



# 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**

### **CHANGES/IMPROVEMENTS TO MARS SCHOLARSHIP PROGRAM**

**10:05** SPEAKER: MGR TRNSPTN OPTIMIZATION, PKG CORP OF AMERICA LUKE GALAT

#### **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, CARGILL METALS SUPPLY CHAIN CURT REYNOLDS  
MODERATOR: EVP, CHIEF MARKETING OFFICER, WATCO STEFAN LOEB

#### **DOES 2015'S TRANSPORT STOCK WEAKNESS FORESHADOW AN END TO THE US RECOVERY?**

**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** CLOSING COMMENTS- ADJOURN: PRESIDENT, MARS GEORGE MACKO  
**THANK YOU FOR JOINING US**