

RPA Operations & Logistics Committee
Summary of Conference Call Meeting
February 12, 2016, 11:00 – 11:45 am US ET

Roll Call

Committee Members Present

Nick Taege, Anheuser-Busch InBev
Bryan Freeland, CH Robinson
Rod Haugh, Homeland Logistics
Willy Lai, iGPS
Amy Lathrop, Perfect Pallets
Sarah Kate Conway, Tosca
Paul Koleske, Tosca
Mike Wasson, Tosca
Charlie Daoud, Wave Reaction
Mike Lewis, Xtreme RFID
RPA Staff: Tim Debus

Committee Members Not Present

Shayne Murphy, CHEP Pallecon
Alexander Korell, Craemer Group
Pat Kennedy, Kennedy Group
Robert Engelmeyer, KNAPP
Emma Townsend, Oryx Automation
Kaley Parkinson, Rehrig Pacific
JR Vernon, reLogistics

Agenda Item 1: Committee Objective

Mr. Debus provided background on the committee's formation and purpose. The new market-focused RPA committees were developed to expand the association's impact on the reusable packaging industry, strengthen member engagement, and enhance the value for membership by addressing the most pressing and influential industry issues and opportunities. The intent of the committee's work is to be aligned with the primary business interests of the collective membership.

The objective of RPA's Operations & Logistics Committee is to "facilitate knowledge and develop industry standards for common processes seeking the efficient movement, handling, visibility and return of reusable packaging products." The three priority focus areas for the Operations & Logistics Committee include: (1) automation, (2) asset management, and (3) transportation. Sample projects in each area were presented to demonstrate the type of activities in which the committee could pursue. Mr. Debus relayed the RPA Board of Directors' request for the committee to identify one or two short-term and long-term projects that can be achieved and generate a material benefit for the industry.

Agenda Item 2: Priority Projects

Several sample projects were used to gain feedback from the committee members on areas of interest. Although open discussion was limited due to a poor-quality phone connection, the committee was able to put forth a slate of projects for development by RPA and further consideration by the committee. These projects include:

Type	Project Name	Description	Action
Short-Term	Marketplace on RPA's Website	Information on RPA's website on the types of technologies and services available in the key areas of automation, asset management and transportation.	RPA will begin an addition to the website to improve the showcase of reusable packaging technologies and services. The committee will support the content and cataloging of information.

Type	Name	Description	Action
Long-Term	Proper Handling Education for Reusables	General handling practices and communication tools on the appropriate use of reusable products through the supply chain. The education-based materials can assist in asset control and return.	RPA will develop a project plan for the committee's review.
Endorsement	Education Platforms	The committee supports RPA activities to inform markets about products and services available from logistics providers.	No action; RPA seeks to incorporate such information in its education programs.

Agenda Item 3: RPA Forum at MODEX

RPA is hosting an education event – RPA Forum – at the upcoming MODEX show on April 4 and 5 in Atlanta, GA. Day One of the Forum will spotlight specific market sectors for reusable packaging, and Day Two will provide insight on the industry's asset management opportunity. The committee members are encouraged to participate, especially Day Two involving sessions on asset management.

Agenda Item 4: Next Steps and Scheduling

The scheduling of future committee meetings was discussed, with a recurring monthly call set in advance. With some committee members attending the MODEX show, RPA will look to schedule an in-person committee meeting the morning of April 6, with the ability to connect by conference call for those not in attendance.

With no further discussion, the conference call concluded and the meeting adjourned.