



The **Employ Florida Banner Center for Global Logistics** (Banner Center) held a Focus Group meeting at Miami Dade College - Kendall Campus in Miami, Florida. The Banner Center hosts on-going statewide focus group meetings to encourage a continuing dialogue with industry leaders in logistics, distribution, and transportation and supply chain management, where the discussion provides an information exchange essential to addressing the significant and emerging training requirements for Florida's logistics workforce.

Discussion

Topics for discussion for industry and companies were:

- Regional Growth – Miami Region – Air and Sea Ports. What are the current and future trends that will drive workforce-training needs?
- What industry certifications are important to your company?
- What technical and soft skills should an entry-level certification program incorporate?
- Other participant specific concerns included: finding, recruiting and retaining a workforce with employability skills in Florida

Summary

The regional focus group meeting conducted at Miami Dade College was designed with several expected outcomes: 1) To garner input from economic, education and industry stakeholders on the workforce, technology and industry growth in the region; 2) To bring awareness of the logistics career pathways available for south Florida to embrace; 3) To provide a venue for leaders in education, industry, and workforce to discuss logistics training needs and opportunities in south Florida; and 4) To educate the partners and other attendees on the benefits the Banner Center has to offer them and the residents in south Florida.

Miami Dade College has eight (8) campuses and serves 170,000 students college wide in which 70,000 are enrolled at the Kendall Campus alone. The college has solid business and aviation programs in place to support logistics pathways and will soon offer training leading to the Global Logistics Associate (GLA) Certification, an A.S. degree in Supply Chain Management, and the Logistics and Transportation Specialist College Completion Certificate.

The Miami Focus Group meeting included participants from across business, economic development, education, professional organizations, and workforce sectors. The objective of the meeting was to share information on current and projected trends relating to logistics activities and training in the Miami region; to explore opportunities for partnerships between the focus group attendees; and to present opportunities for the Miami region to expand training in career pathway components such as logistics and supply-chain career academies, industry certifications, articulation agreements, workforce training, A.S., B.S., and Masters degrees.

The Banner Center and its partners would like to thank **Dr. Lourdes Oroza**, President, and **Thania Rios**, Interim School Director, School of Business with the Miami Dade College – Kendall Campus, for hosting the Focus Group meeting and sponsoring the morning breakfast, as well as the guest leaders who invested their time and perspectives in this Focus Group.

Florida Funds Logistics Training



Debbie McMullian, Program Manager, Quick Response Training, Workforce Florida, Inc. is leading an initiative that was birthed out of the Workforce Florida, Inc. Sustainability and Infrastructure Committee. This group reviewed the Florida Logistics and Trade Study and presented recommendations on training and education needed to support the anticipated growth and pipeline of 143,000 logistics related jobs over the next 5-10 years.

Ms. McMullian gave an overview of this new program, which includes the growth of international trade, business, marketing, and logistics career academies throughout the state surrounding key ports and/or logistics corridors. In addition, various consortia projects will be developed with key logistics businesses or groups of companies who will need to train their existing employees to meet the ever-changing operations, technology, and administrative needs to support this industry cluster.



For more information about program support, training opportunities, or funding for Career Academies or business training, contact Ms. Mullian at 850.922.8647 or e-mail: dmcullian@workforceflorida.com.

Florida Chamber Foundation, **Florida Trade and Logistics Study, December 2010**

https://www.communicationsmgr.com/projects/1378/docs/FloridaTradeandLogisticsStudy_December2010.pdf

Deep Waters Create a Great Future for Florida

GOVERNOR RICK SCOTT ANNOUNCES FUNDING PLAN FOR PORT OF MIAMI DREDGE PROJECT

Directs FDOT to amend work plan to include \$77 million for the port

March 4, 2011; Miami – Standing before a crowd of hundreds at the Port of Miami today, Governor Rick Scott announced plans to fully fund the \$77 million shortfall for the port dredging project so that larger ships can enter the port.

“This is a solid first step toward enhancing Florida’s infrastructure and getting our state ready for a new generation of international trade with South America and beyond,” said Governor Scott. “There are a number of worthy infrastructure projects that deserve our attention, and as Floridians, we know best where our resources should be focused.”

<http://www.flgov.com/2011/03/04/governor-rick-scott-announces-funding-plan-for-port-of-miami-dredge-project/>

**The Two Major Economic Drivers for South Florida are the
Miami International Airport and the Port of Miami**



The **Miami International Airport** provides more than 282,000 direct / indirect jobs and more than \$26.7 billion in annual business revenue. The Capital Improvement Program (CIP) generates more than 8,000 Jobs.

(Source: Miami International Airport, March 2011).

Ernesto "Ernie" Rodriguez, Air Service Development Manger, Marketing Division, Miami International Airport, paints a bright future for the International Airport calling it one of the world's premier destinations for new and expanding business. Miami is an inter-modal transportation center with a top-flight airport and seaport that few metropolitan areas can match. The planned rail connectivity between the airport and seaport will enhance strong economic development including jobs for this region and the state.

Miami International Airport

A Vital HUB for Trade, Commerce, and Finance in the Americas

- Offers an extensive air service network with 41 all-cargo carriers stretching to nearly 150 destinations on five continents
- Served by a network of more than 400 freight forwarders
- A total of 1.99 million tons of freight in 2010, an 18.8% increase over 2009, and a 20.43% increase in international freight
- Is the leading international freight airport in the USA, #1 in all of the Americas, and #9 among the world's cargo hubs
- Is a distribution hub handling 97% of the total value of Florida's air imports and exports or 42% of the state's total (air and sea) trade
- MIA is a leader in perishable imports including flowers, fruits, vegetables, and fish

The Port of Miami provides 176,000 jobs, \$6.4 billion in wages and \$17 billion in economic output. (Source: 2007 Port of Miami Economic Impact Study).

Eric Olafson, Esq., Manager, Intergovernmental Affairs/Cargo Development, Port of Miami, joined the focus group via phone. He discussed the port growth initiatives including the Governor's announcement of the \$77 million dredging funding, the Port of Miami Tunnel Project (POMT), and the Florida East Coast Railway Rail Link project which are all poised to create an economic boon for the region and the state.

South Florida Economic Growth Projects

Port of Miami's Deep Dredge

- A \$150 million dollar project. The \$77 million pledged by the state is the Federal Share. The remainder is being funded by the Army Corps of Engineers and the Port of Miami
- Project is expected to be completed Summer 2014
- The number of containers are expected to double to 850,000 TEU's (twenty foot equivalent units) in the next 5-10 years
- 33,000 new direct and indirect jobs will be created within 3-5 years
- 1st Port of Call for Asian Cargo lines on the Eastern Sea Coast of the U.S. Miami is poising itself to be the "Shanghai of the Southeast"

Port of Miami Tunnel Project

The Port of Miami Tunnel (POMT) project is currently being built by MAT Concessionaire, LLC, in partnership with the Florida Department of Transportation (FDOT), Miami-Dade County, and the City of Miami.

Nearly 16,000 vehicles travel to and from the Port of Miami (POM) through downtown streets each weekday. Truck traffic makes up 28% (or 4,480) of this number (Source: 2009 PB Americas Traffic Study).

The benefits of the Port of Miami Tunnel include:

- Providing a direct connection from the Port of Miami to highways via Watson Island to I-395
- Keeping the Port of Miami, the county's second largest economic generator, competitive
- Increasing safety downtown by reducing congestion on downtown streets

The POMT is a public-private partnership (PPP) designed to transfer the responsibility to design-build-finance-operate-and-maintain ("DBFOM") the project to the private sector

Construction began May 24, 2010, and the tunnel is expected to be open to the public in May 2014.

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

Miami Port Gets Federal Funding To Restore Rail Link

October 19, 2010

The [Port of Miami](#) has been awarded a \$22 million grant to connect the port and the Florida East Coast Railway's yard in Hialeah. The project will restore service suspended in 2005 following damage to the rail bridge to the port during Hurricane Wilma and thus link the port directly to the national rail network.

The grant was awarded under the federal Transportation Investment Generating Economic Recovery discretionary program (TIGER II). The Port of Miami's TIGER II application was among the nearly 1,000 submitted throughout the nation with applications from every state. It was made in partnership with the [Florida Department of Transportation](#) and the [Florida East Coast Railway](#).

http://www.railresource.com/content/index.php?page_id=cevcsnngaldru&paged=23

Port of Miami - Cruise

The Port of Miami is the busiest cruise port handling a record breaking 4.15 million cruise passengers in FY 2009-10. Miami is home to some of the world's most distinguished cruise lines.

The Port of Miami's 2010-2011 cruise season opened with record 1,144,470 cruise passengers transiting its facilities during the first quarter (October-December 2010), an increase of nearly 20% compared to the same period last year.

www.miamidade.gov/portofmiami.

Port Everglades

Port Everglades generates approximately \$18 billion worth of business activity and approximately 200,000 jobs statewide, according to a study produced by nationally recognized maritime research company Martin Associates. Read the full study below and learn more about the economic impact that Port Everglades is making in Broward County and Florida.

<http://www.porteverglades.net/about-us/economic-impact/>

Port of Palm Beach

The Port of Palm Beach is the 4th busiest container port of Florida's 14 deepwater ports and is the 18th busiest container port in the United States. In FY' 2010 the port moved over 213,000 twenty foot container equivalent units.

<http://www.co.palm-beach.fl.us/erm/lwlsymposium/pdfs/presentations/PortofPB.pdf>

Emerging Technologies and Training - Logistics

At the Employ Florida Banner Center for Global Logistics Advisory Council Meeting, which was held late January 2011, nearly 70 statewide representatives from educational institutions, economic development, and industry partners gathered in Northeast Florida to discuss future training and educational needs for the state of Florida. The chart below summarizes the group's key findings.

Attendees in the March 2011 Miami Focus Group reviewed the findings and added Statistics and Succession Planning to the Training Needs chart.

Training Needed for Florida's Logistics Workforce

Aging Workforce - Training, Workshops
Apprenticeships
Attendance / Punctuality Skills
Basic Management
Bridging the Generation Gap
Changing Curriculum (Employer/Educator Relationships)
DOT Compliance
Earlier Exposure to Logistics
Embracing Change
Emerging Technologies and Handheld Devices Training
Forklift Operations
Going "Green" / Sustainability -vs.- Profitability
Hazmat
Inventory Management - Technology Trends
Languages (Spanish, Portuguese, Creole)
Lean Six Sigma Processes (Efficient and Profitable)
Passing a Background Check
Research
Skills Training Prior to Employment
Statistics
Succession Planning
Supervision Focusing on Leadership Training
Truck and Maintenance Repair
Updating Mature Equipment, Machines and Technologies
Work Ethics

What Industry Leaders in Miami are Saying

► Our school district needs business partners in our classrooms. The success rate of students graduating and continuing on to higher learning and eventual job placement is a direct outcome of business partner engagement with the schools. These opportunities include:
Job Shadowing, Internships, Teacher Externships, Speakers in the Classroom, Advisory Boards, and Summer Camps.

Jeraline Marsh, Ed.D
Career Education Specialist
School District of Palm Beach County
Choice & Career Options

► We can easily teach technical skills, but teaching the "soft" skills is more difficult. All training should include lessons about showing up to work on time and dressing, speaking, and communicating appropriately.

Tom Kennedy, CPA
Executive Director
South Florida Manufacturers Association

Emerging Technologies or Processes in the next 5 -10 years

- Automation
- Business Improvement Metrics/Measurements
- Business Intelligence Across All Industries
- Contract Negotiation
- Fuel Efficient Fleets
- GPS Tracking Technologies
- Green Industry
- Linking Transportation Costs with Forecasting
- Optimization Tools / Modules
- Real-time Data Flow for Inventory Control
- RFID / Barcode
- SAAS
- Robotics
- Safety
- Security
- Sustainability Practices

South Florida Manufacturers Association (SFMA)

<http://www.sfma.org/>

Focus Group Contact: Tom Kennedy, President SFMA

Manufacturers Association of Florida

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

Council of Supply Chain Management Professionals (CSCMP)

South Florida Roundtable:

<http://cscmp.org/roundtable/boardmem.asp?CompanyID=41401>

Focus Group Contact: Rhonda Martinez, Levis Strauss & Co.

www.cscmp.com

Banner Center for Global Logistics Releases Statewide Logistics Study

A *Comprehensive Industry Analysis for the Logistics Industry in the State of Florida (Analysis)* was released February 22, 2011. The *Analysis* was commissioned by the Employ Florida Banner Center for Global Logistics for Workforce Florida, Inc., to evaluate the relative strengths and weaknesses of the state's business climate for the logistics industry. The goal of the *Analysis* is to provide the state with tools and information to develop a targeted marketing campaign to attract the logistics industry to certain areas of the state that are thriving with port and logistics infrastructure complemented by industry specific training and education.

The *Comprehensive Industry Analysis* is comprised of an examination; review; utilization of content from nearly 20 state, regional, and local research studies; as well as resources that cite port, trade, transportation, and logistics in their respective research.

The Miami focus group reviewed and discussed an excerpt from the *Analysis* regarding education and dissemination of logistics education in the Miami region. South Florida is the largest logistics HUB in the state with the fewest logistics career pathways educational opportunities. This scenario presents a great opportunity for growth.

<http://www.logisticsbannercenter.com/announcements/florida-logistics-industry-analysis-study-released>

Employ Florida
BannerCenter
»» Global Logistics

Comprehensive Industry Analysis
Logistics Industry
State of Florida



February 22, 2011

Final

Employ Florida Global Logistics Banner Center
Florida Gateway College
149 S.E. College Plaza, Lake City, FL 32025
www.logisticsbannercenter.com



Presented by: JET LLC Consultants
in Partnership with The Bureau of Economic Research, Florida Gateway Center
and Florida Gateway College and students.

Attendees

Robin Steele Fall

Interim Director
Employ Florida Banner Center for
Global Logistics
Florida Gateway College

Joanne Kazmierski

Facilitator
Employ Florida Banner Center for Global
Logistics

Jorge Guerra

Provost
Broward College
Judson A. Samuels South Campus

Randy B. Lichtman, MHSA, CLU

Program Coordinator
Miami Dade College - School of
Community Education

Ronda Martinez

Inbound Logistics Manager
Levi Strauss & Co.

Diana Lewis, A.A. E.

Director, School of Aviation
Miami Dade College-Kendall Campus

Thania Rios, CPA

Interim School Director, School of Business
Miami Dade College- Kendall Campus

Dr. Lourdes Oroza

President
Miami Dade College- Kendall Campus

Ernesto Rodriguez

Air Service Development Manger
Marketing Division
Miami International Airport

Steve Harvey

Assistant Dean
Nova Southeastern University

David Ong

Peters & May USA

Eric Olafson, Esq

Manager, Intergovernmental Affairs/Cargo
Development
Port of Miami

Jeraline Marsh, Ed.D

Career Education Specialist
School District of Palm Beach County
Choice and Career Options

Tom Kennedy, CPA

Executive Director
South Florida Manufacturers Association
(SFMA)

Jim Bussey, MBA

Associate Dean, Administration
St. Thomas University

Vianey Velez

Target

Joe Wallace

Quality Assurance Operations Manager
Wal-Mart, Distribution Center 7038

Patrick Carraro

Distribution Center Manager
Winn-Dixie

Debbie McMullian

Program Manager, Quick Response
Training
Workforce Florida, Inc.

Ana Zeinieh, M.Ed.

Director of Workforce Development
Greater Fort Lauderdale Alliance
Broward County

Carmine Cardillo, MBA

Business Services Manager
Workforce One – Region 22 – Broward

