

Supply Chain Educator

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FLORIDA'S LEADING SOURCE FOR SUPPLY CHAIN EDUCATION

SPRING 2011

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The **Employ Florida Global Logistics Banner Center** is a consortium of the Florida 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:

- **Florida Gateway College**
www.fgc.edu
- **University of North Florida**
www.ce.unf.edu
- **Polk State College**
www.corporatepsc.com
- **Florida State College at Jacksonville**
www.fscj.edu
- **University of Florida SCALE Center**
www.ise.ufl.edu/scale
- **Embry-Riddle Aeronautical University**
www.worldwide.erau.edu
- **Nova Southeastern University**
www.huizenga.nova.edu
- **Broward College**
www.broward.edu
- **Gulf Coast Community College**
www.gulfcoast.edu
- **Saint Leo University**
www.saintleo.edu

Employ Florida
BannerCenter
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Florida Chamber Foundation Releases Key Report

Florida Trade and Logistics Study looks at flow of imports and exports from state ports

The Florida Chamber Foundation, in partnership with Florida Department of Transportation and other stakeholders, 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 the Florida Trade and Logistics Study, released in December, 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. Highlights from the report include...

Executive Summary

Florida faces a once-in-a-generation opportunity to transform its economy by becoming a global hub for trade, logistics, and export-oriented manufacturing activities.

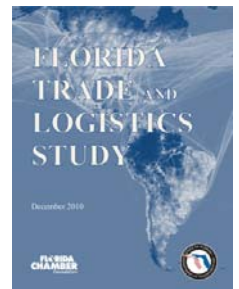
Florida has long been an important consumer market and a gateway for trade between the United States and Latin American and Caribbean nations. Over the next decade, several trends will position Florida for a larger, more commanding role as a trade hub.

Trade, logistics, and distribution industries employed 570,000 Floridians in 2008, with an average wage nearly 30 percent higher than the average for all industries in the state. Including spinoff jobs in related industries, trade and logistics support about 1.7 million jobs in Florida, nearly 22 percent of employment in the state.

Florida faces three major opportunities to take advantage of these changing trade patterns to revitalize its economy.

If pursued together, these opportunities could support over 32,000 jobs annually in the trade and logistics sector and generate \$3.3 billion in business sales, \$2.1 billion in personal income, and \$193 million in state and local tax revenues. If supporting economic development impacts are realized, these opportunities could create up to an additional 111,000 jobs in export oriented industries including advanced manufacturing

and supply chain management, and generate an additional \$18.2 billion in business sales, \$5.8 billion in personal income, and \$530 million in tax revenues. These opportunities would transform Florida's economy, adding world-class strengths in trade, logistics, and advanced manufacturing to the state's traditional strengths in agriculture, tourism, and construction.



Talent Supply and Education

Florida's trade and logistics industry must be able to draw upon a larger and more specialized workforce. The Agency for Workforce Innovation estimates 507,000 workers in Florida's logistics and distribution industry in 2010. Assuming no major policy changes, these jobs are projected to grow 18% through 2018, ahead of the average for all occupations in the state. Key strategies include:

- Identify global trade and logistics as a qualified targeted industry for the state's Quick Response Training and Incumbent Worker Training programs. Florida must ensure its offerings are comparable with other southeast states.
- Expand vocational, associate degree, and workforce training programs to support skill requirements for trade, logistics, and manufacturing industries. Specialized training in logistics needs for specific sectors such as life sciences also is important.
- Expand targeted programs for global trade, logistics, and manufacturing in the state's four-year colleges and universities. The **Employ Florida Global Logistics Banner Center**, led by **Florida Gateway College**, the **University of North Florida**, and **Polk State College** in cooperation with seven other colleges and universities, is an example of a collaborative approach to meeting future workforce needs.

- Build international business and foreign language skills and experience among the Florida workforce.

Download the complete report at
www.ffoundation.com/research.asp

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From the Director

By Elaine Puri, Director, Banner Center



I'm pleased to welcome Robin Steele Fall and Stephanie Glenn to the **Global Logistics Banner Center** at Florida Gateway College as new staff members! They join the team with

a strong passion for helping people with their education and career goals and have contributed numerous new ideas and fresh insights for improvements to the Center this year.

About Robin Steele Fall

Robin brings 17 years of experience in international import/export, plus experience in curriculum development, warehouse design and layout, and continuous improvement methodologies. She graduated from UF with a bachelor's degree in Computer Science in Engineering, has studied Global Management, and most recently received the Logistics and Transportation Specialist Certificate. Her position as our new Program Specialist, is responsible for program coordination and curriculum development. She also plans, organizes, and coordinates special events and assists in the implementation of program marketing and development.



What attracted you to this position?

My top three interests are Import/Export, Process Management & Business Intelligence, and Education. The Banner Center offered the opportunity to be involved with all three. The idea of stimulating dialogue between industry, the workforce, and educators intrigued me, and being a part of a team that is charged with facilitating that dialogue and implementing programs and curriculum driven by industry needs was something I wanted to be part of.

What stands out in your mind about the Banner Center?

We have a great team. Elaine Puri provides mentorship and leadership as the Director, Stephanie Glenn is a highly-qualified Senior Staff Assistant, and we have instructors with real-world experience. The Banner Center is such a prominent force in moving forward its mandate, and I am very happy to be a part of such a trailblazing endeavor.

Why should someone be interested in a career in the Supply Chain industry?

The Supply Chain industry is the glue that holds together everything involved in moving goods, people, and services around the planet. If you think of about it, every industry today needs supply chain professionals to handle their logistics and distribution. Every industry has goods and services, information, and finances that need to be managed as they move throughout this global economy that we live in. And it is a lot of fun!

Do you have an experience with the Banner Center so far that you would like to share?

The Advisory Council meeting was an enlightening and rewarding experience; working closely with our instructors and students as they utilize our Truck Driving Training Simulator has been fun; meeting and talking with high school students about logistics and distribution has been challenging and promising; as well as a myriad of other activities including updating our Web site and newsletter.

About Stephanie Glenn

Stephanie has worked and volunteered at businesses, schools, and military bases around the world. She has an Associate in Arts degree in Business with an emphasis in Accounting from Pensacola State College. She joined the Banner Center team as our Senior Staff Assistant.



What attracted you to this position?

Education is where it all begins. I have directed, taught, and volunteered in schools through the high school level, and this position allows me to not only interact with students at the college level but also work on the business and industry side as well.

What stands out in your mind about the Banner Center?

The Banner Center is a great link between businesses, industries, and colleges in Florida. It offers opportunities to students fresh out of high school up to business professionals wanting to broaden their skills.

Why should someone be interested in a career in the Supply Chain industry?

The Supply Chain is what moves everything around the world and involves many people (partnerships) to create, build, move, sell, and buy products and services. There are many jobs within the supply chain that attract people with different skill sets and career goals.

Do you have an experience with the Banner Center so far that you would like to share?

Preparing for and participating in my first Advisory Council meeting was enlightening. It was great to meet with representatives of schools, businesses, and industry partners across the State of Florida that help drive the mission of the Banner Center.

In Closing

Last year was one of investment and great change. We are very excited about our prospects moving forward both nationally and abroad. The additions to our staff will provide support to the Center as it continues to develop education and workforce training and education needs for the logistics and supply chain industry.

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

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Gather 'Round the Table

CSCMP offers a feast of student scholarships while enriching careers

By Debbie McDowell
Global Stevedoring – ICS Logistics
CSCMP, Jacksonville President



The local CSCMP – Jacksonville Roundtable offers great networking while providing and promoting education for students and professional enrichment in Supply Chain Management (SCM) and logistics careers. The CSCMP (Council of Supply Chain Management Professionals) is the preeminent worldwide professional association of SCM professionals recognized in over 60 countries.

The CSCMP's mission is to lead the evolving SCM profession by developing, advancing, and disseminating supply chain knowledge and research.

Our goals are to provide opportunities for SCM professionals to communicate in order to develop and improve their SCM skills. We also strive to create awareness of the significance of supply chain knowledge to business and the economy.

The success of the Global Logistics Banner Center in bringing the logistics and distribution industry to the forefront of the education community, along with the partnership of industry leaders statewide to engage in the education process, have been instrumental in us meeting our goals in Northeast Florida.

We are able to meet and exceed our goals by providing educational programs at our monthly meetings, seminars, tours of local facilities, and great networking opportunities for students and professionals. As a non-profit organization, all of the profits from our events are given back to the community in our scholarship programs.

Our local Jacksonville Roundtable has announced our 2010/11 scholarship programs. The scholarships will be distributed to benefit students in the region who are studying transportation and logistics at the university and high school levels.

The board of the Jacksonville Roundtable is very proud that we had a successful year and are able to provide funding for the following:

- Sponsor a university student to attend CSCMP Annual Global Conf. in 2011.
- Sponsor the University of North Florida Logistics and Supply Chain Management

Undergraduate Case Competition.

- Sponsor Career Day activities for the Career Academies in Jacksonville at First Coast High School, Forrest High School, and Lee High School.

Students, employees, CEOs, and business owners from all industries attend our meetings and always take away valuable information and build relationships, which will carry each of them throughout their career.

Please review this year's schedule and mark your calendars to attend:

- **Jan. 11** – State of Florida Research Report Findings
- **Feb. 8** – Financial Investment in Transportation
- **Mar. 8** – Military Logistics – Regional Economic Impact
- **Mar. 29** – Second Harvest N. Florida Tour
- **Apr. 12** – HR Experts in Logistics
- **May** – Carnival Cruise Ship Tour



As you can see we have exceptional programs scheduled for the coming year and there is something for everyone.

For more information on joining the local roundtable or attending an event, please call **904.219.6666** or visit **www.CSCMP.org**.

NSU to Roll Out New MBA in Logistics and SCM

Program to begin Fall 2011 at H. Wayne Huizenga Business School

Nova Southeastern University's H. Wayne Huizenga School of Business and Entrepreneurship designs and offers programs based on the needs of corporate America. The Huizenga Business School's market-driven education is the result of feedback from business leaders and executives from across Florida.



After speaking with more than 50 corporations—

including JAXPORT, DHL, City Furniture, Walgreens,

and UPS—the School is pleased to announce plans to offer an MBA in Logistics and Supply Chain Management (SCM) at the beginning of Fall 2011.

Leaders from across all industries agree that employees who understand how logistics impact return on investment (ROI) and efficiency are needed in order to prosper in today's competitive marketplace. In other words, employees who have a foundational knowledge in the area of logistics will add more value to their company's bottom line.

The clear need for logistical training is the basis for which the School moved quickly to fill that void. The School's academic program dedicated to the study of logistics will prepare students to fill the market needs. Graduates from the MBA in Logistics and SCM program will have the skill set needed to provide immediate revenue, add

value to companies, and help differentiate themselves in a competitive job market. In addition to this program, the School's new market-driven academic programs also include undergraduate and graduate degree programs in sales and sales management, to be launched in January. Classes are offered in Jacksonville at NSU's Student Educational Center, at the main campus in Fort Lauderdale, and online.

"The skills learned in our logistics classes will help students in whatever field they enter," said Michael Fields, Ph.D., the School's dean. "This training will help differentiate them in the job market."

For more information about NSU and the Huizenga Business School, please contact us at **800.672.7223 ext. 5168** or email: **info@huizenga.nova.edu**, or visit **www.huizenga.nova.edu**.



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HS Career Academies Prepare Students for Jobs in Industry

JAXPORT and Banner Center develop academies in association with partners

By Marcia Mattson
JAXPORT Magazine

The Global Supply Chain and Logistics Technology Career Academy opened at Forrest, Lee, and First Coast High Schools in the 2010-11 school year to prepare Duval County students for future port-related jobs.

Agreements have been reached to open similar academies next school year in Union and Baker—school districts that also are located along the I-10 transportation and warehousing corridor. Columbia County already opened theirs.

“There’s a critical and growing need for this education in our community, especially with Mitsui here at the TraPac terminal and Hanjin coming in 2013,” said Joanne Kazmierski, JAXPORT Manager of Community Outreach and Environmental Advocacy, who has led the port’s involvement in the creation of the academies.

JAXPORT and the Global Logistics Banner Center developed the Forrest High academy in association with its education and industry partners.

“We are putting in place career pathways, from high school through graduate school, in logistics and distribution,” said Elaine Puri, Director of the Banner Center. She said the academy will prepare regional students for jobs that will exist “from the dock to the boardroom.”

The Banner Center connects business, education, and economic development through a statewide consortium so that industry has input into the educational system. Puri is based at Florida Gateway College.

“Our goal in Florida is to have a globally competitive workforce and to seek our workforce from within our state,” Puri said. The academies in Northeast Florida will teach students about trade, logistics, distribution, business, and marketing,

using a curriculum that qualifies students for admission to a four-year college or university.

“JAXPORT, from the beginning, has played a critical role in paving pathways for our students and helping develop our future workforce,” Puri added.

Studies have found that students in career academies perform better in high school and are more likely to continue into postsecondary education, compared to similar students in the same schools.

As a prelude to the academies opening, high school students from those four school districts toured the Southeast Toyota Distribution Center at JAXPORT.

“They were extremely impressed,” Puri said.

Meanwhile, a set of JAXPORT-based lessons used to teach all Duval County high school students economics recently was presented at a Washington, D.C., conference to teachers from throughout the United States and world.

Kazmierski, who was project manager for the curriculum’s development, presented the curriculum with its authors, Patrick R. Curran, economics/AP economics teacher at Terry Parker High School, and Mary E. Chowenhill, economics/AP economics teacher at Lee High School.

“Our message was to help people understand that lessons in economics can be taught using the resources you have in your region,” Chowenhill said. “It helps to get kids to know what the demand for labor is, as opposed to the demand for products.”

The lessons, called “Economics: Destination JAXPORT,” are unique in the United States. They teach economic efficiency, derived demand, protectionism, employment, credit, and consumerism through real-world examples at the port. Teachers in at least 16 states use all or part of the curriculum, reaching thousands of students outside the Jacksonville area.

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Career Academies Focus on Logistics

The Global Logistics Banner Center and its partners are preparing youth for the logistics and supply chain jobs of tomorrow through career academies that are in tune with today’s technology.

Career academies differ from traditional academic and vocational education because they prepare high school students for both college and careers. The academies in Florida provide broad information about trade, logistics, distribution, business, and marketing, and weave these disciplines into an academic curriculum that qualifies students for admission to a college or university. Studies have found that students in career academies perform better in high school and are more likely to continue into postsecondary education, compared to their peers.

Students have the opportunity to learn about all aspects of the industry, exposed to a variety of field experiences that enhance classroom instruction through guest speakers, field studies, job shadowing, mentoring and internships. The Banner Center supports the academies through grants, post-secondary articulation, research, and industry certifications through AST&L and CSCMP.

To support international trade, there are a plethora of warehouses and distribution centers throughout the state of Florida. Realizing the need, the Banner Center and its partners led the charge in creating new curriculum frameworks to launch the Global Logistics and Supply Chain Technology Career Academy, focusing students on learning skill sets needed to run a business among any strand in the Supply Chain.

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To learn more, please visit www.logisticsbannercenter.com/CareerAcademies.

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Columbia High School Global Logistics Academy is a four-year program designed to prepare students for entry-level employment in the fields of global logistics, materials handling, and distribution. The Academy provides instruction in purchasing procedures, stock-control systems, storage methods, use of material handling equipment, inventory control, receiving and stock handling, stock-keeping, shipping, human relations, job interview skills, merchandising math, entrepreneurship, computerized inventory systems, and computer-assisted instruction.

It also provides the opportunity for a cooperative education experience during the senior year at many local businesses for qualified students.

First Coast High School International Trade and Logistics Academy prepares students for careers in international

business, supervision and management, marketing, accounting, office management, and all careers that deal with the global movement and management of people, materials, and goods by road, air, rail, and water. Modeled after the highly successful program at Banning High School in Los Angeles, students currently study under a business framework while enjoying field trips and work-based learning opportunities in the logistics field.

Nathan B. Forrest High School Global Logistics & Supply Chain Technology Academy offers a sequence of courses providing relevant technical knowledge and skills needed to prepare students for further education and employment in the growing industry of logistics. This is the the Academy's inaugural year with an initial cohort of 81 students. It is anticipated that each succeeding year will have an ever-increasing number of



Columbia High School Global Logistics Academy

students who, in addition to rigorous coursework, will be exposed to real-life, as well as simulated, applications and experiences in the logistics field.

Academy of International Business and Marketing at Ponte Vedra High School prepares students for careers in the global marketplace. Increasing globalization has defined business during the last decade requiring students to understand international business including free trade areas, global competition, and foreign investment opportunities. The Academy offers the students two "strands" (pathways)—the marketing strand and the business strand.

The marketing strand of the academy is designed for students interested in the marketing of consumer and industrial goods and services focusing on international marketing.

The business strand of the Academy provides students with hands-on training in an integrated academic and business curriculum that prepares them for college and a career in the international business community.

Robert E. Lee High School International Logistics Academy offers a sequence of courses providing relevant technical knowledge and skills needed to prepare students for further education and employment in the growing industry of logistics. This is the Academy's inaugural year with an initial cohort of 42 students. It is anticipated that each succeeding year will have an

ever-increasing number of students who, in addition to rigorous coursework, will be exposed to real-life, as well as simulated, applications and experiences in the logistics field.

Distrotek is a Polk Career Academy located at **Kathleen High School** and sponsored by Rooms-To-Go. The program inspires students to seek positions in Management and Supervision. Rooms-To-Go is part of the warehousing and distribution industry which occupies over 22 million square feet of space in Polk County and is one of the county's fastest growing industries. Distrotek is a step toward meeting the industry's need for well-focused, well-qualified, and well-trained supervisors and managers.

Distrotek students will be challenged to reach high levels of achievement in English, writing, business computing, science, and math. Students will also take a solid core of Business Management and Supervision courses which will introduce them to the activities in a distribution center and train them to:

- Build and maintain effective relationships
- Implement effective recycling techniques
- Maintain quality and safety standards
- Manage employees in a warehouse
- Build successful goals
- Set productivity goals
- Enforce policy

For contact information, please visit www.logisticsbannercenter.com/CareerAcademies.



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Walmart Goes Green & Lean

Improving efficiency of supply chain supports mission: 'Save money so that people can live better.'

Walmart "is working to improve the energy efficiency of its fleet by installing efficient technologies on its fleet of trucks."

In the company's online video titled Sustainability 2.0 – Logistics, Chris Sultemeier, SVP – Transportation Services, starts out by declaring, "The things we can do to improve the overall supply chain, reduce miles—all the better for the environment. When you think about the scale and think about Walmart and what we do—we drive almost a billion miles a year.

"We're a retail company. But what a lot of people don't realize—they do see our trucks on the road, but they don't realize that we've got 8,000 drivers, we've got all of these trucks and trailers out on the road, and what they're all about is getting the goods to our stores at the lowest price and the best service level."

To improve the efficiency of that huge fleet with all those miles, Walmart set out to meet two major goals (2005 Baseline):

- Increase its truck fleet efficiency by 25% by 2008. By the end of 2008, the company reached a 38% increase.

WorkForce One Offers Employment Solutions for South Florida

By Kelly L. Allen, APR
VP, WorkForce One

Through the collaborative linkage of employment, education, and economic development, Greater Fort Lauderdale/ Broward County is identifying workforce needs and creating programs to meet those needs. The Greater Fort Lauderdale Alliance and WorkForce One Employment Solutions have embraced this strategy, which the U.S. Department of Labor calls "The Power of E3."

WorkForce One is part of the Employ Florida network of over 90 career centers located throughout the state.

- Double their truck fleet efficiency (100% increase) in the U.S. by October 2015.

On each truck, the company added aerodynamic skirting for better fuel efficiency and installed an auxiliary power unit (APU) to control the climate in the truck without idling the engine for hours at a time, saving 100,000 metric tons of carbon dioxide emissions each year.

"That's 10 million gallons of diesel fuel and an estimated \$50 million in savings to the company," Sultemeier says.

"What really is going to be big for us is hybrid technology," says Sultemeier. "That's what we're really going to need to really make a big step forward in terms of improving our miles per gallon. Peterbilt has really stepped forward with this technology, and we're going to be trying a hybrid assist Class 8 tractor. That's big. That's never been done in the industry."

Also, by doing things like reducing the number of "empty miles" Walmart's trucks drive, and optimizing how merchandise is stacked in the company's trailers, Walmart drivers logged 87 million fewer miles last year while transporting 161,000 more cases. This enabled the company to save 15 million gallons of diesel fuel.

"The more we can do to save money in



the supply chain," Sultemeier concludes, "then the more we can do to give people a better value at the store."

At the Walmart Distribution Center in Macclenny, FL, General Manager Bobby Steele says they "have become very aggressive with addressing waste at all levels. We recycle all paper, plastic, bottles, glass, and metals, which has saved money while reducing our carbon footprint.

"We also support many community initiatives including an Earth Day event with local officials and a waste reduction competition between schools in Bradford, Union, and Baker counties."

Steele says that "Walmart will continue to lead the way in sustainability. We will continue to partner with our suppliers, our associates, and our communities to improve our environment. It's just good business."

To learn more, please visit
www.walmartstores.com/sustainability.

To meet the demand for skilled employees in all industries, WorkForce One helps businesses in Broward County find well-trained, highly qualified employees. The Broward Workforce Development Board, which governs WorkForce One, is a business-led board driving the need-based solutions provided by WorkForce One. Funding of services for businesses and job seekers comes from federal and state tax dollars, so there is no additional cost to businesses for utilizing services.

WorkForce One can save businesses time and money by listing positions in its job bank, prescreening applicants, interviewing applicants and providing employers with invaluable labor market information. There is funding available to train existing employees, and WorkForce



One can identify specific financial incentives that may be available when certain job candidates are hired. Here are some of the services offered to business—all at no cost to employers:

- Recruiting Assistance:
 - Face-to-Face or Virtual
- No-Cost Advertising
- Professional Candidates
- Recruiting in Numbers
- Dollars to Train Existing Employees
- Dollars for On-the-Job Training
- Assistance for Laid-off Workers
- Financial Incentives

For more information, call **954.677.JOBS** or visit www.wf1broward.com.

Supply Chain

Northeast Florida offers international companies right mix of amenities and global connections

By Christine Jordan Sexton
Florida Trend

Peter Denoncourt says there wasn't one particular thing that stood out about Northeast Florida when Saft America Inc. went looking for a new location to build a manufacturing plant for its lithium-ion batteries; it was a combination of factors that made this seven-county region attractive.

Jacksonville proved to be the perfect low-cost entry point city for Saft America's new \$200-million manufacturing plant. Two-thirds of the 50 million people living in the southeastern United States are within 600 miles of this region, which is home to more than 80 corporate, regional, and divisional business headquarters; a combination of quiet neighborhoods and bustling urban centers; miles of pristine Atlantic coastline; and a wealth of cultural and recreational opportunities, not to mention America's oldest city—St. Augustine. And with three interstate highways, three major rail lines, two deepwater ports and four marine terminals, Northeast Florida offers some of

the best transportation options available.

Since Saft America plans on using its new factory as a "showcase" to both domestic and international clients interested in alternative energy sources, convenience played heavily into the site decision. Jacksonville International Airport, with 200 arrivals and departures daily, provides easy access to the factory, which is located at nearby Cecil Commerce Center North.

"Convenience was important from the beginning," says Denoncourt, who will run the Jacksonville operation. "We wanted to make it easy."

Saft America Inc. already has five manufacturing plants in the southeastern U.S., mostly in rural areas. However, for this new 235,000-square-foot factory for the production of lithium-ion batteries, the company required a more sophisticated site and Jacksonville seemed the perfect fit, says Denoncourt. "This city has more of an international feel."

The lithium-ion batteries to be manufactured at Saft's Jacksonville facility, which is slated for completion by early 2011, will be the type that can help store the energy generated from solar and wind farms for easy distribution and use by electric utilities.



fDi Magazine ranked Jacksonville's Foreign Trade Zone the third best port zone in the world. Shanghai and Tangier, Morocco, ranked No. 1 and 2, respectively. Foreign Trade Zone #64 covers 1,400 acres in Jacksonville, including several industrial parks, Jacksonville International Airport and JAXPORT's three cargo terminals, as well as freezer and cold storage facilities at the Talleyrand Marine Terminal.

"We expect to do a lot of work," Denoncourt says, noting that at full capacity, the Jacksonville facility will produce an estimated \$300 million worth of batteries annually. To meet demand, Saft is expected to hire as many as 280 workers at salaries that are approximately 15% above the average statewide wage. Many of the hires, Denoncourt adds, will likely be drawn from the region's plentiful pool of former military employees.

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This article appeared in *Florida Trend's Business Florida 2011*, September 21, 2010, www.floridatrend.com/biz_florida.asp.

Port of Tampa workshop highlights container trade and distribution center opportunities

The Tampa Port Authority (TPA) hosted a workshop on November 3, focusing on container trade, logistics, and distribution center developments, an event that was co-sponsored by TPA, port terminal operator Ports America, and the Tampa Bay Partnership. Approximately 100 executives participated in the fourth annual workshop "Container Trade and Distribution Center Opportunities," representing firms and organizations involved in international trade, transportation, and logistics, including exporters, importers, carriers, and the industrial real estate sector.

Chris Steinocher, Chief Operating Officer of

the Tampa Bay Partnership, returned this year to moderate the five-member panel discussion. Participating as panelists were Jim Brennan, partner with Norbridge, Inc.; Shawn Ewen, vice president, South Atlantic District, Zim American Integrated Shipping Services Co., Inc.; Michael DelBovo, vice president marketing & business development, Saddle Creek Corp.; and Rich Higgins, divisional vice president of transportation, Beall's Inc.

"The Tampa Bay region is emerging as a major distribution center gateway," noted Richard Wainio, Tampa's port director and CEO. "With a population of eight million and a GDP of more than \$272 billion, the Tampa-Orlando I-4 corridor is the tenth-largest economy in the United States. This is a major driving force behind our expanding container business."

Wainio began the discussions with an update on port expansion projects underway, including the recent completion

of the latest phase at the Port of Tampa Container Terminal, increasing the terminal's footprint from 25 to 40 acres.

"This is the fourth year we have put together this informative afternoon of discussions with some top-notch experts in logistics and distribution. With determination and a solid business plan to grow container trade well into the future, the Tampa Port Authority is the perfect venue for these discussions," Wainio said.

One of the nation's largest and most diversified seaports, the Port of Tampa is the largest economic engine in west-central Florida, responsible for nearly 100,000 jobs and \$8 billion in annual economic impact.

For more information on TPA, please visit www.tampaport.com; Ports America, visit www.portsamerica.com; and Tampa Bay Partnership, visit www.tampabay.us.

Supply Chain >>> Educator

Honing in on Inland Port

Plum Creek project located at crossroads of I-75 and I-10 to serve JAXPORT region

By Cynthia Barnett
Florida Trend

Off U.S. Highway 90 outside Columbia County's Lake City, a big white sign stands incongruously in front of a forest of young pine trees: "Future Site of Inland Port." After years of work, the state and 14 counties launched the 2,500-acre industrial-development project this past fall to create a catalyst for business investment in a region that suffered low wages and high unemployment rates well before the economic downturn.

Despite its location at the crossroads of Interstates 75 and 10, with rail spurs that link up to CSX and Norfolk Southern, Lake City has never attracted much industry. The region's business and civic leaders hope to change the area's fortunes by focusing their energy on one major inland port project rather than scattershot economic development efforts.

While this year's Legislature funneled

\$300,000 for engineering and site work, the inland port would not have taken root without Plum Creek Timber, the largest private landowner in the United States and the largest in Florida. Seattle-based Plum Creek owns the site and surrounding land and will develop the port as its first master-planned industrial project in the United States.

Plum Creek and regional leaders hope the flow of international goods through JAXPORT will increase after the Panama Canal expands, prompting manufacturing, logistics, and other businesses to look for less-expensive, less-congested industrial sites with access to consumer markets in Florida and beyond.

Several other northeast Florida projects have the same idea. But Todd Powell, director of real estate for Plum Creek Florida, says Lake City's unique designation as both a Regional Area of Critical Economic Concern and an Enterprise Zone gives it an edge on state tax and development incentives, aimed at bringing higher-paying jobs to a region that desperately needs them. State and local officials also have anticipated workforce needs: Columbia High School this fall launched a logistics/distribution academy; and Florida Gateway



College houses the Employ Florida Global Logistics Banner Center.

Crystal Sircy, senior vice president of business retention and recruitment at Enterprise Florida, says the competition is not so much among northeast Florida's inland port projects as it is between Florida and other states and nations. "Success," she says, "is not mutually exclusive."

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