

Dear Readers:

Seasons change, people change, and organizations change. On campus, change is most noticeable in the fall. We greet new students and look forward to the "new year" just as most people are thinking of the year's end.

This coming year, the CITT staff will be embarking on the changes suggested during our retreat earlier this year and that are in accordance with our new mission statement. There will be no Town Hall meeting in spring 2008 as we prepare for another "signature event." Please stay tuned.

Our industry partners, particularly the members of our Policy and Steering Committee, have been invaluable as we launch these changes. They keep us connected to the day-to-day world of goods movement.

When moving into unknown territory, such friends are very much appreciated. We shall strive to keep their respect.

*Marianne Venieris*  
Executive Director

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## CITT Plans New Activities for Future

CITT's Policy and Steering Committee is considering new initiatives in line with its new organizational mission statement (see box), according to Director Marianne Venieris.

"Our goals are still relevant," she noted, "including education and training, research and outreach. Now, though, we expect to find new ways to achieve these goals.

"We have carefully examined every program we offer," she explained, "to see what fits our priorities and what does not."

**New Audiences.** The CITT signature event, the Annual

### Mission Statement

*"The Center for International Trade and Transportation is a collaborative forum dedicated to the development, distillation and broad dissemination of objective information about the goods movement industry. We accomplish this through the development and delivery of targeted education, innovative research, and outreach programs serving the mission of the university and the needs of industry and the community."*

We are exploring ways to address their information and education needs, as well as those of our traditional audiences." She emphasized that such changes will be carefully considered before adopting them.

Town Hall series, has brought CITT wide recognition, Venieris said, "but the Committee feels new audiences need to hear about goods movement, too. For example people outside Southern California, elected officials and policy makers—particularly in Washington—teachers in the K-12 system, all need to learn the importance of goods movement.

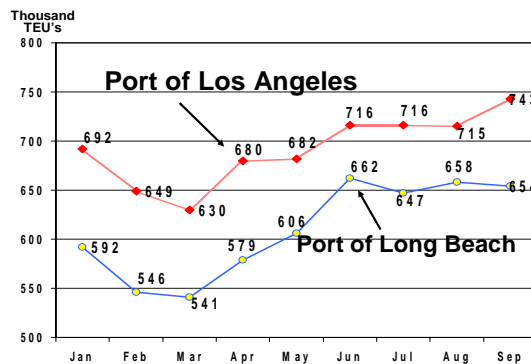
**Mission Development.** The new CITT mission emerged from an all-day planning session, with a later follow-up evening meeting facilitated by GLS® Instructor Ken Pilone. The Policy and Steering Committee's membership includes 22 industry representatives as well as representatives from California State University, Long Beach, and METRANS.

## Lower Peak Volumes Alarm Port Businesses

In recent years, pre-Christmas "peak seasons" have broken volume records in the San Pedro Bay ports. But this year, the rate has been lower than expected. Businesses from retailers to trucking firms are worried.

"The long-term forecast was for eight percent growth this year," said Don Snyder, Director of Marketing for the Port of Long Beach, "but we're less than expected.

We're still up over last year a little, but everyone is set on their expectations." When



2007 Monthly Trade Volumes at Ports of Los Angeles & Long Beach

While both ports' TEU volumes through September were up, the graph at left shows growth has been relatively flat since the Spring for those who move the

bulk of the nation's imports and exports. hiring is based on unrealized projections, some people suffer.

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## Port of Los Angeles Celebrates 100<sup>th</sup> Anniversary with Multiple Events

The Port of Los Angeles is having a 100<sup>th</sup> birthday—but the community will be receiving all the birthday gifts.

The Port will host a “once-in-a-lifetime” celebration of lights, music, and other treats for the community at 4:00 p.m. Sunday, Dec. 9, at the Waterfront Promenade in San Pedro. Festivities will begin next door to the cruise terminal, with free rides on the Red Car rail line adjacent to the cruise terminal, and free parking with shuttles.

In addition, said Theresa Lopez, Director of Media Relations, “We’ll have historical displays and we will highlight our oral history. We have videotaped about 100 interviews of people who lived here.”



**Worker sorts bananas manually in the Port of Los Angeles; date unknown.**

Courtesy Port of Los Angeles

### Live Orchestra Music.

“We’re also lucky to have the Evergreen Lines 80-piece orchestra coming from Taiwan,” she said. The Evergreen Orchestra, founded in 2002, is funded by the Evergreen Group, a long-term tenant in the Port of Los Angeles. The Evergreen Symphony



**Working ferry at 6<sup>th</sup> Street and Harbor Blvd. in the Port of Los Angeles, circa 1940’s.**

Courtesy Port of Los Angeles

Orchestra is noted for its fresh interpretations of classical and folk music.

**See the Sea, Too.** In the main channel, fireboats and brigantines will mark the birthday, followed after dark by fireworks displays reflected in the water.

**Much to Celebrate.** In 100 years, the Port of Los Angeles has seen many changes. Its cargo throughput has grown from \$2 million in 1907 to nearly \$190 billion annually today.

Home to TV’s “Loveboat,” the Port has launched literally millions of passengers on cruises to nearby Catalina, to Hawaii, and beyond. The Port calculates that just over 600,000 passengers set sail for Catalina in the 1920’s, while in the last seven years, more than *six million* passengers have made the same trip.

**Domestic vs. Global Trade.** In the earliest days, the Port served primarily domestic

trade—e.g., fishing in the local waters and lumber shipped in from the Pacific Northwest. Hawaii has been a major generator of L.A. shipping from almost the beginning. It started with American-Hawaiian Steamship Co. in 1914, the first shipping line to lease container terminal space—Matson Navigation Co.—and the first container-ship, the Hawaiian Merchant in 1958.

Gradually, trade routes expanded to include service from Central and South America and to Asia which generates the majority of today’s trade volumes.



**Today’s massive Port of Los Angeles comprises 7500 acres and 43 miles of waterfront.**

Courtesy Port of Los Angeles

**A Leader.** Thanks to America’s appetite for imports, the Port of Los Angeles today ranks No. 1 in container traffic, and has kept that standing for seven years, according to Lopez.

“The biggest accomplishment,” she noted, though, “was to be flexible, to grow and change with the industry. The biggest example is during World War II, when we switched to shipbuilding, and then in the 1960’s we were nimble enough to be geared up for container traffic.”

Today’s five-member Board of Commissioners, headed by S. David Freeman, have joined forces with nearby Port of Long Beach to launch the Clean Air Action Plan. “We are the only port in the world



**Red Car trolley, reinstated in 2003, provides free rides for the Port of L. A. 100<sup>th</sup> Birthday**

Courtesy Port of Los Angeles

that can plug ships into electrical power while at dock,” noted Lopez. Just this fall, the Port welcomed the world’s largest container ship with electrical shore power capacity—the Xin Ya Zhou.”

Says Lopez, “We’re charting the course for the next 100 years—a clean course!”

## MAGL Program Launches Sixth Class, Students Celebrate

A total of 19 new students embarked on their Masters degrees in Global Logistics (MAGL) this fall at CSULB. The sixth MAGL “cohort” will go through all the classes together, completing the 30-unit multi-disciplinary degree program in May 2009, in just under two years.

**Program Redesigned.** New classes in the MAGL curricu-

lum are Cost-Benefit Analysis and an engineering class focused on supply chain optimization.

The courses are designed to give students an analytical background similar to MBA programs, with a practical focus on the issues in logistics.

**Scholarships.** The Los Angeles Transportation Club has just announced a \$2,000

scholarship for MAGL student Edgar Lanchippa.

Melissa Hughes, a student in the fifth MAGL cohort, was recently honored by WTS International, which promotes transportation opportunities for women. Hughes, currently Operations Manager at Alliance Shipper, attended the WTS awards dinner expecting a \$3,000 scholarship check.

To her surprise, there was a bonus—the amount was unexpectedly raised to \$5,000 in light of a budget windfall.

Hughes is thrilled, of course, and intends to continue exploring transportation career options.

“I’ve been in transportation for 15 years and know there are all kinds of niches,” she commented.

## Green Port Fest Draws Record Crowds to Port of Long Beach

Approximately 7,000 local residents learned about the environmental efforts of the Port of Long Beach during the most recent Green Port Fest, held Saturday Oct. 13.

“This year’s Green Port Fest was a great success,” said Heather Morris, Director of Communications for



**Information booths greeted attendees at Green Port Fest for its third year.**

Courtesy Port of Long Beach

the Port. Train tours were the newest highlight. By boarding METRO-Link passenger trains, attendees were able to tour marine terminal loading and unloading areas. Boats gave

attendees a view of the port from the water.

For the third year, attendees were also treated to hands-on exhibits and discussions with employees of the Port and other organiza-

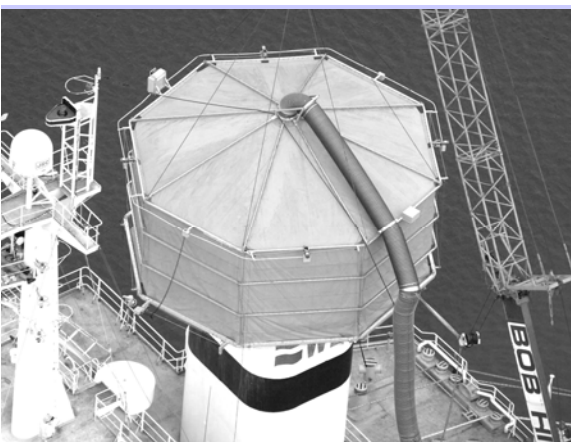


**CITT Director Marianne Venieris, left, joins Mary and Steve Hinds aboard METRO-Link at Green Port Fest, to view marine terminal operations.**

Courtesy Port of Long Beach

tions, who explained how they fight pollution, monitor risks, and fight terrorism at the waterfront.

“We had more than 70 of our business, government and security partners participate with booths and displays,” Morris said, including CITT. Although the day dawned with threatening skies, the parking lot at the Queen Mary was full before noon. The crowds also enjoyed live entertainment and food. “We plan to show them even more next year,” she promised.



### “Sock on a Stack” Passes Test

Metropolitan Stevedore has been testing a new pollution-reduction technology in the Port of Long Beach. Designed to fit over the stacks on ships in port, the so-called “bonnet” was developed by Advanced Cleanup Technologies, Inc., of Rancho Dominguez. The equipment passed both initial testing to verify its locking system and more to be sure a thermal barrier would prevent the exhaust fumes from

blowing into surrounding air. According to the firm’s Al Garnier, now they will work on the tower to raise the bonnet.

# Building Bridges

## News Briefs

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**Two Ports Pass Initial Clean Truck Regulations.** First, the Port of Los Angeles voted, and soon thereafter the Port of Long Beach passed similar regulations to force port truckers to use cleaner vehicles. Faced with threats of lawsuits and lack of patience by neighbors, the ports moved forward in what will be a multi-stage process, despite concerns of dire consequences to truck drivers.

The progressive ban tackles the oldest and dirtiest trucks first. By Oct. 1, 2008, all pre-1989 trucks will be barred from the two ports. Additional bans will be phased in, with the last taking effect Jan. 1, 2012. All trucks will be fitted with Radio Frequency Identification tags and monitored as they enter the ports.

Critics claim that the ports have left the more challenging portions of their Clean Trucks Program for later. That includes how to pay for cleaner trucks, issues of employees vs. independent drivers, and more. Nevertheless, the initial ban is expected to reduce substantially the air pollution from the 16,000 trucks currently plying the roads and highways near the huge port complex.

**TWIC Comes to Long Beach.** Workers at the Port of Long Beach will be allowed to enroll in the Transportation Worker Identification Credential program, or TWIC, starting Dec. 12. They follow their counterparts at the Port of Oakland in November who workers were the first in the region to enroll. The Transportation Security Administration's goal is to ensure that no worker with "unescorted access" to critical port facilities will be allowed to work without an extensive background check.

Online pre-enrollment for TWIC is expected to speed the process. Five other ports on the Gulf Coast, Great Lakes, and East Coast will launch TWIC in December. The Port of San Francisco is expected to implement TWIC next spring.

## Peak Volumes, cont.

(Continued from page 1)

"For the ILWU," said Domenick Miretti, ILWU Senior Liaison, Ports of Los Angeles and Long Beach, "it is the casuals who are taking the brunt of it. They get 2-3 days of work per week, when they were expecting more." "The hiring of casuals was based on the expectations of eight percent growth this year," continued Snyder, "so casuals are not getting out as frequently as they would hope."

**Trucking Hit, Too.** "For trucking companies, that third and fourth quarter make your year," said Patty Senecal, Vice President of Sales and Marketing at Transport Express.

"It's kind of shocking. Most of us haven't had a flat peak season for so many years! Industrywide, trucking companies have been feeling the pinch since June—feeling that it wasn't going to be the typical peak season," she explained.

**Economic Forecasts.** Those paying close attention to the mid-year forecasts may have been better prepared, as the Los Angeles Economic Development Corporation (LAEDC) and others had warned about a slowdown. Even in July, according to LAEDC, the smoke signals arising from the sub-prime mortgage market were causing jitters in other economic sectors. Foreclosures caused by borrowers' inability to face

rising mortgage payments were expected to increase. Today, that widely acknowledged problem has begun a ripple effect, from retailers to shipping lines—all the way along the transportation chain. Many fear a sea change.

Until Christmas, there is not much hope for trucking. "Typically, the goods are in the retailers' stores now," Senecal said. "So, between now and the end of November, that's the last of the big push. Then it (any late shipping) goes more to air freight."

**Long-Term.** Snyder says the current shortfall has had no major effect on long-term port plans. "When you are building infrastructure, it is based on a long-term forecast.

What it *has done*, though, is that everyone in the supply chain has been working on ways to operate better than we have in the past. So as better practices are being put into place, it makes the operation that much smoother."

**The Bright Side.** "No one is talking about congestion," joked Snyder.

"The only delays in August or September," he continued, "were caused by typhoons in Asia. You don't hear anyone saying, 'I've got a shortage of capacity.'"

Those who recall peak seasons plagued by a shortage of rail cars, a backup of ships, or insufficient numbers of workers may find lower volumes to be a blessing.