



# MIDWEST ASSOCIATION OF RAIL SHIPPERS

## WINTER MEETING, JANUARY 14 - 16, 2020

### *RAIL'S 2020 CROSS ROADS: MARKET SHARE vs OPERATING RATIO*

#### AGENDA

#### *TUESDAY JANUARY 14, 2020*

- 4:00 PM REGISTRATION (JUNIOR BALLROOM FOYER)
- 5:00 PM GET ACQUAINTED RECEPTION (JUNIOR BALLROOM A)

#### *WEDNESDAY JANUARY 15, 2020*

- 7:00 AM BREAKFAST BUFFET (JUNIOR BALLROOM)  
REGISTRATION (GRAND BALLROOM FOYER)

#### **NEW MEMBER ORIENTATION and YOUNG PROFESSIONALS GROUP (MAGNOLIA ROOM)**

- 7:30 AM HOST: FIRST VICE PRESIDENT, MARS STEFAN LOEB

#### **CONFERENCE (GRAND BALLROOM)**

- 8:15 AM OPENING REMARKS: PRESIDENT, MARS TOM SURMA  
ANTITRUST & SAFETY BRIEFING, SERGEANT AT ARMS, MARS GAIL WERNETTE

#### **BUILDING THE CUSTOMER EXPERIENCE**

- 8:30 AM **SPEAKER: CHAIRMAN, PRESIDENT & CEO, UNION PACIFIC RAILROAD** LANCE FRITZ  
INTRODUCTION: PRESIDENT, MARS TOM SURMA

#### **9:00 – 5:00 MARS GOODS & SERVICES EXHIBITION (JUNIOR BALL ROOM)**

#### **RAIL 2.0 ADAPTING TECHNOLOGY TO THE CHANGING WORKFORCE DYNAMICS**

- 9:15 AM **SPEAKER: CHIEF EXECUTIVE OFFICER, COMMTREX** MARTIN LEW  
INTRODUCTION: DIRECTOR SALES & MARKETING, RAVEN LOGISTICS FRANK MEIDL

#### **9:45 AM NETWORKING BREAK (JUNIOR BALLROOM)**

#### **RAILCAR EQUIPMENT UPDATE**

- 10:15 AM **SPEAKER: PRESIDENT & CHIEF OPERATING OFFICER, GREENBRIER** LORIE TEKORIUS  
INTRODUCTION: VP TRANSPORTATION, NORTH DAKOTA MILL MICHAEL JONES

#### **AAR CIRCULAR OT5 AND OT57 UPDATE**

- 10:45 AM **SPEAKER: EXECUTIVE DIRECTOR, N. A. FREIGHT CAR ASSOCIATION** DARRELL WALLACE  
INTRODUCTION: REG. VICE PRESIDENT, SALES, WELLS FARGO RAIL GARY KEARBY

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**AGENDA**

**CURRENT VIEW OF THE ECONOMY**

11:15 AM **SPEAKER: CHAIRMAN & CHIEF EXECUTIVE OFFICER, FTR** **ERIC STARKS**  
INTRODUCTION: FIRST VICE PRESIDENT, MARS **STEFAN LOEB**

**NARS UPDATE**

12:00 PM **SPEAKER: PRESIDENT, NARS** **TOM TISA**

**MARS SCHOLARSHIP UPDATE**

12:00 PM **SPEAKER: CHAIRMAN MARS SCHOLARSHIP COMMITTEE** **CARRIE EVANS**

**MARS YOUNG PROFESSIONALS UPDATE**

12:00 PM **SPEAKER: CHAIRMAN MARS YOUNG PROFESSIONALS COMMITTEE** **MICHAEL MANETTA**

12:00 PM **NETWORKING BREAK (JUNIOR BALLROOM)**

**JOINT LUNCHEON, MARS AND TRAFFIC CLUB OF CHICAGO (GRAND BALLROOM)**

**LUNCHEON KEYNOTE ADDRESS**

12:30 PM **SPEAKER: CHAIRMAN, PRES. & CEO, KANSAS CITY SOUTHERN RWY.** **PATRICK OTTENSMEYER**  
INTRODUCTION: PRESIDENT, MARS **TOM SURMA**

1:30 PM **NETWORKING BREAK (JUNIOR BALLROOM)**

**2020 VISION OF UNCERTAINTY**

2:00 PM **SPEAKER: CHIEF EXECUTIVE OFFICER, REDWOOD LOGISTICS** **MARK YEAGER**  
INTRODUCTION: AVP BUSINESS DEVELOPMENT, CAI LOGISTICS **RICK ONKEN**

**FUTURE PROOF YOUR SUPPLY CHAIN WITH EMERGING TECHNOLOGY**

2:30 PM **SPEAKER: HEAD OF SHIPPER OPERATIONS, UBER FREIGHT** **KATE KAUFMAN**  
INTRODUCTION: NATIONAL SALES, OAKLEY TRANSPORT **STEVE KIRK**

**STATE RAIL SHIPPER ASSISTANCE PROGRAMS**

3:00 PM **SPEAKER: CHIEF, ECONOMIC DEVELOPMENT SEC., WI, DOT** **DEAN PRESTEGAARD**  
**SPEAKER: FREIGHT RAIL ECO. DEV. & OPERATIONS MGR., MI, DOT** **NIKKIE JOHNSON**  
**SPEAKER: RAIL TRANSPORTATION BUREAU, IOWA DOT** **LAURA HUTZELL**  
**SPEAKER: PROJECT DEVELOPMENT MANAGER, OHIO DOT** **THOMAS BURNS**  
**SPEAKER: ATTY. ADVISOR, OFFICE OF PUBLIC ASSISTANCE, STB** **GABRIEL MEYER**  
**MODERATOR: HEAD OF STATE GOV. REL. & COMM. AFFAIRS, CSX** **TOM LIVINGSTON**

**CLOSING REMARKS AND ADJOURNMENT**

3:30 PM **PRESIDENT, MARS** **TOM SURMA**

**RAILROADING 101: INTRODUCTION TO RAIL OPERATIONS (LILAC ROOM B-D)**

3:45 PM **SPEAKER: PRESIDENT, KEP, LLC** **JOHN SCHMITTER**

**RAILCAR FLEET MANAGEMENT (MAGNOLIA ROOM)**

3:45 PM **SPEAKER: AVP, AUTOMOTIVE, TTX** **WILLIAM SHEEHAN**

**STATE RAIL SHIPPER ASSISTANCE PROGRAMS (CYPRESS ROOM)**

3:45 PM **STATE REPRESENTATIVES AVAILABLE TO DISCUSS YOUR PROJECTS AND PROGRAMS**

5:00 PM – 7:00PM **RECEPTION (GRAND BALLROOM)**

THURSDAY JANUARY 16, 2020

RAIL'S 2020 CROSS ROADS: MARKET SHARE vs OPERATING RATIO

AGENDA

- 7:00 AM BREAKFAST BUFFET (JUNIOR BALLROOM A)  
REGISTRATION (GRAND BALLROOM FOYER)
- 7:50 AM OPENING REMARKS: PRESIDENT, MARS TOM SURMA  
ANTITRUST & SAFETY BRIEFING: SERGEANT AT ARMS, MARS GAIL WERNETTE
- DIALOGUE ON THE CN AND THE CURRENT RAIL INDUSTRY**
- 8:00 AM **SPEAKER: PRESIDENT & CHIEF EXECUTIVE OFFICER, CN** JEAN-JACQUES RUEST  
**SPEAKER: PRESIDENT, ABH CONSULTING** ANTHONY HATCH  
INTRODUCTION: PRESIDENT, MARS TOM SURMA
- OUR MORTAL REPUBLIC: THOUGHTS ON RAILROADS and OUR EVOLVING DEMOCRACY**
- 8:45 AM **SPEAKER: PRINCIPAL, VIKING NAVIGATION** ADAM NORDSTROM  
INTRODUCTION: SECOND VICE PRESIDENT, MARS CARRIE EVANS
- 9:30 AM **NETWORKING BREAK (JUNIOR BALLROOM)**
- C.R.E.A.T.E UPDATE**
- 10:00 AM **SPEAKER: HEAD of STATE GOV'T REL. & COMMUNITY AFFAIRS, CSX** TOM LIVINGSTON  
**SPEAKER: CHIEF ENGINEER, ASSOCIATION of AMERICAN RAILROADS** WILLIAM THOMPSON  
INTRODUCTION: DIRECTOR SALES, CSX AL DEASY
- FINANCIAL VIEW OF THE RAIL INDUSTRY**
- 10:45 AM **SPEAKER: PRESIDENT, ABH CONSULTING** ANTHONY HATCH  
INTRODUCTION: SENIOR ACCOUNT MANAGER, CSX KATHY BATHURST
- ELECTION OF 2020 OFFICERS**
- 11:30 AM CHAIRMAN NOMINATING COMMITTEE HARRY ZANDER
- 12:00 PM **CLOSING REMARKS AND ADJOURNMENT** TOM SURMA

**DRAWING TO AWARD \$500 CASH PRIZES TO MEMBERS IN ATTENDANCE**

MEETING ADJOURNS  
PLEASE REMEMBER TO COMPLETE AND RETURN EVALUATION FORM  
THANK YOU FOR JOINING US

MARS EXECUTIVE COMMITTEE MEETING - LILAC ROOM A & C (MEMBERS ONLY)

- RAILROADING 201: HOW RAILROADS THINK ABOUT MARKETING AND PRICING (LILAC ROOM B-D)**
- 12:15 PM **SPEAKER: PRESIDENT, KEP, LLC** JOHN SCHMITTER
- INTERMODAL 101 (MAGNOLIA ROOM)**
- 12:15 PM **SPEAKER: GEN'L. DIRECTOR INTERMODAL SALES, BNSF RAILWAY** STEPHANIE KUNTZMAN  
**SPEAKER: GEN'L DIRECTOR INTERMODAL SALES, BNSF RAILWAY** GREGG ZODY
- TRANSLOADING 101-AN INNOVATIVE MODE of DELIVERING OPTIMAL SERVICE TO YOUR CUSTOMERS (CYPRESS ROOM)**
- 12:15 PM **SPEAKER: CONSULTING ENGINEER, ADF ENGINEERING** RAY SMITH