

SUPPLY CHAIN BR 2021

PRESS RELEASE – FOR IMMEDIATE RELEASE

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Success at the first-ever Supply Chain BR® 2021

Inaugural event creates new opportunities for local businesses to address supply chain disruptions, fuel growth, and strengthen bottom line operations in the Capital Region

BATON ROUGE, LA, NOVEMBER 11, 2021 – On October 21 at the Baton Rouge Crowne Plaza, business leaders of the Capital Region joined together for the first time as an industry and as a community to attend Supply Chain BR 2021 (SCBR2021). In light of ongoing supply chain disruptions, this event aimed to strengthen local partnerships and connect growth-minded business leaders to the supply chain resources and expertise available to fuel regional growth.

Co-founded by Wilson Warehouse and nonprofit partner, International Warehouse Logistics Association (IWLA), SCBR2021 attracted nearly 100 attendees to engage in four thought-provoking sessions and multiple networking opportunities. Led by experts in warehousing, transportation, logistics, and finance, these sessions opened up the floor for attendees to ask essential questions and discover untapped bottom-line gains hidden in their company's operations.

"I came for the networking opportunities seeing as I am external to the industry," said Gina Martiny, Software Apprentice with Clean Coders. "Not only did I make many valuable connections, but the expert sessions were fascinating and I'm leaving with an inspiring new education. I'm looking forward to the next one!"

Panelists included Triple G Express, Regions Bank, Sabine Transportation, Port of Greater Baton Rouge, Gulf Coast Logistics and more. Attendees were able to network, between sessions, or during lunch which featured music by the Michael Foster Jazz Quartet. During closing remarks, Lisa Smith at Premier Geotech and Testing was announced as the winner of the event giveaway – a sought-after autographed Drew Brees' Helmet. After the event, Wilson Warehouse once again demonstrated its commitment as Stewards of Goods and Community by donating up to 75 boxes of leftover lunches from the event to St. Vincent De Paul, a nonprofit organization dedicated to caring for the homeless and those in need.

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“This was a critical opportunity to bring the supply chain suppliers and supply chain users together in order to make the users more successful in their endeavors, especially here in Baton Rouge,” said Robert Baldrige, SCBR2021 co-founding sponsor and president of Wilson Warehouse. “There are a lot of start-up companies wasting valuable resources, distracted by managing the endless demands of supply chain operations. SCBR2021 was created to raise awareness of the expertise available to local small to midsized manufacturers and distributors so they can stay focused on their core objective of growing a business.”

SCBR2021 would like to thank the sponsors, Hancock Whitney and Regions Bank, for their tremendous effort in supporting this event and lending their expertise to local professionals. A thank you is also extended to all table sponsors of the event, including Baton Rouge Industrial Group, Waste Pro, Crown Lift Trucks, ROAR Logistics, Penske Trucking, M&L Industries, Derashnie Enterprises, Ascension Parish, Gallagher, Triple G Express, and Plastic Distributors Company. This event was designed to open up the doors to the financial, logistical, and human capital resources available to optimize regional business growth in the Baton Rouge Area, a success that will likely return with Supply Chain BR 2022 next year.

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About Supply Chain BR 2021 (SCBR2021)

Supply Chain Baton Rouge 2021 (SCBR2021) was the inaugural one-day event specifically designed to help leaders of small to midsized manufacturers and distributors in Louisiana’s Capital Region come together to increase revenue, optimize efficiencies, mitigate risk, and adapt to customers’ evolving expectations while building a resilient supply chain. Led by industry experts, the Supply Chain BR series arms attendees with strategies to assess and refine business plans as well as supply chain decisions to benefit their bottom line operations. To learn more visit the event’s social channels on [LinkedIn](#), [Twitter](#) or [YouTube](#).

