



International Warehouse Logistics Association

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**119th ANNUAL
CONVENTION
March 7-9, 2010
San Diego, CA**

March 16, 2009

Fellow IWLA Members:

Thank you for electing me as your Chairman. It is a great and special honor for me, and I look forward to serving you this next year. We had a productive Annual Conference, great sessions, and the venue at the Vinoy in St. Petersburg was fantastic. It is always beneficial to get together and network with our peers around North America.

We have a full agenda this year, and your staff, Board of Directors and committees and councils have put together a calendar of events and programs to reach out to your team in many different ways. We strive continuously to improve the level of service and benefits that members get from IWLA, but we cannot do this without your involvement. We need you to participate in order to take full advantage of the value of your membership. You need to ensure that your company has completed and updated your company profile on the LSL. If you have not updated your information, you will not maximize the benefits of this exclusive member marketing tool. Get your team involved in IWLA through its government affairs program, regional meetings, educational offerings, webinars, and committees. Speaking with over 30 years of personal experience, I can assure you that the more effort you put into your involvement in IWLA, the more benefit you will derive from that involvement in IWLA.

While we are in a challenging economy, I am optimistic about the future of our industry. Warehousing is one of the main functions that companies are outsourcing. Being a main outsourced function combined with the economy pushing everyone to look at ways to reduce costs and reduce fixed overhead, our industry stands ready to provide the options to outsource those services to our members. IWLA is ready to support you in your efforts and to achieve our purpose, ***"To help members run high quality, profitable warehouse logistics businesses."*** I will be reaching out to you as we continue our efforts to provide the best services and benefits possible for our members.

Thank you again for the honor to serve you. Please let me know how we can better serve our industry and provide the value you need to help you to grow your business.

Sincerely,

Jere Van Puffelen
IWLA Chairman