



# INSTITUTE FOR TRADE AND TRANSPORTATION STUDIES

PROMOTING REGIONAL AWARENESS FOR IMPROVING FREIGHT TRANSPORTATION

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## NEWS UPDATE

September was a hectic month for ITTS, starting with the SASHTO meeting in Biloxi and ending with a presentation on the Panama Canal at the Journal of Commerce Canada Maritime conference. Despite the travel schedule, work on the Freight in the Southeast Conference continued, as well as reworking the State Freight Summary website. I hope to complete the State Freight pages by the end of October, but any advice and suggestions would be appreciated. October will remain active as well, with additional planning work for the Freight in the Southeast Conference, and as well as speaking engagements at the Journal of Commerce Breakbulk Conference and Waterways Council Inc. Sixth Annual Waterways Symposium and presentations on logistics at some local universities.



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## Smartrivers Conference

In September, ITTS participated in the Smartrivers conference. This year's conference, held in the Vienna, was the fourth of a series of conferences focusing on improving waterway transportation. The conference has grown over time, based on the number of attendees and exhibitors. (The US delegation was well represented, with attendees representing barge companies, trade associations, Federal agencies and academics.)

On Sunday, the conference participants were transported by water to Bratislava. For me, one of the highlights was travelling along the Danube and witnessing the various vessels using the waterways including a shipment of cars.

The conference's plenary session discussed the broad themes of the conference and waterways in general. After that, the conference participants had a number of breakout sessions from which to choose. These topics ranged from recreation activities on waterways to port management and policy discussions.

ITTS, in addition to serving on the planning committee, also made two presentations at the Conference. The first presentation was a summary of the Smartrivers Conference held in Louisville, Kentucky in 2007. (ITTS wrote the 2007 conference summary. Both the 2006 and 2007 summaries are posted at [ittsresearch.org/conferences](http://ittsresearch.org/conferences)).

The second presentation, coauthored with Patrick Donovan, West Virginia Public Ports, Lynn Soporowski, Kentucky Transportation Cabinet, and Mike Tagert, Tennessee Tombigbee Waterway, discussed the importance of public ports as economic development agencies. (Most of the presentations are posted at the [Smartrivers.org](http://Smartrivers.org)).

Finally, ITTS is also working with PIANC Working Group 32 on performance measures for Inland Waterways. The working Group met after Smartrivers to review the status of the report and to identify additional research needs.

The next Smartrivers conference is tentatively scheduled to be held in New Orleans during the fall of 2011. The US has a lot of work to match a great conference hosted by the Austrians! ■





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The Institute for Trade and Transportation Studies provides research data and expert opinions to its Members concerning the effects of commercial freight movements on domestic and international activities, with reference to infrastructure and transportation needs, and safety implications.

The ITTS members include the Alabama Department of Transportation, the Arkansas State Highway and Transportation Department, the Florida Department of Transportation, the Georgia Department of Transportation, the Kentucky Transportation Cabinet, the Louisiana Department of Transportation and Development, the Mississippi Department of Transportation, the North Carolina Department of Transportation, the Puerto Rico Department of Transportation and Public Works, the South Carolina Department of Transportation, the Tennessee Department of Transportation, the Virginia Department of Transportation, and the West Virginia Department of Transportation.

Please share this newsletter with your friends and coworkers. Any comments, suggestions, or additions should be sent to Bruce Lambert at 540-455-9882 or [bruce@ittsresearch.org](mailto:bruce@ittsresearch.org).

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[www.ittsresearch.org](http://www.ittsresearch.org)

## ▶ LAMBERT'S LAGNIAPPE

*la-gniappe |lan'yap|:*  
*something given as a bonus or extra gift.*

Wired Magazine (September 2009) ran an article entitled "The Good Enough Revolution: When Cheap and Simple Is Just Fine". The article discussed how the Flip camera revolutionized both the camera market, and how in other areas, the trend appears to be looking for simple solutions that adequately performs the required job. While the theory of "good enough" may apply to software, physical infrastructure may be past that point of simply being a convenience. Because of the economic downturn, everyone recognizes that the "new normal" means economic development

and competitiveness is a new fact. This implies that the simple solutions of the past may not be the simple solutions in the future.

Earlier this year, KPMG International released a report on a survey of high level industry executives regarding transportation. The report, "Bridging the Global Infrastructure Gap: Views from the Executive Suite", was based on surveys with 328 high level executives across the globe. The survey, taken between November and December of 2008, reported that only 14%

of the respondents believed that infrastructure was adequate for their business, with another 57% stating it was somewhat adequate, with 18% stating it was inadequate. Their outlook dims, as 77% stated that current infrastructure will not be sufficient for long term growth. As this perceived lack of infrastructure begins to influence multinational firms, the strategic investment of transportation to promote

economic development appears to be more critical. We cannot simply accept a transportation system that is "good enough". We have an opportunity to reinvigorate our domestic

*We cannot simply accept a transportation system that is "good enough".*

economy by linking our system into the global supply chains, providing jobs for American workers. However, this does not necessarily mean building all new roads and facilities, but learning to leverage and maintain the system already in place.

Recently, I stated that we should be planning on how our grandchildren go to work in thirty years, not where the pothole is today. Fixing today's potholes may be good enough, but not good enough for our long term success. ■

## Panama Canal expansion

While the Panama Canal expansion is in the midst of most discussions on the future of shipping in the Southeast, ITTS has been very active of late in trying to examine the implications of the Canal's expansion on the Southeast.

Firstly, ITTS joined a mission sponsored by the Tennessee-Tombigbee Waterway to visit the Canal. The mission, with a variety of public and private participants from the States of Alabama, Mississippi, Kentucky and Tennessee, travelled to visit the Canal. ITTS sponsored the travel of several ITTS members: Sec. Bill Ankner (Louisiana DoTD), Ed Cole (Tennessee DOT) Don Vaughn (Alabama DOT), and Commissioners Bill Minor and Wayne Brown (Mississippi DOT). The group received two excellent briefings on Panama and the Canal. Mr. Rodolfo R. Sabonge, Office of Market Research and Analysis Vice-President from the Panama Canal Authority, outlined the traffic patterns through the Canal and the basic expansion plans. Mr. David Hunt, with the American Chamber of Commerce, discussed how to do business in Panama and the Panamanian economy. The following day, the group toured the Miraflores Locks. On Saturday, the group transited the Canal from the Pacific to the Atlantic. While a long day, it was worth the trip!!

Secondly, ITTS presented an overview of the Canal Expansion at the Journal of Commerce Canadian Maritime Conference. (The presentation is posted on the ITTS website).

Finally, ITTS will also participate in an upcoming FHWA webinar on the Canal. I will be joined by Mr. Sabonge and Mr. Richard Wainio, Port of Tampa Director and CEO. For more information on the webinar, please visit [http://www.ops.fhwa.dot.gov/freight/fpd/talking\\_freight.htm](http://www.ops.fhwa.dot.gov/freight/fpd/talking_freight.htm).

These efforts really represent the start of ITTS's own research into the Panama Canal expansion and its implication on the Southeast. As always, I would be delighted to hear about your thoughts on the Canal expansion as I conduct my own studies over the next few months. ■

## ▶ ITTS PARTNER

### World Trade Centers

The World Trade Center Association's founding principles are to encourage the expansion of world trade, promote international business relationships and understanding among nations, and foster increased participation in world trade by industrializing nations. A World Trade Center brings together businesses and government agencies involved in foreign trade. It is a one-stop trade information hub where an international business person is offered the full range of services such as market research, trade shows & exhibit space, business services, trade education, group trade missions and WTC clubs. Membership in a World Trade Center also supports members to engage in international trade through educational programs and materials. This includes membership in WTCA online, which lists various trade resources and statistics for its members.

Here is a listing of various World Trade Centers in the Southeast:

- Arkansas World Trade Center  
Northwest Arkansas
- World Trade Center Atlanta
- South Carolina World Trade Center  
Charleston
- World Trade Center Dulles Airport
- World Trade Center  
Ft. Lauderdale, Florida
- The Greenville-Spartanburg World  
Trade Center
- Mississippi World Trade Center,  
Jackson
- World Trade Center Kingsport  
(Tri-Cities)
- Kentucky World Trade Center,  
Lexington
- World Trade Center Memphis
- World Trade Center Miami
- Greater Nashville World Trade Center
- World Trade Center Norfolk
- World Trade Center Orlando
- North Carolina World Trade Center,  
Raleigh-Durham
- World Trade Center Tampa Bay

### World Trade Center of New Orleans:

WTC New Orleans is a non-profit organization of over 1,600 corporate and individual members which was started in 1943 as International House and in 1945 as International Trade Mart, its two predecessor organizations, which merged in 1985.



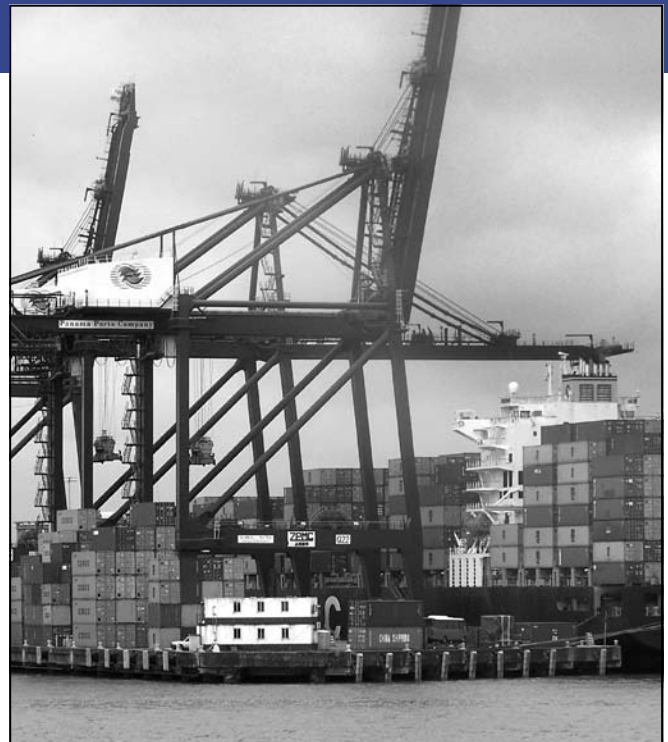
Dating back to its origins more than 60 years ago, WTC New Orleans was the first of what are today over 300 World Trade Center organizations. The mission of the World Trade Center is to add wealth and jobs in Louisiana through international trade, port development, and allied activities. The World Trade Center hosts numerous briefings, seminars, and training classes on international trade. The WTC also issues a monthly newsletter on related trade items on Louisiana and statistics on trade moving through Louisiana's gateways. (ITTS is a member of the WTC New Orleans Transportation Committee.)

For more information on the World Trade Center Association, please visit <http://world.wtc.org>. Information about services and membership in the World Trade Center of New Orleans is available at <http://www.wtcno.org>. ■

## What is... Port Shopping

The term "port shopping" refers to the practice of shippers or carriers selecting a port of entry for cargo. Normally, a shipper will select a gateway if there is a perception that one port or inspector is easier to do business through than another. (This is similar to the person at a store attempting to select which line will move the fastest!) While most custom and border inspection agents seek to apply the rules uniformly, if one port area develops a reputation as being too stringent on cargo inspections, shippers will switch to other gateways (including using Canadian and Mexican gateways for entry into the U.S.). The term will also be used to describe imports and exports who select gateways that do not have expertise in inspecting certain products, reducing the risk of a product being denied entry into the United States.

While trying to get your cargo processed through in a expedite manner is legal, port shopping can be illegal in the United States in certain applications. For example, the Food and Drug Administration, under the Public Health Security and Bioterrorism Preparedness and Response Act of 2002, can prevent food imports that have been rejected at one US port of entry to be imported into another port of entry. While port shopping is an enforcement problem, most shippers do comply with the relevant laws. ■



## ▶ ITTS CALENDAR

This list highlights upcoming conferences related to transportation that may be of interest to the ITTS member region. For any corrections or suggestions, please contact Bruce Lambert at [bruce@ittsresearch.org](mailto:bruce@ittsresearch.org)

**October 5–7, 2009**

**European Transport Conference, Transportation Research Board Liedén**  
The Netherlands, Contact: Sally Scarlett at [info@aetransport.org](mailto:info@aetransport.org) or <http://www.aetransport.org>

**October 12–14, 2009**

**Waterway Council's Annual Meeting and Waterways Symposium**  
New Orleans, La.  
For more information, please contact <http://www.waterwayscouncil.org/> or Andy Riester at 703-373-2261 or [ariester@vesselalliance.com](mailto:ariester@vesselalliance.com)

**October 13–15, 2009**

**20th Annual Breakbulk Transportation Conference & Exhibition**  
New Orleans, La. Contact the Journal of Commerce <http://www.joc.com/node/409535>.

**October 14–16, 2009**

**The American Waterways Operators – 2009 Fall Convention**  
New Orleans, La.  
[http://www.americanwaterways.com/membership\\_meetings/index.html](http://www.americanwaterways.com/membership_meetings/index.html)

**October 15–16, 2009**

**Louisiana Motor Transport Association 2009 Fall Transportation Conference**  
Cook Conference Center, 3838 West Lakeshore Drive, Baton Rouge, LA  
For more information, <http://www.louisianatrucking.com/events.htm>

**October 19–20, 2009**

**Railway Age – Passenger Trains on Freight Railways**  
Washington, D.C.  
Jane Poterala at 212-620-7208 or [jpoterala@sbpub.com](mailto:jpoterala@sbpub.com)

**October 22, 2009**

**"Container Trade and Distribution Center Opportunities"**  
Port of Tampa, Tampa Florida  
For more information contact Debra Davis at [ddavis@tampaport.com](mailto:ddavis@tampaport.com) or 813-905-5124.

**October 22–27, 2009**

**AASHTO Annual Meeting**  
Palm Desert, California  
For more information, contact or visit <http://www.dot.ca.gov/aashto2009/>

**October 27–30, 2009**

**Annual Conference, Association of Metropolitan Planning Organizations**  
Savannah, Ga.  
Call AMPO at 202-296-7051 or visit <http://www.ampo.org/events/details.php?id=36>

**October 25–29, 2009**

**American Association of Port Authorities Annual Convention, hosted by the Port of Galveston**  
Galveston, Tex. Contact: The American Association of Port Authorities, 703-684-5700, [info@aapa-ports.org](mailto:info@aapa-ports.org) or <http://www.aapa-ports.org>.

**October 28, 2009**

**"Navigation and the Environment", Technical Seminar and Networking Reception**  
New Orleans, La.  
Contact Kelly Barnes at 703-428-9090 or [Kelly.J.Barnes@usace.army.mil](mailto:Kelly.J.Barnes@usace.army.mil) <http://www.pianc.iwr.usace.army.mil/conferences.cfm>

**November 2–4, 2009**

**The Global Soybean Transport Conference**  
For more information, please go to <http://events.soyatech.com/conference.php?cid=9>.

**November 8–10, 2009**

**American Short Line and Regional Railroad Association 2009 Southern Region Meeting**  
Panama City Beach, Fla.  
Contact: Kathy Cassidy at 202-628-4500 or [kcassidy@aslrra.org](mailto:kcassidy@aslrra.org) [http://www.aslrra.org/meetings\\_seminars/Southern\\_Region\\_Meeting/](http://www.aslrra.org/meetings_seminars/Southern_Region_Meeting/)

**November 14–18, 2009**

**102nd Annual Meeting & TransComp Exhibition**  
National Industrial Transportation League  
Anaheim, California  
For more information, <http://www.nitl.org/annual.htm>

**November 15–19, 2009**

**National Highway-Rail Grade Crossing Safety Conference**  
New Orleans, Louisiana.  
For more information, contact Jessica Franklin at 979-845-5817 or [j-franklin@tamu.edu](mailto:j-franklin@tamu.edu), or visit <http://tti.tamu.edu/conferences/rail09/>

**November 17–19, 2009**

**American Association of Port Authorities, Facilities Engineering Seminar & Expo**  
Charleston, S.C. Contact: The American Association of Port Authorities, 703-684-5700, [info@aapa-ports.org](mailto:info@aapa-ports.org) or <http://www.aapa-ports.org>.

**November 18–19, 2009**

**AASHTO Standing Committee on Water Transportation**  
Washington, D.C.  
Contact Chris Smith at 202-624-5839 or [CSmith@aashto.org](mailto:CSmith@aashto.org)

**December 13–15, 2009**

**2009 Transportation Policy and Finance Summit**  
The International Bridge, Tunnel and Turnpike Association (IBTTA)  
For more information, please visit <http://www.ibtta.org/Events/eventdetail.cfm?ItemNumber=3855>

**January 10–14, 2010**

**TRB 89th Annual Meeting**  
Washington, DC  
Contact The Transportation Research Board <http://www.trb.org/meeting/2010/default.asp>

## Freight in the Southeast Conference

**Memphis, Tennessee, January 25-27, 2010**

Freight transportation is important to promoting economic development and ensuring economic opportunities for the region's future growth. The Southeastern U.S. has experienced significant growth in freight traffic, partially from the foreign investment as well as increased trade opportunities. There are new trends that could influence traffic patterns in the region. These include the expansion of the Panama Canal, changes in foreign investment in the region, the development of alternative fuels, trends in supply chains, and changing trade policies. Given the uncertain timing of the economic recovery, the region needs to continue to look at its support of commercial freight movements to continue to ensure commercial freight operations continue to expand in the region. The conference seeks to inform participants about the underlying trends shaping the region's industries, and their associated needs regarding freight transportation.

ITTS has been working with Tennessee Department of Transportation and the University of Memphis on organizing this conference. The meeting will be held at the FedEx Institute of Technology at the University of Memphis. For more information about serving on the advisory panel, the conference or sponsorships, please contact Bruce Lambert at 540-455-9882 or [bruce@ittsresearch.org](mailto:bruce@ittsresearch.org).