

LATC TRANSPORTER

From The Desk of The President.

Dear LATC Members,

It is my pleasure to announce a number of exciting new changes that have recently been made within the Los Angeles Transportation Club. This is part of an ongoing commitment by both past and current board members to continually improve the standard of excellence that this organization stands for.

These many improvements start with the newest edition of the Transporter. You will see that we have completely revamped the monthly production with an emphasis on better content and design.

In addition, I encourage you to take another look at our website at www.latc.la. You will see that this same theme has been applied throughout the site.

Finally, our focus on providing value to our membership and community continues without fail. This year's program, its various offerings along with our new membership directory highlight only a few of the advancements already made.

I would like to take this opportunity to recognize the LATC's dedicated Executive Board, Directors and Advisors who work tirelessly day in and day out to make this organization such a success. Our continued growth in the face of difficult economic times is a direct result of all these individuals' time and effort.

We have dedicated ourselves to produce a result that exceeds expectations. As you read about the Los Angeles Transportation Club, I hope you will agree that we are keeping our promise.

Sincerely,

Robert G. Thornburgh



Robert G. Thornburgh
LATC President
The Heger Company

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A TRADITION SINCE 1924

“Holding true to our traditional values, we will provide transportation professionals, shippers and suppliers a forum to foster relationships, share ideas and solutions while raising funds to support our membership and communities.”



www.latc.la

Transportation Topics.

The World Today According to Transportation.

As I look at my keyboard on this Friday the 13th, and with the Ides of March approaching, I cannot help but briefly reflect on the almost numbing impact from the plethora of bad news and misery related over just the last couple weeks. Whether from headlines, financial markets, business meetings or personal anecdotes, there is a just a tremendous amount of dismal information and sentiments which were all further clarified and emphasized at recent local transportation industry events.

The annual Trans-Pacific Maritime Conference put on by the Journal of Commerce took place March 2-4 in Los Angeles at the Westin Bonaventure Hotel with over 1,000 participants, down from the 1,500+ last year in Long Beach. One expert, executive, analyst and official after another from around the world seemed intent on outdoing the previous speaker with charts and statistics showing just how really bad things are and will likely remain for at least another year, in the U.S. and even more so worldwide. Then at our own LATC Executive Speaker Lunch in Monterey Park on TUE 3/10 we heard from a distinguished panel about the costs, confusion, anxiety and challenges of the new green port trucks regulations. The next evening at the 10th annual CITT State of the Trade and Transportation Industry Town Hall Meeting at CSULB another distinguished panel from various transportation segments eloquently explained the consequences to local port traffic from the combination of the current economic conditions in addition to the cumulating operational and regulatory costs. It is only a sort of morbid curiosity that leans me towards likely attending the Port of Long Beach's Peak Season Forecast meeting 3/25 at the Hyatt Regency.

The bottom line as related in many different ways is simply that times have changed, for everyone everywhere, and instead of focusing on transportation partnerships every conversation and decision seems to turn on price. Rather than security and congestion as the heavy topics of supply chain thinkers and actors, everything is now all about competition. Competition for discretionary port cargo, daily shipment routings, government funding, bid awards, compensation and benefits, company survival, credit and capital investments, and personal job security.

However, thankfully, I was also reminded in recent dealings directly with several individual customers, engaging in new and ongoing negotiations, and working through operational processes and new opportunity setups that business does indeed go on and transportation remains integral to the world around us. Where top line growth is weak the opportunities are rich for bottom line solutions and improvements which can have a tremendous long term impact. While deflationary pressures may rise, so too do the opportunities for those who are most in tune with their marketplace, on top of their own costs, and able to respond with the most timely, flexible and meaningful solutions. In many ways a bleak 'big picture' reinforces the operational bonds and emphasis on value-adding day-to-day partnerships (even if they are of an ad hoc or short term nature) and their ongoing benefits, both direct and measurable as well as the more indirect and difficult to quantify.

Though sector and company statistics may be disappointing, I see from personal experience and trends throughout the supply chain that the knowledge and technology to measure results and respond, in real-time, are far superior now than ever before. Thus, while supply chain actors may be severely challenged or even overwhelmed by the 'uncertainty' of the current marketplace, they are ironically more aware of conditions within this same market and therefore more empowered to lead their own enterprises to affect the direction of their results, associates, industry and the overall economy.

David Green
LATC 1st Vice President
 Schneider National, Inc.

Direct: 310.648.7817
 Cell: 310.606.0797
 Email: greend@schneider.com



David Green
LATC 1st Vice President
 Schneider National, Inc.

LATC - In The News.



The Los Angeles Transportation Club remains an organization that Since 1924, has offered a unique forum to discuss industry trends and issues. Our last Execu-

tive Speaker Series meeting held at Monterey Hill Restaurant continued our resolve to provide value to our membership, friends and affiliates.



Jim De Mask
LATC Advisor/Past President
 WZI Worldwide

The Los Angeles Transportation Club lunch meeting on March 10th featured a discussion entitled, "Green Trucks, Green Posts: A Panel discussion". Our panelists were Victor La Rosa, President, Total

Transportation Services, Inc; Chris Cannon, program manager for the Port of Los Angeles Clean Truck Program and Tom Jalenic, assistant director-environmental, Port of Long Beach. Our panel moderator



was Bill Mongelluzzo, West Coast Editor of the Journal of Commerce.

The LATC again attracted a "Standing Room Only" crowd, as nearly 180 persons registered for the meeting. The port representatives presented a joint PowerPoint presentation highlighting their respective Clean Truck Plans. Mr. La Rosa shared with the audience the advantages of operating a "clean truck" fleet in the area.

The Q&A session resulted in a lively discussion focusing primarily on the replacement or retrofit of about 7,500 trucks needed to be converted, the clean truck fees and the possible diversion of discretionary cargo.

Please know that the LATC has and will continue in the months and years to come to serve as a resource for its membership and friends, keeping you informed on timely and relevant issues affecting us and our industry.



In The News

Calendar of Events.

APRIL

- 14 Keynote Speaker: Jack Koraleski**
11:30AM - Swiss Park Restaurant & Banquet Center - Whittier, CA
Reservations at: www.latc.la or call 562.856.9197

Jack Koraleski was named Executive Vice President, Marketing and Sales of Union Pacific in March 1999. In his position he is responsible for Union Pacific's six major business units; agriculture, automobiles, chemicals, energy, industrial products and intermodal. Collectively, the business units account for over \$15 billion in annual revenue. He also oversees the railroad's National Customer Service Center.

- 17 LATC Annual Spring Golf Tournament at Westridge Golf Club - La Habra, CA**
12Noon Shotgun Start. Registration at: www.latc.la or call 562.856.9197
Westridge Golf Club, 1400 S. La Habra Hills Dr., La Habra, CA 90631
Check-in begins at 11 am, Shotgun start at 12Noon. Price includes: Green Fees, Cart, Lunch, Awards and Dinner. Please remember to bring a Door Prize.

MAY

- 12 California Climate Change Plan-Transportation & Warehousing Regulatory Update**
Patty Senecal, International Warehouse Logistics Association and Stephanie Williams, Western States Goods Movement Association will address current and upcoming regulatory changes that will impact our industry.
11:30AM - Monterey Hill Restaurant & Banquet Center, Monterey Park, CA
Reservations at: www.latc.la or call 562.856.9197

JUNE

- 02 SAVE THE DATE: Robert Costello, Chief Economist & Vice President, American Trucking Associations** will address the LATC at our June 2nd meeting.
11:30AM - Monterey Hill Restaurant & Banquet Center, Monterey Park, CA
Reservations at: www.latc.la or call 562.856.9197

JULY

- 14 Keynote Speaker: Brian Avery, Hub Group**
11:30AM - Monterey Hill Restaurant & Banquet Center, Monterey Park, CA
Reservations at: www.latc.la or call 562.856.9197

SEPTEMBER

- 15 Keynote Speaker: Jim Hertwig, President, CSX Intermodal**
will address the members and guests of the LATC
11:30AM - Monterey Hill Restaurant & Banquet Center, Monterey Park, CA
Reservations at: www.latc.la or call 562.856.9197
- 18 Transportation Night at Knott's Berry Farm**
SAVE THE DATE! Advance ticket sales are available now at: www.latc.la or call 562.856.9197

OCTOBER

- 13 Keynote Speaker: Jack Gross, Senior VP-GM, Schneider Logistics**
SAVE THE DATE: Jack Gross, Senior VP-GM, Schneider Logistics will address the LATC at our annual election meeting. Registration details to follow.

NOVEMBER

- 01 LATC 86th Annual Officers Installation Dinner**
The date is tentative. The actual date & location will be announced.

2009 Annual Golf Tournament.

Friday, April 17th, Check-in begins at 11:30AM



LOS ANGELES TRANSPORTATION CLUB



www.latc.la

LATC Annual Spring Golf Tournament
Westridge Golf Club - La Habra, CA

12Noon Shotgun Start. Registration at: www.latc.la or call **562.856.9197**
Westridge Golf Club, 1400 S. La Habra Hills Dr., La Habra, CA 90631

Check-in begins at 11 am, Shotgun start at 12Noon.
Price includes: Green Fees, Cart, Lunch, Awards and Dinner.
Please remember to bring a Door Prize.

2009 Annual Golf Tournament



Los Angeles Transportation Club
 One World Trade Center
 Box 32445
 Long Beach, CA 90832
 Phone: 562.856.9197
 Fax: 562.684.4320
 Email: mail@latc.la
 www.latc.la

2009 MEMBERSHIP APPLICATION

Please complete this application for membership in the Los Angeles Transportation Club and mail or fax it back to us at: **(562) 684-4320**.

Type of Business: _____

Initiation Fee:	\$10.00
Student Membership:	\$24.00
Individual Membership:	\$95.00
Corporate Memberships:(4 persons)	\$285.00

First Name _____ Middle Initial _____ Last Name _____

Company/Organization/School _____ Title/Expected Graduation Date: _____

Business Address _____

City _____ State _____ Zip/Postal code _____

Business Phone _____ Fax _____

E-Mail _____ Website _____

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Check Enclosed # Visa MasterCard American Express

Credit Card Number _____ V-Code (3-4 digit security code) _____ Expiration Date _____

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Signature of Card Holder _____

Memberships shall be renewed each calendar year. Memberships are not transferable to another person, and dues cannot be prorated. Membership dues cannot be refunded. Membership applications without valid payment information will not be processed.

Membership Update.

Interested in Becoming a Member?

Get involved in the Transportation Industry by becoming a member of the LATC.

With over 200 members from all corners of the transportation industry, there is no better time to join. Here are just a few of the many benefits you receive as a member of the Los Angeles Transportation Club:

- *Networking with trade professionals and potential clients*
- *Discounts on the highly attended Executive Speaker Series Luncheons*
- *Access to the New and Improved Directory*
- *Annual Golf Tournament (additional fees apply)*
- *Transportation Night at Knott's (additional fees apply)*

New Member Update

At our March 4th board meeting we inducted six new members into the Los Angeles Transportation Club. Below you will find their names and contact information.

Michael Birditt	Heitz Trucking Company P. O. Box 462393 Escondido, CA 92046 michael@heitztrucking.com	760-470-2300
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Nicholas La Rosa	3803 Gondar Avenue Long Beach, CA 90808 nikrosa82@hotmail.com	310-493-4899
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Richard Padovani	C Trans, Inc. P. O. Box 24432 Oakland, CA 94623 richard@ctrans.net	510-568-0332
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John Parks	Senator International 2203 East Carson Street Carson, CA 90810 john.parks@lax.senator-international.com	310-518-7380
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Michael Petras	Action Expediting, Inc. 11899 Cabernet Drive Fontana, CA 92337 mpetras@actionexpediting.net	951-361-4193
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Jim Ward	Supply Chain Solutions 4607 44th Street SE Grand Rapids, MI 49512 jward@scsolutionsinc.com	616-554-8907
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We encourage you to reach out and welcome them to the organization and consider using their services.

In an effort to provide more value we have begun to publicly introduce new members to the club at each months Executive Speaker Series Luncheon.

If you have recently joined the LATC and would like to be formally introduced to the club or have additional questions on membership, please contact me at: FrankS@klabin.com or (310) 329-9000.



Frank Schulz
LATC 2nd Vice President
The Klabin Company

Friends of The LATC.

The Los Angeles Transportation Club extends its sincerest gratitude to this months advertisers for their support.

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If you are considering a new real estate endeavor or need additional information to help you make early plan assessments, call The Heger Company for a free consultation.

Robert G. Thornburgh
President
CCIM, SIOR, CPM

Thomas A. Holland
EVP/Principal
CCIM, SIOR, CPM

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Are you interested in advertising in the next edition of the Los Angeles Transportation Club? By joining the "Friends of the LATC" or our forthcoming "Classified" section, you have the unique opportunity of showcasing your business to hundreds of transportation professionals. Further, your advertising dollars help the organization continue its philanthropic commitments. For information on future opportunities, please contact the Los Angeles Transportation Club at: mail@latc.la.



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Steven C. Finley

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Jack Koraleski
Executive VP Marketing & Sales
Union Pacific Railroad

Executive Speaker.

Tuesday, April 14, 2009 11:30 AM

Jack Koraleski

Executive Vice President Marketing & Sales Union Pacific Railroad

Jack Koraleski was named executive vice president, Marketing and Sales of Union Pacific in March 1999. In his position, Jack Koraleski is responsible for Union Pacific's six major business units, agriculture, automobiles, chemicals, energy, industrial products and intermodal. Collectively, the business units account for over \$15 billion in annual revenue. He also oversees the railroad's National Customer Service Center. During his more than 35 years with the railroad, Jack Koraleski has held a number of executive positions including controller of Union Pacific Corporation and executive vice president, Finance and chief financial officer of Union Pacific Railroad, the positions he held before his current appointment. He also has held positions in the railroad's Information Technologies, Real Estate and Administrative departments.

Swiss Park Restaurant & Banquet Center

1905 Workman Mill Road, Whittier, California 90601

Member Price: \$30

Tables of 8: \$240

Non-Member Price: \$35

(Cancellations must be received by Friday, April 10, 2009 to receive a refund or avoid being charged for reservations)

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Philanthropy - Scholarships & Charities.

LATC Makes Commitment to Richard M. Hollingsworth Endowment.

Over the years, the Los Angeles Transportation Club has raised hundreds of thousands of dollars for various Charities that include the Leukemia & Lymphoma Society, Habitat for Humanity-Orange County, Make-A-Wish Foundation of Greater Los Angeles, City of Hope, Ronald McDonald House and Hillview Acres as well as offering Scholarships to hundreds of young people.

In February of this year, the LATC continued its philanthropic focus through its commitment to help finalize the Richard M. Hollingsworth endowment at California State University Long Beach.



Robert G. Thornburgh
LATC President

Steven Finley
LATC Advisor/
Past President

Marianne Veniers
CSULB

Mat Kaplan
CSULB

Sadly, Mr. Hollingsworth passed away on August 5, 2008. He was a founding member of the Center for International Trade and Transportation (CITT) Policy Committee and one of the creators of the Global Logistics Specialist program at CSULB. As a member of METRANS' Advisory Board, he was an enthusiastic and creative voice for METRANS outreach programs. He devoted his life to improving opportunities for those less fortunate.

Richard recognized the industry's need for professionalism. He coordinated and taught in CSULB's Global Logistics Specialist program. Literally hundreds of successful transportation professionals owe their achievement at least partially to Richard Hollingsworth's dedication to education.

Past Club President and current Advisor, Steven Finley commented:

"It is our honor and privilege to be able to do this, recognizing the memory of such an outstanding individual."

In addition to the contribution towards the Hollingsworth endowment, last year the LATC awarded scholarships to the GLS program and the Masters program. Finley added:

"We value what the University is doing in the area of logistics and supply chain management. We look forward to building our relationship and exploring other avenues for future potential giving."

The LATC remains dedicated to the future of the industry it serves. For more information on future scholarships and charitable events, please view our website at: www.latc.la



Richard M. Hollingsworth

06/23/53 - 08/05/08

CITT Founding Member
Global Logistics Specialist - CSULB
METRANS Advisory Board

"Every good act is charity. A man's true wealth here-after is the good he does in this world to his fellows."

—Moliere

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