

Rail Negotiation Seminar

The Seminar That Helps Cut Your Rail Expenses



Stop Rates from Increasing on Bulk & Intermodal Traffic

The seminar lays out tried and proven policies and procedures that work to reduce rail expenses with railroads that have monopoly power over some or all of your rail traffic. The seminar focuses on:

- ✓ Determining reasonable rates for Bulk and Intermodal traffic;
- ✓ How to make your moves more important to railroads;
- ✓ Determining when rail rates put you at a disadvantage in markets;
- ✓ Actions to take with railroads looking for large rate increases;
- ✓ The benefits of being proactive and not reactive with railroads;
- ✓ Structuring your RFP to increase competitive rail traffic;
- ✓ The questions effective strategic planning needs to answer

Special Presentations

Reducing Rail Expenses More than 10% by Optimizing Your Rail Spend

Getting the Maximum Benefit from Regulatory Opportunities

This Seminar is the industry standard for reducing shipper's rail expenses

March 25-26, 2020

DoubleTree Tampa
Rocky Point Waterfront
Tampa, Florida

**The Seminar Provides
Procedures that Work
to Reduce Rail
Expenses**

**The Seminar Changes
How Companies
Negotiate with
Railroads**

Find your best options for
reducing rail costs

Come see how you can impact
your companies competitiveness
in the marketplace.

**Learn New
Strategies!**

Increasing your
competitive rail traffic

Optimizing your rail spend

Identifying and quantifying
cost reductions to go after

Using competitors to
reduce your rates

Using the RFP to
Increase Your Routing
& Pricing Options

Space is Limited!
Sign up early to assure your place



March 25, 2020

Day One: 8am-5pm

Making Rail Negotiations Educational and Not Confrontational

- Rules to follow for better rail negotiations
- Using leverage with railroads that is not related to competition for your movements
- Understand your best leverage with railroads in the current rail market

Using Your RFP to:

- Create more rail routing and pricing options
- Make your bid evaluation more effective and easier to perform

Effective Ways to Make Railroads Compete for More of Your Traffic

Contract Escalation

- The most commonly used escalation methods
- Problems to understand and avoid with carriers' escalation methods
- Normal rate increases in long-term contracts

Procedures to Follow in Reducing Rail Expenses

- What being proactive means and why it is essential to controlling rates
- Making your moves more important to railroads
- Innovative ways to increase your competitive options
- Determining reasonable rates for your movements
- Determining when your rate increases exceed competitors

The Questions Effective Strategic Planning Needs to Answer

- What the Rail Negotiation Wheel is and how it helps cut costs

Cocktail Reception



March 26, 2020

Day Two: 8am-12pm

Strategies that Work in Reducing Rates

- Unit train and manifest traffic
- Intermodal traffic

How to More Effectively Reduce Rates on Moves Captive to One Railroad

Educating Railroads on the Negative Impact of Big Rate Increases

- Know when rate reductions increase rail profits
- Make the focus of negotiations reasonable rates and not rate increases

The Benefit of Calculating the Railroads' Cost of Your Movements

Benchmarking Your Transportation Department

- To determine the proper rates for your movements
- To determine your biggest problems and best opportunities
- To determine rail traffic that needs to be put at risk
- To quantify cost reduction goals on each railroad
- To continually improve your rate structure

Knowing the Reason Why Rail Rates Always Tend to Increase, Helps You Stop Rate Increases

Working Session

- Round Table work session on actions to consider in a proactive approach for reducing rail costs. Learn from the experience of other companies

Putting It All Together



Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make in order to more effectively control rail expenses in 2020 and beyond.

OTHER SEMINAR INFORMATION

Manual – Participants will receive a manual containing information and data from seminar presentations.

Program Hours – 1st day, 8:00 – 5:00; 2nd day, 8:00 – 12:00

The cocktail reception, planning session and group luncheon provide a relaxed atmosphere to network and discuss with others the actions they are taking with rail transportation and logistics.

Bring Your Strategic Planning Team at Reduced Rates

Use the seminar as a working session for your strategic planning team or to help corporate management better understand the type of actions and resources that are needed to improve the rate structure for your rail movements.

Just check the **TEAM DISCOUNT** rate on the registration form for lower group rates.

Space is limited!

**Sign Up
Now!** 

HOTEL ARRANGEMENTS AND LOCATION

The DoubleTree Guest Suites, located at 3050 North Rocky Point Drive West, Tampa FL, is right on the water and just minutes from the Tampa Airport and has free airport shuttle service. A special room rate of \$185 single/double is being provided for seminar attendees. Rooms are being held until February 21, 2020. Call the DoubleTree directly at (813)888-8800 for reservations. Be sure to mention the Rail Seminar/Escalation Consultants group to receive the discounted room rate.



Special Presentations

Getting the Maximum Benefit from U.S. Regulatory Opportunities

Speaker Michael McBride,

Partner – Van Ness Feldman LLP Law Firm

There are many issues before the STB that will impact rail shippers. It is important for shippers to understand how existing and proposed regulations can impact their company.

This presentation will provide the bottom line on the impact of existing and potential regulations, as well as of ongoing litigation. The presentation will be conducted by Michael McBride, a prominent Washington DC rail attorney who has represented many entities on transportation litigation and regulatory matters for more than 40 years.

Optimizing to Reduce Your Rail Expenses

Speaker Jay Roman,

President – Escalation Consultants, Inc.

The presentation will show how effective optimizing reduces shipper's rates, while also increasing railroad's profit. Optimization creates win/win opportunities between shippers and carriers which fosters productive rate negotiations.

Optimizing is performed to reduce rail expenses by 5% to 15%, which makes this an important issue for strategic planning. The five keys for getting the largest cost reductions from the optimization process will be demonstrated in the presentation.

This is the #1 Rail Negotiation Seminar for Rail Shippers

Some of the companies that have attended the rail negotiation seminar:

3M Company
Ameren Services
American Electric Power
Anheuser-Busch
Arch Coal Sales Company, Inc.
Archer Daniels Midland Co.
Arco Chemical Company
Bayer Corp.
Bridgestone/Firestone
BP Petrochemical
Calumet Lubricants
Cargill, Inc.
Central Washington Grain Growers
CF Industries, Inc.
Champion International Corp.
Chevron USA
Chrysler Corp.
Church & Dwight Company, Inc.
Cinergy Corp.
Conagra, Inc.
Conoco, Inc.
Consolidated Paper, Inc.
Detroit Edison Company
Dow Chemical
Duke Power

DuPont
Dynergy
Eastman Chemical Co.
Exxon Mobil
Ford Motor Company
Formosa Plastics Corp., USA
Georgia Pacific Corp.
Goodyear Tire & Rubber
Grain Processing Corp.
Holnam, Inc.
Imperial Oil, Ltd.
International Paper Company
Kellogg
Koch Industries, Inc.
Kraft Food, Inc.
LaFarge Corp.
LyondellBasell Industries
Martin Marietta
Mead Corp.
Military Management Command
Minnesota Power & Light
Mitsubishi
Monsanto Chemical Company
Nabisco Company, Inc.
Nestle Purina Petcare Co.

North American Chemical Co.
Nova Chemicals, Inc.
Nucor-Steel
OCI Chemical
Peabody
Pennzoil
Phillips Petroleum
Pinnacle Polymers
PPG Industries
Procter & Gamble Company
Rio Tinto Minerals
Shell Chemical Company
Solvay Polymers, Inc.
Sunoco, Inc.
Tate & Lyle
Texas Industries, Inc.
Total Petrochemicals, Inc.
Tropicana
U. S. Dept. of Agriculture
Volkswagen of America
Vulcan Chemicals Company
Warren Petroleum
Westinghouse Electric Corp.
Westlake Chemical Co.
Weyerhaeuser

Rail Seminar, March 25-26, 2020 Registration Form

Fill out and Fax or Sign-up Online at EscalationConsultants.com

Name:

Company:

Title:

Address:

City/State/Zip:

Phone:

Fax:

Email:

Primary Commodity:

☐ Payment Enclosed ☐ Bill Me/My Organization

Credit Card: ☐ Visa ☐ Master Card ☐ American Express

Card #: Exp. Date: Sec. Code:

Registration Fees (U.S. dollars):

Before February 19th

☐ 1st Registrant (\$980)

☐ Team Discount (\$830)

Team discount not available to first registrant from a company.

After February 19th

☐ 1st Registrant (\$1,150)

☐ Team Discount (\$980)

Team discount not available to first registrant from a company.

Cancellations

Cancellations made before February 19th will be refunded in full. A \$150 administration fee will be applied to cancellations made after February 19th. **There will be no refunds issued on cancellations made after March 9th.** Substitutions are welcome at any time.

Email to: Seminar@EscalationConsultants.com

Fax: (301)977-9248



4 Professional Drive, Ste. 129
Gaithersburg, MD 20879
(301) 977-7459



Escalation Consultants is annually involved with more than a billion dollars in shipper rail spend and our experience demonstrates that to significantly reduce rail expenses you need railroads to look at your traffic differently – the seminar will show you how.

– Jay Roman, President, Escalation Consultants, Inc.

Jay Roman

President of Escalation Consultants, Inc.

Since founding Escalation Consultants, Inc. in 1979, Mr. Roman has assisted hundreds of companies in controlling rates and prices in transportation agreements. Thousands of rail transportation executives have attended his programs on controlling rail expenses. He regularly works with companies in reducing rail expenses to help increase market share and profitability and is involved with billions of dollars in rail spend annually. He received a Bachelor of Science from the University of Maryland.

Cory Roman

IT Manager/VP Marketing, Escalation Consultants, Inc.

Since 2007 Cory Roman has provided key financial and market analysis for most industries which ship by rail in order to determine shippers best opportunities for reducing rail expenses. To more easily determine hidden cost savings and win/win opportunities with railroads he has developed programs that streamline the rail bidding and bid evaluation process. The systems he has developed have been very effective as they have helped companies reduce their current rail expenses by millions of dollars. Cory also works with shippers in identifying transportation department operational problems and in developing solutions that reduce man-hours by having the computer automatically perform time consuming functions for the transportation department. He received his Bachelor of Science from the University of Maryland.

Michael F. McBride

Partner with Van Ness Feldman

Mr. McBride represents various electric utilities and many other entities in transportation-related litigation and regulatory matters before the STB, as well as in negotiation of and dispute resolution involving transportation contracts. Michael McBride is the program chairman for the Association of Transportation Law Professionals annual forum at the STB. He has a M.S. in Environmental Engineering Science from Caltech and received his J.D. from the University of Wisconsin.

Past attendees overwhelmingly rate this seminar a must for rail shippers:

“Hands down, this is the best educational expense for my logistics department. You may not think that you have the leverage to deal effectively with railroads, but the seminar shows you do. I learn new concepts each time I attend.”

Richard Lawler, Logistics Manager – Trinity Lightweight

“The impact of industry updates on negotiation strategies for reducing cost was very informative. I highly recommend the seminar.”

Shaun Daugherty, Sr. Mgr. Logistic Strategies, Covestro LLC

“This was a valuable seminar that provided a greater overview of critical rail issues and the benefits of effective rate benchmarking.”

Mark Shaw, Manager Transportation – Alter Trading Corporation

“The seminar provided a structured approach for obtaining better rates from our railroads. This will have a big impact on our rail negotiations.”

Malcolm Barit, Vice President, Interstate Asphalt

“The seminar exceeded my expectations. It gave me great insight on successful approaches to rate negotiations. I truly recommend this seminar, it is worth every penny.”

Diana Palomino, Assistant Dispatch – Pencoco, Inc.

“The seminar put into context the benefit of examining and optimizing your whole rail spend, instead of getting trapped into a more narrow approach.”

Jon Grim, Commercial Logistics Supervisor-Rail, HollyFrontier Refining & Marketing LLC

“There are so many ways the seminar will help me in my job, I wish that I had come sooner.”

Dwayne MacEachern, Traffic Manager – Port Hawkesbury Paper LP

“I enjoyed the interaction at the seminar. The seminar helped me better understand Class I pricing which affects my customers and me (my railroads).”

Will Metcalf, VP Business Development – OmniTRAX

“The seminar gave me a different outlook on rail negotiations. Educating railroads on why a better rate structure is good for both the shipper and the railroad was very informative.”

Kyle Grahn, Vice President, AF Gelhar Company, Inc.

“The seminar will completely change the way we prepare for our rail contract negotiations.”

Jerome Theoret, Dir. Transportation & Warehousing, ArcelorMittal Long Products Canada

More recommendations are at EscalationConsultants.com

4 Professional Drive, Suite 129
Gaithersburg, MD 20879



Rail Negotiation Seminar

**Sign Up
Now!** 
Space is limited!



**To obtain better rates from railroads you need to
be more proactive in rail negotiations.
The seminar will show you how.**

This is the most highly recommended rail negotiation seminar for rail shippers!

EscalationConsultants.com