

## CILTNA Performance 2020

### **Branch:**

CILT North America

### **Sources of Branch Income:**

Memberships, Conference Sponsorships, Webinar Sponsorships, Corporate Agreements and Sponsorships, Chapter growth, Education

### **Branch Achievements:**

Despite the limitations and restrictions arising from the pandemic and resulting lockdowns, CILTNA was nevertheless able to maintain a significant level of activity on a number of fronts. Thanks to the work of the Joint Committee on Membership and Education, CILTNA was able to maintain coverage of issues and engage with members through webinars. Five webinars took place in the course of the past year and another six are planned over the next six months.

CILTNA president Bob Armstrong organized a highly successful Virtual Outlook Conference (Nov 9 & 10) with the support of corporate and event sponsors. The conference featured senior officials and executives from the federal Department of Transport, the airport and airline sector, freight and passenger rail sectors, marine and ports sector, shippers and border operations.

In addition to focusing on industry (shippers, carriers, facility operators, associations, etc.), we continue to build strong relations with the public sector. For the fourth year, CILTNA had an agreement with the federal Department of Transport and in January 2020 conducted a three-day seminar jointly with transport officials. A virtual seminar is planned for 2021.

Programs in transportation and logistics are accredited at several universities and colleges. The Education Committee and several chapters have established strong links and have joint endeavors with higher-level institutions. The Education Committee has been increasingly attentive to the needs of practitioners in the context of training and webinars. CILTNA's webinar series on Supply Chain Resilience for Small and Medium firms was developed in partnership with two colleges.

In the course of the past year, CILTNA has remained a strong contributor to policy discussions. CILTNA's president has participated in a number of regional, national and international webinars dealing with the impact of the pandemic on the transport and logistics sector. CILTNA has also contributed to federal policy consultations.

The focus by the Membership Committee and Chapters has been on all Member groups with a concerted effort to attract young professionals (Next Generation). To this end, CILTNA's NG representative will be working with the NG International Committee.

CILTNA has re-established a chapter in the U.S. and along with CILT's International Education Office has accredited a new program at the University of Houston.

Given the importance of border and trade issues, CILTNA has joined the bi-national Future Borders Coalition as an associate member to further engage in studying border management issues. CILTNA is also associated with the University of Windsor Cross-Border Institute certificate program on International trade and Border Management whereby CILTNA members receive a discounted rate. A dialogue has also been initiated with Brock University to develop a joint program.

Recognizing the value of social media in ensuring sustained membership growth and communication, we continue to reach members and potential members through our website, social media platforms, as well as coverage of transportation and logistics developments through a regular newsletter.

CILTNA's board continued to focus as well on good governance practices and the development of strong strategic goals. In addition to the president who is ex-officio, 17 candidates were nominated and elected at the November 2020 Annual General Meeting who bring a variety of perspectives, experience and knowledge to the Board. There are new appointments to the positions of Corporate Secretary and Treasurer effective with the 2020 AGM.

At the International level, CILTNA vice president International has represented the organization on the International Management Committee and has coordinated activities with CILT International and with global partners. CILTNA has contributed a number of articles to CILT International Newsletter on the impacts of the pandemic and measures to address them. CILTNA officials participated in a virtual regional meeting of the Americas with CILT International president and CILT officials.

### **Branch Challenges:**

Membership growth remains a key target requiring development of effective strategies to reach new demographic of young professionals and industry practitioners in transport and logistics and related fields. This has required us to develop and adapt new models for communication, knowledge transfer and networking.

The vast geography of our territory creates constraints for chapter development and activities – new initiatives and platforms for communicating (e.g. webinars) have helped to reach larger number of potential members and re-establish momentum in the U.S.

The Board has focused on strategic considerations to ensure that CILTNA remain viable and responsive. The Board has established a Financial Sustainability and Sponsorship Committee .To ensure that we focus on emerging issues, we continue to solicit input from all components of the transport, logistics and passenger transportation. We remain attentive to the need to communicate effectively with members and to reach new and prospective members (e.g. through the use of social media tools). To ensure that the needs and interests of members are met, an on-line survey will be conducted later this year or early 2021.

Looking ahead, the Board remains cautiously optimistic about retaining membership levels while working to expand membership across all chapters among carriers, shippers, young practitioners and professionals in logistics, transport, supply chains and border management.

Membership rates have remained unchanged for a number of years. The Board with input from the Membership Committee will be reviewing membership rates and structures for 2012-22.

### **Business plan for 2020-21**

CILTNA's newly elected Board will be meeting in early December. One of the first tasks for the Board will be development of CILTNA 5<sup>TH</sup> annual Business Plan for the coming year. This Business Plan will then be provided to CILT. In the interim, the Board will operate with regard to the 2019-20 Business