

# Mississippi World Trade Center

## Global Link



PROMOTING INTERNATIONAL TRADE, INVESTMENT AND TOURISM

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### Global Logistics Conference Presents Dynamic Line-Up

The Mississippi World Trade Center (MSWTC) in partnership with the Mississippi Development Authority, East Mississippi Development Corporation, and Waggoner Engineering recently presented "Global Logistics Conference 2007:

Managing the Supply Chain in Today's Marketplace." The one-day conference was held on March 29 at the Jackson Hilton Hotel and Conference Center. Attendees were treated to a dynamic speaker line-up with experts in the logistics field representing major companies from five states.

Opening the morning session was Dr. Paula Dowell, Vice President of the Economic, Freight and Finance Division at Wilbur Smith Associates. Dr. Dowell's presentation "Freight, Freight and More Freight: Are We Ready?" provided an overview of the current and future strains on the United States transportation systems. Dr. Dowell forecasted a doubling of freight in Mississippi by 2030, with similar growth trends around the country.

Following Dr. Dowell was a presentation by Mark Stewart, Solutions Engagement Manager with UPS Customer Solutions. Stewart presented "Embracing the Lean Supply Chain," which focused on the importance of supply chain management. Stewart provided attendees a break-down of 10

critical processes companies must address in order to create an efficient and effective supply chain.

The conference's third session was delivered by Thomas Finkbiner, Chairman of the 50-member Board of Directors of the Intermodal Transportation Institute at the University of Denver. Finkbiner captivated the audience during his presentation "The Importance of Rail in North



Skip Scaggs, Conference Moderator and Manager of East Mississippi Business Development Corporation, introduces guest speaker Thomas Finkbiner, Chairman of the Board of Directors of the Intermodal Transportation Institute at the University of Denver.

American Trade." He stressed that the nation's railroad system desperately needs to be re-engineered and rebuilt. Finkbiner stated that capital outside the rail industry will be required in order for railroads to carry the burden of the growing economy.

The final session, "Best Practices: Panel Presentation," consisted of Alan Moore, Shareholder of Baker Donelson, Terry Liner, President and Founder of Liner Services Int'l, Inc., and David Camp, Vice President Sales Operation for Staplco. Following the three presentations, Skip Scaggs, Conference Moderator, opened the floor for a panelist question and answer session before concluding the conference.

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#### INTERNATIONAL EVENTS SCHEDULE

- 4/25 Madison County Chamber International Trade Seminar Ridgeland, MS
- 4/23-5/3 Latin America Foreign Office Visit Various Locations, MS
- 5/2 Madison Country Chamber International Trade Seminar Ridgeland, MS
- 5/26-6/2 Geospatial Trade Mission Geneva, Switzerland
- 6/TBA Central America Trade Mission Guatemala, Honduras, El Salvador & Costa Rica
- 6/12-14 Go-Petroleum Trade Show and Mission Calgary, Alberta
- 6/14 Import Seminar Gulfport, MS
- 8/21-22 2007 Women's Conference Meridian, MS
- 10/21-24 WTCA General Assembly New Orleans, LA

Call 601-353-0909 for event details or go online at [www.mswtc.org](http://www.mswtc.org).

# MSWTC Spring Quarterly Luncheon a Success



Keynote speaker, Joe Bonney, presenting during the MSWTC Spring Quarterly Luncheon.

The Mississippi World Trade Center (MSWTC) held its spring luncheon on March 29 at the Jackson Hilton Hotel. Attendees were treated to excellent networking opportunities, delicious cuisine, and piano music performed by Jimmy Jarratt. The event drew over 70 attendees, with strong representation from both the private and public sectors.

The Keynote speaker, Joe Bonney, Editor of *The Journal of Commerce*, delivered the luncheon address on the book he recently co-authored, *The Box That Changed The World*. Bonney provided attendees several insightful stories regarding the history of containerized shipping.

The MSWTC would like to thank all who helped make the spring quarterly luncheon a success.

## Welcome New Members!

**John Welch**

Connect Technology LLC

**Suzanne N. Saunders**

Saunders Law Firm P.A.

**Kenneth L. Redding**

Red-Cycling, Inc.

**Hayes Dent**

Avoca Holdings, LLC

**Trey Waterloo**

Canebrake Capital Management LLC

**Dr. Dan Fredericks**

Belhaven College

## Logistics Conference Photo Gallery

**Right:**  
MSWTC Board Member Dr. Deidre McGowan visiting with John Carnes.



**Below:** (left to right) MSWTC Board Members Bill Harris of AT&T, John Hendrix of MS Band of Choctaw Indians and Glen Sigler of Regions Bank meet during a break.



**Left:**  
(left to right) John Henry Jackson and Adam Murray, MDA International Trade Specialists, talking to Mark Stewart of UPS.



## FedEx Delivers on Shipping/Documentation Seminar



**Left to Right:** Fred McMullen, Sr. International Sales Executive for FedEx, Carol Moore, Director of the MS Export Assistance Center; and Jim Finley, President of the District Export Council.

The MS District Export Council recently partnered with FedEx for the “FedEx/USCS International Shipping” seminar held March 8 at the Mississippi World Trade Center (MSWTC). The half-day seminar was attended by thirty individuals representing over twenty organizations. Topics discussed by FedEx presenters included “International Air Waybill,” “Ancillary Documents” and “FedEx Global Trade Manager”. Barbara Travis, Executive Director of the MSWTC, and Carol Moore, Director of the MS Export Assistance Center, presented overviews of the international business services their offices provide. The seminar concluded with a mock auction and networking lunch.

## Member Spotlight

Jason Voyles, Vice-President of Corporate Development for W.G. Yates and President of Spectrum Capital, LLP., was recently honored by the *Mississippi Business Journal* for the “Top 40 Under 40: 2007 Business Leaders in Mississippi” award.



Along with his many responsibilities, Voyles has also been a dedicated MSWTC Board Member. He served as MSWTC Board Treasurer from 2005-2006 and was voted Vice-President for 2007.

Voyles earned a B.S. of accountancy and M.S. of taxation from the University of Mississippi. In 2002, he graduated from NYU with a M.S. in real estate, concentrating on development.

## MS Business and Procurement Opportunities Conference May 8-10, 2007

The Mississippi Business and Procurement Opportunities Conference is designed to make the procurement process easier and more effective for all Mississippi businesses, particularly for small, disadvantaged and minority business owners. This event, sponsored by Mississippi Development Authority and the Mississippi Procurement Technical Assistance Program, will be held at the Vicksburg Convention Center and Auditorium on May 8-10. For additional details, call (601) 359-3448 or e-mail [mprogoff@mscpc.com](mailto:mprogoff@mscpc.com).

**Right:** Seminar Attendees networking during a break.



**Left:** Barbara Travis, MSWTC Executive Director, presenting during the FedEx/USCS seminar.

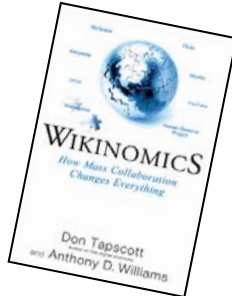


## Book Review

### Wikinomics: How Mass Collaboration Changes Everything

#### Review from Inside Cover:

Today, encyclopedias, jetliners, operating systems, mutual funds, and many other items are being created by teams numbering in the thousands or even millions. While some leaders fear the heaving growth of these massive online communities, *Wikinomics* proves this fear is folly. Smart firms can harness collective capability and genius to spur innovation, growth and success.



A brilliant guide to one of the most profound changes of our time, *Wikinomics* challenges our most deeply rooted assumptions about business and will prove indispensable to anyone who wants to understand competitiveness in the twenty-first century.

Based on a \$9 million research project led by best-selling author Don Tapscott, *Wikinomics* shows how masses of people can participate in the economy like never before. They are creating TV news stories, sequencing the human genome, designing software, editing school texts, finding cures for diseases, inventing new cosmetics, and even building motorcycles.

## Trading-After-Hours A Big Hit

On March 28, 2007, the Mississippi World Trade Center (MSWTC) held its Trading-After-Hours networking event in the penthouse of the Jackson Hilton Hotel. Attendees were treated to traditional blues music performed by the talented Arnold Lindsay and Friends. Due to strong support and repeated requests by members, the MSWTC is eager to make Trading-After-Hours a regular event on the MSWTC calendar.



## District Export Council Hosts Seminar for USM Students

The MS District Export Council (DEC) hosted twenty-five international business students from the University of Southern Mississippi (USM) for the "Exporting: A World of Opportunities" seminar at the Mississippi World Trade Center (MSWTC). Throughout the seminar, USM students gained insight into the different roles non-profits, governmental trade agencies, and private sector companies play in exporting Mississippi products. Presenters for the seminar included the DEC, MSWTC, Mississippi Development Authority, FedEx, and Sanderson Farms.



Left: University of Southern Mississippi students attend the "Exporting: A World of Opportunities" seminar.

Right: Dr. Lambert, USM Professor, opens the seminar.

