TLS General Meeting

Wednesday, October 12
TLS Alumni Night & Panel Discussion:

With a degree in Logistics from UNF - “Oh, the places you’ll go!”
Alumni discuss their professional experience since earning their T&L degree.
Location: Coggin College Stein Auditorium 42/1020
Time: 9:00pm-10:00pm

Executive Spotlight Panel Discussion

Trucking:
Will a new playbook change the game plan for supply chains?
Executives from truckload, ocean carrier, chassis management, and railroad
will discuss complex issues changing the game for supply chains

Wednesday, October 19
5:00 p.m. - 6:00 p.m. Networking Reception   6:00 p.m. - 7:15 p.m. Panel Discussion
Location: UNF University Center (Bldg. 43)
Dress: Business Casual

Executive Board Fall 2011

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Upcoming Events

Friday, October 21:
Facility tour of Football Fanatics Distribution Center.
Time: 9:00am-1:00pm, RSVP to TLSociety@unf.edu

Friday, October 28:
Transportation & Logistics Flagship Fall Career Day

Wednesday, November 9:
TLS General Meeting & Hubbard House Charity Kick-Off in partnership with the Propeller Club;
Time: 9:00pm-10:00pm, Location: 42/1020

Friday, November 18:
Facility tour of Anheuser-Busch Brewmaster.
Time: 9:00am-1:00pm, RSVP to TLSociety@unf.edu

TLS on Tour: Football Fanatics Distribution Center

On October 21 students in the T&L program will tour Football Fanatics Distribution Center. The company was founded in 1995 soon after Jacksonville became the “Home of the Jaguars.” By 1997 the two brothers who started the company began to move toward e-commerce in order to sell to merchandise to “displaced fans around the world.” Football Fanatics prides themselves on building the best customer experience, earning a #1 ranking in customer service by BizRate and Amazon. Jacksonville remains Football Fanatics headquarters, with two stores in local malls and a fulfillment center that supports their online business. They operate more than 250 e-commerce websites and 60 e-commerce stores for collegiate and professional sports partners and media organizations. To take part in the Fanatics Experience email TLSociety@unf.edu to register. Transportation is provided and the limit is 20 participants. Tours are sponsored by the Transportation & Logistics Flagship Program.

www.unf.edu/groups/logistics

TLS NEWSLETTER: BEYOND THE CLASSROOM

TLS President’s Corner

Hello TLS members, and welcome back to the fall semester!

It was exciting to meet many of you at the TLS Kick-Off meeting in September. It was a huge success and gratifying to see so many members becoming more involved. TLS offers many opportunities throughout the semester to get involved and learn more about the transportation and logistics profession.

I encourage each and every one of you to take full advantage of the programs the Transportation & Logistics Flagship has to offer. Whether it be a tour of JAXPORT or learning how a distribution center works on the Football Fanatics tour, the experiences are invaluable and vital as we prepare for our future careers.

If anyone is interested in getting more involved in TLS please email me at:: William.T.Branning@unf.com
IN THE KNOW: SELLING YOUR PERSONAL BRAND

Your name is your PERSONAL BRAND! “What does your name say about you? What does it convey to the person that hears your name?” These are things that one should question, especially when they are focusing on their career. Basic marketing classes teach us the importance of brand building and it is no different between a product and an individual. When working on building a career it helps to see oneself as a “product,” a product that needs to be sold. Tim Stratman’s article, “Building Your Personal Brand” recently published in Supply Chain Management Review magazine, discusses the importance of strengthening your personal brand no matter where you are in your career. Here are some things to keep in mind if one is at the beginning of their career.

Get your name known – A name will not mean very much if no one has heard of it. Get exposure through networking. Having interaction with people allows them to identify “the product” that comes with the brand. Networking gives a person the chance to show their personality, talk more about their background, aspirations, and knowledge. It is about building personal relationships that may become opportunities. Use your name in your email address. An N number is just that, a number.

Know Yourself – To sell a product the salesmen should know the product. One should be certain of strengths and skill sets, where they would like to be in the future, and what they would like to focus on. This will determine what skill sets should be developed. For example, if one wants to manage a team they would focus on building a team environment, collaboration and learning different ways to motivate people.

Stay Current – Knowledge goes beyond the degree. One should stay current on events impacting the industry they work in. One should also keep skills polished and current. Technology makes the rate of change faster now than ever before. If one does not stay ahead of the curve, it is possible to become outdated.

Presentation – Just like product packaging can help sell a product, a good presentation can help sell your personal brand. Be sure to know the appropriate style for the environment. For example, if one is interacting with the customer or interviewing for a position business professional dress is expected. In a warehouse or a container yard, jeans and a polo shirt may be more appropriate. Regardless of the dress code, it is important to be neat, pressed and well-groomed. The old adage, “Dress for Success” still holds true in today’s business world.

Using basic brand positioning and marketing can enable an individual to manage and promote their own personal brand. Developing a strategy early in the game will lead to a successful career.

By William England

Soar Farther and Higher with the Transportation & Logistics Society!

Become a member today!

For more information contact:

TLSociety@unf.edu

GET TO KNOW VICE PRESIDENT: JOEY ELKANA

A first-generation American, Joey is Vice President of the Transportation Logistics Society and plans to graduate Spring 2012. Since his sophomore year he has beenbusily studying Transportation & Logistics and International Business. During that time Joey has been living up to his own goals. “I am a strong believer in hard work and the dedication it takes to succeed.” To prove that he has been heavily involved in on-campus organizations such as UNF’s Delta Upsilon Fraternity, Presidential Envoys-Alumni Association, Ambassadors for the Coggin College of Business and AmeriCorps State/National. He also volunteers for the Boys and Girls Club, the American Cancer Society and the Arc Jacksonville. His international experience includes time spent in Europe, South America, the Caribbean, and Middle East. After graduation Joey hopes to pursue an M.B.A. and someday start an air charter company that will service the southern United States and the Caribbean. As Vice President of TLS Joey’s main goal is to ensure that every student in the Transportation & Logistics program has experienced the transformation of learning that will help them in their academic, professional, and personal career.

“If you see me in the Coggin College or around UNF feel free to say hello.”

By Ryan McCullough

LIFE AFTER GRADUATION: MARTA CYLWIK

Marta Cylwik, recent graduate of Spring 2011, has been working at Beaver Street Fisheries the past 9 months. She works as a business data analyst. She gave us an insight into her day to day responsibilities, “I am responsible for coordinating and implementing improvement projects within an organization in order to influence customer satisfaction, eliminate waste, improve efficiency and operational effectiveness, and facilitate business growth. My areas of interest include the production plant and product pricing, data capture, and development and maintenance of internal collaboration tool(s).” When asked about how the TLS program helped her in finding her current position, Marta gave well deserved credit to the T&L Career Day, “TLS is a great resource that everyone should take advantage of. Career Day was what got me a job! Even if you already have a job that you like, and you are not looking for a change in your career, it is still a great networking experience.” It seems as though the TLS has given another prospective graduate the skills and connections needed to land their first job in the transportation and logistics industry.

By David Sherman

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