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UWF LOGISTICS TEAM PLACES FIRST IN NATION

PENSACOLA — The University of West Florida Logistics Team placed first at the Operation Stimulus National Logistics Case Competition Jan. 24 and 25, in Denver. Hosted by the Denver Transportation Club, the competition drew universities from all over the United States.

UWF students James Moran, Lisa Needler, Brandy Peacock, Lester Rawls and Marc Stone placed first out of 10 nationally ranked logistics programs. Two UWF teams competed in the competition, proving their teamwork, analytical, decision-making and quantitative skills, as well as knowledge of logistics. The second team included Danny Balding, Tracy Cushman, Travis Peek and John David Thomas.

“It was not uncommon for the students to call me after midnight several nights to ask me to work with our campus security to open two classrooms, so they could practice for the competition,” said Scott Keller, associate professor of Marketing and Logistics. “The challenge was made and every student rose to exceed my very high expectations.”

Both UWF teams received the business logistics case a week prior to the competition, putting in about 500 hours collectively preparing for the competition. Through analysis, utilizing qualitative and quantitative models, researching the situation, problem identification, drawing realistic conclusions, decision-making and overall presentation design and delivery, the students outperformed their competition.

The competition included Michigan State University, the University of Arkansas, Syracuse University, Texas Christian University, Brigham Young University, the Denver University, Colorado State University, Georgia Southern University and the University of Houston.

Along with competing, UWF students also took part in the Annual Logistics Professional Conference hosted by the Denver Transportation Club. They heard presentations by and spoke with executives from Dell, Inc., IBM, Intel Corporation, Corporate Express, DHL, CSX Corporation, FedEx Freight, BNSF Railroad and the American Trucking

Associations. In addition, all of the students had formal interviews for potential career placement with multiple firms attending the conference.

Logistics pertains to the movement, storage, inventory and information flows of raw materials, work-in-process and finished goods as they move throughout the supply chain from source to consumption. Transportation and distribution management play important roles in providing logistics services within and across industry partners to achieve value for industrial customers and consumers, alike.

For more information, contact Keller at (850) 857-6441 or e-mail skeller@uwf.edu.

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CAPTION 1: UWF Winning team (left to right): James Moran, Lisa Needler, Marc Stone, Brandi Peacock and Lester Rawls.

CAPTION 2: Both UWF teams standing together (left to right): Scott Keller, Lisa Needler, James Moran, Marc Stone, John David Thomas, Lester Rawls, Brandi Peacock, Travis Peek, Tracy Cushman and Danny Balding.