

## **November 2021 CILT North America International Report**

### **1. CILT North America November 12<sup>th</sup>, 2021 'Meeting of the Americas'**

The '*Fourth Americas Regional Meeting*' was convened on November 12, 2021, at which time representatives of CILTNA (Chairman Emile DiSanza, Vice Chair U.S., Andrew Young, President Bob Armstrong, and I) met by zoom with representatives of CILT International, including International President Dato Radzak Malek, Jon Harris - CILT Education lead, Gayani De Alwis - CILT 'WILAT Global Chairperson', Emma Ross - CILT Next Generation ('NG') lead, , Samuel Jaramillo - CILT Ecuador, and representatives of CILT Africa and Europe.(Finbarr Cleary)

Several issues were addressed at the meeting including educational initiatives currently being undertaken in North America, with a focus on education development and growth for the Americas as a whole – Canada, US, Ecuador. CILTNA's marketing and training initiatives were also discussed as well as our webinar programs and 2021 conference plans.

### **2. CILT NA Outlook Conference**

The CILTNA Annual 2021 Outlook conference was convened by zoom over two days on November 15<sup>th</sup> and 16<sup>th</sup>. A range of transportation and logistics issues were presented including:

- the challenges shippers are currently experiencing during the pandemic and what changes they are making in their supply chain management practices.
- the challenges and capacity issues for air cargo with airlines and airports.
- how COVID-19 has reshaped the global supply chain across the world and how this impacts North America.
- the policy issues facing manufacturers & exporters and the challenges they are trying to overcome due to the supply chain mess that is having impacts on our exporters ability to get their goods to foreign markets on time and in a cost-effective manner.
- the programs the Ontario government is undertaking to improve the movement of goods and people especially in the heavily congested urban areas.
- presentation entitled "Post-Pandemic Cities: Fighting Congestion in The E-Commerce Age."
- the activities underway at CN with respect to decarbonization of their supply chain.
- the international challenges at the Port of Los Angles and Long Beach that are affecting most shippers and consumers across North America.
- issues facing the trucking industry and the implications of going electric.

### **3. CILTNA 2021 AGM**

The CILTNA AGM was convened by zoom on November 15<sup>th</sup>. Paul Miller, former Secretary of CILTNA was elected Chairman for the next two years, replacing Emile DiSanza, who stepped down as Chair at the AGM. Andrew Young was re elected as Vice Chair (U.S.). A few new directors were elected, including Adam Doy, Associate Director Network Rail Consulting, Inc., in New York City. Our board is now comprised of nineteen members

#### **4. Strategic Planning**

In late September CILTNA finalized a new strategic plan to guide and focus our activities moving forward over the next two years. Highlights of our strategy include:

##### **Vision**

*“What do we wish to be?”*

CILTNA intends to be among the pre-eminent North American forums for logistics and transport thought leadership, debate, mature education, and advanced career development.

##### **Strategy**

*“What is our long-term, sustainable, competitive advantage? How do we intend to exploit it?”*

Through the reputation and efforts of our Board and members, and our international connections and resources, CILTNA will attract top-flight event speakers, webinar presenters, sponsors, and consumers of senior level education, to our brand, our events, and our programs. Each success will be marketed and communicated in a manner which compounds our brand’s strengths, which will attract and retain high-quality directors, officers, sponsors, speakers, educational partners and, most importantly, members.

##### **Executing the Strategy**

*“Accordingly, what are the focus areas for the Board, Committees, and Initiative Leaders?”*

**Membership:** CILTNA’s member-customers are mid to senior level logistics practitioners, policy advisors, and educators; and their employers and potential employers, governments, and universities.

Focus will be placed on generating and retaining full members from the pools of students, webinar participants, and contact list names. As well, corporate memberships will become an area of intense focus.

##### **Financial Sustainability**

We will also enhance our ability to price to our true value to our intended customers. Increased volumes and enhanced pricing, and tight cost management, will lead to long-term financial sustainability.

##### **Education**

We will continue to excel at education geared to mid-career and senior level audiences. Although we will not compete directly in the crowded market for “structured education”, we will build a pipeline of future members by attracting and retaining students and early career pro-

professionals through accreditation, mentoring, and supporting their progression up CILTNA's developmental staircase.

### **Governance**

As this Strategy Statement is debated, modified, and approved on at least an annual basis, each committee, chapter chair, and officer will receive an updated mandate letter from the Board, which will include a process for periodic self-assessment of effectiveness. This should help improve decision-making timeliness and effectiveness.

The growing power of the brand will be used to attract high level board members, committee chairs, chapter chairs, and officers, which in turn will contribute to our success spiral.

### **Marketing and Communications**

This area is of foundational importance to our Institute; in many ways, it is the precursor of, and link between, most other activities. Products will include, but not be limited to, social media campaigns; event and webinar promotion; member outreach; sponsorship prospecting playbooks; the Newsletter; and other vehicles. To the extent possible, product effectiveness will be quantified, with a view to investing in those products which produce measurable benefits and pruning those which do not.

### **Events and Webinars**

Promotion and marketing are key to successful flagship events (Outlook Conferences), chapter events, and webinars. Sponsorship pricing will be reviewed, with a view to increases which reflect the value of the brand. Members-only events will be planned, to enhance the brand and the value to members. Scheduling will be such to maintain a continuous but not overcrowded pipeline of webinars, National events, and chapter events. Virtual events for informal networking for members (e.g., fireside chats) will also be planned. In all cases, the focus will be on delivering value for members.

### **Business Development Streams**

CILTNA will focus on targeted training and career development for mid to senior level practitioners and managers (e.g., current Transport Canada model), Corporate membership (e.g., TC and UK models), event sponsorships, and educational institute and student certification (e.g., University of Houston model).

Tom Maville, FCILT

November 18, 2021