



MIDWEST ASSOCIATION OF RAIL SHIPPERS

SUMMER MEETING, JULY 13 - 14, 2015
GRAND GENEVA RESORT, LAKE GENEVA, WI

SHIPPERS AND RAILROADS ADAPT TO CHANGING MARKETS

AGENDA

MONDAY JULY 13, 2015

- 11:30 AM MARS SCHOLARSHIP OUTING – GOLF – BRUTE AND HIGHLANDS COURSES
- 4:00 PM REGISTRATION – EVERGREEN ROOM FOYER
- 6:00 PM NEW MEMBER ORIENTATION – GALEWOOD ROOM – HOST - MICHAEL BARTH
RECEPTION - EVERGREEN ROOM
- 7:30PM INFORMAL COOK OUT STYLE DINNER AND ENTERTAINMENT – Grand Ball Room SalonA-B

TUESDAY JULY 14, 2015

- 6:30 AM MARS EXECUTIVE COMMITTEE MEETING (MEMBERS ONLY) – EVERGREEN 3
7:00 AM CONTINENTAL BREAKFAST – REGISTRATION – FORUM FOYER

MEETING – THE FORUM

- 8:00 AM OPENING REMARKS: PRESIDENT, MARS GEORGE MACKO
MEETING ORGANIZATION, SARGEANT AT ARMS, MARS DICK RAUP

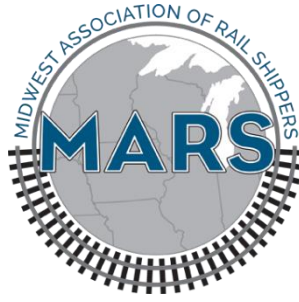
OPENING REMARKS

- 8:15 AM KEYNOTE SPEAKER: SVP SUPPLY CHAIN, CF INDUSTRIES CHRIS BOHN
PRESENTER: PRESIDENT, MARS GEORGE MACKO

NORTH AMERICAN ENERGY REVOLUTION STILL IN THE EARLY INNINGS IMPLICATIONS FOR RAIL MARKET

- 9:00 AM SPEAKER: PRESIDENT, PLG CONSULTING TAYLOR ROBINSON
PRESENTER: DIRECTOR CORPORATE DEVELOPMENT, CN TOM TISA

- 9:45 AM NETWORKING BREAK FORUM FOYER



MIDWEST ASSOCIATION OF RAIL SHIPPERS

FIXING THE RAILROAD BEFORE IT BREAKS, PROACTIVE PLANNING

10:15 AM SPEAKER: AVP NETWORK CAPACITY & PLANNING, CSXT LARRY RATCLIFF
SPEAKER: DIR. SHIPMENT MGMT- INDUSTRIAL PRODS, UP MIKE COLEMAN
PRESENTER: DIRECTOR OF SALES, CSX MICHAEL BARTH

RAIL EQUIPMENT DEMAND CURVE: STILL CLIMBING?

11:00 AM SPEAKER: CHIEF COMMERCIAL OFFICER, NA, RAIL, GATX PAUL TITTERTON
SPEAKER: SENIOR GM ENGINE TECHNOLOGIES, GE EDWARD J. HALL, PHD
PRESENTER: SENIOR VICE PRESIDENT, ELEMENT RAIL HARRY ZANDER

11:45 AM **NETWORKING BREAK**

12:00 PM **MARS LUNCHEON – EVERGREEN ROOM**

12:45 PM **LUNCHEON REMARKS**

SPEAKER: EVP, CHIEF MARKETING OFFICER, BNSF STEVAN BOBB
PRESENTER: PRESIDENT, MARS GEORGE MACKO

MEETING RESUMES – THE FORUM

SYNCHING UP BUSINESS STRATEGIES WITH CHANGING TRANSPORTATION MARKETS

1:30 PM SPEAKER: RAIL FLEET MANAGER, NOVA CHEMICALS JOSEPH GORGONIO
SPEAKER: DIRECTOR, RAIL LOGISTICS & RATES, ADM MARTY WENDT
SPEAKER: PRESIDENT, WISCONSIN PAPER COUNCIL JEFF LANDIN
SPEAKER: LOGISTICS LEADER, ETM PLATFORM, NA, CARGILL CURT REYNOLDS
MODERATOR: EVP, CHIEF MARKETING OFFICER, WATCO STEFAN LOEB

MID-YEAR ECONOMIC UPDATE: HILLS TO CLIMB OR SLOPES TO SKI

3:00 PM SPEAKER: SENIOR RESEARCH ANALYST, TRANSPORTATION, RW BAIRD BEN HARTFORD
PRESENTER: REGIONAL VICE PRESIDENT, SALES, HUB GROUP RICK ONKEN

MEETING ADJOURNS

3:45 PM COMMENTS: PRESIDENT, MARS GEORGE MACKO

THANK YOU FOR JOINING US