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COOL PEOPLE

PROFILING INFLUENTIAL PEOPLE CONNECTED TO THE COLD CHAIN INDUSTRY



BRIAN BEAZER

General Manager and CEO
WCS Logistics/Winchester
Cold Storage Company

In addition to his duties at WCS Logistics/Winchester Cold Storage Company, Brian Beazer is an instructor for the new WFLO Institute Latin America and volunteers to lend his warehouse operations expertise to improve the cold chain in other countries under the auspices of U.S. Agency for International Development and U.S. Department of Agriculture grants.

CF: You have volunteered to share your warehouse operations expertise with, and technical assistance to, cold chain operators in a number of Central American countries over the past few years. What do you hope is the impact of these efforts?

BRIAN BEAZER: It has been a great experience for me to be able to participate in these projects and offer support through some of my experiences. I feel that there is a two-layer impact from these experiences. First is the opportunity to share knowledge with those in other countries that are very interested in bettering their own companies and countries. The second impact is that by doing so, I feel like it makes the entire cold chain more intact. These companies and countries seem to implement suggestions and by doing so make their product safer and therefore makes the process of export from their country and

“As to why I volunteer, I enjoy teaching and sharing knowledge with others and feeling like I may have helped someone gain a passion for the cold chain.”

import to the destination country that much easier. It also makes me feel more confident when I go to the local supermarket and see products from these countries on the shelf and know that I have helped.

CF: You recently returned from the Dominican Republic where you were part of a team assessing the country's cold chain. Is there anything unique about the DR's cold chain that might surprise readers?

BB: Honestly, it was a great experience because it seemed that every sector of the cold chain was interested in bettering what it was doing and how it was doing it. I think that a unique aspect of the DR is the fact that it has 14 ports and eight international airports from which to export product. For a small island country, it has a very good infrastructure in which the cold chain is based and it is getting better at making all the pieces work together. All this makes it a natural hub for Central America and the Caribbean.

CF: You have been an instructor for all three years of the new WFLO Institute Latin America, which has just seen its first class graduate. Can you describe what that teaching experience has been like?

BB: It has really been a wonderful experience for me. I love to teach and share what I know, but also I have been able to see a group of professionals learn, progress, and share their own experiences with one another and continue this sharing and learning with each other outside of the Institute through continued contact. It is also good to see the next classes to graduate going through the same process.

CF: Why do you volunteer and would you recommend it to your GCCA colleagues?

BB: This is a good question and I will answer the last part first...yes, I would recommend it to other GCCA members. It is a great experience. As to why I volunteer, I enjoy teaching and sharing knowledge with others and feeling like I may have helped someone gain a passion for the cold chain. And, on a business level, I am able to make professional contacts in countries that export a lot of product to the United States. The networking is invaluable. ☺