

## TUESDAY, NOVEMBER 8

### DAY 1 — SETTING THE SCENE

*The initial afternoon of the 2016 Inland Distribution Conference will offer an overview of the key issues impacting shippers utilizing trucking companies, intermodal railroads and third-party logistics providers to move their goods to and from the North American heartland. A combination of macroeconomic analysis, exclusive workshops and real-life case studies will offer attendees a variety of formats to enhance their experience while learning from the industry's most authoritative experts.*

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#### 10:00 AM — 5:30 PM **REGISTRATION**

*Location: Grand Ballroom Foyer*

**SPONSORED BY: IMC COMPANIES**

#### 12:00 — 1:00 PM **🎯 NETWORKING LUNCH**

*Location: Networking Area (Ballroom C, D, E and F)*

Join your colleagues in this hour-long welcome to Memphis, featuring a mix of seating options allowing you to stand, sit or walk the floor. Visit with your customers at surrounding sponsored tabletops and reconnect with friends and business partners ahead of an afternoon of in-depth conference programs.

1:00 — 1:15 PM

#### **WELCOMING REMARKS**

*Location: General Session (Ballroom A & B)*

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

1:15 — 2:00 PM

#### **THE ROAD AHEAD: MAPPING A BUMPY ROUTE**

*Location: General Session (Ballroom A & B)*

The economic slowdown in 2015 and 2016 offered shippers a breather this year after they experienced a sharp rise in trucking and intermodal rates in 2014. Even a

moderate uptick in economic growth could change the transportation landscape in 2017, however. Constraints on highway capacity are likely to tighten as time keeps slipping away from truck drivers. E-commerce demands, the influx of larger container ships, and tight warehouse capacity are complicating inland supply chains, and all will increase cost pressures in the coming years. And, although the slowdown may have alleviated the driver problem, it hasn't gone away. Regardless of who wins the White House, the push to make highways safer, often by regulating trucking, isn't going away. Shippers and carriers already are anticipating the impact of the electronic logging mandate slated to kick in next December, and other rules are in the works that could affect capacity. The stakes are high for shippers and carriers. Chuck Clowdis, who leads IHS consulting projects for clients including federal and state agencies, municipal planning organizations and freight transportation service providers and shippers, assisting Fortune 500 and smaller companies, will steer us through IHS Markit's transportation outlook for 2017 and beyond. Fasten your safety belts.

**INTRODUCED BY**

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

**SPEAKER**

Charles W. "Chuck" Clowdis, Managing Director, Transportation, IHS Economics & Country Risk

2:00 — 3:00 PM

## **CASE STUDY INNOVATIVE SOLUTIONS TO INLAND CHALLENGES THROUGH BIG DATA**

*Location: General Session (Ballroom A & B)*

The challenging and consistent problem of adequate container supply at inland locations to support exports has been with the industry for years. Ocean carriers are reluctant to position containers to inland locations in the best of times, and are extremely reluctant to do so today in a market where freight rates often fail to cover variable costs. Without a consistent and adequate supply of containers at the right time and at the right place, exporters can't support existing markets and develop new ones. Exporters correctly point out that the US usually has a large supply of surplus containers. Why can't the containers be made available in the needed inland locations? Is there any credible solution to this challenge? This case study will examine the issue, using metrics and data analysis that can help determine where available containers will be and when.

**SESSION CHAIR**

Dean Tracy, Managing Director, Global Integrated Solutions

**PANELISTS**

Dale Butterfield, Manager, Import Logistics, American Tire Distributors

Todd Ericksrud, President and CEO, MatchBack Systems

Christopher Mazza, Sales, ClearMetal

Marco Huijsman, Managing Director, Cofano

2:00 — 3:00 PM

**THINK TANK ROUNDTABLES: TRACK I**

*Location: Networking Area (Ballroom C, D, E, F)*

**SPACE IS LIMITED AND WAS RESERVED DURING REGISTRATION. IF YOU DID NOT SIGN UP FOR ONE OF THESE SESSIONS AND WOULD LIKE TO, PLEASE SEE THE JOC STAFF AT THE REGISTRATION DESK.**

*In these exclusive, reservation-only roundtables, experts on four subjects critical to shippers' strategic planning in the coming months will lead interactive discussion in an informal environment. Space is limited and will be reserved during registration.*

**I. ELECTRONIC LOGGING DEVICES: PREPARING FOR TRUCKING'S NEXT BIG DISRUPTIVE FORCE**

Trucking's electronic logging mandate is a year away, but shippers aren't waiting until then to ensure their carriers comply with the federal rule. They're effectively advancing the deadline by requiring carriers to spell out how and when they'll be ready to transition to e-logs.

Many questions remain: How will shippers and brokers ensure their carriers are complying with the law, and what liabilities could they face if they contract or hire a trucker that isn't? How difficult will it be for carriers without ELDs to comply on deadline? What if the mandate cuts into truck capacity? We'll discuss these issues and more to help you prepare for the electronic logging mandate.

**ROUNDTABLE LEADER**

Brian Fielkow, President, Jetco Delivery

**II. NEW FDA RULES: HOW WILL THEY AFFECT FREIGHT SHIPPING?**

U.S. shippers, logistics operators and carriers involved in the transportation of food are bracing for sweeping new food safety rules that could transform the food supply chain at home and abroad. The final rule on sanitary transportation of human and animal food — the sixth of seven Food and Drug Administration rulemakings required by the 2011 Food Safety Modernization Act — took effect in June.

Although large companies will have a year to comply and smaller companies two years, the time for trucking companies and railroads to develop best practices in such areas as properly refrigerating food, adequately cleaning vehicles between loads and properly protecting food during transportation is now. Implementing the rule, inspired by several outbreaks of foodborne disease over the past decade, will cost an estimated \$115 million a year to implement, according to the FDA.

With shippers, loaders, receivers and carriers all subject to the rule, an integrated approach to solutions is in everyone's best interest. This discussion will get to the heart of the rule, while raising best practices and potential solutions to what is shaping up to be one of the industry's biggest disruptions of the next two years.

**ROUNDTABLE LEADER**

Matt Williams, President, Pro Star Logistics

### **III. DRIVER COERCION: HOW SHOULD SHIPPERS PREPARE?**

Shippers could be exposed to serious penalties and liabilities under a truck driver coercion rule that took effect this year, but many shippers still have no plan in place to deal with this rule. What actually constitutes coercion and what doesn't?

What type of guidelines should shippers have for managers and employees who deal with truck drivers, either occasionally or on a regular basis? What should you do if your company is hit with a coercion complaint? How can a shipper prepare a program to prevent driver coercion? These are all questions we'll discuss as we deliver actionable advice shippers can use to protect their business.

**ROUNDTABLE LEADER**

Meg Schmidt-Duncan, Director, Operations, Koch Logistics

### **IV. FINDING CRITICAL TALENT**

It's a common problem with no easy solution: You're the department head of a major transportation company with a talented, but aging Baby Boomer staff. Where do you turn to ensure a smooth transition as, one by one, your staff — and decades of experience and talent — prepares to call it a career? But that's just one aspect of an increasingly complicated dilemma for companies up and down the supply chain.

Already facing a potentially critical driver shortage when demand picks up, motor carriers are asking more of their truckers than ever before as the job takes on increasing responsibility as new regulations require technology-based solutions.

In an increasingly digital age, logistics providers must be more flexible and creative than ever.

So where do you turn to find the brightest minds to fill these critical roles? For some, a youth movement may be in order. For others, educating from within may be a better option. With no universal solution, this workshop will look at specific needs of specific companies in an exclusive, intimate discussion led by Stephanie Ivey, director of the Intermodal Freight Transport Institute at the University of Memphis.

SPONSORED BY: THE PORT AUTHORITY OF NY & NJ

SESSION INTRODUCED BY

Daniel Pastore, Manager, Functional Support, Port Department,  
The Port Authority of NY & NJ

ROUNDTABLE LEADER

Dr. Stephanie Ivey, Associate Professor and Director, Intermodal Freight  
Transportation Institute, University of Memphis

3:00 — 3:30 PM



**NETWORKING COFFEE BREAK**

*Location: Networking Area (Ballroom C, D, E and F)*

3:30 — 4:30 PM

**CASE STUDY MATCHING IMPORTERS WITH EXPORTERS TO  
FILL THE BACKHAUL**

*Location: General Session (Ballroom A & B)*

With railroads hurting from the carload volume slump and hungry for intermodal loads, ailing container lines looking for savings, and shippers under constant pressure to reduce costs, match-backing or sending back-haul loads, is more appealing than ever. Unfortunately, multiple moving parts, players with different goals, and often-high costs to reposition equipment make matching an export rail move to an import rail move tricky. This case study on match-backing heavy import loads with outbound freight in the Kansas City area won't shirk from the challenges. Attendees will come away with a clear-eyed view of the hurdles and potential, and best practices from those who have made match-backing work.

SESSION CHAIR

Mark Szakonyi, Executive Editor, JOC.com, IHS Maritime & Trade

PANELISTS

Jakob Sadd, International Logistics Manager, JBS

Carl Wasinger, Founder and CEO, Smart Warehousing

ADDITIONAL SPEAKERS TO BE ANNOUNCED

3:30 — 4:30 PM

**THINK TANK ROUNDTABLES: TRACK II***Location: Networking Area (Ballroom C, D, E, F)***SPACE IS LIMITED AND WAS RESERVED DURING REGISTRATION. IF YOU DID NOT SIGN UP FOR ONE OF THESE SESSIONS AND WOULD LIKE TO, PLEASE SEE THE JOC STAFF AT THE REGISTRATION DESK.***In these exclusive, reservation-only roundtables, experts on four subjects critical to shippers' strategic planning in the coming months will lead interactive discussion in an informal environment. Space is limited and will be reserved during registration.***I. ELECTRONIC LOGGING DEVICES: PREPARING FOR TRUCKING'S NEXT BIG DISRUPTIVE FORCE**

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by Stephanie Ivey, director of the Intermodal Freight Transport Institute at the University of Memphis.

**SPONSORED BY: THE PORT AUTHORITY OF NY&NJ**

**SESSION INTRODUCED BY**

Daniel Pastore, Manager, Functional Support, Port Department, The Port Authority of NY & NJ

**ROUNDTABLE LEADER**

Dr. Stephanie Ivey, Associate Professor and Director, Intermodal Freight Transportation Institute, University of Memphis

4:30 — 5:30 PM

**PLANNING FOR 2017: THE SHIPPER-BROKER PERSPECTIVE**

*Location: General Session (Ballroom A & B)*

As 2016 began to wind down, the outlook for the domestic US shipping environment was opaque. Shipper expectations were measured and tamped down at the lowest point yet in the seven-year US economic recovery from the Great Recession. That was evident in the convergence of unexpectedly low demand and the addition of truck capacity, coupled with a dramatic drop in fuel prices and carrier fuel surcharges, that have resulted in a significant decline in over-the-road truck and intermodal rail pricing and revenue. According to the Cass Truckload Linehaul Index, truckload rates dropped year-over-year for seven consecutive months from March through September, the longest such decline since 2009-2010. Cass truckload rates over that period dropped an average of 2 percent year-over-year, though shippers reportedly asked individual carriers for much deeper cuts. Intermodal pricing turned negative on an annualized basis much earlier, starting in January 2015, according to the Cass Intermodal Pricing Index. Over the 21 months between January 2015 and September 2016, intermodal rates dropped on average 2.3 percent per month year-over-year, depressed by lower truckload pricing and falling fuel surcharges. Change is in the air, and on the highways, however, and shippers will be among those to feel the impact most. In late September, the first joint Shipper Survey by The Journal of Commerce, NASSTRAC and Truckstop.com took the pulse of the domestic transportation market, asking shippers and freight brokers about their expectations for the next six months and the year ahead. This panel will reveal and analyze the results, based on the views of those at the nerve center of the North American transportation market.

**SESSION CHAIR**

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

**PANELISTS**

Gail Rutkowski, Executive Director, NASSTRAC, and President, Wabash Worldwide Logistics  
Roxanne Bullard, Director of Research, Truckstop.com

5:30 — 7:00 PM

 **WELCOMING RECEPTION**
*Location: Networking Area (Ballroom C, D, E and F)*

Before heading out for the evening, network with new colleagues and reconnect with others in this 90-minute reception that will feature television network coverage of the presidential and congressional election. Want an idea of how the next four years will look in Washington? Watch and discuss with your industry peers here first.

## WEDNESDAY, NOVEMBER 9

### DAY 2 — THE MAIN EVENT

*If Tuesday afternoon was the appetizer, Wednesday is the main course. Starting with a keynote address by FedEx Freight's Michael L. Ducker, Day 2 of the JOC Inland Distribution Conference will get to the heart of the issues confronting shippers and their transportation service providers through a mix of single speakers, roundtable-type discussions and formal presentations.*

7:00 AM — 5:30 PM

**REGISTRATION**
*Location: Grand Ballroom Foyer*
**SPONSORED BY: IMC COMPANIES**

7:30 — 8:30 AM

 **NETWORKING BREAKFAST**
*Location: Networking Area (Ballroom C, D, E and F)*

8:30 — 9:00 AM

**WELCOMING REMARKS**
*Location: General Session (Ballroom A & B)*

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime &amp; Trade

Chris Brooks, Executive Editor, The Journal of Commerce and JOC Events, IHS Maritime &amp; Trade

 Matthew J. Mullarkey, Senior Vice President, Strategic Planning and Projects,  
CenterPoint Properties

9:00 — 9:45 AM

**KEYNOTE ADDRESS***Location: General Session (Ballroom A & B)*

Michael L. Ducker took the wheel at the largest US trucking company in January 2015, just as the freight economy peaked and the West Coast ports labor dispute disrupted supply chains. Like his predecessor, Bill Logue, Ducker brought decades of experience with FedEx Express in the US and overseas to his less-than-truckload leadership role.

Ducker is also chairman of the US Chamber of Commerce, which gives him a supply chain-wide perspective on US business and the global economy. Bringing freight shipping into the digital age with rapidly evolving technologies is a key challenge he sees on the road ahead. Ducker will offer his insights on the state of the market and the future trucking and freight supply chains in this wide-ranging and highly anticipated discussion.

**INTRODUCED BY**

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

**FEATURED SPEAKER**

Michael L. Ducker, President and CEO, FedEx Freight

9:45 — 10:45 AM

**THE ROAD AHEAD: ANALYZING THE TRUCKING AND INTERMODAL LANDSCAPE***Location: General Session (Ballroom A & B)*

For shippers and transportation providers alike, the past few years have been a wild ride with plenty of unexpected turns. Tight truck capacity and intermodal gains in 2014 transformed into excess capacity, high inventories and intermodal pains by early 2016. The steep drop in oil and fuel prices in 2015 sent shock-waves across supply chains of all types, as did the strong US dollar. All signs point to more interesting times in 2017. We dodged the “mother of all capacity shortages” as the economy softened, but will it come back in 2017? Will diesel prices rise? Will truck capacity tighten as inventory is drawn down? Will freight rates start rising again? There are dozens of questions on issues affecting shippers and carriers we’ll discuss in this panel.

**SESSION CHAIR**

Reynolds Hutchins, Associate Editor, Intermodal and Government/Regulation, JOC, IHS Maritime & Trade

**PANELISTS**

Lawrence J. Gross, Partner and Senior Consultant, FTR Associates and President, Gross Transportation Consulting

Page Siplon, CEO, TeamOne Logistics

Mark Yeager, Senior Adviser, CI Capital Partners

10:45 — 11:15 AM

 **NETWORKING BREAK***Location: Networking Area (Ballroom C, D, E and F)*

SPONSORED BY: LAUFER GROUP INTERNATIONAL

11:15 AM — 12:15 PM

**SHIPPER-CARRIER PERSPECTIVES: A ROUNDTABLE  
DISCUSSION WITH INDUSTRY STAKEHOLDERS***Location: General Session (Ballroom A & B)*

Is the US in a freight recession? That was the question The Journal of Commerce asked early this year as transportation executives wrestled with high shipper inventories and lackluster growth in domestic and international freight volumes. Whether freight is in a true recession — with volumes showing repeated quarterly declines — is debatable and certainly mixed. Total US carload traffic, for example, declined 6.1 percent in 2015, to 14.3 million, according to the Intermodal Association of North America, led by a steep 12 percent fall in coal traffic.

Intermodal traffic, consisting of containers and trailers, fared better, inching up 1.6 percent. That was largely the story for trucking too, where tonnage increased about 2.6 percent year-over-year, according to the American Trucking Associations. With the exception of continued weakness in carload traffic, 2016 got off a faster start. On the international side, containerized ocean imports spiked some 7 percent in the first quarter, helping to feed containerized intermodal shipments. And a strong March led to a first-quarter increase of 3.9 percent in truck tonnage, according to the ATA, but retailers and other shippers are struggling to draw down inventories, and in some cases, may not want to because of consumers' increasing shift to e-commerce and the rapid delivery from centralized distribution centers it requires.

As a result, carriers across modes are flush with capacity and face pricing headwinds. So how do shippers and carriers see the market as 2016 winds down, and what do they anticipate for 2017? This roundtable discussion among trucking, rail and logistics executives and their customers will provide context to the market indicators laid out in the preceding panel of analysts, while gauging the mind-set of industry stakeholders themselves as 2017 approaches.

SPONSORED BY: PORT NOLA (PORT OF NEW ORLEANS)

**SESSION INTRODUCED BY**

Janine Mansour, Commercial Director, Port of New Orleans

**SESSION CHAIR**

Mark Szakonyi, Executive Editor, JOC.com, IHS Maritime &amp; Trade

**PANELISTS**

Jeanne Sebring, Director, North American Transportation, International Paper  
 Steve Rand, Executive Vice President, Sales, Hub Group  
 Gregory W. Ritter, Chief Customer Officer, XPO Logistics  
 Sharon M. Perry, Vice President, Logistics, Carhartt

12:15 — 1:15 PM

**📍 NETWORKING LUNCH***Location: Networking Area (Ballroom C, D, E and F)***SPONSORED BY: KANSAS CITY SOUTHERN**

Join your colleagues in this hour-long break from the program, featuring a mix of seating options allowing you to stand, sit or walk the floor. Visit with your customers at surrounding sponsored tabletops and reconnect with friends and business partners while recharging your batteries for an afternoon of in-depth conference programming.

1:15 — 2:00 PM

**DIGESTING THE ELECTION: WHAT WASHINGTON'S NEW MAKEUP MEANS FOR FREIGHT INTERESTS***Location: General Session (Ballroom A & B)*

Leave your punditry outside for this business-focused review of what a Clinton or Trump administration will mean for shippers and the transportation providers that serve them. Will the new president ease the gas on trucking regulation? Will the White House and Congress finally get serious about freight infrastructure funding? And with anti-trade talk on both sides of the aisle, what's the implication for the North American Free Trade Agreement and the cross-border shippers who depend on it? We'll discuss these and other election-related issues in the first of two intertwined sessions.

**SESSION CHAIR**

Mark Szakonyi, Executive Editor, JOC.com, IHS Maritime & Trade

**PANELISTS**

Randy Mullett, Principal, Mullett Strategies LLC

Mike Regan, Chief Relationship Officer, TranzAct Technologies, and Advocacy Chairman, NASSTRAC

Jonathan Gold, Vice President, Supply Chain and Customs Policy, National Retail Federation

2:00 — 3:00 PM

## THE REGULATORY LANDSCAPE: HOW TO COMPLY WITHOUT SUFFERING PRICING SHOCK

*Location: General Session (Ballroom A & B)*

Already grappling with tight margins, shippers and their motor carriers face a minefield of potential regulatory costs. Trucking companies will absorb some of the additional costs from regulations, ranging from electronic logging devices and tighter truck emission standards, but much in the way of costs will be passed onto shippers. And driver coercion rules expand the financial risk of non-compliance and misdeeds to the shipper. How shippers and transportation providers prepare and cooperate with each other will determine whether the cost of regulation is a manageable incline or a series of unexpected nasty shocks. This session, the second of two policy-centric discussions, will analyze the risks of non-compliance and best practices to meet federal mandates cost-effectively.

### SESSION CHAIR

Reynolds Hutchins, Associate Editor, Intermodal and Government/Regulation, JOC, IHS Maritime & Trade

### PANELISTS

Brian Fielkow, President, Jetco Delivery

Mike Regan, Chief Relationship Officer, TranzAct Technologies,  
and Advocacy Chairman, NASSTRAC

Randy Mullett, Principal, Mullett Strategies

3:00 — 3:30 PM

## NETWORKING BREAK

*Location: Networking Area (Ballroom C, D, E and F)*

SPONSORED BY: PORTMIAMI

3:30 — 4:30 PM

## EQUIPMENT DISLOCATION: THE CONTAINER-TRAILER-CHASSIS CONUNDRUM

*Location: General Session (Ballroom A & B)*

Securing the right equipment at a competitive price is a major challenge at many inland locations. The reality is that there are hubs with surplus containers, trailers and chassis, and there are deficit locations. Transporting equipment from surplus locations to where they're needed the most is a costly proposition,

but there are ways around this conundrum. Industry experts will relate proven strategies for linking importers and exporters within a region to reduce container re-positioning costs through match-backs and street turns. Creative lease arrangements and purchase options also are available to help shippers deal with chassis shortages and dislocations.

**SESSION CHAIR**

Edward Zaninelli, President, Griffin Creek Consulting

**PANELISTS**

Steve Rubin, CEO, ITS Technologies & Logistics

Michael Symonanis, Director, North America Logistics, Louis Dreyfus Co.

Klaus Schnede, Manager, North America Marine Category, Eastman Chemical Co.

Bruce Abbe, Executive Director, Midwest Shippers Association

3:30 — 5:00 PM

## **SPECIAL STUDENT SESSION THE WORKFORCE OF THE FUTURE: RAISING THE VISIBILITY OF LOGISTICS AS A CAREER**

*Location: Hernando Desoto Room*

It's one of the industry's largest quandaries: How to replace the talent that will be exiting the industry as an increasing number of Baby Boomers retire over the next decade? Although more colleges and universities are including logistics and transportation programs in their degree curricula, many would question whether the industry's profile is high enough to today's youth to fill the employment demand to come. This special workshop will feature presentations and conversation from industry leaders to a group of Memphis-area high school students — i.e., your potential future employees — on the merits of logistics as a career.

**INTRODUCED BY**

Chris Brooks, Executive Editor, The Journal of Commerce and JOC Events, IHS Maritime & Trade

**PANELISTS**

Dr. Stephanie Ivey, Associate Professor & Director, Intermodal Freight Transportation Institute, University of Memphis

Edward Burns, President, Burns Logistics Solutions

Page Siplon, CEO, TeamOne Logistics

Ed Burns, Founder, Melior Marketing

Roquita Coleman-Williams, Manager, Supply Chain Solutions, Canadian National Railway

4:30 — 5:30 PM

**CROSSING THE BORDER: WHAT'S DRIVING NAFTA TRADE?***Location: General Session (Ballroom A & B)*

Global trade may be growing at a slow pace, but you wouldn't know that at US border entry ports. Cross-border freight volumes are rising in Laredo, Texas, the largest US-Mexican border crossing for trucks, and in Detroit, the largest truck crossing on the Canadian border. NAFTA's cross-border freight growth of 3.2 percent in 2015 — representing 14.7 million truck and rail containers crossing both borders — exceeds the global ocean containerized trade's weak gain of 1.3 percent in the same period.

Driving that cross-border growth is record demand for cars and light trucks in the US, a shift in global shipper supply chain strategies that favors Mexican ports and manufacturing, and US exchange rates with the Canadian dollar and Mexican peso that give a strong advantage to companies manufacturing goods in both countries for export to the US. The dynamism in the face of slowing global economic growth to backers reflects the strength of the two-decade-old North American Free Trade Agreement, which today finds itself in the cross-hairs of presidential election rhetoric.

This panel will analyze the trends in cross-border trade and the future of relations between the longtime NAFTA partners.

**SESSION CHAIR**

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

**PANELISTS**

Scott Dobak, CEO, Dicom Transportation Group

Laura Hernandez, Senior Business Manager, Intermodal, Union Pacific Railroad

Jordan Dewart, President, Yusen Logistics Mexico

Bradley W. Rudasill, Transportation Manager, Whirlpool Corp.

5:30 — 7:00 PM

**🎯 NETWORKING RECEPTION***Location: Networking Area (Ballroom C, D, E and F)***SPONSORED BY: CENTERPOINT PROPERTIES**

Before heading out for the evening, network with new colleagues and reconnect with others in this 90-minute reception.

## THURSDAY, NOVEMBER 10

### DAY 3 — THE HOME STRETCH

*The 2016 JOC Inland Distribution Conference will cap off three days of critical content with a mix of TED-style speakers and analysis of the technology intended to smooth the flow of cargo while taking some of the stress out of the the day-to-day life of a logistics professional.*

#### 7:00 AM — 1:00 PM **REGISTRATION**

*Location: Grand Ballroom Foyer*

**SPONSORED BY: IMC COMPANIES**

#### 7:30 — 8:30 AM **NETWORKING BREAKFAST**

*Location: Networking Area (Ballroom C, D, E and F)*

8:30 — 8:45 AM

#### **WELCOMING REMARKS**

*Location: General Session (Ballroom A & B)*

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

8:45 — 9:30 AM

#### **A TED-STYLE TALK ON 3D PRINTING AND SUPPLY CHAINS**

*Location: General Session (Ballroom A & B)*

If you think 3D printing is all about boutique manufacturing, think again. 3D printing, or additive manufacturing, is about supply chains and increasingly about high-volume industrial manufacturing. Manufacturers are using 3D printers to build not just prototypes or parts but also supply chains that can more rapidly respond to dynamic, real-time customer demands, reduce inventory and slice into transportation costs while dramatically compressing the time needed to ship products. Enterprise software giant SAP and UPS, the largest US transportation company, have teamed to integrate 3D printing into supply chain processes and build a foundation for on-demand manufacturing. In this TED-style talk, Steven Kim of SAP will show how 3D printing won't just change manufacturing but also challenge shippers and transportation providers as on-demand manufacturing blends with on-demand shipping.

##### SESSION CHAIR

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

##### SPEAKER

Steven Kim, Senior Director, LoB Digital Assets & IoT, SAP

9:30 — 10:30 AM

**THE AMAZON EFFECT: HOW E-COMMERCE IS TRANSFORMING FREIGHT TRANSPORTATION***Location: General Session (Ballroom A & B)*

E-commerce, and Amazon.com in particular, is rapidly changing logistics as we know it. Powered by the astounding growth of subscription-based Amazon Prime, Amazon has moved openly and aggressively to increase its reach, capabilities and capacity in the logistics and distribution arena. The “Amazon Effect” is rippling across supply chains and changing the nature of e-commerce in ways that have all types of shippers, carriers, logistics providers, and warehouse operators straining to keep up. To stay in the market, everyone is working hard on ways to build more “customer-centric” supply chains that enable quicker distribution and last-mile delivery and meet precise fulfillment requirements demanded by consumers. That’s driving e-commerce to a new level of complexity, which in turn requires a different type of industrial and distribution footprint and a greater level of automation and sophisticated technology. Eventually, that could include autonomous tractor-trailers and 3D printing. Many trends in transportation and technology are being driven toward a convergence point by consumer demand and the shift to online shopping, and supply chain capacity, whether measured in terms of truck drivers or warehouse space, supply chain visibility and supply chain performance will reach new levels of importance. This session will look at the broad impact e-commerce, Amazon and its competitors and automation are having on the logistics business and how we must respond to its challenge.

**SPONSORED BY: TRUCKSTOP.COM****INTRODUCED BY**

Jim Vrtis, Chief Technology Officer, Truckstop.com

**SESSION CHAIR**

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime &amp; Trade

**PANELISTS**

Griffith V. Lynch, Executive Director, Georgia Ports Authority

Wally Lynch, CEO, Zipline Logistics

Jeff Brady, Director, Transportation and Logistics, Harry &amp; David

Chuck Moyer, Chief Commercial Officer, LSO Logistics, and First Vice President, Customized Logistics and Delivery Association

J.P. Wiggins, Co-Founder and Vice President, Logistics, 3Gtms

10:30 — 11:00 AM

 **NETWORKING BREAK***Location: Networking Area (Ballroom C, D, E and F)*

11:00 AM — 11:45 AM

**A DAY IN THE LIFE OF A US TRUCKER***Location: General Session (Ballroom A & B)*

The plight of the truck driver has seldom been as troubling as it is today. Hours-of-service regulations have changed multiple times over the past several years, putting new pressures on drivers. Delays on both ends of their delivery cycle, often the result of shipper lapses, only increase the pressure and, ironically, have put drivers in the crosshairs of some shippers who want their product delivered regardless of the circumstances — leading to new regulations barring driver coercion. 2017, meanwhile, will bring new rules requiring all trucks to be equipped with electronic logging devices, adding a new dimension to driver concerns.

Trucking companies claim there is a shortage of qualified drivers, and they do have trouble recruiting and keeping them. In the truckload sector, driver turnover rates have approached, and sometimes exceeded, 100 percent in recent years. Allie Knight, a driver for Montana-based Jim Palmer Trucking, is the kind of truck driver carriers say represents the future of trucking. She's a millennial and she's tech-savvy, documenting her experiences through an online blog and her own YouTube video channel, through which she shares a positive view of trucking and her own experiences on the road. In this Q&A, Knight will inform carriers and shippers why their businesses are at risk if they don't deliver real solutions to the drivers who move their goods.

**SESSION CHAIR**

Mark Willis, On-air Host/Anchor of Road Dog Trucking News, SiriusXM Satellite Radio

**FEATURED SPEAKER**

Allie Knight, Driver, Jim Palmer Trucking

11:45 AM — 12:45 PM

**CURE-ALL OR KRYPTONITE: IS THE NEW BREED OF FREIGHT DISRUPTORS SUSTAINABLE?***Location: General Session (Ballroom A & B)*

In the Age of Uber, a wave of technology companies is targeting freight transportation as the next big market to be transformed by smartphones, mobile

apps and web-based collaborative networking. Although claims that internet-based technology will overturn current freight transportation models and eliminate the need for 3PLs, freight brokers and transportation management systems are likely overstated, internet-based services for shippers, brokers and truckers will certainly help smaller players compete and get and stay in the game. For shippers and brokers, especially small and mid-sized companies, effective use of web-based technology can unlock capacity that otherwise would be difficult to find.

For smaller trucking operators, the right technology can put more freight in their tractor-trailers and straight trucks. Technology companies and venture capital firms are pursuing it with hard cash amounting to hundreds of millions of dollars, in the process trying to emulate the success of enterprises such as Uber and AirBNB. But there are obstacles that make the complete “Uberization” of freight transportation unlikely. For one, the freight transportation business isn’t the taxi business. Most truck freight moves under contract.

Shippers that sign contracts with carriers move large volumes, and need to do so with consistency. Scale reduces cost. Those shippers also develop carrier relationships that go far beyond the transactional level. They engage in collaborative networking to an extent that can “embed” their core trucking firms in their enterprises. And, most importantly, in many cases the venture capitalists storming the industry, while progressive in terms of technology, have little logistics experience. This session will delve into the so-called disruptors who are trying to transform the transportation business while analyzing whether they’ll actually do that or never live up to the billing.

#### SESSION CHAIR

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

#### PANELISTS

Richard Metzler, Chief Marketing Officer, uShip.com

Lance Healy, Co-Founder and Chief Innovation Officer, Banyan Technology

Tommy Barnes, President, project44

Barry Conlon, CEO, Founder, Overhaul

12:45 PM

## **CLOSING REMARKS**

*Location: General Session (Ballroom A & B)*

William B. Cassidy, Senior Editor, Trucking, JOC, IHS Maritime & Trade

TUESDAY

1:15 — 5:15 PM

**JOC SHIPPER ROUNDTABLE**

*Location: General Moorman Room, Mezzanine Level*

**RESERVATION ONLY. SOLD OUT.** YOU MUST BE A BCO/SHIPPER (YOU MUST OWN THE GOODS THAT ARE BEING SHIPPED) IN ORDER TO TAKE PART IN THIS EVENT.

*This roundtable is for a small group of beneficial cargo owners. The aim is to provide a forum for discussion of issues that you and other shippers are likely to see in the coming months and what lessons can be drawn from the experience of last year. The discussion will be led by one of our JOC editors in a confidential, off-the-record environment.*

*This will be a senior-level discussion in which you will have the opportunity to share experiences and hear the views of your peers on key transportation and logistics challenges as the year progresses.*

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WEDNESDAY

THURSDAY

6:00 PM

**65TH ANNUAL PORT OF NEW ORLEANS NIGHT**

*Location: Peabody Hotel*

**REGISTRATION REQUIRED.**

*Come join the Memphis World Trade Club for the 65th Annual Port of New Orleans Night!*