

Greening The Supply Chain

CONFERENCE • JUNE 9-10, 2008
SACRAMENTO, CALIFORNIA

The organizations representing over 11,000 individual businesses and professionals engaged in the global supply chain.



CSCMP, IWLA & WERC Team Up to Produce First Ever “Greening the Supply Chain” Conference

For Immediate Release

(Chicago, IL) - The Council of Supply Chain Management Professionals (CSCMP), International Warehouse Logistics Association (IWLA), and Warehousing Education and Research Council (WERC), along with strong support from Cascade Sierra Solutions, are proud to announce a new conference called *Greening the Supply Chain*. The conference is the first collaborative event among the associations, whose membership comprises the entire spectrum of supply chain operators. Working in conjunction with the three associations is Cascade Sierra Solutions, the pioneering environmental foundation in greening our transport sector. This conference will take place June 9-10, 2008 at the Sacramento Convention Center in Sacramento, CA.

Greening the Supply Chain will be a comprehensive event focused on bringing together innovators, practitioners and regulators to disseminate information about technologies, regulations and best practices that apply to sustainable resources in the supply chain.

The conference goal is knowledge transfer among all facets of the supply chain in order to optimize performance, maximize ROI, facilitate compliance with current and future regulations, and move towards a cleaner planet.

The conference will include educational sessions as well as exhibits where attendees can learn about green transportation, warehouse and distribution solutions to minimize the carbon footprint.

Key Conference Objectives:

- Stimulate supply chain solutions through innovation
- Educate government on technology available today
- Early Introduction of sustainable green technology into the supply chain industry.

Who Will Be In Attendance?

- Decision-makers from top public, contractor and private warehouse-logistics operations
- Commercial real estate developers
- Government and regulatory agencies
- Suppliers to the industry
- Ports and port operators
- Truck fleet operators

WE ARE the supply chain.

“As supply chain professionals, we have long been aware of environmental concerns and the impact that our businesses have on the planet,” said Rick Blasgen, president and CEO of CSCMP. “Today, the global nature of our profession requires that we collaborate with our partners throughout the vast supply chain to ensure that the entire process is managed with a focus on efficient conservation of resources. *Greening the Supply Chain* will provide an opportunity to hear from those who have already contributed to this goal while educating those who are working towards it.”

“Not only is it pertinent that these three groups collaborate on this effort, it is necessary,” said Joel Anderson, president and CEO of IWLA. “The combined resources of these three associations will make this an unprecedented, awe-inspiring event in our industry. Many other industries have strongly embraced the green initiative over the last several years, and it is time that the supply chain does the same. Having the event in California, where many “green-based” initiatives have their roots, is an added bonus in attracting respectable and knowledgeable “green” speakers and representatives of government to the conference.”

Robert L. Shaunnessey, Executive Director of WERC, agreed that the timing is right for this type of an event in the industry. “Consistent performance and financial justification are critical to successful logistics management. We’re seeing strong proof that using environmentally sustainable methods and materials can drive positive results in both areas.”

The Technology Showcase

The conference will feature a “Technology Showcase”, which will focus on innovative products and services specific to our industry. Revolutionary ideas and applications will be introduced that will improve attendee profitability through the use of environmentally sustainable resources.

Conference Web Site

Information about Greening the Supply Chain is available at www.greeningthesupplychain.com.

For further information on conference participation, contact Michael J. Mikitka, CMP, at (630) 990-0001 or at mmikitka@werc.org.

The International Warehouse Logistics Association is a trade association comprised of 620 member warehouse logistics providers and industry suppliers, helping them to run high-quality, profitable businesses. IWLA focuses on the warehouse logistics business, providing ideas, government affairs programming, world-class educational events and timely industry information that make it easier for member companies to succeed. Please go to www.iwla.com today for more information.

Warehousing Education and Research Council is the only professional association focused exclusively on warehouse management and its role in the supply chain. Members are experts from all facets of the distribution industry who come together to share practical knowledge and professional expertise to improve individual and industry performance. Learn more at www.WERC.org.

Founded in 1963, the Council of Supply Chain Management Professionals (CSCMP) is the preeminent global association for individuals involved in supply chain management. CSCMP provides educational, career development and networking opportunities to over 9,000 members and to the entire profession. Learn more today at www.cscmp.org.

Cascade Sierra Solutions (CSS) is a non-profit organization dedicated to saving fuel and reducing emissions from heavy-duty diesel engines. CSS operates in the States of Washington, Oregon and California with a primary focus on the Interstate 5 corridor. Visit www.cascadesierrasolutions.org for more information.

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