



IWLA Convention
& EXPO

March 8-10, 2009

Renaissance Vinoy Resort & Golf Club
St. Petersburg, FL

Embrace Change: Claim Higher Ground

ATTENDEE PROGRAM

118th Annual Convention



Members Save Over \$200 if Registered by February 6, 2009

2009 IWLA ANNUAL CONVENTION: Embracing Change and Claiming the Higher Ground

Claim Higher Ground

Making it to the top of the mountain is your goal. What better way to get there than by attending the IWLA Annual Convention? If there is one event that you need to attend in 2009, this is it. It is hard work not only to claim that higher ground, but also to ensure that your business stays at that peak level, especially in today's economy. Dramatically increase your chances of claiming higher ground by attending the 2009 IWLA Annual Convention.

2009 IWLA Annual Convention: Embracing Change and Claiming the Higher Ground

Attend the 2009 IWLA Annual Convention and experience how this event has been redesigned to better meet your needs. The format is shorter than it has been in previous years, making better use of your time and money; educational sessions are enhanced and focused on your business and your bottom line and networking opportunities are plentiful. If you've attended IWLA conventions in the past, come back and experience an improved, business-focused meeting with your peers. If you've never attended IWLA's Annual Convention, expand your peer network and see how the event better meets your needs.

The Certified Logistics Professional (CLP) program is a unique program offered only by IWLA. Designed specifically for the warehouse logistics professional, the CLP sets the standard for logistics management excellence. Annual Convention is one the required courses for the CLP, and the program earns 20 points. To learn more, visit www.iwla.com/What/CLP.aspx.

**For more information on this and other
IWLA educational programs, visit www.iwla.com.**

Three Things You'll Gain by Attending the 2009 IWLA Annual Convention:

EDUCATION

Peak your knowledge, expand your industry intelligence and increase your understanding of industry trends and practices through exposure to a wealth of high-level speakers. IWLA Annual Convention education sessions will take you to the highest level, where the latest forces in the industry will be explored and the challenges your business faces every day are addressed. The convention's robust educational programming will help you confront the bottom line and advance your business in today's competitive marketplace.

NETWORKING

Expand your peer network, develop new ideas, share successes, create new business contacts and get tips from your peers to grow your business. Third-party warehouse logistics leaders from a broad spectrum of sizes, locations and niches will gather at the convention to share strategies, best practices, challenges, solutions and more. You can get in on the action by attending a reception, the exhibition, awards banquet, educational sessions, or just by meeting over a cup of coffee in the hotel lobby.

INDUSTRY INTERACTION

Connect with the resources you need to grow your business. On the exhibition floor, you'll see the premier industry vendors' most compelling products and services all in one convenient location. Explore the expansive array of exhibits so you can assess your needs and make informed decisions about products and services that will enhance your productivity and increase your growth, profits and value.

Who Should Attend

Owners, chief executive officers, chief financial officers, chief operating officers, general managers, legal counsel.

About IWLA

IWLA is a trade association of warehouse logistics providers that helps members run high-quality, profitable businesses. IWLA focuses on the warehouse logistics business, providing members with legal services, a regulatory and legislative voice, a wide range of purchasing discount programs, and education and industry updates that make it easier for member companies to succeed. For detailed information, visit www.iwla.com.

Keynote SPEAKERS

MONDAY, MARCH 9, 2009

Embrace Change: A Road Map for Developing Personal & Professional Directions

KEYNOTE: Joseph Sherren, *president, Ethos Enterprises*

Today's successful businesses are those moving to flexible, customer-focused and proficient positions, taking advantage of the rapidly changing business environment. To achieve that, everyone involved must bring more value than cost. This is a dynamic wake-up call that will benefit management in dealing with employee issues and understanding the new loyalty. This unique and powerful keynote will help participants deal with new expectations, shifting priorities, the information explosion and different reporting relationships, where roles are sometimes vaguely defined. Sherren's inspirational message of change and optimism will enrich those searching for success and personal fulfillment. It will inspire you to believe in who you are, while challenging you to reach for your full potential.



Joseph Sherren

INVITED KEYNOTE: Rep. Adam R. Putnam (R-FL)

Representative Putnam will address issues of concern to IWLA members, including the recent election and the economy.

Economic Uncertainty in 2009: How It Is Impacting Landed Cost Analysis & the 3PL Industry

KEYNOTE: Charlie Covert, *vice president, UPS Customer Solutions*

In this time of economic uncertainty and skyrocketing fuel costs, many companies are reevaluating their supply chain models. Increases in transportation costs are leading to strategies to position inventories closer to points of consumption, and to pursue postponement of final configuration and packaging. Third-party warehousing providers need to provide cost-effective and flexible solutions to execute these strategies. Learn more about how UPS addresses these issues as the world's largest distribution company. Suggestions for how these issues can be addressed for 3PLs large and small will also be explored.



Charlie Covert



Educational SESSIONS

4PL Relationships: Rewards, Risks & Challenges

Rusty Cody, vice president,
Landstar Global Logistics;

Charlie Covert, vice president,
UPS Customer Solutions;

Ken Johnson, president,
Shippers Warehouse

Working with a 4PL provides warehouse operators profitable opportunities to serve new customers in exciting ways. Representatives from 4PLs will discuss benefits to the customer and the warehouse logistics operator, identify the risks and challenges to these relationships, and share strategies for success.

A Step-by-Step Process to Obtaining C-TPAT Certification

Pat O'Connor, partner, *Kent & O'Connor;*
Linda Childs Hothem, CLP senior advisor,
*Matson Global Distribution Services /
PACAM*

U.S. Customs and Border Protection has announced that certain 3PLs will be eligible to apply for full participation in the Customs Trade Partnership Against Terrorism (C-TPAT) certification. Eligible 3PLs will have to implement and maintain specific security requirements. This workshop will provide background on the security requirements. In addition, while this is an important incremental step, it is only a partial step, one that leaves a large portion of 3PLs unable to qualify. The incremental step enables 3PLs with overseas or waterside port operations to qualify, but does not apply to 3PLs who first touch the freight, still under a customs seal, at an inland

destination. O'Connor and Hothem will discuss the benefits of C-TPAT expansion as well as 2 serious defects: non-standardization with our trading partners in Europe and Canada; and failure to keep the freight under heightened security until the seal is broken by the licensed receiver or its agent (the 3PL).

IWLA's Standard Terms & Conditions Update

Kevin Phillips, *Fisher Kanaris;*
Arthur Barrett, president,
Barrett Distribution Centers

IWLA's Standard Contract Terms and Conditions recently underwent a significant revision. This document, which is used widely in the industry, is over 100 years old. During this time, the document has only undergone minor revisions, with the last update being in 1998. During this session, Phillips and Barrett will detail the modifications that IWLA's Insurance and Legal Affairs Committee has made to this document.

Government Relations Under New Administrations

Pat O'Connor, partner, *Kent & O'Connor;*
Catherine A. Pawluch, transportation/
*logistics national practice group leader
Gowling Lafleur Henderson;*
Joel Anderson, president & CEO, *IWLA*

The November elections resulted in change in Washington, DC; change is ongoing in Ottawa, too. Hear about the new challenges and opportunities for warehousing and transportation in 2009 and beyond.

Benchmarking: 7 Steps to Making Your Benchmarking Effort Successful

Kate Vitasek, *managing director, Supply Chain Visions*

Progress, in life and in business, is dependent on 2 pieces of information. One must know where one is, and where one wishes to go. Benchmarking helps a manager determine his/her present location as compared with others, and helps identify that desirable future state. Vitasek outlines a 7 Step Pathway to Benchmarking Success that can be customized to your company. There is nothing revolutionary in this approach – just real work and application of hard lessons – but it has proven successful for many companies. Participants will learn how to create their own “benchmarking roadmap.” In addition, a comprehensive list of benchmarking data sources will also be shared. Ten key sample metrics for warehousing will be identified and reviewed.

Creating Communication Connections

Joseph Sherren, *president, Ethos Enterprises*

In this rapidly changing hi-tech world, we must be even more vigilant about maintaining responsive communications with all the “diverse” people who are important to our success. This highly interactive, thought-provoking session will help you develop awareness and skills that will increase the effectiveness of communications with a wider range of people and reduce conflict

and misunderstandings. To maximize your potential and communicate more efficiently with employees, management, team members, clients and in personal relationships, you must adapt to the communication style that is most beneficial for them to better process your information and messages. Through interaction and role-play, you will identify and develop strategies to strengthen your communication style in areas where you may be personally challenged. You will also develop a better understanding of the normal or usual reactions that others exhibit in different situations, which will enable you to use change responses and tactics.

TUESDAY, MARCH 10, 2009

Finding the Green in Green Warehousing

Perry Trunick, *chief editor, Outsourced Logistics Magazine;*
Richard Murphy, *president & CEO, Murphy Warehouse*

Green concepts receive substantial exposure throughout the supply chain. This panel will help warehouse operators cost justify green initiatives and identify solutions with payback to implement initiatives now.

13th Annual Third Party Logistics Study 2008

Jim Morton, *senior manager, Capgemini*

From 1996 to present, this 3PL study has helped to identify and track key trends and views of the 3PL industry from the customers who use 3PL services.

NOTE:

To access the complete meeting program, visit www.iwla.com.

**Speakers and topics are subject to change without notice.*



Educational SESSIONS

IWLA Insurance Programs: Savings Through Scale & Loss Control

Michael Lopeman, *division vice president, Artex Risk Services;*

Dean Clune, *area vice president, client development, Gallagher Benefit Services*

IWLA's captive, guaranteed-cost and employee benefit programs give IWLA members the market edge. Each program, depending on company size and underwriting profile, will see returns based on the purchasing power available through the Gallagher resources and the impact of loss control. Lopeman will review the opportunities available on property and casualty and Clune will address employee benefits.

4PL Legal Issues

John Horvath, *Horvath & Weaver*

Horvath will address the 3PL-4PL relationship that is an emerging phenomenon in the industry. In addition to discussing the contract provisions that are required for a successful 3PL-4PL relationship, he will also address the liability exposures of both the 3PL and the 4PL as well as insurance issues.

Security Technology & Best Practices: Is Your Facility at Risk?

Barry Brandman, *president, Danbee Investigations*

Every year, some 3PLs are shocked when they find out that their security technology failed to protect their inventory from internal theft and outside attack, costing many of them millions of dollars and loss of accounts. Find out the key components of intrusion detection, video, and access control systems as well as the best

practices that are needed to support them. Brandman will discuss where most security technology is deficient and provides cosmetic rather than meaningful safeguards. You'll also learn 7 of the biggest myths about 3PL security as well as a case analysis of a 3PL multi-million dollar loss due to security deficiencies. A checklist of critical security components will be provided to session attendees who can use it to assess the quality of their security systems.

Ports: Congestion Mitigation, Speed to Market & Ports Fees

Paul Waite, *vice president of sales & marketing, Canadian National Railway*

Congestion mitigation, speed to market, ports fees, overseas production decisions, and other economic variables all shift freight patterns and provide a growing number of options for North American ports of entry and the resulting transport decisions for shippers importing goods from Asia and other locales. This panel includes representatives from key North American ports and transport modes and will discuss the impacts for 3PLs on warehousing, transportation asset deployment, and more. This panel will review factors that affect the distribution of foreign trade between West and East Coast (and Gulf) ports including the planned expansion of the Panama Canal, which is projected to divert significant flows from Pacific U.S. ports to Atlantic and Gulf ports; the long-projected shift of Asian cargo to Suez routings, and hence the shift of Far Eastern trade to East Coast ports; and potential increases in the use of Canadian and Mexican ports for U.S.-bound cargo, which could shift more trade to rail and truck crossings at borders with our NAFTA neighbors.

Schedule at a Glance*

DATE	START	END	EVENT
Friday, March 6, 2009	6:00 P.M.	7:00 P.M.	Pre-Convention Reception
Saturday, March 7, 2009	8:00 A.M.	5:00 P.M.	Pre-Convention Meeting
	10:00 A.M.	7:00 P.M.	Exhibitor Set-Up
	1:30 P.M.	6:00 P.M.	Registration
	6:30 P.M.	10:00 P.M.	Informal Dinner opportunities w/Pre-Convention participants
Sunday, March 8, 2009	7:00 A.M.	1:30 P.M.	IWLA Golf Classic
	7:00 A.M.	8:00 P.M.	Registration
	8:00 A.M.	12:00 P.M.	Pre-Convention Meeting
	8:00 A.M.	2:00 P.M.	Exhibitor Set-Up
	1:00 P.M.	2:00 P.M.	Pre-Convention Lunch
	3:00 P.M.	5:00 P.M.	Exhibit Hall Open
	5:30 P.M.	6:00 P.M.	Board in Exhibit Hall
	6:00 P.M.	8:00 P.M.	Opening Reception & Board Receiving Line
Monday, March 9, 2009	7:00 A.M.	6:00 P.M.	Registration
	7:00 A.M.	7:45 A.M.	Continental Breakfast
	8:00 A.M.	8:15 A.M.	Opening Welcome
	8:15 A.M.	9:45 A.M.	General Session Keynote (Main Stage)
	9:45 A.M.	10:00 A.M.	Break (Near Vinoy Grand Ballroom)
	10:00 A.M.	11:00 A.M.	What's New at IWLA/State of the Industry/Business Meeting
	11:00 A.M.	11:15 A.M.	Break (Near Vinoy Grand Ballroom)
	11:15 A.M.	12:15 P.M.	General Session
	12:15 P.M.	1:30 P.M.	Buffet Lunch
	1:30 P.M.	3:40 P.M.	Breakout Sessions
	4:00 P.M.	7:00 P.M.	Exhibit Hall Open/Private Appointments
	7:30 P.M.	10:00 P.M.	Networking dinner with Attendees and Vendors
		-or-	
		Group Dinners (SWA, CA Chapter, Canadian Council, etc.)	
Tuesday, March 10, 2009	7:00 A.M.	11:00 A.M.	Registration
	7:00 A.M.	12:00 P.M.	Exhibitor Tear-Down
	7:00 A.M.	7:45 A.M.	Continental Breakfast
	8:00 A.M.	8:15 A.M.	CLP Awards
	8:15 A.M.	9:15 A.M.	General Session – Keynote
	9:15 A.M.	9:30 A.M.	Break
	9:30 A.M.	10:30 A.M.	General Session – Keynote
	10:30 A.M.	12:00 P.M.	General Session
	12:00 P.M.	1:30 P.M.	Buffet Lunch
	1:30 P.M.	3:40 P.M.	Breakout Sessions
	6:00 P.M.	7:00 P.M.	Chairman's Reception
7:00 P.M.	11:00 P.M.	Chairman's Recognition Dinner	

NOTE:

To access the complete meeting program, visit www.iwla.com.

*Speakers and topics are subject to change without notice.

DESTINATION FLORIDA



Enjoy your Florida resort destination!

RENAISSANCE VINOY RESORT & GOLF CLUB

501 Fifth Ave NE, St. Petersburg, FL 33701

Phone 888-303-4430, Fax 727-822-2785

www.vinoyrenaisancesort.com

Capturing the golden age of Florida resorts, the Renaissance Vinoy Resort & Golf Club takes you back to a time when elegance reigned supreme, service was an art form and grand surroundings made every guest feel special. The showplace of St. Petersburg's waterfront, the Renaissance Vinoy is the only luxury resort on Florida's West Coast. First-class amenities surround you in the meticulously restored resort, a fine example of 1920's Mediterranean Revival architecture that has earned it a National Register of Historic Places designation. The resort's restaurants present innovative cuisine that highlights Mediterranean flavors and new American cooking.

For children's activities, visit www.marriott.com/hotels/hotel-information/recreation/tpasr-renaissance-vinoy-resort-and-golf-club.

IWLA GOLF CLASSIC

Sunday, March 8, 2009

Shotgun start at 7:30 A.M.

IWLA will hold its annual Golf Classic at the Vinoy Golf Club. Please be at the course by no later than 7:00 A.M. Golf package includes continental breakfast, box lunch, beverages, cart, green fees, fun, and prizes. Cost per person: \$250.

AROUND TOWN

Soar across the glittering waters of Tampa Bay on a beach-bound causeway and you'll know why travelers have been lured here for centuries.

Register online at www.iwla.com

Registering for the Convention

STEP 1: REGISTERING FOR THE CONVENTION

REGISTRATION FEE (US \$)

	Discounted Rate (by 02/06/09)	Full Rate* (after 02/06/09)	Amount
IWLA Member [†]	\$ 1070	\$ 1299	
IWLA Member Spouse/Significant other [‡]	675	675	
Non-IWLA Member [†]	1799	1999	
Non-IWLA Member Spouse/Significant other [‡]	999	999	
One-Day Pass (member, non-member)	590	590	
Children (under age of 16 years) [§]	249	249	

Convention Registration Subtotal

* Non-members can join IWLA now and save \$729 per registrant. To learn about IWLA membership, contact Faith Ramey at 800-525-0165 or framey@iwla.com.

[†] To confirm member status, locate your facility at www.logisticsservicelocator.com or call 800-525-0165.

[‡] Spouse/significant other registration includes admission to all events.

[§] Children are welcome in particular to planned social events. Parents must contact Scott Brewster at sbrewster@iwla.com by February 16, 2009, if their child will be attending the Chairman's Recognition Dinner to discuss an appropriate menu. The Renaissance Vinoy offers children's programs. Attendees should contact the Vinoy directly for details. **There are separate fees for children's programs, which are not covered under the registration fee.**

STEP 2: REGISTERING FOR THE IWLA GOLF CLASSIC

	Rate*	Number of Golfers	Amount
Tournament Fees (IWLA Member, non-Member)	\$250	_____	_____
1. Golfer's Name (print)		_____	
2. Golfer's Name (print)		_____	
3. Golfer's Name (print)		_____	
4. Golfer's Name (print)		_____	

- Yes, I need to rent golf clubs.[†] _____ Number of sets of left-handed clubs
 _____ Number of sets of right-handed clubs

- No, I do not need to rent golf clubs.[†]

Golf Classic Registration Subtotal

* Includes continental breakfast, box lunch, and beverages. Club rentals are separate.

[†] Club rentals (not included in tournament fees) are available on site. Electing club rentals now may minimize delays at tee time.

Register online at www.iwla.com

Registering for the Convention

STEP 3: PAYMENT PROCESS FOR THE CONVENTION AND IWLA GOLF CLASSIC

 To register, visit www.iwla.com.

This is my first IWLA Annual Convention.

Name/Title _____

Badge Nickname _____

Company Name _____

Address _____

City _____ State/Province _____

ZIP/Postal Code _____ Country _____

Direct Dial _____ Fax _____

Email _____

Name of Spouse/Significant other _____

Email of Spouse/Significant other _____

Name of Child/Children _____

Convention and Golf Classic Registration Total _____

Please indicate payment method:

MasterCard/Visa AMEX Discover

Check


Credit Card Number _____

Expiration Date _____ Billing ZIP Code _____

Signature _____

Name as it appears on Credit Card _____

 For credit card registrations, fax this form to 847-813-0115.

 For check registrations, fax this form with copy of check to 847-813-0115 and then post check separately to:

**IWLA; Dept 20-5031; PO Box 5988;
Carol Stream IL 60197-5988.**

Registrations will not be accepted without payment in full.

Hotel Information

IWLA has negotiated a room block for attendees at the following rates plus 12% tax per night until February 6, 2009 or while space lasts:

Standard room: single/double	\$ 259
Standard room: triple	284
Deluxe patio spa	309
One-bedroom suite	359
Two-bedroom suite	459

Space is limited, so make your reservations now. To make reservations, call 888-303-4430 or see the hotel URL below. You must mention group code **IWLIWLA** to obtain this special rate. **Attendees must arrange for their own accommodations.**

The Renaissance Vinoy is located 22 miles from Tampa International Airport.

Renaissance Vinoy Resort & Golf Club
501 Fifth Ave NE
St Petersburg, FL 33701
Tel. 888-303-4430

URL: Click on iwla.com/Events/Convention2009Preview.aspx and link to **Online Hotel Registration**.

For children's activities, visit www.marriott.com/hotels/hotel-information/recreation/tpasr-renaissance-vinoy-resort-and-golf-club.

Car Rentals

IWLA has negotiated discounted rental service rates with Avis. Visit iwla.com/Events/Convention2009Preview.aspx for details.

Refund Policy

IWLA will assess a \$250 administrative fee per attendee for registration cancellations received on or before February 4, 2009. Registration fees will not be refunded after this date. Substitutions will be accepted. No refunds will be given for no-shows.

Cancellation Policy

Programs are subject to cancellation if enrollment is insufficient. In the unlikely event this program is cancelled, registration fees will be refunded. IWLA is not responsible for airfare, hotel, or other costs incurred by registrants in the event of program cancellation.

Special Needs

If you have special needs or requirements, please notify Scott Brewster at sbrewster@iwla.com by February 16, 2009, and IWLA will do its best to accommodate you.

Attire

Dress is business casual for educational sessions. Because meeting room temperatures vary, a sweater or jacket is recommended. For the Chairman's Recognition banquet, a jacket and tie are recommended for men; cocktail attire is recommended for women.





2800 S. River Road, Suite 260
Des Plaines IL 60018-6003
www.iwla.com

Since 1891, IWLA

Logistics Services Locator
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