



Southern California LOGISTICS & SUPPLY CHAIN SUMMIT

STRATEGIC PLANNING, MARKETING AND PROMOTION

THE OPPORTUNITY

From the ports, to the railways and trucking, to air cargo and warehousing – Southern California is like no other region in the country. The movement of goods, from the ports to the hundreds of distribution centers in the Inland Empire and throughout Southern California, has become one of the area's defining industries. In the Inland Empire logistics provides a living for one in every 10 workers. As the economic development leaders for the region, the Inland Empire Economic Partnership and the Los Angeles Chamber of Commerce along with the new Drucker School for Supply Chain & Logistics sought to plan and develop a premier annual event to showcase the industry and thought leadership.

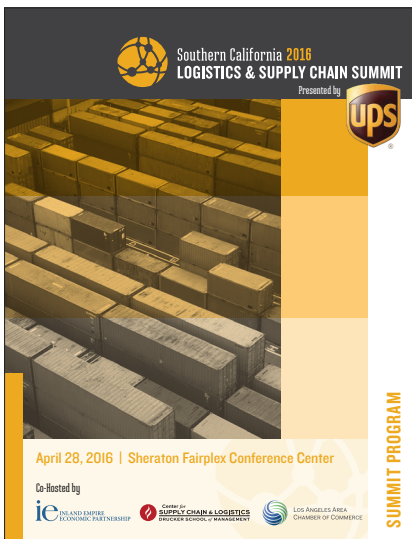
THE APPROACH

The Summit brings together all of the major players in the private and public sectors for a series of discussions on the current state of one of Southern California's most important economic sectors. A steering committee of prominent industry leaders was established to help plan and guide the effort including senior executives from UPS, Esri, Majestic Realty, CSCMP, DMA, and BNSF. An award process was developed by The Drucker Center to honor a leader within the industry each year with the Peter Drucker Award for Excellence in Supply Chain & Logistics Management

that exemplifies high levels of integrity in moral and ethical conduct; focuses on results; builds on strengths; leads beyond borders to meet the requirements of stakeholders; and ultimately, serves the common good. Award recipients have included Noel Massie, President of UPS' Southern California, and Fran Inman, Senior Vice President at Majestic Realty.

THE RESULTS

Since the inaugural event in 2015, the Southern California Logistics and Supply Chain Summit is now the premier annual event that addresses the entire Southern California network of logistics and supply chain interconnectivity within Los Angeles, Orange County, San Diego and the Inland Empire. Event participants have included keynotes and speakers from Amazon, Walgreens, Port of Long Beach, Ryder, National Retail Federation, California Trucking Association, Home Depot, Union Pacific and So Cal Gas to name a few. Over 500 of the region's top logistics and supply chain leaders are expected to gather annually to discuss the industry's current state and future trends. UPS has been the event's presenting sponsor for the past two years. Event organizers have established their leadership role in showcasing the industry and shaping the conversation to effectively drive and manage growth and capitalize on competitive advantages in the international economy.



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