

**ADVISORY COUNCIL**

*Dollar General  
Florida State College at Jacksonville  
Enterprise Florida  
Cornerstone Regional Development  
Partnership  
United States Cold Storage Inc.  
Polk County Works  
Maersk Line  
Florida Crown Workforce Board, Inc.  
Gainesville Chamber & Council for  
Economic Outreach  
PSC Corporate College  
Workforce Florida, Inc.  
Davis Trucking  
Publix Super Markets  
Central Florida Development Council  
of  
Polk County, Florida  
AST &L  
Terry Dicks Trucking, Inc.  
BDB of Palm Beach County  
First Coast Workforce Development  
University of Florida  
Bilden Safety and Training  
American Red Cross of Central  
Florida  
CEVA Logistics  
Florida Department of Education  
Target  
Florida Crown Workforce Board  
FDOT  
CSX/TRANSFLO  
Material Handling Institute of  
America  
Columbia County High School  
Port of Jacksonville  
Pensler SC  
Polk State College  
NAI RealVest  
Tampa Port Authority  
Global Stevedoring  
Landstar Global Logistics  
Family Dollar  
Grimes Company  
Haines City-North East Polk County  
Workforce Education  
Lake City Chamber of Commerce  
East Coast and Gulf Terminal  
Operations  
Florida Trucking Association  
Baker County Chamber of Commerce  
JM Family Enterprises, Inc.  
Brazil Jacksonville Alliance  
FLATE  
Cushman Wakefield  
CHOICE Institute  
BlueLinx Corp  
Sysco  
NEFEC  
Tampa Bay Partnership  
Wal-Mart  
Saint John's County Schools  
LYNX Orlando  
Embry-Riddle Aeronautical University  
ICS Logistics  
Chipola Regional Workforce  
Development Board  
3SM Inc.  
University of North Florida Continuing  
Education*

**Employ Florida Banner Center for Logistics and Distribution  
Advisory Council Meeting- September 30, 2009  
Polk State College  
Minutes**

**Council Members Present**

Sandra Beck (Florida State College), Rob Clancey (Polk State College), Jeff Day (Publix Supermarkets), Stephen Dunnivant (Gulf Coast Community College), Marion Hart, Jr. (Florida Department of Transportation), Belinda Hess (CSX), Tracy Hickman (Lake City Community College), Deborah Hopkins (Broward College), Terry Huddleston (Columbia High School), Joanne Kazmierski (Jacksonville Port Authority), Wayne Kline (Polk State College), Scott Lane (Pensler SC), Maria Lehoczky (Polk State College), Rick Leuner (NAI RealVest), Debbie McDowell (ICS Logistics), Paul McNamara (Florida State College), Carla Morgan (Rooms to Go), Eric Owens (Florida Department of Education), Serena Peeler (Polk County Schools), Tami Porter (Horizon Lines), Darryl Register (Baker County Chamber), Claude Revels (JM Family), Eric Roe (Polk State College), Jeff Scroggins (The Whetstone Group), Mike Sellers (BlueLinx), Chris Sternocher (Tampa Bay Port), Rodney Watson (Embry-Riddle Aeronautical University), Bob Wood (University of North Florida), Don Wood (3SM Inc.)

**Other Attendees and Guests**

Vince Brown (Brown Bag Interactive), Glenn Carter (Embry-Riddle Aeronautical University), Kay Dekle (Columbia High School), Bill Graham (Lake City Community College), Yong Pei Guan (University of Florida), Brett Harper (University of North Florida), Paula Hollingsworth (North East Florida Education Consortium), Patricia Jones (Polk State College), Rene Lambing (Pensler SC), Joy Maynard (Polk County School Board), Anna Meetze (North East Florida Education Consortium), Bobbie Morgan (Union County School Board), Francisco Rodrigues (Polk State College), Sharon Schoolcraft (Polk State College), Ron Shamlatz (University of North Florida), Tommy Walder (Embry-Riddle Aeronautical University)

**Welcome from Polk State College**

Rob Clancy, Director of Polk State College Corporate College as host of the September 30, meeting called the meeting to order and welcomed the Advisory Council members and guests to the Lakeland Campus.

**Welcome and Opening Remarks**

Claude Revels, Chairman of the BC Advisory Council opened the meeting by welcoming the members and other attendees. Thanks were given to Polk State College especially to Wayne Kline for their hospitality and support for hosting

*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.*

*The Banner Center works in concert with our consortium institutions:*

*Lake City Community College  
www.lakecitycc.edu*

*University of North Florida  
www.ce.unf.edu*

*Polk State College  
www.trainingmatrix.com/polk*

*Florida State College  
at Jacksonville  
www.fscj.edu*

*University of Florida SCALE  
Center  
www.ise.ufl.edu/scale*

*Embry-Riddle  
Aeronautical University  
www.erau.edu*

*Broward College  
www.broward.edu*

*Gulf Coast Community College  
www.gulfcoast.edu*

*Banner Center Contacts:*

*Elaine Puri, Director  
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the Fall 2009 meeting of the Advisory Council in Lakeland. The Advisory Council was conducted from 10:00am to 2:00pm on September 30<sup>th</sup> at the west campus of Polk Community College. In addition, he also made an announcement of the Banner Center Award for the next 3-5 years emphasizing the partnerships with Polk State College and UNF.

### **Introductions**

Joanne Kazmierski, Vice Chair of the BC Advisory Council started the introductions and asked that each person describe their involvement with the Center over the last 2 years, each member gave their name, company and affiliation to the Banner Center.

### **Business of the Day**

Elaine Puri, Director of the Banner Center called for approval of the minutes from the last meeting and the minutes were approved by the general session. Next the objectives/agenda for today's meeting were reviewed and a prelude to the session was presented. At the close of the meeting the Advisory Council will complete an evaluation to enable the Center to meet member expectations. Embry-Riddle Aeronautical University is considering a Master's Degree in Supply Chain Management and a survey is needed from each AC member.

- Former Meeting Minutes
- The Banner Center Consortium
- New Partnerships
- Advisory Council Handbook
- Implementation Plan 2009/10
- Breakout Sessions
- Excellence Award
- Evaluations

### **Banner Center Education Consortium**

Elaine Puri discussed the Banner Center consortium and how it consists of Florida community colleges and universities who work with industry to develop a pipeline of talent for Florida's future. The education partners include:

- Lake City Community College
- Florida State College at Jacksonville
- Embry-Riddle Aeronautical University
- University of Florida, SCALE Center
- Broward College
- University of North Florida (Division of Continuing Education)
- Polk State College (Corporate College)
- Gulf Coast Community College

### **New Partners**

Announcements were made by Elaine Puri regarding the following new partnerships.

- University of North Florida and Polk State College as Banner Center official sites.
- Broward College- New Consortium Partner
- Gulf Coast Community College- New Consortium Partner
- New High School Partners
  - Duval County Schools
  - Union County Schools
  - Baker County Schools
  - Columbia County Schools
- Florida Trucking Association-New Training Partner
- Florida Crown Workforce Board- New Training Partner

### **Advisory Council Handbook**

Elaine Puri reviewed the “Role of the Advisory Council Member” discussing terms limits and responsibilities. A handbook was distributed to each attendee and members were asked to review the comprehensive handbook at their convenience. The following topics are included in the Banner Center handbook:

- Banner Center Mission
- Guided Principles
- Overview/ Introduction
- How You Can Help
- Purpose
- Membership
- Operation
- Officers
- Public Relations
- Responsibilities

### **Banner Center 2009 Goals**

Elaine Puri reviewed the goals for the Banner Center for 2009/10.

#### **Banner Center Year Three Activities**

- Implementation Plan
- Logistics and Distribution Industry Advisory Council Meetings
- Marketing and Outreach Plan
- Training Goals for 2009/10
  - Entry Level: 335 Entry Level Completers and 319 Placements
  - Advanced Level: 180 Completers and 155 Placements
  - Skills Upgrade training: 67 Completers and 60 Employee Retentions
- Curricula Development

- 3 Focus Group Meetings
- Sustainability Plan and Leveraged Fund Development
- 2 Inter-Institutional Agreements

### Career Pathways

Joanne Kazmierski, Advisory Council Co-Chair reviewed the Banner Center and AC Member accomplishments for Logistics and Distribution career pathways. Each Advisory Council member discussed their contribution to the development of curriculum and certification. Representation from each member below contributed to the discussion:

- Representatives from High School Career Academies
- Representatives from North East Florida Education Consortium
- Representative of the Florida Department of Education
- AS degree program report from LCCC, PSC and FSC.
  - Community Based Jobs Training Grant
    - A Video testimonial presentation was presented from Lake City Community College Supply Chain Management AS Student – Robin Steele Fall Testimonial

*“I am studying in the supply chain management and logistics program developed by the Banner Center and education consortium. My background is in computer science and engineering, and the import/export business. I help run a small family-owned import/export business with operations in Italy, Africa, and Florida.*

*The supply chain industry has fascinated me since the day I was standing in an overseas port looking out the window in Dakar, Senegal, and noticed a carrier with thousands and thousands of containers, and that sparked my career interest. After that moment, I wanted to know more about the industry, so I started researching supply chain information, and I discovered a whole discipline around supply-chain management and logistics.*

*I also discovered a community college program in supply chain and logistics sponsored by the Banner Center. It was online, which is perfect for me because I travel quite frequently. The program provided Community Based Jobs Training grant scholarships for the Supply Chain Management A.S. Degree and also as a student I was able to get a Community Based Jobs Training grant scholarship to study six sigma. I received my six sigma certification also through the and an internship with PenserSC, a third-party logistics company, located in Jacksonville.*

*Another benefit to my career by this particular program is that I was able to attend the Council of Supply Chain Management Professionals 2009 Global Conference in Chicago as a student member with a scholarship awarded by*

*the Jacksonville CSCMP Roundtable. I met lay people, students, and supply chain professionals from all over the United States and from countries all over the world, there were about sixty different countries represented.*

*I am truly enjoying this learning experience. One of the benefits of attending a community college is the smaller class sizes. The textbook we used for the Warehouse class is the bible of warehousing. I have spoken with several students who are graduating with four-year degrees, who have never heard of this book and who have never practiced warehouse profiling. I was able to do this in a community college class, because the Banner Center has a fabulous program, great books, and great teachers.*

*I am ready to move into this field and feel fully prepared. Actually I feel like I have already done some of the work because one of the things I was able to do during my internship was to actually layout a warehouse, so I'm ready for that. And I'm very excited about everything that is going on in Jacksonville with the JAXPORT expansions. I think that Florida is on its way to being a real supply-chain center or, as they have named it, "America's Logistics Center."*

- Polk State College-Supply Chain Management Institute
- University of North Florida Center for Logistics and Supply Chain Management
- Entrepreneurial and Business Training
- Embry-Riddle Aeronautical University
- Council of Supply Chain Management- Update on Certification
- Council for Supply Chain Management Professionals

### **Certification Update**

Bob Wood, Dean at UNF discussed the certifications from AST&L.  
– GLA, PLS, CTL

AST & L is a professional organization founded in 1946 by a group of industry leaders to ensure a high level of professionalism and to promote continuing education in the field of transportation and logistics.

- CTL (Certified in Transportation and Logistics)- Certification program began in 1948

Wayne Kline, Director Supply Chain Institute at PSC discussed the APICS-CPIM and CSCP certifications.

APICS is the Association for Operations Management and is the global leader and premier source of the body of knowledge in operations management, including production, inventory, supply chain, materials management, purchasing, and logistics. Since 1957, individuals and companies have relied on APICS for its superior training, internationally recognized certifications,

comprehensive resources, and worldwide network of accomplished industry professionals.

- CPIM (Certified in Production and Inventory Management)
- CSCP (Certified Supply Chain Professional)

### **Award of Excellence**

Claude Revels, Advisory Council Chair presented two Excellence Awards. The award is for service beyond expectation. These awards were given to Bobby Steele of Wal-Mart and Joanne Kazmierski of the Jacksonville Port Authority for their continuing involvement and commitment to support and mission of the Banner Center for Logistics and Distribution.

### **Round Table Breakouts**

#### **Key Committees:**

- Department of Education work group led by- Eric Owens and Serena Peeler
- Business Engagement work group led by- Joanne Kazmierski and Debbie McDowell
- Sustainability work group led by- Claude Revels and Elaine Puri
- Continuing Education and Certification work group led by- Robert Wood and Wayne Kline

### **Round Table Reports**

Each group leader discussed industry concerns and key issues. Recommendations are outlined in the report below.

**Department of Education** – Eric Owen lead the discussion for certification of the Logistics and Supply Chain Technology curriculum. The group decided that the Global Logistics Associate from AST&L would align best with the curriculum. Other items noted:

- Certification for High Schools
- Certifications that test knowledge
- Relying on businesses and industry
- Aligning a clear career path for students
- Interested in the High School level
- Required leads to professional certification
- Dual enrollment can be seen as an incentive for students
- Articulation agreement where degrees are based on certification

***Action Item: Submit Global Logistics Associate Certification to align with the Global Logistics and Supply Chain Technology Framework.***

**Business Engagement** - Debbie McDowell and Joanne Kazmierski lead the group discussion on marketing and business engagement. The

Banner Center materials are well designed. They would like to form a subcommittee to assist the Center in 2010. Other items noted:

- Identify Industry
- Human Resource Offices need to know what the industry is looking for
- Awareness of the industry
- Get message out about certification
- Marketing Plan to get the message out about the industry
- Message reflecting importance
- More partners to enable the program to reach out
- Internal marketing
- Convey the value of every job in the supply chain industry
- Establish a marketing subcommittee to further discuss getting information out

***Action Item: Form Committee to assist the Banner Center with marketing materials and marketing plan in 2010.***

**Sustainability** - Claude Revels opened the discussion. Ideas discussed were: webinars, membership library, research industry needs, training curriculum, and training courses. Banner Center Other items noted:

- Revenue Streams
- Deliverables
- What is the Goal?
  - Maintenance through changes within the industry
- Conduct a survey to get feedback from industries
- Asks industry to respond by identifying their needs from and for the Banner Center.

***Action Item: The Banner Center initiative must remain active in the development and review of educational programs. Industry does not want to lose input or let the programs fall behind. A plan will be determined by the committee to ensure this continues through any funding issues.***

**Continuing Education and Certification** - Robert Wood and Wayne Kline lead the discussion on training. Other items noted:

- Certification that moves with you from one area the another
- Mobile Training
- Acronym Chart or a cheat sheet of certifications
- Transfer information to the Human Resources department

- Internships with businesses
- Experts within the industry
- Leadership/customer service
- Analyst
- Import/Export ex- tactical and strategic
- Multi-modal freight forwarding
- Promote externships from business community
- Six Sigma
- Lean
- Problem based studies (case studies)
- Finance and budgeting for supply chain managers
- Informational technology
- Interdepartmental relationships

***Action Item: Certification programs need to be expanded throughout the state. The courses will be offered this year at Broward College and Gulf Coast Community College.***

At completion of the breakout sessions group leaders reported findings and it was determined the next meeting would allow 2 hours of time for the sessions.

Finally, the Advisory Council approved the alignment of the Global Logistics Associate Certification through AST&L to align with the Global Logistics and Supply Chain Technology Florida high school career academies.

Meeting evaluations were collected. The meeting was adjourned at 2:30 PM.  
Next Meeting: January 28, 2010 in Jacksonville at the University of North Florida Campus.

Minutes prepared by: Amanda Schulz

Minutes approved by: The Advisory Council and Elaine Puri