



LEHIGH VALLEY

**LOGISTICS
SYMPOSIUM**

== APRIL 7, 2016 ==

MEDIA KIT



Contact: Amber Burruezo
Communications Specialist
856-470-2723

Amber.Burruezo@nfiindustries.com

NFI Hosts Inaugural Lehigh Valley Logistics Symposium

CHERRY HILL, N.J., 04/11/2016 – NFI, a [leading supply chain solutions](#) provider, hosted its inaugural Lehigh Valley Logistics Symposium on April 7th. The event drew more than 70 logistics professionals and experts from across the Lehigh Valley region, collaborating and discussing opportunity for growth in the area.

The symposium kicked off with an expert panel discussing trends in the Lehigh Valley such as collaboration, road congestion, labor force, and [real estate](#). The panel included Nestle Water North America Director of Logistics Brian Boermeester, Deloitte Supply Chain Strategy and Operations Consultant Thomas Boykin, Lehigh Valley Planning Commission Executive Director Becky Bradley, Ocean Spray Supply Chain Manager Dave Weidler, and Lehigh University Associate Professor of Management Zach Zacharia, Ph.D.

“The symposium is about knowledge sharing and collaboration,” said NFI Vice Chairman Ike Brown. “Our customers asked us to find ways to leverage our understanding and footprint in logistics hubs, transferring it to them to achieve operational excellence in the markets. The symposium posed the best opportunity to achieve this.”

The Lehigh Valley has seen an incredible growth in the past few years for its appealing qualities to distributors, manufacturers, and [3PLs](#). Over the past five years, NFI’s Lehigh Valley business has more than doubled with 50 customers, 1.6 million square feet of warehousing, 246 tractors, and 675 trailers. The region provides an ideal geographic location, and strong labor based workforce in addition to the opportunities for tax credits, government subsidized loans, and low utility costs.

A key discussion regarding the opportunities for collaboration in the Lehigh Valley took place, enlightening the audience on the opportunity to save costs through the logistics hub that exists in the Lehigh Valley region.

“Collaboration is not just sharing,” said Panelist Zach Zacharia, Ph.D. “It requires mutual commitment, intense planning, and shared benefits.”

#

About NFI -- NFI is a fully integrated supply chain solutions provider headquartered in Cherry Hill, NJ. Privately held by the Brown family since its inception in 1932, NFI generates more than \$1.2 billion in annual revenue and employs more than 8,000 associates. NFI owns facilities globally and operates 27.5 million square feet of warehouse and distribution space. Its company-owned fleet consists of over 2,300 tractors and 8,800 trailers, operated by more than 2,600 company drivers and 250 owner operators. Its business lines include dedicated transportation, warehousing, intermodal, brokerage, transportation management, global, and real estate services. For more information about NFI, visit www.nfiindustries.com or call 1-877-NFI-3777.

Lehigh Valley Logistics Symposium 2016

The Lehigh Valley Logistics symposium encompassed an engaging agenda focusing on optimizing supply chains in the Lehigh Valley, networking with regional logistics professionals and having a little bit of fun along the way. Event activities included a panel discussion, Beer Logic seminar, and professional networking reception.

Event Highlights

Panel Discussion

The panel featured a diverse group of experts, discussing trends in the Lehigh Valley including carrier capacity, road congestion, transportation costs, real estate landscape, labor pool & costs, driver shortage, and more.



The panel included (left to right) Nestle Water North America Director of Logistics Brian Boermeester, Lehigh Valley Planning Commission Executive Director Becky Bradley, Deloitte Supply Chain Strategy and Operations Consultant Thomas Boykin, Ocean Spray Supply Chain Manager Dave Weidler, and Lehigh University Associate Professor of Management Zach Zacharia, Ph.D.

NFI Vice President of Real Estate Michael Lansburg moderates the panel discussion.



Beer Logic

Guest Speaker, Chad Pilbeam presented Beer Logic: “Everything I Know About the Supply Chain I learned from Beer.” The session takes academic, enthusiastic, fun, and even knowledgeable perspective on the supply chain industry while sampling beer from the Lehigh Valley.



Networking Reception

The supply chain professionals dedicated to the Lehigh Valley enjoyed cocktails and heavy hors d'oeuvres while networking and relationship building.



NFI CEO, Sidney Brown (center) is joined by students from Lehigh University.

THE LEHIGH VALLEY & NFI

NFI operates 1.6 million square feet of warehousing in the Lehigh Valley for 50 customers with 246 tractor and 675 trailers originating from the area. Over the past five years, NFI has seen 121% growth in the region, contributing to the overall business expansion of the area.

Distributors, manufacturers, and 3PLs have been migrating to the Lehigh Valley over the past decade to take advantage of logistics benefits and opportunities.

The Lehigh Valley is located in Northeast Pennsylvania where underdeveloped farm

land and factories once stood. Today as farmers sell their land, companies are acquiring land and building warehouses to optimize their supply chain with distribution facilities. The Lehigh Valley consists of a group of ever expanding communities in Lehigh and Northampton counties such as Allentown, Bethlehem, Nazareth, and Easton. There are several elements that contribute to making the Lehigh Valley a popular distribution hub.

The Lehigh Valley sits in perfect proximity to New York and Philadelphia, allowing for quick transportation through easily accessible major highways to available ports, air ports, and rail lines the areas. This location allows driver to reach up to seven states in a one day trip including Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Maryland, and Delaware.

In addition to the perfect location, the Lehigh Valley provides access to the Lehigh River and many nearby watersheds, providing manufacturers with quality water to produce their goods. The region also boasts a large skilled labor workforce in the former steel production and industrial area.

Tax credits, government subsidized loans, and low utility costs also draws business to this campus style environment where shared labor and management resources possibilities leverage a company's opportunity for growth.

The Lehigh Valley will continue to evolve and grow into one of the top distribution hubs in the United States. The land, labor, and location make up an optimal solution for many companies' supply chain needs.



PANELISTS



BRIAN BOERMEESTER, DIRECTOR OF LOGISTICS NESTLÉ WATERS - NORTH AMERICA

Brian Boermeester has spent 17 years with Nestlé Waters North America, currently as Nestlé in the Market's Director of Logistics where he pursues strategic initiatives for operating companies of Nestlé in the United States such as Nestlé Water, Nestlé USA, and Nestlé Purina. Boermeester's prior positions at Nestlé included working in regional and national transportation operations, procurement, warehouse operations, retail and ready refresh manufacturing, and regional supply chain. Prior to Nestlé, Boermeester was with C.H. Robinson's Northeast region in transportation sales. He holds a B.S. in Business Logistics from the Smeal College of Business at Pennsylvania State University.



THOMAS BOYKIN, SUPPLY CHAIN STRATEGY AND OPERATIONS DELOITTE

Thomas is one of the leaders of Deloitte Consulting's Supply Chain Strategy and Operations practice with over 28 years of industry and consulting experience helping clients improve performance and profitability by positioning their logistics and distribution functions to competitive advantage. Areas of focus include Supply Chain strategy development and implementation, distribution network design, logistics and distribution operations improvement, transportation management, merger integration, and inventory management. Prior to his consulting career, Thomas held industry positions with Allied-Signal Corporation's Automotive division as a Manufacturing Engineer. Thomas earned a B.S. in Industrial and Systems Engineering degree from Georgia Tech.



PANELISTS



BECKY BRADLEY, EXECUTIVE DIRECTOR LEHIGH VALLEY PLANNING COMMISSION

Becky Bradley has over 17 years of experience in city, regional, economic development, historic preservation, and transportation planning, including significant implementation experience in small town revitalization, roadway re-design, and trail construction. She has been the Executive Director of the Lehigh Valley Planning Commission (LVPC) since August 2013 and is leading a \$3.3 billion regional transportation planning program, as well as balancing the needs of the Lehigh Valley's rapidly growing population through this organization's county planning responsibilities.



DAVE WEIDLER, SUPPLY CHAIN MANAGER OCEAN SPRAY CRANBERRIES, INC.

Dave joined Ocean Spray in June, 2014 after more than 25 years in the CPG industry. His primary responsibility includes the opening and ramp-up of the Breinigsville manufacturing facility, where he connects the corporate strategy with the facility's tactical executions. This has encompassed translating the MPS into an operational, finite schedule and timely material procurement within a JIT business model, operational on-floor support of material movement and inventory management, and overseeing the 3PL team. His past experiences include international supply chain focus across multiple facilities for two Fortune 500 companies with corporate and location specific focuses.

PANELISTS



ZACH ZACHARIA, PH.D., ASSOCIATE PROFESSOR OF MANAGEMENT LEHIGH UNIVERSITY

Zach G. Zacharia teaches undergrad classes in Supply Chain Operations Management and Logistics and Transportation and a graduate class in Supply Chain Strategy. He is the faculty advisor to the Supply Chain Management Club. Prior to his appointment at Lehigh University, he served on the faculty at Texas Christian University where he taught graduate and undergraduate courses in Supply Chain Management, Procurement, Analytical Tools and Logistics and Transportation. Prior to joining academia, Zacharia worked for the Department of Transportation in Alberta, Canada, for ten years as an equipment engineer and at the University of Tennessee, Center for Transportation Research, for six years as an Associate Director. He is a principal in BZS Consulting, the focus of which is on evaluating collaboration and procurement strategies across firms in a supply chain.

MODERATOR



MICHAEL LANSBURG, VICE PRESIDENT OF REAL ESTATE NFI

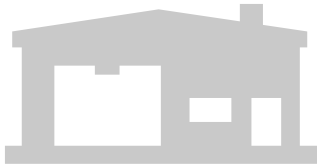
Michael J. Landsburg is the Vice President of Real Estate for NFI and has been with the company since 2005. He is responsible for managing the real estate activities for the company comprised of an owned and leased portfolio of over 27.5 million square feet located throughout the United States & Canada. Michael is active in the industry organizations National Association for Industrial and Office Parks (NAIOP), Corporate Real Estate Network (CoreNet), along with being a Committee Chair for the Industrial Asset Management Council (IAMC). He also serves on the Customer Advisory Board for Prologis and is currently pursuing his Certified Commercial Investment Member (CCIM) designation.

ABOUT NFI

NFI is a fully integrated supply chain solutions provider headquartered in Cherry Hill, NJ. Privately held by the Brown family since its inception in 1932, NFI generates more than \$1.2 billion in annual revenue and employs more than 8,000 associates.

PRIVATE HELD
FOUNDED IN

1932



**27.5m SQ. FT. OF
WAREHOUSE SPACE**

NFI owns facilities globally and operates 27.5 million square feet of warehouse and distribution space. Its company-owned fleet consists of over 2,300 tractors and 8,800 trailers, operated by more than 2,600 company drivers and 250 owner operators.

Its business lines include dedicated transportation, warehousing, intermodal, brokerage, transportation management, global, and real estate services. For more information about NFI, visit <http://www.nfiindustries.com> or call 1-877-NFI-3777.



2,300+



8,800+



NFI Media Contact

Amber Burruezo

Communications Specialist

Office 856.470.2723

Cell 856.986.9120

Amber.Burruezo@nfiindustries.com