



TLD: Our *Connected* Ecosystem



The transportation, logistics and distribution industry is a vast and complex network defined by its interconnectedness. It's hard to envision any part going it alone: *Transportation* is just driving around if you don't have a destination; *Logistics* is an exercise if you don't have means to get from Point A to Point B; and *Distribution*, without goods, is like wind: just moving air. Each depends on the other. It's why we think of TLD as an "ecosystem," whose success relies on its members working together and contributing their part to the whole.

Ignite 2024 is about safeguarding and improving the health of this ecosystem by building and strengthening relationships among companies, thought leaders and decision makers. It's the idea behind the meeting's theme: ***Stronger Together***. Everything about the meeting's agenda is designed to challenge participants' thinking to become smarter on — and more strategic about — issues such as navigating current geopolitical impacts, thriving in the current economic environment, and supply chain resiliency.

The ecosystem's realities and opportunities will be discussed throughout general sessions, examples of innovative solutions and technology advances will be brought to life in ***the Hub*** (the meeting's exhibit space), and peer learning will be conducted in breakouts.



Examples of Ecosystem-focused Programming

Ryan Hammett, Director of Market Intelligence & Insights at C.H. Robinson

leverages research-based insights in his breakout: ***Navigating Transportation Markets: What Leaders Should Understand About the Transportation Industry***. He will share what C.H. Robinson sees as the dynamics and complexities of the truckload and LTL markets that influence a company's transportation experience.

Adam Ashley, Area Director for the Midwest at US Cold Storage will participate on a panel of thought leaders in this breakout: ***The Cold Hard Facts: Unveiling Inefficiencies and Collaborative Solutions in Cold Chain Logistics***. In this session, industry experts will share insights, innovative strategies, and success stories of collaborative endeavors aimed at optimizing the cold chain logistics network. They will also dissect the hidden challenges within the cold chain business model and uncover the critical areas demanding immediate attention. The goal is helping participants see the correlation between efficient cold chain operations and the success of the entire value chain through direct, positive impact on product quality, safety, and ultimately, consumer satisfaction.

The Ignite 2024 agenda can be found [HERE](#) with the latest information on breakout sessions confirmed to date, with more in progress.

To win in today's marketplace will take all of us – working together in new ways and using new approaches in problem solving – to the benefit of the entire ecosystem.