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| **Rock and Roll Thought Leader To Set the Tone for CLDA’s Final Mile Forum in June** |

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| Logistics providers will learn how to beat the odds and get back to business at the CLDA Final Mile Forum & Expo during the keynote session of rock and roll thought leader, Sandy Gennaro. Gennaro will share the lessons he learned as a drummer to the stars; lessons that helped him survive the shark-‎infested waters of the music business. He’ll apply that wisdom to the world of logistics, sharing with conference participants strategies for honing leadership skills, managing change and retaining and motivating team members. [CLDA’s Final Mile Forum & Expo](http://r20.rs6.net/tn.jsp?f=0012kLrtENnj06TYiPPkn3pm0H3i_WTf6Q4Qwybjydviuyckv39-IjZrGLxYlvoEBCmQ5015XSLezeVJ17VCiNe3mGuLOzjIM2HNO4Ls_1EUJ4D3g4Ss_wpjpYYMnLCYQtOylRbOUvGrtRTEDWgu5QjucvIZjS9ld2LNvDu90reMs7d0BPo7OpDTghoD5ceEGol&c=P4VQ7SHKVRulSW7AZnLCQ2Wqgd9djr6zZWKthONrziZ3kvOo-_V0Ug==&ch=915mBqKAhio84quxZ_3_FAxf6FvNvxtCdUVHSrm8xBVZ2IPKlC-1rw==) is expected to be the logistics industry’s first national conference to be held in-person following the COVID-19 pandemic. It will take place June 23-25 at Caesars Palace in Las Vegas and will feature educational sessions, networking events and a front row seat to the industry’s latest innovations. World-class drummer Sandy Gennaro ‎recorded and toured the world with Rock and Roll Hall of Famers for over a half century. Artists such as Cyndi Lauper, Joan Jett ‎and the Blackhearts, The Monkees, Bo Diddley, Johnny Winter, ‎Montrose, The Pat Travers Band, Mark Farner, Benny Mardones and ‎Robin Gibb worked with Sandy in ‎the recording studio and on stage. “Sandy might seem like an unlikely presenter for this conference, but we were impressed with how universal the lessons he learned in the world of rock are for those in the logistics sector. We know our conference participants will be blown away by his energy and fabulous tales about the rock legends who created the background music of our lives,” said Conference Chair Thomas Jowers. “Sandy has inspired conference participants at events sponsored by FedEX, the US Space and Rocket Center, New Era Health Plans and the Women’s Council of Realtors, so we are certainly in good company.” In addition to Gennaro, this year’s other high-profile speaker will be U.S. Senator Mike Braun (R-IN), who will be the featured presenter at the Final Mile Forum Advocacy Breakfast on June 24. Sen. Braun, a veteran of the logistics industry, will bring an insider’s view of the legislative environment in Washington to all CLDA Advocacy Fund donors. The full event will include: ·    **10 educational sessions** featuring new ideas, best practices, emerging verticals and M&A activity in the industry·    **12+ hours of dedicated networking time** for business development and reconnecting with business associates in the industry·    **New services and solutions** for growing bottom lines and strengthening companies in the CLDA Exchange Hall Education topics at the event will include: ·    Impact of COVID-19 on the logistics industry·    Shipper expectations and final mile challenges with last-mile delivery·    Lessons from 2020 to enhance performance in 2021·    Electric vehicles in the final mile·    Women in logistics·    Providing services for indirect air carriers·    Change in the insurance world and their effect on final mile carriers Registration is now open [on the CLDA website](http://r20.rs6.net/tn.jsp?f=0012kLrtENnj06TYiPPkn3pm0H3i_WTf6Q4Qwybjydviuyckv39-IjZrKsqj6VpnzCKEkR3_8_njDyWgMAGIrkOEd3w4yl-Q-Ve1XqOZzEMAJcE6JL7lOJLyiccweKd_SdRHyECYUiQlJPzekDQd4dq6g==&c=P4VQ7SHKVRulSW7AZnLCQ2Wqgd9djr6zZWKthONrziZ3kvOo-_V0Ug==&ch=915mBqKAhio84quxZ_3_FAxf6FvNvxtCdUVHSrm8xBVZ2IPKlC-1rw==), with CLDA members receiving a discount of more than 35 percent on their registration. To learn more about the event, visit [clda.org/fmf](http://r20.rs6.net/tn.jsp?f=0012kLrtENnj06TYiPPkn3pm0H3i_WTf6Q4Qwybjydviuyckv39-IjZrGLxYlvoEBCmQ5015XSLezeVJ17VCiNe3mGuLOzjIM2HNO4Ls_1EUJ4D3g4Ss_wpjpYYMnLCYQtOylRbOUvGrtRTEDWgu5QjucvIZjS9ld2LNvDu90reMs7d0BPo7OpDTghoD5ceEGol&c=P4VQ7SHKVRulSW7AZnLCQ2Wqgd9djr6zZWKthONrziZ3kvOo-_V0Ug==&ch=915mBqKAhio84quxZ_3_FAxf6FvNvxtCdUVHSrm8xBVZ2IPKlC-1rw==). [**About the Customized Logistics and Delivery Association**](http://r20.rs6.net/tn.jsp?f=0012kLrtENnj06TYiPPkn3pm0H3i_WTf6Q4Qwybjydviuyckv39-IjZrKsqj6VpnzCKfWUM9srDDFCX7rc_ISpwTvWdGha4VDefUmVBabEMjLEej4kyJ-A9TjKITyvn8gHPzkLVXtPlDlKZ4QJYnz5gWbQWoQdIA_RU_J-tWO8s87G7Dcc7kjak9egl7C6GTX0SmiSiv91KIcM=&c=P4VQ7SHKVRulSW7AZnLCQ2Wqgd9djr6zZWKthONrziZ3kvOo-_V0Ug==&ch=915mBqKAhio84quxZ_3_FAxf6FvNvxtCdUVHSrm8xBVZ2IPKlC-1rw==) The [Customized Logistics and Delivery Association](http://r20.rs6.net/tn.jsp?f=0012kLrtENnj06TYiPPkn3pm0H3i_WTf6Q4Qwybjydviuyckv39-IjZrKsqj6VpnzCKi2oeyKiZb3JYzZ-69Wxl3hwiDALtwi-hvWeQyqOr39F8HhJU354n4IIInxT20v6MLyJkYMX53s8PB5-Eupw1s6jINyT91qIhBhHtUyZFoubvVVWhsoEOgmT5IIHzEOc5&c=P4VQ7SHKVRulSW7AZnLCQ2Wqgd9djr6zZWKthONrziZ3kvOo-_V0Ug==&ch=915mBqKAhio84quxZ_3_FAxf6FvNvxtCdUVHSrm8xBVZ2IPKlC-1rw==) (CLDA) is a non-profit professional association that connects and leads members of the time-critical logistics and delivery industries. The association serves the needs of its 2,900 essential service members who are logistics professionals, carriers, shippers, drivers, air cargo logistics providers, 3PLs and vendors servicing today’s supply chain companies. The CLDA gives its members access to a diverse network of logistics professionals looking to create new business opportunities and share decades of practical insights. They provide an avenue for amplifying members’ voices on key issues and help them participate in the regulatory discussions shaping the industry. The CLDA keeps members informed and educated on trends, current issues and best practices. For more information visit [clda.org](http://r20.rs6.net/tn.jsp?f=0012kLrtENnj06TYiPPkn3pm0H3i_WTf6Q4Qwybjydviuyckv39-IjZrGLxYlvoEBCmwM1I8jSlcOCZ7eUIuauZLlhsV0VU0MzY6ssiSXC2hQShf5NrPpjk7Zq21i1YSA42O1YKBBcIELU=&c=P4VQ7SHKVRulSW7AZnLCQ2Wqgd9djr6zZWKthONrziZ3kvOo-_V0Ug==&ch=915mBqKAhio84quxZ_3_FAxf6FvNvxtCdUVHSrm8xBVZ2IPKlC-1rw==).  |

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