

# 2021 IWLA Convention & Expo

## Schedule of Events



### Monday, Nov. 1

7 a.m. - 8 p.m.	<b>Convention Registration</b>
7 a.m. - 8 a.m.	<b>Golfers' Breakfast - Sponsored by Southeast Solutions - Resort Course</b>
8:00 a.m. - 12:30 p.m.	<b>Duke Realty IWLA Golf Classic Tournament</b> (additional registration required)
1 p.m. - 2 p.m.	<b>IWLA Early-bird Lunch/Golf Lunch</b> (all are welcome; exhibitors and attendees)
2 p.m. - 3:15 p.m.	<b>Committee/Council Meetings: Membership, Transportation Advisory Council, Education, Fulfillment Council, Regulated Goods Council - (at the convention center; all are welcome.)</b>
5 p.m. - 5:30 p.m.	<b>IWLA Partner Member/Exhibitor Orientation - "What to expect during and after the IWLA Expo" (all exhibitors are welcome to attend.)</b> The IWLA Expo is a unique opportunity to directly reach the leaders of North American 3PL warehouses. However, landing a sale takes more than standing in your booth. Hear here how some long-term IWLA partners have built a relationship with these members, the industry, and the association.
6 p.m. - 7:30 p.m.	<b>IWLA Opening Reception: Celebrate the Day of the Dead - Sponsored by Colliers</b> - (Open <b>ONLY</b> to exhibitors, metal sponsors, & warehouse attendees)
7:30 p.m. - 10 p.m.	<b>IWLA Canada Dinner</b> - Canadian Attendees
7:30 p.m. - 10 p.m.	<b>IWLA-PAC Dinner</b> - Extra donation Required for Attendance - <b>Sponsored by Allegiance Staffing</b> (Joe Zimmerman, Comedian)

### Tuesday, Nov. 2

7 a.m. - 5 p.m.	<b>Convention Registration</b>
7 a.m. - 8 a.m.	<b>Breakfast in Expo Hall - Sponsored by Integral Group</b>
8:15 a.m. - 9:45 a.m.	<b>Keynote Address: Hitting '21 in Your Warehouse - Keynote Speaker: Jeff Ma - Sponsored by Prologistix</b> Drawing from his unique personal experiences, from the blackjack table to consulting professional sports teams, Ma talks about innovative metrics in a way that will make you reevaluate how your group accesses talent, finds undervalued assets, and measure the true worth of your business. By eschewing emotion and honing in on hard facts and results, Ma has helped usher in what Newsweek calls "a new age of numbers in corporate America."
9:45 a.m. - 10:45 a.m.	<b>Break in Expo Hall - Sponsored by UPS</b>
10:45 a.m. - 12:15 p.m.	<b>General Session: How to Succeed in the Warehouse Business: It Really Takes Trying</b> <b>Moderator:</b> Chip Scholz, Scholz and Associates <b>Panel:</b> Mark Cabrera, Saddle Creek; Denis Reilly, Kenco; Bill Hanlon, Peoples; Josh Ledford, Spartan Your journey to becoming a warehousing executive is unique. Leaders from some of the industry's best-known companies gather on stage to discuss how they attained their positions, the challenges they overcame, and their plans for their companies' - and the industry's - future.
Noon - 1:30 p.m.	<b>Lunch in Expo Hall</b>
1:30 p.m. - 2:45 p.m.	<b>Breakout Sessions</b>
	<b>Real Estate Track - Choose Wisely: Own vs. Lease</b> <b>Moderator:</b> Brett Mears, Palmer Logistics <b>Panel:</b> Pete Quinn, Colliers; Jeff Thornton, Duke Realty; Dan Meador, Dermody Properties, Sal LaVina, Barnes & Thornburg With the industrial real estate market hotter than ever (and space ever more difficult to find), what do real estate experts see in the short term? And, what do they see in the future for warehouse logistics operators?
	<b>Human Resources/Staffing Track - Where are the people? Alternative Workforces &amp; the State of Logistics Employment</b> <i>Andre Thornton, ASW; Tom Landry, Allegiance Staffing; Kathy Paulson Gjerde, Butler University</i> A shortage of prospective employees affects productivity and profitability in warehouses across North America. The IWLA Inclusion & Diversity Council (funded by the IWLA Warehouse Advocacy Fund) worked with other groups to underwrite a study about "second-chance" employment in the supply chain. Learn what the study found about hiring ex-convicts and other recovering workers and its effect in the warehouse.
3 p.m. - 4:30 p.m.	<b>Breakout Sessions</b>
	<b>Real Estate Track - Tenant or Owner: What's Your Real Estate Strategy?</b> <b>Moderator:</b> Pete Quinn, Colliers <b>Panel:</b> Doug Sibila, Peoples Services; Howard Kamerer, WOW Logistics; Jared Stadlin, Linden Warehouse; Steve Harmon, Spartan Logistics Depending on your goals, your business models, and your customers, owning vs. leasing space may be your advantage. Or vice versa. Colliers' Pete Quinn will lead a panel of warehouse owners and executives in this lively discussion focused on the whys and why nots of real estate as a business strategy.
	<b>Human Resources/Staffing Track - Recruiting in 2021: Finding &amp; Keeping the Best Staff (and the New Minimum Wage)</b> <b>Moderator:</b> Tim Lisowe, WOW Logistics <b>Panel:</b> Jennifer Kilgore, RBW; Cindy Stafford, Spartan; Craig Recker, Spartan; Patrick Swaney, Evans Distribution; Audrey Wilson, Outsource Logistics What can you do to ensure your warehouse is fully staffed and ready to take on new challenges? How do you find and retain the workers you need to get the job done? HR specialists from IWLA HR Special Interest Groups (SIGs) will share their success stories and answer your staffing and retention questions.
6 p.m. - 7:30 p.m.	<b>Networking Reception - Back in the Saddle Again - Sponsored by Zethcon</b>

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### Wednesday, Nov. 3

7:30 a.m. - 9 a.m.	<b>Breakfast in Expo Hall - Sponsored by BarTender by Seagull Scientific</b>
9 a.m. - 10 a.m.	<b>General Session: Hindsight is 2020: Leading in Times of Crisis</b> <b>Moderator:</b> Jared Stadlin, Linden Warehouse <b>Panel:</b> Tom Jensen, UPS; Leslie Ajlouny, Evans Distribution; Seth Schmedemann, Fulcrum Logistics; Mark DeFabis, Integrated Distribution Services, Inc. The warehouse logistics industry as a whole survived – and in many cases thrived – during one of the most tumultuous business years in history. That reality tested the readiness and nimbleness of IWLA-member companies. These leaders who serve in various roles in their companies – from owner to executive to customer service – will share how they approached the threats and opportunities. They will also recount how the lessons learned have prepared them for the next crisis.
10 a.m. - 10:45 a.m.	<b>Break in the Expo Hall - Sponsored by Zurich</b>
10:45 a.m. - Noon	<b>IWLA Business Meeting</b> (awards, business meeting, voting, GA update, gavel pass) IWLA hits 130 years in 2021. The association stands ready to continue to serve warehouses across North America. Hear from IWLA President & CEO Steve DeHaan how IWLA fared during 2020 – and what is on the horizon to serve you and your company. This session also includes recognition of IWLA leaders and their service and a presentation about laws and regulations from IWLA Washington Representative Pat O'Connor.
Noon - 1:15 p.m.	<b>Lunch in Expo Hall</b>
1:30 p.m. - 3 p.m.	<b>Breakout Sessions</b>
	<b>Warehouse Technology Track: Picking, Packing, Conveyors, and Robots, Oh My!</b> <b>Moderator:</b> Errol Gonzales, Zethcon <b>Panel:</b> Peter Wilson, Sonwil; Melinda Laake, Raymond; Edward Aguiar, Techdynamics Working smarter is more necessary than ever. Customer demands and expectation mean warehouse velocity continues to speed up – even as it is ever-more difficult to find staff. Many warehouses are taking the lessons learned during 2020 and embracing automation to pick up the slack and increase productivity.
	<b>The 3PL's Roles &amp; Responsibilities During Food Recalls - Sponsored by IWLA Food Council</b> <i>Caroline Milner, Scopelitis; Bill Berg, Saddle Creek; Pat O'Connor, Kent &amp; O'Connor</i> If you handle food products in your warehouse, don't miss this session focused on what happens should one of those products be subject to a recall. Bill Berg from Saddle Creek will share an actual case study of how his company handled one such recall. <i>Caroline Milner</i> , an attorney, will help you understand the responsibilities and liabilities of a third-party handler during a recall. And Pat O'Connor will highlight how the FDA and USDA view 3PLs in the process.
	<b>Goin' Green: Incentives, Taxes, &amp; Goodwill</b> Sustainability in your warehouse serves many purposes: You can save money while helping the environment. You can realize some terrific tax benefits, locally and nationally. And you can tout your efforts with customers that want to work with a company that demonstrates this kind of stewardship. Hear during this session how warehouses – and their supplier partners – are embracing sustainability.
3 p.m. - 3:15 p.m.	<b>Passing Break</b>
3:15 p.m. - 4:45 p.m.	<b>Breakout Sessions</b>
	<b>Warehouse Technology Track: Better, Faster, More: EDI, Infrastructure &amp; Customer Expectations</b> <b>Panel:</b> Sean Mueller, Symbia Logistics Customer demands and new generations of technology require more from your warehouse's technology infrastructure. The baseline for your wireless systems, customer communication, and your other tech tools changing daily. How can you stay ahead of tomorrow's tech demands?
	<b>Your Brand @ Risk - Social Media, Cancel Culture (Brand Security)</b> <i>Mike DeFabis, Integrated Distribution Services, Inc.; Adam Robinson, The Robinson Company</i> Outside forces can greatly affect your warehouse brand – and the reputation of the warehouse industry. How can you prepare for these attacks and PR glitches? Learn how to navigate the brave new world of public opinion – and better communicate with your internal and external audiences.
	<b>Breakout 4-3: IWLA California Chapter Meeting</b> <i>Mike Williams, IWLA California Government Affairs</i>
6 p.m. - 10 p.m.	<b>Chairman's Reception &amp; Dinner: Hitting Blackjack with Impact</b> (resort casual) - <i>Sponsored by Impact Logistics</i>

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