



Memphis Traffic Talk

Publication of The Traffic Club of Memphis

Organized 1913

Volume 61 Issue 2

www.trafficclubofmemphis.com

Feb / Mar, 2012

Special points of interest:

- Then & Now
- What Do You Manage?
- Golf Tourney

Inside this issue:

Job Openings 2

Cliff Lynch 2

Milestones 4

New Members 4, 5

Officers & Board 5

Then & Now 3

Future Events 5

President's Message



What a great turnout for the luncheon on Valentine's Day – I hope you enjoyed it as much as I did. A special thanks goes out to past

president Marty Morelli for arranging the presentation by Chip Overby, Jr. of Old Dominion Freight Lines. Let's keep that momentum going!



Our next meeting on March 13 promises to be just as informative as we join Sean Ellis of the Intermodal Freight Transportation Institute at the University of Memphis.



The luncheon will be held at the University Center on campus at the U of M and parking will be available in the Zach Curlin garage. RSVP on the club's website at

www.trafficclubofmemphis.com by noon on Friday, March 9. I look forward to seeing you there.

In other news, the membership survey that has been a topic of discussion at recent meetings is now complete. Thanks to all of you who took the time to complete the survey and provide your

feedback. The board will be reviewing the information that was collected and we hope to be able to provide you with a report as we begin evaluating ways to implement your suggestions. Be on the lookout for some special announcements and new events.



Finally, if you're like me, the unseasonable weather of late has you thinking about Spring. And when I start thinking about Spring, I start thinking about playing golf. May is right around



the corner and, regardless of the weather, it's never too early to start planning for the club's Spring golf tournament that will be held on May 15 at Memphis National Golf Club.

So dust off your clubs and start rounding up your fellow hackers to form a team and support the club's mission of providing scholarships to college students pursuing degrees in the transportation and logistics fields. More details to come.

See you soon.

Mason

www.trafficclubofmemphis.com

ARE YOU A RELATIONSHIP MANAGER?



Clifford F. Lynch

“Unfortunately, too many of us have become more enamored of our ever-more -fun message devices than with the messages themselves.”



**“You don’t manage people; you manage things. You lead people.”
- Admiral Grace Hopper**

In the course of my consulting practice, from time to time I get involved in assignments or litigation that involves the breakdown of an outsourcing arrangement. While these difficulties can be for any number of reasons, more and more they seem to result from a deterioration in the relationship itself. These relationship flaws then lead to poor cost control, loss of efficiency and productivity, lack of communications, and other performance shortcomings. Looking back at the past two years, these occurrences seem to be increasing.

While it is easy to lay the blame at the feet of the provider, and in some cases, rightly so, most of the relationship difficulties I have observed result from poor governance on the part of the client. Granted, assuming a sophisticated selection process, when a firm outsources a logistics function, it should feel comfortable that it will be managed efficiently by a qualified provider. But too often we forget that the *relationship* requires continuous management. Unfortunately, “Outsource it and forget it” has become the hallmark of too many contracts.

We talk a lot about partnerships, but forget that while a client and a provider should have a common goal in their relationship, each party also has goals of its own. By their very nature, these arrangements produce cultural differences that must be managed on a continuous basis. What a number of firms fail to do is separate leadership from management. Many logistics professionals have experience in warehouse operations, transportation, or information technology, yet they lack the leadership capability that is necessary to manage a relationship.

Several years ago, Bob Sabath, a veteran supply chain consultant, put it very succinctly when he said, “Successful managers of (outsourced) relationships need to be problem solvers, innovators, facilitators, and negotiators who have exceptional people skills and the ability to get things done. Most managers who take the traditional logistics career path never have the skills required to be a good relationship manager. Nor do they have an interest in them.”

The relationship manager then must strike a fine balance between being a logistics problem solver and a leader that can motivate and facilitate superior performance by the LSP. He or she must be accessible, willing to listen, a good communicator, and have a high sense of integrity. The manager must be available to the provider when assistance is needed. As SCM becomes more technical, it is easy to lose sight of what good ***continued on page 4***

Job Openings

Position: Manager, Maintenance & Repair, Mid-South Consolidated Chassis Pool, LLC (MCCP)

Location: Memphis

Contact:
Mike Mitchell
VP, HR & Admin

CONSOLIDATED CHASSIS
MANAGEMENT, LLC
525 Gilmer Street, # 103
Sulphur Springs, TX 75482
(903) 439-1867 (Office)
(214) 415-0276 (Cellular)
(973) 298-8939 (Fax)
Email: MMitchell@ccmpool.com
Web: www.ccmpool.com

The Memphis & Charleston Railroad

This column will be a brief snap shot of how things have changed over the years.



Alabama Department of Archives and History

Above, a Memphis and Charleston Railroad train crosses the Tennessee River at Florence, Lauderdale County, circa 1890. The railroad was the first rail link between the Mississippi River and the Atlantic Ocean and was a key transportation route for the Confederacy during the Civil War.

The Memphis and Charleston Railroad eventually merged into the Southern Railway. The route is still in use today as part of the Norfolk Southern Railway line running between Memphis and Chattanooga, Tennessee. US 72 roughly follows the original route of the Memphis and Charleston between Memphis, Tennessee and Muscle Shoals, Alabama. From Muscle Shoals to Huntsville, Alabama Alt. US 72 follows the original Memphis and Charleston.



(Lower left) Memphis yard, Memphis and Charleston Rail Yard, circa 1885.

Today much of the old Memphis Charleston Rail is part of the Norfolk Southern. The Norfolk, Va.-based railroad, whose Memphis Regional Intermodal Facility will be built on 570 acres in rural Fayette County, is developing the terminal to bolster the company's Crescent Corridor. It's a 2,500-mile rail network extending from Memphis and New Orleans in



the Southeast to Pennsylvania and New Jersey in the Northeast.



(Photo courtesy Office of the Governor) Gov. Bill Haslam, center red tie, Norfolk Southern's Wick Moorman, third from left, and state Sen. Delores Gresham, far left, join state and local stakeholders to break ground for the Memphis Regional Intermodal Facility back on April 29, 2011

Sources: Wikipedia, Encyclopedia of Alabama, ens-newswire.com, MemphisIndustrialWarehouse.com.

Continued from page 2

...communications really consist of. When a provider has a problem that requires client attention, messages in voice mail and e-mail communications simply are not good enough. The manager must be available for a two-way voice dialogue either by telephone, or if necessary, in person. Unfortunately, too many of us have become more enamored of our ever-more-fun message devices than with the messages themselves.

Once contact is made, the manager must be willing to listen carefully to the issue and its impact on the task at hand, and give a thoughtful, researched response. A hasty, uninformed answer will do more harm than good, and while proper care must be taken to make sure that resolution is prompt, it must also be appropriate.

Finally, the relationship manager should have a high sense of integrity. Many times, problems with the outsourced operation are the fault of the client; and too often, client representatives are unwilling to accept responsibility for their own actions or lack thereof. The manager must be honest and forthright in dealing with issues and be willing to place responsibility exactly where it should be.

He/she must be able to negotiate and influence internally as well as externally. Some internal personnel will be quick to criticize and even undermine; and the relationship manager must have the position and standing within the organization to combat these negative forces as well as resolved cross-functional issues quickly and non-politically.

I believe that almost everyone in our industry agrees that collaboration is the key to successful supply chain management. What is not so clear is whether we are staffed to achieve it.

Clifford F. Lynch is principal of C.F. Lynch & Associates, a provider of logistics management advisory services, and author of Logistics Outsourcing – A Management Guide. He can be reached at www.cflynch.com.

New Members

Robert F. McAfee
Manager, Hub Operations

BNSF Railway
4814 Lamar Avenue
Memphis, TN 38118

Tel: 901-331-0756
Fax: 901-433-5150
robert.mcafee@bnsf.com

Sandra K. Walls
President

AIL
1320 Peabody Avenue
Memphis, TN 38104

Tel: 901-278-0203
Fax: 901-278-0255
swalls@ail-llc.com

Anniversaries

Ken Opperman 3/7
Cliff Lynch 3/24



Birthdays



Bob Glenn 2/11
Lisa Dewey 2/11
Kevin Clark 2/17
Mark Whitaker 2/19
Robert Prater 2/19
Jerry Williford 2/22
Wayne Hoffman 3/7
Don Fox 3/11
Rhonda Mitchell 3/15
Dan Pallme 3/22



Publication of Traffic Club of Memphis

P. O. Box 751781
Memphis, TN 38175-1781

Mission Statement

The fostering of professionalism of its members by providing a networking system and a forum for presentation of transportation, distribution and logistics topics.

About Us

The Traffic Club of Memphis was founded in 1913 focusing its membership on promoting the successful growth and evolution of the transportation and logistics industry in Memphis.

The club is comprised of a 100 plus membership with annual election of officers and a six member Board of Directors consisting of: Programs, Membership, Scholarship, Golf Outing and Special Activities.

Transportation Clubs International

The Traffic Club of Memphis is a member of Transportation Clubs International (TCI). TCI is composed of individuals involved with traffic, transportation, distribution, logistics and other functions concerned with the movement of goods in the supply chain within the U.S. or globally.

Future Events

Mar 13 Sean Ellis
Intermodal Freight
Transportation Institute

Apr 10 TBD

NOTE - The March Event is being held at The University of Memphis

May 15 Golf Tourn., Mem National

MORE New Members

Don Moses
Salesman

Easley Transportation
4629 Damascus Road
Memphis, TN 38118

Tel: 901-362-5152
Fax: 901-362-3611
dmoses@easleytrans.com

Bill Goad
General Manager

Easley Transportation
4629 Damascus Road
Memphis, TN 38118

Tel: 901-362-5152
Fax: 901-405-0433
bgoad@easleytrans.com

2012 Officers & Board of Directors

President
Vice President
Advisor
Secretary/Treasurer
Editor
Director, Golf
Director, Membership
Director, Speakers
Director, Media Relations
Director, TCI / Scholarship
Director, Member Relations

Mason Wilson
Dan Pallme
Larry Mays
Ken Opperman
Carey Treadwell
Jim DeWeese
John Brewer
Matt Read
Marty Morelli
Robin Colwell
Matthew Decker

Baker Donelson
University of Memphis
2011 Club President
Eagle Systems, Inc
Dynamex, Inc.
ABF
ACH Foods
Dunavant Logistics
Old Dominion
Embry Riddle
Coyote Logistics

mwwilson@bakerdonelson.com
depallme@memphis.edu
LMays9088@bellsouth.net
kopperman@eaglegroup.com
carey.treadwell@dynamex.com
jdeweese@abf.com
jbrewer@achfood.com
Matt.read@dunavant.com
Marty.morelli@odfl.com
robin.colwell@erau.edu
Matthew.Decker@Coyote.com