Strategic Plan, 2016-2018

# GROW the industry

1. Gain and maintain customers by demonstrating the comparative advantage of using third party logistics providers (3PLs)
2. Grow business by serving as a complete global cold chain solution
3. Diversify customer base to non-traditional sectors

# LEAD THE COLD CHAIN

1. Drive the development of cold chain standards
2. Convene with stakeholders and lead the dialogue on issues impacting the cold chain
3. Achieve recognition as an expert and innovator in the cold chain
4. Differentiate our value
5. Articulate the critical role the cold chain plays in delivering safe, high-quality food and other products to consumers around the world

# DEVELOP TALENT

1. Create and promote industry brand that attracts technical, operational, and managerial talent
2. Effectively recruit and retain high-quality talent
3. Enhance performance through industry-specific education and training
4. Develop leaders to ensure business continuity

# Drive Supply Chain Profitability

1. Achieve operational excellence through cost-efficient best practices
2. Identify, evaluate, industry innovations to increase value
3. Utilize industry data and metrics to improve productivity and guide decision making
4. Mitigate the cost of regulatory compliance
5. Lead the industry in sustainable and socially responsible practices