

Group 4

Group Participants

Michael Bragale *

Dr. Elizabeth Blanchard \$

Jerold Dyer

Gina Mattera

Miguel Reyes

Michael Wilson

* Denotes a port neophyte

4. Regarding the role ports and marine terminals play in the supply chain:

- a. What actions can and should shippers and transportation interests (truck, rail or barge) take in making terminal operations more efficient, secure and environmentally positive?
- b. What actions can and should port authorities and marine terminal operators take in making terminal operations more efficient, secure and environmentally positive?

5-Step Approach

- Self-Awareness
- Self-Assessment
- Develop An Implementation Plan
- Establish Performance Metrics
- Customer Intelligence

■ Self- Awareness

- Every process affecting each individual player must be defined (i.e., EMS, logistics, financial)
- This awareness should be performed from the player-specific perspective (i.e., the shipper, transportation interests, port authority and marine terminal)

■ Self-Assessment

- List everything you are doing right and wrong
- Address in terms of behavioral issues

■ Develop An Implementation Plan

- Each player utilizes findings identified through their unique self-awareness and self-assessment efforts to develop a strawman document
- This initial effort will serve almost as a “wish list” i.e., what could we accomplish given perfect supply chain conditions, unlimited resources, a perfect political climate etc.
- Understanding that you cannot do everything simultaneously because perfect conditions do not exist, prioritize what you absolutely need to accomplish

■ Establish Performance Metrics

- A plan, no matter how well defined, will lose credibility and ultimately fail without a well-thought out set of performance metrics that can be realistically applied to the tasking
- Metrics will be unique to the requirements addressed in the implementation plans for each player

■ Customer Intelligence

- Each player should identify core competencies and requirements e.g., What is important to Nike, to the stevedores, to the terminal and port?
- Recommendations – start with individual areas, key customers and partners
- Help customer and service providers educate personnel on why metrics and service issues are important – “buy in”
- Next – measure your progress and refine your metrics based on new information
- Every time the market changes (e.g., a new shipping line appears), initiate another iteration of the process
- Take care of your primary customer and add new clients and elements (e.g., sales, marketing, administration, gate activity etc.) that increases the velocity of your operation