

# Building Bridges

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

## Dear Readers:

Summer 2008 will surely be remembered for the huge spike in petroleum prices.

For the logistics industries, the increase brings a myriad of problems that will no doubt alter some business relationships forever.

The "silver lining" in this cloud may be that it focuses consumers' attention on the importance of transportation, particularly goods movement, in our daily lives.

Coupled with the weakest dollar in decades, these two factors are likely to remind us that the global economy impacts us all.

We are all its stakeholders.

Locally, we await the outcome of important labor negotiations between the ILWU and the PMA, knowing they are also impacted by high petroleum prices and the weak dollar.

More than ever, we note that we are all in this together. Let's make the most of it.

**Marianne Venieris**  
Executive Director

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## Comprehensive Security is the Watchword at POLB

Next time you drive into the Port of Long Beach, you might want to wave to the camera—but you might wonder which one. There are as many as 100 security cameras now operating inside the port complex, according to Security Director Cosmo Perrone, and many more will soon be added to the system.

Cameras, however, are only a small part of the plan.

### Integrated Security.

Perrone, a former aerospace security expert, has adopted a "business model" to guide



**A security officer examines a ship propeller via remote camera.**

Photo courtesy of Port of Long Beach

security at the Port. "The Port of Long Beach, through the Harbor Commissioners, is doing this to protect the business in the Port and the community," said Perrone. "We created a model of 'system and regional integration.' The primary element is cameras, not only those of the Port, but all security systems that are within the Port, or adjacent to it, or collaterally functioning."



**Cosmo Perrone, Director of Security, Port of Long Beach**

Photo courtesy of Port of Long Beach

The role of the Port in this situation, said Perrone, is that

like the Transportation Worker Identification Credential that

**"Radar already exists and will be enhanced soon. Sonar will be installed in the very near future."**

Cosmo Perrone, Director of Security, Port of Long Beach

of an umbrella or an "inducer" of everyone involved.

When fully complete, the security system will integrate the security systems of all port tenants as well as nearby businesses and other facilities.

"We have approximately 30-35 partners," he noted, "and we anticipate a lot more: terminals, the Aquarium of the Pacific, the Alameda Corridor Transportation Authority, railroads...all the way to downtown Long Beach. We're pulling in radar from the port's pilots, the Vessel Traffic System from the Marine Exchange, and others, so we'll have a full knowledge of what is going on."

Other elements of the system will include Radio Frequency Identification and badge systems

control access to a terminal. "All of those will then cross with the cameras and they cross-validate each other.

(Continued on page 4)



**Divers check security below the water line.**

Photo courtesy of Port of Long Beach

# 61 Grads Celebrate Completing Global Logistics Specialists® Program

More than 100 people attended the graduation festivities on July 1 for the Fall 2007 and Spring 2008 classes of the Global Logistics Specialist program.

The Port of Long Beach hosted the event and Harbor Commissioner Mario Cordero was the keynote speaker. The Los Angeles Transportation Club sponsored the reception. Refreshments were furnished



**Carolyn Martin, recipient of the Bill Wisener Distinguished Service Award.**

Photo by Robert Huizar

by Transport Express and Price Transfer, Inc.

Dean Marilyn Crego of University College and Extension Services, CSULB, presented the certificates in one of her last official duties prior to her retirement. CITT's Director Marianne Venieris announced the scholarship and faculty award recipients.

## Graduate Speakers.

Scott E. Weiss, a graduate of the Fall 2007 class, said, "Not a day goes by that I don't use what I learned in this class." In a recent experience in his job at APL Logistics, he saved a customer two weeks in transit time and over \$6 million as a result of his newfound knowledge.

Casey Mungo spoke on behalf of the Spring 2008 class. Mungo, a commercial real estate executive, noted he had recently facilitated a "webinar" about Panama Canal construction for potential clients from around the U.S. He differentiated himself from the competition by his expertise. From that, he took "great pride and personal satisfaction due to the GLS."

## Faculty Awards.

Venieris explained that student evaluations are the foundation for the George Marshall Instructor Award. This year's recipients were Dennis Bartz, from Bank of the West, who teaches about letters of credit, and Nadine Fratianna, from UPS, who teaches about small package shipping.

## The Bill Wisener Distinguished Service Award

was awarded to Carolyn Martin for her commitment to the GLS program. Martin teaches marine terminal operations.



**Dennis Bartz, recipient of the George Marshall Instructor Award.**

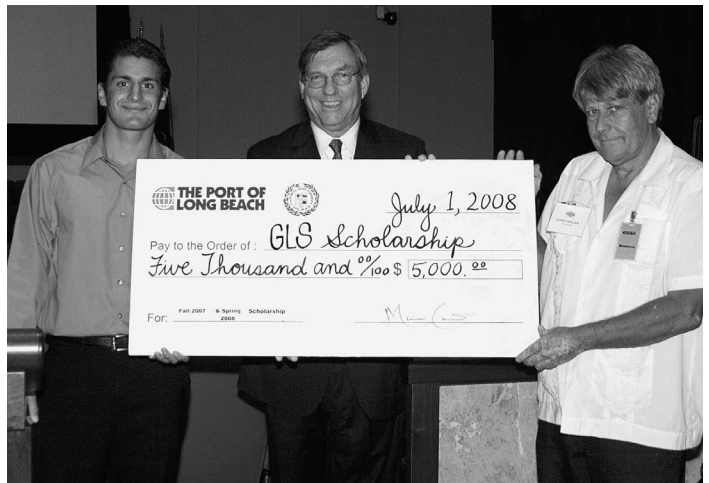
Photo by Robert Huizar

She noted that teaching is "the hardest thing I've ever done." Because she enjoys the students, she continues to take time from her "real job," Assistant Vice President,



**Marianne Venieris and Spring 2008 graduates of the Global Logistics Specialist program.**

Photo by Robert Huizar



**POLB's Chris Lytle presents scholarship check to Michael Maricic and James Miller.**

Photo by Robert Huizar

Customer Service/Public Relations for International Transportation Services.

**Scholarships.** George Zafirov, Augusto Nakasone,

presented Port of Long Beach Scholarships to James Miller, Michael Maricic, and Cynthia Castillo. Glenn Washington and Laura Gutierrez received the Long Beach Chamber

**"Not a day goes by that I don't use what I learned in this class."**

Scott E. Weiss, Fall 2007 class graduate

and Teri Carpenter received scholarships from the Harbor Transportation Club. Iker de Luisa received the GLS Instructor Scholarship. Chris Lytle, Chief Operating Office for the Port of Long Beach,

International Business Association's Mary Bleming Memorial Scholarship.



**Richard Hollingsworth**

With deep sadness, the Center for International Trade and Transportation announces the death of Richard Hollingsworth, whose vision and enthusiasm helped create the foundation for CITT. He passed away August 5 after a year-long battle with cancer. He was the husband of CITT Executive Director Marianne Venieris-Hollingsworth.

“Richard’s insight, vision, and humor will be sorely missed by everyone at CITT,” said Marilyn Crego, Dean of University College and Extension Services (UCES),

## In Memoriam: Richard Hollingsworth 1953-2008

“but his legacy will live on through the success of many of our graduates.” UCES has established a scholarship in his honor, named the Richard Hollingsworth Professional Development Fund (see below).

### Unique Background.

Hollingsworth made his home in Long Beach after leaving his native Dublin in 1983, where he had been Chief of Staff to the Minister of Industry and Energy. He embraced the U.S. as if it were his native land. He especially appreciated the opportunities the country offered him—and he took advantage of them in the very best sense of the term. Education and self-determination were very dear to him. As vice president of Kauffman & Broad’s Urban Division and later as an executive in trucking, Hollingsworth’s nurtured his insight into the local economy. That knowledge helped him in his final position as president and CEO of the Gateway Cities Partnership, Inc., an economic

development organization serving the 27 cities of S.E. Los Angeles County.

While working in trucking, Hollingsworth challenged CSULB to educate the logistics industry, leading ultimately to the Global Logistics Specialist professional designation program. Hollingsworth coordinated and taught in the earliest GLS. He served on the CITT Policy and Steering Committee and moderated the occasionally challenging discussions at CITT’s annual Town Hall series. He was also a member of the METRANS Advisory Board, providing wisdom to that University Transportation Center, a joint venture between CSULB and the University of Southern California.

**Commendations.** In a June commendation at the Port of Long Beach, Harbor Commissioner Mario Cordero called Hollingsworth a “great friend” of the Port and of

the industry. State Senator Alan Lowenthal stated that the number of people Hollingsworth has “positively impacted is innumerable.”

At a subsequent salute during a City Council meeting, Long Beach Mayor Bob Foster and City Manager Pat West both cited Hollingsworth’s contributions to the city’s development, particularly in North Long Beach. Mayor Foster called him “both a visionary and a man of action.”

**Family.** In addition to his wife, Hollingsworth is survived by his daughters Aoife and Lisa, two stepsons Ion and Patrick Venieris, a brother and sister and numerous nieces and nephews, both in California and in Ireland.

**Memorials.** For more information about donations to the Richard Hollingsworth Professional Development Fund, phone Angeli Logan at (562) 985-2874.

## METRANS Planning Tenth Anniversary Celebrations



**Tom O'Brien,**  
CITT’s  
Director of Research

A tenth birthday is cause to celebrate—so METRANS, the academic partner of the Center for International Trade and Transportation, is planning several activities for its tenth anniversary, according to Tom O’Brien, Associate Director for METRANS CSULB Programs and Director of Research for CITT.

**Focal Point.** “The focal point of our tenth anniversary” says O’Brien, “is a celebratory dinner to take place on October 30, 2008. The guest speaker will be David Billington, the Gordon Y.S. Wu Professor of Engineering at Princeton University and author of *Power, Speed and Form – Engineers and the Making of the Twentieth Century*. The

evening will also feature a display of some of our key research over the past ten years.”

### New Look, New Programs.

The METRANS logo and newsletter are being redesigned to reflect the anniversary. A special research seminar series will be presented in the Fall, says O’Brien, and will be listed on the METRANS website with tie-in podcasts.

### New Initiative on Ports.

During the anniversary year, METRANS expects to launch a new comparative ports initiative, notes O’Brien, as part of the “Monitoring the Ports” program based at CSULB. “We’re looking at ways

to study how the Los Angeles-Long Beach ports compare to other ports in the U.S. and North America.” Research findings will be presented at the next METRANS National Urban Freight Conference October 21-23, 2009.

**Background.** One of 60 federal University Transportation Centers, METRANS is a partnership between the University of Southern California and CSULB. It focuses on research about transportation in congested metropolitan areas.

Updated information on the tenth anniversary events can be found on the METRANS website, [www.metrans.org](http://www.metrans.org).

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Editor: **M.E. Barton, Ph.D.**

California State University  
Long Beach



Center for International Trade  
and Transportation

## Center for International Trade & Transportation

California State University, Long Beach  
University College and Extension Services  
1000 Studebaker Road, Suite 3  
Long Beach, CA 90815

Phone: 562.985.2872

Fax: 562.985.2873

Email: [citt@uces.csulb.org](mailto:citt@uces.csulb.org)



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[www.metrans.org](http://www.metrans.org)

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## News Briefs

### ILWU to Vote on New Contract.

The elected Longshore Caucus members of the West Coast ILWU will be meeting the week of August 18 to vote on a preliminary contract for thousands of port workers. The tentative agreement was reached July 28, birthday of Longshore labor hero Harry Bridges. Since the previous contract expired on July 1, dock work has proceeded nearly without a hitch. Health and welfare benefits agreements had been reached earlier, creating an atmosphere of optimism on both sides. The latest news is available at the ILWU-sponsored website: <http://contract2008.org>.

### CARB Continues to Seek Input on Vessel Speed Reduction.

California Air Resources Board staff are examining ocean-going vessel emissions at ports and along the California coast, studying potential health benefits associated with reduced vessel speeds. The public has been invited to participate at various workgroup meetings at Cal/EPA Headquarters in Sacramento. More information on input received to date and future workshops is available at [www.arb.ca.gov/msprog/offroad/marinevess/vsr/vsr.htm](http://www.arb.ca.gov/msprog/offroad/marinevess/vsr/vsr.htm).

### U.S. and Canada Sign Mutual Recognition for Supply Chain Security.

On June 30, U.S. Customs and Border Protection announced that a mutual recognition agreement was reached which acknowledges compatibility between the Customs-Trade Partnership Against Terrorism (C-TPAT) and the Partners in Protection programs. Thus, both CBP and the Canada Border Services Agency will apply similar security standards and perform similar site validations upon approval of membership for importing and exporting companies. This recognition is part of an ongoing U.S. initiative, which already includes New Zealand and Jordan.

## Comprehensive Security, cont.

"The cameras have cross-analytics such as motion detection," he explained. "Radar already exists and will be enhanced soon," he explains. "Sonar will be installed in the very near future."

All that data will be collected and monitored 24 hours a day at a new site on Pier F. To integrate all those inputs, Perrone plans to use a fiber optic system.

The purpose of the system is "maximum safety without interfering with day-to-day operations. We try to minimize the impact.

"We're also talking about business continuity and a shelter-in-place for protection in emergencies. We're talking to the Health Department about prophylactic medicines, about food, supplies, and communication with employees' families," he continued. "It is a whole system."

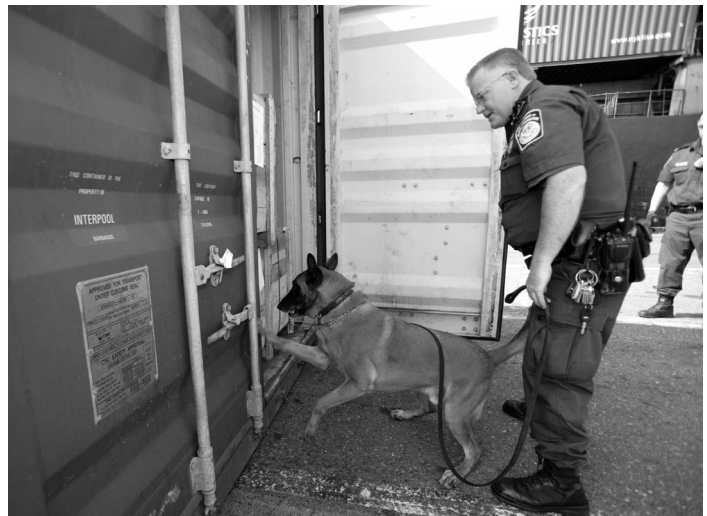
Backups will be both inside and outside the port area, according to Perrone. "We'll have a redundant system, with a backup in the Port of Los Angeles and more outside."

### Costly Agenda.

While the Port does not own the entire system, it is still bearing an enormous cost. So far, according to Perrone, the cost includes \$57 million in grants, in addition to the Port's \$25-30 million in capital projects. "It's close to \$80 million, and we are still looking for more grants," he said.

### Statewide Integration.

Perrone notes that the State of California has selected the Long Beach-Los Angeles security model for other ports. "At least conceptually, it applies," he said. "We want to connect all the ports so we can see what's happening at other ports-to help them, to



**Customs & Border Patrol dog sniffs a cargo container in search for contraband.**

Photo courtesy of Customs & Border Patrol

understand and to start to think how we're going to address the flow of goods when there's an emergency."

Such an approach, he says, is referred to as the California Resiliency Model.

The entire system will be implemented within the next year, probably by June of 2009.