

The Employ Florida Global Logistics Banner Center held the first 2010/11 Focus Group in “Logistics and Supply Chain” at Gulf Coast Community College (GCCC) in Panama City, Florida. The on-going statewide focus group’s initiative is a key element of a continuing dialogue with the logistics/distribution industry, where the dialogue provides an information exchange essential to addressing the significant and emerging training requirements for Florida’s logistics workforce. This regional focus group conducted at GCCC was designed with several expected outcomes: 1) To garner input from economic and industry stakeholders on the workforce, technology and industry growth in the region; 2) To review the current curriculum and certifications; and 3) To educate the partners on the benefits the Banner Center offers to industry and educational partners and the residents in the panhandle region of Florida.

Discussion

Topics of discussion for this Logistics and Supply Chain Forum Focus Group Included:

- Regional Growth including: The Port of Panama City and the Northwest Florida Beaches International Airport – Industrial Land Development
- Industry Trends - Where is the future of the Panhandle with Logistics, Distribution and Transportation in the supply chain heading?
- Technology Needs- What new and emerging technologies are in the pipeline?
- Workforce Needs – Do we have the qualified labor for the near future?
- Curriculum and Certifications – What training is important to the companies in the Panhandle Region?
- Do businesses, economic stakeholders and educational partners understand the benefits of the Employ Florida Banner Center for Logistics and Distribution?



Summary

As part of the 2010/11 strategic plan, The Employ Florida Global Logistics Banner Center will conduct various focus groups throughout the state of Florida. These industry focus groups will make new recommendations, review and rubber stamp existing competencies in Department of Education state frameworks and identify industry future needs for the logistics and distribution industry sector.

Gulf Coast Community College is an active Banner Center partner and participated with the statewide Advisory Council in the development of curriculum and certifications. GCCC is actively reviewing course curricula to implement a new certificate program, the Logistics and Transportation Specialist with input from industry partners. The Panhandle region has a vibrant seaport, brand new airport and supports industrial growth with resources in land development in strategic locations and is positioned for expansion.

The Florida Chamber Foundation has initiated an industry survey (final findings to be released Fall of 2010) to look at current trade flows of imports and exports from ports around the state. The Panhandle is a key region in this study, which exemplifies the importance of further research to ascertain workforce training needs for this region.

Long Term Opportunities for the State of Florida

- To expand Florida origin export
- Expand transshipment activity
- Capture a larger share of discretionary cargo moving between other states and Latin America/Caribbean
- Shift Florida- focused distribution activity from centers in other states

Florida Chamber Foundation – Trade Flow Analysis Project

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. The Panhandle is one of the key regions that is targeted for this study.

Florida's international community is looking to expand exports (double them) within the next six years. There 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 the Florida Chamber's International Business committee is concentrated on developing their foreign trade strategy. The Florida Chamber is trying to change Foreign Trade's increasing business opportunities by providing Florida's businesses with the right tools to increase trade and international opportunities.

The two economic drivers for the Panhandle region are its International Airport and Seaport

Northwest Florida Beaches International Airport

The Northwest Florida Beaches International Airport is the first international airport to be built in the U.S. in more than a decade. The airport opened on May 23, 2010 and is located in West Bay, near Panama City and Panama City Beach, and serves as a gateway to Northwest Florida and its beautiful world-famous beaches. Beaches International proudly serves Southwest Airlines and Delta Airlines, which together provide daily flights to key U.S. destinations, including cities serving as international gateways

Beaches International, which also includes several thousand acres of land for commercial and industrial users, is truly a catalyst for economic development in the region.

<http://iflybeaches.com/atbeaches>



Port of Panama City

The Port of Panama City is growing, handling a wide variety of cargo. In recent years the Port has invested over \$50 million in new facilities and equipment, and has committed to another \$35 million in improvements over the next five years. The Port Authority provides complete terminal services at attractive rates. Stevedoring services are offered by independent stevedoring companies on a competitive basis.

Panama City's location provides a Gulf coast gateway to shippers and consignees in Georgia, Alabama, Florida, Tennessee, and the Carolinas. Key commodities handled include forest products, copper, steel, and containerized cargo. Bulk cargos include wood pellets, aggregates, molasses, and d-Limonene.

<http://www.portpanamacityusa.com/>

Port of Panama City trends from Director, Wayne Stubbs

- Regional cargoes are heavily oriented towards moving to/from the west coast of South America, Central America and Mexico.
- All businesses are becoming Global. This globalization makes transportation and logistics more important to our economy. It becomes a science to find the cheapest and most timely way to import and export goods.
- Panama City is the most eastern gulf coast seaport and is a gateway for many countries to the central part of our country and has ideal logistics which includes access to the I-10 corridor and its rail connectivity with Bayline; Norfolk Southern; and CSX, Access.
- The port of Panama has great distribution channels and excellent connectivity to Mexico via Linea Peninsular Lines.
- The future growth of the port is in securing small regional low-cost carriers that will move goods to/from Central America, Cuba, and the north coast South America.
- Logistics services are being managed from outside the region. Not many companies have their "home" offices in the Panhandle. Future trends are leading towards larger companies establishing satellite offices with larger staffs to provide that necessary customer service.
- The region is trending towards Distribution Centers. For example, Family Dollar has built a one-million square foot warehouse in Marianna, FL and SuperValu has built one in Quincy, FL. These companies see the value of the strategic logistical and central location the region has to offer.
- Future Driver Shortages are predicted that will hand-cuff the progress and expedition of moving goods in an efficient and timely manner. It is important for us industry and educational partners to work together to train the CDL Drivers needed for our future growth.

What Industry Leaders in Panama City are Saying

▶ There is an opportunity for local people to be trained on lean logistics terms so that they can fill the jobs needed in our industry cluster. Currently our company is seeking trained talent from out of the region.

Terrell Magee, Advantage North America

▶ Strong regional growth is contingent on good relations of education and economic development stakeholders working in partnership with industry partners.

Elaine Puri, Director, Employ Florida Banner Center for logistics and Distribution

▶ You cannot have any wasted movements in Transportation and Logistics. The business of running your business from a logistics point of view will get more high tech. Training for these high-tech jobs will be critically important for our regional Global Trade and Logistics industry partners.

Wayne Stubbs, Director, Port of Panama City

▶ The opportunity exists for individuals in our region to understand that we have an international seaport and that many goods move through our region to other countries. A well-trained workforce is a critical piece in this mix.

Dan Bleigh, Tech Transport

Course Syllabi Summaries and Learning Outcomes

For the Proposed

Gulf Coast Community College Logistics and Transportation Specialist Technical Certificate

MAN 2043 Principles of Quality Management 3

MAN/TRA XXXX Operations Management 3

TRA 2010 Transportation & Distribution 3

TRA 2131 Purchasing and Inventory Management 3

TRA XXXX Introduction to Supply Chain Management 3

TRA XXXX Warehouse Management 3

For more information or to provide feedback on the proposed certificate program, please contact:

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Gulf Coast Community College holds students and community of central importance. The college provides many opportunities for learning and offers a range of programs and services to help students become well-educated, productive citizens.
www.gulfcoast.edu

Council of Supply Chain Management Professionals (CSCMP)

The recommendation was made for GCCC and the focus group forum participants to develop a CSCMP organization in the Panama City Region.
www.cscmp.com

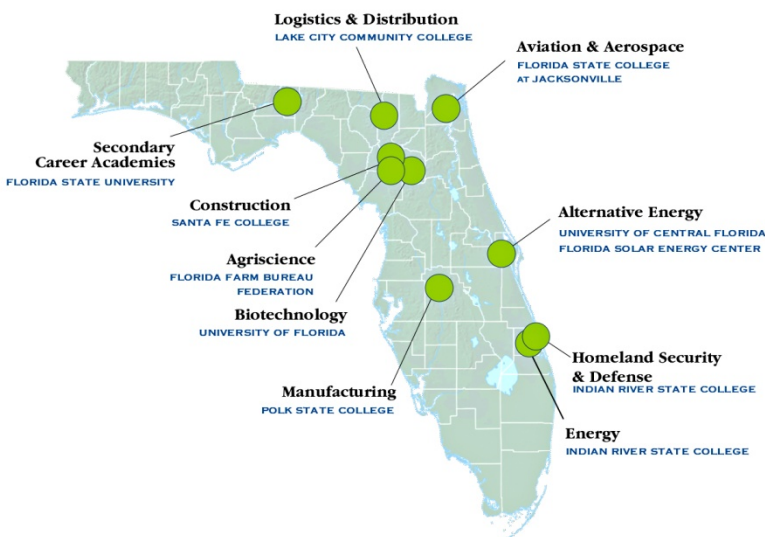
Attendees

- ♦ Elaine Puri - Employ Florida Global Logistics Banner Center
- ♦ Wayne Stubbs – Port of Panama City
- ♦ Dan Bleich – Tech Transport
- ♦ Zach Basinger – Linea Peninsular
- ♦ Terrell Magee – Advantage North American
- ♦ Dr. Jim Kerley, President, Gulf Coast Community College
- ♦ Steve Dunnivant, Gulf Coast Community College
- ♦ George Bishop, Gulf Coast Community College
- ♦ Joanne Kazmierski, Port of Jacksonville, (JAXPORT)



Our thanks to President, Dr. Jim Kerley and Steve Dunnivant from Gulf Coast Community College for hosting this focus group forum.

Employ Florida >>> BannerCenters



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

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.

www.logisticsbannercenter.com