

IWLA Membership

**An Investment in Yourself, Your
Company, Your Industry**

2009

Solutions that Work

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Summary

- **Since 1891, IWLA's mission has been to help our members run high-quality, profitable warehouse logistics businesses.**
- **Your dues are an investment in your personal professional development, your company's profitability and your industry's future.**
- **Examine the evidence inside and discover why IWLA is your business solution.**

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The Benefits of Membership – Growth, Savings, Profits, Sustainability

Your Membership Gives You a Menu of Business Solutions:

- Legal & Regulatory Advice
(See the examples on slides #5 and #11)
- Business Development & Customer Outreach
(See the examples on slides #6 and #17)
- Personnel & Professional Development, Training & Education
(See the examples on slides #7 and #12)
- Advocacy & Legislative Representation
(See the examples on slides #8 and #15)
- Sharing of Best Practices & Networking
(See the examples on slide #9)
- Group Discount Through Group Purchasing
(See the examples on slides #10, #13 and #15)

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Expert Legal & Regulatory Advice

- Free oral review of warehouse contracts
- Advice on warehouse preferential lien
- Discounted pricing from our retained counsel on warehouse legal work
- Industry-tested warehouse legal forms and documents
- U.S.A. and Canadian subject matter experts on customs, trade, hazardous materials, food security, taxes and pharmaceutical regulations
- Rail Council to provide help and assistance on demurrage, detention, switching and routing issues
- State footprints in Ohio, Michigan and California
- Network of law firms and industry experts to provide specialty advice

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Business Development & Customer Outreach

- IWLA represents the industry before every major shipper and receiver organization . . . We build the brand of the IWLA membership
- IWLA teaches members how to attract the right customers for your business, how to build customer loyalty and how to deepen your business relationships with your customers
- IWLA uses its scale to advertise our members' value. In 2008, our members received nearly 750 RFI requests through our web-based sales and marketing search engine
- In 2008, nearly 18,800 times IWLA member profiles were viewed through our web-based sales and marketing search engine
- In 2008, nearly 5900 times member websites were visited directly through our web-based sales and marketing search engine
- You build your own sales and marketing profile, using tools and advice provided by IWLA

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Personnel & Professional Development, Training & Education

- CEO- and C-level conferences
- Entry-level essentials
- Operations & supervisory classes
- Insurance safety & risk assessment
- Cost & rates setting & RFP responses
- Sales & marketing training
- Information technology
- “Lunch & Learn” supervisory training modules
- Webinars

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Government Affairs & Advocacy Protects Your Company & Your Industry

- Industry advocates in each of the following locations:
 - Washington, D.C.
 - Canada
 - California
 - Ohio
 - Michigan
- Affiliations with warehouse associations in Texas, Wisconsin and in the southeastern United States
- Coalitions as needed
- Political Action Committee, Legislative Action Center, Employee training guides, grassroots operation at federal and state level
- Proven success at federal, Canadian, state and local governments

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Sharing of Best Practices & Networking

- Weekly e-news
- Regional mini-conferences
- Issue webinars
- Informal gatherings around scheduled meetings
- Annual Convention
- Legislative alerts
- Annual economic report on the industry
- Special issue-specific industry intelligence

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Group Discount Program Through Group Purchasing

- Office supplies
- Propane
- Communication
- Insurance captive
- Warehouse legal liability
- Health insurance and pension programs

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Summing the Value

Legal & Regulatory Advice =

You know you get it right the first time and don't pay to train your attorney in warehouse law and regulations.
Savings = \$1,000's per year.

Business Development & Customer Outreach =

The cost of a single web-based search engine listing, where you are not even in the top 10 is \$750 annually. Your listing in IWLA's top 10 search engine is free with membership. You receive expert advice on improving your online profile, plus you learn how to prospect, attract and price for profits.

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Summing the Value

Personnel & Professional Development, Training & Education =

All classes are taught by industry experts - people who have done the work and been successful at the tasks. You are paying for classes where you can apply the knowledge the minute you return to your business. And, you get the leading edge learning, specific to this industry. Compare any other education offering for price and value.

Government Affairs =

Michigan Tax defeated, City of Carson tax defeated, 3PL lien preferential status preserved in federal bankruptcy law rewrite, 3PL status preserved in Federal Consumer Product Rewrite, 3PL status preserved in Florida pharmaceutical drug pedigree legislation.

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Summing the Value

Sharing of Best Practices & Networking =

You dialogue with the smartest people in the industry. You learn from them industry trends, warning signs, customer intelligence, and new ideas in value added services.

Group Discounts Through Group Purchasing =

You take advantage of the leverage IWLA scale brings to the markets. You save on supplies and materials where IWLA combines and applies our members' market power.

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Testimonials

Legal & Compliance Services

“The times I have contacted IWLA’s retained counsel, I have received immediate response. They provided excellent advice and we’ve been able to side-step several traps.”

Paul Delp, president & CEO
Lansdale Warehouse Co, Inc

Knowledge Sharing

“The Association has an 118-year legacy of mentoring and helping individuals and companies grown and succeed in the warehouse business.”

Jere Van Puffelen, president
PRISM Team Services

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Testimonials

Group Purchasing

"We recently became ISO certified and saved 11% through TQMS compared to what it would have cost without the IWLA Member Advantage Program."

Brandi Metz, ISO facilitator
Saddle Creek Corporation

Advocacy & Government Affairs

"We were faced with the difficult decision of either shouldering the cost of the unfair fee, thus servicing our customer at a loss, or attempting to pass the cost back to the customer. We contacted IWLA and they contacted the state regulatory agency. The outcome: the agency reversed its position and we were not required to be licensed as a distributor for the pesticides stored in our public warehouse."

Matt Ewers, vice president
Inland Empire Distribution Systems

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Testimonials

Training & Education

"I left the Marketing and Sales Conference with real-world practical ideas and solutions that I could take back and implement at our company. The opportunity to network and share marketing and sales challenges and ideas with my colleagues was extremely valuable."

Michael Fitton, manager of warehouse & transportation development
Madison Warehouse Corporation

Training & Education

"The session [Dec. 15, 2008 Government Affairs webcast] was extremely informative and the content provides us with clear direction regarding the legislative issues we're facing. I was somewhat interested to attend, but after the session, I was really, really glad that I attended. I am pleased to be associated with everyone at IWLA. You guys do an awesome job for us! We can't thank you enough. Please keep on all of us with the political issues that we are all facing. You guys rock!"

Richard Smith, executive vice president
Inland Star Distribution Centers Inc

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Testimonials

Business Development

“IWLA’s web-based sales and marketing search engine (Logistics Services Locator) has provided us with at least one continued customer – in the specialty chemical sector – which has resulted in \$25K annual projected revenue. Better yet, the search engine generated a call-in from an eventual customer – a tier 1 supplier to the retail sector – resulting in a 3-year, fixed-term arrangement worth \$1.4 million in projected revenue.”

Dino Moller, VP of sales and marketing
LeSaint Logistics

“IWLA does an excellent job of promoting our industry through the trade press and to our customers, resulting in more exposure for my business.”

Gary Minardi, president
San Jose Distribution Services

IWLA Membership

What is Stopping You From Joining?

“The industry has been good to me. I have gone from lumping boxcars to starting and owning my own business. We joined IWLA before we ever had our first customer. I know what IWLA and its members have done for me, and I know they will do the same for you.”

Jere Van Puffelen, president
PRISM Team Services

Call (800) 525-0165

Visit <http://www.iwla.com>

Helping members run high-quality, profitable
warehouse logistics businesses