CIFFA Announces the Donna Letterio Leadership Award

TORONTO December 14, 2015 - The Canadian International Freight Forwarders Association (CIFFA) is pleased to announce the new Donna Letterio Leadership Award.

This new award will be granted annually in memory of CIFFA Past President Donna Letterio, who passed away in August 2013. The award recognizes a woman in the global freight logistics sector who has demonstrated, as Donna did, professionalism, commitment, leadership and a passion for excellence in her career and in her life.

The award is open to any woman in international freight forwarding, transportation or global logistics who demonstrates excellence in the following criteria.

1. **Professionalism:** Highlights of the candidate’s career. Emphasis should be placed on her education, training, designations, and perhaps most importantly, business accomplishments.

2. **Commitment:** How has the candidate demonstrated a commitment to the industry, her colleagues, her career, her customers or her family? She should provide examples from volunteer or mentorship activities, board appointments, community building, ideas that were actioned for success or family life.

3. **Leadership:** How has the candidate influenced others? Specific examples should show her as a boss, a role model, as an advocate for the industry or for a cause.

“Donna was a friend, colleague and mentor to so many in our industry; myself especially. Donna has left an indelible mark on so many, and created a legacy that will endure with many of us forever. I endorse and applaud the Donna Letterio Leadership Award. I believe Donna would be proud that we honour her with this prestigious recognition and honour those that follow in her footsteps” said Jeff Cullen, CEO of Rodair International and President of the CIFFA Board.

“For many of us who had the pleasure of working with Donna, this award will honor her legacy as a true and passionate freight forwarder” said Gary Vince, Vice-President on the CIFFA Board.

Applicants may be nominated by an employee of any CIFFA member firm or may self-nominate if employed by a CIFFA member. Applicants are not required to be employed by a CIFFA member.
The applications will be open every year from January 1 to April 15th and will be judged by a 5 person panel of directors from the CIFFA national board. The winner will be selected before May 1st of the award year.

The CIFFA national board of directors voted unanimously to award the annual winner a plaque and to provide a donation of $1,000 in the winner’s name to Bladder Cancer Canada.

Full details and the application form will be posted on the CIFFA website www.ciffa.com no later than January 11, 2016.

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The Canadian International Freight Forwarders Association (CIFFA) represents some 250 regular member firms from the largest of global multi-national freight forwarding firms to small and medium sized Canadian companies. CIFFA member companies employ tens of thousands of highly skilled international trade and transportation specialists. As a vital component of Canada’s global supply chain, CIFFA member companies facilitate the movement of goods around the world. International freight forwarders are the foremost experts in cargo transportation solutions and an essential partner in advancing the Canadian economy and the economic prosperity of Canadians.