

## Rail Negotiation Seminar

# The Seminar That Helps Cut Your Rail Expenses



## Stop Rail Rates from Always Increasing

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:

- ✓ How to make your moves more important to railroads;
- ✓ Determining when rail rates put you at a disadvantage in markets;
- ✓ Actions to take with railroads looking for large rate increases;
- ✓ The benefits of being proactive and not reactive with railroads;
- ✓ Structuring your RFP to increase competitive rail traffic;
- ✓ Using past rate increases to reduce current rates
- ✓ The questions effective strategic planning needs to answer
- ✓ Understand the change in how railroads establish your rates

### Special Presentations

Substantially Reduce Rail Expenses by Optimizing Your Rail Spend

Contract Escalation – Dealing Effectively with Rapid Inflation

*This Seminar is the industry standard for reducing shipper's rail expenses*

May 4-5, 2022

DoubleTree Tampa  
Rocky Point Waterfront  
Tampa, Florida

The Seminar Provides  
Procedures that Work  
to Reduce Rail  
Expenses

The Seminar Changes  
How Companies  
Negotiate with  
Railroads

Find your best options for  
reducing rail costs

Come see how you can impact  
your companies competitiveness  
in the marketplace.

Learn New  
Strategies!

Increasing your  
competitive rail traffic

Optimizing your rail spend

Identifying and quantifying  
cost reductions to go after

Using competitors to  
reduce your rates

Using the RFP to  
Increase Your Routing  
& Pricing Options

**Space is Limited!**

Sign up early to assure your place



## May 4, 2022

Day One: 8am-5pm

### **Making Rail Negotiations Educational and Not Confrontational**

- Rules to follow for better rail negotiations
- Using leverage with railroads that is not related to competition for your movements
- Understand your best leverage with railroads in the current rail market

### **Using Your RFP to:**

- Create more rail routing and pricing options
- Make your bid evaluation more effective and easier to perform

### **Effective Ways to Make Railroads Compete for More of Your Traffic**

### **Understand the Change in How Railroads Establish Your Rates**

- Impact on your rates
- Why proactive negotiations with railroads are now a necessity

### **Procedures to Follow in Reducing Rail Expenses**

- What being proactive means and why it has become essential in controlling rates
- Making your moves more important to railroads
- Innovative ways to increase your competitive options
- Determining reasonable rates for your movements
- Determining when your rate increases exceed competitors

### **The Questions Effective Strategic Planning Needs to Answer**

- What the Rail Negotiation Wheel is and how it helps cut costs

### **Cocktail Reception**



## May 5, 2022

Day Two: 8am-12pm

### **Strategies that Work in Reducing Rates**

### **How to More Effectively Reduce Rates on Moves Captive to One Railroad**

### **Educating Railroads on the Negative Impact of Big Rate Increases**

- Know when rate reductions increase rail profits
- Make the focus of negotiations reasonable rates and not rate increases

### **The Benefit of Calculating the Railroads' Cost of Your Movements**

### **Benchmarking Your Transportation Department**

- To determine the proper rates for your movements
- To determine your biggest problems and best opportunities
- To determine rail traffic that needs to be put at risk
- To quantify cost reduction goals on each railroad
- To continually improve your rate structure

### **Knowing the Reason Why Rail Rates Always Tend to Increase, Helps You Stop Rate Increases**

### **Using Past Rate Increases to Reduce Current Rates**

### **Working Session**

- Round Table work session on actions to consider in a proactive approach for reducing rail costs. Learn from the experience of other companies

### **Putting It All Together**



**Rail markets and rail regulations are in flux. This seminar is designed to help management determine the changes they need to make in order to more effectively control rail expenses in 2022 and beyond.**

## OTHER SEMINAR INFORMATION

**Manual** – Participants will receive a manual containing information and data from seminar presentations.

**Program Hours** – 1st day, 8:00 – 5:00; 2nd day, 8:00 – 12:00

The cocktail reception, planning session and group luncheon provide a relaxed atmosphere to network and discuss with others the actions they are taking with rail transportation and logistics.

### Bring Your Strategic Planning Team at Reduced Rates

Use the seminar as a working session for your strategic planning team or to help corporate management better understand the type of actions and resources that are needed to improve the rate structure for your rail movements.

Just check the **TEAM DISCOUNT** rate on the registration form for lower group rates.

Space is limited!



Sign Up  
Now!

## HOTEL ARRANGEMENTS AND LOCATION

The DoubleTree Guest Suites, located at 3050 North Rocky Point Drive West, Tampa FL, is right on the water and just minutes from the Tampa Airport. A special room rate of \$169 single/double is being provided for seminar attendees. Rooms are being held until March 28, 2022. Call the DoubleTree directly at (813)888-8800 for reservations. Be sure to mention the Rail Seminar/Escalation Consultants group to receive the discounted room rate.



## Special Presentations

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

**Speaker Michael McBride,**  
**Partner – 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 existing and proposed regulations and revised policies can impact their companies.

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

### Optimizing to Reduce Your Rail Expenses

**Speaker Jay Roman,**  
**President – Escalation Consultants, Inc.**

The presentation will show how effective optimizing reduces shipper's rates, while also increasing railroad's profit. Optimization creates win/win opportunities between shippers and carriers which reduce rail expenses and creates productive rate negotiations.

Optimizing is performed to reduce rail expenses by 5% to 15%, which makes this an important issue for strategic planning. The five keys for getting the largest cost reductions from the optimization process will be demonstrated in the presentation.

### Contract Escalation

**Speaker Jay Roman**

In 2021, inflation soared to the highest levels in 40 years. The presentation shows how contract escalation has been handled in the past and changes needed to effectively control rail expenses with rapid inflation.

# This is the #1 Rail Negotiation Seminar for Rail Shippers

Some of the companies that have attended the rail negotiation seminar:

3M Company  
Ameren Services  
American Electric Power  
Anheuser-Busch  
Arch Coal Sales Company, Inc.  
Archer Daniels Midland Co.  
Arco Chemical Company  
Bayer Corp.  
Bridgestone/Firestone  
BP Petrochemical  
Calumet Lubricants  
Cargill, Inc.  
Central Washington Grain Growers  
CF Industries, Inc.  
Champion International Corp.  
Chevron USA  
Chrysler Corp.  
Church & Dwight Company, Inc.  
Cinergy Corp.  
Conagra, Inc.  
Conoco, Inc.  
Consolidated Paper, Inc.  
Detroit Edison Company  
Dow Chemical  
Duke Power

DuPont  
Dynege  
Eastman Chemical Co.  
Exxon Mobil  
Ford Motor Company  
Formosa Plastics Corp., USA  
Georgia Pacific Corp.  
Goodyear Tire & Rubber  
Grain Processing Corp.  
Holnam, Inc.  
Imperial Oil, Ltd.  
International Paper Company  
Kellogg  
Koch Industries, Inc.  
Kraft Food, Inc.  
LaFarge Corp.  
LyondellBasell Industries  
Martin Marietta  
Mead Corp.  
Military Management Command  
Minnesota Power & Light  
Mitsubishi  
Monsanto Chemical Company  
Nabisco Company, Inc.  
Nestle Purina Petcare Co.

North American Chemical Co.  
Nova Chemicals, Inc.  
Nucor-Steel  
OCI Chemical  
Peabody  
Pennzoil  
Phillips Petroleum  
Pinnacle Polymers  
PPG Industries  
Procter & Gamble Company  
Rio Tinto Minerals  
Shell Chemical Company  
Solvay Polymers, Inc.  
Sunoco, Inc.  
Tate & Lyle  
Texas Industries, Inc.  
Total Petrochemicals, Inc.  
Tropicana  
U. S. Dept. of Agriculture  
Volkswagen of America  
Vulcan Chemicals Company  
Warren Petroleum  
Westinghouse Electric Corp.  
Westlake Chemical Co.  
Weyerhaeuser

## Rail Seminar, May 4-5, 2022 Registration Form

Fill out and Fax or Sign-up Online at [EscalationConsultants.com](https://EscalationConsultants.com)

Name:

Company:

Title:

Address:

City/State/Zip:

Phone:

Fax:

Email:

Primary Commodity:

Payment Enclosed  Bill Me/My Organization

Credit Card:  Visa  Master Card  American Express

Card #:  Exp. Date:  Sec. Code:

### Registration Fees (U.S. dollars):

#### Before March 28th

1st Registrant (\$980)

Team Discount (\$830)

Team discount not available to first registrant from a company.

#### After March 28th

1st Registrant (\$1,150)

Team Discount (\$980)

Team discount not available to first registrant from a company.

### Cancellations

Cancellations made before April 5th will be refunded in full. A \$150 administration fee will be applied to cancellations made after April 5th. **There will be no refunds issued on cancellations made after April 13th.** Substitutions are welcome at any time.

Email to: [Seminar@EscalationConsultants.com](mailto:Seminar@EscalationConsultants.com)  
Fax: (301)977-9248



4 Professional Drive, Ste. 129  
Gaithersburg, MD 20879  
(301) 977-7459



Escalation Consultants is annually involved with more than a billion dollars in shipper rail spend and our experience demonstrates that to significantly reduce rail expenses you need railroads to look at your traffic differently – the seminar will show you how.

– Jay Roman, President, Escalation Consultants, Inc.

### Jay Roman

**President of Escalation Consultants, Inc.**

Since founding Escalation Consultants, Inc. in 1979, Mr. Roman has assisted hundreds of companies in controlling rates and prices in transportation agreements. Thousands of rail transportation executives have attended his programs on controlling rail expenses. He regularly works with companies in reducing rail expenses to help increase market share and profitability and is involved with billions of dollars in rail spend annually. He received a Bachelor of Science from the University of Maryland.

### Cory Roman

**IT Manager/VP Marketing, Escalation Consultants, Inc.**

Since 2007 Cory Roman has provided key financial and market analysis for most industries which ship by rail in order to determine shippers best opportunities for reducing rail expenses. To more easily determine hidden cost savings and win/win opportunities with railroads he has developed programs that streamline the rail bidding and bid evaluation process. The systems he has developed have been very effective as they have helped companies reduce their current rail expenses by millions of dollars. Cory also works with shippers in identifying transportation department operational problems and in developing solutions that reduce man-hours by having the computer automatically perform time consuming functions for the transportation department. He received his Bachelor of Science from the University of Maryland.

### Michael F. McBride

**Partner with Van Ness Feldman**

Mr. McBride represents various electric utilities and many other entities in transportation-related litigation and regulatory matters before the STB, as well as in negotiation of and dispute resolution involving transportation contracts. Michael McBride is the program chairman for the Association of Transportation Law Professionals annual forum at the STB. He has a M.S. in Environmental Engineering Science from Caltech and received his J.D. from the University of Wisconsin.

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

“Hands down, this is the best educational expense for my logistics department. You may not think that you have the leverage to deal effectively with railroads, but the seminar shows you do. I learn new concepts each time I attend.”

Richard Lawler, Logistics Manager – Trinity Lightweight

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

Shaun Daugherty, Sr. Mgr. Logistic Strategies, Covestro LLC

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

Mark Shaw, Manager Transportation – Alter Trading Corporation

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

Malcolm Barit, Vice President, Interstate Asphalt

“The seminar exceeded my expectations. It gave me great insight on successful approaches to rate negotiations. I truly recommend this seminar, it is worth every penny.”

Diana Palomino, Assistant Dispatch – Pencco, Inc.

“The seminar put into context the benefit of examining and optimizing your whole rail spend, instead of getting trapped into a more narrow approach.”

Jon Grim, Commercial Logistics Supervisor-Rail, HollyFrontier Refining & Marketing LLC

“There are so many ways the seminar will help me in my job, I wish that I had come sooner.”

Dwayne MacEachern, Traffic Manager – Port Hawkesbury Paper LP

“I enjoyed the interaction at the seminar. The seminar helped me better understand Class I pricing which affects my customers and me (my railroads).”

Will Metcalf, VP Business Development – OmniTRAX

“The seminar gave me a different outlook on rail negotiations. Educating railroads on why a better rate structure is good for both the shipper and the railroad was very informative.”

Kyle Grahn, Vice President, AF Gelhar Company, Inc.

“The seminar will completely change the way we prepare for our rail contract negotiations.”

Jerome Theoret, Dir. Transportation & Warehousing, ArcelorMittal Long Products Canada

**More recommendations are at [EscalationConsultants.com](http://EscalationConsultants.com)**

4 Professional Drive, Suite 129  
Gaithersburg, MD 20879



# Rail Negotiation Seminar

**Sign Up  
Now!**   
Space is limited!



**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!

[EscalationConsultants.com](http://EscalationConsultants.com)