

**Canadian International Freight Forwarders Association (CIFFA)
Press Release - February 11, 2008**



Toronto - The President and Board of Directors of the Canadian International Freight Forwarders Association (CIFFA) are pleased to announce the appointment of **Ms. Ruth Snowden** as Executive Director effective February 11, 2008.

In announcing Ms. Snowden's appointment, Mr. Robert Walker, President of CIFFA stated, "We are pleased to bring someone of Ms. Snowden's calibre to the senior management role of the association. CIFFA members are an integral part of Canada's global supply chain, requiring strong representation. '*The Voice of Freight Forwarding in Canada*', CIFFA's mission is to represent and support members of the Canadian international freight forwarding industry in providing the highest level of quality and professional services to their clients. We have the team in place to meet that mission."

Ms. Snowden brings a diverse background of leadership, industry and association experience to CIFFA. During her long and varied career in freight forwarding she has filled several senior sales, management, and executive positions - always with CIFFA member companies. Ms. Snowden has helped hundreds of clients serve customers across borders and around the globe. She has been actively engaged with CIFFA for many years, first as a volunteer Director of Education for the Central Region and more recently in a consulting capacity. A principal in her own company, for the past four years, Ruth remains committed to "*leading individuals and organizations to success*".

"CIFFA is a great association," Ms. Snowden said, "and I am looking forward to working with members and the employee team to make it even stronger. Freight forwarders need to speak in a united voice with various government and regulatory bodies, particularly during this time of rapid change. Equally important is CIFFA's mandate of ensuring that employees of our member companies have access to the education and training they need to succeed in today's global supply chains."

Ms. Snowden has a BA from the University of Toronto's prestigious Trinity College. She has also earned certification as a Professional Logistician (P. Log) from the Logistics Institute. She has taught hundreds of adult learners and is a frequent guest speaker at industry events. In her community, Ms. Snowden took a leadership role on the task force to launch the Women in Logistics initiative where she continues to serve as a Director. She heads up the Marketing Committee for Brass in the Grass – a destination music festival in Toronto's Lakeshore district and volunteers with the Lakeshore Out of the Cold program.

CIFFA represents approximately 220 small, medium and large freight forwarding companies in Canada, many of which are part of larger corporations having offices in many countries around the world. Please visit www.ciffa.com for details on CIFFA's robust Education Programs and professional training on Canada's new Air Cargo Security Initiative and Dangerous Goods– all of which are available to importers, exporters and third party service providers.

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