



# INSTITUTE FOR TRADE AND TRANSPORTATION STUDIES

PROMOTING REGIONAL AWARENESS FOR IMPROVING FREIGHT TRANSPORTATION

VOL 3 • ISSUE 1 • JANUARY/FEBRUARY 2011

## NEWS UPDATE

Over the past few weeks, my major focus has been the Freight in the Southeast Conference, including working with the panelists and local organizers.

I also attended the Louisiana Transportation Conference in Baton Rouge and some local presentations on the trade with Hong Kong.

Other items included working on the Commodity Flow Survey workshop report, as well as attending the TRB annual meeting. It was great catching up with everyone.



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## FREIGHT IN THE SOUTHEAST

Moving Our Region's Business



## Freight in the Southeast Conference

Charlotte, North Carolina • February 9-11, 2011

I am happy to announce that the next ITTS "Freight in the Southeast" Conference will be held in Charlotte, North Carolina, February 9-11, 2011.

The Freight in the Southeast Conference is open to anyone interested in looking at issues related to transportation, including planners, local officials, economic developers, and firms involved in logistics and freight shipments. The conference focuses on a wide variety of topics, including policy, working with the public and private sector, truck operations, as well as a general discussion on the future of the Southeast. The meeting is panel oriented, which should allow for engaged discussions among the panelists and participants.

### Conference Details and Costs

You can register for the conference at <http://continuinged.uncc.edu/itts>  
 The Conference fee is \$350 per person. There is no single day pass.

### Conference Venue and Hotel Information

The conference will be held at the Charlotte Marriott City Center, 100 West Trade Street, Charlotte, NC 28202. The phone number is 1-704-333-9000. The Room Rate is \$100.00 and you need to ask for the Institute for Trade and Transportation Studies block. You can also reserve your room online at <http://www.marriott.com>. The Room rate ends on January 28th!

February 9	
8:00 a.m.	Optional Tour of the Lowe's Distribution Facility in Statesville North Carolina
1:30 p.m.	Opening Session – Thoughts on State Freight Planning Activities
3:30 p.m.	Experiences with Creating State Freight or Logistic Advisory Councils
7:00 p.m.	State DOT Dinner (by invitation only)
February 10	
8:00 a.m.	Future of Multimodal Freight Corridors
10:00 a.m.	Managing Truck Movements in Multi-State corridors
1:30 p.m.	Managing Multimodal Projects within a Corridor
3:30 p.m.	Trends in Urban Freight Development and Delivery
6:30 p.m.	Reception – NASCAR Hall of Fame
February 11	
8:00 a.m.	Military Logistics
10:00 a.m.	Wrap-up and Closing Remarks



## Institute for Trade and Transportation Studies

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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 South Carolina Department of Transportation, the Tennessee Department of Transportation, the Virginia Department of Transportation, and the West Virginia Department of Transportation.

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## ▶ LAMBERT'S LAGNIAPPE

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

The Lafayette (Louisiana) Science Museum and Planetarium is exhibiting *Star Wars: Where Science Meets Imagination*. The exhibit, using costumes and props from the *Star Wars* movies, compares the world of *Star Wars* to our modern world. Starting on the first floor, there was the desert hovercraft that Luke and Ben rode around in *Star Wars 4*. There were also the scale models of the Millennium Falcon and other ships.

The exhibit focused on two main themes. The first was *Robotics and People*, which included some of the movie props, including Luke's robotic arm. The second theme, "Getting Around", I found more engaging. While there is not much hyperspace travel or hovercraft in our daily lives, the exhibit discussed the future of cities, which focused on transportation. There were several interactive displays where one could stage various "space camps" to manage scarce resources, but I spent most of my time at a kiosk that discussed the future of urban transportation.

(My niece and nephew loved the maglev exhibits, but not the planning kiosk. Strange kids.)

The Kiosk asked "if you would be an urban planner, what would you do in planning for the city of the future"? You were given a choice regarding what you could use: Flying Cars, MagLev trains, Personal Rapid Transit cars, and Segways. (I guess in the future, planners still don't balance trucks, boats or freight trains against passenger transit!) And voila, you get instant feedback concerning safety and reliability, quality of life/environment, cost to rider, cost to build and cost to run. (In the future, they also figured out how to streamline projects.)

Finally, you are asked if you would trade the freedom of the car for new modes of transportation. Well, it will be interesting to see how the city planner of the future balances our existing cars and trucks against these new technologies. But maybe one day I can get a flying car like that other urban visionary – George Jetson! ■

## The Year in Review

With the change of the year, it is helpful to reflect upon what one has done, and what lies before. 2010 was a busy year for ITTS, starting with a presentation at TRB on the Future of Gulf Coast ports and the general crush of committee meetings, sessions and socializing! (All the powerpoints and most of the information listed below are posted on the ITTS website.)

In February, The Tennessee Department of Transportation and the University of Memphis, co-hosted the first "Freight in the Southeast" conference. The meeting was a smashing success with over 130 attendees. The panel sessions ranged from the General Economic Condition of the Southeast, International Trade, Biofuels, the Automotive Industry, etc., which supported a very diverse audience of planners, practitioners, and academics both regionally and internationally. The panel setting was a lively discussion, and everyone stressed how much they enjoyed the format (but I really think it was the very impressive Auto Zone Theater!)

The needs of understanding and communicating the value of freight activity and its corresponding economic development is critical, hence the focus on developing outreach materials for the various states. After the 2010 Freight in the Southeast conference, ITTS released the trade and transportation statistics for each state designed as a resource for summarized data on transportation and trade statistics.) But ITTS also supported member states as requested by providing data on jobs and economic growth, additional trade statistics and project review. Furthermore, ITTS visited all of the member states (except South Carolina) last year.

One of the highlights of the year was the scan of the Heartland Intermodal Corridor in September. ITTS sponsored several State Department of Transportation employees to travel the Corridor from the Port of Norfolk to Chicago. The trip, with visits in Norfolk, Huntington, West Virginia, Columbus, Ohio and finally Chicago, Illinois, provided everyone with a better understanding of the importance of railroad economic development. The timing was perfect, as we were visiting the Corridor the same week that the double stack service began!

In December, ITTS and several state members joined the National Multi-Modal Transporta-

tion Steering Committee's mission to the Panama. With the great anticipation regarding the potential changes from the expansion of the Panama Canal expansion, it was nice to tour the canal and see the construction first hand.

Regarding infrastructure needs, ITTS contributed an article for the TRNews July-August 2010 edition. The article, "Globalization and the U.S. Southeast: Considerations for Transportation Infrastructure", discussed how changing transportation and investment patterns could lead to more traffic on not only the region's gateways but its inland markets also.

As for other publications and international work, ITTS contributed an article for the Institution of Civil Engineers, Special Issue in May, 2010 on the "Economic Role of Inland Navigation". ITTS also served as a U.S. representative on PIANC Report 111-2010, "Performance Indicators for Inland Waterways Transport". I also served as one of the keynote speakers at the Dryports conference hosted by Transport Research Institute in Edinburgh Scotland. It was great to finally ride on the Falkirk Wheel in addition to participating in a great conference. ITTS also co-authored

a peer reviewed article that was presented at the International Association of Maritime Economists annual meeting in Portugal.

In 2010, I made several speeches on a wide variety of topics that ranged from waterways, ports, international trade,

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*... in these times of constrained budgets, it is becoming more important to communicate the value of transportation investment and operations.*

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infrastructure investment needs, data, etc. (This also included participating in an informal roundtable for the House Transportation and Infrastructure Committee.) ITTS assisted in organizing the Maritime Track at the TRB Summer meeting in Minnesota, in addition to serving as the Planning Team Chair for the Commodity Flow Survey Workshop in November.

Finally, I continue to write the ITTS newsletter. Hopefully you have found the newsletter enjoyable, as I try to provide a brief update, and provide some notes that you may find of interest, such as the

"trade profiles", the regional calendar, and the "What is" columns.

### **Next year**

What does 2011 hold for ITTS? As with all things, the future remains a work in process, but hopefully it will be just as exciting as 2010! Like last year, ITTS is going to TRB and planning its second Freight in the Southeast Conference. ITTS will continue to work with its regional and national partners through many venues (such as being a partnering organization for the Smart Rivers Conference) and speaking requests. Furthermore, ITTS will continue to work on the role of inland terminals and their connectivity to maritime ports, including discussions on another possible scan.

But in these times of constrained budgets, it is becoming more important to communicate the value of transportation investment and operations. The State presentation materials (posted on the State Data sets) will be updated for the FAF, CFS, and other related international and domestic transportation studies. Lastly, ITTS plans to also focus on more industry specific studies over the course of the year. Stay tuned!! ■

## ***What is a... Liner Shipping?***

In the days before steam, a vessel's speed was largely dictated by the wind and currents. Innovation in vessel designs, etc., resulted in many fast sailing vessels, such as the tea clippers, but these vessels remained dependent upon the elements. With the advent of steam and other fuels, vessels were "free" to operate regardless of the weather. This allowed ship operators more control in determining their arrival and schedules as well as sailing routes, with better management of costs. Over time, these services became known as liner services.

Today, the majority of container operations sail on set routes and schedules. In a sense, one could consider them the international trading community's bus service. However, liner services are not limited to containerized shipments, but can include any regularly scheduled service, such as bananas, that sell between various ports on a consistent basis.

Conversely, there are other ships that do not operate on fixed routes. These vessels, known as tramps, tend to serve as the world's taxi cabs, operating on a charter basis. A ship broker will find the cargo for the vessel, which it will carry between various ports. When that charter is completed, the vessel simply awaits for another fare, much like a cab driver. ■

## **Trade Profile ...South Korea**

*Continued from page 4*

exports, New Orleans and other Louisiana ports handle more outbound tonnage, followed by Savannah and Norfolk. Exports from the Southeast's gateways are largely cereals, chemicals and petroleum products, as the country depends upon importing basic food, energy and components that are required to support a modern economy. (Higher value exports from the Southeast tend to pass over the West Coast.)

It is forecasted that total U.S. South Korea trade will see strong growth in exports over the next 20 years, with average annual compound growth rates over 7 percent. Imports will also grow, but at a much lower pace, with a forecasted annual compound growth rate of almost 4%. This stronger growth in exports is expected to result in the U.S. having a net trade surplus with Korea by the end of the decade.

Given the discussion regarding the signing of a Free Trade agreement between the U.S. and South Korea, the Southeastern U.S. stands to benefit from increased trade. The Kia plant in Georgia provides a new link to South Korea, which will only increase trade opportunities as South Korea-based Asiana Airlines began cargo service between Atlanta and Seoul this fall. With the large focus on grain, oil seeds and other products, South Korea will remain a large market for Southeastern agricultural exports. ■

## ▶ 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)  
 🌐 ITTS speaking engagements

### January 30-February 1, 2011

**Georgia Foreign Trade Conference**  
 Sea Island, GA  
<http://logistics.georgiainnovation.org/events/details/496/2010-12-02>

### February 1-2, 2011

**American Association of Port Authorities "Shifting International Trade Routes"**  
 Tampa Florida  
<http://www.aapa-ports.org/Programs/seminarschedule.cfm?itemnumber=17549>

### February 20-23, 2011

**RILA Logistics Conference**  
 Gaylord Palms Resort & Convention Center, Orlando, FL  
<http://www.rila.org/events/conferences/Pages/Logistics.aspx>

### March 1-3, 2011

**Inland Waterways Navigational Conference**  
 Cincinnati, Ohio  
<http://www.inlandwaterwaysconference.com/>

### March 2-4, 2011

**AASHTO 2011 Washington Briefing**  
 Washington, DC  
<http://www.transportation.org/meetings/297.aspx>

### March 10-12, 2011

**Transportation Research Forum**  
 Long Beach, California  
<http://www.trforum.org/forum/2011>

### March 13-15, 2011

**AASHTO Standing Committee on Railroads**  
 Washington, DC  
[http://rail.transportation.org/Pages/rail\\_meetings.aspx](http://rail.transportation.org/Pages/rail_meetings.aspx)

### March 21-23, 2011

**JAXPORT 2011 Logistics & Intermodal Conference**  
 Ponte Vedra Beach, Florida  
<http://www.jaxportconference.com>

### April 6-9, 2011

**Transportation Intermediaries Association 33rd Annual Convention and Trade Show**  
 Orlando Florida  
[http://www.tianet.org/AM/Template.cfm?Section=TIA\\_Annual\\_Meetings&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=10&ContentID=5881](http://www.tianet.org/AM/Template.cfm?Section=TIA_Annual_Meetings&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=10&ContentID=5881)

### April 30-May 3, 2011

**American Short Line and Regional Railroad Association**  
 San Antonio, Texas  
[http://www.aslrra.org/meetings\\_seminars/index.cfm](http://www.aslrra.org/meetings_seminars/index.cfm)

## Smart Rivers 2011 Conference

**Submit Abstract by February 14, 2011**

**Discover the Keys to Inland Navigation's Sustainable Future Around the World**

New Orleans, Louisiana, U.S.A.

September 13-16, 2011

Westin Canal Place

Conference website & online abstract submittal instructions  
<http://smart11.pianc.us/program.cfm>

### About The Conference

A biennial forum bringing together those involved in inland/river transport from developed and developing areas of the world, Smart Rivers 2011 is a 3-day technical specialty conference organized by PIANC USA, along with more than twenty partnering organizations. Conferences have been held in Pittsburgh (2005), Brussels (2006), Louisville (2007), and Vienna (2009). Participants and presenters are sought regarding best practices and innovation in North and South America, Europe, and Asia.

### Key Dates

Abstracts Due: . . . . . February 14, 2011

Author Notification: . . . . . March 1, 2011

Presentations Due: . . . . . August 30, 2011

Conference: . . . . . September 13 – 16, 2011

For more information regarding the conference, please contact us at [pianc@usace.army.mil](mailto:pianc@usace.army.mil) or 703-428-9090; [www.pianc.us](http://www.pianc.us)

## ▶ TRADE PROFILE ... Republic of South Korea



After the Korean War, the South Korean economy began a strong export lead economic growth strategy, despite poverty levels that were similar to most developing third world nations. Today, South Korea ranks as one of the world's top 20 economies, but remains heavily dependent upon exports (automotive, electronics, and steel) to sustain its growth.

In 2009, South Korea ranked among the top ten trading partners of the U.S. the U.S. imported over \$38 billion dollars of goods in 2009. (This represented an 18% drop from the 2008 levels.) However, on a year to date basis, imports from South Korea, led by increased shipments of electrical goods, vehicles, and industrial machinery have experienced strong recoveries.

U.S. exports to South Korea amounted to \$29 billion in 2009, which also represented a decline from 2008. However for

most of 2010, trade with Korea has grown, largely because of strong growth in exports of electrical and industrial machinery, aircraft and grains, supported by the weaker U.S. dollar.

The top four exporting states to South Korea are California, Washington, Texas and Louisiana. For most of the states in the Southeast, exports with South Korea have grown, but total regional exports are lower than volumes to other markets.

Korean traffic through the Region's gateway facilities ranks among the top 10 import markets (\$6 billion in 2009) but as a top 20 export destination (\$4 billion in trade). (Most trade between the U.S. and Korea passes over the West Coast.) For imports, Brunswick, with the automotive imports, is the largest regional gateway, followed by New Orleans and Mobile. Regarding

*Continued on page 3*

