

KNOWLEDGE LAB SCHEDULE



Taking place in East Ballroom C, next door to the Exhibit Hall, the IAM Knowledge Lab covers topics guaranteed to take your business to the next level. Whether this is your first annual meeting or your thirtieth, the Knowledge Lab serves up what you need to know for your business right now...in just 60 minutes.

And don't miss the new "App-y Hour" Reception in the Knowledge Lab on Monday, October 7, 4:00pm – 5:00pm.

Monday, October 7

3:00pm – 4:00pm **Beyond the Business Card: Learn to Network like a Pro**

Presenter: Georgia Angell, Director of Agent Relations, Cartwright Companies

Former IAM Chair Ms. Georgia Angell calls on her 30 years of IAM Annual Meeting experience—and four years as Chair of IAM—to provide expert tips on networking for success, must-attend business sessions, reception hopping with your new IAM colleagues—and using social media to foster those connections after the meeting is over. Whether you are quiet and reserved or a big personality, you'll leave this session feeling comfortable conversing and connecting. *Recommended for first-time attendees.*

NEW!

4:00pm – 5:00pm **"App-y Hour" Reception**

The first "App-y" Hour Reception in the Knowledge Lab. Help is available from IAM "App-bassadors" in downloading and using the IAM 2013 annual meeting app, while you mingle and share "appy-tizers" and "appy-tinis" with your colleagues.

Tuesday, October 8

NEW!

10:30am – 11:30am **REVEALED! Tour the All New IAM Website & Social Café**

Presenters: Janet Seely, Director of Communications & Member Engagement, IAM; Martha D. Jack, Director, eConverse Social Media Consulting, Inc.

Preview the *new* redesigned IAM Website and *new* online discussion forum, the Social Café. Become familiar with the most-visited Web pages, informative blogs, easy-to-find descriptions of IAM programs and membership services, and the NEW social media community, the Social Café. There, you can create individual profiles, join discussion groups, and connect with those who have common interests and goals.

3:00pm – 4:00pm **"Rogue Operators," Regulations and Consumer Protections**

Presenters: Jennifer M. Gartlan, Deputy Director, Office of Consumer Affairs & Dispute Resolution Services, Federal Maritime Commission; and Monique Riddick, Transportation Specialist, Federal Motor Carrier Safety Administration

In the United States, combating "Rogue Operators" remains a top priority for U.S. Government regulators like the Federal Maritime Commission (FMC) and the Federal Motor Carrier Safety Administration (FMCSA). Both agencies are focusing on educating consumers, stepping up enforcement efforts,

and working on new regulations that may affect the moving industry. Discuss these issues with the experts.

Wednesday, October 9

10:30am – 11:30am **Cracking the Code: How IAM Codification Standard Can You Save Money and Time**

Presenter: Brian Limperopulos, Programs Manager, IAM

Each year, IAM Members spend untold amounts on translating and deciphering handwritten inventories in order to clear shipments through customs and ensure a successful shipment. Even then, considering that our members all ship the same commodity—Household Goods—there is no unifying system or standard for how this information is presented or communicated between agents and other industry stakeholders. In response, IAM has spearheaded an effort to cut down on these inefficiencies through standardization. Join IAM Programs Manager Brian Limperopulos in this hour-long discussion to gain insight into the Codification Standard and how it can help your company become more efficient and profitable.

1:00pm – 2:00pm **Complying with Sanctions, SDNs and Trade Embargoes**

Presenter: Boris Populoh, Sr. Vice President, Willis Relocation Risk Group

In today's complex and economically volatile business environment, regulatory compliance and transparency are more important than ever before. Being aware of, understanding, and navigating the regulatory environment are critical aspects of running a successful business. This session will focus on and discuss Sanctions, Embargos and Specially Designated Nationals (SDN) as well as the Organizations that issue these measures.

4:00pm – 5:00pm **Outlook 2014: Global Economic Forces Impacting Freight & Household Goods**

Presenter: Jeff Lineberger, Assistant Vice President for Government Relations, U.S. Bank

From the ongoing impact of government sequestration to the winding down of overseas military engagements, global economic forces continue to impact carriers of freight and household goods. Jeff Lineberger, manager for U.S. Bank's relationships with the U.S. Department of Defense and related agencies, will offer his forecast for the coming year and beyond, including an update on payment technology advancements and the promise they hold for making carrier's lives easier.