

**W**arehouse-based logistics companies believe that knowledgeable, trained employees are critical to their success.

IWLA provides a wide range of courses, conferences and learning venues tailored to increase the knowledge and professionalism of people in the industry. Peer instructors and subject matter experts provide the depth of knowledge that makes our programs second to none.

For most current schedule of courses, go to [www.iwla.com](http://www.iwla.com)

### July 14, 2010 Half Day Session – Sales & Marketing Pre-Conference, Chicago, IL

#### **Selling Skills: The Fundamentals**

Everyone in your organization is engaged in selling every day, whether they are in the sales department or not. Every time an idea is communicated, someone is on the receiving end who has to “buy” it. Make sure your key business leaders understand the 5 crucial steps to successful selling – whether they are selling an idea, a service or themselves.

### July 14-15, 2010 Sales & Marketing Workshop, Chicago, IL

#### **Business Building Strategies for Operations & Sales Leaders**

Who actually generates more growth for your company? The CEO? The sales team? The operations team? The customer? All are critical elements for the company that wants to outpace market growth rates. This thought-provoking, 1.5-day course begins with the key strategic questions every organization, division or business unit must answer and finishes with practical tactics to execute a successful business building strategy. Leaders and managers in sales, operations, and the executive suite will leave with a framework to create the organizational DNA for a customer-focused, growth-minded business.

### October 12-13, 2010 – Technology Solutions for Warehousing, Chicago, IL

Learn about cutting-edge technology solutions available on the market and how you can implement them successfully to gain a competitive advantage. In addition, participants will have demonstrations of what’s new, view exhibits, talk one-on-one with vendors and network with peers.

### October 17-20, 2010 – The Essentials Course, Dallas, TX

This comprehensive course is the industry’s premier “training camp.” The Essentials Course covers the fundamentals and latest trends essential to your success in warehouse logistics management. Eighteen topics are taught, spanning the full spectrum of functional and operational areas for third-party warehouse logistics and transportation operations. Hands on exercises, case studies and discussions will build your skills and enable you to strengthen the bottom line.

### November 4-5, 2010 – Safety & Risk Conference, Chicago, IL

Risk control and safety are of vital concern to every warehouse-based logistics operation. Improve your effectiveness in controlling industry-specific risk through analysis of case studies, expert presentations and group discussion. Network with peers who face similar challenges. Gain the knowledge you need to keep your company strong and nimble in an uncertain world. This conference is ideal for owners; safety, operations and human resources directors and managers; previous attendees (all new sessions!); IWLA Insurance Company members, and others with the responsibility to identify and manage company risks.

## Periodic Webcasts/Audio Conferences

Providing condensed (1.5hrs), accessible opportunities to update your company members with the latest hot topics/ key content from industry leaders. Past sessions have addressed UCC Legal Issues, Canadian Legal Issues, Food Security, Racking Safety, Major Software Purchases, Protection from Customer Bankruptcy, Use of 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.

## February 3-4, 2011 – Costs, Rates, & RFP Responses Course

Bid too high and you don't get the business. Bid too low and you'll wish you hadn't. Take the guess work out of RFP's at this Costs, Rates, and RFP Responses course. Learn the skills you need to determine the processes for rate identification and RFP Response activity for third-party warehouse logistics services that captures the actual costs associated with storage, handling and administrative tasks. Case studies and exercises will allow you to master these skills. Ideal for employees responsible for determining rates and preparing RFP's including owners, executives and professionals in sales, marketing and accounting.

## March 6-8, 2011 – 120<sup>th</sup> Annual Convention

### **INNOVATION & SUSTAINABILITY: Driving Best Practices in 3PLs**

The 2011 IWLA Annual Convention will be held March 6-8 at the historic Renaissance Vinoy Resort and Golf Club in St. Petersburg, FL.

Located on St. Petersburg's waterfront, you'll find yourself surrounded by first-class amenities at the Vinoy, which is a fine example of 1920's Mediterranean Revival architecture that has earned it a National Register of Historic Places designation. Capturing the golden age of Florida resorts, the Vinoy takes you back to a time when elegance reigned supreme, service was an art form and grand surroundings made every guest feel special.

Mark your calendars now for this significant event. Registration and program details will be available on the IWLA website.

## The Certified Logistics Professional (CLP) Program

The Certified Logistics Professional program is a unique program designed especially 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. All programs provide CLP credit. Upon successful completion of all designation requirements, the designee will be recognized as a Certified Logistics Professional and may use the designation CLP after his/her name for all business purposes.

## For More Information...

For more information on educational opportunities, go to [www.iwla.com](http://www.iwla.com) or contact Cathy Heyderman, at 847-813-4699 or [cheyderman@iwla.com](mailto:cheyderman@iwla.com).