



**INTERNATIONAL WAREHOUSE LOGISTICS ASSOCIATION**

## VALUE PROPOSITION

The Canadian Council of the International Warehouse Logistics Association is the chapter of the Association in Canada. IWLA provides members with exclusive access to resources, advocacy support, business services, information and events uniquely designed for the warehouse logistics industry. IWLA-Canada provides a Canadian viewpoint on those services.



## THE VALUE OF IWLA COMES IN MANY SHAPES AND SIZES

- IWLA members' businesses are constantly changing with new technology, new clients, new facilities, new competition and new regulations. IWLA's value is delivered in its ability to assist members to meet new challenges.
- Membership is on a company-wide and North America-wide basis. All your company locations and all your employees can benefit from IWLA's programs.
- Members benefit through IWLA's programs in networking, education and advocacy.

## EDUCATION

IWLA's education programs are among the top three reasons given for belonging to IWLA. They give members content tailored to the warehouse and logistics industry and provide them with access to niche experts who bring highly qualified skill sets to members and their staff. Programs come in the form of:

- Five in-person educational events
- Webinars
- Weekly articles
- Presentations
- Online resources
- Certification

Topics include warehousing and logistical costs, legal, sales, marketing, safety, technology, regulations and operations.

*"Based on what our operations manager learned at the Economics of Warehousing course, we used the new concepts, redid a proposal and won a new customer."*





## INDUSTRY REGULATION

IWLA keeps members informed and in compliance with warehouse and logistics industry regulations. In an environment where regulation is frequently international and its effects cross international boundaries, Canadian members benefit from the efforts of IWLA's Government Affairs Council. As Canadian regulations often mirror those in the United States, and as much of Canadian business depends on cross-border operations, the work of this Council ensures that regulations meet reality as they affect the operation of Canadian companies.

*"As an association, IWLA-Canada lobbied the Workplace Safety and Insurance Board in Ontario and obtained improved rates for warehouse operations."*



## VALIDATION

IWLA provides professional validation for member companies and makes it easier for prospective clients to qualify them through:

- Online Find-a-Warehouse member listing
- IWLA Member logo on your website and contracts
- IWLA Certification
- IWLA leadership
- Industry knowledge

*"My company has been contacted five times based on information supplied by IWLA. We now have four new customers."*

## NETWORKING

IWLA provides members with a professional network in which they can exchange ideas and share best practices. Educational events, committee and chapter meetings, social events and the mastermind program are all venues at which networking occurs. This is in addition to the ability of one CEO to call another to discuss challenges in the marketplace and the environment in which their businesses operate.

*"I have received new business leads from other members and ultimately won business for opportunities they were not able to support. I have also shared leads with other members for business which wasn't a fit for my company. That's great networking!"*



## PRODUCTS AND SERVICES

Through IWLA's partner members, IWLA's members have access to the latest products and services. As these partner members are known to fellow members, members can easily validate offerings through IWLA's user base.

### CONTACT US:

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