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3SM Inc.
University of North Florida -
Continuing Education*

**Employ Florida Banner Center for Logistics and Distribution
Advisory Council Meeting- June 3, 2010
Broward College, South Campus Library, Ft. Lauderdale
Minutes**

Council Members and Guests Present

Ellen Albano (Broward Technical Centers); Chris Atkins (Walgreens); Kelly Barnett (PenserSC); Sandra Beck (Florida State College at Jacksonville); Peg Buchan (Port Everglades); Jim Bussey (St. Thomas University); Tommye Canton (Broward College); Carmine Cardillo (Workforce One); Brian Cartland (BDB of Okeechobee); Cesar Cenzano (Walgreens); Carolyn Cervanti (City of Miramar); Dennis Dannacher (Nova Southeastern University); Lenny Feldman (Sandler, Travis & Rosenberg, P.A.); Chris Force (Duval County Public Schools); Gino Galli (Broward College); Lynn Goldman (Broward Technical Centers); Mary Ann Gray (LaMar Excursions); Jorge Guerra (Broward College); Denise Hall (Rel High); Marion Hart (Florida Department of Transportation); Debra Hopkins (Broward College); Allan Howie (MHIA); Joanne Kazmierski (Port of Jacksonville); Wayne Kline (Polk State College); Renee Lambing (PenserSC); Renee Law (Broward College); Calvin Marshall (CSCMP); Ronda Martinez (Levi Strauss & Co.); Brett Mauser (Winn-Dixie Stores, Inc.); Ron Mesia (Nova Southeastern University); Shermone Mitchell (Broward College); Carla Morgan (Rooms to Go); Chuck Oden (St. Leo University); David Ong (Peters & May USA, Inc.); Eric Owens (Florida Department of Education); Shashank Rao (Nova Southeastern University); D. Richie Persaud (Broward Health); Rosemary Petrill (Atlantic Technical Center); Elaine Puri (Employ Florida Banner Center for Logistics and Distribution); Jay Reynolds (J.P. Reynolds); Mary Rousseau (Broward College); Kathy Sandusky (Nova Southeastern University); Albert Saphir (ABS Consulting); Norm Seavers (Broward College); Mike Sellers (BlueLinx Corp.); Larry Sullivan (Southern Wine and Spirits of America); Liza Sumulong (Nova Southeastern University); Sarah Tuskey (St. Thomas University); Domingo Valpuesta (Alphu Shuttle Corp.); Joe Wallace (Wal-Mart); Karen Wollard (Broward College); Travis White (Target); Bob Wood (University of North Florida); Don Wood (3SM, Inc.); Anna Zeinieh (Workforce One); Grace Zurcher (DHL Global Forwarding)

Welcome from Broward College – South Campus

Dr. Lourdes Oroza, Provost, of Broward College, South Campus as host of the June 3, 2010 meeting called the meeting to order and welcomed the Advisory Council members and guests to Broward College's South Campus in Fort Lauderdale.

Welcome and Opening Remarks

Joanne Kazmierski, Vice Chairman of the Advisory Council opened the meeting by welcoming the members and other attendees then turned the microphone over to Elaine Puri, Director, Employ Florida Banner Center for Logistics and Distribution. Elaine expressed deepest thanks to Broward College and Nova Southeastern University for hosting the meeting. In addition, she thanked the Banner Center three key educational partners, Lake City Community College, Polk State College and the University of North Florida.

Introductions and Business of the Day

Joanne Kazmierski started the introductions and asked that each person describe their involvement with the Center, each member gave their name, company and affiliation to

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the Banner Center. Elaine Puri, Director of the Banner Center thanked Broward College South Campus and Nova Southeastern University for co-sponsoring the event and explained the importance and relevance of bringing industry, education and economic partners together in the south Florida region to bridge the statewide gap and to create the educational pathways for the logistics and distribution careers. Next the objectives/agenda for today's meeting were reviewed. At the close of the meeting the Advisory Council members and guests were asked to complete an evaluation to enable the Center to meet member expectations and improvements.

BUSINESS OF THE DAY – AGENDA REVIEW

Banner Center Mission – Vision and Partner Engagement	Bob Wood Dean of Continuing Ed, UNF
Banner Center Overview	Elaine Puri Director, Banner Center
Florida Chamber Foundation <i>Trade Flow Analysis Project</i>	Michael Williamson Principal, Cambridge Systematics
Banner Center Pillars & Roundtables	Joanne Kazmierski Vice Chair/JAXPORT
Lunch Introduction	Dennis Dannacher Executive Director of Enrollment Services, Nova Southeastern University
Roundtable Sessions	
1. <i>Secondary Education / Career Academies</i> - Chris Force, DCPS • Carla Morgan, Rooms to Go	
2. <i>Post Secondary Education / Colleges & Universities</i> - Sandra Beck, FSCJ • Jorge Guerra, Broward College	
3. <i>Continuing Workforce Education</i> - Bob Wood, UNF • Wayne Kline, PSC	
4. <i>Stakeholder Engagement</i> – Deborah McDowell, ICS Logistics • Elaine Puri, Banner Center	
Roundtable Reports	
Meeting Evaluation and Adjourn	

Banner Center Mission – Vision and Partner Engagement

Bob Wood, Dean of Continuing Education for the University of North Florida Summarized the Employ Florida Banner Center for Logistics & Distribution as excerpted from the www.logisticsbannercenter.com website below.

The Employ Florida Banner Center for Logistics & Distribution provides information, education, and training to develop the most relevant and cutting edge logistics &

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distribution skills in people in order to supply a pipeline of talent to employers in the logistics & distribution industry and employers across industries who have the logistics & distribution function.

Partners

Three educational institutions form the Employ Florida Banner Center for Logistics & Distribution:

- Lake City Community College
- University of North Florida - Division of Continuing Education
- Polk State College - Corporate College

These three partners work in concert with our consortium:

- Florida State College at Jacksonville
- University of Florida - Supply Chain And Logistics Engineering (SCALE)
- Embry-Riddle Aeronautical University
- Nova Southeastern University - H. Wayne Huizenga School of Business and Entrepreneurship
- Broward College
- Gulf Coast Community College
- St. Leo University

The consortium provides a comprehensive, coordinated approach to developing a highly skilled workforce for Florida. The combined efforts of nine public and private colleges and universities led by Workforce Florida, emphasizes entry-level as well as advanced technical training, and degree programs that create a unique model for education and training.

These educational institutions also work with local high schools and vocational schools to assist them in adopting college credit courses for students seeking careers in logistics and distribution fields. The objective is to encourage students to work within Florida while continuing to pursue college certifications and degrees.

Mission

The Banner Center for Logistic & Distribution's mission is to impact Florida's economy by collaboratively engaging industry, education, workforce, and economic development in a creative and innovative environment to address the current and future workforce needs of a targeted industry.

Employ Florida Banner Centers are a commitment from the state of Florida's Workforce Florida, Inc. and the colleges and universities to help employees remain prepared to do their jobs well now and in the future; ensure that employers have a qualified, capable, highly trained, certified workforce to help make these companies more competitive; and to retain and attract these types of companies to Florida.

As part of that commitment, the Employ Florida Banner Center for Logistics & Distribution will support Florida's industries by offering:

- Skilled worker training and continuous education services.

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- Curriculum development with clear standards (including industry recognized certifications where possible).
- Formalization of industry skill standards and workforce credentialing.
- Educational research.
- Technical support for logistics and distribution industries and related ones.
- Fostering of spin-off business opportunities.

Banner Center Overview

Elaine Puri, Director of the Employ Florida Banner Center for Logistics & Distribution gave an Overview Presentation of the Banner Center to help the Southeast Florida Partners understand the relevance the Banner Center plays to the states Logistics and Distribution jobs and careers. The Overview Presentation contained the following information and can be found on the www.logisticsbannercenter.com website:

- Locations of Banner Centers throughout Florida
- Educational Partners
- Industry Facts
- Statewide Advisory Council and Roles
- Logistics Career Pathways
- Grants and Partnerships
- Training 2009/10 Programs – By the Numbers
- Testimonials
- Contact Information

Presentation by the Florida Chamber Foundation – Trade Flow Analysis Project

To support the need for logistics and distribution education and training, showing industry growth, Michael Williamson, Principal, Cambridge Systematics, enlightened the group with an Interim Project Update of the Florida Trade and Logistics Study

The Florida Chamber Foundation hired Cambridge Systematics and Martin Associates to initiate an industry survey to look at current trade flows of imports and exports from ports around the state. The purpose of this survey is to forecast future trade flows; identify opportunities to develop strategies in the state of Florida; and to keep moving forward in the logistics and distribution arena.

Florida's international community is looking to expand exports (double them) within the next six years. There already is a huge push from the state level to grant funds to small businesses looking to export.

Results from the Trade Flow Analysis will be filtered into the content that's being provided in the Florida Transportation Plan (FTP) to capture the current and future growth opportunities with International Trade.

Global Logistics is an industry focus for the State of Florida and Florida Chamber's International Business committee is concentrated on developing their foreign trade strategy. Florida Chamber is trying to change Foreign Trade increasing business opportunities by providing them the right tools to increase their business and international opportunities.

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Summarized below are some of the preliminary findings:

FLORIDA'S TRADE FLOW STUDY WAS BUILT UPON THE FOLLOWING FOUNDATIONS:

- Document existing domestic and international trade flows
- Estimate future domestic and international trade flows
- Identify opportunities for Florida to compete globally
- Identify transportation, land use, economic development, and institutional strategies

FLORIDA'S OPPORTUNITIES

- Panama Canal expansion
- Opening of trade with Cuba
- Increased use of Suez Canal
- Shifts in global manufacturing centers
- Growth in North/South trade
- Opportunities are in Imports

FLORIDA'S CHALLENGES

- Increasing demand for freight services is straining capacity and connectivity across all modes
- Increasing highway congestion
- Unfunded capital needs across all modes
- Impact of security costs
- Incompatible redevelopment activities and preservation of quality of life
- Lack of land for expansion of facilities and access corridors

TRADE INDUSTRY DRIVERS

- *Innovation and Economic Development*
 - Transitioning and Diversifying Florida's Economy
- *Infrastructure and Growth Leadership*
 - Energy Solutions for the Future
 - Improved Statewide Transportation Systems
 - Growth Leadership
 - Investing in Florida's Port Infrastructure
 - Investing in Florida's Rail Network
 - Environmental Protection and Permitting

LONG TERM OPPORTUNITIES FOR THE STATE OF FLORIDA

- Expand Florida origin exports
- Expand transshipment activity
- Capture larger share of discretionary cargo moving between other states and Latin America/Caribbean
- Shift Florida- focused distribution activity from centers in other states
- Next step: assess magnitude and probability

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COMMENTS AND QUESTIONS FROM ADVISORY COUNCIL MEMBERS & GUESTS

- What is the size of the workforce that is currently handling this import and export flow and what is the size of the workforce in years to come? The final report should include potential job growth numbers in the findings and how the Employ Banner Center for Logistics and Distribution through its partners are capitalizing on the educational and training programs to rear our future workforce.
- Peg Buchan from Port Everglades stated that it is really difficult for Florida Ports to attract customers because of Florida's regulations and associated high security costs which are being passed down to tenants and customers. Other states don't have as high as security costs which make it hard for Florida to truly compete.
- The final report should make a mention about the important use of Free Trade Zones regarding economic opportunities available to the state and its businesses.
- Stress the importance of deep water and dredging opportunities throughout the state. How much water is really needed? Port of Miami's dredging has been approved and is now waiting funding. Port Everglades and Jacksonville are pursuing studies.

FOR ADDITIONAL INFORMATION CONTACT:

Dale A. Brill, Florida Chamber Foundation
dbrill@flfoundation.org or 850-521-1258

Michael Williamson, Cambridge Systematics, Inc.
mwilliamson@camsys.com or 954-315-3817

John Kaliski, Cambridge Systematics, Inc.
jkaliski@camsys.com or 617-354-0167

Roundtable Discussions

After a brief lunch attendees split up into four groups to begin the Roundtable Discussions. The Roundtables were designed to educate and to create an open dialogue of discussion across four critical areas of opportunity and partnership with the Employ Florida Banner Center for Logistics and Distribution. Each Roundtable had industry leaders who explained the Banner partnerships and opportunities as well as opening dialogue for learning. Below are the summary discussions that occurred.

It is important to note that the summaries provided below are based upon a short-window of opportunity presented during these Roundtable sessions. Interested stakeholders who want more information on any of the discussion topics listed below are encouraged to contact Elaine Puri, director, or log onto the Banner Center's website, www.logisticsbannercenter.com.

GROUP 1

Secondary Education / Career Academies

Facilitators: Chris Force, DCPS • Carla Morgan, Rooms to Go

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QUESTIONS

- What is a Career Academy?
- How does one start a Career Academy in their community? Who do you contact?
- How is the school selected?
- How are students selected?
- Concern – Are the students “life-ready”?

COMMENTS

- Career Academies implement national standards of practice within a chosen field with integrated curriculum that is industry driven based on industry’s workforce needs.
- Industry partners can “cherry-pick” from the students to obtain qualified employees.
- Career Academies are part of critical career pathways within the logistics and distribution framework that create multiple points of entrance and exit from education to the employers.
- Career academies provide fresh talent that assist employers in retaining and attracting new innovators
- “Soft-skills” – Work-ready skills are part of all career academy curriculum frameworks.
- Career Academies around the state have titles that include the following industry buzz-words: International; Business; Marketing; Global; Logistics; Supply Chain; Technology.
- Regions can begin career academies by contacting the Banner Center for more information. The Banner Center will partner with the particular region’s school district Career and Technical Education (CTE) division to develop opportunities and choose schools.

GROUP 2

Post Secondary Education / Colleges & Universities

Facilitators: Sandra Beck, FSCJ • Jorge Guerra, Broward College

QUESTIONS

- What other colleges offer the AS Degree in Logistics?
- How do businesses provide input for changes to the curriculum?
- Does the industry currently recognize the certifications offered?
- How do we reach the general public about the opportunities available through the Banner Center educational partners?

COMMENTS

- Businesses can partner with their local community colleges and universities in an advisory capacity to guide curriculum, provide speakers, tours, job shadowing and internship opportunities.
- Certifications offered include the GLA, PLS and CTL. It is important to educate industry to recognize these certifications and list them as a preference on their hiring lists.

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GROUP 3

Continuing Workforce Education

Facilitators: Bob Wood, UNF • Wayne Kline, PSC

QUESTIONS

- What types of grants are available through the state to assist in getting programs started in the south Florida region?
- How do we best reach industry professionals so that they are aware of these educational and training opportunities to help their bottom line?
- Explain the GLA, PLS and CTL Certifications. What do they mean to our industry? Are they recognized by the public and industry?

COMMENTS

- Engage the local Council of Supply Chain Management Professionals (CSCMP) to get involved, support and communicate the education and training offered through the Banner Center programs. These professional organizations offer excellent networking opportunities for doing business or for career changes.
- In addition to CSCMP, there are other professional groups of material handlers; manufacturers; and port and logistics professionals to engage in assisting with the marketing of these educational programs.
- Industry partners need to know about the benefits of hiring an individual who has received any of the industry recognized certifications. Put certifications on the preferred hiring list for HR in companies.
- Incumbent worker training grants are available to companies through the state. Contact the Banner Center for more information.
- Banner Center certifications and training courses can be offered through any of the Banner Center's state-wide network of educational partners.

GROUP 4

Stakeholder Engagement

Facilitators: Deborah McDowell, ICS Logistics • Elaine Puri, Banner Center

QUESTIONS

- Who are the people we are training?
- What opportunities and scholarships are available?
- How can individuals take advantage of career academies, junior colleges, universities and continuing education?
- What inspired the current advisory council to want to participate?
- How many individuals are currently being served by the Banner Center?
- Regarding the people taking the training?
- Are the trained folks getting hired?
- Can the Banner Center be a clearing house for Interns by utilizing the resources and networks
- Are there workforce grants on line?

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COMMENTS

- Goal of educational partners is to target residents in the local community and encourage them to stay in the state and the logistics and distribution industry.
- Current industry, education and economic partners have been engage to fulfill each region's education and self enrichment needs.
- Education and Training must meet the logistics and distribution needs to complete globally.
- Our industry cluster must support the educational programs and requirements as set forth by the state.
- This year (2010) - 700 people will be directly trained by Banner Center programs.
- It is important for educational partners to collaborate and not to compete with each other.
- The Banner Center should seek out technical institutions in the state and incorporate them into our network.
- The Banner Center is a good connection between educators and employers, training and grants.
- It is critically important the industry provides feedback to educational partners and to help develop pertinent curricula.

Member Comments

Prior to the formal closing of the meeting, new attendees to the advisory council were asked to provide feedback of what they learned during this session. Below are a few of those comments:

Cesar Cezano - Walgreens

Enjoyed learning about the opportunities in high school career academies

Mary Ann Grey – LaMar Excursions.

Mary Ann learned about the various educational and training programs available for logistics and distribution. MaryAnn plans to take this information back to some non-profit young woman's groups to inspire them to consider this industry for their career. "Woman of Tomorrow"

Albert Saphir – ABS Consulting and the South Florida CSCMP President

This meeting was a great opportunity for his roundtable partners to reach out to the South Florida partners to understand the educational partners. South Florida's jobs, education and training have an added challenge -language barriers.

Ellen Albano – Broward Schools

There is a light at the end of the tunnel – there are a plethora of jobs in this industry cluster. Ellen is interested in starting an advisory board follow-up meeting.

The meeting was formally closed by Elaine Puri. The meeting evaluations were collected and the meeting adjourned promptly at 2 p.m.

Next Meeting: Fall of 2010 with a formal announcement in August..

Minutes prepared by: Joanne Kazmierski

Minutes approved by: The Advisory Council and Elaine Puri

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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

Nova Southeastern
University
www.nova.edu

St Leo University
www.saintleo.edu

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