

NDTAGram



National Strategy For
Global Supply Chain
Security

New Commander
takes Charge at 'The
Rock'

Stage Your Booth for
Success

USTRANSCOM
Commander
underscores joint
efforts to supply
researchers in
Antarctica

Chapter News

- National Transportation
- NDTA-MSC Summer Internship
- MSC Commander Speaks to NDTA Members
- Call it a Ft. Campbell Comeback
- Networking from halls to lanes in the North Pole

UPCOMING EVENTS
NDTA Expo / SDDC
Symposium - Denver

The voice of Global Defense Logistics

February 2012

National Strategy For Global Supply Chain Security



International trade has been and continues to be a powerful engine of United States and global economic growth. In recent years, communications technology advances and trade barrier and production cost reductions have contributed to global capital market expansion and new economic opportunity. The global supply chain system that supports this trade is essential to the United States' economy and is a critical global asset. Through the National Strategy for Global Supply Chain Security (the Strategy), we articulate the United States Government's policy to strengthen the global supply chain in order to protect the welfare and interests of the American people and secure our Nation's economic prosperity. Our focus in this Strategy is

the worldwide network of transportation, postal, and shipping pathways, assets, and infrastructures by which goods are moved from the point of manufacture until they reach an end consumer, as well as supporting communications infrastructure and systems. The Strategy includes two goals: Goal 1: Promote the Efficient and Secure Movement of Goods – The first goal of the Strategy is to promote the timely, efficient flow of legitimate commerce while protecting and securing the supply chain from exploitation, and reducing its vulnerability to disruption. To achieve this goal we will enhance the integrity of goods as they move through the global supply chain. We will also understand and resolve threats early in the process, and strengthen the security of physical infrastructures, conveyances and information assets, while seeking to maximize trade through modernizing supply chain infrastructures and processes.

Continued on page 9



Logistics is fast. When you need to get mission critical air freight shipments to troops around the world, you want more than the range of transit times that many carriers provide. That's why UPS gives you a choice of time- and day-specific air freight services so you get the predictability and reliability you need. Plus, with air freight shipping quotes within one day, you can deliver reliable air support.

Put the power of logistics to work for you. Get air freight quotes in one day. Call **1-888-830-3570** or email us at govsupport@ups.com.

UPS is proud to support NDTA.



WE ♥ LOGISTICS™

ADMINISTRATIVE
COMMITTEES

Action - 35 Lori Leffler
The Hertz Corporation

Communications &
Publications Susan Caulfield
Cubic Global Tracking
Solutions

Finance & Audit
C.N. (Pete) Seidlitz
Bristol Associates, Inc

Chapter Support &
Membership Development
Committee
Lt Col Donna Johnson, USAF
(Ret.)

Team Lead, Travel
Management
Branch, DTMO

Forum Education &
Professional Development
Gregory A. Reid

Foundation
Larry Larkin
Northrop Grumman

Industry
(Vacant)

FUNCTIONAL COMMITTEES

Military Airlift
Randy Martinez
AAR CORP

Military Distribution
Andrew (Andy) Jones,
CorTrans Logistics, LLC

Military Sealift
James L. Henry
The Transportation Institute

Passenger Travel Services
G.R "Rocky" Mobaraki, PhD
The Hertz Corporation

Security Best Practices
Ted Rybeck
Benchmarking Partners

Surface Transportation
Joseph Donald
Baggett Transportation Co

The NDTAGram is produced
monthly by NDTA. Submit
articles or announcements to
the Managing Editor Content
may be edited for clarity or to
fit format.

BIZ BRIEFS

Feb 13, 2012 SIS sets up home in Brazil [Read ON](#)

Feb 13, 2012 Red Arrow Logistics One of 12 Companies with U.S.
Department of Commerce Trade Delegation to Afghanistan [Read ON](#)

Feb 9, 2012 Amelia Smith Jensen to Design Custom "Super Pumper"
Fireboat for City of San Francisco [Read ON](#)

Feb 9, 2012 Anthony Decanti named Senior Vice President and Chief
Information officer of Unigroup [Read ON](#)

Feb 8, 2012 WREF 2012: India's Minister for Renewable Energy Joins Speaker
List [Read ON](#)

Feb 8, 2012 RedPrairie new announcements at NRF [Read ON](#)

Jan 16, 2012 IEE Expands 3D Display Technologies to Retail Application
[Read ON](#)

Jan 16, 2012 ASG Promotes Jared Lehnick to Director, Western Region [Read ON](#)

Jan 16, 2012 Chesapeake Shipbuilding Adds Another Tug to its order book.
[Read ON](#)

Jan 17, 2012 New Maersk Line CEO takes helm. [Read ON](#)

Jan 16, 2012 AAR and Nordisk to provide Air Freight Containers to DHL.
[Read ON](#)

New commander takes charge at 'The Rock'

by Staff Sgt. Jacob Barreiro

19th Airlift Wing Public Affairs

2/7/2012 - LITTLE ROCK AIR FORCE BASE,

Ark. -- Col. Brian Robinson, 19th Airlift Wing commander, accepted the guidon Jan. 31, 2012, and officially assumed command of the 19th AW from Col. Mike Minihan, the outgoing commander.

Lt. Gen. Mark Ramsay, 18th Air Force commander, served as ceremony officiator and spoke enthusiastically about the future of the base.

"This is a great day for the Air Force," he said during his speech.

"It's a great day for Team Little Rock and the community."

Ramsay would go on to say Little Rock is the busiest base in the Air Force, and will be for the foreseeable future, but he had confidence in the new commander to rise to the standard.

"We replaced the best with the best," said Ramsay.

In his farewell address Minihan thanked his family, civilian Airmen, Airmen and tenant units on base.

"To have fought with the Black Knights, to call this command

my home, has been the honor and privilege of my life, thank you," he said in his speech.

Robinson said he was excited to join the 19th AW and embraced the opportunity to lead and serve what he says are America's finest Airmen. He ended his speech by reaffirming the mission of Little Rock Air Force Base..

"Somewhere, someone in the world expects us to deliver for them to prevail, and Team Little Rock will deliver," he said.



19 AW Change of Command Col. Brian Robinson (right), the incoming 19th Airlift Wing commander, accepts the guidon from Lt. Gen. Mark F. Ramsay, 18th Air Force commander, during a change of command ceremony Jan. 31, 2012, at Little Rock Air Force Base, Ark. The 19th AW is the host unit to more than 90 C-130

Freight Rate Increase and Global Overcapacity Create Dynamic Backdrop for 2012 Trans-Pacific Maritime Conference

NEWARK, N.J., Feb. 13, 2012 /PRNewswire/ --

Ocean carriers' plans to increase import trans-Pacific freight rates by \$800 per 40-foot container will be discussed by key industry figures in the opening Market Outlook session of the 2012 Trans-Pacific Maritime Conference, Mar. 5-7, Long Beach, Calif.

Brian Conrad, executive administrator of the Transpacific Stabilization Agreement -- the 15-carrier group that announced increases on Feb. 9 in a bid to reverse the estimated \$5 billion in losses container lines suffered in 2011 -- will participate in a session on Mar. 5.

"If carriers adopt a marginal increase that only partially offsets huge losses as costs continue to rise, the result is another 18 months of losses. This year in particular, rate recovery must be meaningful in order to maintain service levels and, ultimately, carrier viability," Conrad said when announcing the increases.

The panel will also include analysts Martin Dixon of Drewry Shipping Consultants and Janet Lewis of Macquarie Securities, both of whom closely follow container lines and the freight rate environment and will provide independent context

to the announcement.

Mario Moreno, PIERS/JOC

economist, will offer his latest forecast for 2012 trans-Pacific volumes in this panel as well. The TSA announcement and the timing of 2012 TPM come as shippers and carriers begin the annual service contract negotiating cycle that culminates when most eastbound service contracts renew on May 1.

Other TPM sessions will address pressing issues affecting shippers in this market, including: East Coast longshore negotiations; carriers no longer providing chassis; East Coast port readiness for the 2014 Panama Canal expansion and the West Coast response; and regulation of import and export container movements.

"The market will be in flux headed into TPM this year, with carriers aiming for a large rate increase against a backdrop of global overcapacity but also rising layoffs," said Peter Tirschwell, senior vice president for The Journal of Commerce. "That, by itself, will make for an interesting Market Outlook session and indeed an interesting event this year."



STAGE YOUR BOOTH FOR SUCCESS

Professional Homestaging & Design
9308 Fairbanks Drive
Raleigh, NC 27613
Website: www.ProfessionalHomeStaging.com
Phone: (919) 846-3488
Fax: (919) 846-7488

Great products may sell themselves, but not if they do not get noticed. Your booth must be attractive, simple and comfortable to allow potential clients to get information easily and quickly. The following are several factors that must be addressed:

- Signage

Announce your presence with easy-to-see, large, high SIGNS AND BANNERS. It is easier to attract people to your booth from a distance by hanging large, high and colorful pictures and banners with large lettering. Red is the best color for lettering and grabs people's attention. Have these items professionally printed or use professional materials to create the displays. And, again, check with NDTA Exhibit Managers before you make plans for large signs or banners as there may be some location unique requirements, and possibly some extra labor or rigging charges.

- Color & Comfort

A booth should feel WARM and COMFORTABLE to the customers. People who feel more comfortable are more likely to spend more time in the booth, increasing your chance of sales. Use a warm rug, and warm lighting to make the booth inviting. Also use directional lighting to highlight display items. Consider using warm tones, such as reds and yellows, to grab attention. Heavy linens and tablecloths will add an expensive feel. Balloons attract attention to your booth while adding a colorful element to the space.

- Handouts

HANDOUTS such as pens, magnets, business cards and samples your business information keep your name in the minds of potential customers. A give away or a drawing is a great way to get contact information from potential customers. Please remember that your prizes must be less than \$20.00 in value in order to comply with the Department of Defense Gift and Ethics Regulations. Make sure your booth is not over crowded and ensure that your business materials are

displayed prominently.\

- Personnel

One of the most obvious means to attract interest to your booth, and yet, one that is often overlooked, is the appearance and demeanor of Personnel in the booth. Personnel must be open, warm, and welcoming to attendees.

1. Stand when attendees approach your booth to speak with you.
2. Smile and greet others who pass by
3. Avoid distractions and attend to your booth and attendees. Do not use your cell phone, read, or chew gum.
4. Maintain open body posture. Do not cross arms over chest or in front of you which communicates a closed, "stay away" demeanor.

- Portable Displays

Cost-saving portable exhibition Displays are an especially suitable option for the first-time exhibitor. They will save your company design time and construction costs. They also allow for more flexibility with layout. Another option may be to consider renting a booth from NDTA's Decorator, Fern Expo, until you become more familiar with NDTA Expos.

The more prepared you are, the smoother everything will go. Plan for the booth's presentation, height, signs, color, comfort and handouts by knowing as much information about the event as possible. Additional factors to consider include:

- attendance
- space size
- location of the booth
- restrictions
- demographics
- items provided by the facility
- costs
- staff attire
- tools and cleaning materials needed

The Fern Expo's Company's Exhibitor Kit is an excellent source of information. I encourage you to read it thoroughly as it will answer most of your questions. Do not hesitate to contact Denny or Lee at NDTA Headquarters any time for assistance.

Chapter Calendar

Feb 21
Baltimore Chapter Luncheon
Linthicum Heights, MD
[RSVP](#)

Feb 22
San Antonio Chapter Intrepid Tour
San Antonio, TX
[RSVP](#)

Feb 23
Benelux Chapter Event
Eindhoven, The NL
[RSVP](#)

Houston Chapter Luncheon
Houston, TX
[RSVP](#)

Feb 25
Washington, DC Chapter A-35 Scholarship
Auction

Fairfax, VA
[Sponsor](#)

Feb 26
North Pole Snow Day
Anchorage, AK
[RSVP](#)

March 7
A-35 Vets Benefit 5K
Denver, CO
[RSVP](#)

March 8
Charleston Chapter Luncheon
Charleston, SC
[RSVP](#)

March 14
Fort Bragg-Sand Hills Chapter Luncheon
Fort Bragg, NC
[RSVP](#)

Networking from halls to lanes in the North Pole

Last month's North Pole Chapter speaker, Andrew Stevens, Alaska Homeland Security and Emergency Management POC for the Alaska Partnership for Infrastructure Protection (APIP) gave a fabulous overview of the APIP mission and goals and explained why Alaska is leading the nation in disaster preparedness. Our speaker this month is from TOTE (Totem Ocean Trailer Express). Caroline Higgins, TOTE Project and Integrated Logistics Manager, will speak today on: who TOTE is and why it's important to the economy of Alaska; what TOTE does and how they fit in to the supply chain. This should be very informative since the movement of goods to Alaska through the Port of Anchorage by sealift carriers like TOTE moves at least 80% of the total Alaska supply

chain.

Our 19th Annual NDTA Bowl-a-Rama Scholarship fundraiser is Sunday from 2-4. Your support and generosity from participating and donating prizes is appreciated. Other future dates include the end of the year BBQ 5/18, our Annual Scholarship Golf Tournament 8/9, and the 66th Annual NDTA Forum & Expo 22-26 September in Anchorage. We're looking forward to welcoming logisticians from around the globe, who will gain a valuable experience and professional development.

[Bob Sherrill](#)

North Pole Chapter President / NDTA Pacific Northwest Regional President
www.ndtaanorage.com

National Transportation Week

As we prepare for our Forum & Expo in Anchorage, Alaska, we're revisiting the popular NTW Theme, "One Nation on the Move". Alaska's closer to home than one might think, and we're proud to have one of our most active chapters there. During NTW we celebrate the community of transportation professionals who keep our country on the move. This is NDTA's 50th year of honoring those men and women, and we're again encouraging our chapters to hold various activities with the theme in mind, including a poster contest. Rules for the contest are coming soon, visit http://www.ndtahq.com/events_national_trans_week.htm

NDTA-MSC Summer Internship

Today's the postmark deadline for applications to the NDTA-MSC Summer Internship. From San Diego's California Maritime Academy to the Port of Baltimore, we received a lot of great qualified applicants in this, our second year partnering with MSC

MSC Commander Speaks to NDTA Members

Tomorrow MSC Commander RADM Mark Buzby, USN, returns to the Army & Navy Club to speak to the Washington, D.C. Chapter. Pardon the online construction: the DC Chapter is improving its website to better serve members. RSVP – if there any seats left – by following these instructions:

1. Click on the following link: <http://ndta.dphen2.com/>
2. Register by creating a user name and password (this will expedite future registrations)
3. Choose Pay at the Door or PayPal
4. Follow the instructions

Call it a Ft. Campbell Comeback!

Here's a great leadership opportunity for Ft. Campbell transporters: Our Ft. Campbell/Tuckasee Chapter is reviving, and there are opportunities to serve on the Board. Any NDTA Members or local logisticians who are interested in learning what The Association Global Logistics & Transportation is all about should contact MAJ Herbermann at 270-412-5763 or Justin. herbermann@us.army.mil.

Let's meet in Motor City!

We have more than 100 Members in the Detroit area – how'd you like to get together for some good old fashioned NDTA Networking on a local level? E-mail [Gina Hubbs](mailto:Gina.Hubbs@ndta.org) or call her at 800-233-9445 x2051 if you're in the Detroit area and would like to join the chapter. Details on the chapter organization meeting are coming soon.

USTRANSCOM commander underscores joint efforts to supply researchers in Antarctica

SCOTT AIR FORCE BASE, Ill. – “I experienced a real example of how ‘Together, we deliver.’” U.S. Air Force Gen. William M. Fraser III, commander, U.S. Transportation Command, said today, following his visit last week to McMurdo Station, the American research center on the continent of Antarctica.

Directed by the National Science Foundation, research conducted on the southernmost continent is directed at understanding planet earth and its ecosystems, exploring the polar geographies and performing science enabled by a polar setting. American-led research has taken place continuously on Antarctica since 1956 and now involves more than 3,000 people a year.

U.S. Pacific Command is responsible for providing military support to the NSF on Antarctica through a mission called Operation Deep Freeze. The operation is a joint service, inter-agency activity formally organized as Joint Task Force-Support Forces Antarctica. The task force executes the mission, coordinating airlift, sealift, bulk fuel supply, port cargo handling, and other services. Although most activity takes place during the Antarctic summer, extreme weather conditions make Operation Deep Freeze an unusually difficult mission.

Two of USTRANSCOM’s component organizations are involved in this season’s Operation Deep Freeze. Military Sealift Command provided a chartered container ship and oiler. Air Mobility Command extended-range C-17s fly passengers and cargo between Christchurch, New Zealand, and McMurdo Station, Antarctica, where they land and take off on an ice runway. Ski-equipped LC-130s of the Air National Guard’s 109th Airlift Wing move cargo and passengers between McMurdo Station and other NSF remote sites, including Amundsen-Scott South Pole Station.

Operation Deep Freeze moves thousands of personnel in and out of Antarctica each year and is projected to move more than 4.8 million pounds of supply material this year.



General Fraser says hello to an Emperor penguin during his recent visit to McMurdo Station, Antarctica. Fraser was in Antarctica to observe U.S. Transportation Command’s resupply efforts --code named Operation Deep Freeze-- to the National Science Foundation’s Antarctic outposts. Photo courtesy of the National Science Foundation

“The National Science Foundation is an incredible organization and they are researching everything from global food demand to new ways of generating electrical power,” said Fraser. “My trip to ‘the ice’ was a once-in-a-lifetime opportunity to see an extremely unique mission where we provide support to the great men and women of the National Science Foundation and their partners.”

USTRANSCOM is the Department of Defense command that delivers U.S. forces, their equipment and supplies where they are needed; sustains those forces during the mission, evacuates them if wounded and brings them home when their mission is accomplished. Together with government and commercial partners, USTRANSCOM delivers.

Continued from the front page

Goal 2: Foster a Resilient Supply Chain – The second goal of the Strategy is to foster a global supply chain system that is prepared for, and can withstand, evolving threats and hazards and can recover rapidly from disruptions. To achieve this we will prioritize efforts to mitigate systemic vulnerabilities and refine plans to reconstitute the flow of commerce after disruptions. Our approach is informed by the following guiding principles:

- Galvanize Action – Integrate and spur efforts across the United States Government, as well as with state, local, tribal and territorial governments, the private sector and the international community.
- Manage Supply Chain Risk – Identify, assess, and prioritize efforts to manage risk by utilizing layered defenses, and adapting our security posture according to the changing security and operational environment. In support of the Strategy, at the Federal level, we will update our threat and risk assessments; align programs and resources; and engage government, private sector, and international stakeholders. The purpose of this engagement is to seek specific

recommendations to inform and guide our collaborative implementation of the Strategy. national strategy for global supply chain security

The global supply chain provides the food, medicine, energy, and products that support our way of life. Many different entities are responsible for or reliant upon the functioning of the global supply chain, including regulators, law enforcement, public-sector buyers, private-sector businesses, and other foreign and domestic partners. The global system relies upon an interconnected web of transportation infrastructure and pathways, information technology, and cyber and energy networks. While these interdependencies promote economic activity they also serve to propagate risk across a wide geographic area or industry that arises from a local or regional disruption. The United States Government, in collaboration with state, local, tribal, international and private sector stakeholders, has undertaken a number of efforts to strengthen the global supply chain. These efforts include implementation of legislative requirements¹ and a number of strategic efforts with a specific security focus.² This Strategy incorporates and builds upon those prior efforts. Our Strategic Goals

We seek to create and protect a global supply chain system that supports innovation and prosperity by securely and reliably moving goods within our domestic borders and around the world in a timely manner. We must both protect the current system's continuity, while simultaneously building for the future by implementing effective and cost-efficient measures that will strengthen the system and expedite the movement of lawful global commerce.

Goal 1: Promote the Secure and Efficient Movement of Goods
We all share a collective interest in promoting the timely, efficient flow of legitimate commerce while protecting and securing the supply chain from exploitation, and reducing its vulnerability to disruption. By linking security and efficiency under a single goal, the United States Government seeks to emphasize that security is an essential element of an efficient and functioning supply chain system.

To accomplish our goal, the United States Government will seek to:

- Resolve threats early to expedite the flow of legitimate commerce. By integrating security processes into supply chain operations, we can identify items of concern and seek to resolve them as early in the process as possible.

For full article click [HERE](#)

2012 NDTA Logistics, Transportation & Travel Expo

During the SDDC Training Symposium | Denver, CO

Expo Dates: March 6 - 7, 2012 | Symposium Dates:
March 5 - 7, 2012

Join us in Denver to...

MEET and hear from SDDC Commander MG Kevin A. Leonard

HEAR ABOUT the Latest Business Plans from DOD, USA, USMC, USN, USAF, USCG, USTRANSCOM, DLA, AMC, SDDC and GSA

STAY AHEAD OF THE GAME when it comes to understanding SDDC's latest rules, regulations and procedures

DISCOVER SDDC's latest missions, plans and procedures

DEMONSTRATE your company's latest equipment, products, and services

KNOW THE VALUE of participating in the SDDC Symposium and the NDTA Expo, attended by top level government and industry decision-makers in freight and passenger transportation, travel, distribution, security, hotel, and personal property moving and storage industries.

[Register](#)

[Prospectus](#)

[Reserve Booth](#)

[Sponsorship](#)

[View Floor Plan](#)

[Program Agenda](#)

[Exhibit](#)

"SDDC is currently planning its 2012 SDDC Traffic Management Workshop. Due to the success of the 2011 workshop, SDDC will once again extend an invitation to its Industry Partners to participate in this year's event. SDDC will be conducting a survey to ensure the venue provides the most valuable and up-to-date information to both Industry and DOD. Your feedback will help make the 2012 Traffic Management Workshop a resounding success! Please complete this survey and help SDDC plan for another successful event."

Welcome NDTA New Corporate Members

Sustaining Members

[AFI Global](#)
[Blue Water Shipping US, Inc.](#)
[The Parking Spot](#)

Regional Patron Members

[Ace Doran Hauling & Rigging](#)
[Agile Defense, Inc.](#)
[IdenTrust, Inc.](#)
[Tydenbrooks - Security Products](#)

Special thank you to our DTJ Sponsors

[American Military University](#)
[APL](#)
[ARC](#)
[Bennett International Group](#)
[Boyle Transportation](#)
[BNSF Logistics](#)
[www.coyote.com](#)
[Farrell Lines](#)

[FedEx](#)
[Innovative Logistics](#)
[Landstar](#)
[Maersk Line, Limited](#)
[Mayflower Transit, LLC](#)
[SAIC](#)
[United Van Lines, LLC](#)
[UPS](#)