

Pat Long, Vice Chairman and Co-Creator, Longistics



Pat Long is the vice chairman and co-creator, along with her husband Duane Long, of Longistics, a full-service provider of global logistics solutions located in Research Triangle Park, N.C. Longistics has a worldwide reach and growing presence in China and other emerging markets, providing transportation, warehousing and Foreign Trade Zone management operations at FTZ 214, located in the Global TransPark near Kinston, N.C., and FTZ 93, located adjacent to the Raleigh-Durham International Airport.

Pat is also president of World Trade Properties, a real estate company developing the World Trade Park, where Longistics is headquartered. The North Carolina China Center (NCCC) is housed at the World Trade Park in the Longistics headquarters building. As vice president of finance for the NCCC, Pat works to expand the pace and involvement of North Carolina and its logistics and supply chain industries into the world marketplace. NCCC is a 501(c)(3) not-for-profit organization with a mission of creating bridges of understanding between businesses, as well as cultural and educational institutions, in North Carolina and the greater China region comprising mainland China, Hong Kong, Macao and Taiwan.

As the founder and CEO of Rare Bird Trading Company (known as Rui Bi Lin in China) Pat provides rare and collectible art items, craft products, designer clothing, furniture and a broad spectrum of specialty items from China to high-end retail boutiques and individual collectors in the United States, primarily in North Carolina. Rare Bird Trading also provides select North Carolina specialty items to buyers in the Greater China Region.

As vice chairman of Longistics, Pat partnered with SeAll, the Chinese government's IFTZ operator and the entity responsible for logistics within the Suzhou Industrial Park (SIP), to establish the SIP International Commodities Exhibition Center. The Center provides a showcase for U.S. companies to display their products and services to the Chinese market in a safe, secure environment. Currently, Pat serves on the board of the N.C. Logistics Task Force, a position appointed by Gov. Beverly Perdue.

Pat and Duane expanded operations to include a shipping hub and 24-hour dispatch center in Memphis, Tenn., which provided a centralized location for distribution operations servicing the 48 contiguous states. In 1992, they began a strategy of globalization and created a new division named Longistics International, with a mission to build a blueprint and a framework for expansion into the growing global logistics and supply chain environment. They added warehousing and handling capabilities, and by 2005 Longistics had become known as one of the nation's foremost operators of Foreign Trade Zones.

While working hard to continually expand her business, Pat has never neglected her civic, community and industry commitments. She was a founding board member and the only woman appointed by the City of Raleigh to serve on the Centennial Authority, a committee in charge of the RBC Center arena. Pat continues to serve on its board. She has served on the board of directors of the Greater Raleigh Chamber of Commerce, including the executive board, and was vice chairman of Economic Development from 1997 to 1998. For many years, she has served on the board of directors of the Greater Raleigh Convention and Visitors Bureau and is a member of its Conference Table, an appointed advisory committee. Pat was a founding member of Capital City Connector.

Also in 1997, Pat became the first woman chair of the North Carolina Trucking Association, having served on its board of directors and several of its committees for many years. In addition, she served as a

member of the Homeland Security Commission and in other capacities for American Trucking Associations, and has maintained membership in the South Carolina and Tennessee Trucking Associations, the National Motor Freight Trucking Association and the Healthcare Distribution Management Association. In 2010, Pat received the Earl E. Congdon, Jr. Award For Excellence In Highway Freight Transportation from the North Carolina Transportation Hall of Fame.

Pat serves on the advisory board of the UNC Global Research Institute and is chairman of the board of governors of the Brier Creek Country Club and the Hasentree Club, vice chairman of the Centennial Authority Public Relations Committee, and vice president of the George A. Kahdy Scholarship Endowment Fund for Enloe High School. Among Pat's numerous awards and honors are the American Trucking Associations' Federation Star Award, *INC.* magazine's 500 Fastest Growing Companies, the *Triangle Business Journal* Women in Business Award, the Pinnacle Award, the Isaac Hunter Excellence in Service Award and *Business Leader* magazine's IMPACT 100 award.