

SUPPLY CHAIN CONFERENCE

Connect. Transform. Deliver.

April 15-17, 2018 | Orlando, FL
Hyatt Regency Grand Cypress

Trading Partner Alliance

FMI and GMA

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Cold Carriers is a new brand in the Climate-Controlled Truckload space. We are acquiring regional, asset-based providers between 50 and 200 trucks, with the goal to develop a National Network of 1,500 trucks by 2020. Core commodities are beverages, proteins and pharmaceuticals /health care products.



Case Study Response

- What does your company do to plan for disruption
 - Planned (HOS / E-Logs / FSMA)
 - Adapt Early / Educate all levels, internal & external / Core customer and vendor collaboration to maximize options
 - Unplanned (Weather / Highway Infrastructure / Physical Plant / Work Action)
 - Pre-Plan for the Unknown: Generators / Operations redundancy / Phone routing / Forward product staging
 - During the disruption: Remember your **Product** disruption is also your **People** disruption / Have a support plan for them...
 - Post-Op: Key vendor and customer communication / Offer atypical options as your business partners ramp back up / Address **People** challenges in unique ways, to assure support

Case Study Response

- How was your organization impacted by elements outlined in case study? (or provide an example of planned / unplanned disruption)
 - Planned
 - We still feel the effect, Irma and Harvey sped up planned E-Log disruption from December to September / HOS and FSMA not much disruption
 - Capacity will shrink more after the April E-Log enforcement / Rates rising, we have raised driver pay twice since November / More regional distribution in the future to address “tweener” lanes 500-700 and 1,000-1,200 miles, which were 1 & 2 day transit times, now 2 & 3 day lanes
 - Unplanned
 - We built a lot of equity with our People by supplying generators, hotel rooms and donated vacation time to affected team members and their families during and after Irma. Disruption is also an Opportunity for your business and your leadership team, to do the right things and build trust with all stakeholders during the toughest of times

Case Study Response

- As a result of recent disruption, how has your company adjusted contingency planning?
 - Planned events
 - The main focus of Planned Disruption going forward is on Drivers and E-Logs. How to recruit and retain them is key to everyone's success in this room. Pay them for their time / Help them improve utilization / Treat them with respect and dignity / Provide parking so they don't waste HOS / Provide clean rest areas
 - Unplanned events
 - You can still plan for the unplanned. Educate / Collaborate / Communicate up front about what can occur
 - Cold Carriers has learned through hurricanes and storms that Dedicated Fleets are more stable than strictly Line-Haul capacity, to keep inventories high in key lanes. If you have the opportunity to lock in dedicated capacity for your top SKU's or Lanes, you reduce your storm exposure