'Certificate in Logistics Program' Enters 2nd Year

EFFECTIVE logistics management has become the new competitive edge in the global economy of the 21st Century. To advance a career in logistics management now requires a new level of professionalism and formal education.

To meet these challenges the University of Manitoba Transport Institute (UMTI), in conjunction with Red River Community College (RRCC) and the Canadian Institute for Traffic an Transportation (CITT) is preparing people to enter the growing field of logistics management.

Beginning in 1992 the Transport Institute began testing the educational waters, offering evening courses to members of the transportation industry on an Occasional Student basis.

In a recent interview, Dr. Barry E. Prentice, Director of the Transport Institute noted that, "most people working in the transportation industry have learned their 'trade' on-the-job. The new reality is that industry can no longer afford to educate its staff this way, but the need for continuous learning has increased."

The courses covered transport economics, logistics, supply-side management, order-processing and warehousing techniques. The objective has been to introduce both theoretical and practical hands on applied knowledge. Industry officials often felt there was a need to augment skills of professionals within their sector of the economy.

The strong demand for these courses, and the increasing interest of the business community, in education provided the impetus to establish a full Certificate in Logistics program in September 1997.

The first year of the program has already proven a success. Dr. Prentice noted that more than 100 people from industry and other students preparing to enter the workforce were registered in the program.

To qualify for the Certificate in logistics, students are required to complete eight of the ten courses offered in the program. Students can select from six courses offered through UMTI and four courses offered by RRCC.
Of the six courses offered by UMTI, three courses match the curriculum of the Canadian Institute of Traffic and Transportation (CITT). Students who receive the Certificate in Logistics are able to complete their CITT designation with preliminary courses offered at RRCC or other post-secondary institutions in the province.

The program is geared to individuals who wish to strengthen their career possibilities in the transportation and logistics sector. Graduates will have the opportunity to work in the transportation industry in shipping, receiving, management and marketing. Other sectors of the economy requiring these skills include: manufacturing, agribusiness and government.

Three courses will be offered in the fall 1998 session. Courses begin during the second week of September.

The first course offered, Risk Assessment and Safety, aims to provide students with a basic understanding of the concepts and terms of risk management; to learn to identify and measure risk in your own facility; and to learn how to use risk-assessment techniques. It will also provide basic knowledge to be used as a tool for safety, training and planning measures.

The second course offered, Economic Applications in Transportation, introduces concepts of transportation economics and applications of economic theory in transportation. It explains the role and importance of direct, indirect and exogenous costs in determining transportation supply under competitive market and regulated freight rates.

Furthermore, it develops an understanding of the freight haul/ back haul problem and the role of trade in determining the demand for transportation services. Lastly, it explores intangible factors in transportation and logistics and offers conceptual models for tackling transport economic issues.

The third course offered in the fall session, Logistics Fundamentals, introduces students to the concepts and theory of business logistics. It explains the role and importance of logistics management in gaining competitive advantage, market share and improving profitability. One of the goals of the course is to help students in planning, organizing and controlling transportation and logistics activities. It also provides students with the analytical tools and problem-solving techniques demanded by industry.

Entrance Requirements
A basic prerequisite for admission to the Certificate in Logistics Program is high school Manitoba Grade 12 standing. Applicants possessing higher levels of educational qualification and at least 5 years of work experience in the transport/logistics industry will be given preference.

The fall evening courses will be held at the University of Manitoba Transport Institute in the Drake Management Centre. The deadline for course registration is September 8th, 1998. The fee is $350 per course. The program has been made possible by the Faculty of Agricultural and Food Sciences and the University of Manitoba. For further information please contact Jill Dutka at the University of Manitoba.
Transport Institute 474-9097.

CTRF
Conference in
Edmonton

On May 25-28, the Canadian Transportation Research Forum (CTRF) held its 33rd Annual Conference at the Fantasyland Hotel in Edmonton, Alberta. West Edmonton Mall was a fantastic venue for the event with a theme park, a water park, dozens of restaurants, and one of the world’s largest shopping malls under the same roof as the conference rooms.

CTRF President Dr. Barry Prentice, Director of the University of Manitoba Transport Institute, was the host for the conference. Dr. Prentice hosted the President’s Reception on the Monday night in addition to being the moderator for the annual Bison Cup debate.

Dr. Prentice also presented several papers. In conjunction with UMTI Research Associate Jake Kosior and Douglas Campbell, Dr. Prentice presented *Volumes of Pulse/Special Crops Exports and Transportation Methods from Western Canada 1996-97*. Dr. Ed Bruning, Dr. Prentice and Patty-Jo Bellamy presented *Consumer Attitudes Toward Aviation Regulation: A Comparison of Canadian, American and Mexican Travellers*. Dr. Prentice also presented *Estimating the Derived Demand for Transport: A Gravity Model Approach* (co-written by UMTI Research Affiliate Zhaokun Wang). Dr. Prentice once again joined Douglas Campbell in presenting *Allocation System Incentives to Improve Grain Loading and Unloading Performance in Western Canada*.

Other UMTI Research Associates also presented papers at the conference. Darren Prokop and Saeed Moshiri presented *Applications of Artificial Neural Networks to Transportation Systems and Planning*. In the same session, Michael Butt and Wade Derksen presented *A Thumbnail Sketch of Writings on Canadian Transport History: ‘Its Past and Its Future?’*.

In another session Michael Butt and Dr. Ed Bruning presented *Canadian Civil Aviation History: Nationalism, Modified Competition, and the Rise of a 20th Century Competitive Age Ideology* while Scott J. Shurvell presented his paper *Economic Impact of a Night Restriction at Winnipeg International Airport: A Time Trend Analysis Measuring Potential Impacts*.

The CTRF was highlighted by the Bison Cup debate. This year’s question was ‘be it resolved that monopolies are the way of the future in transport.' Once again, the Bison Cup rests in the University of Manitoba Transport Institute as the team of Jonathan Seymour and Dr. John Heads, former Director of the Transport Institute brought the coveted trophy back to its home province. Peter Jessiman of Bison Transport was on hand to present the award.

The Conference also offered some good networking opportunities. Among the organizations that the Transport Institute hooked up with were: University of Manitoba Transport Information Group
(UMTIG), SDA Bocconi Graduate School of Business in Milan, Italy and the Technological University of Delft in the Netherlands. Roger Flinterman of Delft, was affiliated with the Transport Institute at this year’s conference and has committed to returning with a professor from Delft to next year’s CTRF in Montreal, Quebec.

3rd Annual Fields on Wheels Conference

Building upon the success of the past two years, the Transport Institute along with the CTRF and the Organization for Western Economic Cooperation is hosting the 3rd Annual Fields on Wheels Conference on November 10 at the Fort Garry Hotel. Registration will take place at 8:00 a.m. and the conference will get under way at 8:30 a.m. with a few introductory remarks by morning chair Janet Weiss, 1998-99 CTRF President.

The theme of this year’s Conference is “Efficiency and Competition in Western Grain Handling and Transportation—Solving the Puzzle.”

The first session Grain Trucking: Roads and Vehicles will focus on market trends in farm truck sales and traffic volumes on prairie roads. Presenters will include a guest from Mid-Canada Truck and Alan Clayton of the University of Manitoba (UMTIG).

The second morning session will review New Approaches to Agribusiness Logistics. It will include presentations by Agralink Exchange President Sheldon Fulton on Electronic Truck Market for Grain and Dr. Barry E. Prentice on Potential Electronic Market for Grain Hopper Cars.

The lunchtime schedule always includes an informative speech by a distinguished guest. This year the guest speaker tentatively scheduled is Hon. David M. Collenette, federal Minister of Transport.

The three afternoon sessions will focus on the competitive nature of the industry, transporting product and possibilities for changing existing systems. The opening session, Canadian and U.S. Grain Handling Systems, will include papers by Dave Gardiner (WESTAC) and Bill Wilson (UFND) on Western Grain Handling Systems and on the Dynamic Changes in US Grain Handling.

The second afternoon session, Competitive Frameworks for Grain Transportation, will include presentations from Ron Eley (GOS), titled “Open Access: The Australian Experience” and from Graham Parsons (OWEC), “Have Truck, Will Travel”.

The third and final panel session will consider Solutions for Reform within the existing transportation network. The perspectives brought to the table tentatively include: Farm Perspective, Larry MacGuire (WCWG); Grain Company Perspective, Brian Hayward (UGG); Railway Perspective, Paul Teller (CN); CBW Perspective (Chair of new Board of Directors).

Those persons interested in attending the event should contact the University of Manitoba Transport Institute at 474-9842.
New Program Launched by Transport Institute/ Human Resources Development Canada (HRDC)

It has been estimated that in Canada roughly 24,000 new transportation jobs will be created each year in Canada over the next decade. However, most of these jobs demand an increasingly higher degree of skill and more applied understanding of transport and logistics than has previously been the case.

In January 1998, UMTI in conjunction with HRDC began to lay the groundwork for a new transportation internship program. The program is directed at unemployed and underemployed youth with graduate-level university education and a strong interest in transportation. The program seeks to locate candidates at American and eventually Mexican Federal Transportation Research Centres for a period of four months as part of a year-long transportation internship.

The UMTI/HRDC project is unique because it will prepare candidates for jobs in the Canadian transport industry. The central objective of this program is to train, re-skill and enhance the competitiveness of Canadian youth interested in seeking a rewarding career in the transportation sector.

It is also hoped that by sending re-skilled workers to various centres, the internship could help to provide existing transportation sectors in the province with necessary information, studies of other operations to enable them to compete in this new competitive environment.

For the first 3 to 6 months candidates will be paid a monthly stipend (living expense) as they learn about research in the transport sector at the University of Manitoba Transport Institute. Candidates will assist in the preparation of consulting projects, economic impact studies and in data tabulation and analysis. They will also learn where and how to research various aspects of specific modes and industries in this sub-sector of the economy.

In the second phase candidates will be sent for up to 4 months to various US Department of Transportation Centres where they will be exposed to the transportation issues of the respective region. Some of the sites already selected include Texas, Colorado, Michigan, and Arkansas. In addition, a few students with special language and research skills will also have an opportunity to travel and conduct work in other countries, the Ukraine, Mexico and China.

Ultimately, success of the project will be measured by the opportunity to return students who have established contacts and new skills, and integrate them into the labour market. Transport companies or organizations with ideas for either overseas or transnational projects are encouraged to contact either Michael Butt, Dr. Barry E. Prentice or Dr. Vedanand at the University of Manitoba Transport Institute. Similarly with just 3 spots left, recent graduates with a transport interest and a desire to develop new skills should also contact Michael Butt at the Transport Institute, University of Manitoba -- 474-9842.
Notebook
Transport History
Conference a Success

This past May 8th and 9th the Manitoba Museum of Man and Nature was host to the 11th Annual Manitoba History Conference. The theme of this year's conference was Manitoba's history and future as a transportation hub. The Friday evening Richard Bennett Lecture, sponsored by the Manitoba Department of Highways and Transportation, was given by Michael Butt who traced two centuries in the evolution and reorientation of existing transport networks in the province. Donald S. Norquay, Assistant Deputy Minister, Manitoba Highways and Transportation introduced Mr. Butt, who emphasized the importance of the new era marked by the Mid-Continent International Trade Corridor, Winnipeg, Omnitrax and other initiatives coordinated by all three levels of government and industry.

On Saturday there were a number of stimulating papers presented on various aspects of the province's transport history as well as two panels of provincial experts from industry. The morning session's focus was on Manitoba's Northern Winter Roads and other reflections on Manitoba's Northern Transportation Challenges. The speaker was Dr. Kenneth Adam and the commentator was Dr. Arthur V. Mauro, (Chancellor, University of Manitoba: Chair, Royal Commission on Northern Transportation, 1967-69). In the second and third morning sessions the focus shifted gears and turned to examine late 18th and early 19th century transport networks, labour relations and trade and transport alliances with papers presented by Ph.D. Candidates, Scott P. Stephen and Sherry Farrell Racette from the University of Manitoba History and Native Studies departments.

The lunchtime speaker Shirley Render, MLA and civil aviation author, spoke about the impact the aviation industry had on the province's growth and early development.

Afternoon sessions focused on rail, urban transport and archival records. UMTI associate Jake Kosier spoke on the history of the Hudson's Bay Route; Dr. Paul D. Earl presented on the prairie grain collection system and; David W. Horky (Archivist, National Archives of Canada, Manitoba Federal Records Centre) on recent acquisitions for scholars interested in studying the CNR.

In the second afternoon session Professor's John C. Lehr and John Selwood of the University of Winnipeg presented on the bicycle as personal and commercial transport; Helen Anderson Ramsay, a Ph.D. candidate in Geography at U of M, addressed the failure of the Transcona Streetcar project between 1912-22 and; Corporal Jim Bell (Canadian Forces, Winnipeg), examined the humanitarian Christmas mission known as "Operation Santa Claus" which was 402 Squadron's toy-lifts to the North between 1960-1980.

The two panels were undoubtedly conference highlights. In the morning Dr. Barry E. Prentice chaired a session called Shifting Gears: Past, Present, Future for the Trucking Industry. The
panel included George Friesen (retired Manager, Gardewine North), a paper written by James A. Foran (Akins, MacAulay and Thorvaldson) delivered by his son, and R.R. (Bud) Ramsay (Retired Manager, Royal Transportation Ltd., and Swan River-The Pas Transfer Ltd.). The afternoon panel was chaired by George Elliot (Executive Director, Western Canada Aviation Museum) and it focused on Bush Pilots: Hazards and Happiness. Reflections on the transformation of the industry were offered by Jack Lamb (Retired Airport Manager, Rankin Inlet), Keith Olson (Skyward Aviation, Thompson; Retired, Air Canada) and William (Bill) T. Tweed (Abrams and Tweed, Lawyers; President, Western Canada Aviation Museum).

The conference ended with closing remarks by Dr. Ken Thorkelson, chair of the Manitoba History Conference.

EVENTS

This year the Transport Institute was proud to host its 11th Annual Shipper/Carrier Conference in conjunction with National Transportation Week.

National Transportation Week, May 31-June 6, 1998

The goal of NTW, held in the first week of June each year, is to foster greater public awareness of transportation as one of Canada's most important national resources. NTW encourages the transportation industry to strive for greater efficiency and better utilization of resources. And, last but not least, NTW pays tribute to the one million men and women who work in the industry and encourages young Canadians to take up careers in transportation.

NTA AWARDS

Each year NTW makes special recognition of outstanding contributions to transportation with a June 5th Awards Luncheon. The 1998 Awards presented were: James Foran - Transportation Person of the Year, Darryl Hammond, Award of Excellence, Robert MacKidd, CALM National Essay Award. Mr. Mackidd also won two other awards for his course work in the Institute's Certificate in Logistics Program. Incidentally, the topic of Mr. McKidd's winning essay dealt with an issue the Transport Institute keeps a close eye on, namely the future of the Port of Churchill.

For the past two years the awards luncheon has been held in conjunction with the Transport Institute's annual Shipper/Carrier Conference.

11th Annual Manitoba Shipper/Carrier Conference, June 4-5, 1998

The Shipper/Carrier conference theme was Faster, Cheaper, Safer and focused on new technologies and their impact, in terms of lower costs, improved customer service and more efficient supply chain management.

At the same time as they lower costs, new technologies have the potential to help solve social concerns over safety and the environment. The conference touched on all of these aspects and more.
Day One of the conference opened with a session on Information Technology, the highlight of which was a presentation by Sheldon Fulton of Agralink Exchange on a new Internet-based Electronic Market for agricultural products. Electronic Markets (EM) use computer and communication technology to open trade to the greatest number of buyers and sellers and thus help move commerce closer to the ideal of perfect competition. EMs significantly reduce transaction costs and have the potential to both increase profits for producers while lowering prices to consumers. EMs also serve to stimulate consumer demand and trade and induce greater efficiency in the transportation market. The challenge for EMs is to create a sufficient volume of trading activity to make it self-sustaining.

The day's program continued with sessions on New Vehicle Developments, including presentations on GM's new AC 70 locomotive, a new hydrogen-generating system (H.G.S.) for internal combustion engines created by Winnipeg's GlobalTech, the economics of new cargo aircraft and a new intermodal vehicle called the Combi-Road being used to transfer containers at Europe's busiest port, Rotterdam.

New technologies cannot solve all our transportation problems, however. Despite developments in the area of Intelligent Transportation Systems (ITS), which aim to put more "intelligence" into infrastructure and vehicles, congestion problems and inefficiencies remain. Meanwhile, sources of revenue for costly infrastructure improvements are in short supply. For this reason the last session of the day was set aside for the Future of Transportation Infrastructure. Most notably, the session included a very informative discussion of the marketing issues pertaining to the new Electronic Toll Road (ETR), Highway 407 in Ontario.

Day Two was devoted entirely to Marine Container Transportation, which, although not new, is an important and still underutilized technology for intermodal movements. The highlight of the day was the presentation by Barry Olsen, President of Maersk Canada, on the latest developments in post-Panamax containerships (i.e. greater than 6,000 TEU capacity). Thirty years after the start of deep-sea services the urgency to secure cost savings in containership operations remains as intense as ever. To this end containership size has increased dramatically since the early 1960s: the post-Panamax barrier was broken in 1988, the super post-Panamax threshold in early 1996. However, rapid increases in ship size have created considerable uncertainty over the optimum size of vessels for the mainstream east-west trades. The conference gave local shippers the chance to inquire into these and other issues. To pay tribute to those local shippers, the conference concluded with an analysis of Manitoba container movements to overseas markets, with the intent of better understanding the constraints in the supply chain as well as the opportunities for future trade to new markets.