2018 IWLA Essentials of Warehousing Course  
Oct. 9-12, 2018 ◊ Atlanta, Ga.

Day 1 – Tuesday, October 9

7-8 a.m.  Registration & Breakfast

8-8:15 a.m.  Welcome  
Josh Ledford, Executive Vice President, Spartan Logistics;  
Errol Gonzales, CWLP, Account Executive, Zethcon Corporation

8:15-9 a.m.  Keynote Address on Warehouse Logistics Industry & IWLA  
Keynote: Frank Anderson, CWLP, President & CEO, RBW Logistics & IWLA Chairman

9-10:30 a.m.  Introduction to Leadership  
Speaker: Chip Scholz, CWLP, President, Scholz & Associates  
Chip will lead the group into discussions on leadership and leadership styles with the focus on helping you hone your personal leadership skills. This is a very interactive session.  
(Includes a group exercise)

10:30-10:45 a.m. Break

10:45 a.m.-12:15 p.m. Leadership – the next level  
Speaker: Chip Scholz, CWLP, President, Scholz & Associates

12:15 -1 p.m. Lunch

1:15--2:15 p.m.  What is 3PL Warehousing & How Is It Evolving?  
Speakers: Josh Ledford, Executive Vice President, Spartan Logistics; Errol Gonzales, CWLP, Account Executive, Zethcon Corporation  
Do you know the many facets of what makes up the 3PL industry? Josh Ledford and Errol Gonzales will lay the groundwork of what makes up the 3PL warehouse industry, how it is changing, and share their personal experiences working in the industry.

2:15-2:30 p.m. Break

2:30-3:30 p.m.  Safety & Security  
Speaker: Mike Hart, Vice President of Risk Management, Verst Group  
Mike shares his knowledge in how to keep your facilities and employees safe. His talk offers practical tips that you can implement right away to make the workplace safe & secure.

3:30-3:45 p.m. Transition Break
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3:45-4:45 p.m. **Food Safety**  
* Speaker: Lisa Bond, Director of Auditing and Compliance, The Shippers Group  
Food safety is more than having the proper refrigeration units and storage in the warehouse. This session will give you the essentials of what food safety encompasses and an overview of government regulations in the 3PL industry.

4:45-5p.m. **Wrap Up**

5:30-6:30 p.m. **Networking Reception**  
* Dinner on your own - connect*

Day 2 – Wednesday, October 10

7:30-8:30 a.m. **Breakfast & Registration**

8:30-9 a.m. **Welcome & Review**

9-9:15 a.m. **Warehouse Tour Overview**

9:15-9:30 a.m. **Load onto Buses**

9:30-10 a.m. **Travel to Kroger Distribution**

10-11:15 a.m. **Tour of Kroger Distribution Center**

11:15 a.m.-12:15 p.m. **Return to Georgia Tech**

12:15-1:15 p.m. **Lunch**

1:15-2:15 p.m. **Warehouse Law**  
* Speaker: Kevin Phillips, Partner, Scopelitis, Garvin, Light, Hanson & Feary, P.C.*  
IWLA retained attorney, Kevin Phillips, is an expert at warehouse law. He will give you explain warehouse contracts and laws which will help you understand the basics of warehouse legalities and help you keep in compliance.  
*The Standard Terms & Condition webinar is a prerequisite for this session.*

2:15-2:25 **Break**
2:25-3:25 p.m. **Transportation Law**  
*Speaker: Marc Blubaugh, Partner, Benesch*  
Transportation law is a challenging part of the warehouse logistics industry. Blubaugh will give you an overview of transportation law, help you understand how this affects the industry, and what is on the horizon.

3:25-3:35 **Transition Break**

3:35-4:35 p.m. **HR Law Basics**  
*Speaker: Peter Kirsanow, Partner in Labor & Employment, Benesch*  
Peter Kirsanow breaks down human resources law into bite-sized pieces that will help you keep in compliance with employment laws.

*Dinner on your own. Connect.*

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**Day 3 – Thursday, October 11**

7:30-8:30 a.m. **Breakfast**

8:30-8:45 a.m. **Welcome & Review**

8:45 a.m.-Noon **Smarketing: 3PL Sales, Marketing, Customer Service & More –**  
*Sspeakers: Mike DeFabis, Vice President Business Development, IDS; Sean Mueller, Director of Business Development & Solutions, Symbia Logistics; Bob Moran, CWLP, Principle, First Logistics*  
Sales, marketing, and customer service are interconnected in the 3PL industry. This is an interactive session that will discuss 3PL sales, marketing & customer service and present real-life examples, share experiences, role play, and more. Be prepared to actively participate in this session, ask & answer questions, to share your experiences, and to learn from each other. (Break included)

Noon -1 p.m. **Lunch**

1-3:15 p.m. **Understanding Warehouse Costs, Space Analysis, and Rates**  
*Speaker: Bob Moran, CWLP, Principle, First Logistics*  
Before you can answer RFPs and determine what business your company should take on you need to know if it is a good fit for the warehouse. Bob’s session will give you insight to this process. Be prepared to actively participate in this session (includes a break). (Includes break)

3:15-3:30 **Transition Break**
3:30-5 p.m.  Finding, Keeping & Managing Employees  
*Panelists: Josh Ledford, Executive Vice President, Spartan Logistics; 
Mike DeFabis, Vice President Business Development, IDS; Seth Morales, President & CEO, Morales Staffing; TBD*  
As your career progresses so do your challenges. Finding, retaining, and managing in today’s workplace is changing because of low unemployment and the changing expectations of customers. Panelists will talk their challenges in supervising, delegation, providing proper training, and more. Audience will have opportunities to ask questions, share experiences, and offer strategies that have worked for them. Discover different management styles and how you can develop your own.

5:30-7:30 p.m.  Group Dinner at Hotel

**Day 4 – Friday, October 12**

7:30-8:30 a.m.  Breakfast

8:30-9:45 a.m.  Management Expectations  
*Speaker: Steve Harmon, President, Spartan Logistics*  
Starting a new job or promoted to new position with more responsibilities? Want to climb the corporate ladder? You need to understand what is expected of you leadership-wise and knowledge-wise. Steve will give an owner & manager’s an insider perspective of what is expected and needed from employees.

9:45-11 a.m.  Hard Conversations  
What do you say and do when you need to talk to an employee who is not performing as expected or does not follow policies or is belligerent to you and/or other employees? Hard conversations are not easy but happen when you manage employees and need to meet company goals. This session will include skits, interactive discussion, sharing experiences, and sharing lessons learned & strategies.

*Education session ends by 11 a.m. Exams will be taken online.*