

ADVISORY COUNCIL

*Dollar General
Florida State College at Jacksonville
Enterprise Florida
Cornerstone Regional Development
Partnership
United States Cold Storage Inc.
Polk County Works
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
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
Penser SC
Polk State College
NAI RealVest
Tampa Port Authority
Global Stevedoring
Landstar Global Logistics
Family Dollar
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Haines City-North East Polk County
Workforce Education
Lake City Chamber of Commerce
East Coast and Gulf Terminal
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Florida Trucking Association
Baker County Chamber of Commerce
JM Family Enterprises, Inc.
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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
Columbia County IDA/EDO*

**Employ Florida Global Logistics Banner Center
Advisory Council Meeting – January 26, 2011
University Center, University of North Florida, Jacksonville
Minutes**

Council Members and Guests Present

Teri Ambrose (Baker County School District); Sandra Beck (Florida State College at Jacksonville); Carrie Blanchard (Florida Chamber foundation); Vince Brown (Brown Bag Interactive); Aubrey Brown (CSX Transportation); Lynn Brown (UNF); Elco Carrasco (Greatwide Dedicated Transport); Paula Chaon (St Johns County School District); Debbie Charko (Baker County School District); Ashley Collins (Advance Supply Chain Solutions); Kay Dekle (Columbia High School); Laurie Denham (AST&L); Julie Fagan (University of North Florida); Robin Steele Fall (Florida Gateway College); Bruce Ferguson (Worksource); Chris Force (Duval County Public Schools); Sondie Frus (IVC of Jacksonville); Stephanie Glenn (Florida Gateway College); Rebecca Golden (Columbia High School); Philip Green (University of North Florida); Lynn Hamilton (ResCare Workforce Services); Jim Harvey (Florida Coast Career Tech); Matt Herndon (Gulf Coast Community College); Belinda Hess (CSX/Transflo); Tracy Hickman (Florida Gateway College); Terry Huddleston (Columbia High School); Michelle Huff (Duval County Public Schools); Terrell Jones (Winn-Dixie); Josh Joswick (Landstar Global Logistics); Matt Kane (Mosaic); Joanne Kazmierski (JAXPORT); Catherine Kennedy (Workforce Florida, Inc.); Wayne Kline (Polk State College); Kris Kristen (University of North Florida); Ken Kroog (United Parcel Service); Renee Lambing (PenserSC); Deborah McDowell (Global Stevedoring/ICS Logistics); Anna Meetze (North East Florida Educational Consortium); Geoffrey Messick (Advanced Supply Chain Solutions); Kurt Morauer (Santa Fe College/Banner Center for Construction); Vivian Nordgren (University of North Florida); Daniel Odahowski (Florida Chamber Foundation); Charles Oden (Saint Leo University); Eric Owens (Department of Education); Tami Porter (Horizon Lines); Elaine Puri (Florida Gateway College); Bryan Rabakon (Target Corporation); Jarrod Rhoden (Wal-Mart); Eric Roe (Polk State College/Banner Center for Advanced Manufacturing); Kathy Sandusky (Nova Southeastern University); Mike Sellers (BlueLinx Corporation); Bobby Steele (Wal-Mart); Heather Thornton (Florida Virtual School); Tommy Walter (Embry-Riddle Aeronautical University); Rodney Watson (Embry-Riddle Aeronautical University); Ann Watts (Baker County School District); Robert Wood (University of North Florida)

Welcome from University of North Florida

Bob Wood, Dean of the Division of Continuing Education at University of North Florida, called the meeting to order at 10:15 am and welcomed the Advisory Council members and guests to UNF.

Welcome from the Banner Center

Bobby Steele, Advisory Council Vice-Chair, gave an overview of what the Banner Center has accomplished over the past 3 ½ years. When the Banner Center began, the need in logistics was known. Every skill set is needed, anything from a truck driver to someone turning the computer on. Colleges started it all with certificate programs, and

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now there are schools working on master's degrees in logistics. Now we have Career Academies in high schools in Duval, Columbia, Polk, and St. Johns counties. Additionally, Baker County is going to start a career academy next year. Education is where it starts. Businesses need to continue provide input so that we can take this to the next level.

Business of the Day

Elaine Puri, Director of the Global Logistics Banner Center at Florida Gateway College, expressed her appreciation of everyone's time and effort over the past 3 ½ years in developing this career pathway from career academies all the way through master's degrees. She discussed the packets provided to each guest. She asked that the industry partners present complete the Logistics and Transportation Workforce Survey provided at each table.

Introductions

Debbie McDowell, Sales and Marketing Director of ICS Logistics, asked that each member and guest introduce themselves and tell how long they have been involved with the Banner Center. Special guests were also introduced as well as 10 students from Columbia High School's Global Logistics Career Academy in Lake City.

Web Site Update

Vince Brown, Webmaster, Brown Bag Interactive, then presented an update on the Banner Center's web site. The Florida Trade and Logistics Study is now on the web site. He is continuing to update many of the pages and key documents. There is a lot of contact information for employers, employees, and students.

Education & Training Updates

Wayne Kline, Director of the Supply Chain Management Institute at Polk State College, gave an update on Polk County Schools. There are 30 career academies in Polk County and he serves on the Polk County school board. Distrotek, sponsored by Rooms-To-Go, is their logistics career academy in which 73 students are enrolled. There is a new on-line course that is in the beta-testing phase right now; it is a gaming type educational course that is directed at younger students. He asked that all present check it out and give them feedback through a link he will send by e-mail after the meeting.

Eric Owens, State Supervisor of Trade Programs for Distribution and Logistics at the Florida Department of Education, gave an update about the DOE frameworks. He indicated that there is a state statute that all curriculum frameworks be updated every three years. Last year, two frameworks related to distribution and logistics were reviewed. One of them is an AS degree program and the other is the technical center and secondary program. Industry and educational partners get together and go through the frameworks and make sure that everything in it is still up to date, including terminology, as that, surprisingly, changes quite often.

Association Reports

Laurie Denham, Executive Director of AST&L in Washington DC, is excited about the new GLA program as it will provide a continuing career pathway for entry level through executive management. AST&L recently launched a local chapter in Jacksonville. They work closely with not only the educational institutions but also

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other associations, such as CSCMP, APEX, and the Warehousing and Education Research Council.

Eric Roe, Director of the Banner Center for Advanced Manufacturing at Polk State College, presented a report about the Manufacturing Association of Florida (MAF), who has formed a sub-committee for Logistics and Distribution. In early January, MAF met with the governor's staff and presented legislative priorities, one of which was the Qualified Targeted Industry (QTI) tax incentives. They are encouraging the state to rewrite the formula to not only tie the QTI program to direct job employment but to capital investment. Additionally they encouraged forward expansion and spoke about the funds that are allocated for greater capacity to accommodate the projection of increased tankers coming in and the need to dredge to 50 feet in our ports. The amount allocated was \$25 million; they are advocating to have that increased to \$250 – 400 million. They also asked the legislature to look at reorganization of several programs such as Enterprise Florida and Workforce Florida. They pointed out to the legislature the importance of Banner Centers and how they serve as a key link between economic development, workforce development, regional boards, and the educational system.

Debbie McDowell, President of the Jacksonville CSCMP, referenced the remaining CSCMP events for the year, which can be found in the recently released Spring 2011 Banner Center newsletter. CSCMP is a nonprofit organization that uses the fees they charge for their events to provide scholarships. At their next meeting, they will be offering scholarships to the career academies in Jacksonville and will have a guest speaker, John Larkin, who will be presenting a National Economic Outlook in Transportation and Logistics for 2011.

[Florida Trade and Transportation Study Final Report Presentation](#)

Joanne Kazmierski, Advisory Council Chair, introduced Dr. Carrie Blanchard, Director of Research and Public Policy for the Florida Chamber Foundation. Carrie presented the final report of the Florida Trade and Logistics Study which was released in December 2010.

[Question & Answer Session](#)

A question and answer session followed Carrie's presentation:

Q: The general perception is that Florida is closed to business. Why are there are so many obstacles that take away from us getting these good manufacturing jobs?

A: I do think that you will see a more openness with the current administration. Already the regulatory reviews have been frozen.

Q: Most of Miami's input in container traffic stays in their area. The majority of goods that come into Jacksonville, however, go nationally. It seems the northwest part of Florida has formed alliances with Alabama and Mississippi. We on the northeast side have a little competition with Georgia. What can we do to form more of an alliance with our northern neighbor?

A: The study shows that there is a lot of opportunity for communities and businesses to play a role and provide service in this area. We've been very excited with Jacksonville's approach to this particular topic.

Q: For every 4 trucks that come into Florida, 3 go back empty. We should be able to put a plant or center in Jacksonville or even Palatka and ship to Portland which is

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cheaper than shipping from Atlanta to Portland. Why aren't we selling that we have the capacity here in our area?

A: The problem of all the empties is something that the study looks at. The fact that half of all of the containers, not only trucks but also rail, leave the state empty, also adds cost to consumers in Florida. So we definitely believe that is an opportunity. And it gets back to: what's going to be on those trucks and rail lines as they leave the state? And that's what we need to talk about, manufacturing and doubling Florida-origin exports not only through your seaports but also through trucks, rails, etc.

Q: Last year, Enterprise Florida conducted roadmap strategies meetings around the state. In those meetings, logistics and distribution was identified as a major area of concern for growth. How do you feel our legislators are going to support us in the very near future in not only developing the supply chain but also supporting our businesses? Do you see that as one of the governor's top 10 priorities for our industry sector?

A: There has been some very positive movement with Enterprise Florida and the recommendations that they submitted to the legislature on January 1. Each year Enterprise Florida, which is a public/private economic development arm of the state of Florida, is required to submit to the legislature their recommendations, and global logistics is there. They are extremely familiar with the study and its recommendation that trade and logistics be named as a targeted industry for the state. That was reflected in the recommendation that went to the legislature this month.

[Banner Center Florida Workforce and Education Industry Report Findings](#)

Joanne spoke about the Comprehensive Industry Analysis for the Logistics Industry in the State of Florida Report findings:

- If Florida were its own country it would be the 20th largest economy.
- Florida has an infrastructure that includes 12,066 miles of state highway system, 14 deepwater seaports, 2,700 of main route rail lines, and 2 of the only 8 licensed spaceports in the US (Canaveral and Cecil).
- Over 20 research studies are being pulled in for a study which will be posted on the Banner Center web site. Some of the studies that we've reviewed include those from the Florida Trade and Logistics Study, the Agency for Workforce Innovation under Workforce Florida, Inc., Florida DOE, Enterprise Florida, the Chamber of Commerce for Cecil Field, as well as a Hanover research site selection processes study of the Florida ports authority.
- The 14 international deepwater seaports are Port Canaveral, Everglades, Fernandina, Fort Pierce, Jacksonville, Key West, Manatee, Miami, Palm Beach, Panama City, Pensacola, Port St. Joe, St. Petersburg, and Tampa.
- Another thing that the Florida Trade and Logistics Study discussed was Foreign Trade Zones (FTZ). Of the 20 FTZs that are in the state of Florida, most of them are in close proximity to its 14 deepwater seaports. Other FTZs are in Orlando, Volusia and Flagler counties, Ocala, and Sanford.
- Three (3) regions in Florida have been targeted for RACEC (Rural Area of Critical Economic Concern):
 1. Jackson, Liberty, Gulf, Franklin, and Calhoun counties
 2. Columbia, Baker, Union, Dixie, Taylor, Levy, and Jefferson counties
 3. Hardy, Desoto, Highlands, and Okeechobee counties
- In addition to Columbia County's coming inland port, other areas of Florida are also looking at inland ports. An inland port is a distribution and logistics

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hub to augment one of the seaports that is close by. With the 14 deepwater seaports, there are many inland ports opportunities that the counties can look at.

- There are now 7 international trade/logistics career academies, and two are in the works in Baker and Clay counties. DOE is helping with the frameworks. We have 9 certificates, some of which are global logistics associate, logistics manager, CTL, and PLS. We have 11 master's degrees programs throughout Florida in transportation and logistics, 11 bachelor's programs, and 3 colleges that have associate degrees.
- Rick Scott has a 7-7-7 plan: 7 ways to get 700,000 jobs in 7 years. 143,000 jobs in trade and logistics were mentioned in the trade study. He says, "It's critical that the Florida ports and infrastructures be modernized so that our state's economy is positioned to thrive. As trade expands with Latin America, Florida is uniquely positioned to play a major role in international trade. The chamber's trade and logistics study paints a very clear picture of what must be done to Florida as an international trade hub for logistics and freight handling, and I will do everything I can as governor to help our state achieve that goal."
- Each job in Florida's trade and logistics cluster supports about two other jobs in the state's economy. These include jobs in industries which supply goods and services to trade and logistics clusters such as fuel, packaging, and specialized legal and financial services as well as jobs in retail and other industries which benefit from consumer spending. Including these multiplier effects, the trade and logistics cluster supports about 1.7 million jobs in Florida, nearly 22% of the employment in the state. In addition, trade and logistics flows also help create a favorable environment for the state's other industries such as agriculture, mining, energy, manufacturing, construction, retail, and tourism.
- The employment in trade and logistics in warehousing totaled 570,000 people in 2008 and represented 7.4% of all the jobs in Florida. Annual wage for the logistics and distribution industry in 2008 was \$53,605.

Roundtable Session

Five groups broke out to discuss the following Roundtable Questions:

1. *What emerging technologies or processes do you see in the next 5 years and then the next 10 years in the industry?*
 - Robotics, warehouse management, security, renewable energy resources
 - RFID, barcode, SAAS, e-log, video link, smart phones,
 - Sustainability towards green movement, fleet reengineering for better fuel efficiency, GPS technology
 - Optimization tools, increasing automation, forecasting, strategic thinking
 - Automation, real-time data flow for inventory control, lean six sigma processes, going green, business intelligence
2. *What training or skill sets are required to meet the workforce of the future?*
 - Workshops, changing curriculum, practical education, driver internship, green industry training, work ethic
 - Compliance, standardization, safety, security, productivity, and visibility training, career academies, simulation labs

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- AST&L certifications, training at companies, degree programs
- Soft skills, math skills, cultural skills, SCM and T/L fundamentals, STEM (Science, Technology, Engineering, and Math), green training, linguistics
- Technological training (e.g., handhelds), soft skills including negotiation, collaboration, leadership training

Adjournment

Elaine Puri announced her departure from the Banner Center as she will start working with the new Logistics and Supply Chain Management Program at Florida State College at Jacksonville in February. She indicated that the Banner Center's Program Specialist Robin Steele Fall will take her position as the new Interim Director.

The meeting was adjourned by Joanne Kazmierski at 2:10 pm.

Next Meeting: March 2011 by teleconference/webinar

Minutes prepared by: Stephanie Glenn

Minutes approved by: Advisory Council

