



*Transportation Meets Innovation*

JUNE 26-29 2012 | CHICAGO

# *Innovation*



*“to bring something new”*



*Innovation is what brings  
our attendees back year after year.*

*At Connections 2012 you'll recognize it in the originality of our session topics, our unique choice of presenters and our unrivaled forum for connecting with the industry.*



*Join us and make it yours.*

# Change Management:



Moderator: John Schulz  
Writer & Contributing Editor  
Logistics Management

Doug Stotlar  
President & CEO  
Con-way Inc.

*adapt & thrive*

# *Leading through organizational transitions*

Change management is an essential skill in any forward-thinking organization. As president and CEO of Con-way Inc., Doug Stotlar has embraced transformational change to achieve breakthrough results, including positioning Con-way Freight to become the second largest LTL trucking company in the U.S. Stotlar has held various management roles in his 25+ years in the transportation industry and has experienced the changes needed to achieve transformational change. Hear first-hand how his organization-evolving initiatives are enabling Con-way Freight to adapt and thrive in today's fast-changing, uncertain environment.

*Con-way*<sup>®</sup>



# Keynote:

## Creating the future you deserve

A turning point occurs when a profound truth enters your consciousness and, in that moment, life changes course. Every decision you make and every action you take from that point on catapults you into an entirely new realm of possibility. Join best-selling author Andy Andrews as he answers the question, "Can anyone succeed?" by outlining the essential steps to achieving a specific level of excellence. This is one of Andrews' most versatile presentations... filled with incredible stories, real historical examples, topical insights—and a lot of laughter!

Andy Andrews  
Best-selling Author



# *Emerging Markets:*

## *Export growth & free trade practices*

Recent free trade agreements could boost U.S. exports by more than \$10 billion a year, according to the U.S. International Trade Commission. The current U.S. administration projects that American exports will double in the next five years, creating more than two million jobs in the U.S. Join one of the nation's foremost authorities on export growth and multilateral trade agreements to find out what this means for the transportation and logistics industries.



Moderator: Rick Blasgen  
President & CEO  
CSCMP



# *Retail Logistics:*

## *Case studies in technology*



Moderator:  
Brian Everett  
Executive Director  
NASSTRAC

Like many shippers, our panel of retail logistics leaders were each faced with antiquated technology that didn't meet their company's changing operational requirements. Learn how and why they turned to technology experts to improve their transportation management, inventory management and business processes. These retail logistics experts will present case studies on their use of technology to streamline supply chain operations, resulting in better service and market performance.



Dee Biggs  
Director, Customer Logistics  
Welch Foods, Inc.



Carey Skoglund  
National Logistics Manager  
Ace Hardware Corporation



Keith Hartlaub  
VP, Distribution Services  
Sargento Foods, Inc.



# *Transportation Growth:* *The changing landscape of shipping*

Every mode of freight transportation has its own inherent advantages and disadvantages. Changing markets, increasing concern over the environmental impact, rising fuel prices, higher levels of congestion, and capacity constraints all mean that the boundary between which mode provides the best economic and environmental solution is changing. So how do all modes of freight transportation prepare for these changes? Our panel of experts will share their insights and expertise from an intermodal, trucking and logistics viewpoint. Learn how the landscape of shipping is changing and how it will impact your decisions for efficient, economic and sustainable freight solutions.



Moderator:  
Bill Cassidy  
Senior Editor  
Journal of Commerce



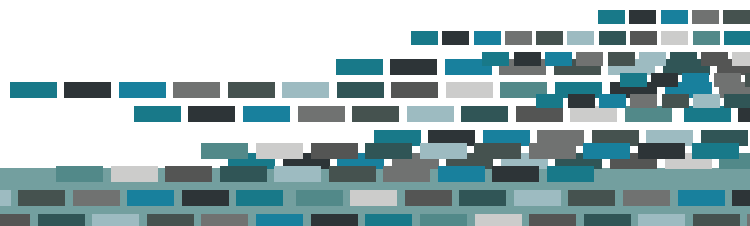
Mark Yeager  
Vice Chairman, President & COO  
The Hub Group



Steve Branscum  
Group VP, Consumer Products  
BNSF Railway Company

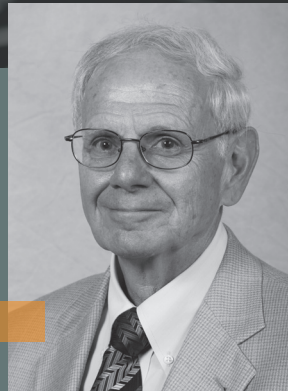


Nathan Smith  
Senior VP, Intermodal Ops  
J.B. Hunt

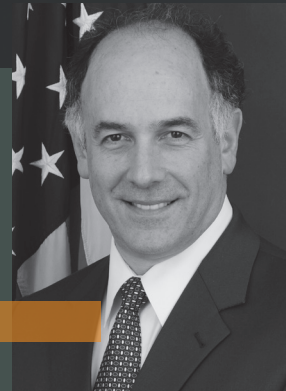


# *U.S. Legislative & Regulatory Panel*

Don't miss the latest on the policy matters that impact the transportation and supply chain industry. Hear the latest on the transportation bill and other policy matters as led by moderator John Bagileo, along with the Deputy Administrator of the Federal Motor Carrier Safety Administration, Bill Bronrott, and Tim Lynch, top industry policy analyst. The panel will review current legislative proposals and regulatory issues including CSA rules, electronic on board computers (EOBR's), driver safety and more.



Moderator:  
John Bagileo  
Principal  
Law Offices of John Bagileo



Bill Bronrott  
Deputy Administrator  
Federal Motor Carrier Safety Administration



Tim Lynch  
Senior Director, Government Relations  
Morgan Lewis



# Traffic: Costs, timing & changing tools

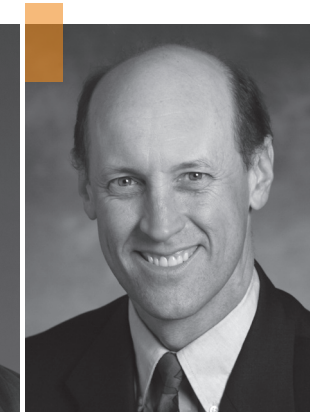
Traffic and congestion impact freight delivery schedules, adding expense for fuel and time to the cost of the shipment for the carrier and the price of the shipment for the originator. By leveraging today's dynamic traffic information, carriers can now respond in real-time to changing traffic conditions, reducing the financial impact to both parties. This session will introduce you to the unexpected innovation behind these new, more complex traffic datasets. You'll also get an update from the senior research engineer in charge of the Urban Mobility Report. The report, produced annually by the Texas Transportation Institute (Texas A&M) is a nationally acclaimed study that tracks traffic congestion by corridors—with a specific focus on freight movement, including how the timing of shipments and traffic can impact costs.



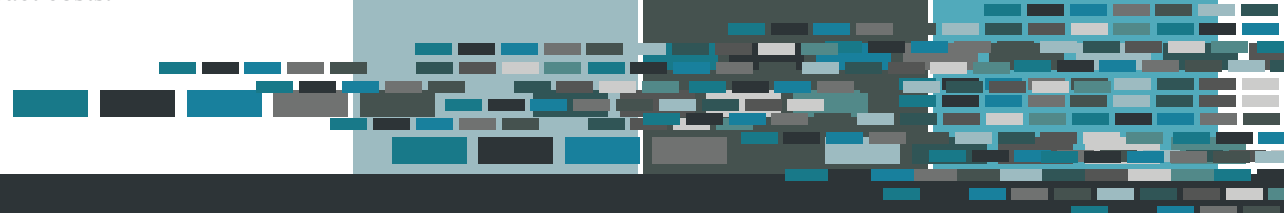
Moderator:  
Dan Popkin  
VP, Business Development  
ALK Technologies



Ryan Glancy  
VP, Fleet Services  
INRIX



Tim Lomax, Ph.D.  
Senior Research Engineer  
Texas Transportation Institute





## *2012 Economic Update*

Join Jeffrey Rosensweig, Ph.D., for a dynamic look at world economics. As the director of the global perspectives program at the Goizueta Business School of Emory University, he will cover U.S. and European economic troubles and the changing China market. Dr. Rosensweig will discuss trends and indices, including the long-expected potential U.S. recovery and their linkages. Last, he will review how the trends relate to the transportation industry.

Jeffrey Rosensweig, Ph.D. | Director, Global Perspectives Program | Emory University



## *Campaign 2012: Who will win?*

Join Larry Sabato, Ph.D., one of the country's leading political prognosticators, for a look at up-to-the-minute electoral indicators. He'll share his insights on the current political landscape in this election year, including a review of this year's House and Senate races in pivotal states. *The Wall Street Journal* has declared Sabato "the most quoted college professor in the land" and his electoral analysis is widely considered the nation's most accurate. You'll hear his predictions for all the big elections in 2012 and what their outcomes will mean for transportation in the near future.

Larry Sabato, Ph.D. | Director, Center for Politics | University of Virginia



[smc3connections.com](http://smc3connections.com)

# breakout

## *Corwith Facility Intermodal Tour*

Located in the neighborhood of Brighton Park on the southwest side of Chicago, the Corwith Intermodal Facility is a landmark in the history of rail freight transportation. Today, Corwith is the primary point of origin and destination for domestic container business to and from the Midwest, Texas, and the Pacific Southwest, with container cranes loading more than 1900 containers per day. This limited tour, hosted by BNSF and J.B. Hunt, will provide an inside perspective on the day-to-day operations of one of the busiest intermodal facilities in the U.S. This session has limited availability, so please register early!

Hosted by J.B. Hunt and BNSF Railway

## *Innovation in Transportation*

Take a look at some of the innovative products that are changing freight transportation: a “virtual technician,” electronic vehicle telematics inspection reporting system; a temperature-controlled pallet reefer that can be used to transport refrigerated goods on any trailer; and trailer-load stacking systems that reduce claims and optimize trailer space planning.

Moderator: Bill Cassidy | Senior Editor | The Journal of Commerce  
Chet Richardson | VP, Linehaul | Con-way Freight  
Chris Hines | Executive VP | Zonar Systems

# SESSIONS

## *Transportation Optimization*

The variety of technology solutions that are available can make the decision to invest in transportation technology difficult. Reducing transportation costs and improving shipping performance remains a high priority for most organizations, but companies are looking for more from their technology investment. Optimization technology is being used to transform transportation networks in an effort to support infrastructure decisions, resource planning, and contract negotiations. Industry technology experts will provide insight into these transportation optimization solutions.

**Moderator: Kevin Springer | Director of Sales | SMC<sup>3</sup>**  
**Mark Walker | Senior VP, Transportation | C.H. Robinson Worldwide**  
**Monica Wooden | CEO & Co-founder | MercuryGate International**

## *Supply Chain Problem Solving*

Global trade presents both opportunities and challenges. The speakers on this panel are here to help you solve the supply chain problems related to compliance and security; A leading authority in facilitating global trade and compliance strategies will provide an understanding into import and export compliance automation solutions, and a subject matter expert from Cargo Intelligence Security and Logistics Association (CISLA) will explore how governments and industries are working together to advance and improve supply chain efficiency and security.

**Moderator: Sarah Harding | Group Publisher | World Trade 100**  
**Karen Lobdell | Director, Global Solutions | Integration Point Inc.**  
**Ed Harrison | CEO | Cargo Intelligence Security and Logistics Association**

# Tuesday

5:00 – 5:30 p.m.  
5:30 – 7:00 p.m.

Orientation for First-Time Attendees  
Networking Welcome Reception

# Wednesday

6:30 – 7:30 a.m.  
7:45 – 8:00 a.m.  
8:00 - 9:00 a.m.  
9:15 – 10:05 a.m.  
10:05 – 11:20 a.m.  
11:20 a.m. – 6:00 p.m.  
6:30 – 8:30 p.m.  
8:30 – 9:15 p.m.

Breakfast  
Welcome to Connections 2012  
KEYNOTE: Creating the Future You Deserve  
Export Growth & Free Trade Practices  
Retail Logistics: Case Studies in Technology  
Golf & Leisure  
Reception & Dinner  
Entertainment & Golf Awards



**3PLogic**

**BLUE GRACE**  
LOGISTICS

**Con-way**  
MULTIMODAL

  
**COYOTE**

  
**DDC FPO**

  
**ECHO**

**ESTES**



# Thursday

- 6:30 – 7:45 a.m. Breakfast  
8:00 - 9:20 a.m. Change Management: Leading through organizational transitions  
9:40 – 11:00 a.m. Transportation Growth: The changing landscape of shipping  
11:00 a.m. – Noon Traffic: Costs, timing and changing tools  
Noon – 1:15 p.m. Lunch  
1:30 – 4:30 p.m. BREAKOUT: Corwith Facility Intermodal Tour  
1:45 – 3:00 p.m. BREAKOUT: Innovation in Transportation  
BREAKOUT: SMC<sup>3</sup> Product Updates  
3:20 – 4:30 p.m. BREAKOUT: Transportation Optimization  
BREAKOUT: Supply Chain Problem Solving  
6:00 – 10:00 p.m. Reception, Dinner & Entertainment

# Friday

- 6:30 – 7:45 a.m. Breakfast  
8:00 – 9:30 a.m. Campaign 2012: Who Will Win?  
9:45 – 10:30 a.m. 2012 Economic Update  
10:30 – 11:30 a.m. U.S. Legislative & Regulatory Panel  
11:30 a.m. – 12:30 p.m. Update Panel Q&A



# *Real Connections*

The background of the entire page is a photograph of an outdoor conference deck. In the foreground, several people are engaged in conversations. Some are standing near round tables with blue tablecloths and white plastic chairs. In the background, more people are visible, some wearing lanyards, suggesting a professional networking event. The deck is made of light-colored wood and is bordered by a white railing. The overall atmosphere is bright and social.

SMC<sup>3</sup> conferences are unlike any other - our goal is to create a conference environment that promotes networking and the exchange of industry ideas and information. Connections 2012 delivers more than 20 hours of interactive events to encourage networking. Here's a glimpse at a few of them:

## *Orientation for First-time Attendees*

Tuesday, June 26th | 5:00 – 5:30 p.m.

SMC<sup>3</sup> conferences are growing at a record level and we're thrilled to have so many first-time attendees. This orientation is a brief, informative presentation to introduce you to the SMC<sup>3</sup> team and make sure you're prepared to make the most of every learning and networking opportunity!

## *Welcome Reception*

Tuesday, June 26th | 5:30 – 7:00 p.m.

We always set the bar high for an energy-filled conference at this well-attended pre-event reception. Join us to find out who's in attendance, see old friends and make new industry connections!



## Reception, Dinner & Entertainment



Wednesday, June 27th | 6:30 – 9:15 p.m.

Tonight, we're reveling in the historical elegance of our beautiful venue, the InterContinental Hotel. We'll start on a relaxing note with our traditional opening-night reception, and follow it up with an evening of elegant dining and soft jazz in the hotel's luxurious Grand Ballroom.

Tonight's dinner and entertainment are sponsored by Worldwide Express

## Reception, Dinner & Entertainment

Con-way®

Thursday, June 28th | 6:00 – 10:00 p.m.

You won't recognize the Grand Ballroom tonight as we're transforming this ornate, historical room into something whimsically musical. Following our networking reception and a delicious dinner, we'll be joined by the world-renowned group **ARRIVAL** from Sweden performing the music of **ABBA**. Don't forget your dancing shoes!



Tonight's dinner and entertainment are sponsored by Con-way Multimodal

# 2012 Annual Golf Classic

Wednesday, June 27th | 11:30 a.m. – 5:00 p.m.

Play Dubsdread with us at Cog Hill Golf & Country Club. Ranked among the top 100 courses in the country by both *Golf Magazine* and *Golf Digest*, Dubsdread places a high demand on shot-making by providing tight landing areas combined with heavily bunkered, large undulating greens.



# Bring a Guest

Guest registrations include admittance to the conference's special events, the keynote presentation and all conference meals. The following activities are available only to paid guest participants:



## *Tour of John Hancock Observatory*

Wednesday, June 27th | 9 a.m. – 1:30 p.m.

Our first group activity starts with a short bus ride down Michigan Avenue to the John Hancock Observatory for a handheld audio tour. We'll take the elevator to the 95th floor (only a 39-second ride) for a 360-degree, 80-mile view of four states! Following the tour we'll enjoy a private lunch one floor up, surrounded by breathtaking views of Chicago and Lake Michigan.



## *Architectural River Tour*

Wednesday, June 27th | 1:30 – 3:00 p.m.

After lunch we'll join a very knowledgeable volunteer from the Chicago Architectural Foundation for a fascinating architectural river cruise. We'll hear a brief city history on the background of most of the buildings along the riverfront. We're seeing Chicago from the top to the very bottom!



## *Tour of Frank Lloyd Wright Home & Studio*

Thursday, June 28th | 9 a.m. – Noon

We're heading to nearby Oak Park, where we'll tour the Frank Lloyd Wright home and studio. Many of the homes in the area were also designed by Wright and the tree-lined streets are filled with his and other beautiful homes. After our tour and a visit to the gift shop, we'll return to the InterContinental for a great lunch and a free afternoon to enjoy Chicago!



*InterContinental*  
CHICAGO

# Accommodations

Elegance and sophistication in the heart of Chicago's Magnificent Mile! This beautiful 4-diamond hotel provides the perfect backdrop for Connections 2012.

Connections 2012 room rate: \$209 / night  
(single/double occupancy)

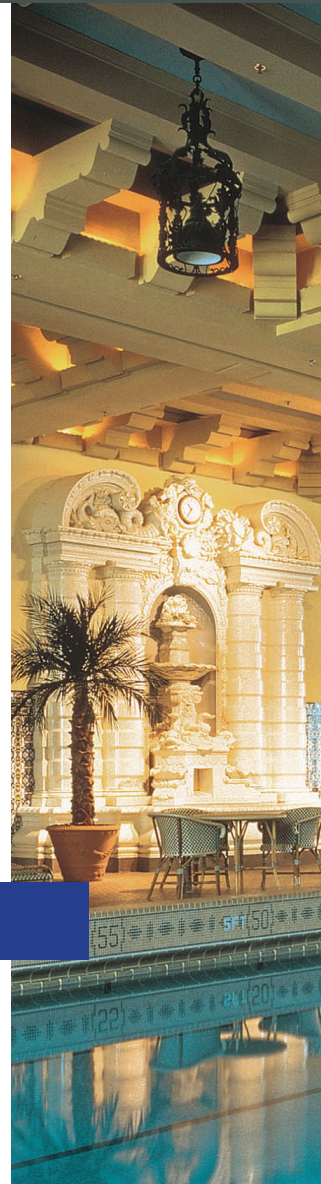
Mention "Connections 2012" during registration  
to receive the negotiated rate

Discount ends: Tuesday, June 5th  
(subject to availability)

[www.icchicagohotel.com](http://www.icchicagohotel.com)

This conference will sell out early,  
so make your reservations now!

312.944.4100 | [icchicagohotel.com](http://icchicagohotel.com)  
505 North Michigan Avenue | Chicago, Illinois | 60611



# *It's time to register*

smc3connections.com



**Advance**  
Ends May 8th

**Regular**  
After May 8th

SMC <sup>3</sup> Members	\$395	\$490
SMC <sup>3</sup> Associates	\$575	\$690
General Registration	\$675	\$790
Groups of 3 or more*	*Contact SMC <sup>3</sup> Registrar	
Guest Program	\$125	
Golf Tournament	\$105 single	

## **Questions?**

SMC<sup>3</sup> Registrar: 800.845.8090 x5802 | [astankosky@smc3.com](mailto:astankosky@smc3.com)

**SMC<sup>3</sup> Cancellation Policy:** The conference registration, less a \$105 fee, is refundable only if cancellation is submitted in writing to the SMC<sup>3</sup> Registrar on or before June 5, 2012. No refund will be issued if a cancellation is received after June 5.



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# *Register Now*

*Advance Rate Ends May 8th.*



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