



# VIRTUAL INNOVATION PROGRAM



# EVENT GUIDE

October 14 – November 10, 2020



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# WELCOME MESSAGE FROM CHAIRMEN

## Dear GCCA Virtual Innovation Program Attendee,

The Global Cold Chain Alliance (GCCA) and our four Core Partners – IARW, WFLO, CEBA and IRTA are pleased to provide members of the cold chain community with a virtual opportunity to learn and connect. The **Virtual Innovation Program** is an online program created as a convenient and affordable way to provide you with the ability to learn, connect, and engage with cold chain professionals around the world. The GCCA Virtual Innovation Program will run from Wednesday, October 14 – November 10, 2020.

In addition, the 2020 CEBA Conference and the 2020 Latin American Cold Chain Congress will now be held in conjunction with the Virtual Innovation Program. Education from these conferences will be hosted in a new CEBA Controlled Environment Building Track, as well as a new Latin American Congress Track (conducted in Spanish). CEBA Conference attendees will have access to all of the sessions in the Virtual Innovation Program's Cold Chain Essentials educational component as well as all CEBA sessions.



**Cold Chain Essentials** – delivering educational content for individuals of all levels of the global cold chain industry. With over 25 sessions, a keynote presentation and two General Sessions open to all attendees and divided into the following tracks:

**Executives | Facility Operations | Supply Chain/Transportation  
Engineering | Construction | Vendor/Suppliers | Congreso Latinoamericano**

Sessions will be recorded and accessible by participants at any time.



**Cold Chain Collaboration** – the industry is more essential than it has ever been and the need for dialogue has never been greater. The Cold Chain Collaboration provides the ability to virtually meet with product, service, and solutions providers, partners and peers for private meetings on our B2B platform in a convenient, flexible, and safe way. We encourage you to not only participate in education sessions but to use the Collaboration area of the Virtual Innovation Program platform to connect with fellow attendees.

**We wish you a rewarding and valuable experience.**

### Ron Buford

*Chairman, International Association of Refrigerated Warehouses (IARW)*

### Vince Free

*Chairman, Controlled Environment Building Association (CEBA)*

### Brian Beazer

*Chairman, World Food Logistics Organization (WFLO)*

### Todd Lanter

*Chairman, International Refrigerated Transportation Association (IRTA)*









# VIRTUAL INNOVATION PROGRAM



## LEARN HOW TO TAKE PART IN THE FULL V.I.P. EXPERIENCE

The Global Cold Chain Alliance is pleased to provide the Virtual Innovation Program. This new online program is a convenient way to learn, connect, and engage with our community of cold chain professionals and supporters. If you have questions that can not be answered below please contact the GCCA staff at **[email@gcca.org](mailto:email@gcca.org)**.

### 1. HOW DO I LOG ONTO THE PLATFORM?

Please visit <https://gccavip.eventfinity.co/login> and log in with the credentials emailed to you. It is suggested that you use the latest version of Google Chrome from a laptop/desktop for the best experience.

### 2. WHAT SHOULD I DO WHEN I LOG-ON?

Complete your profile, by going to “Update Your Profile”, which is at the bottom of the right-hand navigation. For the best experience we ask that you add a photo.

### 3. HOW DO I VIEW A LIVE SESSION?

Go to the “Schedule” tab and click “Join Session”.

### 4. HOW DO I VIEW A PAST SESSION?

Go to the “Session on Demand” tab. Recordings will be available 24 hours after the session and you will have access to view them until December 10, 2020.

## **5. HOW DO I MANAGE MY AVAILABILITY FOR NETWORKING AND B2B MEETINGS?**

Go to the “Attendee Directory” and search for your profile. The search bar is at the top on the left-hand side. Click “Set your availability” to set the times are you open. As a default we set all attendee profiles as available for appointments from 8:00am-8:00pm ET, during the B2B program days of October 19 to October 30th. If you are not available on a specific date and time, select the time for that day and the box will turn white. Ensure that you click “save” when you update your availability.

## **6. HOW DO I BOOK AN APPOINTMENT WITH A B2B PARTNER?**

Go to the “B2B Meetings” tab and click “B2B Company Directory”. Then go to the suite you would like to visit and click the button, “Visit Suite”.

## **7. CAN YOU TELL ME MORE ABOUT THE B2B MEETINGS AND HOW THEY WORK?**

Visit the “FAQ + Help Desk” tab at the bottom of the right-hand navigation. You can learn how to accept/decline a meeting, tell if a meeting is confirmed, cancel a meeting, and much more.

## **8. WILL I GET AN EMAIL FOR MEETING NOTIFICATIONS?**

You will only get an email when someone requests a meeting with you. The email will come from the email address of the person requesting the meeting. Please note this is the only time you will get an email notification from an activity on the platform.

## **9. HOW DO I JOIN A MEETING AND WHAT HAPPENS?**

Click on the “Schedule” tab, then locate the appropriate day and scroll to the time. Find the meeting and click on the “Join Vmeet” button. This will send you into the video meeting (make sure to click yes to allow your computer to access your mic and camera). Meetings are booked in 10-minute increments, so keep your eye on the clock. That said, if you’re having a good conversation and do not have any meetings booked immediately after, feel free to keep talking.

## **10. HOW DO I NETWORK WITH OTHER PARTICIPANTS?**

You can request an appointment with fellow attendees. Just visit their profile in the “Attendee Directory” and “Schedule a Meeting”. Select a time and send them a message.

# COLD CHAIN ESSENTIALS SCHEDULE

All sessions will be held online and follow Eastern Time (ET).  
Please note the times are GMT-04:00 until November 1. After this date, the times are GMT-05:00.

WEEK 1		
DAY	TIME	SESSION(S)
WEDNESDAY, OCTOBER 14	11:00 a.m. - 12:00 p.m.	Opening General Session
	2:00 p.m. - 3:00 p.m.	Keynote Presentation: Chaos to Confidence During Time of Economic Stress
THURSDAY, OCTOBER 15	10:00 a.m. - 11:00 a.m.	Increasing Productivity with Semi-Automated Forklift Technology
	1:00 p.m. - 2:00 p.m.	Panel de Discusión: Afrontando retos en la Industria de Cadena de Frío
FRIDAY, OCTOBER 16	11:00 a.m. - 12:00 p.m.	Human Resources in the Time of COVID-19: Recruitment, Retention and Workforce Changes A conversation with RLS Logistics <i>Sessions open to vendors/suppliers only.</i>
	2:00 p.m. - 3:00 p.m.	CEO/Executive/C-Suite Peer to Peer Roundtable <i>Invite Only</i>
WEEK 2		
DAY	TIME	SESSION(S)
WEDNESDAY, OCTOBER 21	10:00 a.m. - 11:00 a.m.	Ensuring a Safe and Efficient Industrial Refrigeration Operating Environment
	3:00 p.m. - 4:00 p.m.	Warehouse Automation Advances for a Changing Cold Storage Supply Chain
THURSDAY, OCTOBER 22	11:00 a.m. - 12:00 p.m.	Best Practices in the Sanitary and Safe Transportation of Perishable Products Human Resources (HR) Knowledge Share Roundtable <i>Warehouses Only</i>
	1:00 p.m. - 2:00 p.m.	Aplicación de Tecnología para Ahorro Energético en Bodegas Frías
FRIDAY, OCTOBER 23	2:00 p.m. - 3:00 p.m.	Innovative Energy Usage Allocation Technology Solutions for Multi-Tenant Cold Storage Warehouses
WEEK 3		
DAY	TIME	SESSION(S)
MONDAY, OCTOBER 26	2:00 p.m. - 3:00 p.m.	Solving Staffing and Operational Challenges from Within
TUESDAY, OCTOBER 27	1:00 p.m. - 2:00 p.m.	Aceleración del Comercio Electrónico y su Impacto en la Industria 3PL
	3:00 p.m. - 4:00 p.m.	Supply Chain Research and Trends A conversation with United States Cold Storage <i>Sessions open to vendors/suppliers only.</i>

### WEEK 3 (CONTINUED)

DAY	TIME	SESSION(S)
WEDNESDAY, OCTOBER 28	10:00 a.m. - 11:00 a.m.	Government Affairs Update
	3:00 p.m. - 4:00 p.m.	Evaluating and Choosing a Warehouse Refrigeration System
THURSDAY, OCTOBER 29	1:00 p.m. - 2:00 p.m.	Perspectivas Economías en Latinoamérica en respuesta a Pandemia
	3:00 p.m. - 4:00 p.m.	Liability Issues Post-COVID

### WEEK 4

DAY	TIME	SESSION(S)
MONDAY, NOVEMBER 2	2:00 p.m. - 3:00 p.m.	Preparing for the Unexpected A conversation with Lineage Logistics <i>Sessions open to vendors/suppliers only.</i>
TUESDAY, NOVEMBER 3	11:00 a.m. - 12:00 p.m.	Energy and Energy Excellence
	1:00 p.m. - 2:00 p.m.	Logística y Cadena de Frío en Transporte de Carga
	3:00 p.m. - 4:00 p.m.	Transportation Knowledge Share Roundtable <i>Warehouses and IRTA Members Only</i> CEBA Built by the Best Finalist Presentation
WEDNESDAY, NOVEMBER 4	10:00 a.m. - 11:00 a.m.	Using Blockchain Technology in Cold Storage Operations A conversation with Hanson Logistics <i>Sessions open to vendors/suppliers only.</i>
	3:00 p.m. - 4:00 p.m.	Innovations in Leadership and Talent Development Facility Operations Knowledge Share Roundtable <i>Warehouses Only</i>
THURSDAY, NOVEMBER 5	10:00 a.m. - 11:00 a.m.	Tales in Global Warehouse Automation CEBA Built by the Best Finalist Presentation
	12:00 p.m. - 1:00 p.m.	CEBA Built by the Best Finalist Presentation
	1:00 p.m. - 2:00 p.m.	Optimización Organización en Industria 3PL
	2:00 p.m. - 3:00 p.m.	Industry Updates & Design Changes Post COVID

### WEEK 5

DAY	TIME	SESSION(S)
MONDAY, NOVEMBER 9	11:00 a.m. - 12:00 p.m.	Strengthening Relationships Between Drivers and Warehouses A conversation with Americold Logistics <i>Sessions open to vendors/suppliers only.</i>
	2:00 p.m. - 3:00 p.m.	Construction Knowledge Share Roundtable <i>Warehouse and IRTA Members only</i> Don Schlimme Future Leader Award
TUESDAY, NOVEMBER 10	2:00 p.m. - 3:00 p.m.	Closing General Session



# COLD CHAIN ESSENTIAL EDUCATION SESSIONS

## GENERAL SESSIONS

### Opening General Session

**Wednesday, October 14 | 11:00am – 12:00pm ET**

Join organization leadership as they kick off the 2020 Virtual Innovation Program with important news and information about the association and cold chain industry.



**Brian Beazer**

*WFLO Chairman, General Manager & CEO, WCS Logistics/Winchester Cold*



**Ron Buford**

*IARW Chairman, President & CEO, Premier Refrigerated Warehouse*



**Matt Ott**

*President & CEO, Global Cold Chain Alliance (GCCA)*

### Keynote Presentation: Chaos to Confidence During Time of Economic Stress

**Wednesday, October 14 | 2:00pm – 3:00pm ET**

This keynote presentation offers an in-depth study of the coronavirus from a speaker with a deep understanding of how the markets and the economy are impacted by world events like infectious disease. Andrew is not only a noted economist, he's an infectious disease expert and author. There are many reasons why he's known as "the great calmer downer" especially during the most difficult times. Andrew offers upbeat solutions combined with real time facts.



**Andrew Busch**

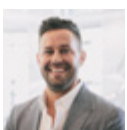
*Outside Advisor to the White House & Former U.S. Chief Market Intelligence Officer*

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### Closing General Session

**Tuesday, November 10 | 2:00pm – 3:00pm ET**

Join organization leadership as they close out the 2020 Virtual Innovation Program including the announcement of the CEBA Build by the Best Award recipient.



**Vince Free**

*CEBA Chairman, President & CEO, FREEZ Construction*



**Matt Ott**

*President & CEO, Global Cold Chain Alliance (GCCA)*

*The Refrigerating Engineers and Technicians Association (RETA) has approved selected sessions from the Virtual Innovation Program to qualify as RETA Professional Development Hours (PDH) and help fulfill RETA certification renewal requirements. The selected sessions are noted with this symbol, \*\**



## C-SUITE / EXECUTIVES/OWNER EDUCATION TRACK

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### Increasing Productivity with Semi-Automated Forklift Technology

**Thursday, October 15 | 10:00am – 11:00am ET**

Learn how the innovative new warehouse navigation system at the InterChange cold storage facility uses Jungheinrich semi-automated forklifts with embedded RFID chips in the facility floor to track the lift truck's location, both vertically and horizontally, to within millimeters. The system directs the forklift to the exact next pick location with one push of a toggle; the speed and accuracy of the system, eliminating the need to scan barcodes at each location, has increased productivity over a manual system.



**Chris Thompson**

*Vice President of Business Development,  
InterChange Cold Storage*



**Keith VanBenschoten**

*Chief Operating Officer,  
InterChange Cold Storage*

### CEO/Executive/C-Suite Peer to Peer Roundtable

**Friday, October 16 | 2:00pm – 3:00pm EDT**

This roundtable session provides attendees a chance to share ideas, ask questions, and solve problems with their peers in a small group. The moderator will guide the participants through the discussion, diving into the subjects that matter most to professionals in the cold chain industry. *By invitation only.*

### Solving Staffing and Operational Challenges from Within \*\*

**Monday, October 26 | 2:00pm – 3:00pm ET**

When United States Cold Storage (USCS) needed a new approach to helping its facilities improve operations, it turned within, creating the USCS Road Warriors. These seasoned employees from across the U.S. band together temporarily as a traveling training and work crew. Learn how USCS started the Road Warrior program, reduced duplicative employee training, increased employee networking opportunities, and filled labor shortages and gaps from within.



**Mickey Hoffmann**

*Vice President of Corporate Development,  
United States Cold Storage*

## Government Affairs Update

**Wednesday, October 28 | 10:00am – 11:00am ET**

This session will focus specifically on U.S. policy issues impacting the cold chain industry. Hear the latest on COVID-related legislation and regulations, as well as recent regulatory developments including FDA's proposed rule on Food Traceability, new Chemical Safety Board reporting requirements, and improvements to the FSIS meat and poultry export process.



**Lowell Randel**

*Senior Vice President of Government and Legal Affairs*

## Liability Issues Post-COVID

**Thursday, October 29 | 3:00pm – 4:00pm ET**

What new legal liabilities have emerged as a result of the ongoing Coronavirus pandemic? What ongoing liability issues are now more important than ever? What is your organization's risk level as you continue to operate your essential business? Join GCCA's service partner Scopelitis as we explore the top legal issues that are facing the cold chain industry today.



**Kevin Phillips**

*Partner, Scopelitis, Garvin, Light, Hanson & Feary, P.C.*

## Innovations in Leadership and Talent Development

**Wednesday, November 4 | 3:00pm – 4:00pm ET**

Leaders at Burris Logistics and Lineage Logistics will share programs that save you time, money, and effort in developing and retaining good employees. An internal mentorship program developed at Burris Logistics connects new employees with seasoned leaders, helping develop a robust company culture and ensuring that new employees have the support that they need to succeed. The Lineage Management Program (LMP) at Lineage Logistics formalizes employee career paths to build bench strength. Lineage also has strategies and processes at all organizational levels to find, grow, retain, and develop talent while retaining institutional knowledge and improving skills.



**Laura McCann**

*Director of Talent Management, Burris Logistics*



**Sean Vanderelzen**

*Chief Human Resources Officer, Lineage Logistics*



## FACILITY OPERATIONS EDUCATION TRACK

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### Human Resources in the Time of COVID-19: Recruitment, Retention and Workforce Changes \*\*

**Friday, October 16 | 11:00am – 12:00pm ET**

Warehouse facilities have faced increased challenges in both the workforce and operational space during the COVID-19 pandemic. How are different facilities implementing pandemic-related best practices such as temperature screening and remote work? What workforce challenges have warehouses faced in retaining employees, onboarding new hires and recruiting potential employees during a pandemic? Join human resources experts Christine Rees-Zecha, Lori Cogit and Ashley Albers as they discuss the challenges and solutions facing operations during the time of Coronavirus.



**Ashley Albers**  
*Human Resources  
Manager, Nor-Am Cold  
Storage, Inc.*



**Lori Cogit**  
*Vice President, Human  
Resource, RLS Logistics*



**Christine Rees-Zecha**  
*Director of Human  
Resources for Operations  
and Sales, Lineage  
Logistics*

### Warehouse Automation Advances for a Changing Cold Storage Supply Chain \*\*

**Wednesday, October 21 | 3:00pm – 4:00pm ET**

As COVID-19 continues to impact global supply chains with unprecedented challenges, companies are looking to automation solutions to increase efficiencies and resiliencies. The presenters will discuss the latest cold storage automation technologies available, including automated storage and retrieval systems, how to determine the level of automation that will enable you to respond quickly and accurately to market conditions or unforeseen disruptions like COVID-19, and where and how to apply automation to get the maximum return from your investment.



**Craig Keenan**  
*Sales Director,  
Swisslog Americas*



**Michael Buenger**  
*General Manager,  
Lineage Logistics*

### Human Resources (HR) Knowledge Share Roundtable

**Thursday, October 22 | 11:00am – 12:00pm ET**

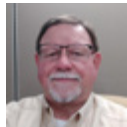
This roundtable session provides attendees a chance to share ideas, ask questions, and solve problems with their peers in a small group. The moderator will guide the participants through the discussion, diving into the subjects that matter most to professionals in the cold chain industry. *Warehouse attendees only.*

The Refrigerating Engineers and Technicians Association (RETA) has approved selected sessions from the Virtual Innovation Program to qualify as RETA Professional Development Hours (PDH) and help fulfill RETA certification renewal requirements. The selected sessions are noted with this symbol, \*\*

## Innovative Energy Usage Allocation Technology Solutions for Multi-Tenant Cold Storage Warehouses \*\*

**Friday, October 23 | 2:00pm – 3:00pm ET**

In cold storage buildings with multiple tenants, calculating energy usage and billing can be a big operational headache. The advancement of technology in this space makes tracking energy usage much easier, and can streamline operations for all of the tenants in the building. Join members of the Alliance Industrial Refrigeration team as they describe their experience with multi-tenant cold storage software and how it has improved their operations.



**George Botich**  
*Senior Project Engineer,  
Alliance Industrial  
Refrigeration*



**Richard Drones**  
*Vice President of  
Operations, Alliance  
Industrial Refrigeration*



**Daniel Karcher**  
*President, Davis  
Partners*

## Preparing for the Unexpected \*\*

**Monday, November 2 | 2:00pm – 3:00pm ET**

A pandemic isn't the only thing that may disrupt your warehouse's operations. A natural disaster, fire or other unexpected event can also mean big challenges for your company. Learn how to create or update your emergency response plan and pivot your business if an unexpected event should disrupt your operations.



**Joe Howard**  
*Senior Vice President,  
Lockton Companies, LLC*



**Kevin Margeson**  
*President,  
CWI Logistics*

## Facility Operations Knowledge Share Roundtable

**Wednesday, November 4 | 3:00pm – 4:00pm ET**

This roundtable session provides attendees a chance to share ideas, ask questions, and solve problems with their peers in a small group. The moderator will guide the participants through the discussion, diving into the subjects that matter most to professionals in the cold chain industry. *Warehouse attendees only.*



## Don Schlimme Future Leader Award – Finalist Presentations

**Monday, November 9 | 2:00pm – 3:00pm ET**

The Don Schlimme Future Leader Award recognizes outstanding young professionals in the North American cold storage industry. The award is named in honor of Donald V. Schlimme, Ph.D, who passed away in 2012 and was a longtime member of the WFLO Scientific Advisory Committee (1983-2012) and a WFLO Staff Advisor for many of those years. He was an expert in food science and cold storage and was committed to sharing his extensive knowledge.

### MODERATOR



**Brian Beazer**

*WFLO Chairman, General Manager & CEO,  
WCS Logistics*

### FINALISTS



**Ray Rodriguez**

*Senior Manager, Business Development,  
United States Cold Storage*



**Zeshan Hassan**

*Quality Assurance Advisor,  
Congebec Inc.*



**Alexander Woolf**

*VP Research & Development,  
Lineage Logistics*



**John Long**

*Senior Engineering Program Manager,  
Americold Logistics*



## FACILITY ENGINEERING EDUCATION TRACK

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## Ensuring a Safe and Efficient Industrial Refrigeration Operating Environment

**Wednesday, October 21 | 10:00am – 11:00am ET**

The International Institute of Ammonia Refrigeration sets the standard for providing the most up-to-date technical information to the ammonia and natural refrigeration community. IIAR is currently the only organization writing design and operation standards specifically for ammonia refrigeration systems. Join Gary Schrift and Eric Smith of IIAR as they review the IIAR standards and guidance documentation, with an emphasis on changes and updates for 2020 and beyond.



**Gary Schrift**

*President, International Institute of  
Ammonia Refrigeration (IIAR)*



**Eric Smith**

*Vice President & Technical Director,  
International Institute of Ammonia  
Refrigeration (IIAR)*

## Evaluating and Choosing a Warehouse Refrigeration System \*\*

**Wednesday, October 28 | 3:00pm – 4:00pm ET**

There are many types of refrigeration systems available today for cold storage warehouses. But how should you evaluate which system is right for you? Join leading engineering and refrigeration experts as they explore the pros and cons of different refrigeration systems, what they look for when choosing a system, and how different systems impact energy efficiency and the bottom line.



**Walter Teeter**

*CEO, Republic Refrigeration, Inc.*



**Mike Lynch**

*Corporate Vice President of Engineering,  
United States Cold Storage, Inc.*

## Energy and Energy Excellence

**Tuesday, November 3 | 11:00am—12:00pm ET**

Warehouse energy usage is the second highest cost in the cold storage industry behind labor and managing energy usage costs is a high priority for temperature-controlled 3PL operators. The GCCA Energy Excellence Recognition Program helps temperature-controlled warehouse operators measure and improve energy efficiency at each of their facilities. Hear from participants in the GCCA Energy Excellence program on how they have implemented energy audits, improved energy usage at their facilities, and increased sustainability in their operations.



**Ted Royals**

*Manager of Energy,  
Americold Logistics*

## Tales of Global Warehouse Automation \*\*

**Thursday, November 5 | 10:00am – 11:00am ET**

There are several factors to consider when implementing automation into temperature-controlled logistics. Financial investment, impact on talent, and the commitment of customers are all important aspects to evaluate and may vary based on facility location. Join this session to hear firsthand from NewCold Logistics, leaders in automation, about their implementation process, why they chose to insource automation oversight and expertise, and challenges and triumphs they faced along the way.



**Jonas Swarttouw**

*U.S. Country Manager,  
NewCold Logistics*



**Piet Meijs**

*VP Business Development,  
NewCold Logistics*

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## SUPPLY CHAIN/ TRANSPORTATION EDUCATION TRACK

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### Best Practices in the Sanitary and Safe Transportation of Perishable Products

Thursday, October 22 | 11:00am – 12:00pm ET

The global Certified Cold Carrier™ program developed by the Global Cold Chain Alliance provides independent, third-party assurance that your asset-based carrier company is aligned with industry-prescribed best practices for the safe and sanitary transport of food perishables. Hear from association members who have completed the program about how the process helped them to review industry best practices, engage staff on critical temperature control processes, and differentiate themselves from their competition.



**Amber Edmondson**  
*President and CEO,  
Trailer Corp.*



**Lee Neal**  
*Business Development  
Great Plains Transport,  
Inc. Industrial  
Refrigeration*



**Stephen Neel, PhD,**  
*Director of Food Safety,  
Lineage Logistics*

### Supply Chain Research and Trends

Tuesday, October 27 | 3:00pm – 4:00pm ET

This session will explore the latest research being conducted in the supply chain. Join two members of GCCA's Scientific Advisory Council (SAC) as they explain innovations in the field and how the latest trends might impact your business. From legal issues to food storage questions, experts on the SAC can help you with your cold chain questions through the GCCA Inquiry Service. Learn more, [here](#).



**Patrick Brecht**  
*Ph.D., President,  
PEB Commodities, Inc.*



**Brian S. Fugate**  
*Ph.D., Chair, Department of Supply Chain  
Management, University of Arkansas*

### Transportation Knowledge Share Roundtable

Tuesday, November 3 | 3:00pm – 4:00pm ET

This roundtable session provides attendees a chance to share ideas, ask questions, and solve problems with their peers in a small group. The moderator will guide the participants through the discussion, diving into the subjects that matter most to professionals in the cold chain industry. *Warehouse and IRTA Member attendees only.*

## Using Blockchain Technology in Cold Storage Operations

Wednesday, November 4 | 10:00am – 11:00am ET

What is blockchain technology, and how could it help your operation? Anna Johnson, Vice President of Corporate Development and Marketing with United States Cold Storage, will explain blockchain technology and her research surrounding the cold storage industry's readiness to implement the technology. Hear how blockchain can help to streamline your operation and improve your bottom line.



**Anna Johnson, DBA**

*Vice President of Corporate Development  
and Marketing, United States Cold Storage*

## Strengthening Relationships Between Drivers and Warehouses

Monday, November 9 | 11:00am – 12:00pm ET

Warehouses and trucks are critical links for all cold chain operations. Simply put, warehouses could not exist if it were not for trucks and truck drivers, and trucking firms would not exist if trucks and drivers did not have a place from which to pick up shipments and make deliveries. However, priorities for warehouse workers and drivers are not always aligned. Join this session to learn new innovations and strategies in strengthening driver and warehouse relationships, from paperless check-in options to driver appreciation activities.



**Keith Mowery**

*Vice President, Logistics, United States  
Cold Storage, Inc.*

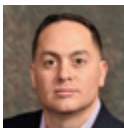


## VENDOR/SUPPLIERS EDUCATION TRACK

*Sessions open to vendors/suppliers only.*

## A Conversation With RLS Logistics

Friday, October 16 | 11:00am – 12:00pm ET



**Tony Leo**

*CEO and President,  
RLS Logistics*

## A Conversation With United States Cold Storage

Tuesday, October 27 | 3:00pm – 4:00pm ET



**Larry Alderfer**

*President and Chief Executive Officer,  
United States Cold Storage*



**Mickey Hoffmann**

*Vice President of Corporate Development,  
United States Cold Storage*

## A Conversation With Lineage Logistics

Monday, November 2 | 2:00pm – 3:00pm ET



**Adam Forste**  
*Managing Partner,  
Lineage Logistics*

## A Conversation With Hanson Logistics

Wednesday, November 4 | 10:00am – 11:00am ET



**Ken Whah**  
*President and CEO,  
Hanson Logistics*

## A Conversation With Americold Logistics

Monday, November 9 | 11:00am – 12:00pm ET



**Fred Boehler**  
*President and CEO,  
Americold Logistics*



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EDUCATION TRACK**

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## CEBA Built by the Best Sessions

Three CEBA Built by the Best Sessions will be presented during the virtual event, with the Award recipient will be announced during the closing session.

## Fisher Construction Group, Inc. for Lineage Logistics in Oakland, CA

Tuesday, November 3 | 3:00pm – 4:00pm ET

Lineage Logistics Cool Port was built in partnership with Oakland cold storage operator, Dreisbach Enterprises. The Cool Port meets the need in Northern California for cold chain goods which are most efficiently shipped long distances via rail – especially from the American Midwest. As the General Contractor responsible for transforming aspiration to realization, Fisher Construction Group managed many of the innovations behind the project's success. The success of Lineage Logistics' Cool Port project required significant innovation long before the first excavator arrived onsite and throughout the project's entire design-build process. Examples are numerous: innovation was required when future-proofing soupy, methane-pocketed, and seismic-prone land to a suitable building foundation; when devising



on-demand market adaptability in the form of interchangeable frozen and chilled storage spaces; when protecting glycol heating lines in the event of seismic activity or settling of muddy land; when maximizing end-to-end cold chain efficiencies within an intermodal system; and when creating competitive advantages for the fifth largest US Port as it opened its first dedicated cold chain facility. Indeed, innovation was a central tenet of the project's inception, actualization, and diverse stakeholder success.

## **Primus Builders, Inc. for Americold in Savannah, GA**

**Thursday, November 5 | 10:00am – 11:00am ET**

When the Port of Savannah expanded its space, Americold zeroed in on the opportunity to maximize the benefits of this region as the location was the perfect site for a poultry import/export facility. The new facility will serve as Americold's flagship and was designed to provide Americold maximum flexibility in their cold storage options (51' tall, 312,000 SF building). Primus Builders, Inc. installed a -20° QFR quick-freeze system that pulls cold air into every freezer crevice and freezes product faster and more efficiently. This will allow the facility to blast two million pounds of chicken per day once the facility achieves its maximum build. The schedule was set at an aggressive 13 months and Primus Builders, Inc. immediately began implementing Last Planner. This scheduling system relies on input from the project subcontractors to determine the most efficient order of operations during construction. Including subcontractor input in such a meaningful way resulted in their complete buy-in to the schedule. The team were able to absorb 19 days of permitting delays and 40 days of rain and still hit their timeline goals.

## **A M King for Southern Foods in Greensboro, NC**

**Thursday, November 5 | 12:00pm – 1:00pm ET**

A M King transformed an 88,000-sf vacant shell building in Greensboro, NC into an innovative and fully controlled USDA-grade environment which houses a meat, seafood and cheese processing facility for Southern Foods. It was the goal of both Southern Foods and A M King to use the existing roof and concrete walls and to build what was necessary to meet Southern Foods' needs for this complex facility. A M King is extremely familiar with the complex nature of food facility design and construction; however, this particular process of adapting existing structures to meet USDA food facility requirements is exceptionally challenging. The adaptation of existing buildings to food grade facilities is becoming more prevalent due to scarcity of land; ample building inventory; reinvention of retail; rising construction costs; labor challenges; new regulations; environmental and schedule benefits; and resource-intensive procurement associated with virgin materials. All of this builds a strong case for adaptive reuse.

## **Industry Updates & Design Changes Post COVID**

**Thursday, November 5 | 2:00pm – 3:00pm ET**

This panel discussion will focus on the results of the recent COVID-related survey sent to all CEBA Members. The results will be shared and the discussion will focus on the state of the controlled environment construction industry, latest innovations, lessons learned during the pandemic and what are the impacts/trends that will affect the design/build and construction of facilities moving forward.

## **Construction Knowledge Share Roundtable**

**Monday, November 9 | 2:00pm – 3:00pm ET**

This roundtable session provides attendees a chance to share ideas, ask questions, and solve problems with their peers in a small group. The moderator will guide the participants through the discussion, diving into the subjects that matter most to professionals in the cold chain industry.



## MÓDULO LATINOAMERICANO DE CADENA DE FRÍO

SPONSORED BY



RefrigiWear

### **Panel de Discusión: Afrontando retos en la industria de cadena de frío**

**Thursday, October 15 | 1:00pm- 2:00pm ET**

A partir del inicio de la pandemia, la industria de logística de productos controlados ha sufrido grandes retos y cambios operativos y financieros que a través de un conversatorio exploraremos cómo líderes en la industria 3PL exponen sobre la resiliencia necesaria en la industria ante crisis disruptiva por pandemia

### **Aplicación de Tecnología Para Ahorro Energético en Bodegas Frías**

**Thursday, October 22 | 1:00pm- 2:00pm ET**

Presentación de caso exitoso de 3PL Colombia y certificación LEED con líderes en diseño ahorro energético y cuidado ambiental

### **Aceleración del Comercio Electrónico y su Impacto en la Industria 3PL**

**Tuesday, October 27 | 1:00pm- 2:00pm ET**

### **Perspectivas Economías en Latinoamérica en Respuesta a Pandemia**

**Thursday, October 29 | 1:00pm- 2:00pm ET**

### **Logística y Cadena de Frío en Transporte de Carga**

**Tuesday, November 3 | 1:00pm- 2:00pm ET**

Exposición de impacto, cambios y adaptación de logística, comercio de productos refrigerados y congelados.

### **Optimización Organización en Industria 3PL**

**Thursday, November 5 | 1:00pm- 2:00pm ET**

Discusión de claves importantes para obtener rentabilidad y reducción de costos operativos para enfrentar nueva normalidad operativa en industrias 3PL

# COLD CHAIN COLLABORATION B2B SUITES



## **Alta Refrigeration**

403 Dividend Drive  
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Phone: 678 554 1100  
eribc@altarefrigeration.com  
www.altarefrigeration.com

Our goal is simple: diligently develop industrial refrigeration systems that work on time, every time. Relying on the products and the people who have earned the ALTA name means getting a hands-on approach to problem solving, and equipment that is made in the USA and built to last.

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## **The Chemours Company**

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Linda.D.Eastburn@chemours.com



## **Frazier Industrial Company**

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Frazier Industrial Company is the largest producer of structural steel pallet rack systems in North America, with 10 manufacturing plants located throughout the United States, Mexico and Canada. Frazier's rack systems are quickly recognized for their durability and custom engineered design. From the Ergo Deep® for case selection to the high density semi-automated Pallet Mole®, Frazier's expert team of engineers help each customer design the best, most cost-effective material handling solution.



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We are outerwear experts specializing in garments that protect you from the cold. We make sure that all who work extremely hard can keep going. The experience we have acquired over many years in this business has taught us that jobs in refrigeration and bone.



## **Global Cold Chain Alliance**

241 18th Street South, Suite 620  
Arlington, Virginia 22202  
Phone: 703-373-4300  
email@gcca.org  
www.gcca.org

The Global Cold Chain Alliance is comprised of three associations and one foundation, called Core Partners. GCCA serves as the focused voice of the cold chain industry, representing 1,300 member companies in over 85 countries.



## GridBeyond®

### GridBeyond

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GridBeyond is a global leader in intelligent energy technology for industrial, commercial, institutional and utility partners. Energy users are provided the ability to manage and control demand response participation, energy performance, markets and costs via the multi-award-winning AI Point platform.



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InterCool USA LLC is a nationwide full-service design, build industrial refrigeration contractor. With over 70 years as an industry leader, InterCool is committed to advancing our industry forward in new and exciting ways.

### International Institute of Ammonia Refrigeration

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eileen\_mckeown@iiaar.org  
www.iiaar.org

# JAMISON

### Jamison Door Company

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www.jamisondoor.com

Manufacturers of insulated doors for all cold storage applications: Swinging, Horizontal Sliding, Overhead, Vertical Sliding; Manual, and Power Doors for Cooler and Freezer applications. Solutions for aerospace, automotive, government, pharmaceutical, industrial, performing arts, retail, and food and beverage industries. Products include high performance Jamison Cold Storage Doors, HCR Air Doors, Sound Reduction/Specialty Doors, Jamotuf Architectural Style Doors, and BMP High Speed Rollup Doors.



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www.lockton.com

### Logix

10518 NE 68th Street., Ste. 103  
Kirkland, WA 98033  
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markghan@logix-controls.com  
www.logix-controls.com

### Madison Energy Investments

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New York, NY 10012  
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gneely@madisonei.com  
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**QuickFreeze®**

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QuickFreeze® specializes in the design and manufacturing of equipment for temperature-controlled environments and is nationally recognized for the patented QuickFreeze® In-Rack Freezing System for freezing and tempering palletized product. QuickFreeze® draw-thru air technology is proven to be the fastest way to freeze/temper products. Our in-rack & modular freezing technologies will bring the most energy-efficient cost savings to your cold storage operation.

**Rack Builders Inc.**

1101 Perimeter Drive, Suite 825  
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Phone: 847-330-1724  
john.schmidt@rackbuildersinc.com  
www.rackbuildersinc.com

Rack Builders manufactures a complete line of structural rack systems, including: selective, two-deep reach, drive in, push back (2-7 deep), pallet flow, pick modules, rack-supported structures, automated systems and custom-designed solutions. We build the world's best storage rack.

**Refrigerating Engineers & Technicians Association**

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Stoecklin Logistics is a leading supplier of automated material handling systems in temperature-controlled environments.



**SunPeak**

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SunPeak provides high-quality, turnkey solar PV systems for cold storage facilities. Solar significantly reduces energy costs, enhances sustainability, and mitigates risk. Visit the SunPeak booth to learn more about our penetration-free rooftop solar design and how solar could work for your facility or warehouse.

**Swisslog**

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Newport News, VA 23603  
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www.swisslog.com

Swisslog is a leading provider of warehouse and distribution solutions in the food, pharmaceutical and retail industries delivering flexible, automatic and semi-automatic logistics solutions to insure our clients meet the changing demands of their customers in a profitable manner.

**Tippmann Innovation (TI)**

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Tippmann Innovation provides a full suite of cold storage construction services, including master site planning and operations guidance. Tippmann Innovation's technologies include the Patented QF+ In-Rack freezing and thawing system, coupled with the T2™ spacer that creates the fastest system available.

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Twintec USA designs and builds steel fiber reinforced and engineered industrial jointfree floors. Being a highly specialized sub-contractor, Twintec USA offers world-class design build services to a variety of Clients in North America within the cold storage, distribution and heavy manufacturing industries.

**VaCom Technologies**

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amatheys@vacomtech.com  
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VaCom Technologies is a recognized leader in integrated control panels for industrial refrigeration systems, focusing on energy efficiency and systems integration. Specializations include: analysis, surveys, turn-key delivery of utility energy efficiency incentives, control systems using "open" technologies (Opto22, Allen-Bradley, Wonderware), as well as VFD and UL power panel integration.

**Vapor Armour**

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We are building envelope experts dedicated to eliminating vapor drive in every thermal controlled facility.



**Viastore SYSTEMS, Inc.**

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viastore SYSTEMS, Inc. is a leading international provider of automated material handling solutions including AS/RS, conveyor systems, shuttle systems, warehouse management and execution software, material flow and process controls, and integrated SAP logistics solutions.



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WAGNER is a 40+ year innovator of fire protection systems, offering tailored solutions for a wide range of facilities, including: Warehouse & Logistics; Automated High-Bay Storage; Cold Storage; Automated Warehouse; Hazardous Materials Storage; Archives, Museums, & Libraries.

# COLD CHAIN COLLABORATION B2B SUITE BY CATEGORY

## **AUTOMATION/ MATERIAL HANDLING EQUIPMENT**

Frazier Industrial Company  
Rack Builders  
Stoecklin Logistics  
Swisslog  
Viastore SYSTEMS Inc.

## **AIR CURTAIN & DOORS**

Entrematic High  
Performance Doors  
Jamison Door Company

## **BUILDING ENVELOPE/ VAPOR BARRIER**

Vapor Armour

## **CLOTHING AND PERSONAL PROTECTIVE EQUIPMENT**

Fortdress America LLC  
RefrigiWear, Inc.

## **CONSTRUCTION & DESIGN/BUILD SERVICES**

Tippmann Innovation (TI)  
Vapor Armour

## **DOORS**

Entrematic High  
Performance Doors  
Jamison Door Company  
KPS Global

## **EDUCATION & TRAINING**

Global Cold Chain Alliance  
IIAR  
RETA  
Lockton Companies

## **ENERGY MANAGEMENT/ MONITORING EQUIPMENT OR SERVICES**

GridBeyond  
Madison Energy Investments  
Logix Refrigeration Controls  
SunPeak  
VaCom Technologies

## **FIRE & SMOKE PROTECTION SYSTEMS**

Johnson Controls  
Wagner Fire Safety

## **FLOORING**

Twintec USA, Inc.

## **FREEZING TECHNOLOGY**

Quickfreeze

## **INSULATED MATERIALS**

The Chemours Company  
Vapor Armour  
RHH Foam Systems (VersiFoam)

## **INSULATED PANELS**

KPS Global

## **LIGHTING**

KPS Global

## **INSURANCE**

Lockton Companies

## **MAINTENANCE OR REPAIR SERVICES**

KPS Global  
Vapor Armour

## **RACKING**

Frazier Industrial Company  
Rack Builders Inc

## **REFRIGERATION ENGINEERING SERVICES AND SUPPORT**

ALTA Refrigeration, Inc.  
Intercool USA LLC  
QuickFreeze  
The Chemours Company  
VaCom Technologies

## **REFRIGERATION MACHINERY**

ALTA Refrigeration, Inc.  
Intercool USA LLC  
Quickfreeze  
The Chemours Company

## **ROOFING**

Royalty Roofing

## **SOLAR /ALTERNATIVE ENERGY SOLUTIONS**

GridBeyond  
Madison Energy Investments  
Sun Peak

## **TRADE ASSOCIATION**

Global Cold Chain Alliance  
IIAR  
RETA

## **VALVES OR REFRIGERATION EQUIPMENT PARTS**

Intercool USA LLC  
The Chemours Company

# GCCA 2021 EVENTS

## **130TH IARW-WFLO CONVENTION**

April 11-14, 2021  
Austin, Texas, United States

## **WFLO INSTITUTE WEST**

May 16-19, 2021  
Tempe, Arizona, United States

## **WFLO INSTITUTE EAST**

May 23-26, 2021  
Atlanta, Georgia, United States

## **WFLO LATIN AMERICA INSTITUTE**

July 14-16, 2021  
Mexico City, Mexico

## **GCCA COLD CHAIN POLICY FORUM**

July 26-28, 2021  
Washington, DC, United States

## **WFLO INSTITUTE AUSTRALIA**

October 11-13, 2021  
Melbourne, Victoria, Australia

## **41ST CEBA CONFERENCE & EXPO**

November 2-4, 2021  
Las Vegas, Nevada, United States