu

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## Fairfield Index, Inc.-Consultant Team

Donna Sanchez  
Managing Director  
813-490-3890, x229  
dsanchez@fairfieldindex.com

Don Upton  
President  
813-490-3890, x230  
dupton@fairfieldindex.com

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