

American Chain Spotlight

September
2026



HELLO SEPTEMBER

Dear Members,

Welcome September, our team is heading into fall with a full schedule.

E-Commerce and Fulfillment continues to grow over 20% per year and is becoming more and more of our Members Business.

Jose is continuing his successful work developing business leads and opportunities for our Members with AI technology.

Bailey and Sofia are growing our presence through our website updates and our digital media platforms.

We are beginning Members Podcast this month after a recommendation from one of our members on our Quarterly Members Conference Call.

Our Membership is growing providing more resources for our Marketing efforts.

Please reach out to us with any specific needs we can provide for your business

Thank you for your support of ACWI.

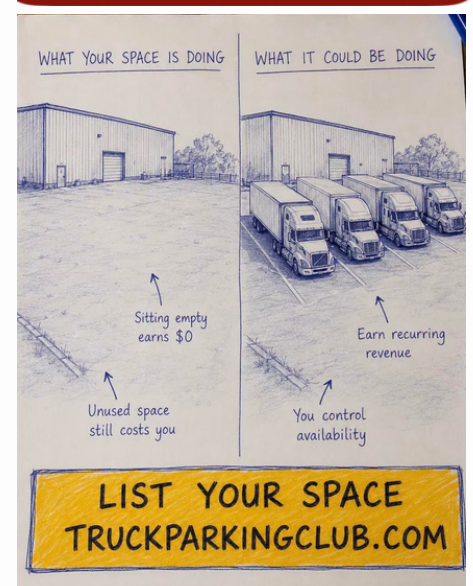
Best regards,
Chris

Zach and I will be covering the following events:



10 REASONS WHY TOP SALES PEOPLE ARE SUCCESSFUL

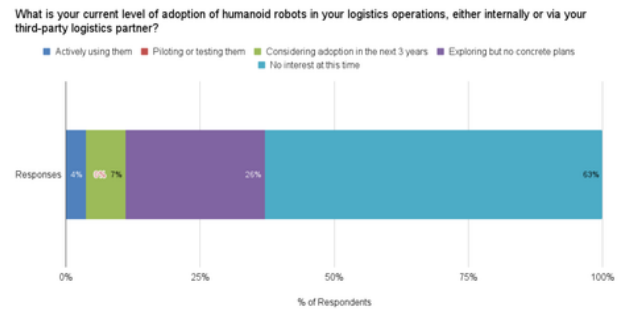
1. THEY BUILD RELATIONSHIPS
2. THEY FOCUS ON CONTINUOUS IMPROVEMENT
3. THEY HELP CUSTOMERS BUY
4. THEY NEVER GIVE UP
5. THEY SET UP SMART GOALS
6. THEY EXUDE ENERGY, EXCITEMENT AND ENTHUSIASM
7. THEY PRIORITISE ATTITUDE OVER APPTITUDE PEOPLE
8. THEY CREATE MORE VALUE FOR THE CUSTOMERS THAN OTHERS
10. THEY KNOW THAT SUCCESS WITHOUT INTEGRITY IS FAILURE



HUMANOID ROBOTS DRAW INTEREST, BUT LOGISTICS LEADERS REMAIN SKEPTICAL

Humanoid robots are gaining attention in logistics, but adoption remains limited. While companies see potential for picking, packing, assembly, and truck loading, concerns around cost, integration, and proven ROI continue to slow investment.

Source: [Talking Logistics](#)



Source: March 2025 Indago survey of 27 qualified and verified supply chain and logistics executives from manufacturing, retail, and distribution companies.

BUILDING THE AI-ENABLED ENTERPRISE

AI is shifting from isolated tools to a core part of how organizations operate. Successful companies are redesigning workflows around AI, connecting it with enterprise data and systems, and preparing employees to work alongside intelligent tools. The biggest gains will come from organizations that combine strong data foundations, workforce readiness, governance, and continuous experimentation to improve efficiency and decision-making at scale.

Source: The AI-Enabled Enterprise, August 2026 White Paper



THE HIDDEN COST OF LOW-COST FREIGHT BROKERAGE

Freight brokerage's focus on lower rates and automation may be creating costly risks for shippers. Research found frequent carrier failures, major visibility gaps, and strong dissatisfaction with carrier networks, especially for high-stakes freight. Shippers increasingly value a hybrid approach that combines technology with dedicated human oversight, accountability, and proactive problem-solving.

Source: FreightWaves Research & Werner®

B2B MARKETING MUST ADAPT TO A NEW BUYER

B2B buyers are increasingly digital-first, independent, and influenced by complex buying networks, forcing marketers to rethink traditional strategies. Forrester recommends stronger alignment between marketing, sales, and product, greater personalization and use of data and AI, and a continued focus on delivering value throughout the customer relationship.

Source: [Forrester](#)



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E-COMMERCE SHOPPERS EXPECT MORE THAN LOW PRICES

Ryder's 2026 study shows consumers increasingly prioritize speed, convenience, flexibility, and seamless omnichannel experiences alongside price. AI is also reshaping shopping, with 64% using AI-assisted tools, while expectations for 1-2 day delivery are at a four-year high. Retailers that provide fast fulfillment, flexible pickup and returns, and connected online/in-store experiences are better positioned to earn customer loyalty.

Source: [Ryder 2026 E-Commerce Consumer Study](#)



TRANSPORTATION & WAREHOUSING EMPLOYMENT REVISED HIGHER



New BLS estimates show the transportation and warehousing sector had 135,100 more workers in March 2026 than previously estimated, a 2% upward revision. The adjustment suggests employment in the sector has been stronger than earlier data indicated, although it remains unclear which subsectors drove the increase.

Source: [FreightWaves](#)

SPOTLIGHT MEMBER

Prism Logistics is a 30 year plus multi generational family owned business based in Northern California. Service Excellence, Continuous Improvement, Ethical Leadership, and Giving Back is core of this growing 3PL organization.

Specialists in , Beverage, Food and Consumer Products their quality organization are backed with AIB , FDA, ISO 9001 2015 , SQF, TQMS, USDA Organic, Certifications to name a few. Prism Logistics continually invests in technology, processes, people and facilities to optimize their business for their customers.

Providing a complete platform of services, Warehousing, Distribution, Transportation, Packaging & Value Added. This makes Prism Logistics the premier provider in Northern California.



**Warehouse Logistics
Capacity In California For
West Coast Distribution And
Inventory Management**

