

# LOGISTICS INSTITUTE NEWS

update

The  
Logistics  
Institute

AUGUST—SEPTEMBER 2007

newsletter

The  
Logistics  
Institute

## Benefits of Membership

*The value of your designation is integrally linked to your professional competence and personal career growth. As a P.Log, you are committed to life long learning.*

To maintain the P.Log., professional members must recertify their competence by reporting annually a minimum of one professional development course or comparable community activity. For details go to: [http://www.loginstitute.ca/professional\\_community/](http://www.loginstitute.ca/professional_community/).

To support members in maintaining their professional competence, the Institute is partnering with key industry groups to sponsor conferences across Canada. P.Logs. are invited to these events at special member prices:

### 2<sup>nd</sup> Annual Canada Maritime Conference

Vancouver: Sept. 10-11

- Examines issues and trends involving important trade lanes for Canadian ports, shippers, and transportation and logistics providers.

### Canadian Forum on Public Procurement

Calgary: Sept. 30-Oct. 3

- Highlights the importance of procurement in strategic business decision-making, and the wealth of knowledge that exists in the field.

### Canadian Courier & Logistics Association's Annual Conference, Toronto: Oct. 16

- Delivering opportunities & managing challenges.

### IE Canada's 76th Annual Conference

Toronto: Oct. 22-24

- Learn the latest in global trade and customs policies and how they will affect your business.

### WESTAC Fall Conference, Vancouver: Nov. 14-15

- Maximizing value in supply chains.

### RFID Conference, Toronto: Nov. 26-28

- Addresses critical adoption issues in a highly interactive and collaborative setting.

The  
Logistics  
Institute

## Lean SCM Green Belt

**Lean SCM Green Belt Certification** is now available in Canada through The Logistics Institute. **Lean SCM** is designed for online delivery by the Leading Edge Group in association with Lean experts, the Irish and American Institute of Industrial Engineers, and the Logistics Institute. The program provides an understanding of the theory and applications of Lean tools, practices, and concepts in the supply chain sector.

There are 3 ways to access this specialization:

1. *Lean Pathway to P.Log. Certification* which starts with **Lean SCM** and includes 4 Institute modules plus the Comprehensive Qualifier to earn the P.Log. designation. For details see: [www.loginstitute.ca/become\\_plog/lean\\_program\\_modules.php](http://www.loginstitute.ca/become_plog/lean_program_modules.php).
2. As part of annual maintenance requirements for P.Log. professional members. For details see: [www.loginstitute.ca/pdf/LEANoverview.pdf](http://www.loginstitute.ca/pdf/LEANoverview.pdf).
3. As an online training program offered in-house by companies to their employees. For example, Canadian Tire is sending 40 staff to The Logistics Institute to be certified as Green Belts in SCM.

*The Lean SCM program has provided me with a good base of knowledge on how to progress with Lean.*

*The learnings have shown me the direct relationship between Lean methodologies and the Supply Chain and are the basis for Process Improvements.*

Walter Scott, P.Log  
Process Manager, Brampton Distribution

**Lean Green Belt Healthcare** is also available in Canada through The Logistics Institute. **Lean Healthcare** demonstrates the essential lean tools and practices that can be applied within the healthcare industry to decrease costs, increase efficiency and quality of service, and improve customer and employee satisfaction. For details contact Karyn Milne at: [kmilne@loginstitute.ca](mailto:kmilne@loginstitute.ca).

## Message From The President



The key to success is people and their ability to move the company forward on the road to success. Without the right skills and competencies practiced by the right people at the right time, there can be no successful development of the business either locally or internationally. "Closeness to the customer" is about people and their ability to manage company-to-company relationships; ultimately, a company's core service package is only as strong as its bench-strength to deliver, and that requires competent people.

This, of course, is a major issue for any Western company trying to develop business in China. While the Chinese are anxious to learn Western business ways, we all recognize the limitations derived from a planned economy. China is a nation of doers who readily execute directions, but it is not a nation of managers or creative thinkers. It is extremely frustrating to face the inadvertent and unintentional stonewall of staff who seem to lack initiative, self-motivation, and fundamental self-management skills.

As Western companies, we are faced with the dilemma of "importing foreign workers" into China [Westerners] in order to manage our operations and grow our businesses, or growing Chinese nationals capable of doing the same. In either case, the process is expensive, time consuming and not always conducive to achieving the best results. Frustration prevails, and solutions seem to be in short supply. You can tell I speak from experience in these matters, and not on the basis of research, and I confess that I do not have a total solution to meet all our needs. But the Logistics Institute is in the business of trying to deal with these very same issues both in Western business contexts and around the world.

Since 1997, the Logistics Institute has been conducting studies of the logistics labour market in partnership with Applied Social Research Centre at Trent University in Ontario. The focus of these studies is to delineate the competency and skill requirements of supply chain and logistics workers from frontline/tactical applications to board room strategies.

These standards are the culmination of over 10 years of research and development and now form the basis for delivering competency-based training and professional certification throughout the world. They are also the platform on which I designed a workforce development strategy in logistics for the People's Government of Shanghai in 2005, for which I was officially appointed Senior International Advisor in Logistics and HR Development to the Shanghai Foreign Service Company and Shanghai World Expo 2010 Group.

The Logistics Institute was founded in 1992 by 12 logistics industry associations in order to develop a professional identity for logistics practitioners worldwide. That professional identity is recognized through the P.Log. designation which is earned by practitioners who successfully complete a series of modular-based programs designed for blended [online and workshops] deliveries. Unique among professional organizations, the Logistics Institute has a two-prong approach to skills development and certification:

- supply chain logistics: ranging from global strategies to integrated process management to frontline tactics
- leadership: ranging from change management to strategic human resource development, team building, values-based decision-making and ethics.

The value of the P.Log. rests on the leadership ability of professional members in terms of their supply chain logistics skills, knowledge and ability, built on formal training and experience. Unlike a degree that is earned once and validates what one knows, a professional designation like the P.Log. validates what one can do and must be renewed annually through on-going professional development. Competence is a renewable resource whose true worth can never simply be assumed because someone uses 4 letters after their name.

## Transition Plan Announced at The Logistics Institute

To enhance the capacity of the Staff Team and build the Institute's bench strength with critical leadership skills, the board of the Logistics Institute engaged Ruth Snowden as Managing Director starting April 1, 2007, for a two-year process mentoring staff and managing operations. While remaining leader of the Institute, Victor Deyglio has taken on the role of President of Pro-Log Connect, a company designed to deliver Supply Chain Logistics leadership programs in the global marketplace.

"At this point in its history," the President noted, "the Institute is in transition and that process entails inherent risk in striking a balance between current success and future opportunity. The question is: how do we ensure continuity while innovating?"

As new Managing Director, Ms. Snowden brings a diverse range of leadership, industry association and professional development experience to this newly created role. A specialist in international service logistics, she has worked with hundreds of clients around the globe. During her long and varied career in freight forwarding and customs brokerage she has filled several senior sales, management, and executive positions.



## LET Trust: Golfers Making Play Pay!

Golfers at the Annual LET (Logistics Employment Training) Trust tournaments in Calgary and Toronto (June 2007) not only enjoyed a great day on the greens but also had the opportunity to feel good about themselves, knowing they were contributing to a worthy cause. 145 golfers helped the Institute contribute more than \$7000 towards the LET Trust.



This year, 8 scholarships were awarded to students from across Canada. Several recipients responded:

*...Thank you for awarding me the "CIP Logistics/Venture Student of the Year Award" through the Career Internship Program at River East Collegiate in Winnipeg. It is a great honour to be recognized, I was so surprised and grateful to be receiving this award. ... Sincerely, Elaine N.*

*I am truly grateful that I have been recognized for my efforts with this scholarship... thank you for supporting this excellent program... Katherine K.*

The LET Trust is a charity established in 1994 by the Institute. Beneficiaries are employees of Institute corporate members and any Canadian enrolled in courses approved by the Institute, and who need financial assistance to obtain their logistics education.

In 2006, the Logistics Institute created the Mike Rafferty Memorial Scholarship. This scholarship will be awarded annually in the memory of Lt-Colonel Mike Rafferty, CD, P.Log, to reservists in the Canadian Forces (CF) pursuing professional development in transportation, aerial delivery, supply chain, logistics and materiel management.

Contributions to the LET Trust and to the Mike Rafferty Memorial Scholarship are tax deductible and can be made at any time by cheque payable to the Logistics Employment Training (LET) Trust, and sent to the Institute office at 160 John St., Suite 200, Toronto, ON, M5V 2E5

## Hawaiian Holiday for Early Renewal Winner

Last year, Alan Wilson, Information Systems & Logistics Manager for Ontor Limited, was the lucky winner of 2 free tickets anywhere Air Canada flies within North America! By renewing his 2006/2007 Professional Membership before the early bird deadline of September 30, 2006, he was automatically entered for a chance to win. If you want a chance to win this year's 2 free tickets anywhere Air Canada flies within North America, renew your P.Log. professional membership before September 30, 2007!

Even you could end up in Hawaii as Alan and his family did in August –

*Winning these Air Canada tickets was a complete surprise. Many thanks to Air Canada for making them available to the Logistics Institute.*

*We have finally booked our entire vacation... 3 days in Honolulu where we plan to visit Pearl Harbor, the Arizona Memorial & USS Missouri. Also we will be boarding the world's largest hi-tech passenger submarine and descending beyond 100 feet underwater to view the Hawaiian fishes, coral and turtles. This should be an eye-opening experience...*

*We then take a 32 minute flight to Maui, where we have booked a condo in Ka'anapali. Here we plan to spend time at the beach as well as many of the local attractions. The sands are warm and gold; the water is clear and flat. A major Ka'anapali landmark is Black Rock. Once known as soul's leap, this rock is still a popular jumping point for locals and particularly brave visitors (not me!!!). It is near the old town of Lāhainā, which claims to be the "Royal Capital of the Hawaiian Kingdom". The name means "cruel sun", describing droughts that affect the area. In the 1800s, Lāhainā was the center of the global whaling industry.*

*Early one morning, we will go to the top of the famed Haleakala volcano to watch a sunrise. It is dormant and was designated a national park in 1961. Meaning "House of the Sun" and rising over 10,000 feet from sea level, Haleakala is renowned for its raw beauty and unique scenery. Mark Twain was so moved by his 1866 visit, that he wrote "It is the most sublime spectacle I ever witnessed. The memory of it will remain with me always."*

*Also a Hawaiian must, we will watch the sunset from Ka'anapali beach while attending a traditional luau complete with legends, folklore and history presented in authentic oli (chant), na mele (songs) and hula (dance). We have booked a morning snorkel cruise to the Molokini Crater and then will proceed toward "Turtle Reef" for more snorkelling and water play.*

*Aside from all this, we plan on relaxing and soaking up the sun, sounds and smells Hawaii has to offer. Though we have been planning this trip for some time, winning these tickets has definitely been a bonus. Again, many thanks to the Logistics Institute, and Air Canada for making it possible.*

*Mahalo... Alan, Jodi, Teeghan & Wyatt*

## Logistics Career Site

Are you responsible for finding the right people for your organization? Post your next job opportunity on the **Logistics Jobs CareerSite** and find the candidates you need.

**The Logistics Career Site** is dedicated to connecting employers and professionals across multiple industries including Supply Chain, Transportation, and Logistics using a fast and easy to use web site that is designed to take advantage of the multitude of great employment opportunities. Whether you are looking for early career or more experienced candidates, the Logistics Career Site offers you specialized tools and services to help you reach qualified candidates by seamlessly posting jobs and accessing the resume database.

**Receive 2 for 1 job postings** during our current special from July 30, 2007 until August 30, 2007. Professional and Corporate Members who already receive reduced pricing on their job posts will now be able to receive 2 for 1 job postings at their member rate! Connect with the best talent in the supply chain logistics industry through the **Logistics Jobs CareerSite**.

To receive email instructions on how to post jobs on the Logistics CareerSite please contact Karyn Milne at: [kmilne@loginstitute.ca](mailto:kmilne@loginstitute.ca).

## New Strategies Built on Core Principles: 16<sup>th</sup> AGM

The Logistics Institute held its 16th AGM on April 19, 2007 at Westin Bristol Place in Toronto, focusing on the theme *New Strategies Built on Core Principles*. The President spoke about the comprehensive Competency Standard in Supply Chain Logistics that provides the foundation for all certification policies and training programs developed since the early 1990s.

The Standard defines competencies in supply chain logistics, global business and professional leadership from frontline and entry to senior executive levels of corporate responsibility. It is the core workforce strategy of the practitioner and business communities in Canada and worldwide.

Working in partnership with industry, education and government stakeholders, the Institute has become a leader in the industry and a repository of the collective experience of practitioners in supply chain logistics. In this seminal role, the Institute provides guidance to companies in order to develop their corporate global strategies sustained by competent human resources, and to individuals on personal career paths to professional success.

In reshaping its own certification programs, the Institute has aligned modules along career paths set in a competency framework. For details go to: [www.loginstitute.ca/workforce\\_dev/index.php](http://www.loginstitute.ca/workforce_dev/index.php)

The Competency Standards are also the key that opens the door to international developments. Guided by them, the Institute has embarked on a path to establish workforce standards in supply chain logistics around the world. Using this model, the Institute entered into partnerships with in-country groups, such as the Shanghai Foreign Service Company [SFSC] in China and the Centro ejecutivo de logistica [CELOGIS] in Mexico, to deliver competency-based programs leading to P.Log. professional certification. This effort is being led by ProLog Connect Inc., the Global Division of The Logistics Institute.

To receive an electronic copy of the Competency Standards in Supply Chain Logistics, contact Robyn Short at: [rshort@loginstitute.ca](mailto:rshort@loginstitute.ca).

## Facilitated Feedback Summary from Women in Logistics

In Spring 2007, The Logistics Institute embarked on a country-wide journey to launch "Women in Logistics". Their mission: *to create processes and programs which attract, support, and retain women in the supply chain logistics sector and to assist women in further developing their professional careers.*

These national launch events attracted over 600 people in Vancouver, Calgary, Toronto, Montreal, Ottawa and Halifax, who came together to network, enjoy a motivational speaker, and participate in animated facilitated group discussions. The groups formed at the Launch Events were put to task and asked to share their experiences and provide the foundations upon which the mission could be built. This information gathering exercise was designed to collect opinions on what women think are the most prevalent issues facing current or future logistics practitioners.

Over 300 pages of responses have been entered into the Institute database. Visit [www.womeninlogistics.com](http://www.womeninlogistics.com) to read the Facilitated Feedback Summary.