

the supply chain educator

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The **Employ Florida Banner Center for Logistics & Distribution** is a consortium

of the Florida Community Colleges and Universities that have joined together to serve as a resource for logistics & distribution education, training, and professional development in the state of Florida.

Our partners are:

- **Fla. Comm. College at Jacksonville**
www.fccj.edu
- **Lake City Comm. College**
www.lakecitycc.edu
- **Okaloosa-Walton College**
www.owc.edu
- **Polk Community College**
www.trainingmatrix.com/polk
- **University of North Florida**
www.ce.unf.edu
- **University of Florida**
www.ise.ufl.edu/scale

EMPLOY FLORIDA
BANNER Center
Logistics & Distribution

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Careers & Containers: 2008 a Milestone Year for JAXPORT

Two thousand and eight will be a milestone year for the Jacksonville Port Authority (JAXPORT) as the port's largest infrastructure project ever heads towards completion in December. With the opening of the new TraPac Container Terminal, JAXPORT continues to fulfill its mission to provide outstanding employment opportunities and economic benefit to the citizens of the region.

Busy Auto Processing and Cruise Port

JAXPORT is an independent agency responsible for developing and marketing the public seaport facilities in Jacksonville.

Cargo and cruise activity at Jacksonville's seaport supports nearly 50,000 jobs and creates an economic impact of more than \$2.7 billion annually for Northeast Florida. These figures are expected to double during the next decade.

In fiscal year 2007, JAXPORT's three public marine terminals handled a total of 8.3 million tons of cargo. JAXPORT maintained its position as the number two auto processing port in the nation and 130,000 passengers sailed on cruises from the JAXPORT Cruise Terminal.

JAXPORT in the Community

Although JAXPORT and its maritime partners trade with countries from around the world, Northeast Florida is where it's employees live and raise families. This is just a brief list of JAXPORT's ongoing outreach programs to enhance the community:

- JAXPORT has unveiled a new "Port Jobs" Web site (JAXPORTjobs.com), providing a one-stop clearinghouse of job openings at maritime companies doing business at the bustling seaport.

- JAXPORT is a key business advisor and partner for several high school career academies in Duval and St. John's Counties. Ninth through 12th grade students in these academies are learning about the environment and international trade, specifically in areas of business, finance, hospitality and marketing.

- JAXPORT partners with local colleges and universities in establishing curriculum and workforce training programs for individuals interested in careers associated with international trade, logistics, transportation, manufacturing and more.

- JAXPORT contributes to an annual college scholarship fund coordinated by the International Longshoremen's Association local 1408. In addition, JAXPORT and the South Atlantic Caribbean Ports Association, in partnership with UNF, recently awarded the first \$3,000 annual scholarship to a student majoring in Transportation and Logistics at UNF's Coggin College of Business.

- JAXPORT's International Trade Certificate Program allows small business owners from around the region to learn the steps necessary to import and export, allowing them to fully take advantage of the opportunities available now and in the near future.

Learn more about JAXPORT at www.jaxport.com and its upcoming Career Fair at the "Port Jobs" Web site at www.jaxportjobs.com.

CAREERS
IN TRANSPORTATION, LOGISTICS, MANUFACTURING & MARITIME-RELATED BUSINESS

Sponsored by JAXPORT and the First Coast Manufacturers Association (FCMA)

Wednesday, APRIL 30, 2008
10 a.m. to 3 p.m. at the UNF University Center

Logistics Banner Center: Plans for the Year 2008



The Employ Florida Banner Center for Logistics & Distribution is focused this year on the goal of becoming a self-sustaining, statewide source for logistics and distribution education and training. This goal supports the need to develop a pipeline of talent for Florida's high performance logistics and distribution workforce.

"The Banner Center and its partners have recently submitted a strategic and progressive renewal proposal to Workforce Florida," says Dr. Charles Hall, president of Lake City Community College. "Together with the 2 year contract which started October 1, 2007, and an invested logistics and distribution community, I believe that the Banner Center will prove itself to be the conduit that brings together the state's key players in the logistics and distribution industry, education, and workforce development systems. The program has gotten off to a great start and we see it only getting better and better."

The Banner Center Year 2 activities will continue to provide value to the logistics and distribution industry that include:

1. Bringing together industry leaders through three Advisory Council meetings.
2. Research and development of an industry "Careers Pathways" report. The Banner Center develops a Supply Chain Management Careers Pathways report designed to explore the multiple career tracks and ladders within the logistics and distribution industry. We will provide access to it on the Banner Center's Web site, www.logisticsbannercenter.com.
3. College and university professors will develop course materials for the new AS and AAS Degree program in Supply Chain Management and an industry specific College Credit Certificate program in Supply Chain Management.
4. The Banner Center will develop curriculum for the Supply Chain Management discipline for secondary schools using the Choice Institute Model. This curriculum is designed for increasing a pipeline of workers to enter the supply chain management industry and the Choice program for students will enable them to obtain an industry recognized certification for articulation with secondary school career academies and for credit at postsecondary institutions.
5. The mission of each Employ Florida Banner Center involves creating, delivering, and sustaining an industry-driven workforce development training center capable of addressing the state's workforce needs within a targeted industry segment. This year we will provide training for 200 individuals through training programs with at least 150 of them completing the training.

6. The Banner Center will also develop agreements with colleges, universities, workforce boards, associations and corporations to deliver logistics and distribution training and to expand delivery to areas of the state not previously served during the initial contract period.

7. The Banner Center is developing an Integrated Marketing and Communications Strategy. The strategy shall include key messages for stakeholders and targeted customer groups.

8. The Banner Center's newsletter designed to communicate the actions of the Banner Center, current and future plans, and successes of the Banner Center, and highlight the successful partnerships developed due to this collaborative effort.

"I believe that the Banner Center will prove itself to be the conduit that brings together the state's key players in the logistics and distribution industry, education, and workforce development systems."

Dr. Charles Hall, President
Lake City Community College

9. The Banner Center will prepare an updated Strategic Plan highlighting the industry's projected needs over the next five years and establish the center's value to industry.

These aggressive plans for Year 2 are set to prove the value of launching a Banner Center for Logistics & Distribution in Year 1, and strive toward the goal of keeping Florida competitive in the marketplace as we meet growing demands in a global economy where "the world is flat."

Elaine Puri, Director

Employ Florida Banner Center for Logistics & Distribution
Lake City Community College

To learn more, please visit www.logisticsbannercenter.com, or contact us at 386.754.4492.

Instructors, We Need Your Talent!

One of the primary goals of the Banner Center is to be the source for logistics and distribution training in the state of Florida by 2009. Pursuing this goal, quality assurance is a key element to make training and education more competitive and more attractive for our customers.

To meet this challenge, we are seeking logistics professionals who have the knowledge, education, and background that will enable them to excel as teaching professionals. If you have a background in logistics and distribution (supply chain) and related fields with current knowledge in the field and would like to share your experiences with others, we would like to hear from you. Please visit www.logisticsbannercenter.com for details.

Workforce Florida Assists Businesses With Worker Training Costs

Creating opportunities for workers in Florida to sharpen their skills and helping



businesses maintain a competitive workforce edge are vital goals of two Workforce Florida-administered grant programs: Quick Response Training (QRT) and Incumbent Worker Training (IWT).

Both programs are key components of the state's economic development tool kit. Each reimburses businesses for some of the expenses associated with upgrading workers' skills.

Led by Florida business leaders, Workforce Florida, Inc., is a public-private organization that sets policy and oversees the state's workforce system. It works closely with Florida's 24 regional workforce boards, Enterprise Florida, Inc., and local economic development councils—with special outreach to rural and distressed communities—to award training grants through these two nationally recognized programs.

QRT and IWT, known for their low administrative overhead and lack of red-tape requirements, require businesses to invest matching money in training.

Quick Response Training

The QRT program provides grant funding for customized training to new or expanding businesses that produce exportable goods or services. Through this business-driven program, Florida is able to effectively retain and attract businesses creating new high-quality jobs. The program is structured to be flexible and to "respond quickly" to meet a business's training objectives.

Established in 1993, QRT has provided customized training for more than 117,724 new jobs created through over 450 businesses.

Businesses that have received QRT grants include manufacturing or service

operations and national and international headquarters. Reimbursable costs include those expenses related to specific, entry-level job training: salaries for instructors/trainers, curriculum development and textbooks/manuals.

Training can be conducted at the business's facility, at the training provider's facility, or at a combination of sites that best meet the business's needs. Program instructors may be full- or part-time educators, vendors, subject matter experts or in-house professional trainers.

The Quick Response Training staff at Workforce Florida are available to provide technical assistance throughout the training program—from the application stage through contract execution, monitoring and fiscal closeout.

Incumbent Worker Training

The IWT program provides grant funding for customized training to existing for-profit businesses. Florida is able to effectively retain and keep businesses competitive through skills upgrade training for full-time employees.

Established in 1999, IWT has provided customized training for more than 84,400 employees at 770 businesses. IWT is designed to help established businesses maintain a competitive workforce. Businesses may use public, private, or in-house training providers to meet its training objectives.

Training may include industry or company-specific skills, technical and computer skills, and "soft-skills" such as leadership, teamwork, and management. Reimbursable costs include those expenses related to specific job training: salaries for instructors/trainers, curriculum development, textbooks/manuals and materials/supplies.

Program instructors may be full- or part-time educators, vendors, subject matter experts or in-house professional trainers. IWT program staff members at Workforce Florida monitor, evaluate and provide fiscal and grant compliance oversight during the training process.

To learn more, contact the QRT or IWT staff at 850.921.1119, or visit www.workforceflorida.com to review guidelines and download an application.

CSCMP Offers Local Roundtables

The mission of the Council of Supply Chain Management Professionals (CSCMP) is to lead the evolving supply chain management profession by developing, advancing, and disseminating supply chain knowledge and research.

Founded in 1963, CSCMP is the preeminent worldwide professional association dedicated to the advancement and dissemination of research and knowledge on supply chain management. With over 9,000 members representing nearly all industry sectors, government, and academia from 67 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

The organization is led by an elected group of global officers with its headquarters in Lombard, Illinois.

CSCMP Membership

*Expand Your Network . . .
at Local Roundtable Events*

Your local CSCMP Roundtable is a vital connection to informative meetings, educational seminars, and rewarding relationships. Over 80 CSCMP Roundtables around the world serve to enhance your career and advance your profession at the local level.

Roundtables

CSCMP roundtables are a forum at the local level which sponsors educational programs to raise the equality of logistics practice while promoting the personal and professional development of its participants.

A roundtable is not a chapter. Individual roundtables do not charge dues nor do they have an established class of members. Interested individuals do not need to be CSCMP members to attend roundtable events.

If you are interested in a CSCMP roundtable, visit www.cscmp.org for local meeting dates and events.



Operations: Beyond Buying *Supply-chain managers used to have one main job: purchasing stuff cheaply. They need a whole new skill set now.*

By Larry C. Giunipero (FSU), Robert B. Handfield (NCSU), and Douglas L. Johansen (FSU)

A rapidly changing marketplace is forcing suppliers and their clients to work more closely than ever before. And it's forcing supply-chain managers to do their jobs in a whole new way.

Traditionally, these managers have been little more than purchasing officers. They dealt with a relatively small group of familiar suppliers, and had few overall goals beyond squeezing out as many price cuts as possible.

Now, as companies globalize and outsourcing spreads, supply-chain managers must make decisions involving networks of partners in far-flung corners of the world. Meanwhile, a fierce competitive marketplace is driving companies to collaborate with suppliers to help them develop products more quickly and reduce waste in the supply chain. Technology is also pushing suppliers and clients closer, making it easier to keep tabs on orders and share information.

All of which means supply-chain managers are shouldering a lot more responsibility—and need a new set of skills. To figure out what those new skills are, we held focus groups with top executives from 41 companies. In these discussions, several key themes emerged.

Specifically, supply-chain managers must be able to handle increasingly complex and critical technology. They must know how to source jobs globally, and be familiar with the ins and outs of various markets. They must have strong management skills, to handle everything from building relationships with suppliers to creating in-house teams to solve problems. And they must be trained in making crucial strategic decisions, such as when to turn to suppliers for help in lowering the total cost of a product.

Managing Technology

In the past, supply-chain management was seen as a silo—a job cut off from the rest of the organization. Now technology is putting supply-chain managers at the hub of many crucial company processes, and managers must understand that technology and be able to implement it effectively.

Inventory-control software, for instance, is a common tool for supply-chain managers, allowing them to track parts and products as they move from suppliers to company warehouses and beyond. But the information that software gathers ends up being used by many departments inside the company. So the supply-chain manager must be able to integrate the inventory software with the rest of the company's computer systems. Moreover, as companies collaborate more closely with suppliers, supply-chain managers are often responsible for making sure their computer systems communicate properly with their partners' hardware.

Finding Suppliers Globally

Over the past decade, swarms of companies have turned to offshore suppliers, lured by big price savings and new technologies that let them easily stay in contact with their remote partners. In this new environment, supply-chain managers must be able to source materials, components and services on a global basis. And that requires a broad skill set that many managers simply don't have right now. Managers must develop deep "market intelligence" about global suppliers, regional market conditions, factors that drive cost and supply-and-demand dynamics—and they must be able to communicate all that to key stakeholders in the company.

For an idea of how important supply technology has become, consider the auto industry. Since the North American Free Trade Agreement took effect in

1994, supply chains have stretched north and south of the U.S. border. Auto makers have adopted a host of technologies—everything from bar codes to Global Positioning System tools—that allow them and their suppliers to track shipments.

Managers must know, for example, the differences in legal and economic environments and trade practices in different countries, and they must have the ability to communicate across cultural barriers. Or, if they can't do all that themselves, they must hire people who can do the job for them. For instance, many managers are hiring Chinese students who get MBAs in the U.S. to return home and negotiate deals with key suppliers. A number of consulting companies have also sprung up to supply this global market intelligence.

Furthermore, supply-chain managers must understand individual countries' sourcing strengths and logistics infrastructures—and figure out how all of that affects the cost of products. China, for instance, has low labor prices but poor logistical infrastructure, which can raise the total cost and time required to get a product to market. Moreover, the quality of Chinese products—and the problems of tracking who is producing what in the supply chain—have become major problems for companies that outsource there. A supplier from a higher-wage country might be a better bet than a Chinese company when all of those factors are tallied up. Because of difficulties like these, some U.S. companies are even bringing some of their Chinese operations back to the States.

Supply-chain managers must also learn to look at how currencies factor into the equation. Some currencies, such as the Euro, fluctuate freely against the dollar, while others, such as the yuan, are maintained at a fixed rate against the Dollar. So, for instance, a supply-chain manager must know enough about global economics to weigh the odds that the currency in a supplier's country will rise or fall—and thus raise or lower the cost of a deal.

Big-Picture View

As the job of supply-chain management gets more complex, managers must



industry insights

be trained to think of overall company strategy—and shareholder value—as they do their job. They must resist the temptation to make decisions that satisfy short-term needs at the expense of long-term organizational goals.

In particular, they must learn that price savings are not the holy grail. Usually, supply-chain managers have focused on getting the lowest price when picking suppliers. But increasingly, the managers in our focus groups said it's more important to examine the total cost of the deal. Purchasing from suppliers with a lower price may not be the smartest move.

Think about the costs associated with purchasing a vehicle. If you're just looking at the purchase price, a gas guzzler may seem like a better deal than a hybrid. But over the long term, associated costs—such as fuel and maintenance—may be higher for the gas guzzler, making the hybrid a better investment. Similarly, purchasing from a supplier with a lower price may not be the best move if that supplier ends up bringing in higher additional costs, including waste in the production process, or high expenses for storage, transportation, and packaging.

Supply managers must also be able to understand—and take advantage of—the benefits they can derive from supplier relationships to achieve organizational goals. For instance, they must know when to turn to suppliers for help with developing new products and standardizing parts and processes to lower production costs.

As part of that, supply-chain managers must learn to be more transparent in their dealings with suppliers—a big change from the days of keeping critical information close to the vest to get leverage for price cuts. For example, managers should be frank with potential suppliers about the selection process, to give them a chance to lay out the best case for their services and build a lasting relationship.

Beyond implementing all those new approaches, supply-chain managers must sell these changes to the rest of their own organization, since the benefits don't always appear directly on the company's income statement. Supply managers must draw attention to a supplier's problem-solving efforts or

higher level of service, for instance, even if the benefits can't be easily quantified.

Building Teams

Even as relationships with outside suppliers are getting more complicated, relationships inside companies are getting trickier, as well. As companies downsize and shed middle managers, the remaining bosses are left with more employees to oversee. Meanwhile, teams are becoming a favored method of dealing with the heavier workload, as employees from different parts of a company are brought together to handle a task, and then sent back to their respective departments.

So, supply managers must become more adept at traditional managerial functions. Planning, communications, team-building, and relationship-management skills are necessary for success. Managers must also learn how to integrate outside suppliers into internal teams—a critical move as companies and partners collaborate more closely.

Finally, and perhaps most important, supply-chain managers must always keep learning. They must consciously pursue their career development, building knowledge and skills that will enable them to excel and create competitive advantage for their companies.

Dr. Giunipero is professor of marketing and supply-chain management at Florida State University's College of Business.

Dr. Handfield is Bank of America university distinguished professor of supply-chain management at North Carolina State University's College of Management and director of the Supply Chain Resource Cooperative.

Mr. Johansen is a doctoral student at Florida State University's College of Business. They can be reached at reports@wsj.com.

THE WALL STREET JOURNAL.

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A VITAL LINK

Standard Practice: Traditionally, supply-chain managers have been little more than purchasing officer—dealing with a handful of familiar suppliers and doing little strategic planning.

Growing Complications: As outsourcing spreads and companies globalize, these managers must deal with suppliers around the world—and often must work closely with them to help design new products and eliminate waste in the supply chain.

New Approach: Supply chain managers must develop a new set of skills to meet these challenges, such as immersing themselves in technology, learning the nuances of vital markets around the world and figuring out the best ways to build crucial relationships inside and outside their companies.

CHANGING WAYS

The percentage of surveyed supply-chain managers saying the following skills or approaches are required by the rapid transformation of their field:

MANAGING TECHNOLOGY	
Electronic procurement/reverse auctions	39%
Integrated systems and collaboration	38
Internal systems integration	36

BUILDING TEAMS	
Strategic relationship management	85%
Cross-functional/virtual teams	43
Customer relationship building (internal/external)	33

FINDING SUPPLIERS GLOBALLY	
Outsourcing services	40%
Global sourcing strategies	23
Training approaches for global environment	21

BIG-PICTURE VIEW	
Strategic cost reduction	63%
Greater focus on total cost in supplier selection	46
Strategic vs. tactical orientation	42
Broader general bus. skills	35
Supply-chain business process focus	34

UF Collaborates & Educates Through Its SCALE Center

The Supply Chain And Logistics Engineering (SCALE) Center at the University of Florida seeks to foster close collaboration with industry and government partners.

SCALE's purpose is to promote fundamental research, develop innovative solutions for large-scale problems, and provide education in the areas of Supply Chain and Logistics Management.

This purpose will be achieved through Industry and government sponsored projects involving development of new systems and technologies to support industry and government needs, such as: conferences and workshops, both on campus and at industry locations; and Evaluation and dissemination of new models for Supply Chain and Logistics Management and Engineering.

SCALE's goals include:

- Basic and applied research in supply chain management and logistics management and engineering
- New education programs for improving engineering curricula at both undergraduate and graduate level and publication of the center's technical reports and newsletters.

Co-Collaborator and Problem Solver



Dr. Joseph P. Geunes is Co-Director of the SCALE Center and works with more than a dozen faculty and graduate students to develop solution

methods for such real-world problems. He has received support for the Center from the National Science Foundation, and through collaborative projects from Motorola, Merck & Co., the US Navy, and several other industry partners.

Dr. Geunes' research focuses on effective planning and management of procurement, production, and distribution of goods and services in complex supply chains.

While the field of supply chain management is quite broadly defined, his group takes an optimization-based modeling approach for solving problems that involve the coordination of operations among multiple organizations. When multiple organizations work together to produce and distribute many items the resulting production and distribution networks become extremely complex. The efficient operation of these systems thus requires solving large-scale decision problems using the tools of operations research.

One of the projects the SCALE Center

has worked on helped Motorola to better forecast demand for its cellular tower equipment. Because the demand is so erratic from week to week, it is hard for Motorola to match supply with demand.

With better forecasting, Motorola will be able to reduce inventory costs and meet customer demand.

In the future, Dr. Geunes would like to expand the SCALE Center to include a greater number of industry partners who could provide students with much needed hands-on experience in supply chain and logistics research.

Dr. Geunes also has a few recommendations to students. He thinks that students should get some kind of real-world work experience before heading into a Masters or PhD program. This gives them practical knowledge, and makes sense monetarily.

Also, he urges engineering students to think carefully about getting an MBA. Although the MBA provides numerous career opportunities, an MBA does not always lead the student to his or her ideal job if the student is more technically inclined.

Finally, he urges students to have balance in their life, which can actually lead to greater productivity in their professional careers.

For more information about the SCALE Center, visit www.ise.ufl.edu/scale or contact Dr. Geunes at UF's Department of Industrial and Systems Engineering, at www.ise.ufl/geunes.

Polk County Manufacturers Encouraged to Enroll Workers in Free Skills Training

All Polk County manufacturers are encouraged to enroll their newly-hired and incumbent workers in a free manufacturing skills training program made possible by a \$219,000 Succeed Manufacturing Grant recently obtained on behalf of Polk County Public Schools by the Ridge Career Center of Winter Haven.

The training program, which utilizes the highly-acclaimed "Manufacturing Essentials" curriculum developed by the Banner Center for Manufacturing, is being offered free of charge to employees of Polk County manufacturing firms by the PCC Corporate College. The program also is open to displaced workers and other individuals served by Polk County's career

and adult learning centers and private workforce training schools.

The comprehensive training program features more than 30 different classes packaged in five modules: "Employability Skills," "Production and Processes," "Maintenance Awareness," "Quality Assurance," and "Safety Awareness." All classes are taught by private sector instructors with many years of manufacturing and training experience serving as PCC Corporate College adjuncts.

The program was launched with the first round of training in February and then in March. A final session will be April 7-18 at the Traviss Career Center, 3225 Winter Lake Road, Lakeland (8:00 a.m. to 4:00 p.m., Monday through Friday).

Employers and individual employees of manufacturing firms can obtain additional information on the program, including the class schedule, by contacting Ernie Helms of the PCC Corporate College at 813.245.5907 or eehelms@yahoo.com.

UNF Launches Center for Logistics & Supply Chain

The University of North Florida has added another resource to the supply chain—the education and training supply chain for logistics, that is.

The UNF Flagship program for Transportation and Logistics and the UNF Division of Continuing Education recently announced the creation of the Center for Logistics and Supply Chain Executive Education. The purpose of the Center will be to offer quality continuing education for those engaged in the logistics and supply chain fields.

The programs will be conducted by UNF Transportation and Logistics faculty as well as expert practitioners or experts in relevant fields. The major focus will be on practitioners at the director level and above; however, several programs will be available for entry level and first line supervisory employees.

The Executive Program series includes the following courses:

- Leadership and Finance Courses
- High Potential Leadership Program for Logistics and Supply Chain Executives
- Strengthening Leadership Skills for High Potential Managers

This program is designed for leaders of logistics and supply chain organizations who are assuming the cross-functional responsibilities of organizational leadership. The program presents an integrated view of the fundamentals of management. Leveraging advanced strategies and techniques, participants learn how to excel in decision making and execution.

Designed for individuals who have approximately 10 years of experience, either as a manager or functional specialist and who have either recently been promoted to divisional responsibility or who have excellent prospects for leadership within their organization.

This intensive, five-day program seeks to accelerate the development of high potential managers and prepare them for senior leadership positions in logistics and supply chain fields. Class discussion, small team projects and exercises, case studies and simulations are key components.

The program will entail a highly interactive process of exchanging ideas, concepts and best practices with instructors and with peers from a variety of other companies and organizations.

Participants will leave the program with a “tool box” of strategic tools and tactical implements to help them apply their learning back on the job. They will learn to develop insights and entrepreneurial skills to evaluate, develop and manage new business opportunities to enable their organization to achieve profitable growth and enhance shareholder value.

For more information contact, Carla Bensi at 904.620.4258 or e-mail carla.bensi@unf.edu, or visit UNF's CE Web site at www.ce.unf.edu.

Port of Tampa's Growth Means More Jobs Beyond Area

The Port of Tampa's continued diversification has enabled a steady growth trend in cargo crossing Tampa Port Authority berths. Diversification is a central theme in the port's new Strategic Plan and Master Plan.

Perhaps the most exciting development at the Port of Tampa during the past two years has been the Port's entry into the global container market. It has been nearly two years since the opening of the first container terminal with three gantry cranes and the beginning of global shipping services connecting Tampa directly to and from Asia.

The Port has been actively marketing the Port's container opportunities and has enjoyed significant growth in this line of business, and the outlook is positive for exponential growth as the terminal expands to meet its market potential. The Tampa Port Authority has been in discussion with other global carriers who are increasingly recognizing the great potential from the large and growing West and Central Florida consumer market—nearly 8,000,000 people within 100 miles of the port, who collectively comprise the largest consumer market in the Southeastern United States.

The port authority is preparing for that expected container growth, and plans are moving forward for a five-fold increase in the size of the terminal from 25 acres to over 125 acres, that will include extending berths and expanding storage area, acquiring additional gantry cranes and yard equipment,



improving gates and rail and road access. Efficient, reliable container service will bring significant benefits to both Tampa Bay area businesses and consumers - more choices, faster service, lower transportation costs and ultimately better prices.

Furthermore, the development of Tampa as a container port is encouraging more distribution centers locating in central Florida, bringing better jobs and corresponding economic benefits. For the State of Florida, direct shipping services into Tampa means hundreds of thousands of containers now trucked into west Florida from ports as far away as Savannah and Charleston will be removed from the state's already congested highways.

To learn more about the Tampa Port Authority and its expansion plans, visit www.tampaport.com.

Fortifying the Future *Banner Center Partners offer two-year supply chain/logistics degrees*

By Michael Mitseff
mmitseff@lakecityreporter.com

A few years ago, Lake City Community College gazed into its crystal ball and saw that many industries moving into the North Florida corridor between Lake City and Jacksonville were mega-warehouse companies similar to the Target Distribution Center and U.S. Cold Storage facilities in Lake City.

These mega-warehouses require thousands of skilled and semi-skilled workers every year for the burgeoning logistics and distribution industry, school officials surmised.

However, few if any, institutions in Florida provide the necessary two-year associate degree programs and/or certification training needed by the L&D industry.

Since LCCC had envisioned the future, it worked to score one of Florida's 10 Employ Florida Banner Centers, each one focused on a particular industry in the state that would provide employment now and into the future for its residents.

In LCCC's case, they scored the Employ Florida Banner Center for Logistics and Distribution, to train and certify Florida workers who wish to enter the L&D industry.

To offer the best educational programs possible to the most people, LCCC, in conjunction with Workforce Florida, Inc., launched the Logistics and Distribution Center in August 2007 and subsequently formed a consortium with other Florida colleges and universities.

LCCC's college and university partners for the Logistics and Distribution Center for the entire state are: Florida Community College at Jacksonville, Okaloosa-Walton College, Polk Community College and the University of North Florida.

"We (partners) are all working on a logistics degree at the two-year level and it would be the first in the state," said Elaine Puri, director for the Employ Florida Banner Center at LCCC. "It's rare to even find a two-year degree in logistics and distribution."



year degrees in the same field.

"There is a Logistics and Transportation BS degree and Executive Education Center at the University of North Florida, and a Supply Chain And Logistics Engineering program at the University of Florida, so there are several bachelor degree programs right here in our neighborhood—Florida State University also has a Supply Chain Management Program.

"The LCCC degree program will have a core curriculum that deals with an introduction to supply chain management, inventory and purchasing, transportation, quality management, business courses, and general education and math," Puri said.

Workforce Florida, Inc., has set aside up to \$6.2 million to establish these programs that focus on creating and providing up-to-date training for workers in industries that are critical to sustaining and growing Florida's diverse economy.

The supply chain industry including logistics, distribution, and transportation, is one of the fastest-growing industries in Florida and is needed by virtually every company and government.

The Logistics and Supply Chain Consortium is designed to be the source to develop the most relevant and cutting-edge Logistics and Distribution skills for new employees or to upgrade or retrain current employees.

To learn more about the Logistics Banner Center and its resources, please visit www.logisticsbannercenter.com, or contact us at 386.754.4492.

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