

2017 STS will focus on Canada's rapidly changing business environment



By Dan Goodwill

Donald Trump. Robotics. Omni-Channel Fulfillment. The New NAFTA. Freight Marketplaces. Autonomous Vehicles. The Internet of Things. Andrew Scheer. Brexit. Climate Change. Last-Mile Delivery. Legalized Marijuana. E-commerce. Emmanuel Macron. The Amazon Effect. Drones. Digital Freight Management. Uber. Clean Energy. This is just a *partial* list of the major forces shaping the world of freight transportation in 2017.

This year's Surface Transportation Summit (www.surfacetransportationsummit.com) will focus on the strategies and tactics that shippers and carriers can employ to address these forces. The event will take place at the International Centre in Toronto on October 11. This joint venture between Newcom Business Media and Dan Goodwill & Associates with support from the Freight Management Association of Canada and the Canadian Trucking Alliance, will feature an agenda spread over several tracks.

The first track, entitled, "The Donald Trump Effect and The Economy in 2018: What trends will impact your business?" will feature economic insights from Carlos Gomes, Senior Economist with Scotiabank, and developments in the U.S. and Canadian transportation industries from analysts John Larkin of Stifel Financial and Walter Spracklin of RBC Capital Markets.

The second track, "Fast Forward—An Inside Look at the Future of Transportation," will examine the rapidly evol-

ving technological forces that are shaping the transportation industry. These new technologies may have the same impact as personal computers, smart phones and the Internet have had over the past quarter century. The panel, consisting of Paul Kudla of Volvo Canada, Marco Beghetto, from the Ontario Trucking Association, Justin Baillie of Rose Rocket, and Ryan Ernst of Deloitte, will engage in a discussion on how these new technologies will gain acceptance.

How can shippers and carriers collaborate in this rapidly changing environment? Rob Penner of Bison Transport, Rob Nichols of CP Rail, Justin Yang of HanH Transportation Management, Eric Warren of Hercules, Tony Kermally of Freightcom, Anna Petrova of Ferrero, and Hugh MacDonald of Wajax, will engage in a lively exchange on how to work together more effectively in the new environment.

After lunch, there will be two sets of three parallel tracks and summit attendees will have the option of selecting the tracks of most interest to them. One session, that is a direct response to a survey of last year's Summit attendees, will address effective strategies to improve the profitability of a trucking company. Two industry experts will share their ideas and techniques.

Running in parallel will be a track on bridging the generational gap. It is now common for trucking companies to have a range of family members leading their organizations. Isabelle Héту from Trucking HR Canada will share her research on this topic. Joining her, from Armour Transportation Systems, will be Wes and Victoria Armour, as well as members of another prominent Canadian trucking family.

The third track will allow attendees to participate in small group roundtable discussions. The topics will include Shipper-Carrier Collaboration, Best Practices in Cross-Border Freight Transportation, Best Practices in Recruiting, Developing and Training Top Talent for your Business, Preparing for Changes to NAFTA and Border Policies and How to Successfully Navigate a Rail Claim with the Canadian Transportation Agency. These sessions, which require pre-registration, will be led by a skilled moderator and subject matter expert.

The second set of three parallel sessions will include the topics such as "Best Practices in Developing a Driver Recruitment and Retention Strategy," featuring Angela Splinter of Trucking HR Canada and Tim Hindes of Stay Metrics.


"Major Issues in Transpor-

tation Across Canada," will feature industry leaders, Bob Ballantyne of the Freight Management Association, Steve Laskowski of the Canadian Trucking Alliance and Gérald Gauthier of the Rail Carriers Association of Canada.

The third parallel session will see Kevin Huntsman of Mastio & Company, provide the results of a recent research study entitled, *The Canadian LTL Customer Value and Loyalty Report*.

The final track of the day will feature keynote speaker, David Segal, an entrepreneur and retail thought leader. Segal, who is best known for bringing radical innovation to a 5,000-year-old product category with the launch of DAVIDsTEA, the company he co-founded in 2008, will discuss "How to Build a Successful Business and Brand."

Clearly, this is the biggest and most ambitious Summit to date. In addition to the great educational content, there will be ample time to network with other attendees, including the FMA's second annual cocktail reception, immediately following the Summit.

The early bird registration fee is still in effect. To keep posted on the latest developments, follow the Summit on Twitter using #sts17 and join the Surface Transportation Summit group on LinkedIn. 



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