



Semi-Annual Meeting 2010

October 19 & 20
Deerfoot Inn, Calgary, AB

Building Supply Chain Competitiveness

WESTAC members will meet in Calgary to discuss key factors that build the competitiveness of Western Canada's supply chain – productivity, innovation and technology, and the increasing relevance of environmental practices as a competitive advantage. As well, members will hear from those who are doing things right, through best practices in supply chain logistics locally and internationally.

There will be significant opportunities to hear from and challenge expert speakers in these areas, creating a dynamic meeting, with content that is both relevant and actionable.

Tuesday, October 19

9:00 am	Board of Directors Meeting
11:00 am	Opening Remarks by the Chairman <hr/>
	<ul style="list-style-type: none">• Hon. Jim Reiter, Minister of Highways & Infrastructure, Government of Saskatchewan
11:10 am	Productivity & Innovation <hr/>
	<p>The session will open with an in-depth discussion of productivity, why it matters, the possible source of our poor performance, and the options to improve Canada's weak productivity growth. The session will include a discussion of the need to maintain balance in pursuing productivity. The session will conclude with a case study "Productivity in Action" demonstrating how small changes can have large impacts.</p> <p><i>Productivity, Creativity & Innovation</i></p> <ul style="list-style-type: none">• Todd Hirsch, Senior Economist, ATB Financial (<i>confirmed</i>) <p><i>Roundtable Discussion</i></p>
12:30 pm	Lunch
1:30 pm	Productivity & Innovation (<i>continued</i>) <hr/>
	<p><i>Productivity's Link to Living Standards</i></p> <ul style="list-style-type: none">• Dr. Andrew Sharpe, Executive Director, Centre for the Study of Living Standards (<i>confirmed</i>) <p><i>Case Study – Productivity in Action</i></p> <ul style="list-style-type: none">• Doug Jones, Senior Vice-President, Operations, Canada Post (<i>confirmed</i>) <p><i>Roundtable Discussion</i></p>
3:10 pm	Break
3:40 pm	Environment <hr/>
	<p>Transportation firms are under increasing pressure from customers, shareholders and the community to measure and reduce their carbon footprint. Environment and sustainability play an increasingly important role in competitiveness. Measuring the carbon footprint of the supply chain and the impact of sustainability and environmental performance on the transportation service provider in terms of costs, sales, and supply chain partners will be discussed.</p> <ul style="list-style-type: none">• Andrew Papsen, Associate, ICF International (<i>confirmed</i>) <p><i>Roundtable Discussion</i></p>
4:40 pm	Meeting adjourns for the day
5:00 pm	Reception & Dinner

Wednesday, October 20

7:00 am Breakfast

8:00 am Technology

Investments in infrastructure are constant. This session will explore the use of technology to leverage existing infrastructure to create greater inter-organizational efficiency. Members will discuss where and how it makes sense to implement technological change and its challenges.

- **Homayoun Vahidi**, Director, IBI Group (*confirmed*)

Roundtable Discussion

9:00 am Break

9:30 am International Best Practices

Western Canada's transportation system must be competitive to allow our exporters to reach their full potential and to attract import handling. A leading expert in global transportation and logistics will discuss attributes of a world-class logistics system and draw lessons which can be applied to making Western Canadian supply chains more competitive.

- **Kieran Ring**, CEO, Global Institute of Logistics (*confirmed*)
- **Raphael Sapiña**, Director of Liner Shipping & Port Operators, Valencia Port Authority (*confirmed*)

Roundtable Discussion

12:00 pm **Closing Remarks**12:15 pm **Closing Buffet Lunch**