



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

*Logistics companies believe that knowledgeable, trained employees are critical to their success. A recent IWLA study revealed that member firms that invest in training their employees grow faster than those that do not.*

*IWLA provides a wide range of courses, conferences and learning venues tailored to increase the knowledge and professionalism of people in this industry. Peer instructors and subject matter experts provide the depth of knowledge that makes our programs second to none. The curriculum challenges, stimulates and educates logistics professionals and develops best practices in the 3PL industry.*

### Certified Logistics Professional Designation

The courses, presented here in calendar date sequence all qualify toward IWLA's ***Certified Logistics Professional*** (CLP) designation. IWLA has created this certification program specifically for the warehouse logistics professional, IWLA's ***Certified Logistics Professional*** (CLP). The IWLA Education and Research Foundation offers the CLP as the only program of its kind in the industry. The certification process includes:

- (1) An educational component comprised of key courses & conferences that strengthens your professional capabilities and positions you for success in the 3PL industry, overall 140 education points (10 points per education day):
  - a. Required courses – The Essentials Course and IWLA's Annual Convention
  - b. Elective courses – All of IWLA's courses have a specific elective value. Approximately 3 additional courses are needed, plus the requirements below. This *new elective approach* allows skill building specific to individuals needs.
- (2) An opportunity to gain visibility and make a contribution to the industry by teaching, speaking, writing articles for Association publications, or participating on Association committees and councils.
- (3) Note that the CLP is a unique program designed specifically for the warehouse logistics professional. It is offered only by IWLA. The CLP sets the standard for logistics management excellence and is recognized by hundreds of companies.
- (4) Recertification every three years. There is a fee for the initial application and recertification.

See [www.iwla.com](http://www.iwla.com) for more information.



## Upcoming Events – Certified Logistics Professional Training Program Courses

IWLA Education and Research Foundation

The Foundation is a not-for-profit organization that produces world-class education and research programs for the 3PL industry.

### Summary of Key Courses

Course Name	Length in days	CLP Credits	Date/ Location	Member Rate**	Non Member Rate	For more info. see iwla.com
Costs, Rates, RFP Responses	2 days	20	Feb. 8-9, 2007 Orlando, FL	\$749	\$1249	Page 3
IWLA Annual Convention (AC)	2.25 days	20	3/5-7/07 Hilton Head, SC	\$1071*** \$1178***	\$1650*** \$1760***	Page 4
IWLA Pre-Convention Conference The Bottom Line on Security	1 day	10	3/4/07 Hilton Head, SC	\$175 if attending AC***	\$499 if not attending AC***	<i>iwla.com</i>
Marketing and Sales Conference	1.5 days	15	7/18-19/07 Chicago, IL	\$679	\$999	Page 5
Value Added Services Conference - <i>NEW</i>	1.5 days	15	9/18-19/07* Chicago, IL	\$679	\$999	Page 6
Information Technology Conference	1.5 days	15	9/19-20/07* Chicago, IL	\$549*	\$649*	Page 7
Safety and Risk Conference	1.5 days	15	11/7-8/07 Chicago, IL	\$449	\$579	Page 8
The Essentials Course	3.5 days	35	10/14-17/07 Chicago, IL	\$1149	\$1549	Page 9
			* 2007 dates/rates to be confirmed	** 5% discount available for 3 or more attendees at the same session (except for annual convention)***See <a href="http://www.iwla.com">www.iwla.com</a> for 2007 program rates details.		
<b>Other Courses:</b>						
Audio Conferences / Webcasts	1.5 hrs	2	January 25, March, April, Aug, Dec *4 <sup>th</sup> wk of Mo	\$135	\$185	Page 10
Monthly Emerging Leaders Leadership Discussions	1 hour	0	3 <sup>rd</sup> Thurs of Mo.- Conf. call 1-2pm EST	FREE		<i>iwla.com</i> See separate calendar
Front Line Logistics NEW 14 modules	Up to 4 hrs each	2	Web Based	See <i>iwla.com</i>		Page 11-12 & <i>iwla.com</i>

**For the current schedule of sessions go to: [www.iwla.com](http://www.iwla.com)  
Or contact Linda Wood, IWLA Director of Education, [lwood@iwla.com](mailto:lwood@iwla.com), 847-813-4699**



## Upcoming Events – Certified Logistics Professional Training Program Courses

<p>Costs, Rates and RFP Responses Course <b>February 8-9, 2007</b> <b>Orlando, FL</b></p>
---

***Bid too high and you don't get the business. Bid too low and you'll wish you hadn't. Learn how to win bids and still earn a profit at IWLA's Costs, Rates & RFP Responses Course.*** Learn the skills you need to determine the appropriate rate for third-party warehouse logistics services that captures the actual costs associated with handling and storage of customer product. Participants will identify all the expenses involved in warehouse logistics and allocate these costs across storage, handling and administrative tasks. Case studies and exercises will allow you to master these skills, how to:

- Identify costs related to logistics operations and how to allocate them across storage, handling and administrative lines.
- Enhance your understanding of the components included in rate development.
- Analyze strategies for rate assembly while selecting those most appropriate to each specific RFP.
- Participate in an interactive application of rating principles

*You will learn:*

- Space design and configuration, facility layout and financial statement overview.
- Cost allocation: direct vs. allocated expenses.
- Cost derivation: storage, handling and administrative.
- Storage and layout: utilization, overhead, costing
- Capturing and factoring all hours of productivity
- Overhead that manufacturers and distributors should allocate to their private warehouse costs
- Determining handling rates: functions to be performed; identifying required tasks; developing handling specifications; assigning handling time; calculating handling costs; adding overhead, profit and finesse; negotiation
- Rate assembly and RFP presentation: rate factors, throughput, turn, rate types
- Rate development options; Deferred handling; Profitability indicator checklist
- Account evaluation and sample account profile

*About the Instructors:* \*

Bob Moran, CLP, President, RJM Consulting

Mike Butchert, CLP, Senior Vice President, Murphy Warehouse Company

Forest Pearce, CLP, Regional Vice President, LOGISCO

Bob Rose, CLP, Vice President Sales and Marketing, Dominion Warehousing and Distribution.

Our distinguished speakers bring years of real-world 3PL experience. They are peers and practitioners in the industry, and teach practical solutions based on proven results. Our instructors willingly share their extensive knowledge and expertise

*Who should attend:* All 3PL employees responsible for determining rates and preparing RFPs, including owners, executives and professionals in sales, marketing and accounting. Manufacturers and distributors involved in identifying warehousing and logistics expenses will also benefit. This course sells out early for classroom and hotel space. Register soon.

\* Subject to change without notice



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

**IWLA Annual Convention  
March 5-7, 2007  
Hilton Head, SC**

“Collaboration: The Wave of the Future” is the theme of IWLA's 116th Annual Convention, to be held March 4-7, 2007, in Hilton Head, SC. Partnering to meet the increasing demands of customers is a reality that warehouse-based logistics providers face today. The 2007 Convention program will focus on examples of how this collaboration has worked successfully, how it can boost members' future business and how to avoid possible missteps. The program will address areas of collaboration that can positively impact business including external collaboration with customers, colleagues and government and internal collaboration with staff.

The IWLA Annual Convention is the forum for leaders' of the warehouse logistics industry. The event covers current issues impacting the industry while providing a forum for leading logistics professionals to rub elbows with their peers. Substantive programs and a time-efficient format deliver plenty of valuable information in a practical amount of time. The event also offers an exhibition of industry vendors, who provide products and services that help make running a 3PL business easier and more economical. The convention includes two and one quarter days split between general sessions and expert breakout session tracks allowing for individual choice based on business needs. There are several networking events, including an additional optional golf classic to provide an opportunity to expand business contacts.

The Convention offers:

- Ample opportunity for peer interaction so you can exchange ideas, discuss industry issues and learn how new developments affect companies like yours.
- Substantive programs and a time-efficient format that delivers plenty of valuable information in a practical amount of time.
- Access to industry experts eager to share their personal insights on a host of topics.
- Thought provoking presentations from industry leaders.
- An exhibition of industry vendors

For more information see [www.iwla.com](http://www.iwla.com).

### *Who should attend:*

Senior leaders from the warehouse logistics industry are certain to benefit from this comprehensive educational and networking event. Past attendees have included company owners and presidents, chief executives, CFO's, controllers, senior sales & marketing personnel and senior operations executives.

### *About the Instructors:*

General session speakers include internationally and nationally known 3PL industry leaders and academics. Past speakers have included: chief executive officers and senior leaders of leading warehouse logistics providers and our customer companies, (for example Exel, GENCO, Harley Davidson, Tibbett & Britten, USCO Logistics), government, and academia.



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

<p>Marketing and Sales Conference <b>July 18-19, 2007</b> <b>Chicago</b></p>
--

Learn how to overcome emerging challenges and seize new opportunities from 3PL industry and academic experts at IWLA's annual Marketing & Sales Conference. Spend two information-packed days gaining the cutting-edge marketing and sales tools, techniques and strategies you need to find new business and hold onto the customers you have. Build critical skills that will keep your warehouse full, active and profitable. Conference content changes annually based on key marketing and sales issues. Content is delivered via presentations, 3PL case studies, panel discussion, Q&A and networking sessions.

*You will learn how to:*

- Create a marketing strategy that delivers results
- Overcome the biggest obstacle to making the sale
- Get more qualified leads and closed sales from your website
- Shorten the sales cycle to increase sales
- Make more sales from your marketing buck
- Grow your business with value added services
- Identify what separates the good from the best sales representatives
- Measure and evaluate your efforts to justify more marketing dollars
- Hold onto your customers
- Generate leads and sales with PR
- Grab the attention of prospects

Note: Conference content changes annually. Above listing is from the 2004 conference.

*About the Instructors:*

Our distinguished speakers and panelists bring years of real-world 3PL marketing and sales experience. The 2007 conference planning committee is led by John Rowan, President of ROACO Logistics Services. Other planning committee members are: Connie Anderson, President of Aspen Distribution Services; Jeff Clark, Vice President of Sales and Marketing for ODW Logistics, Inc.; Chad Collett, Marketing Manager for WOW Logistics Company; and Bob Moran, President of RJM Consulting.

*Who should attend:* Marketing, sales, customer service and advertising executives and staff, including previous attendees (all new sessions!), owners/presidents, and anyone else concerned with growing the business.



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

<p>Value Added Services Conference - <i>NEW</i> <b>September 18-19, 2007</b> <b>Chicago</b></p>
---

Value Added Services provide warehouse logistics operators' profitable opportunities to serve existing and new customers in exciting ways. The new annual IWLA Value Added Services Conference will explore key value added service areas in depth.

2006 Conference topics:

- Transportation Management- freight management and freight brokerage
- Packaging, labeling, fulfillment
- Repair/refurbish, kiting, sub-assembly

Sessions lead by experienced operators will:

- Identify and describe key opportunities of the Value Added Service.
- Benefits to the customers and warehouse logistics operators.
- Service line resource requirements.
- Key service line marketing and sales selling strategies.
- Success stories and tips from experienced service line providers.

The Conference offers:

- Ample opportunity for peer interaction so you can exchange ideas, discuss industry issues and learn how new developments affect companies like yours.
- Substantive programs and a time-efficient format that delivers valuable information in a practical amount of time.
- Access to industry experts eager to share their personal insights on a host of topics.
- Thought provoking presentations from industry leaders.

\*Look for more information about this conference in the spring of 2007.

### *Who should attend:*

Executives from the warehouse logistics industry are certain to benefit from this comprehensive educational and networking event. Marketing, sales, customer service and advertising executives and staff, owners/presidents, and anyone else concerned with identifying new value added service opportunities and growing the business.

### *About the Instructors:*

Our distinguished speakers and panelists bring years of real-world warehouse logistics operations, marketing and sales experience, and will include: Bob Auray, Jr. CLP, President & CEO of GENCO Marketplace.



## Upcoming Events – Certified Logistics Professional Training Program Courses

Information Technology Conference  
**September 19-20, 2007**  
**Chicago**



The 2006 IT Conference was presented as a collaboration between the International Warehouse Logistics Association (IWLA) and the Warehousing Education and Research Council (WERC). We provided the warehouse centric venue forum for supply chain technology.

Presentations focused on identifying, evaluating, selecting and implementing the latest information technology for warehousing and distribution management. Attendees learned about cutting edge IT solutions available on the market and how they could help companies gain a competitive advantage. Participants heard from practitioners, saw demonstrations of what's new, viewed exhibits, talked one-on-one with vendors and networked with peers.

Gain the knowledge you need to make critical decisions that will keep your company strong and growing in a fast-changing marketplace.

You will learn: Conference content changes annually. \*

- Keynote: Greg Aimi, AMR Research.
- Voice Directed Distribution: Catalyst for DC Success.
- Labor Management – If you can measure it, you can improve it.
- The Changing Face of Control Systems in the DC.
- Best DC Technology – Material Handling or Information Technology.
- What in the World is Hot in Technology for the Global Supply Chain.
- RFID Update.
- The Convergence of Physical Security and IT
- Rationalizing Today's Options for Business Partner Collaboration
- Off-The-Shelf Applications You Can Use in Your Warehouse
- Software as a Service – the next THING for SCE systems?
- IT Security and Disaster Recovery
- Roundtables, and more

About the Instructors: Our distinguished speakers and panelists bring years of real-world warehouse logistics IT experience. Their eagerness to share their expertise using technology to gain a competitive advantage in the industry make this a must attend program. Some of the 2006 faculty: Greg Aimi, AMR Research; John Blanchard, ESNC; John Caltagirone, The Revere Group; Kevin Cornes, InterVid, Inc.; Paul Faber, Tompkins Associates, Inc.; Stephen Hall, Xterprise; J.P. Joeli, Argent Consulting Group; Robert Kennedy, 7Hills Global Systems; Biff Myre, SunGard; Rick Nucci, Boomi Software; Phil Obal, Industrial Data & Information Inc. (IDII); Ken Ruehrdanz, Dematic Corp; Bob Silverman, Tommy Hilfiger USA, Inc.; Chase Sowden, TZA Consulting; Larry Sweeney Vocollect, Inc.; and more!

Who should attend: Warehouse logistics owners and executives, IT directors, managers, staff, contractors and consultants, previous attendees (all new sessions!), and anyone else concerned with harnessing technology to grow your business.

\*Subject to change without notice, or see [www.iwla.com](http://www.iwla.com) for more information about the 2007 Conference in the spring of 2007.



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

Safety & Risk Conference  
**November 7-8, 2007**  
**Chicago**

### ***Evaluating Safety & Risk Management: Are You Prepared?***

Risk control and safety are on-going, vital concerns to every 3PL operation. Improve your effectiveness in controlling risk at this conference that uses case studies, expert presentations and group discussion to address industry specific risk management needs.

*You will learn:* Note: Conference content changes annually. Listing below is from 2004 conference

- Recruit, hire and retain drivers in a time of shortage
- Go beyond compliance, based on best practices, to strengthen the bottom line and reduce worker injuries
- Conduct safety training that really impacts workplace performance
- Implement a vigorous health and safety compliance program to reduce injuries, based on the successes and mistakes of a leading 3PL
- Evaluate safety training resources
- Use incentive programs to reduce losses and improve safety rates
- Prevent large losses (over \$50,000) based on case history
- Assess terrorist threats
- Work constructively with OSHA
- Reduce legal liability exposure for warehouse security

Take advantage of this opportunity to increase your knowledge and improve your company's effectiveness in controlling risk. Participate in group discussions on industry specific topics, while making contact with fellow professionals responsible for addressing similar risk management needs.

*About the Instructors:* Our distinguished instructors bring years of real-world, hands-on 3PL management experience and insurance industry expertise. They have impressive certification, registration and training credentials in the safety and risk field. Our instructors are peers and practitioners in the industry as well as risk professionals, and teach practical solutions based on proven results. Their willingness to share their extensive knowledge and expertise makes the SAFETY & RISK CONFERENCE a must-attend event. 2004 instructors included executives from Exel, Fisher Kanaris, P.C., Gallagher Captive Services, Illinois Dept. of Commerce and Economic Opportunity, Injury Reduction Technology, Inc., IWLA, National Safety Incentives, Inc., Risk Control Inc., Saddle Creek Corporation, and U.S. Department of Labor – OSHA,

*Who should attend:* Third-party logistics operations, safety and human resources managers, previous attendees (all new sessions!), IWLA Insurance Company members and others whose responsibility it is to identify and manage company risks.



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

### The Essentials Course **October 14-17, 2007** **Chicago, IL**

This 3½-day course is the industry's premier comprehensive educational event. Content is updated annually to present the latest trends in the industry while still covering the fundamentals essential to successful warehouse logistics management. Over fifteen topic areas cover the full spectrum of functional and operational areas. Hands-on exercises, case studies and discussion will build skills to strengthen your bottom line, recognize new business opportunities, protect your business, comply with government regulation and improve operations.

#### Topics Covered:\*

- ✚ Reducing Your Bottom Line
- ✚ Real Estate & Real Estate Case Study
- ✚ Building Construction & Design
- ✚ Costs, Rate Development
- ✚ Warehouse Layout
- ✚ Technology in Today's Logistics Industry
- ✚ Transportation
- ✚ Security
- ✚ Sales and Marketing, Customer Care
- ✚ Insurance & Disaster Recovery
- ✚ Safety & Regulatory Compliance

#### You will learn how to:

- Factor handling, storage and administrative costs into rate calculations
- Strengthen your bottom line through new marketing and sales ideas
- Recognize new business opportunities brought about by the Internet and e-commerce
- Implement techniques for employee recruitment, retention and training
- Protect your business by following legal safeguards
- Prepare for crisis by risk management and insurance planning
- Comply with government regulation, including safety and hazardous materials requirements
- Improve operations through efficient building design and construction
- Understand why 3PLs are vital to the economy

#### Who should attend:

Anyone involved with the warehouse logistics industry is certain to benefit from this comprehensive educational event. Past attendees have included company presidents, managers, supervisors, CFO's, controllers, sales & marketing personnel, operations executives, frontline managers and HR staff. It is a required session for those who are working toward the Certified Logistics Professional designation.

About the Instructors: Instructors are experienced 3PL industry experts and attorneys.

\*Subject to change without notice



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

### Periodic Audio Conferences & WebCasts Your Office!

Providing condensed, accessible opportunities to bring your company to industry leaders with the latest content areas – past sessions have addressed Legal Issues, Food Security, Racking Safety, use of the IWLA Logistics Services Locator (LSL) and other topics. Check [www.iwla.com](http://www.iwla.com) for an updated list of session topics and dates.

Here are a few recent examples of topics and faculty:

**WebCast: January 25, 2007** 1 p.m to 2:30 p.m. CST

**The Packaging Value Chain**

Eric J. Wilhelm, President, JacobsonWilpak  
John Wagner, Jr., President & CEO, Wagner Industries, Inc.

**Audio Conference: December 13, 2006** 1 p.m. to 2:30 p.m. CST

**Supply Chain Optimization Through Packaging**

Jack Ampuja, President & CEO, Supply Chain Optimizers  
John Diduck, President, Liberty Freezers

**WebCast: November 14, 2006**

**Choosing a WMS**

Arthur Barrett, President, Barrett Distribution Centers  
Philip Obal, President, Industrial Data & Information, Inc. (IDII)

**WebCast: April 27, 2006**

**Auditing Warehouse Performance**

Ken Ackerman, President, The Ackerman Company

**Audio Conference: March 8, 2006**

**Racking Safety**

Dan Clapp, Frasier Industrial Company  
John McKenna, McKenna Logistics Centres  
Tony Mulholland, Rack Net-Works  
Catherine Pawluch, Gowling Lafleur Henderson

**Audio Conference: Jan. 25, 2006**

**Bi terrorism Act - Record-keeping Requirements & Best Practices**

Negu Beru PhD, Associate Director of the Office of Plant and Dairy Foods of the FDA's Center for Food Safety and Applied Nutrition (CFSAN), Linda Hothem, CEO of Pacific American Group, Inc., and Pat O'Connor, President of Kent & O'Connor.

**Audio Conference: October 11, 2005**

**Financial Measures for the Profitable 3PL**

Gary Pittsford, CFP, President, Crosspoint Consulting, Inc.



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

**Front Line Logistics – *NEW***  
***Web-based***  
***Your office!***

Gain the knowledge necessary to handle front line logistics tasks and responsibilities while developing critical problem solving skills and abilities. Our unique Front Line Logistics Training program offers training to those entering the logistics field or currently working at the operations level. Front Line's modules provide the baseline training required to perform in your current role and serves as a foundation a career in logistics and supply chain management.

The Front Line program offers 14 modules that are web-based and provide a self-directed learning environment that's accessible and convenient. The training will not interfere with current employment and modules can be initiated as required. A module *only takes an average of 4 hours to complete*. Select one of the 14 modules at a time, register for one of the special packages or create customized module set that responds to your specific needs. Learn at your own pace, on your own time and at your own place. See [www.iwla.com](http://www.iwla.com) for more information and to register.

*How Warehouse Logistics Operators Use Front Line:*

- Give your operations and entry level staff baseline training of your supply chain operations
- Maintain productivity with training outside regular business hours
- Fill in knowledge gaps that may exist in your current personnel
- Build your corporate bench strength and develop key human resources
- Develop talent from within your organization
- Customized training packages to fit your specific organizational requirements

*Who should attend:*

Tactical operations personnel involved in logistics, operations supervisors, customer relations personnel and managers, inventory managers, health and safety officers and others.

*Front Line Modules – 14 modules available:*

1. Assembling Orders	8. Health, Safety & Environment
2. Controlling Budgets	9. Operating Procedures
3. Controlling Inventory	10. Personnel Problems
4. Customer Complaints	11. Product Damage
5. Customer Service	12. Scheduling Carriers
6. Forklift Safety	13. Scheduling Resources
7. Good Logistics Practices	14. Selecting the Right Carrier



## *Upcoming Events – Certified Logistics Professional Training Program Courses*

<p>Front Line Logistics – <i>NEW (Continued)</i> <b>Web-based</b> <b>Your office!</b></p>
---

These modules can be purchased individually, or in packages - groupings of modules for key business areas. The following 8 packages are available:

*Module Packages:*

- Supervisor
- Admin
- Operations
- Distribution Dynamics
- Managing Resources and Materials
- Healthy Work Environment
- Managing Carriers
- Customer Service Basics

Front Line Logistics is offered in conjunction with the Logistics Institute and Optimum Supply Chain Resources.