

Dear Readers:

The exciting documentary series “America’s Port” featured on our front page tells a story that Americans everywhere need to understand: The big economic engine that drives the supply chain is really a *human drama* that takes place in our backyard every day.

It is filled with ordinary people who are heroes on the job—heroes because every day they face risks most people do not even know about.

Now terrorism has been added to those very real daily risks.

“America’s Port” will bring a new level of awareness to our citizens living far from coastal ports, so they can understand that cooperation among the various groups in our ports is vital. Educating ourselves always makes such cooperation easier.

We can “deliver the goods” and still improve our own quality of life but it requires the best efforts of each of us.

*Marianne Venieris*  
Executive Director

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## “America’s Port” Films Behind the Scenes at Port of L.A.

The National Geographic Channel has focused the attention of viewers across the country on the Port of Los Angeles.

In the eight-week series that took months to produce, “America’s Port” tells the story of the little-known heroes of international commerce, the men and women who move goods through the Port of L.A., truly “America’s Port.”

Original Productions, based in Burbank, produced the series. The firm is best known for its series on professional fishing called “Deadliest Catch.”

“America’s Port” airs Mondays at 10:00 p.m. through May.

**Amazing Stories.** Veteran television producer Molly Mayock was astounded with what she found in the port. “I’ve worked on a lot of law enforcement shows and I’ve been in some pretty exciting situations but I don’t think anything compares to



Photo:Original Productions in partnership with National Geographic Channel  
**Sailing through the Port of L.A., a TV camera films a container ship’s progress**

the port,” she remarked. “When they offered me the chance to do the production,” she continued, “I thought ‘that’s kind of dry,’ and I started to do re-search and found what it was really all about—like the port pilots climbing up and down the ships, and crane operators working 150 ft. up in the air, and the beehive of activity. I was immediately enthralled and said, ‘I’ll do it!’”

**Gaining Access.** In today’s post-9/11 world, gaining access for multiple film crews in virtually all areas of port operations proved challenging. “They had to forge agreements with Customs and Border Protection, the Coast Guard, etc.,” said Port of L.A. spokesman Arley Baker. “It was a mind-boggling process to get access,” said Mayock. “One day I counted over 100 entities I contacted to get access. Many of these are internationally owned, so it wasn’t just a matter

of calling someone in San Pedro to get access. It was a matter of emails, letters, etc., just to get in. For us to get aboard a ship as it was coming into the harbor took weeks of requests.

“Yet, I had to be in the field with the crews...climbing ...to get access to all those dangerous places.

Productivity is everything there—we had to go through training NOT to get in the way, NOT to get crushed by



Photo:Original Productions in partnership with National Geographic Channel  
**A camera operator films port operations on the water**

a crane like a gnat. There is so much to learn not to get in the way and still get some beautiful shots,” she recalled.

**“Consumerizing the Port”** Mayock hopes viewers will appreciate the complex processes that bring them shoes and televisions every day. “It’s a huge, complex world and most Americans have no idea what it takes to get those goods to market. If they knew, the appreciation would grow because of the tremendous logistics, environ-

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Photo:Original Productions in partnership with National Geographic Channel  
**A TV camera, poised atop a crane, overlooks containers**

## Port of LB MAGL Scholarship Winners Plan Future in Transportation

Two young women earning their Masters of Arts in Global Logistics (MAGL) at CSULB believe that education, perseverance, and a vision create success in America's goods movement industry. Now, Port of Long Beach scholarships are helping them, too.



**Joanna Lai, MAGL Student and Scholarship winner**

Both Angela Liu Goyette and Joanna Lai have searched for that “perfect job” in transportation, but their starting points were very different.

Formal announcement of their scholarships will be made at the May 16th World Trade Week luncheon, sponsored by the International Business Association of Southern California (see Calendar at [lbchamber.com](http://lbchamber.com)).

**Accountant Turns Logistics Consultant.** Joanna Lai is a strong believer in education. As a matter of fact, she not only has two bachelor's degrees, the MAGL will be her

second master's degree!

Presently, as the vice president of SAMEX Customs Brokers, Inc., she expected to be an accountant, and started her career in public accounting after graduating from the University of Southern California. Her first two degrees were in Business Administration and in Accounting. Later, she focused on tax work, so she obtained a USC Master's degree in Business Taxation.

“There are so many possibilities out there. A year ago I didn't know I'd be in this (MAGL) program.”

Lai had worked in public accounting for seven years. Two years ago, she joined her father's new customs brokerage.

“It's a small business,” she said, “but we have international connections and we deal with a lot of Asian importers. Because we're so small, we are able to cater to them.” She has already received her customs broker license.

Lai enjoys what she is learning in the MAGL program and puts the new knowledge to use for her clients.

Today, she said, “I mostly do management, but I want to do consulting in supply chain management.

“I'd heard good things about the MAGL, and I am looking forward to using the knowledge even more.”

**From Manufacturing to Goods Movement.** Angela Goyette was born in China but majored in English in college. Working for then-McDonald Douglas (now Boeing) Aircraft Company in Shanghai, she translated documents for engineers and quality assurance experts building the first MD-90 airplane from start to finish. “I did witness the delivery of the first MD-90 empennage (tail) to Shanghai for final assembly. It was a very proud moment for me,” she recalls. “Another exciting experience I had is to work for General Motors, which was building an assembly factory in Shenyang, China, to manufacture SUV Blazers and S-10 pickup trucks.” Goyette's English skills were invaluable as she coordinated bids and construction on the factory's body shop. That job took her both to Japan and Brazil, which she enjoyed immensely. Upon moving to the U.S. seven years ago, Goyette says she had a rough time adjusting to the new lifestyle and finding a new career path. “After working part-time for an airline as a ticket agent for one year, I found a job within an import company being in charge of their ocean imports,” she recalls. “From then on, I began to work with freight forwarders, customs brokers, domestic air and ground carriers.” She was fascinated.

“I found myself very eager to

learn more. However, the lack of academic background made it difficult to comprehend the logistics business as a whole.”

Two years ago, she took a job in the steamship industry, and she realized she wanted to enroll in the MAGL program.



**Angela Goyette, MAGL**

“Today I am really grateful to my current employer—MOL America, Inc.—as both my managers and human resources department were very supportive through the whole process. I am looking forward to applying this new knowledge to better serve my company.”

Not having been in a classroom for 10 years—let alone one completely taught in English—may have been challenging, but Goyette had learned to apply herself. “Even with the little knowledge that I had, I was able to prove to myself that hard work can pay off,” she noted proudly.

## Father of Masters Grad Wins Port of LB Scholarship for GLS®

When James Miller watched his daughter receive her Master's degree in English, he did not imagine that he would soon be living the life of a college student himself. Today, this factory worker turned courier turned truck driver is now a Global Logistics Specialist® (GLS®) student and the proud winner of a Port of Long Beach scholarship for the GLS® program.

He thoroughly enjoys his new life. "I am hauling mail for a company that has a contract with the Post Office and there have been cutbacks, so I might get laid off and then I'll put all my energies into the capstone project. It's like a full-time job," he chuckled. When he graduates from the intensive program, Miller hopes to work in the customs broker field. He has some

experience in that field already. Going back about 20 years, he was a courier for a customs broker. "I'd go way up onto the bridge and get to know the crews," he reminisced, noting that the internet has changed the personal relationships in the industry. After graduation in June, Miller plans to get his customs broker license and start building those relationships.



Scholarship winner James Miller and daughter Jane

## Scholarship Winner in GLS® Sets His Sights on Masters in Global Logistics

Michael Maricic enjoys the logistics field so much he is hoping to enter the Masters in Global Logistics program as soon as he uses his Port of Long Beach scholarship to finish the Global Logistics Specialist® program. "It's a fascinating field that never ends," he remarked. "That's the thing I got excited about with GLS® and then with MAGL, which I'll apply for. I can always learn more."

The University of LaVerne graduate is doing some on-the-job training in global distribution at a surfboard wax company. In his "spare" time, he manages procurement for a restaurant in Huntington Beach.



Michael Maricic, GLS student and Port of Long Beach scholarship winner

He joined the GLS® program to see if he liked the industry. "I tried to use the program like a tool to learn the industry and meet people, like those in the Harbor Transportation Club, which has been great for networking.

The entire program has been great!" he said. "It really helps having people from the industry do the teaching," he remarked. "The questions you can ask are invaluable, especially for the capstone project." Maricic likes challenges. Tackling the final project, Maricic volunteered to be the team leader. "Even though I had the least experience," he said, "I chose to be the team leader so I could learn more."

## Grandmother Enjoys Port of Long Beach Scholarship, Wants to Learn More

You won't find many grandmothers doing their school homework in the evening, but Cynthia Castillo is the exception. This supply chain coordinator, who spends her days at the Pasha Group supervising all aspects of goods movement for Chrysler vehicles, plans to learn all she can about logistics at CSULB. Her enthusiasm for the field

may well be the reason she was named a winner of the \$2,500 Port of Long Beach scholarship for GLS® students in Fall 2007. "I still want to continue my education in the field," she said. "There are so many possibilities, constantly changing—that's what I love the most!" Castillo has worked for the Pasha Group in several

capacities, most recently as a relocation coordinator. In that capacity, she shipped not only goods but also the people who owned them. Now, she says, she is "ready to move up to the next step." If that "next step" is up to the podium for her sheepskin, you might expect a number of grandchildren to cheer her on to more achievements in goods movement.

**These GLS and MAGL  
Port of Long Beach  
Scholarships  
and other  
International Business and  
Transportation Scholarships  
will be announced at the  
World Trade Week Luncheon  
May 16, 2008**

*Luncheon Sponsored by  
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Tel. (562) 436-1251*

# Building Bridges

Editor: M. E. Barton, Ph.D.



Center for International Trade & Transportation  
California State University, Long Beach  
University College and Extension Services  
1000 Stuebaker Road, Suite 3  
Long Beach, CA 90815

Phone: 562/985-2872  
Fax: 562/985-2873  
Email: citt@uces.csulb.edu



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## News Briefs

**Single Private Company May Manage Two Clean Trucks Programs.** Since the Port of Los Angeles and the Port of Long Beach adopted different approaches to their clean trucks programs—notably on whether the drivers must be employees—there were many questions about how it would work. Despite the differences, the two ports hope to hire one private firm to administer both programs. Long Beach is taking the lead. The hope is to hire a company that will set up a one-stop center within the port area, perhaps Terminal Island, for grant funding to purchase new trucks and retrofit existing ones, as well as to sanction the concession agreements for trucks to operate within the two port complexes.

**EU and US Coming Closer on Goods Movement Security Protocols.** The European Union recently announced that participants in the U.S. C-TPAT (Customs-Trade Partnership Against Terrorism) program may soon qualify for recognition by the EU's security program as well. In a series of steps designed to test administrative, legal, and technical issues, the two governments will verify that the systems are compatible. By 2009, it is expected that there may be mutual recognition—resulting in significant savings to exporters and importers. Among the plans are exchanges of “best practices.”

**Port of Long Beach Expands Free Port Cruises.** From May to October, the Port of Long Beach will make available 90-minute narrated cruises of the port. The cruises feature information about how the port handles many types of cargo, both imports and exports, from containerized consumer goods to oil and scrap metal. Also included is information about environmental programs. Reservations are necessary and seating is limited. Demand has been very high. For more information or to make a reservation, see the website [www.polb.com](http://www.polb.com) or phone (562) 590-4121.

## America's Port, cont.

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mental, and human stories... people down there put their lives on the line every day.”

From stories on fishing to missing person searches, from bomb squad deployment to installing environmental technologies, and discovering illicit cargo, day-to-

day port activities all come under the eye of the television cameras. **Astonishing Scenes, Tension-Filled Stories.** Surely among the most amazing production feats is the scene of two huge cranes being floated under the Vincent Thomas Bridge—at low tide—barely inches from the bridge.

“We had at least 20 cameras on that day shooting the TraPac cranes, a thrilling day!” said Mayock. “I was on the ship.”

Detailed in the episode is the full TraPac story: A terminal needs to expand, having

fought long and hard for its environmental approvals, and then confronts disapproving neighbors at a Harbor Commission hearing. Tension mounts as testimony is heard, but stunned silence greets the Board's decision: Go ahead with expansion.

The scene switches to two new container cranes, purchased ahead of the port's approval in an expensive gamble, now floating down the channel toward their new home, literally inches from the massive bridge's steel underbelly. The skill of Chief Port Pilot Michael Rubino brings them in safely.



Photo:Original Productions in partnership with National Geographic Channel  
**Searching for explosives at the Port of L.A. on “America's Port”**

Mayock made special effort to detail the human side of all port operations.

Of the TraPac hearing, she notes, “It was riveting, and I've received as many comments about that episode as any I've ever done. It speaks to the human drama.”



Photo:Original Productions in partnership with National Geographic Channel

**Camera operator prepares to film dock workers at the Port of L.A. for “America's Port”**