



# INSTITUTE FOR TRADE AND TRANSPORTATION STUDIES

PROMOTING REGIONAL AWARENESS FOR IMPROVING FREIGHT TRANSPORTATION

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## NEWS UPDATE

Despite the Thanksgiving holiday, (and the overindulgence associated with too much football and food), work continued on the ITTS conference. ITTS attended the 3rd Annual Freight Conference by The Intermodal Freight Transportation Institute (IFTI) at The University of Memphis. The work on the Freight in the Southeast Conference seems to have a life of its own, but the conference, with the help of the Tennessee Department of Transportation and the University of Memphis is shaping up nicely. Hope to see everyone in January in Memphis. Also, ITTS participated in a Webinar for the Journal of Commerce on the Panama Canal expansion for the Southeast. You can listen to the webinar on the JOC website. (<http://www.joc.com/node/411896>)



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# Freight in the Southeast – “Moving Our Region’s Business”

January 25-27, 2010  
Memphis, Tennessee



You are invited to the ITTS Freight in the Southeast Conference, cohosted by the Tennessee Department of Transportation and Intermodal Freight Transportation Institute. The Conference will be held at the FedEx Institute of Technology on the University of Memphis. This is a one of a kind facility; a \$23 million dollar 190 seat tiered amphitheater.

The Conference fee is \$150 per attendee, and the registration can be completed at <https://bf.memphis.edu/conferences/itts/>.

During your registration, please indicate the dates you plan to attend, so that we can adequately plan for meals and breaks. Also, please sign up for the optional tours of the Port of Memphis and other regional intermodal facilities. These are free, but seating is limited.

The Fogelman Executive Conference Center & Hotel is the Conference Hotel. The Fogelman Center is directly across the street from the FedEx Institute. You will have to ask for the International Trade and Transportation Services Room block to get the conference rate of \$79 per night. The reservation number is 901-678-5410.

### Current Agenda: (See next page for full agenda)

Monday morning:	Optional Tour being arranged of Port of Memphis and other intermodal facilities (This is currently limited to 46 people.)
Monday afternoon:	Opening Session Session on General Economic Conditions and Logistics Session on the Automotive Industry in the Southeast
Monday night:	State DOT Peer Exchange
Tuesday Morning:	Session on Foreign Direct Investment in the Region Session on Trade between the Southeast and Latin America
Tuesday Afternoon:	Breakout Sessions A1. Alternative Fuels - Transportation and Rural Development A2. Overweight/Oversize Transportation Related to Energy Corridors B1. Inland Distribution Facilities B2. Exporting from the Southeast
Wednesday morning:	Discussion on Reauthorization of SAFETEA-LU
Wednesday Afternoon:	Discussion on Freight Corridors Modeling and Analysis



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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.*

After attending several meetings on freight during the past few weeks, everyone seems to agree that Freight will remain an important part of the future of the Southeast going forward. From the region's ports, and airports, there seems to be some optimism that we have passed through the worst of the crises. But we still have a long way to go to move our economy forward. The irony is over the past few weeks, I read several editorials in the general press about spending needless money on infrastructure.

Recently, President Obama encouraged more exports to provide jobs for American workers. There is a need to strengthen small businesses in the region. These businesses need access to ports, waterways, airports, as well as roadways, to sustain trade. With an estimated 10,870 jobs created for every \$1 billion spent on infrastructure, there is

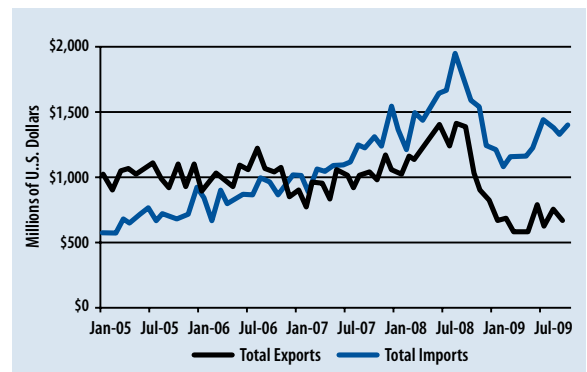
a need to look at relinking access to infrastructure. The pent up demand to reinvest in our "needless" infrastructure is evident by the overflow of applications for DOTD TIGER grants earlier this year. People view infrastructure as a critical need for reinvestment. We need to not think of these as "pork", but the promise made regarding America's access to markets.

On a different note (pun intended), during this time of year the air is filled with Christmas music. No matter your tastes and preferences, there are Christmas songs ranging from the deeply spiritual to the novel, as well as general winter and Chanukah Songs (remember Adam Sandler). I hope you have a song on your heart during this hectic, but Merry, Christmas Season. "And so, as Tiny Tim observed, God bless Us, Every One!" ■

## Trade with Brazil

While trade with China continues to dominate most U.S. trade discussions, the emerging Brazilian market remains very important to the Southeastern U.S. For the states in the ITTS region, Brazil continues to rank as one of the top ten trading partners. In 2008, Brazil accounted for \$33 billion in trade through the region's gateways, of which \$19 billion were exports. While total export volumes are below the levels of 2008, volumes in 2009 have started to recover since the summer, largely due to increased exports of airplane and aviation industry supplies and components.

On the import side, the region imported \$14 billion of goods from Brazil in 2008, but volumes have remained fairly flat over the past few years. For a comparison of year to date changes between 2008-2009, shipments of fuels and pig iron have fallen during the year as the recession cut into consumer spending and construction demand, but imports of tea have only declined 3%. Interestingly, organic chemicals (mostly para-xylene used in solvents) have continued the strong growth that began in 2005. ■



## ► ITTS PARTNER

### The Appalachian Regional Commission

The Appalachian Regional Commission recently completed a study outlining the importance of linking the Appalachian Region to the world's markets. Given the call to increase exports, the region is able to compete in the global economy by strengthening its relationships with various port gateway areas. The report was based on examining the costs associated with connecting the markets to various gateways. The study also involved several listening sessions (ITTS attended two of the listening sessions). The study is available at <http://www.arc.gov/index.do?nodeId=3366>. ■

## MONDAY 1:30 P.M. - 2:00 P.M.

### Welcome

Sec. Ankner, LADOTD  
Ed Cole, TennDot

## MONDAY AFTERNOON - THE ZONE

### 2:00 p.m. - 3:30 p.m.

#### The General Economic Conditions and Logistics

Moderator, North Carolina DOT  
Chris Oakley, Federal Reserve Bank, Atlanta  
Stephen Liberto, Fedex  
Charles Clowdis Jr., IHSGlobal Insight

### 3:45 p.m. - 5:00 p.m.

#### Automotive Industry in the Southeast

Moderator, Louisiana DOTD  
Chad Miller, University of Southern Mississippi  
Kevin Thornberry, Toyota  
Jaime Kennedy, Community Development Foundation  
State Department of Commerce

## TUESDAY MORNING - THE ZONE

### 8:00 a.m. - 9:30 a.m.

#### Foreign Direct Investment in Region

Moderator, Virginia DOT  
Adam Bruns, Site Selection Magazine  
Frank Pigna, Aegir Property  
Arnold Perl, Aerotropolis  
Mike Tagert, Tenn-Tom, Tennessee-Tombigbee Waterway  
Development Council

### 10:00 a.m. - 11:30 a.m.

#### Trade Between the Southeast and Latin American

Moderator, Florida DOT  
Ricardo Sanchez, ECLAC  
Lee Wagner, Boyd Brothers  
Gary LaGrange, Port of New Orleans

## TUESDAY AFTERNOON - METHODIST ROOM

### 1:30 p.m. - 3:00 p.m.

#### Alternative Fuels - Transportation and Rural Development

KY Cabinet  
LSU College of Agriculture  
Biodimensions  
USDA  
Scott Richman, Informa  
Lance Brown, PACE

### 3:30 p.m. - 5:00 p.m.

#### Serving the Energy Corridors (Overweight/oversized cargos)

Moderator, GA DOT  
Amy Miller, Port of Pensacola  
TVA  
TNB

## TUESDAY AFTERNOON - THE ZONE

### 1:30 p.m. - 3:00 p.m.

#### Exporting from the Southeast

Moderator, SC DOT  
Page Siplon, Center of Innovation for Logistics  
Scott Hercik, Appalachian Regional Commission  
Leslie Schweitzer, US Chamber of Commerce  
Boon Tan, Arkansas World Trade Center  
Larry Collins, Louisiana Economic Development

### 3:30 p.m. - 5:00 p.m.

#### Inland Ports and Distribution Networks

Moderator, Marty Lipinski, Un. Memphis  
Greg Edwards, Virginia Port Authority  
Patrick Donovan, West Virginia Port Authority  
Jim Murphy, Marad  
Don McCrory, Port of Memphis  
Dexter Muller, Memphis Chamber of Commerce

## WEDNESDAY - THE ZONE

### 8:00 a.m. - 9:30 a.m.

#### Reauthorization of SAFETEA-LU

Moderator, Mississippi DOT  
John Horsely, AASHTO  
Tennessee State Sen. Mark Norris

### 10:00 a.m. - 11:00 p.m.

#### State Perspective

Moderator, GADOT  
Butch Brown, Mississippi  
Gerald Nicely, Tennessee

### 11:00 a.m. - 11:30 p.m.

#### Wrap-up and Final Thoughts

Moderator, Bruce Lambert

### 12:00 p.m. - 4:40 p.m.

#### Freight Corridors: Modeling and Analysis

Moderator, Bruce Lambert  
USACE  
Greg Harris, FAF Disaggregation approaches  
Jeff Short, Freight Performance Measures  
Steven Fitzroy, Tredis  
Marty Lipinski, Memphis Corridor Modeling  
Wrap-up on Corridor Modeling approaches and needs

## Registration information:

<https://bf.memphis.edu/conferences/itts/>

## ▶ 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)

### 🌐 January 10-14, 2010

#### Transportation Research Board, Annual Meeting

Washington, D.C.  
<http://www.trb.org>

### January 26-27, 2010

#### AAPA and Port of Tampa – Shifting International Trade Routes

Tampa Florida  
<http://www.aapa-ports.org/Programs/seminarschedule.cfm?itemnumber=17153>

### February 11-12, 2010

#### 21st Annual Port Of Tampa Steel Conference

Tampa, Florida  
<http://www.tampaport.com/News-Events-Calendar/Events/21st-Annual-Port-of-Tampa-Steel-Conference-February-11-12-2010>

### February 21-24, 2010

#### RILA Logistics Conference

Orlando, Florida  
<http://www.rila.org/events/conferences/Pages/Logistics.aspx>

### 🌐 February 22, 2010

#### 53rd Annual Alabama Transportation Conference

Contact Dr. Rod E. Turochy  
334-844-6271 or [rodturochy@auburn.edu](mailto:rodturochy@auburn.edu)

### February 28, March 04, 2010

#### AASHTO Washington Legislative Briefing 2010

Washington, DC  
<http://www.transportation.org/meetings/246.aspx>

### March 2-4, 2010

#### Inland Waterways Navigation Conference

St. Louis, MO  
<http://www.inlandwaterwaysconference.com/>

### March 8-9, 2010

#### AASHTO Standing Committee on Rail Transportation

Washington, DC 20001  
<http://www.transportation.org/meetings/255.aspx>

### March 11-13, 2010

#### 51st Annual Transportation Research Forum

Washington, DC  
<http://www.trforum.org/calendar/>

### March 22-23, 2010

#### AAPA Spring Conference

Washington, DC  
<http://www.aapa-ports.org/Programs/seminarschedule.cfm?itemnumber=17154>

### April 7-9, 2010

#### Gulf Coast Trade Alliance, World Trade Conference 2010

Pensacola, Florida  
<http://www.worldtradeconference.com/> or contact Mary Jane Steverson at [msteverson@pensacolachamber.com](mailto:msteverson@pensacolachamber.com) or call 850.438.4081 ext. 223



### April 10-14, 2010

#### American Planning Association Planning Conference

New Orleans, LA  
<http://www.planning.org/conference/>

### April 14-16, 2010

#### IRPT Conference

Mobile, AL  
<http://www.irpt.net>

### April 18-20, 2010

#### Federal Economic Development Forum

Alexandria, Virginia  
<http://www.iedconline.org/FederalForum/index.html>

### April 20-22, 2010

#### Critical Commodities Conference

New Orleans, LA  
For more information, please visit <http://www.aiis.org> or email [j.baldwin@sailsa.com](mailto:j.baldwin@sailsa.com), [landry@portno.com](mailto:landry@portno.com), [phelps@aiis.org](mailto:phelps@aiis.org), or [jopp@aiss.org](mailto:jopp@aiss.org). (The 2009 conference information is posted at <http://www.criticalcommoditiesconference.com>)

### April 25-28, 2010

#### PORTS™ 2010 (COPRI/ASCE and PIANC)

Jacksonville, FL  
<http://www.portsconference.org>

## What is... General Average

Given the inherent risks associated with international trade, over the centuries the maritime industry recognized that the ship owners, sailors, and cargo owners all share in the potential risks associated with maritime transport. At times when imminent danger or emergencies existed that required some “voluntary sacrifice” of part of the cargo to save the vessel, crew members would jettison cargo, without thought of ownership. As such, the cargo of these parties that benefitted (i.e., remained on the vessel) compensated the owner(s) of the lost cargo based on their share of the value of the remaining cargo. The general average was determined based on the damages or expenses borne by the vessel owner or cargo carrier.

While this tradition remains a part of Admiralty law in many countries, the uneven nature of assigning value and share, as well as reconciling conflicting maritime laws among trading nations, led to the formation of several initiatives to develop standards for assessing damages and assigning costs since the 1860's. Today, the majority of the English speaking world use modifications based on the York-Antwerp rules codified in 1890.

While the maritime industry is safer than in centuries past, any compensation determined under general averages is a cumbersome process, based upon inspecting the vessel, and the cargo. This may require the cargo to be held during the inspection process to ensure payment is received, as adjusters assess the associated costs and payments for each party involved. For a post-panamax container ship, this may result in thousands of waybills or bills of lading being examined to properly establish their share of the costs associated with a general average claim! ■