



Phillip T. Catalano Logistics Scholarship

Office Furniture Distribution Association, Inc.



Katherine Naud

My name is Katherine and in the next pages, I will introduce myself and the company where I work, and explain why I deserve the Phillip T. Catalano Logistics Scholarship.

I'm twenty years old, I'm studying at Laval University, I am from Quebec city and I work at Western Logistics Inc. I'm passionate about traveling, sales, languages, customer service and management. I am very ambitious and dynamic, and I love to set to myself high goals. I'm also vice-president of outgoing exchanges for 2011 in AIESEC, which is an internships abroad organization present in 107 countries. I manage a team of 10 members, give trainings and attend to national conferences four times a year. I usually go the extra mile and the way that gives me a direction in my life is *If it makes me step out of my comfort zone, I'll do it.*

Western Logistics Inc. is a transport company specialized in furniture, created in 1990. We have thirteen terminals from Vancouver to Halifax. Our objective is to present to the manufacturers and resellers a long-term commitment to damage-free, cost-efficient, communicative, and responsive services. These include highly-tuned site deliveries, storage options, distribution, and regional services.

I am in charge of sales development and strengthening relationships with customers in the province of Quebec since only one month. My work represents a challenge for me because I have to create my job from A to Z. However, I love the freedom that gives me in the structure of my job, in my schedule, in my job description, in the way I can organize myself and the fact that I can establish my own personal goals.

My work in developing the sale excites me a lot because it joins my passion for customer service. I love meeting clients, understanding their needs, providing the best possible service and exceed their expectations. Also, it leads me to practice the theoretical concepts I learn at school. It allows me to use my ambition, my drive and my creativity.

I'm studying in Business administration at Laval University since one year. I still have two years to do before getting my bachelor. I plan to be specialized in two minors: one in Logistics and the other in human resources management. What attracts me in

the field of Logistics is the fact that the work is very concrete, tangible; the results are visible. I also like the strategic thinking that we have to develop to face the challenges related to the logistics (which will be raised below). I realized Human resources managements interests me when I became a VP in AIESEC.

At the beginning, I found it very tough to keep a high level of motivation for my members. I had to find several ways to motivate my members without the money factor because they are volunteers students. Indeed, I like to find the best way to put the right person at the right place, lead my team toward the same direction and make every person comfortable doing his job: *my goal is to inspire as many people as possible*. The position I am looking for in the future would be in the industry of transport, as a carrier, as a supply chain manager or human resources manager, and maybe later a higher position like director, probably in the province of Quebec.

What differentiates me from other candidates is the fact that I have been inspired by a very important man, my father. Donald was the Montreal Terminal Manager, but he passed away from leukemia two years ago. I have never knew him, but I always knew that I needed an environment as here, in Western Logistics: challenging, motivating and in a family atmosphere. I always knew that I wanted to work in an industry where every day is different, that requires energy and personal initiatives, and I found it by following the footsteps of my father. I know he would be very proud of me if he knew where I am today; he inspires me from where he is every day.

I see many *issues in the transport industry*, as it is a very complex industry. To be more specific, my focus will be from the carrier's point of view.

The first issue I see is regarding human resources. As we already know, the competition is very fierce in the transport industry. There is always a company ready to offer to the drivers more compensation, however, as many drivers find out that the work conditions are not any better. It's very difficult to retain the drivers, find the best working conditions and keep them motivated as they have a tough job.

Another issue is profitability; it's very difficult to balance frequency and efficiency. Although, to gain more volume from various shippers yields more revenue, it also costs more to insure a timely service. More sales generate more volume and to be profitable we must insure proper logistical methods. There are many concessions to make and risks to take to gain more business and to provide an excellent service.

Finally, all these issues cause a big challenge because we have to keep a strong and long-term relationship with our customers. To provide a good service, we have to make everything happen in synergy that is to keep good cost, have good drivers, good business and a good profit. All these issues are interdependent and it is the most interesting and challenging in the transport industry!

Finally, I believe that I deserve the “Phillip T. Catalano logistics scholarship”, it is my enthusiasm and passion for the transport industry, the logistics and the management that drives me to the desire to achieve excellence and to expand my horizon. Even if I am not experienced, I believe I represent the future for the transport industry and receiving this scholarship would help me finish my bachelor in Business Administration and would inspire me immensely. Then I can inspire a lot of young people like me.

Thank you for considering my application and I will see you at the next OFDA annual meeting.

‘The inspiration of a moment is the experience of a lifetime. ‘

Oliver Wendell Holmes -