



GEORGIA: WHERE LOGISTICS FUELS GROWTH

PARTNERS IN PROGRESS

In the world of logistics, remaining at the cutting edge is not a solo journey. You stay at the front of the pack by relying on partners who help and support you all along the way.



Steve Syfan

In Georgia, a primary partner in progress is the government. “The state works hard to attract and keep businesses,” says Steve Syfan, executive vice president of Syfan Logistics, a full-scale, asset-based logistics management

company and a well-recognized logistics leader in the Peach State.

“Georgia’s pro-business efforts have brought a wide variety of top domestic and international companies to the state—which is beneficial to the logistics industry,” Syfan says.

Georgia is adding two inland ports (for a total of three) to connect directly to Savannah’s deepwater port. One of the new inland ports will be located in Gainesville, where Syfan is based, some 55 miles north of Atlanta on I-85. The inland ports will connect by rail to Savannah and will greatly improve the ease and efficiency of shipping in the state.

“The state of Georgia has all the pieces in place to remain a key player in the evolving logistics marketplace,” Syfan adds. “With a major international airport in Atlanta, deepwater ports in Savannah and Brunswick, interstate highways connecting major cities, an expansive state highway system, and extensive

rail system, the state is positioned well to have a prominent role in the country’s logistics marketplace.”

Syfan says his company answered the pandemic’s challenges by remaining steadfast to its core principles of care and concern for each shipment and by enhancing safety protocols.

“We’ve worked diligently to keep our team, drivers, and customers safe,” he says. “We modified protocols for human contact at our office and with our customers—shippers and receivers—while still reaching out safely every way possible to maintain our sales relationships that have made us successful partners.”

Early in the pandemic, Syfan Logistics started an initiative to keep its drivers in their trucks whenever possible during pick-up or drop-off to reduce the potential for spreading the virus.

The company also established a Critical Express Team with one of its key shipping partners to be ready to respond around the clock to emergency shipping needs.

WHAT’S ON THE MENU?

Syfan Logistics offers a full menu of services for customers, including over-the-road transport, expedited, third-party logistics, power only, yard management support, freight management services, and project management.

“We work to find creative ways to serve our customers,” Syfan says. “With increased demand for shipping in the past year, we are blessed to grow our team by more than 60% recently.

“We have continued to hire and are finding very qualified people to fill the



Syfan Logistics provides a range of services, including over-the-road and expedited transport, third-party logistics, and project management.



Syfan Logistics is an asset-based logistics company, based in Gainesville, Ga.

demands from our customers,” he adds. “We have invested in technology that provides better internal performance metrics, better communication, and greater visibility, transparency, to all of our customers.”

Syfan is decidedly bullish on the future of logistics in Georgia and Syfan Logistics’ place in it.

“The inland port here in Gainesville will help reduce traffic through Atlanta and to Savannah; however, it will be both good and difficult for our community with an estimated increase of 300-400 trucks on I-985 per day,” he says. “With the right amount of added infrastructure of overpasses and elimination of side streets for safety, it can be a big plus for our community.”