



**International Warehouse Logistics Association
Fulfillment Services Council Charter**

Draft: June 2016

Mission

The IWLA Fulfillment Services Council focuses on the unique issues of providing B2C and B2B fulfillment services to 3PL customers. It also works to help interested warehouse-based 3PLs explore the fulfillment services business model via educational sessions, documents, checklists, and peer-to-peer connection.

Statement of Purpose

A growing number of IWLA member companies process direct-to-consumer orders for their customers. And many others are considering entering this growing service area.

The IWLA Fulfillment Services council exists to share information about the business of delivering fulfillment services; to educate warehousing professional and owners interested in fulfillment services; and create a network of professionals with this business interest. In short, creation of and participation in the IWLA Fulfillment Services Council will:

- bring together warehousing professionals with in an interest in the fulfillment services;
- create a forum to discuss all facets of fulfillment services (from initial entry into the service to landing customers to value-added services a warehouse may offer);
- make IWLA a recognized leader in fulfillment services and in serving the educational needs specific to the fulfillment services business model; and
- advance the IWLA's credibility as a trade association for the entire warehouse-based 3PL industry.

Goals and Objectives

In order to achieve the stated purpose, the IWLA Fulfillment Services Council has these goals and objectives:

Goals:

- To create a membership for the Fulfillment Services Council.
- To communicate with frequency – via a council-specific e-newsletter, a section of the IWLA website, timely emails about trending topics, and more – to all members.
- To raise awareness and engagement.
- To create a “fulfillment services for warehouse logistics” toolkit – including resources available to IWLA members on the IWLA website.
- To provide additional educational opportunities for members with an interest in fulfillment services.
- To gather feedback from IWLA members regarding their involvement in fulfillment services and aggregate trends and best practices.

Objectives:

- To provide education to council members through webinars, articles, seminars, online discussion groups, case studies, newsletter, partnerships etc.
- To explore the feasibility of in-person educational meetings or distance-learning opportunities.
- To facilitate networking (in-person and virtual) among fulfillment services council members.
- To measure IWLA members involvement in fulfillment services through an annual survey.
- To attract new members to IWLA because of their involvement with fulfillment services, as there are no other trade associations with this focus.

Council Membership

Membership will consist of two classifications:

1. Active Warehouse Council Members - Requirements to be considered an active council member include:
 - a. Members must be IWLA warehouse members in good standing;
 - b. Members must be current on council dues;
 - c. Members must provide fulfillment services for their customers or have an active interest in pursuing fulfillment service business;
 - d. Members agree to openly share best practices with other council members.
2. Active Partner Council Members – Requirements to be considered a partner council member include:
 - a. The service or equipment offered by a Partner should be related to conducting fulfillment services business in the warehouse.
 - b. The Partner will be entitled to all the privileges and rights of Active Council Members except they will not be allowed to vote on charter changes.
 - c. Partner members must be in good standing with dues fully paid.

Revenue/Expense

To underwrite these activities – and for buy-in from warehouses that are conducting fulfillment services – IWLA will collect revenue from members wishing to access the fulfillment services council’s offerings:

- The annual dues for Active Warehouse Council Members and qualified partner members to belong to the IWLA Fulfillment Services Council is \$200.
- Members in the top three warehouse categories (Levels 8-10) will have access to the council as part of their all-inclusive membership.
- It is possible that partners whose products/services support fulfillment services work in the warehouse (conveyors, voice pickers, box creators) may be interested in supporting this council’s work with newsletter and meeting sponsorships.

At the outset, there is very little direct expense related to the fulfillment services council. There will be staff time for newsletter creation. In-person meetings during the IWLA Convention would be part of the convention budget.

Responsibilities & Roles of Council Members

- The council will be open to all members of the IWLA.
- When it is developed, council members will be encouraged to complete a questionnaire about their fulfillment services work that will be collected confidentially by IWLA and reported on in aggregate.
- The council leadership will meet on a bimonthly basis to discuss new initiatives and report on progress. (One meeting will be in-person during the IWLA Convention & Expo.)
- The council will arrange experts to discuss a variety of topics via quarterly webinars for the benefit of the Fulfillment Services Council members. Council members are encouraged to assist in the content development and to plan and arrange expert members, partners and academics to participate.

Responsibilities & Roles of IWLA Fulfillment Services Council Steering Committee Members

The IWLA Fulfillment Services Council will be governed by a steering committee. The council chairman is appointed by the sitting IWLA chairman each year. The IWLA chairman also appoints the IWLA Board Liaison to the council.

The council chairman appoints the remaining members of the steering committee. This group is responsible for:

- **Completing Administrative Tasks:** Organizing meetings, outlining content of meetings, contributing resources, and identifying case study candidates, experts and partnerships.
- **Developing Strategic Processes:** Strategizing and suggesting new programs/services, marketing, and creating tools and content.
- **Finances:** Developing, with IWLA staff and board liaison, any budget proposals to present to the IWLA Board of Directors tied to specific council activities or events.
- **Establishing Subcommittees:** The Steering Committee will create as necessary subcommittees to aid in the specific development areas or tasks of the council. Subcommittees will be chaired and staffed by volunteer council members. It will be the duty of the subcommittees to formulate policy and materials to be presented to the Steering Committee for approval prior to being adopted and/or implemented by the council.
- **Member Development:** The group will identify members with an interest in fulfillment services and will help recruit them to the group.

Steering Committee Roles

- **IWLA Fulfillment Services Council Board Liaison:** Presents council updates and requests to the IWLA Board of Directors three times a year (or more often) in conjunction with IWLA board meetings.
- **IWLA Fulfillment Services Council Chairman:** Responsible for council activities including agenda items for calls and meetings, leading council activities and general oversight of new developments. The chairman works directly with the board liaison to develop reports to the board of directors.
- **IWLA Fulfillment Services Council Vice-Chairman:** Responsible for the management of the council members, including general feedback and questions. He/she may also be the point person for annual qualitative analysis and fulfillment services questionnaire.
- **IWLA Fulfillment Services Council Staff Liaison:** Responsible for administrative management of council activities including scheduling meetings/calls, agendas, minutes, marketing items, operational oversight of content, website, webinars etc. He/she also serves as the conduit among the council, the IWLA president and CEO, association staff and leadership.