

CARGO BUSINESS NEWS PRESENTS THE PORT PRODUCTIVITY CONFERENCE

OCTOBER 6-7, 2009,
LONG BEACH
CONVENTION AND
ENTERTAINMENT
CENTER,
LONG BEACH, CALIF.

Port Productivity Conference 2009
Long Beach, Calif.
Long Beach Convention Center
October 6-7, 2009

October 6

Day One Theme: [Cutting the Pattern to Fit the Cloth](#)

8:00 a.m.: Registration and Breakfast

8:45 a.m.: Welcome Remarks:

Nick Sramek

President, Port of Long Beach Harbor Commission

9:00 a.m.-9:30 a.m.: Opening Keynote:

Edward E. Leamer

Chauncey J. Medberry Professor of Management,
Professor of Economics and Statistics, UCLA



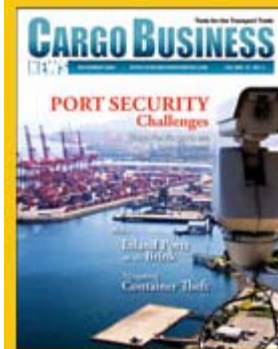
Edward Leamer is the Chauncey J. Medberry Professor of Management, Professor of Economics, and Professor of Statistics at UCLA. He received a B.A. degree in mathematics from Princeton University and a Ph.D. degree in economics and an M.A. degree in mathematics from the University of Michigan. After serving as Assistant and Associate Professor at Harvard

University he joined the University of California at Los Angeles in 1975 as Professor of Economics and served as Chair from 1983 to 1987. In 1990 he moved to the Anderson Graduate School of Management and was appointed to the Chauncey J. Medberry Chair. Professor Leamer is a Fellow of the American Academy of Arts and Sciences, and a Fellow of the Econometric Society. He is a Research Associate of the National Bureau of Economic Research and a visiting scholar at the International Monetary Fund and the Board of Governors of the Federal Reserve System. He is currently serving as the Director of the UCLA Anderson Forecast.

Dr. Leamer has published over 100 articles and 4 books. This research has been supported by continuous grants for over 25 years from the National Science Foundation, the Sloan Foundation and the Russell Sage Foundation. His research papers in econometrics have been collected in *Sturdy Econometrics*, published in the Edward Elgar Series of Economists of the 20th Century. His research in international economics and econometric methodology has been discussed in a chapter written by Herman Leonard and Keith Maskus in *New Horizons in Economic Thought: Appraisals of Leading Economists*.

Recent research interestes of Professor Leamer include the North

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American Free Trade Agreement, the dismantling of the Swedish welfare state, the economic integration of Eastern Europe, Taiwan and the Mainland, and the impact of globalization on the U.S. economy.

9:30 a.m.-10:45 a.m.: Session One - The New Infrastructure: Need vs. Reality.

As a crumbling national infrastructure must deal with the aftermath of a failed financial market, what should be funded is not necessarily what will be funded. We review the massive federal government stimulus, and other plans impacting state and local transportation projects. Experts look at both sides of the infrastructure investment coin to find where the opportunities may reside.

Session Leader: Larry Keller, Principal, Larry Keller Transportation Consultants

Speakers:

Leslie Blakey, Executive Director, Coalition for America's Gateways and Trade Corridors

John Gray, Senior Vice President, Policy and Economics, American Association of Railroads

John Wolfe, Deputy Executive Director, Port of Tacoma

John Carver, Executive Vice President, Industrial and Logistics, Jones, Lang, Lasalle

Nick Sramek, President, Port of Long Beach Harbor Commission

10:45 a.m.-11:15 a.m.: Break - Exhibition Open

11:15 a.m.-12:30 p.m.: Session Two -Right-Sizing Supply Chains: It's Happening Now. Is Your Port Ready?

Cargo volumes are down, rail costs are not; supply chains are shifting. Ports will be impacted. Will your port fit into the new dynamic?

Session Leader: David Bennett, Vice President, Global Logistics Sales, Schneider Logistics

Speakers:

Bill Payne, Executive Vice President & COO, NYK Line (NA), Inc.

Ray Wisniewski, President & COO of National Retail Systems Inc.

Howard Finkel, Vice President, COSCO

Jon DeCesare, CEO, World Class Logistics Consulting, Inc.

12:30 p.m.-1:45 p.m.: Lunch and Keynote

Keynote Speaker: Ed DeNike, President, SSA Containers

Mr. DeNike has 42 years of experience in terminal/stevedore management and operations. He became a member of the management team with the acquisition of Crescent Wharf and Warehouse in 1983. He has directed numerous cargo operations since his original hiring by Crescent in 1966. Mr. DeNike was the architect and terminal manager for several major facilities



in San Francisco, Oakland and Long Beach.

In 1986, he relocated to Seattle and assumed overall responsibility for Carrix's West Coast container and select breakbulk operations. He was a Blue Ribbon Committee member responsible for rewriting the Pacific Coast Longshore Contract Document and has been consulted on container tophandling equipment design criteria and specifications by a major manufacturer.

Mr. DeNike is the president of the company's domestic container operations and also serves as chief operating officer for SSA Terminals, Carrix's largest joint venture; Pacific Maritime Services, Carrix's joint venture with COSCO; and SSA Terminals (Long Beach), Carrix's joint venture with Mediterranean Shipping. Mr. DeNike serves on the board of the Pacific Maritime Association.

1:45 p.m.-3 p.m.: Session Three - Public-Private Port/Terminal Investments

Regardless of the economic climate, many ports and terminals need to plan ahead. Port/terminal operators and related experts discuss opportunities within the context of the current business climate.

Jim Brennan, Partner, Norbridge, Inc.

Speakers:

Jean G. Banker, Manager, Finance and Admin Services, Maritime Division, Port of Oakland

Timothy J. Urekew PhD, Co-Head Infrastructure & Logistics Advisory
Brown Brothers Harriman & Co.

Chris Lytle, Deputy Executive Director and Chief Operating Officer, Port of Long Beach

Neil Doyle, Executive Vice President of Infrastructure & Transportation Development, Centerpoint Properties

Manju Chandrasekhar, Vice President, Economics & Business Solutions, Halcrow, Inc.

3:30 p.m.-4 p.m.: Break - Exhibition Open

4:00 p.m.-5:00 p.m.: Afternoon breakout period for concurrent workshops

PPC Workshops: Solutions that Work Now

Workshop I: Green Ports: Where's the payback?

Bill Lyte, Co-Founder, Technoplex

Bill Walles, Co-Founder, Technoplex

Dr. Lawrence E. Henesey, Business Development Manager, R&D, TTS
Port Equipment AB

Louis Romo, Vice President, Sales & Marketing, VYCON

Workshop II: Technology Solutions That Save Money & Time

Allen Thomas, Vice President, APS Technology Group

Red Smith, Chief Operating Officer, ContainerTrac

Don Peltier, Sales and Marketing Manager, eModal

5:00 p.m.-6:00 p.m.: Exhibitor's Reception

7:30 p.m.: Collaboration Dinners in Downtown Long Beach

Dinner themes:

Infrastructure: Need vs. Reality
Right-sizing supply chains
Port/Terminal investments
Port and Terminal Metrics
Productivity Solutions that Work Now

October 7

Day Two Theme: Efficiency is the New Productivity

8:00 a.m.: Exhibits Open

9:00 a.m.-10:15 a.m.: Session Four- Port and Terminal Metrics: Supply vs. Demand

Does your enterprise have the metrics it needs? Can the Container Terminal Quality Indicator (CTQI) work in the U.S.? Do your measurements hold up to public scrutiny?

Session Leader: Tom Ward, Chief Engineer, Ports America

Speakers:

Stacey Jones, West Coast Director, Halcrow

Maria Feliciano Monteiro, Department of Transport and Regional Economics, Faculty of Applied Economics, University of Antwerp

Daniel Olivier, Ph.d.
Senior Analyst, Transportation Gateways & Corridors
Economic Analysis, Transport Canada

10:15 a.m.-10:30 a.m.: Break - Exhibition Open

10:30 a.m.-11:30 a.m.: Special Presentation: Lean and Mean: Applying LEAN techniques to your operation

Session Leaders:

Nicholas Lloyd, Lean Enterprise Research Engineer, University of Alabama in Huntsville, Alabama Technology Network

Jeff Siniard, Lean Enterprise Project Manager, University of Alabama in Huntsville, Alabama Technology Network

11:30 a.m.-11:45 a.m. - Break - Exhibition Open

11:45 a.m.-1:00 p.m.: Closing Forum: [TWIC Integration](#) – Port and Terminal security experts look at the future, and realities, of effective integration of the Transportation Worker Identification Credential in the U.S.

Speakers:

Bill DeWitt, Corporate Security Director, SSA Marine; Chairman, Security Committee, National Association of Waterfront Employers

Steve Smith, Project Manager, Moffatt & Nichol

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

1:00 p.m.-3:00 p.m.: Closing Cocktail Reception: Food will be served.

Contact Peter Hurme about potential speaking opportunities at 206-709-1840 ext. 233; [Email](#)

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