



# 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**      **BNSF RAILWAY: PREPARED FOR GROWTH TO MEET CUSTOMER NEEDS**

**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**