

PROGRAM

MONDAY

Monday, November 6, 2017

3:00 — 5:30 PM

REGISTRATION

Location: Garden Court B

3:00 — 5:30 PM

JOC SHIPPER ROUNDTABLE

Location: Waverly

RESERVATION ONLY. YOU MUST BE A BCO/SHIPPER (YOU MUST OWN THE GOODS THAT ARE BEING SHIPPED) IN ORDER TO TAKE PART IN THIS EVENT. IF YOU WOULD LIKE TO PARTICIPATE, PLEASE EMAIL MINA.PATEL@IHSMARKIT.COM OR GO TO THE REGISTRATION DESK.

This exclusive, shipper-only discussion facilitated by JOC Senior Editor William Cassidy will bring together shippers in an off-the-record meeting to exchange ideas and potential solutions to the numerous challenges confronting stakeholders in the domestic North American supply chain. Among the topics of discussion will be the trucking and domestic intermodal market and pricing trends, cargo efficiency and visibility, cross-border NAFTA trade, and the impact of new and upcoming regulatory environments.

SPONSORED BY: CN and DCLI (DIRECT CHASSIS LINK INC.)

WEDNESDAY

4:00 — 5:30 PM

FINDING AND RETAINING TALENT: CARRYING THE INDUSTRY FORWARD

Location: Habersham Ballroom

It's a common problem with no easy solution: You're the department head of a major trucking or railroad 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? For many, the answer lies in a youth movement, but attracting the next generation of talented, driven, growth-oriented employees comes with numerous risks, the biggest of which is that you can't afford to make a hiring mistake. Worse, the competition for young talent has never been greater, not only within the transportation industry but from any number of other industries confronting the

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same challenge. Improving the visibility into logistics as a career, then, has never been more important. In this highly anticipated gathering, JOC Events will bring together more than 100 Atlanta-area high school and university students to meet with representatives from multiple transportation sectors in a roundtable environment to talk about the value of a career in logistics. One of the most popular, and positively reviewed elements of the 2016 JOC Inland Distribution Conference, it's sure to be an unforgettable experience for all involved.

SESSION LEADER

Dr. Stephanie S. Ivey, Associate Dean for Research, Herff College of Engineering, Professor, Department of Civil Engineering, University of Memphis

TUESDAY

5:30 — 7:00 PM

WELCOME RECEPTION

Location: Garden Court B

WEDNESDAY

Tuesday, November 7, 2017

7:30 AM — 5:30 PM

REGISTRATION

Location: Garden Court B

7:30 — 8:30 AM

WELCOME BREAKFAST

Location: Garden Court B

8:30 — 8:45 AM

WELCOME REMARKS

Location: Habersham Ballroom

William B. Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

Chris Brooks, Executive Editor, JOC Events, Maritime & Trade, IHS Markit

Edward McCarthy, Chief Operating Officer, Georgia Ports Authority



8:45 — 9:30 AM

KEYNOTE ADDRESS

Location: Habersham Ballroom

Shippers caught between rapidly evolving e-commerce supply networks and uncertainty over transportation capacity and pricing will want to be in on this exclusive keynote Q&A with Mark Wallace, senior vice president for global engineering and sustainability at UPS, the largest US transportation provider. Wallace is charged with overseeing the optimized and efficient operations of UPS facilities, drivers, and technologies, keeping freight flowing through the widest possible variety of modes and distribution channels. Tighter and faster fulfillment and replenishment cycles challenge UPS as much as any shipper, carrier, or third-party logistics provider, and drive a need for constant innovation throughout the organization. Wallace will discuss UPS's vision of how shipping will change in this new digital era in an open conversation with JOC Senior Editor Bill Cassidy and the JOC Inland audience.

SESSION CHAIR

William B. Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

KEYNOTE SPEAKER

Mark Wallace, Senior Vice President, Global Engineering and Sustainability, UPS

9:30 — 10:45 AM

THE ROAD AHEAD: NAVIGATING AN UNCERTAIN DISTRIBUTION LANDSCAPE

Location: Habersham Ballroom

In this long, often slow, and sometimes turbulent economic recovery, uncertainty has become the new certainty. The failure of so many forecasts — the great truck capacity crunch of 2015, 2016 or 2017, for example — reflects an era in which the norms of business, technology and the US economy are under stress and changing rapidly. The US emerged from a two-year soft patch in domestic freight demand and pricing this year, but what should shippers and service providers expect 2018 to bring? This panel of experts, supported by a wealth of data, will delve into the trends driving the US economy, freight demand, industrial distribution, trucking, and intermodal rail as 2017 nears its end.

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SESSION CHAIR

William B. Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

PANELISTS

Lee Klaskow, Senior Analyst, Transportation and Logistics, Bloomberg Intelligence
David Egan, Head of Industrial Research, Americas, CBRE
Matthew Harding, Vice President, Freight Market Intelligence Consortium, Chainalytics
Lawrence J. Gross, President, Gross Transportation Consulting

TUESDAY

10:45 — 11:15 AM ☕ **NETWORKING BREAK**

Location: Garden Court B

11:15 AM — 12:00 PM

VIEW FROM THE TOP: A CONVERSATION WITH INDUSTRY LEADERS

Location: Habersham Ballroom

Rapid advances in technology, online purchasing, and an economy that routinely defies expectations are transforming the transportation and logistics landscape. How do today's logistics leaders, third-party logistics providers, industrial real estate developers, and trucking and intermodal executives read the trends? This roundtable discussion will provide context to the market indicators laid out in the preceding panel of analysts, while gauging the mindset and outlook of industry stakeholders as 2018 approaches. What do they expect in domestic transportation pricing, in warehousing and trucking capacity, in inventories and trade, and from Washington, DC? What are the trends and concerns keeping them on their toes all day and awake at night? And what are the logistics problems for which they are most eagerly pursuing solutions?

SESSION CHAIR

Mark Szakonyi, Executive Editor, JOC.com and The Journal of Commerce, Maritime & Trade, IHS Markit

PANELISTS

Michael P. Murphy, Chief Development Officer, CenterPoint Properties
Darren Hawkins, President, YRC Freight
Andrew Fuller, Assistant Vice President, Domestic Intermodal, CN
Bob Biesterfeld, President, North American Surface Transportation, C.H. Robinson Worldwide
Jeff Tucker, CEO, Tucker Company Worldwide

WEDNESDAY



12:00 — 12:45 PM

VIEW FROM THE TOP: THE SHIPPER PERSPECTIVE

Location: Habersham Ballroom

Good times or bad, shippers continually have to meet corporate objectives and deliver budgeted savings. That job is only getting more difficult as customer demands drive change from storefronts all the way back to supplier's docks. In 2018, shippers are likely to face a capacity and pricing challenge unlike anything they've seen in recent years. The preceding panels presented an expert view of the transportation market and the perspective of leading logistics service providers on the challenges of 2018. What's the perspective of their customers, those purchasing transportation services and shipping goods? How satisfied are they with service levels and what changes do they want to see? How can shippers overcome obstacles and, with help from their logistics providers, offer better value and service to their end customers? We'll discuss these and other topics with our panel of leading US logistics and transportation managers.

SESSION CHAIR

Mark Szakonyi, Executive Editor, JOC.com and The Journal of Commerce, Maritime & Trade, IHS Markit

PANELISTS

Jeff LeClair, Vice President, Manufacturing & Supply Chain, Basin Holdings

Michelle Livingstone, Vice President, Transportation, The Home Depot

Terri Reid, Director, Global Transportation and Supply Chain, Famous Footwear, Caleres

John F. Janson, Director, Global Logistics, SanMar

MONDAY

TUESDAY

WEDNESDAY

12:45 — 1:45 PM **NETWORKING LUNCH**

Location: Garden Court B

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1:45 — 2:45 PM

PRICING STRATEGIES: TRANSPORTATION BIDDING

Location: Habersham Ballroom

Worried about year-end truck capacity and the potential for higher truck and intermodal rates, shippers in the first half of this year began to rethink how and when to put their transportation business up for bid. Comprehensive bids are becoming more common, experts in this field say, and shippers are turning to third parties for help. Shippers and 3PLs are using bidding strategically and tactically. The goal isn't just to reduce costs by driving rates down, but also to cut shipper expenditures by optimizing entire freight networks. This panel will analyze how shipper strategies around RFPs are changing and how they can benefit.

SESSION CHAIR

Tommy Barnes, President, project44

PANELISTS

Brian Broadhurst, Vice President, Transportation Solutions, Spend Management Experts

John Colbern, Vice President, Transportation Management, Transplace

Brent Hutto, Chief Relationship Officer, Truckstop.com

TUESDAY

WEDNESDAY

1:45 — 2:45 PM

THINK TANK ROUNDTABLES: SESSION I

Location: Garden Court B

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 discussions in an informal environment.

I: COLLABORATION — LET'S "WALK THE WALK"

Table 1

For years, shippers and their transportation partners, whether carriers or 3PLs, have acknowledged the need for greater collaboration to reduce costs and improve efficiency for all. True collaboration has proved difficult, but the benefits can be proven, too. In this "inflationary" environment for transportation costs, finding ways to collaborate is more important than ever. How can we move beyond talk and "walk the walk"?

THINK TANK LEADER

Dennis M. Grim, President, Business-to-Business Communications



II: ELDS — WHAT'S ON THE LINE FOR SHIPPERS?

Table 2

Trucking operators may have gotten a bit of a reprieve when penalties for violating the Federal Motor Carrier Safety Administration's electronic logging mandate were postponed until April 2018, but that doesn't make the situation any less urgent for shippers to make sure their carriers are complying with the federal rule. But how should they go about that with their trucking companies and brokers? What liabilities could they face if they contract or hire a trucker that isn't compliant? How difficult will it be for carriers without ELDs to comply on deadline? We'll discuss these and other issues as shippers prepare for the upcoming ELD age.

THINK TANK LEADER

Page Siplon, CEO, TeamOne Logistics

III: SOURCING CAPACITY

Table 3

Projections of a trucking capacity shortfall next year abound as the economy grows more rapidly, carriers struggle to hire drivers, and the electronic logging mandate looms. Shippers can hit that capacity wall, or find ways around it and over it to unlock hidden, or underutilized, capacity. What are the best strategies and practices to pursue?

THINK TANK LEADER

Jeff Tucker, CEO, Tucker Company Worldwide

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WEDNESDAY

2:45 — 3:15 PM

 **NETWORKING BREAK**

Location: Habersham Ballroom

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3:15 — 4:15 PM

PRICING INNOVATION: THINKING OUTSIDE THE BOX

Location: Habersham Ballroom

As technology opens new possibilities for real-time, dynamic management of supply chains, shippers and carriers are rethinking how they determine freight rates. Tired of pricing methods that seem stuck in the 1980s? Feel that you don't have control over how rates are set? This is a good time to think about alternatives. From dimensional LTL pricing to truckload rate futures, shippers have or shortly will have more options to determine and adjust rates than they've had in decades. This panel will discuss some of the latest innovations in pricing that could benefit shippers, 3PLs, and trucking operators.

SESSION CHAIR

William B. Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

PANELISTS

Craig Fuller, Managing Director and CEO, TransFX

Lance Healy, Chief Innovation Officer, Banyan Technology

Mark Montague, Industry Pricing Analyst, DAT Solutions

Brian Thompson, Chief Commercial Officer, SMC3

TUESDAY

WEDNESDAY

3:15 — 4:15 PM

THINK TANK ROUNDTABLES: SESSION II

Location: Garden Court B

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.

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Dennis M. Grim, President, Business-to-Business Communications

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THINK TANK LEADER

Jeff Tucker, CEO, Tucker Company Worldwide

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4:15 — 5:00 PM

PLANNING FOR 2018: THE SHIPPER-BROKER PERSPECTIVE

Location: Habersham Ballroom

The economy improved in 2017, but will it gain momentum or slip backward in 2018? Will over-the-road capacity tighten and transportation rates climb? Which modes will be most affected? How are shipping strategies changing? The second joint Shipper Outlook Survey released by The Journal of Commerce, NASSTRAC, the Transportation Intermediaries Association, and Truckstop.com takes the pulse of the domestic transportation market, asking shippers and brokers about their expectations for 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 and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

PANELISTS

Roxanne Bullard, Director of Research, Truckstop.com

Gail Rutkowski, Executive Director, NASSTRAC, and President, Wabash Worldwide Logistics

Chris Burroughs, Senior Director, Government Affairs, Transportation Intermediaries Association (TIA)

TUESDAY

WEDNESDAY

5:00 — 6:30 PM

NETWORKING RECEPTION

Location: Garden Court B

SPONSORED BY: CENTERPOINT



Wednesday, November 8, 2017

MONDAY

7:30 AM — 3:00 PM **REGISTRATION**

Location: Garden Court B

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

Location: Garden Court B

TUESDAY

8:30 — 8:35 AM

WELCOME REMARKS

Location: Habersham Ballroom

William B. Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

WEDNESDAY

8:35 — 9:00 AM

THE AUTOMATED SUPPLY CHAIN: A TED-STYLE TALK

Location: Habersham Ballroom

Autonomous trucks, warehouse robots, and delivery drones grab a lot of the headlines and public attention, but automation also is spreading throughout every nook and cranny of the supply chain. Some of the results will be startling, others less obvious. Joe Dunlap, managing director of supply chain services for industrial real estate developer CBRE, will share his unique perspective on how automation will affect the supply chain, and transportation as a whole.

INTRODUCED BY

William B. Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

FEATURED SPEAKER

Joe Dunlap, Managing Director, Supply Chain Services, CBRE

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9:00 — 10:00 AM

VISIBILITY: HOW TO GET A CLEARER VIEW

Location: Habersham Ballroom

“Visibility” is on the tip of every supply chain manager’s tongue, but how many shippers truly have visibility? What does the term really mean? More data is streaming toward carriers and shippers from the supply chain than ever, but big data isn’t always smart data. And, even if we can pinpoint a shipment location in real time, how do we use that knowledge to manage risk and better serve customers? This session will explore how shippers can use visibility to make the leap from reacting to crises to proactive risk management.

SESSION CHAIR

William B. Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

PANELISTS

Dave Halsema, Executive Vice President, Partner Alliances, MacroPoint

Greg Smith, Enterprise Consultant, Tech Mahindra

Barry Conlon, CEO, Overhaul Group

TUESDAY

WEDNESDAY

10:00 — 10:15 AM ☕ **NETWORKING BREAK**

Location: Garden Court B

10:15 — 11:15 AM

ELDS: THREE MINUTES TO MIDNIGHT

Location: Habersham Ballroom

After years of development, lawsuits, and appeals, electronic logging devices are just around the corner. Starting in mid-December, truck drivers across the country — from small-owner operators and drayage carriers to the largest truckload and LTL operators — will have to scrap the paper log books they’ve used since the 1930s in favor of some type of ELD. The immediate goal of the transition, mandated by Congress in 2012, is to improve enforcement of driver hours-of-service regulations. But getting ELDs into more than 3 million trucks

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before the deadline is a major undertaking, and one projected to cost trucking operators more than \$1 billion. Training those truck drivers to use ELDs also could take months, a period in which productivity may decline. The regulation also poses a big challenge to shippers in the US, forcing them to take a hard look at their carriers and brokers and to rethink their shipping networks. Just weeks before ELDs take effect, 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 who isn't? How difficult will it be for carriers without ELDs to comply on deadline? What if the mandate cuts into truck capacity? This session will discuss these issues and more to help you prepare for the ELD mandate.

SESSION CHAIR

Mark Willis, National News Anchor and On-Air Host, "Road Dog Trucking," Sirius XM Satellite Radio

PANELISTS

Thayne Boren, General Manager, Truckstop.com

John Seidl, Transportation Consultant, Integrated Risk Solutions

Eric Lien, Senior Vice President, Corporate Development, Arrive Logistics

Norm Ellis, President, North America, EROAD

WEDNESDAY

11:15 AM — 12:00 PM

DISRUPTION, RESILIENCY, AND RECOVERY: LESSONS LEARNED FROM HARVEY AND IRMA

Location: Habersham Ballroom

It's been years since a pair of hurricanes like Harvey and Irma walloped the US, causing perhaps \$300 billion in economic damage felt far inland from the Gulf Coast and Atlantic. The hurricanes couldn't have hit at a worse time for shippers — US surface transportation capacity was already tightening, and prices were rising when the storm winds blew in. We're still dealing with the aftermath, and will be for months, perhaps in unexpected ways. What are the specific logistics lessons we can draw from this year's superstorms, and how can we build more resilient — if not totally stormproof — supply chains?



SESSION CHAIR

Joseph Bonney, Senior Editor, Breakbulk and Project Cargo, JOC, Maritime & Trade, IHS Markit

PANELISTS

Aaron Parrott, Specialist Leader, Supply Chain and Manufacturing Operations, Deloitte Consulting

Amos Rogan, LTL Operations Leader, Averitt Express

Patrick Maher, Executive Vice President, Gulf Winds International

MONDAY

TUESDAY

12:00 — 1:00 PM

NETWORKING LUNCH

Location: Garden Court B

1:00 — 2:00 PM

NAFTA: WHY US-MEXICAN TRADE WILL KEEP ON TRUCKING

Location: Habersham Ballroom

Whether President Trump withdraws the US from NAFTA or not, US trade with Mexico is on course to grow. Cross-border supply chains are linked at a deep level, and whatever trade agreements the United States, Canada, and Mexico agree upon, freight will keep moving. Indeed, after declining in 2016, total US-Mexico trade soared more than 23 percent in the first seven months this year, according to the US Census Bureau's Foreign Trade Division. That doesn't mean the flow of goods can't be improved, or that policy couldn't have an impact on how goods move. The bigger question may be how the US economy and available transportation capacity will affect cross-border freight. How will shippers, logistics companies, and transport operators cope with increased congestion at the border and uncertain policies in our nations' capitals?

SESSION CHAIR

Mark Szakonyi, Executive Editor, JOC.com and The Journal of Commerce, Maritime & Trade, IHS Markit

PANELISTS

Erik Bo Hansen, Vice President, Sales & Marketing Intermodal, Kansas City Southern Railway

Craig Callahan, Senior Vice President, Sales, Werner Enterprises

Jose Minarro, Customs Brokerage Director, Transplace Mexico LLC

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2:00 — 3:00 PM

E-COMMERCE: FIRST TO THE LAST MILE

Location: Habersham Ballroom

Thanks to the fulfillment machine called Amazon, the last or final mile is now the first thing shippers think about when they receive orders, whether for industrial freight or consumer goods. As shippers struggle with rapid fulfillment strategies, their logistics and transportation partners are trying to determine where they fit in the first, middle, and final miles of a door-to-door shipment. The last mile, in particular, brings challenges to both shippers fulfilling orders and carriers executing them. And exponential growth in online shopping means the goals keep moving for all parties. This panel, fittingly, our own last mile, examines where last-mile logistics is headed.

SESSION CHAIR

William B. Cassidy, Senior Editor, Trucking and Domestic Transportation, JOC, Maritime & Trade, IHS Markit

PANELISTS

Michelle Ellwanger, Senior Vice President, Operations, NonStopDelivery

Melissa Runge, Vice President, Analytical Solutions, Spend Management Experts

WEDNESDAY

3:00 PM

CLOSING REMARKS

Location: Habersham Ballroom