Group 4

Group Participants

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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