



CLX LOGISTICS

INNOVATION THROUGH PEOPLE, PROCESS AND TECHNOLOGY



CLX LOGISTICS SUPPLY CHAIN EXECUTIVE FORUM

Changes & Challenges in Our Backyard & Around the World

October 23, 2019 | Normandy Farm, Blue Bell PA

Welcome to the CLX Logistics Supply Chain Executive Forum. As your strategic partner, we are proud to offer this exclusive, one-day event, which promises to be an informational, interactive and enjoyable opportunity for senior leaders to meet and discuss the most pressing issues in our industry.

We are looking forward to having productive and beneficial discussions with you. To prepare to be an active participant, we ask that you consider the following questions:

- What is your company already doing to address each of these topics (as outlined in the agenda below)?
- Where do you see the most opportunity?
- Where do you see the largest risks or threats?

EXECUTIVE FORUM AGENDA

TIME	SESSION	DETAILS
6:30 – 8:30am	Continental Breakfast	Normandy Farm Restaurant
8:30 – 9:00am	Opening Remarks Madison Room, Third Floor	Ken Vrtis, CLX Logistics
9:00 – 10:00am	Keynote Presentation #1 The Last Cycle	Noël Perry, Economist in Freight Transportation
10:00 – 10:15am	Break	
10:15 – 12:00pm	Interactive Forum #1 Changes & Challenges in Our Backyard: North American Transportation after 2018	Moderator: Adrian Gonzalez
12:00 – 1:30pm	Lunch	Silos Ballroom, First Floor
1:30 – 2:30pm	Keynote Presentation #2 How Leaders Stay Ahead of the Curve to Succeed	Adrian Gonzalez, President, Adelante SCM
2:30 – 4:30pm	Interactive Forum #2 Changes & Challenges Around the World: De-Globalization & the Threat of Recession	Moderator: Adrian Gonzalez
5:30 – 6:30pm	Cocktail Reception	Franklinville, Franklin Bar and Terrace, First Floor
6:30 – 8:30pm	Dinner Reception	Franklinville Ballroom, First Floor

Interactive Forum #1

CHANGES & CHALLENGES IN OUR BACKYARD:
NORTH AMERICAN TRANSPORTATION AFTER 2018

2018 was a tipping point for North American transportation that led to tighter-than-ever capacity and greater-than-ever rate increases. The calendar page has turned, but the effects still linger. Even with some ‘loosening’ of capacity constraints in 2019, the underlying conditions are largely unchanged. And rates, which saw a dramatic rise last year, will never return to pre-2018 levels which leaves shippers to determine the best way to adjust to the ‘new normal’.

Discussion topics will include:

Market Updates

- **Rates & capacity:** What we can expect for the rest of 2019 and 2020
- **Regulatory landscape:** Seeing what is on the horizon in terms of regulation
- **Benchmarking versus similar organizations:** Comparing your cost and service

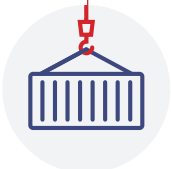
Procurement and Carrier Management Strategies

- **Going to market for new /updated rates:** The freight you bid, how often, when and what
- **Mode shifts:** Leveraging alternative modes to relieve some cost pressure
- **Becoming a shipper of choice:** Making your freight more attractive to carriers

Supply Chain Strategy and Design

- **Network optimization:** Assessing facility locations, distance to market, transit times, and flexibility to ensure you are not working against market pressures
- **Customer segmentation:** Assessing cost-to-serve and allocating your resources to sharpen your company’s responsiveness and to support your most important customers

Notes:



Interactive Forum #2

CHANGES & CHALLENGES AROUND THE WORLD: DE-GLOBALIZATION & THE THREAT OF RECESSION



International trade, global relationships and the global economy are more complex today than they have been for several generations. Tariff battles are heating up. The impact of Brexit in both the EU and globally is still uncertain. More than a quarter of the world's largest national economies are skating along the edge of recession. There are indications of an emerging global manufacturing slump.

All these factors have far-reaching impacts. Every shipper, even those whose footprint is largely limited to North America, will feel it. How a shipper anticipates the effects, and adjusts to a rapidly changing global environment, will position them as either a leader or a laggard.

Discussion topics will include:

Material Procurement Strategy

- **Tariffs and the threat of tariffs:** How to be prepared for what is coming
- **Supply chain security and reliability:** Identifying where you are at risk
- **Material sourcing:** Ensuring your supply chain is ready to pivot to new sources

Visibility

- **Network visibility:** Maintaining a view to what is happening
- **Data visualization:** Using supply chain data to see the big picture
- **Forecasting:** Predicting what may happen next based on today's activities

Technology

- **New technology:** Using next-generation tools to manage a global supply chain
- **Competitor assessment:** Assessing what your competitors are capable of and what your customers expect to become the next industry disruptor

Notes: