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

“Hands-down, this is the best educational expense for my business and my department. You can’t remain competitive in today’s market if you don’t know how to leverage it to deal effectively with railroads, but the seminar showed us how to make the dollars and cents count.”

Robert D. Loving, Logistics Manager, Indiana Brick Company

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

Shawn Drayton, Sr.Mgr. Logistics, Cravens LLC

“This was a valuable seminar that provided a great overview of critical rail issues and the benefits of effective rate negotiations.

Mike Shaw, Manager, Transportation – Allen Trading Company

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

Malcolm Burt, Vice President, Intermodal Services

“The seminar exceeded my expectations. It gave me great insight on how to approach rail negotiations. I highly recommend this seminar. It was worth every penny.”

Grace Martinez, Manager, Intermodal GBN Texas

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!

Rail Negotiation Seminar

The Seminar That Helps
Cut Your Rail Expenses

Rail negotiations can be a daunting task. How do you know when to negotiate? How can you get the best rate possible? In this seminar, you will learn how to:

- Stop rates from increasing on Bulk & Intermodal Traffic
- Learn rate strategies to reduce your costs
- Understand the different types of rail rates

This seminar is the industry standard for reducing shippers' rail expenses.

Rail Consultants

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 rates put you at a disadvantage in markets
- Anthrax to take with railroads looking for large volume 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 15% by Optimizing Your Rail Spend

This seminar is the industry standard for reducing shippers' rail expenses.
Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make to more effectively control rail expenses in 2021 and beyond.

Strategies that Work in Reducing Rates
- Unrealistic competition
- Unrealistic pricing
- Unrealistic expectations

How to More Effectively Reduce Rates on Moves Captive to One Railroad
- Education on the importance of rates
- Education on the importance of rates
- Education on the importance of rates

The Beneﬁt of Calculating the Railroads’ Cost of Your Movements
- Benchmarking your transportation department
- Benchmarking your transportation department
- Benchmarking your transportation department

Procedure to Follow in Reducing Rail Expenses
- Understanding the importance of rates
- Understanding the importance of rates
- Understanding the importance of rates

The Questions Effective Strategic Planning Needs to Answer
- Why should rail rates be adjusted?
- Why should rail rates be adjusted?
- Why should rail rates be adjusted?

Putting It All Together
- Strategies to reduce rail expenses
- Strategies to reduce rail expenses
- Strategies to reduce rail expenses

Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make to more effectively control rail expenses in 2021 and beyond.

OTHER SEMINAR INFORMATION
- Location: Las Vegas, Nevada
- Date: October 28-29, 2020
- Duration: 2 days
- Language: English
- Registration: $500
- Contact: 1-800-358-2218

HOTEL ARRANGEMENTS AND LOCATION
- Mandalay Bay, Las Vegas, Nevada
- Room rate: $199 per night
- Transportation: provided

Special Presentations

Getting the Maximum Benefit from U.S. Regulatory Opportunities
Speaker: Michael McBride, PA & Reed, LLP
Panelist: 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 new and proposed regulations can impact their railcar rates.
This presentation will provide the bottom line on the impact of existing and potential regulations, as well as ongoing litigation. The presentation will be conducted by Michael McBride, a principal in Van Ness Feldman LLP, who has represented many of the nation’s largest rail users in significant litigation and regulatory matters for more than 30 years.

Optimizing to Reduce Your Rail Costs
Speaker: Tim Bice, CEO & President, Bice Associates
This presentation will highlight strategies for reducing rail costs for shippers. The presentation will provide a strategic overview of the rail industry and provide tools and techniques for optimizing rail logistics. The presentation will also provide an update on the current state of the rail industry and provide recommendations for shippers on how to optimize their rail logistics.

Registration Fee: $500
Before September 21st
- 1st Registrant: $450
- Team Discount: $400

After September 21st
- 1st Registrant: $510
- Team Discount: $450

Contact: 1-800-358-2218

Cancellations
Cancellations made before September 21st will be refunded in full. A 5% administration fee will be applied to cancellations made after September 21st. There will be no refunds issued on cancellations made after October 5th. Substitutions are welcome at any time.

Email: seminars@ExcitationConsultants.com
Phone: 1-800-358-2218

Rail Seminar, October 28-29, 2020
Registration Form
Fill-out and Fax or Sign-up Online at ExcitationConsultants.com

Rail Seminar, October 28-29, 2020 Registration Form
Fill-out and Fax or Sign-up Online at ExcitationConsultants.com

Registration Fee: $500
Before September 21st
- 1st Registrant: $450
- Team Discount: $400

After September 21st
- 1st Registrant: $510
- Team Discount: $450

Contact: 1-800-358-2218

Cancellations
Cancellations made before September 21st will be refunded in full. A 5% administration fee will be applied to cancellations made after September 21st. There will be no refunds issued on cancellations made after October 5th. Substitutions are welcome at any time.

Email: seminars@ExcitationConsultants.com
Phone: 1-800-358-2218

Rail Seminar, October 28-29, 2020 Registration Form
Fill-out and Fax or Sign-up Online at ExcitationConsultants.com

Registration Fee: $500
Before September 21st
- 1st Registrant: $450
- Team Discount: $400

After September 21st
- 1st Registrant: $510
- Team Discount: $450

Contact: 1-800-358-2218

Cancellations
Cancellations made before September 21st will be refunded in full. A 5% administration fee will be applied to cancellations made after September 21st. There will be no refunds issued on cancellations made after October 5th. Substitutions are welcome at any time.

Email: seminars@ExcitationConsultants.com
Phone: 1-800-358-2218

Rail Seminar, October 28-29, 2020 Registration Form
Fill-out and Fax or Sign-up Online at ExcitationConsultants.com

Registration Fee: $500
Before September 21st
- 1st Registrant: $450
- Team Discount: $400

After September 21st
- 1st Registrant: $510
- Team Discount: $450

Contact: 1-800-358-2218

Cancellations
Cancellations made before September 21st will be refunded in full. A 5% administration fee will be applied to cancellations made after September 21st. There will be no refunds issued on cancellations made after October 5th. Substitutions are welcome at any time.

Email: seminars@ExcitationConsultants.com
Phone: 1-800-358-2218
Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make to more effectively control rail expenses in 2021 and beyond.

OTHER SEMINAR INFORMATION
- Must participate in a morning session and evening session.
- Program Hours: 8:00 a.m. – 5:00 p.m., each day.

HOTEL ARRANGEMENTS AND LOCATION

Optimizing to Reduce Your Rail Costs
Speaker: Jay Roman, Speaker:
- President – Escalation Consultants, Inc.,
- The presentation will show how effective optimization reduces stipulated rates, while also increasing revenue opportunities.
- Optimization creates win-win opportunities between shippers and carriers, which fosters productive regulatory relationships.
- Optimization is performed to reduce rail expenses by 5% to 15%, which is an important tool for strategic planning. The five keys for getting the largest cost reductions from the optimization process will be demonstrated in the presentation.

Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make to more effectively control rail expenses in 2021 and beyond.

Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make to more effectively control rail expenses in 2021 and beyond.

Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make to more effectively control rail expenses in 2021 and beyond.
Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make to more effectively control rail costs in 2021 and beyond.

**Getting the Maximum Benefit from U.S. Regulatory Opportunities**

**Speaker:** Michael McRitchie, Partner - Van Ness Feldman LLP Law Firm

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

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

**Optimizing to Reduce Your Rail Costs**

**Speaker:** Jay Roman, President - Escalation Consultants, Inc.

The presentation will show how effective optimization reduces episode costs, while also increasing rebates and refunds. Optimization creates win-win opportunities between shippers and carriers and fosters productive regulatory relationships. Optimization is performed to reduce rail expenses by 5% to 15%, which makes it an important tool for strategic planning. The five keys for getting the largest cost reductions from the optimization process will be demonstrated in the presentation.
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 rates put you at a disadvantage in marketplace;
- Auditing to take with railroads looking for large volume 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 shippers’ rail expenses.

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

“Hands down, this is the best educational expense for my business and my department. You can’t keep the leverage to deal effectively with railroads, but the seminar allows you to make sure you aren’t taking too much on the table.”

Robert Adams, Logistics Manager, Freight of Portland

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

Shawn Deegan, Sr. Manager, Logistics Strategies, Covanta LLC

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

Mark Walker, Manager Transportation - Allied Trading Corporation

“The seminar provided a structured approach for obtaining better terms and conditions. This will have a big impact on our rail negotiations.”

Malcolm Barth, Vice President, Interline Asphalt

“The seminar exceeded my expectations. It gave me great insight and a solid approach to rail negotiations. I highly recommend this seminar, it is worth every penny.”

Debra Raskin, Heating & Cooling, Ingersoll Rand

More successful seminars are at EscalationConsultants.com

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!

Escalation Consultants is a rail consulting company that provides services to the rail industry. We help rail companies and rail shippers to negotiate better rates and services from railroads. Our team of experts has extensive experience in the rail industry and we are committed to providing our clients with the best possible service.

To learn more about our services, visit our website at EscalationConsultants.com.

October 28-29, 2020
Doral, FL
Hilton Miami Airport/Doral

The Seminar Provides the Workshop that Will Reduce Real Expenses

The Seminar Changes How Companies Negotiate with Railroads

Find your best options for reducing rail costs

See how you can impact your company’s competitiveness in the marketplace.

Learn more about our services at EscalationConsultants.com

Space is limited. Sign up early to secure your spot.
Past attendees overwhelmingly rate this seminar a must for rail shippers:

“The seminar put us in contact with the benefit of warranting and evaluating a single strategic approach, instead of getting trapped into a more common approach.”
— John Bader, Senior Logistics Specialist, Hydromer/Arista & Marketing & Marketing

“There are too many ways the seminar will help me in my job, I wish I had come sooner.”
— Amada Bartus, Director, Marketing – Petzold Way Warehouse, Inc.

“I enjoyed the interaction of the seminar. The seminar helped me understand Class 1 pricing and how it affects our customers.”
— Will Marriot, VP Business Development – CSX

“The seminar gave me an excellent outlook on rail negotiations. Educating ourselves and our customer is key for both the shipper and the railroad was very informative.”
— John Gwalt, VP, Arterial Companics

“The seminar will completely change the way we prepare for our rail contract negotiations.”
— Jay Roman, President, Escalation Consultants, Inc.

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

Copyright © 2019 Escalation Consultants, Inc. All rights reserved.