



Freight Academy

A Hands-On Immersion Program in the Goods Movement System for Public Sector Management Staff

Presented to Mississippi Valley Freight Coalition
April 14, 2009



Agenda

- Why Conduct the Freight Academy?
- Freight Academy Structure
- Questions





Why Hold a Freight Academy?

The Freight Movement Context Has Changed

- Large increases in freight movements.
- Dynamic changes in the goods movement industry.
- The need to understand the full freight system.
- An increasing need to integrate freight facilities and operations with community goals.



Training Up the Next Generation

- Many experienced staff members will be retiring within the next five years.
- Critical emerging shortage of candidates familiar with freight operations.





Freight Academy Goals

- Offers a unique educational experience.
- Promotes freight movement as a single, integrated system.
- Moves staff up the learning curve quickly and cost effectively.
- Establishes a common terminology and on-going dialogue.
- Involves private sector freight executives in instruction – creates interaction.
- Builds peer relationships across agencies and jurisdictions – creates relationships.



Research Approach

- Reviewed available training options
 - FHWA/NHI Freight PTD courses
 - Metrans Global Logistics Certificate Program
 - University of Denver
 - US Merchant Marines GMATS intro to Freight
 - Undergraduate and graduate programs
- Good programs but suggested need for something different:
 - An immersion program for public sector staff



Structure

- Pre-Course Assignment
 - Develop a Regional Freight Profile
- Five Day Immersion
 - Covers shippers/freight system customers and all elements involved in goods movement
 - Field Visits with active assignments
 - Capstone teams
- Capstone Assignments
- Mentor Review Panels for Capstone Projects



Key Component – An Intense Immersion Week

	Sunday – 10/26	Monday – 10/27	Tuesday – 10/28	Wednesday – 10/29	Thursday – 10/30	Friday – 10/31
8:30 AM		8:30-10:30 - Overview of the Freight System – Components, Players and Considerations CAIT Auditorium Builds on information in the pre-immersion package	8:30-10:30 – Ports – Role in the Freight System, Inland movements by rail and truck, and Information for Field Visit - NYSA Training Center Donald Hamm, PNCT Don Lotz, PANYNJ	8:30-9:30 – Mid-Course Check In with Participants CAIT Auditorium	8:30- 10:30 Distribution Centers, Economic Development and Site Selection – Private Panel (Rick Cureton, Whitesell Rick Geiger, NJDOT CAIT Auditorium	8:30-10:00 – Airports – Role in the Freight System, related movements by truck, and Information for Field Visit – PA EWR Conference Room Michael Bednarz, Air Cargo, PANYNJ
10:00 AM		Lillian Borrome – Opening remarks and welcome Anne Strauss-Wieder – technical overview	10:45 – 12:30 – Field Visit to Port: Port Newark Container Terminal, which is near to NYSA Training Center	9:30-11 – Trucks – Overview from the Private Sector – Use of the System, Players, Customers, and Considerations - CAIT Auditorium Gail Toth, New Jersey Motor Truck Bill Jayne II, CEO, Halls FastFreight	10:45 – 1 – Field Visit to DC Halls Food DC (includes solar panel use)	10 – 12 – Field Visit to Airport and discussion with Air Cargo Carriers – Newark Liberty International Airport
11:00 AM		10:30 – 12 Noon Capstone Project Team First Meetings – 3 groups in Auditorium, 3 in CAIT meeting rooms on ground and 2nd floor.		11-12 NEMF Training Truck -- Truck drivers/Instructors to discuss key considerations and issues and do Q&A CAIT parking lot.		Continental Air Cargo (arranged by the Port Authority of New York and New Jersey)
12:00 PM		Lunch – Rutgers (Private Room/Cold Lunch in Dining Hall) – Capstone Discussions can continue		12- 2 Working Lunch – Capstone Project Session (Private Room/Cold Lunch in Dining Hall)		
1:00 PM		1-3 – How Shippers View and Use the Freight System (private sector discussion panel) Sam Crane, Chair MTS Shipper Panel for USDOT George Harry, Johnson and Johnson Sales and Logistics Company, LLC Michael Karlovich, Director of Communications and External Affairs, Bayway Refinery, ConocoPhillips	12:30 – 2 – Lunch at the Port Topic: International Trade, Transportation and Economic Development – NYSA Training Facility Frank McDonough, Executive Director, New York Shipping Association	2-3 – Trucks – Overview from the Public Sector (including incident management) Marygrace Parker, Program Coordinator, Freight Mobility, I-95 Corridor Coalition	Lunch – via Coupon for Dining Stations in Dining Hall/General Seating (Pizza, Sandwiches, Salads) 2- 3:30 Rail Freight – Overview from the Private Sector – Use of the System, Players, Customers, and Considerations William Goetz, CSX Jeff Sutch, SMS Dave Aganbright, Rail America CAIT Auditorium	
2:00 PM		CAIT Auditorium	2 – 4 – International to Domestic Field Visit to Cross Dock Operation	CAIT Auditorium	3:30-3:45 - Break	
3:00 PM			Overview: Jeffrey Wolpov, CEO, Distribution Solutions Inc (DSI) Facility: DSI Cross Dock, Newark, NJ			12- 2:30 – Luncheon and Closing Session of Immersion Program and Recognition of Participants - PA EWR
4:00 PM		3:30 – 6 – Shipper Field Visit to Retail Distribution Center Aeropostle in New Brunswick	Capstone Project Work Session – informal with groups meeting in Embassy Suites lobby areas	3:30 – 6 Field Visit Raritan Central food transload operators, (Woodbridge, NJ/Raritan Center (NJT Interchange 10)) Raritan Central Railway Food and Plastics Transload Operations Eyal Shapiro, President	3:45- 5 - Rail Freight – Overview from the Public Sector (including incident management) CAIT Auditorium John Hummer, Deputy Secy, Goods Movement, CA	Transportation to EWR Passenger Terminals, Amtrak and on the road.
5:00 PM	5 – Registration/Welcome Reception -- Embassy Suites				Free Time	
6:00 PM	6:30 - Dinner and Academy Orientation - Embassy Suites Tony Furst, USDOT	6:30 - Dinner – Open Discussion of Field Visit – Rutgers Club	6:30 - Dinner - Old Bay Restaurant (via Rutgers/fixed cost per person)	7:00 Dinner – Embassy Suites Hotel	6:30 – Dinner – Keynote Speaker – at Embassy Suites NJDOT Commissioner Kris Kolluri Tom DeLaino, IKEA	

Field Visits

- Aeropostale
- Port Newark Container Terminal
- Distribution Solutions, Inc. (Port Logistics Group)
- Raritan Central Railway Food and Plastic Transload Operations
- Halls Food Distribution Center
- Continental Air Cargo
- New England Motor Freight
- *Participants were very enthusiastic about the field visits*





Executive Level Instructors

- Senior executives from public and private agencies act as instructors for the Freight Academy.
- This provides a unique experience to interact and learn.
- Participants found the classroom sessions very valuable
- Participants were impressed with the quality of the speakers and instructors





Freight Academy Class

- 30 attendees
- State DOTs, MPOs, Port Authorities
- Planners
 - freight, urban, general
 - Operations personnel
- Feedback excellent, constructive
- Network relationships “invaluable, indelible”



Freight Academy II

- Planned for spring 2010
 - Similar program with some variance in field visit locations
 - Edited to address any emerging issues
 - New Jersey area
 - Similar qualified instructors but some changes to keep program “fresh”
 - Capstones with some revisions in approach



Questions?

***For More Information Contact:
Marygrace Parker
I-95 Corridor Coalition
Program Coordinator, Freight
i95mgp@ttlc.net
518-436-2817***

