

# Building Bridges

Center for International Trade & Transportation, California State University, Long Beach

## Dear Readers:

We have big news to share.

The U.S. Department of Veterans Affairs recently approved our Global Logistics Specialist program for financial support for veterans and their dependents. Now our country will help these deserving heroes to take that next step toward successful careers as goods movement experts.

Like Capt. Nathan Woodside in our story, many vets leave the military with logistics experience, so the GLS helps them use their experience in the private sector. GI Bill funding makes it easier.

Several of our other programs are also under review for approval. We are confident that soon other vets will be taking advantage of training through our College of Continuing and Professional Education.

No one deserves it more.

**Marianne Venieris**  
Executive Director

## Veterans to Receive Benefits While Learning about Logistics

Veterans who enroll in the Global Logistics Specialist Professional Designation program will now be eligible for educational benefits under the GI Bill. The U.S. Department of Veteran Affairs recently approved the highly regarded GLS program. In the past, only CSULB's degree-granting courses qualified for VA educational benefits. Those benefits may now include a book allowance and housing assistance in addition to tuition/fees during their enrollment.

Angeli Logan, CITT's Director of Trade and Transportation Programs, said: "CITT and the College of Continuing and Professional Education (CCPE) are committed to serving and honoring our military. Active duty military personnel and veterans have long recognized how the GLS program provides specific job skills and the knowledge needed to transition successfully to a career in logistics. Some have participated in the program by paying out of pocket to do so. The approval of the GLS program eliminates that financial burden and will enable many other veterans to take the next step towards their career goals."

### Veterans in the GLS program.

Former Marine Corps Captain Nathan Woodside enrolled in the online version of the GLS prior to VA approval. Woodside is no stranger to logistics. He joined the Marine Corps in 2001. "I signed on as a logistics officer," he recalled. "I served in Iraq, two back-to-back missions." After a brief stint in New Orleans

in the aftermath of Hurricane Katrina, he was assigned again to Iraq. "Most recently I was logistics advisor to an Iraqi general in Iraq – kind of like a Peace Corps with guns."

### Civilian vs. Military Logistics.

After his discharge a year ago, Woodside wanted to stay in logistics, but "I knew there was a very large gap between what a military logistics officer and civilian logistics person must know," he said. After investigating several educational programs, he chose CITT's online Global Logistics Specialist program. "A big thing I learned is that no one in the military said, 'You have some cost restraints.' When the bullets are flying, you don't stop for money. It's very different in the private sector!"

Woodside completed several GLS modules online during an internship at the Port of Seattle. Now he has moved to Newport Beach when his wife took a job locally. He will complete the final two modules of the GLS by April.

### Perseverance in Logistics

**Career Path.** Taking a course online requires determination and discipline, but Woodside is a committed veteran. "I log in every day, and I spend about an hour on the class. It is a serious course of study and it requires a lot of outside reading. Every week we have an expert chat online. Last week we had a customs broker. We listen to their presentations, and then we ask questions. That reinforces what we learned online previously."



**Captain Nathan Woodside (R) congratulates Colonel Hamut (L) of the 29th Iraqi Infantry Brigade in Al Anbar province.**

### Veterans Benefits for Logistics Study.

Woodside and other veterans will now qualify for considerable financial assistance, due to the recent approval of the GLS course of study. CITT's Logan reported that a statewide veterans' survey earlier this year found nearly 10% of the respondents indicated their military job was related to transportation and materials movement. In the summary report from the survey, she said, they indicated that "the GLS is an exceptionally viable career choice for these individuals."

Logan explained, "We are able to serve active duty and reserve personnel as well as veterans in addition to their spouses and eligible dependents. The Post 9/11 Veteran Education Assistance Act of 2008 greatly improved the education benefits available for those who have served since September 11, 2001."

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# Q&A



**James C. Hankla**

*James C. Hankla, who recently retired from his second term as President of the Long Beach Harbor Commission, has a varied career background. As President of the Commission, Hankla was chief global spokesman for the Port of Long Beach's Green Port Policy, adopted in January 2005, and its Clean Air Action Plan (CAAP) which was adopted by both the Port of Los Angeles and the Port of Long Beach in November 2006.*

*Previously, Hankla was CEO of the Alameda Corridor Transportation Authority and led the successful completion of the Alameda Corridor. For his work, Hankla was named 2002 Public Official of the Year by *Governing Magazine*. His wide-ranging background in economic development includes 12 years as Long Beach City Manager, CAO for the County of Los Angeles, Executive Director of the Virginia Peninsula Economic Development Corporation, and General Manager for the No. Cal. Housing Division of Campeau Corporation. Hankla is a graduate of California State University, Long Beach. He received a master's degree in political science from California State University, Los Angeles.*

## With James C. Hankla

**Q. Looking at the last few years in your role as Harbor Commissioner for the Port of Long Beach, what has been most challenging about your work?**

A. From my perspective, the biggest challenge has been changing the prevailing views held by some of our elected officials as to the commitment and sincerity of the Commission to cleaning up the environment.

**Q. During your term as a Commissioner, the port became much more environmentally conscious; how did that come about?**

A. Early in my term of office, we were bombarded by scholarly reports from credible institutions documenting the health risks associated with port operations. Those clearly had an impact on the Commission and staff.

**Q. How did the extensive environmental collaboration between the two competing ports come about?**

A. The collaboration was serendipitous in that it was advanced greatly by the Port of L.A.'s hiring Geraldine Knatz as executive director. [Editor's note: Knatz had previously been employed at the Port of Long Beach.] She left Long Beach with our perception of the environmental problems the ports mutually faced. The cooperation was further enhanced by David Freeman's appointment as the L.A. board president. David has a long history of responsible environmental stewardship. He and I became good friends and allies on environmental issues.

**Q. Why did the two ports differ on their approach to employment of truck drivers?**

A. The Port of Long Beach never accepted the basic premises behind the L.A. plan. We had concerns on a number of levels: 1. The L.A. plan would force all independent operators out of business; 2. The L.A. plan would tend to facilitate union organizing at the expense of viable trade economics; 3. There was great concern that without the independent owner operators, the port would have insufficient trucks to handle drayage requirements; 4. The tactics employed by the Teamsters' Union against our mayor's support of the Long Beach model were highly offensive to the Commission. [Editor's note: See related stories on p.4.]

**Q. What do you say to those who, in view of the expansion of the Panama Canal in 2014, say there will never again be the high cargo volumes coming through Southern California – and those who suggest that “cargo diversion” (i.e., shipping cargo through competing ports to inland U.S. destinations) has already begun to erode the massive market share of imports once claimed by the San Pedro Bay ports?**

A. Frankly, I am worried about all those challenges, and I am not at all sure that our volumes will recover in the near term. There are very serious competitive initiatives out there which must be taken seriously. We must improve our infrastructure and adopt business friendly practices to recover our pre-recession volumes.

**Q. The Port has many stakeholders and customers; how does Port management keep in touch with its many shipping customers – that is, the companies that ship their goods through the Port of Long Beach but who are actually headquartered in many different states?**

A. Port management and the Commission realize that the core of our business is relationship driven. Consequently, we plan strategic visits to all of our customers at least once a year to both their overseas and domestic headquarters. At least one trip to Asia, one to Europe, and several to the northeast U.S. seem to cover most of our needs while, of course, going where and when events require.

**Q. The massive Middle Harbor Redevelopment Project of the Port of Long Beach seems to be moving forward now. How will that project deliver environmental benefits?**

A. I am not yet prepared to say that Middle Harbor is out of danger from challenges. The last I heard, the short-sighted and shameful litigation from the City of Riverside was still pending. They filed the suit in the belief that they could leverage the San Pedro Bay Ports into levying a container charge to fund grade separation projects in the City of Riverside. Levying such a charge would hurt the ports and the Inland Empire economy and we would lose more cargo. The Port believes its new environmental protocol has produced a bullet-proof Environmental Impact Report. Having said that, the suit has already too long delayed a project which offers huge environmental economic and competitive benefits to the state and the region.

**Q. Based on your experience, what advice would you give any future Harbor Commissioners?**

A. I would advise future Commissioners to be prepared for lots of homework. These days the personal commitment required to do a good job as a Harbor Commissioner is formidable. Do not make the mistake of thinking this gig is about fun and games. It's about time, hard work and good judgment which only come from a command of issues – which comes from scholarship. I never served a day that I didn't learn something new about port operations.



# First Hollingsworth Scholarships Expected Soon

Proceeds earned by the new Richard Hollingsworth Professional Development Scholarship endowment will soon be directed to its first scholarship recipients, according to Mat Kaplan, who oversees

fund-raising as Director of Development for the College of Continuing and Professional Education (CCPE), California State University, Long Beach.

Hollingsworth, whose vision inspired the Global Logistics Specialist (GLS) Professional Designation program and several other programs as well, died in 2008. He served as the first coordinator and instructor for the multi-module GLS program, which is now recognized as the standard in logistics training.

Education was clearly an important value to Hollingsworth. "First and foremost, we wanted to have something to live on forever to honor Richard," said Kaplan, "who is as responsible as anyone for the GLS. He was also coordinating our new Green Building Specialist program, modeled on the GLS, and he did so much in the community. It was an ideal way to memorialize him, by making it easier for promising students to attend CCPE educational programs." The majority of the scholarship funds are expected to go to GLS students.

Significantly, the Hollingsworth endowment is the first endowment for CCPE, although the University, of course, has many others. Kaplan plans soon to announce an advisory group who will help set criteria for and choose scholarship recipients.

**Many Donors.** Kaplan noted that more than 70 donors have contributed to the Hollingsworth Fund, including both individuals and corporations in the logistics industry. Kaplan has recently produced a public service announcement recognizing donors and CPPE partners. The announcement will be shown on local access television channels in Long Beach, Lakewood, and Signal Hill.



**Robert B. Thornburgh,**  
President, The Heger Company  
and Chairman, Los Angeles  
Transportation Club

**Los Angeles Transportation Club.** Among the many Hollingsworth Fund donors, Kaplan singled out the Los Angeles Transportation Club (LATC) for special recognition. The Club has donated more than \$10,000. Through LATC's efforts, their donations pushed the Fund over the \$25,000 threshold to become an official university endowment.

LATC Chairman Robert G. Thornburgh, President of The Heger Company, noted, "Before the Hollingsworth Fund was

established, we had a prior relationship with the Center for International Trade and Transportation (CITT). We saw our Hollingsworth donations as an opportunity to strengthen the relationship with CITT."

The LATC also sought to honor Hollingsworth's memory. "He was the original coordinator of the GLS," said Thornburgh, "and look what that's done for people in the industry!" He cited the case of longtime LATC member Bill Ward, a veteran of logistics, who took the GLS program in 2007. Ward still holds the record as the oldest enrollee and the oldest graduate. "It's not only for youth!" Thornburgh joked.

On a more serious note, Thornburgh stressed, "Business and philanthropy are forever intertwined. We simply cannot afford to have one without the other and the LATC truly lives this." He said the club's mission provides inspiration for the donations (see insert below).

**Advisory Role.** As the advisory group begins to play a role, some LATC members will be involved in helping direct the Hollingsworth Fund. "We want to make sure the funds are put to good use with a deserving student," noted Thornburgh. "We want to see it grow. It is a start for us, so we hope this will not be the only opportunity to help!"

**More Scholarship Support.** Using the Hollingsworth Fund and other CITT contributions as a model, the LATC intends to expand their financial support for education in the years to come. Thornburgh said, "We'll be on an accelerated learning curve by advising activities of the Hollingsworth Fund," he noted. "Down the road, we may establish the LATC Fund. The Board of the LATC has already approved the formation of such a fund in the foreseeable future," he concluded.

**How to Donate.** Contributions to the Hollingsworth Fund are still welcome. For more information, contact Mat Kaplan at the College of Continuing and Professional Education, California State University, Long Beach; email: [mrkaplan@csulb.edu](mailto:mrkaplan@csulb.edu); telephone: (562) 985-7915. Donations can also be made online at [www.cpe.csulb.edu/OnlineDonation](http://www.cpe.csulb.edu/OnlineDonation). Please select College of Continuing and Professional Education from the drop down list on the top line of the form, and type Hollingsworth Fund in the Additional Comments box.

## Mission of the Los Angeles Transportation Club

*"Holding true to our traditional values, we will provide transportation professionals, shippers and suppliers a forum to foster relationships, share ideas and solutions while raising funds to support our membership and communities."*

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## News Briefs

**Port of Long Beach/ATA Settle Trucking Suit.** The American Trucking Association and the Port of Long Beach settled their outstanding lawsuit concerning the Port's Clean Truck Program. As agreed to in late October, the Port will now collect key information regarding finances, emissions, safety, and security in a registration system rather than requiring a "concession" approach to authorizing drivers. While the new system loosens the Port's reigns on truckers, it does allow the program to move forward in Long Beach, while the Port of Los Angeles is expecting soon to go to trial over its "clean trucks" provisions. The most notable difference is L.A.'s requirement that drivers be employees of trucking firms. Most harbor drayage drivers are independent operators.

### East Coast Mayors Challenged on Clean Truck Stance.

A group of 29 industry associations, led by the National Retail Federation and the National Industrial Transportation League, blasted Mayor New York Michael Bloomberg and Newark Mayor Cory Booker for their Oct 19 statement in support of the Port of Los Angeles' approach to clean trucking regulation. In a joint letter, the associations claimed that L.A.'s insistence on employee-drivers as part of an anti-emission strategy is the result of fallacious reasoning. The authors said they support efforts to clean the air and argued that because the Southern California ports' efforts has already made substantial progress in eliminating truck pollution, the employee driver requirement is unnecessary.

**Ocean Cargo Rates Go Up Again.** On the heels of a recent rate increase, steamship lines are poised for another. In early November, the Westbound Transpacific Stabilization Agreement – a consortium of 10 carriers who serve U.S.-Asia routes – recommended increasing rates. As early as Dec. 1, dry cargo rates from L.A.-Long Beach are likely to go up by \$80-100, depending on the type of container. They also proposed rate increases from other U.S. ports, with even more increases effective Jan. 15, 2010. It is no secret that the ocean carriers have been reeling from the worldwide recession, prompting steep drops in volumes and leading the carriers to take many ships out of service. The increases are seen as a way to help the firms survive. Exports have rebounded, but imports continue to lag behind previous years by approximately 20%.

## Veterans to Receive Benefits, Cont. (from page 1)

### The new benefits include the following:

- Established charges, like tuition and fees, based on the highest-cost full-time undergraduate training program at a state public institution of higher learning;
- A monthly housing allowance, calculated according to the cost of housing in the region where the student is enrolled;
- A stipend of up to \$1,000 per year is paid for books and supplies, provided proportionally by term – quarter, semester, trimester, etc. (active duty members exempted).

**CSULB Outreach to Veterans.** With thousands of recently separated veterans returning to California, CCPE, the CSULB self-support unit of which CITT is a part, saw the need to provide opportunities for training and education for veterans. The GLS was one of three programs identified and the first to receive approval. CCPE is working to get several other programs approved as well. CCPE's efforts have resulted in the Victory for Veterans Consortium – a group including educational institutions, workforce investment boards, veterans, community leaders, psychologists, professors, employment development agencies and non-profit social service organizations to share ideas, information, and resources to meet the needs of veterans in the region.

**A Bright Future.** With his GLS certificate in hand next spring, Nathan Woodside is likely to be in demand from the private sector

logistics industry. He encourages other veterans to consider logistics careers, too. "I'm always in touch with my former fellow military logisticians," he said, "and I tell them the GLS is very good. They need new vocabulary, not just all acronyms, so they can communicate."

Woodside envisions his new career will be in exporting. "Each week after I complete the assignment, I am very motivated to help U.S. manufacturers bring their goods to foreign markets. I see that as a key to economic expansion for the U.S. Every U.S. company has that potential – either products or services. That would be the ideal new job for me." Woodside now plans to apply for the Master of Arts in Global Logistics program where he can take advantage of the new benefits available due to the post 9/11 GI Bill.

**More Information.** To learn more about the GLS, contact Angeli Logan at (562) 985-2874 or at [alogan@ccpe.csulb.edu](mailto:alogan@ccpe.csulb.edu). For information on eligibility and benefits available, contact Lynisha McDuel, CSULB Dept. of Veterans Affairs at [lmcduel@csulb.edu](mailto:lmcduel@csulb.edu) or (562) 985-5115.



**Capt. Nathan Woodside with his wife, Jackie, prior to his discharge from the U.S. Marine Corps**