

California State University
Long Beach
Center for International
Trade and Transportation



Global Logistics Specialist

A Professional Designation Program

*From ship to shelf, from customs to customer,
intermodal training for an intermodal world.*



Also Available Online

Letter from the Executive Director



The goods movement industry has undergone tremendous change in recent years. As the supply chain gets more sophisticated and industry professionals are confronted with the challenge of balancing economic growth and quality of life, a skilled workforce with broad-based knowledge of trade and transportation issues is needed more than ever.

Global Logistics Specialists are well positioned to fill that need.

The GLS program benefits from a unique university-industry partnership. The program modules address issues as diverse as logistics management, risk management, regulatory agencies, and technology. The curriculum directly reflects the training and education needs identified by the industry itself. The same stakeholders constitute the large majority of our instructors.

Our Center for International Trade & Transportation (CITT) at CSULB provides a neutral educational forum where key industry issues are addressed by industry leaders and stakeholders. Our programs also benefit from the participation of academia who enrich the discussion through their research.

I am pleased to say that since our inaugural class in January of 1997, over 1200 students have attended GLS classes, and more than 900 have received the GLS professional designation. We have responded to the needs of the changing marketplace with our **online** GLS. We are particularly pleased to introduce the GLSI for our international students. Further, the industry-driven approach has become the foundation for other degree and professional development programs such as the **Master of Arts in Global Logistics**, and **customized training** for public agencies. Most importantly perhaps, we have fulfilled our mission as an educational institution by training the current and future workforce in an industry so vital to the community.

We look forward to welcoming you to the Global Logistics Specialist Professional Designation program.

Marianne Venieris
Executive Director, CITT



The **Center for International Trade and Transportation** is a multidisciplinary center within the College of Continuing and Professional Education at CSULB. CITT provides a collaborative forum that will facilitate the growth of international trade and the regional economy in an environmentally sustainable manner. CITT is uniquely positioned to pursue its goals: (a) to provide an ongoing and neutral forum for the goods movement industry and its community stakeholders and (b) to be a catalyst for sustainable growth and competitiveness through innovative training and education programs. www.ccpe.csulb.edu/citt

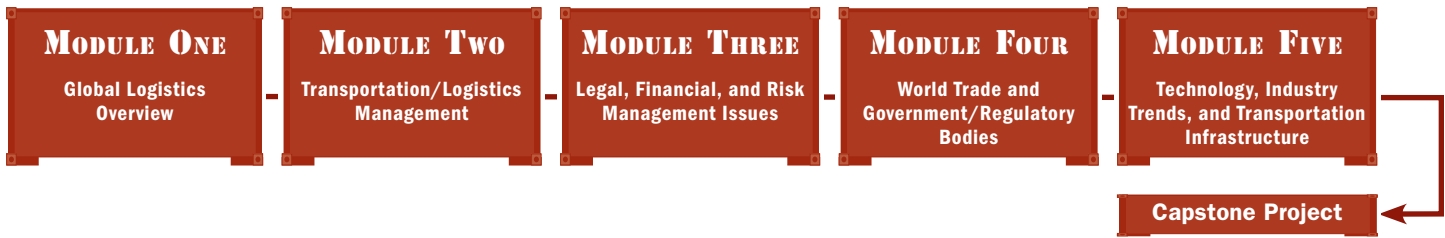


CITT partners with the **METRANS Transportation Center**, a national University Transportation Center (UTC) sponsored by US DOT and Caltrans, dedicated to solving metropolitan transportation problems through research, education, and outreach. www.metrans.org

For more information call (562) 985-2872, email to: citt@ccpe.csulb.edu or visit: www.ccpe.csulb.edu/gls.

Global Logistics Specialist

Professional Designation



The Global Logistics Specialist (GLS) program is a ship-to-shelf training solution for those involved in the international movement of goods. It is the only program of its kind on the West Coast and has been overwhelmingly successful since its debut in January, 1997. This award-winning program has had unprecedented support from the transportation industry and leading trade associations continue to support GLS students through scholarships.

The program is designed in a flexible format. Through innovative delivery methods combined with active class participation and site visits, you will work with and solve real transportation issues. The program is taught for the industry by the industry and you will have the opportunity to interact and network with professionals and leaders from various segments of the supply chain.

About the GLS Professional Designation

The designation is endorsed by industry professionals as a comprehensive

educational program for individuals entering or seeking advancement in the supply chain and logistics industry. The GLS designation enhances marketability and opportunities for advancement in this exciting field. This is the only program that offers the Global Logistics Specialist (GLS) professional designation.

Who Should Attend?

- Logistics executives
- Freight forwarders
- Customs brokers
- Traffic managers
- Warehousing and distribution professionals
- Customer service managers
- Computer consultants servicing the transportation industry
- Shippers, importers, and exporters
- Strategic planners in the transportation industry
- Merchant marine officers
- Newcomers to the transportation industry
- Military personnel
- Commercial real estate professionals

- Industry consultants

You Will Learn:

- How to ship freight around the world
- How to cost the movement of goods nationally and internationally
- How the parts of the international logistics chain interact
- Supply chain innovation and industry trends
- Trends in technology
- How to develop, implement, and present an integrated logistics plan

Special Features and Benefits:

- Timely and industry-relevant curriculum encompassing all segments and functions of the supply chain
- Taught by experienced industry professionals
- Focus on problem solving and efficiency improvement
- Extensive GLS alumni network
- Networking opportunities with industry leaders
- Scholarships available
- Documents proficiency as an international trade logistics professional

Continued Page 2



Also Available Online

Learn anytime, anywhere from industry experts in our facilitated online classroom!
For more information log on to www.ccpe.csulb.edu/gls.

Made possible through support from the **METRANS** Transportation Center. www.metrotrans.org

What Our GLS Graduates are Saying about this Program

“Reaching higher is the proven ethos of the GLS program. The students and the staff are what make the GLS program what it is: a unique platform for students to see the potential career options that are available in the global supply chain. The instructors are leaders in the industry and are an invaluable resource. Personally and professionally I have had the pleasure of maintaining these contacts and have enjoyed my journey towards my personal career goals. The GLS program provides a proper overview of the supply chain for those who want to learn about how international business really works!”

—*Michael Maricic,*
Import Specialist,
C.H. Robinson Worldwide, Inc.

“The California State University Long Beach Global Logistics Specialist Program is a hands-on program that provides a real world educational experience. The topics, concepts, case studies and skills from this program have helped me to evolve and enhance my skills as a logistician while greatly advancing my career in the global logistics field. The pace of change continues to accelerate as rapid advancements in technology, combined with the pressure to generate profits, have prompted retailers and suppliers to scrutinize every aspect of their global supply chain. Whether you are a 10 year industry veteran or just starting out, the GLS program will provide you with the tools to succeed in your global logistics career!”

—*Scott Weiss,*
Senior Account Executive,
APL Logistics

“I believe that my studies at Cal State (in the GLS online program) contributed to my ability to address a plethora of supply chain issues. Some of the most interesting issues for me would include; end-to-end supply chain visibility; the legal issues associated with global trade; and making a difference in the supply chain by empowering the effective interaction of people and technology in the supply chain.”

—*Stephen Edelman,*
President,
Edelman Advisory Services

- Enhances opportunity for entry or advancement in the industry
- Convenient and flexible scheduling

Employer Benefits

- Provide employees with skills that cannot be obtained “on the job”
- Bring a range of knowledge and contacts to the company that was not previously available

How to Receive the GLS Designation

- Complete all modules in the program (attend/participate in all classes and pass all quizzes)
- Complete a Capstone Project, a comprehensive logistics plan in which you will apply the knowledge and skills learned in the program. Projects are developed and delivered in multifunctional teams.
- Present team project to industry panel
- Complete all program requirements within two years of initial program registration

Learn at Your Convenience

- Offered in two formats—face-to-face evening classes or in an online facilitated learning environment
- Modules may be taken in sequence or separately as stand-alone courses
- The program is offered twice a year
- You can earn the designation in six months to two years

Recognition



CITT
Recipient of the International
Achievement Award 2000



National Winner of the
Outstanding Program Award
University Continuing Education
Association, 2007

Scholarships available from:

- Harbor Transportation Club
- The Port of Long Beach
- Los Angeles Transportation Club
- Mary Bleming Memorial Scholarship



Exploring Opportunities in Global Logistics

Recommended for those new to the Transportation and Logistics Industry

This class is designed for those “new-to-the-industry.” It will address the career opportunities in the fast growing transportation and logistics industry and its needs for a skilled workforce pool. You will learn basic supply chain concepts and be prepared to participate in

the Global Logistics Specialist program.

Topics Include:

- Career opportunities in transportation/logistics
- International trade and transportation terminology
- Supply chain concepts
- Goods movement from source to destination

MODULE ONE

Global Logistics Overview

Gain an overview of how international freight moves from source to destination, what transportation modes are involved in an international shipment, how companies are using integrated logistics to gain a competitive edge by adding value for the customer while saving cost, and how technology revolutionizes transportation operations of today.

World Trade and Containerization

Containerization of cargo has fueled the boom in world trade. Learn the history of containerization and how it changed the world of shipping.

Topics Include:

- Changes in containerization
- World trade
- Regulation

Global Distribution Overview

Learn how goods are distributed around the world, who the players are, how they interact, basic cost considerations for shippers, and the time/cost factors in choosing transportation modes.

Topics Include:

- Transportation modes
- Supply chain stakeholders
- Information flow

The Impact and Importance of Information Systems in the Logistics Industry

Learn how modern information systems enable the development of the increasingly sophisticated transportation and logistics operations. Understand how companies are trading information for inventory and what you need to know about logistics technology from both a user and a provider’s perspective.

Topics Include:

- Impact of technology on the industry
- Changing areas including different types of connectivity
- Impact of collaborative technologies
- Logistics industry and the Internet

Overview of International Supply Chain Management

Gain an overview of the entire order process. Review basic documentation requirements and methods of payment, with a view toward real-life issues, such as cargo stowage and handling as it relates to insurance protection and claims presentation.

Topics Include:

- International logistics trends
- Consumerism and logistics
- Channels of distribution

Overview of International Supply Chain Management—Shipper’s Perspective

Gain knowledge in conventional logistics problems from the shipper’s perspective. Learn how successful manufacturers and retailers use innovative approaches to supplier relations.

Topics Include:

- Problem solving
- Conventional logistics methods
- Just in Time (JIT) logistics

MODULE TWO

Transportation/Logistics Management

Learn the essentials in all modes of transportation, both asset-based and non asset-based. Each session contains up-to-date, practical information delivered through innovative hands-on instruction, site visits, and case studies. This training concept, unique to the industry, is designed to enhance the learning experience and provide a comprehensive understanding of the logistics process.



Integrated Logistics

Appreciate the need and how to tie together all the various logistics disciplines taught in the GLS program. Learn the evolution of logistics concepts, strategies, and planning. You will be introduced to the differences between a logistics strategy and a logistics plan. In addition, you will gain an understanding of management by objectives and the importance of Mission Statement, Goals and Objectives.

Topics Include:

- Tying all the logistics disciplines together through integration.
- Developing goals and objectives
- Managing change

Ocean Carrier Operations

Topics Include:

- Services provided by ocean carriers
- Marine terminal
- Shipping agents
- Ocean Bill of Lading

Terminal Operation

(Includes Site Visit)

Understand how a marine terminal operates, what it takes to move cargo across the docks and how terminals will cope with the post-panamax ships, new legislation, and environment challenges. Gain insight into the organization and design of marine terminals.

Topics Include:

- Terminal management
- Yard design and land management
- On-dock rail operations
- Cargo availability
- Gate processes
- Labor considerations and stevedoring

Site Visit: ITS Terminal (International Transportation Service)

Ocean Transportation and Current Maritime Environment

Gain an understanding of the steamship environment and the ocean carrier's service offerings. You will learn about the ocean carrier's competitive environment to include the various pricing and regulatory issues in today's market place.

Topics Include:

- Steamship carrier's industry role and services
- Regulatory and industry overview
- Service contracts and tariffs
- Importer and Exporters relationships with carriers

Trucking

The trucking industry is an essential component of the supply chain for transportation and distribution of finished goods and raw materials.

Trucks provide a vital transportation link from the seaports, rail yards and airports to the manufacturing plants and distribution centers for both

domestic and international products. This session will focus on truckload, less than truckload and intermodal port and rail trucking sectors. Learn how trucks interface with cargo at the ports and rail. Understand the requirements of the US DOT/FMCSA for motor carriers and drivers. Learn what factors to consider in selecting your motor carrier.

Topics Include:

- Requirements of the USDOT/FMCSA for motor carriers and drivers
- Interface of trucks with cargo at ports and rails
- Consideration in selecting your motor carrier
- Tariffs, Rates, Insurance and Capacity
- Industry trends

Intermodal Rail and Intermodal Marketing Companies (IMC)

Explore the swiftly changing domestic rail/intermodal market place including the role of intermodal marketing companies (IMC). Students will learn about the history of intermodal transport and gain an understanding of features and benefits relevant to alternative shipping methods.

Topics Include:

- Intermodal issues, challenges and how to use it to your advantage!



- How and when to do business with an IMC
- Current events impacting the industry

Warehousing

Understanding the processes, equipment, software, and terminology related to domestic warehousing and distribution as applied to both “in house” and 3PL warehousing operations. Real world case studies will be reviewed to understand the issues and challenges of warehousing operations.

Topics Include:

- Transportation hierarchy and warehouse sight location
- Inventory control and material handling equipment
- Technology and software

Specialty Warehousing

Specialty Warehousing covers the various forms of bonded warehouses controlled by US Customs and Border Protection. You will learn the reasons for use of the various bonded warehouse operations. You will also learn the entry process as it relates to bonded warehouses and how costs, rates, and fees are determined.

Topics Include:

- Inventory control
- Foreign Trade Zones and Examination Sites
- CFS (Container Freight Station)
- General order cargo and auctions



NVOCC (Non-Vessel Operating Common Carrier)

Gain an understanding of where the NVOCC/OTI (Ocean Transportation Intermediary) fits into the shipping chain, what services it provides, and how an NVOCC differs from other industry intermediaries. Learn about the types of OTI's and what to look for when working with an OTI.

Topics Include:

- OTI's and IT
- CFS loading/cargo concerns
- Strategic partnerships with shipping lines, trucking, railroads, and vendors
- Compliance and legislation

Customs Broker and Import Regulations

Learn the role of a customs broker and receive an overview of the import process in today's swiftly changing environment.

Topics Include:

- Classification-value
- Marking
- Drawback
- Entry process
- Quotas and visas



Air Cargo

Understand how air cargo operates and the roles of integrators, consolidators, and forwarders.

Topics Include:

- Priorities of air service
- EDI and electronic tracking and tracing
- Government regulation of air cargo

Small Packages Operation

Learn about the operation of small package companies. Look at how customer demands are driving technological change.

Topics Include:

- Cost/benefit tradeoff
- Small package impact on global logistics
- Technology and quality

Freight Forwarder

Understand the role and importance of the freight forwarder. Learn how freight forwarders select ocean and air carriers on behalf of their clients.

Topics Include:

- All services provided by freight forwarders
- How freight forwarders generate revenue
- Working with exporters and importers



MODULE THREE
Legal, Financial, and Risk Management Issues

Gain a practical approach to the legal and financial issues relating to the International and U.S. domestic movement of cargo. Legal and financial issues relating to warehousing and distribution in California are addressed. Learn about the common pitfalls of a domestic and international freight shipment and how to protect your interests through planning, negotiating, contracting, and managing risk. A practical application of real world examples and scenarios illustrating recovery for loss and damage of cargo will be discussed. Letters of Credit in international transactions are covered.

Letters of Credit and Payment Mechanisms in Trade

Practical discussion of letters of credit and their utility in the real world of global trade, with a focus on how they really work and benefits to the buyer and seller, coupled with information on alternative payment mechanisms.

Topics Include:

- Why use a letter of credit
- How the letter of credit is originated
- A typical letter of credit transaction

- Different types of letters of credit

Legal Issues of Motor and Rail Cargo, Warehousing and Distribution

Topics Include:

- Governing law, Carmack v. Federal and State common law
- Legal liability limits and claims handling
- Transportation documents
- Negotiation and contracting to achieve a strategic advantage

Legal Issues of Domestic and International Air Cargo

Topics Include:

- Governing law, Warsaw and Montreal Conventions v. Federal and State common law
- Legal liability limits and claims handling
- Transportation documents
- Negotiation and contracting
- Liability and cargo insurance

Legal Issues of Ocean Cargo

Topics Include:

- Governing law, Carriage of Goods by Sea Act v. Federal and State common law
- Federal Maritime Commission Regulations
- The Ocean Shipping Reform Act
- Transportation documents
- Negotiation and contracting to achieve a strategic advantage

MODULE FOUR
World Trade and Government/Regulatory Bodies

Examine the impact of US trade policy, trade treaties, trading blocks, and trade agreements on the regional trade volume, how governmental regulatory bodies affect the flow of goods, and who regulates the flow of goods in and out of the United States.

U.S. Customs and Border Protection (CBP)

Learn about the changing role of the US Customs and Border Protection Service (CBP), driving informed compliance, and partnership with the trade. Take a look at the CBP from the government’s point of view and understand today’s methods of exporting goods from the United States.

Topics Include:

- Role of the US Customs and Border Protection
- The “whys” driving informed compliance
- Customs enforcement program to deter and stop smuggling
- Customs role in exports
- Informed compliance and paperless processing



Trends in World Trade and Goods Movement Policy

Learn about trends in the production and demand for goods and services and the responses to these trends, including policy options that can impact goods movement stakeholders and the international trade industry.

Topics Include:

- Changing trends in world trade
- US trade policy
- Global alliances
- Legislative updates

Transportation Infrastructure/Environmental Issues

Gain an overview of goods-movement related transportation infrastructure in Southern California. Explore the importance of the Ports of Los Angeles and Long Beach to the US economy. Trends and forecasts for cargo moving through the ports will be presented, along with estimates of truck and train traffic serving the harbor area and the region. Capacity shortfalls and operational concerns will be discussed and concepts for successful transportation infrastructure development will be presented.

Topics Include:

- Goods movement policy/strategic planning
- Goods movement planning
- Environmental mitigation

The Greening of the Supply Chain

Environmental stewardship is a dominant issue from corporate boardrooms to logistics practitioners. Companies are concerned about where and from whom they source materials for their products and the impact of goods movement goods to the environment. This creates new requirements for retailers, manufacturers, suppliers and supply chain transportation services providers. The greening of the port supply chain started at the San Pedro Port complex and has moved to other ports and transportation gateways. This class will provide a case study of the supply chain stakeholders (rail, vessels, trucks, marine operations) at the San Pedro Bay port complex and how they have reduce environmental impacts. A new role for the logistics practitioner is reducing the carbon foot print of their supply chain. The class will provide an overview of green house gas issues and energy in a new carbon constrained world.

Topics Include:

- Historic San Pedro Bay Port Clean Air Action Plan
- Developing cleaner ways to generate electricity and transportation fuels
- Transportation fuels and energy of the future
- Energy adequacy and security in a low carbon world
- Cap & Trade and Carbon Tax
- Elements of a sustainability plan for GHG

MODULE FIVE Technology, Industry Trends, and Transportation Infrastructure

Learn how to balance between operational reality and the need for quality customer service. You will also gain an understanding of the power of personalized service as a means of achieving a competitive advantage. Learn about the impact of information technology on the logistics industry and how it benefits all transportation customers.

Industry Trends and Information Technology

Information technology is changing the face of the international trade logistics industry. Change is measured on a daily basis instead of on an annual basis. A brief look into future trends will provide you with an overview of the positive effect that global network integration will have on all logistics partners.

Topics Include:

- Electronic components
- Electronic Data Access (EDA)
- Electronic Data Interchange (EDI)
- The logistics industry and Internet bar coding



Applied Technologies

Geographic Information System (GIS) is a technology that assists logistics organizations in making better business decisions by visualizing information to reveal relationships, trends, and patterns. GIS for logisticians combines the visual characteristics of maps with powerful database technology, algorithms, and interfaces to assist in the ultimate goal of providing the right goods to the right place at the right time for the least costs.

Topics Include:

- Vehicle routing, tracking and navigation
- Site selection of facilities

Supply Chain Innovation

Special topics will be discussed and presented to provide an understanding of industry developments.

Port Security

Understand the operational environment involved in port security planning and coordination. Current initiatives will be discussed.

Topics Include:

- Overview of operational environment
- Port security planning, coordination, and initiatives

MODULE SIX
Capstone Project—
Developing and Implementing
a Logistics Plan

The final capstone module will pull all that you have learned in the previous five modules together. This class will provide you with the tools needed for the final case study project to be completed by multifunctional teams and include team presentations. You will learn how to develop and implement an integrated logistics plan.

Topics Include:

- Project teams and group dynamics
- Components of a strategic logistics plan
- Value of an executive summary
- Team project presentation to industry panel

Thanks to:









For their commitment and support



Every effort is made to present the course as advertised herein; however, circumstances may make it necessary to alter the schedule and/or presenters.
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The Key to the Success of the GLS Professional Designation Program



Jerry A. Aspland, President Emeritus, California Maritime Academy



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Joan Rollins, President, Rollins & Associates Personnel Services, Inc.



Dennis Bartz, Senior Vice President & Manager, Global Trade Services, Bank of the West



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Carolyn Martin, Assistant Vice President, International Transportation Service (ITS). Member of the CITT Policy and Steering Committee



Patty Senecal, Manager of Southern California Region and Infrastructure Issues, Western States Petroleum Association, Member of the CITT Policy and Steering Committee



William Capone, Senior Account Manager, Korean Air



William McCaughey, President, WCM Logistics Consulting



Rick Sipkoi, Agency President, Excel Transportation Services (Retired)



Kerry Cartwright, P.E., Director of Goods Movement, The Port of Los Angeles, Member of the CITT Policy and Steering Committee



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Joshua Owen, President of Ability/Tri-Modal Transportation Services, Inc., Member of the CITT Policy and Steering Committee



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George Cummings, Director of Homeland Security, The Port of Los Angeles



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Attention International Students
 Visit Long Beach and enroll in the new **GLSI Program**

The **GLS International (GLSI)** is a six month program designed for international students. English language instruction and housing assistance available.

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