

## Rail Negotiation Seminar

# The Seminar That Helps Cut Your Rail Expenses



## Deal More Effectively with Railroads in Less Time

The seminar lays out tried and proven policies and procedures that work to better control and reduce rail expenses with railroads that have monopoly power over some or all of your rail traffic. The goal is to put downward pressure on rates and stop rates from always increasing. 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
- ✓ Structuring effective cost reducing negotiations that also increase rail profits
- ✓ The questions effective strategic planning needs to answer

### Special Presentations

Reducing Rail Expenses More Than 10% By Optimizing Your Rail Spend

Likely Impact Recent Decisions of the STB and the Courts Will Have on Rail Shippers

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

March 19-20, 2025

DoubleTree Tampa  
Rocky Point  
Tampa, FL

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.



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

**Guest Speaker**

**Mike McBride**

Van Ness Feldman



## March 19, 2025

Day One: 8am-5pm

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

- Better understand the historical change in the rates and carloads on your moves
- Use leverage with railroads that is not related to competition for your movements
- Understand what is and isn't working in the current rail market
- Know the reason why rail rates always tend to increase as this helps you stop rate increases
- Rules to follow for better rail negotiations

### **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**

- Why proactive negotiations with railroads are now a necessity
- What being proactive means and why it has become essential in controlling rail rates

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

- Making your moves more important to railroads
- Innovative ways to increase your competitive options
- Determining reasonable rates for your movements
- Know the impact on rail profit when you add or take carloads away from railroads

### **Dealing More Effectively with Railroads in Less Time**

- The best way to obtain, analyze and use intelligence in rail negotiations

### **Cocktail Reception**



## March 20, 2025

Day Two: 8am-12pm

### **Practice That Reduce Most Shippers Negotiation Leverage with Railroads**

- Why it happens
- How to correct

### **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 Real Benefit from 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 continually improve your rate structure

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

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

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

### **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 2025 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 by Hilton Rocky Point Waterfront, located at 3050 North Rocky Point Drive, West, Tampa Florida 33607, is just minutes from Tampa Airport. A special room rate of \$219 single/double is being provided for seminar attendees. Rooms are being held until February 25, 2025. 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. Rail Regulations

**Speaker Michael McBride**

**Partner - Van Ness Feldman, LLP Law Firm**

The STB is at a crossroad with rail regulation and its direction going forward is uncertain. Michael McBride will discuss the likely impact recent important decisions of the STB will have on rail shippers. He will also discuss pending policy-oriented proceedings before the STB and the courts that affect regulation of railroad transportation. This will include recent railroad merger cases as well as an overview of the STB's statutory authority.

The current political climates impact on rail regulations will also be addressed.

### Optimizing to Reduce Your Rail Expenses

**Speaker Cory Roman**

**Vice President - Escalation Consultants, Inc.**

The presentation will show how effective optimizing reduces shippers' rates, while also increasing railroads' profit. Optimization creates win/win opportunities between shippers and carriers which fosters productive rate negotiations.

Optimizing helps reduce rail expenses by more than 10% which makes this an important issue for strategic planning. The primary keys for getting the largest cost reductions from the optimization process will be demonstrated in the presentation.

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

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

3M Company

Anheuser-Busch

Archer Daniels Midland Co.

Bayer Corp.

Bridgestone/Firestone

BP Petrochemical

Cargill, Inc.

Chevron USA

Chrysler Corp.

Church & Dwight Company, Inc.

Conagra, Inc.

Conoco, Inc.

Dow Chemical

DuPont

Eastman Chemical Co.

Exxon Mobil

Ford Motor Company

Formosa Plastics Corp., USA

Georgia Pacific Corp.

Goodyear Tire & Rubber

Imperial Oil, Ltd.

International Paper Company

Kellogg

Koch Industries, Inc.

Kraft Food, Inc.

LaFarge Corp.

LyondellBasell Industries

Martin Marietta

Monsanto Chemical Company

Nestle Purina Petcare Co.

Nucor-Steel

OCI Chemical

Peabody

Pennzoil

PPG Industries

Procter & Gamble Company

Shell Chemical Company

Solvay Polymers, Inc.

Tate & Lyle

Total Petrochemicals, Inc.

Tropicana

Volkswagen of America

Vulcan Chemicals Company

Westlake Chemical Co.

Weyerhaeuser

## Rail Seminar, March 19-20, 2025 Registration Form

Scan the QR Code or Sign-up Online at [EscalationConsultants.com](https://EscalationConsultants.com)



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

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

#### Before February 16th

1st Registrant (\$1,150)

Team Discount (\$980)

#### After February 16th

1st Registrant (\$1,350)

Team Discount (\$1,150)

Team discount not available to first registrant from a company.

### Cancellations

Cancellations made before February 17th will be refunded in full. A \$200 administration fee will be applied to cancellations made after February 16th. **There will be no refunds issued on cancellations made after February 26th.** Substitutions are welcome at any time.

**Email to:** [Seminar@EscalationConsultants.com](mailto:Seminar@EscalationConsultants.com)

**Fax:** (301)977-9248





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 more than a billion dollars in rail spend annually. He received a Bachelor of Science from the University of Maryland.

### Cory Roman

Vice President of 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, LLP Law Firm

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 created the annual Transportation Forum conducted by the Association of Transportation Law Professionals before the STB and was the Program Chairman for that event for 14 years. He is the Editor-in-Chief of the Journal of Law, Logistics and Policy of ATLP. 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

"This was time well spent. I recommend the seminar for companies looking for effective ways to reduce their rail expenses."

Ryan Kelley, Sr. Manager Transportation Procurement – Domtar

"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 – Penoco, 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 Manager Rail, HF Sinclair

"This seminar paints a comprehensive picture of the rail benchmarking process, rail industry, and provides the insights and valuable information for rate discussions with railroads."

Eddy Harsono, Director of Logistics & Procurement, Paper Excellence Canada

"Well-paced seminar, with useful information every step of the way. I highly recommend the seminar for anyone involved with or responsible for their company's rate negotiations with railroads."

Dana Hunt, Rail Logistics Manager – Interoceanic Corp.

"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.

"Very informative seminar on tactics that can be used to improve negotiation results with railroads."


Sumet Thabthimthong, Sr. Transportation Manager – Stephen Company

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