

Garry Castro, CEO

LogistiCorp Group

Supplier of the Year - Class IV

D/FW MSDC:

Tell me what does your company do? I know you've got more than one company these days.

GARRY:

Yes, we have several companies and we call it LogistiCorp Group. We are in the transportation and logistics business. We target either dedicated transportation or technology. All businesses invest in technology and it is often the difference maker. So, part of our business is dedicated transportation with a technology element. And, the other is strictly technology that supports some of our other companies and customers. The reason I did that was I didn't want the technology piece to just be a cost center. I wanted us to have a mindset of it as a profit center. There's a cost to technology, but just like our customers, we want to get some type of return on investment or value, internally and externally in the investment.

But, transportation and logistics now falls into the supply chain area for a lot of people. Ultimately what we did was listen to our customers who took us down a supply chain path. We have transitioned our company into a supply chain management services business with technology solutions. With the technology that we have, we build solutions that enable my shuttle bus transportation company to perform, my dedicated truck company to perform and to offer process order management as a value-added reseller (VAR). We have to have the capabilities, not only from a people perspective and acquire the right talent, but also to have the right tools to enable us to be effective and efficient.

D/FW MSDC:

So, you developed the technology initially to help you operate more efficiently, and then found that that technology was a differentiator for you to be used with your clients. Is that what we're hearing?

GARRY:

Yes, it is. In addition to that though, as a key part of our evolution we understand, some of the members who are part of the minority council have very high expectations. This is a good thing. They invest in collaboration with suppliers, not only vetting them, but also in explaining their requirements when you get an opportunity. It is good for suppliers to understand, because if you don't know that, you're not going to get there. You have to have the bar set somewhere and it has to be measurable. When you can get objective, measurable results, you can understand where you fall short and make yourself ready for the next opportunity. Clients will tell you what they need and if you're having serious collaborative dialog on what is needed and what is expected, then you can better ready your company to compete.

At LogistiCorp, we say we're building a supply chain you can trust. That means it's machine measured, data driven and that we capture data that allows our management team and our customers to make better decisions. It also allows an objective look to locate any areas of concern on both sides of the table and to be able to identify how best to utilize resources to meet overall performance needs. This is especially helpful when customers are trying to cut costs. You can identify the impact of resource allocation and make recommendations. Ultimately, we provide supply chain management solutions for our customers. But, more importantly it's the process of getting there, and it's the data that is captured so you can constantly review and make informed decisions.

Another customer came to us about some global implications. We're not global, but they had some best practices that they had learned in their global operations that they shared with us. They needed flexibility to make moves as the market moved up and down. But, our existing agreements were all

about setting the cost based upon a fixed amount. So, when you add in flexibility, it changes price points. We were able, learning from our customers, to go to our suppliers and have similar conversations. Thanks to the customer's encouragement and understand how we could procure better, we were able to make adjustments with our suppliers to include some flexibility. Our customer wanted to know what's the best price for that ability to go up and down. It wasn't at the same price as our fixed agreement, but the better we were at negotiating, the better it was for our customer. The supplier understood that. The result allowed us to provide our customer flexibility. It proved to be an advantage to our supplier as well, because now they had another way of pricing their offerings to customers. In the end, everyone won and a new way of looking at and procuring certain things worked for all concerned. That is another benefit from being part of the Council. You talk and discuss with people who have the wisdom. You look at your operations and marry it with technology and improve your overall processes. This collaboration with global customers has made our company better.

D/FW MSDC:

So, Garry, you've mentioned that the Council has helped your business in ways you never thought of beyond certification. How exactly do you believe your companies have been assisted by being a part of the Council and winning the E Award?

GARRY:

We learned a lot from working with these Council members – standard things like marketing and exposure, but there has been so much more. When we became part of the Council originally, I would have never expected collaboration with its members to help us be a better. I wish I was more inquisitive 20 years ago. But when I was younger, I can look back and see, I didn't know what questions to ask. Then one day it's a dialog or a discussion you're having with someone which is so much more meaningful than just trying to sell. So, if I have any regrets or could tell other MBEs, I would suggest to just ask questions. It's not always about selling. At some point you have to find people you can trust, open up to them with questions, and learn.

I have used this with my people. I must make the final decision, but give me why I should do something. Bring your support and risk analysis before we even speak. I have learned this through my interactions with others in the Council and now I am doing more to encourage some of my key employees (outside business development) to participate in Council activities. I started speaking about leadership and the need to invest in leadership programs, like the CEO Speaks presented by the Council.

I also must give credit to Betty (Manetta) as the MBE Input Committee Chair. She is an asset to the Council. I bring this up because, she basically called MBE Board members to get more actively engaged in some of the industry groups and working groups. So, I said OK. I'm going to have to get more involved. I can't attend everything, but we can be supportive. So, I began to delegate attendance for some of my leadership. In particular they attended the Texas Workforce Commission and came back with glowing reports on how we could use the information. Our team saw real value in the information provided and so it has been valuable to our company.

This all ties into our tagline – "Execution – it's what matters.: We have about 27 "walk the line" concepts, but this is the one on the back of our business cards. Ultimately, the only way we're going to continue to be sustainable is to execute.

D/FW MSDC:

So, let me ask you this... because I actually know some of this ...what do you do in your leisure time? I know you have this farm and a tractor and all kinds of fun stuff.

GARRY: I love being outside at home. I raise registered Longhorns. I love golf and I love practicing my short game. I have three children. One, I am happy to say, ended up in NASCAR. January of this year he landed his dream job of driving with team Penske. This weekend would have been his first trip to Victory Lane, but the pit crew had some errors. So, I am excited for him and I follow NASCAR. My daughter is a graphic designer working in Manhattan. My youngest son is attending UNT.

And the good thing is, I can do all of this and still stay in contact with my company because of technology.

D/FW MSDC:

Great stuff! Thank you, Garry, for your time and congratulations on you E Award!

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