YOU'RE INVITED - CLTT INDUSTRY SUMMIT: Spring 2013

Come join us and network at the CLTT Industry Advisory Council Summit on March 6, 2013, from 9:00 a.m. to 2:00 p.m. at the University of Southern Mississippi campus in Long Beach. The Summit will be held at the Hardy Hall-Auditorium.

We will have the great pleasure to have a special guest speaker, Congressman Paliwoda. We will also present a report on the accomplishments and happenings of the Center for Logistics, Trade and Transportation (CLTT) at Southern Miss and engage with you in a conversation to gather your ideas about future activities of the CLTT to meet your needs and opportunities of the Gulf region.

Your attendance and engagement in this Industry Summit is very important and we are looking forward to fostering the growth of the CLTT to support your organizations and the Gulf Region opportunities and needs.

Working lunch will be served (seating is limited). This event is FREE of charge.

CLTT-AC Guest Speaker
Congressman Paliwoda

Register Now!

I look forward to seeing you in Long Beach!
Tula Subrahman, Ph. D.
Director of Center for Logistics, Trade and Transportation

TOP US MILITARY LOGISTICIANS VISIT THE BAGRAM RETROSPECT YARD

A retroreflective yard is a vital facility in the reduction of the amount of excess material in Afghanistan. The BAF RSET operates along with two other retrograde sites in Afghanistan under the 10th Combat Sustainment Support Battalion, commanded by Lt. Col. Michelle Lentz. According to Lieutenant, since taking over the facility, the 10th CSSB and 427th CSSB soldiers have increased production by 55 percent.

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TEEN-TOM WATERWAY PILOT PROJECT

The Port of Mobile and Port authorized are seeking a service provider to initiate a container on large service between Mobile, AL and Mobile, AL along the Tennessee-Tombigbee Waterway. The Port, along with the U.S. Department of Transportation’s Maritime Administration, are interested in the long-term sustainability and capacity of a marine transportation service in the 4-MUS Marine Highway Corridor. A $1.7M Marine Highway Grant awarded to Port Bremen in September 2010 by the Maritime Administration is intended to help overcome requirements to capitalizing equipment needed to initiate the service and is not intended to serve as an operating subsidy.

VIEW MAP LEARN MORE

BULLWHIP EFFECT IN SUPPLY CHAIN

In retail, product demand is not always constant. It largely varies due to change of customers' behavior and various other factors including the local and global economy, contemporary fashion, duration of peak sales season, weather and so on. Consequently, the demand fluctuates at the retail store, gradually propagate towards the suppliers, and then, at the manufacturer. The effect of demand variability that occurs at the customer level grows sharply over the channels and dramatically over the distributor and finally peaks at manufacturer facility. Since demand variability initiates from downstream and the customer level, gradually reach upstream at the manufacturer level, resemble the phenomenon of a bullwhip, called the bullwhip effect. Figure 1 shows how small changes in the customer demand form a bullwhip effect in supply chain. Although bullwhip effect is perceived as an undesirable effect of demand variance, there are substantial studies and efforts made by the researchers and companies to find the root cause of the demand variance, and in efforts to minimize the ripple effect.

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