

## **How to Effectively Utilize your Logistics Providers to Support your Sustainability Efforts**

**Rennie Alston**

President

American River International

22 Lockwood Lane East

Windsor, NJ 08520

(908)313-7605

ralston@americanriverintl.com

**Session Code: TD**

---

### **Program Description:**

This session will focus on how companies are challenged to focus their efforts to maintain a stable growth position in the global market place while effectively utilizing their Logistics Providers to co-manage the Supply Chain. Details will be discussed how, by improving processes while reducing costs throughout the logistics process, your company can separate itself from the competition in this post-recession era. How to manage overall logistics and supply chain expenses thus productivity while effectively managing operational risk to protect and compliment bottom line profitability will also be addressed. Attendees will find a more cost effective way to operate in a downward economy while identifying tangible goals that can have an immediate impact on sustainability and how to implement controls to effectively manage a profitable process.

---

Rennie Alston is President of American River Brokerage Services Ltd., as well as President of American River International Customs Consultants, a premiere international trade consulting firm. He is also the managing Director of the Professional Association of Import and Export Compliance Managers and CEO and founder of The Alston Group International Trade Consultants, Inc.

Alston specializes in U.S. Customs regulations, documentation and operations procedures; he is a licensed customhouse broker who holds over twenty eight years of interactive work experience with the Bureau of Customs and Border Protection. He has also served as a guest instructor and national forum speaker for the American Management Association on import and export compliance issues. Alston began his career with United Customs Inc. as an import manager. He later became a senior account representative for The Wilson Group USA. He then served nine years as a brokerage manager for Nippon Express USA.

Respected and noted throughout the international trade community, Alston is an author of international trade compliance publications and resource books, as well as an established educator who works closely with various government advisory committees on a variety of import compliance topics, and is considered an expert in the area of Customs Regulatory issues and Compliance Management.