

**A survey was conducted after the 2011 Forum in Phoenix, AZ to get member feedback on the event. The results are summarized below. To those who responded to the survey, thank you for taking the time to complete the survey and for your many comments. It is through your candid feedback that we are able to make adjustments to the program and other events and provide the best value to you, our members.**

### Official Survey

- Q1 What is your primary reason for attending the Forum?**
- a. Networking, 52%;
  - b. Professional Sessions, 24%
- Q2 Which TWO networking opportunities provide the greatest benefit to you?**
- a. Expo Hall, 38%;
  - b. AM/PM Networking Breaks, 22%
  - c. Dinner Reception on Tuesday evening at 11%
- Q3 How would you rate NDTA's Pre-Forum/Forum information sharing? Most areas received a combined rating of Very Good to Excellent of 80% or higher:**
- a. Individual Online Registration, 89%
  - b. Exhibitor/Sponsor Online Registration, 91%
  - c. Exhibitor Online Service Manual, 86%
  - d. Social Media-Twitter/Facebook, 42% (58% were not "following" NDTA on social media)
  - e. Pre-Forum E-Mail Blasts, 83%
  - f. Forum Welcome Gram, 80%
  - g. Forum Daily Newspaper, 82%
  - h. DTJ, 78%
- Q4 Which TWO 2011 Speakers did you find most informative? The top three were:**
- a. General Johns, 26%
  - b. General McNabb, 21%
  - c. Mr. Scott Davis, 16%
- Q5 Which TWO NDTA Forum Professional Sessions did you find most valuable? The top three were:**
- a. Strategic Trends and Future Lift Requirements (Surface, Air, Sea), 25%
  - b. Scorecards & Best Value—Commercial Surface, Sealift and Airlift Metrics Carrier Selection, 17%
  - c. DPS, 11%

**Q6 Complete video presentations of Forum Speaker Remarks, Roundtable Discussions, and the Military Unit Awards Ceremony are available at the NDTA Network online. Have you visited [www.ndtanetwork.com](http://www.ndtanetwork.com) ?**

- a. Yes, 27%;
- b. Yes and shared with friends/colleagues, 15%
- c. No, 58% (most responded they were not aware of the site or had not had the time to visit the site)

**Q7 After attending the Forum, are you more aware of the Logistics capabilities of commercial transportation providers?**

- a. Yes, 87%
- b. No, 13%.

**Q8 Which Exhibitors provided you with thought leadership to help address your needs across the Supply Chain?** There were a wide variety of responses to this question—no clear trends.

**Q9 Which Exhibitors were the best examples of communicating their value proposition to Defense Contractors?** As with question number 8 there were a wide variety of responses with no clear trends.

**Q10 List the THREE company brands you remember best as a result of their sponsorship during the Forum.** The three brands mentioned most often were UPS, FedEx and Maersk; however, there was a wide variety of brands listed.

**Q11 Do you plan to attend the 66th Annual NDTA Forum, September 22-26, 2012 in Anchorage, Alaska?**

- a. Yes as an individual, exhibitor or sponsor, 74.7%:
- b. No as an individual, exhibitor or sponsor, 25.3%. There was a note associated with this question asking if you selected no to comment on the reason. The majority of the no responses indicated cost was the reason. Please refer to the President's column in the December DTJ. The costs of flying from many locations where NDTA Chapters are located to Anchorage is less than or about equal to the costs of flying to many of the previous Forum locations. Please compare the costs of flights to Anchorage from your location to one of the more distant Forums you may have attended in the last 3 to 5 years—you may be surprised.)

**Please use the space below to include any additional comments you may have.**

1. As usual, it was a good forum from both a networking and a social perspective. *Thank you.*
2. (1) I communicated to the hotel that the food served at most of the organized meal events was sub-standard. *When you read the feedback below, you will notice several comments pertain to the quality of the food. We will do our best to*

*improve the menus and quality of the food for 2012. (2) There should have been an evening opportunity in the exhibits. Two noon periods, especially with the physical separation of the exhibit hall from the program events, caused exhibitors to question the value proposition. We are continually searching for the right balance between exhibit periods and professional program times. You may recall that in 2010 we scheduled a breakfast session in the expo hall. Overall feedback from our exhibitors was “not to do that again”. This topic will be discussed during the 30 Nov Forum Planning Meeting.*

3. Hyatt quoted me a govt rate; but, charged me a higher rate when I checked out. They stated there was a limited number of Govt rate rooms. Can't afford this miscommunication during next years Annual Forum where budgets are tight. *Agree with your comment that we cannot afford such miscommunications. The best advice is to ask for the quoted rate to be in writing and to notify an NDTA staff member onsite if you do not receive the correct rate – this is the easiest time for us to fix any mistakes with the hotel. Every year NDTA negotiates the number of per diem rooms with each individual hotel. Our goal is 40% of the available rooms at per diem rate. Often it is difficult to meet this goal because the hotels resist providing so many rooms at the lower per diem rate. We are currently working this issue for Alaska, and are hopeful that this will not be a problem next year.*
  
4. The vast majority of our largest overseas chapter is Air Force....yet, limited to no interaction or attendance by senior Air Force leaders. *You need to help me on this. I need to better understand the basis for this comment. There were two four star Air Force officers as speakers, there were opportunities to ask questions, and both attended the reception and Chairman's Awards dinner where there were opportunities to speak/network with them. There were other Air Force General Officers in attendance during the general sessions, professional breakout sessions, and breaks/receptions . What would you like to see changed? Please provide recommendations.* Also, sponsors and vendors got more attention than the 1 hour state of the association meeting. I walked away appalled, disappointed, and wondering why I am a member of this organization and why I fight so hard to get members to join. Understanced corporations are the bread and butter, but your A-35 core is the future of the organization...and in my estimation, they were trivialized. *I need more information on what you are seeking for the A-35 members. We had an A-35 social on Saturday evening, an A-35 fun run on Sunday morning, an A-35 breakfast/mentoring session on Monday morning and two breakout sessions focused on our younger members. Please correspond with me at [ken@ndtahq.com](mailto:ken@ndtahq.com) to provide more specifics as to type activities that would be more appropriate for our A-35 members. I will not be attending, nor will I be likely to renew my membership. I hope this criticism does not fall on deaf ears, because my sentiment is shared with many of my peers. I hear your comments, and I appreciate and listen to all feedback—whether positive or negative. You can be most helpful to me if you offer solutions or suggestions to correct what you perceive as being unsatisfactory. I invite you to*

*correspond with me and provide your ideas for the A-35 program and your suggestions for more interaction with senior Air Force leaders.*

5. This was my initial NDTA conference and I had a wonderful professional and personal experience. The network opportunities are tremendous and very real, the location were great and the NDTA officials were very professionals. Only improvement i recommend is the food served. *Thank you. Please see comment number 2 for response on the food. This is an area we will work to improve in 2012.*
6. Early planning to get best flight rates. Attendee roster out before symposium for networking possibilities and pre connections. *The dates for the next Forum, in Anchorage, AK are 22-26 September 2012. These dates and the next several Forum dates are posted on the NDTA Website. So start planning your travel now. We just cannot get the attendee roster out before the symposium due to keeping registration open as long as possible and then allowing approximately 2 weeks for proofing, formatting, printing and shipping to the site. We understand your desire and are open to other suggestions to better meet your needs.*
7. As an exhibitor, this year, we felt there was very little traffic by the booths. Most of the attendees were in their booth, and there were very few people that were walking around interested in the vendors. In the future, we will consider attending only, not exhibiting. *The number of total attendees were about the same for 2011 (1085) as for 2007 (1065), 2008 (941), and 2009 (1115). 2010 in Washington was a record year (1510). There were a couple of factors that influenced the perception—the exhibit hall was larger and the isles were wider so it did not appear as crowded. Some of the exhibitors commented they like the wider isles' with less congestion. But we also believe the separation from the hotel where we held the general sessions and the expo hall contributed somewhat to slightly lower numbers in the expo hall. We are already working to correct that in 2012 by having most if not all of the general sessions and the breakout sessions in the convention hall. We believe this will help with the traffic in the expo hall. Please stay with us as we work this issue.*
8. It's important to get the local chapter engaged with the local activities to make the stay more enjoyable for the out of towners. i.e. Alice Cooper and All-Star Dan Majerle was fantastic.....*We agree. The Valley of the Sun Chapter, led by Jim Burkhardt and supported by Larry Santor, for the two locations you referenced, ensured a great venue at both Alice Coopers, and the A-35 event at Dan Majerle's. Our thanks to the chapter!*
9. Great job to the NDTA leadership and staff! *Thank You!*
10. we are a wholesale provider to the freight forwarders exhibiting at NDTA and we usually come to visit the exhibition for one day to meet new and current freight forwarder clients. I had to pay a full 1 day pass that included speeches, breakout

sessions, lunch etc which i didn't/couldn't participate in. Other shows offer an "exhibit hall only" pass at a reasonable price and I think you would get more "wholesale" companies like ours attending which is good for networking and makes the direct vendors perform better. *We value our members and strive to provide value for them in participating in our events and being able to promote their products and services through exhibiting, sponsoring, and networking. To provide an exhibit hall only pass for access to companies who do not exhibit, sponsor, or register to attend the event is a disservice to our loyal, supportive corporate members. Although some trade shows may provide an Expo Hall Pass Only, the majority of those I have attended, actually prohibit entrance to the exhibits unless the attendee is either an exhibitor or a registered attendee. We will discuss this suggestion during our Forum planning committee meeting on November 30, 2011. If I am missing the point here please contact me at ken@ndtahq.com.*

11. great event this year. *Thank you!*
12. I was very disappointed at the meals that were provided at lunch. The first day was a kiddie meal. I am sure a \$675 registration fee rates more than hotdogs/hamburgers and breakfast was from Mc Donalds. I am shocked that hotel could not prepare a decent breakfast. It was embarrassing and not well planned. I really hope we don't fly to Alaska and get hamburgers and hotdogs that would be truly embarrassing. *Please see response to comment number 2. Better food and meals are one of our top priorities for Alaska.*
13. I'd suggest shorter professional session if there will be two each afternoon. Alternative may be just one session each afternoon. This year they seemed to be scheduled to close to networking events. *Appreciate the comments on this topic. This is on the agenda for the Forum Planning committee meeting scheduled for 30 Nov 2011. It is not only the time allotted, but scheduled time during the day, format, structure of the sessions etc. One caution, we do give guidance to the session leaders, but they have the flexibility to structure their sessions as they feel best.*
14. The food served at the hotel was sub-standard! *See response to comment number 2 and 12.*
15. The events like the rodeo were not advertised very well. *It was listed in the pocket schedule, and on the registration form as "NDTA – YRC Worldwide Scholarship Event" at the Corona Ranch. We have discussed this comment internally with NDTA staff and will work to communicate more specifics about the venue.*
16. Great forum, well structured. *Thank you!*
17. Great job by all at NDTA HQ. *Thank you!*

18. Nice forum, looking forward to 2012! *Thank you!*
19. Please color code attendees. I want to be able to quickly look at a name badge and identify government. As a sponsor/exhibitor, I want to know the following: how many government attendees, how many non-government attendees. It's a black and white decision. If my customers are there, I'll be there. I don't need to go if it is all of my competitors. *We are examining this suggestion. We understand the desire, it is figuring out the mechanics of how many different categories—government, industry, spouses, exhibit hall only, one day passes for speakers, etc., and then working with our IT vendor to design the registration page in such a way that we can sort and print the badges for the appropriate groups.*
20. Spouses were offered only full registration or no participation options. That left no room for spouses who wanted (or were only able) to participate in individual events. Recommend you allow spouses to purchase tickets to individual events. It would increase their participation and help increase the fund-raising efforts of the events. *This is somewhat of a management challenge for us. We need headcounts in advance for arranging the proper size/type transportation, ordering the proper number of lunches/reserving the correct size table/number of seats, advance purchase of tickets for entry, etc. Additionally, pricing individual tickets must be fair to those who are full registrants and when sold individually the tickets may appear expensive because it is not only the costs of entry to the venue, it is the transportation costs, the costs of meals/snacks, entry fees, often the costs of the guide, the taxes, the service charge which is rather standard at 22%-26%, and other costs. This may be more than you want to know, but even as a full registrant, the fees collected may not cover all the costs for the Spouse program. We often subsidize the Spouse program—Phoenix being the most recent example. Having said all of this, we will and do accommodate individual requests from a spouse to attend a specific event, to add a friend from the area, etc.*

*Please call NDTA headquarters on 703 751 5011 for special requests and we will work with you on an individual basis.*

21. I attend & exhibit at 4 trade shows per year and the SDDC & NDTA are very organized and professionally run and any problems are handled quickly. *Thank you!*
22. Exhibitor space management was bad. I talked to a number of exhibitors and we all agree. The space was not integrated with the main hotel and the speakers. *We recognize the Expo Hall was in the convention center and the general sessions with speakers were in the Hotel. Others have made similar comments as it pertains to "traffic" in the Expo Hall and that they felt it was lower than past years because of attendance and the separation. As noted in comment 7 above, Forum attendance was comparable to previous years. The separation may have*

*had an impact. In planning NDTA staff recognized this potential issue and worked to minimize it by having the breakout sessions in the convention center during the afternoons. We will work to improve this in the future, but in the final analysis this is sometimes a function of the available facilities.* The space was hard to get into - the streets were all closed for the baseball game and traffic was directed away from the venue. The street with access to the venue was closed. The internal workings were not better. *Thank you for bringing this to our attention. We were not aware of this "problem" and did not learn about it from any other participants. We will certainly be sensitive to this in Alaska.* The crews moving the larger displays left dirt and trash in my booth. Fern charged me a lot of money for a "scrap" of carpet that was cut from a cheap roll of carpet. Fern then left all of the carpet cuttings on the floor in my booth like snow. I had to track down the hall management to get my booth cleaned. *We regret this occurred. In the future should this occur please contact the NDTA representative in the Exhibit Hall during the "set up period"—Lee Matthews, Denny Edwards, Craig or Cindy Thurgood and they will address the issue on the spot and take immediate action to correct it.* I continue to request the ability to talk about risk and risk management as a topic at the Forum. I have already spoken at many insurance functions on risk and logistics risk and war zone risk. These topics seem relevant to me and the NDTA members. Risk Management is part of all operations all the time particularly with Expeditionary Logistics in High Risk Areas. I hope that NDTA asks Overwatch to present a speech or breakout session on Logistics Risk Management in the future. I would like to see the NDTA Expo do more in terms of hosting "problem solving" and "current issues" discussions allowing brainstorming and cross talking. *Thank you for your interest in participating in the Forum Program. Each year NDTA hosts a Forum Planning Committee meeting. Participants include a "cross section" of NDTA Corporate members by mode, functional area, and government/military organizations, chapter size, A-35 members, gender, level of responsibility—senior/junior, age, and other factors. This committee recommends speakers and topics for the breakout sessions. I will ensure this topic is proposed at the planning committee meeting for the 2012 Forum.* The Expo is heavy on Marketing and Military High Level briefings but I would like to see more sessions tuned to "Here are the problems we are facing - does anyone have any solutions or suggestions?" I think this kind of open forum town hall meeting in a smaller group would be beneficial to all. *Thank you for the ideas. One of the topics on the agenda for the 2012 Forum Planning Committee meeting is the current Professional Program structure and whether we should make changes. Your suggestions will be considered. (Request a representative from Overwatch call me at 703 751 5011 to discuss this comment.)*

23. With DoD budget cuts, Anchorage is going to be a hard sell for Gov't employees to attend. There is no way we'll be sending nearly as many folks from the 597<sup>th</sup> Trans BDE from Fort Eustis. *Thank you for the comment. NDTA staff is already working to provide information and value for the Forum in Alaska. The common perception is that it is expensive to fly to Anchorage. NDTA is posting sample airfares from various U.S. Cities through our social media—twitter and facebook,*

*and will be providing info in the NDTA Gram and DTJ. In many cases flights from East Coast locations to Anchorage are less than or competitively priced with the costs of flying to West Coast cities like San Diego, San Francisco, or Seattle.*

24. Have attended 3 of the NDTA Conferences. Enjoyed them immensely. Gives all a chance to put faces to those we interact with day to day. *Thank you! The NDTA staff and our volunteers work to provide value to all who attend the Forums.*
25. The Forum needs a better choice in food. My personal rating for the food provided this year was poor. Im sure NDTA paid great money for the Chairman's award dinner for a lousy dinner. Halibut was overdone and dry while I also heard complaints that others were mushy. Mini hot dogs for lunch? Pork at last luncheon was not fully cooked. *See comment 2 above. We have received the message on the quality and type of food served at various meals. Be assured this will be a priority for 2012.* Also, those who attend on orders do not get per diem if meals are provided so they are stuck eating whatever is provided because they do not have expense account. *We understand this and thus will work to provide better quality food. Because of our schedules, locations, and availability of other meal options in many locations it is essential that the meals be included in the total program "package".*
26. The food at the Chairman's dinner was horrible. *See response to comment 2 and subsequent comments on the food.* Overall the conference was a good one, *Thank you!* however LOW attendance. *Please see response to comment number 7. Attendance was comparable to recent Forums.*
27. I would not recommend having the sessions and exhibit hall in different buildings. *We are in general agreement. Our challenge is that many hotels do not have an Expo Hall or adequate exhibit space. This requires NDTA to then use a combination of the hotel space and the Convention Center space. Overall it is a combination of many factors—the city, hotel capacity/capability, available of a convention center, and more.*
28. None to add. Oct 7, 2011
29. Exhibit Hall attendance seemed lighter this year. *Please see response to comment 7 reference the attendance. The separation of the general sessions from the convention center, location for the breakout sessions, and the large exhibit hall all contributed to this perception. The attendance numbers do not support that there were fewer attendees this year.* Enjoyed Scott Davis keynote speech and General Johns speech. Wondering if the Alaska location next year will dilute attendance significantly. *We are starting planning on the Alaska Forum earlier than previously, promoting the event, and developing a professionally rewarding program. We are optimistic that we will have good attendance in Anchorage.*

30. First, there wasn't enough emphasis this year on the individual sectors of logistics within the overall economy and as they related to the DOD, with a 'scorecard' for the year....what were successes, shortcomings, initiatives, etc. There was much generic discussion about upcoming dollar issues, but very little operational perspective on RR, ports, highways, airlines/airfleets, union and workforce issues, international issues, etc. *Thank you for the feedback. We need your input for the Forum Planning Committee where the "macro decisions" are made on the program, suggested speakers and breakout sessions. I will ensure this comment is known to the participants at the 2012 Forum Planning Committee Meeting on 30 Nov.* Second, we need to hear what the National-level Committees are doing during the year. In previous Forums, we got rundowns on their yearly sessions, to include issues that were being worked. Unless I missed it, these were lacking this year. While I want to know what local Chapters are doing, the other side of the coin is the interplay with corporate and military leaders as they attempt to make/influence policy and issues at the highest levels....what were those issues last year? *I accept responsibility for not sharing with you the work of the National Committees. The information was to be included in my remarks on Wednesday morning. However, due to the Wednesday morning program going "over time", I elected to make brief remarks during the international awards luncheon instead of a state of the Association update, and did not include my prepared remarks about the committees in the interest of time. Please refer to the third column of my President's Corner, on page 7 of the September 2011 issue of the DTJ for a summary of committee actions during the year*
31. Great Forum Looking forward to going again soon. *Thank you! See you in Alaska.*
32. Excellent forum, Excellent location, looking forward to 2012!! *Thank you! North to Alaska in 2012.*
33. Enjoyed the NDTA Forum very much. Hope to go again next year - if the BUDGET allows. *Thank you! We know budgets may be tight in 2012. Please start planning early and "set the funds" aside, if possible. NDTA will do our part in working to keep prices low.*
34. Great opportunity. Wonderful speakers and workshops. Well run Forum. Thanks to all. *Thank you!*
35. The foot traffic during the exhibit times was extremely slow for both days. Very poor ROI. *Please see response to comment 7 on attendance numbers and comments pertaining to separation of general sessions from Expo Hall. We are working to do better in 2012.*

36. The dinner at the banquet was the worst meal I ever had. *Please see response to comment number 2 and other comments about the food. The meals will be better in Alaska.*
37. More young troops should go and soak in all these great opportunities! *Agree! Help us get them there by being a champion for the program, opportunities, and benefits. We also would appreciate suggestions on the A-35 program.*
38. Great Forum. *Thank you! North to Alaska in 2012!!*

*To all who responded to the survey and provided comments thank you. Your feedback will assist in designing and structuring the program each year and enables us to make the changes you desire to provide the value you are seeking from NDTA. Please start budgeting and planning now for the Forum in Anchorage, Alaska, September 22-26 2012.*