

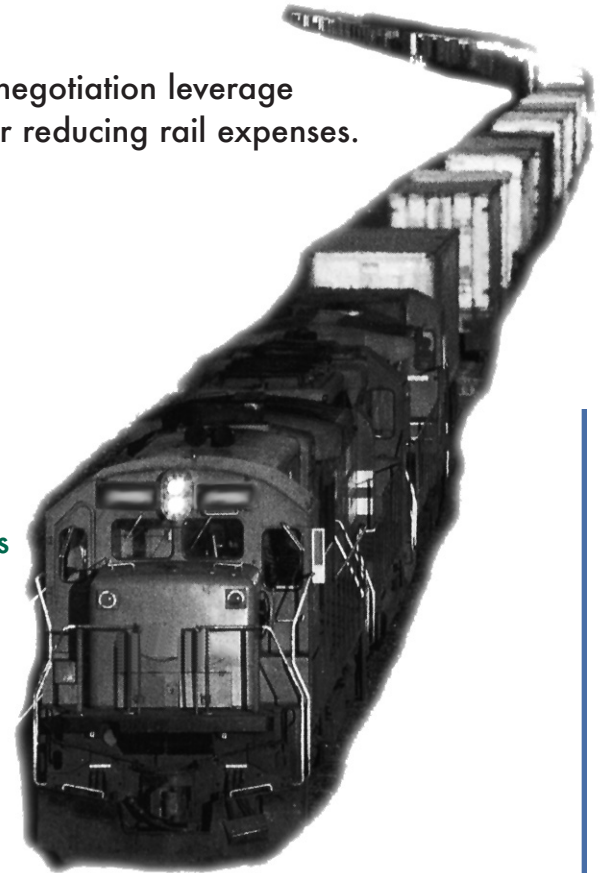
**This is the most highly recommended rail negotiation seminar
for rail shippers!**

NOVEMBER 10-11, 2011 ■ SHERATON AT BUSH AIRPORT ■ HOUSTON, TX
ACTIONS MANAGEMENT CAN TAKE IN
CONTROLLING RAIL EXPENSES

The rail negotiation seminar focuses on the types of actions companies need to make to effectively control rail expenses.

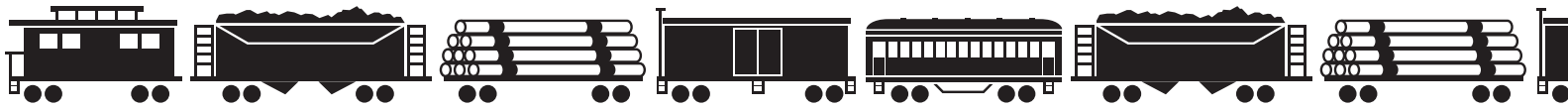
The seminar provides proven strategies for increasing shippers negotiation leverage that management needs to consider in a proactive approach for reducing rail expenses. The seminar will help management better understand:

- ✘ What reasonable rates are for your movements
- ✘ The easiest way to increase leverage in rail negotiations
- ✘ The outlook for rail rates
- ✘ Rail rate increases – How to determine what is reasonable
- ✘ The proper fuel surcharge for your movements
- ✘ The benefit of being proactive and not reactive with railroads
- ✘ How to negotiate better with railroads looking for large rate increases
- ✘ How to easily determine when your rates put you at a competitive disadvantage in your markets.
- ✘ Strategic planning that helps put downward pressure on rail expenses
- ✘ Changes in the US and Canadian regulatory process that impact your movements.
- ✘ How to reduce rates by optimizing your rail bid evaluation.



Sponsored by
Escalation Consultants, Inc. and the Rail Price Advisor





A SEMINAR THAT HELPS MANAGEMENT BETTER

Rail rates are in a period of transition and shippers will need to deal with railroads differently than they have in the past. This seminar is designed to help management determine the changes they need to make in order to more effectively control rail expenses in 2012 and beyond.

Past attendees overwhelmingly rate this seminar a must for companies that ship by rail:

"This was a great strategic planning seminar. It provided good ideas for increasing leverage with railroads and I enjoyed the breakout session and interaction with other rail shippers."
*Bill Bolka, Dir. Transportation & Warehousing
- Saint Gobain Containers*

"The seminar will radically change how we approach our railroads. This is the only meeting I have attended where all of the advertised material was covered."
William Anderson, CEO - Freight Services, Inc.

"Great Seminar! I will take away practical and useful tips to make negotiations less contentious and more proactive."
Chad Hartwig, Mgr. Rail Econ. - Tate & Lyle Americas, Inc.

"Insightful seminar that will help me decide on the information I need to collect, understand, and share with railroads."
*Roger Bartz, General Exec. Coal Transportation
- Ameren Energy Fuels & Svc. Co.*

"I highly recommend this seminar. It changed the way our company prepares for rail negotiations."
Richard Lawler, Transportaion Manager-Big River Industries

"The seminar not only supplies training, it gives insight into what other shippers are doing"
Vanessa Knapton, Rail Manager, C&F Foods, Inc.

"The seminar is very practical and supports an active approach to rail negotiating and contracting I endorse wholeheartedly."
Bruce Johnson, VP Global Logistics, Momentive Specialty Chemicals

"The seminar sets one in a planning mode. It put me in an organized state of mind to proceed with upcoming negotiations."
Jerry Wess, Fuels Trader, Excelon Generation

"Now I have direction as to how to build a case and prepare for negotiations with railroads."
Pedro Berruecos, Operations Manager, CRU Trading Co.

More recommendations are at www.escalationconsultants.com

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.

DAY ONE: 8:00am - 5:00pm

Making Rail Negotiations Educational and Not Confrontational

- ✘ Rules to follow for better rail negotiations
- ✘ Using leverage with railroads that is not related to competition for your movements
- ✘ Gear strategic planning to the real story behind large rail rate increases

Actions Management Can Take That Put Downward Pressure on Rates

- ✘ Increasing your rate options on captive and competitive traffic
- ✘ Avoiding the most common mistakes shippers make in rail negotiations
- ✘ Determining reasonable rates for your movements

Increasing Your Negotiation Leverage by Making Your Business More Important to Railroads

- ✘ Competitive movements
- ✘ Captive movements

Rail Rate Outlook for 2012 and beyond

Cut Costs by Optimizing Your Bid Evaluation

- ✘ How to target traffic to include in optimized movement bundles
- ✘ Effective ways to find win/win opportunities
- ✘ Alternatives to railroad's minimum volume requirements
- ✘ Do's and Don'ts with RFP's

Contract Escalation and Fuel Surcharges

- ✘ The most commonly used escalation methods
- ✘ Problems to understand with carriers' escalation methods
- ✘ Analysis of problems with US and Canadian railroads' fuel surcharge programs
- ✘ Determining the proper fuel surcharge for your movements

Cocktail reception at 6:00pm.



Space is Limited! Please register early as the rail negotiations seminar does sell out.



CONTROL RAIL EXPENSES

DAY TWO: 8:00am – 12:00pm

Strategies that Work in Rail Negotiations

Understanding Your Importance to Railroads

- ✘ Know how difficult it is for a railroad to replace your business with more profitable business
- ✘ Finding solutions that make greater profit for you and your railroads

Establishing the Ceiling Price for Your Movements

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
- ✘ Valuable input from other departments that impacts rail negotiations

Benchmarking Your Transportation Department

- ✘ To determine the proper rates for your movements
- ✘ To determine your biggest problems and your best opportunities
- ✘ To increase leverage in negotiations

Effective Ways to Use Your Existing Movements to Reduce Rates for New Movements

Strategic Planning Workshop

Work session on actions to consider in a proactive approach for reducing rail costs. You will receive access to a large rail database that will help you determine reasonable rates for movements.

- ✘ Better understand how to get the most out of your rail negotiations.
- ✘ Learn from the experiences of others
- ✘ Fast track your strategic planning

Putting It All Together

Seminar Leaders

Jay Roman is the 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 and commodity supply agreements. Mr. Roman has more than 30 years experience in cost control and regularly works with companies in reducing rail expenses to help increase market share and profitability. Mr. Roman frequently testifies on pricing issues and thousands of rail transportation executives have attended his programs on controlling rail expenses. He is the publisher of the *Rail Price Advisor* newsletter.

Shade May is the director of Financial Analysis for Escalation Consultants, Inc. Since 1985 Mr. May has provided key financial and market analysis for most industries which ship by rail. He has worked with a large number of shippers in analyzing traffic flows and rail rates for numerous commodities. He regularly provides strategic advice to shippers on swaps, traffic consolidation and in identifying win/win opportunities with railroads and competitors. He performs railroad cost analyses in benchmarking the reasonableness of railroad margins and in analyzing opportunities for capital investment and bundling of movements and has submitted testimony before the STB.

Special Presentation on Status of Rail Legislation

Presentation is by Bob Szabo who is with the Washington, D.C. law firm, Van Ness Feldman and currently serves as the Executive Director and Counsel for the Consumers United for Rail Equity (CURE). His responsibility for CURE is to provide legislative counsel, legal and advocacy services and overall management of CURE.

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.

HOTEL ARRANGEMENTS AND LOCATION

The Sheraton North Houston Hotel, located at 15700 John F. Kennedy Bly, Houston, TX, is just minutes from the George Bush Intercontinental Airport and has free airport shuttle service. A special room rate of \$119 single/double is being provided for seminar attendees. Rooms are being held until October 14, 2011. Call the Sheraton directly at (281) 442-5100 for reservations. Be sure to mention the Rail Seminar or Escalation Consultants to receive the discounted room rate.

Space is Limited! Call early to assure your place

Registration Form

Rail Seminar, November 10-11, 2011

Name: _____

Company: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Primary Commodity: _____

Payment enclosed Bill Me/My Organization

Credit Card: Visa MasterCard American Express

Card # _____ Exp. date ____ Cost Ctr.# ____

Escalation Consultants, Inc.
4 Professional Drive, Suite 129
Gaithersburg, MD 20879

Registration Fees (U.S. dollars):

Before October 1st

After September 30th

1st Registrant (\$850)

1st Registrant (\$975)

Team Discount (\$700)

Team Discount (\$825)

Team discount not available to first registrant from a company.

Cancellations

Cancellations made before October 1st will be refunded in full. A \$150 administration fee will be applied to cancellations made after October 1st. **There will be no refunds issued on cancellations made after October 24th.** Substitutions are welcome at any time.

Email to: Seminar@EscalationConsultants.com

Fax: (301) 977-9248 or mail your registration to:

Escalation Consultants, 4 Professional Dr., Ste. 129 Gaithersburg, MD 20879 • Phone: (301) 977-7459

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**Attend the seminar that has become the
industry standard for improving shippers negotiations
with railroads.**

Bring your strategic planning team to find new ways to control rail expenses.



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RPA

Actions Management Can Take in Controlling Rail Expenses

This is the #1 rail negotiation seminar for rail shippers. Some of the companies that have participated in Escalation Consultants' rail seminar are listed below.

3M Company
A E Staley Manufacturing Co.
Aberdeen & Rockfish Railroad
Agrium, Inc.
Air Products & Chemicals, Inc.
Alamo Gulf Coast Railroad
Albermarle Corp.
Albright & Wilson Americas, Inc.
Allied Signal, Inc.
AMC
Ameren Services
American Crystal Sugar Co.
American Electric Power Service Corp.
Amoco Petroleum Company
Anchor Glass Container Corp.
APL Land Transport Services
Arch Coal Sales Company, Inc.
Archer Daniels Midland Co.
Arco Chemical Company
Aristech Chemical Corp.
Arizona Chemical Company
Arkema, Inc.
Ashland Chemical, Inc.
Ashland Coal
Atlantic City Electric
BASF Corp.
Bayer Corp.
Bridgestone/Firestone
BP Petrochemical
Calumet Lubricants
Canadian National Railways
Capsule Pipeline Research Cntr.
Cargill, Inc.
Carolina Power & Light Co.
Carolina Southern Railroad
Carolina Stalite Company
Celanese, Ltd.
Cemstone Products Company
Central Washington Grain Growers
Certified Grocers Midwest, Inc.
CF Industries, Inc.
Champion International Corp.
Chemical Leaman Tank Lines, Inc.
Chevron Chemical Company
Chevron USA
Chrysler Corp.
Church & Dwight Company, Inc.
Ciba Geigy Corp.
Cinergy Corp.
Citizens Gas & Coke Utility
City of Austin Electric Utility
Colorado Springs Utilities
Conagra, Inc.
Conoco, Inc.
Consol, Inc.
Consolidated Paper, Inc.
Cross Oil and Refining
Cyprus Climax Metals Co.
Cyro Industries
David J. Joseph Co.
Dayton Power & Light Co.
Degussa
Detroit Edison Company
Dow Chemical
Drummond Coal Sales, Inc.
Duke Power Co.
DuPont Co.
Dynege
Eastman Kodak Company
ECC International, Inc.
EKA Chemicals, Inc.
Electric Fuels Corp.
Entergy
Exxon Mobil Global Sourcing
Exxon Petroleum
Fairfield Processing Corp.
Farmland Industries
Fenoquimia Sa De Cv
Fina Oil & Chemical Company
Flint Ink Corp.
Florida Power & Light Co.
FMC Corp.
Ford Motor Company
Formosa Plastics Corp., USA
Franklin Industrial Minerals
Freight Revenue Recovery System, Inc.
Frito-Lay Inc.
Gatx Corp.
General American Transport Company
General Chemical Corp.
Genstar Stone Products Company
Georgia Pacific Corp.
Gerber Products Company
Golden Technologies
Goodyear Tire & Rubber
GPU Service Corp.
Global Stone James River, Inc.
Grain Processing Corp.
Gulf State Paper Corp.
Hickson Kerley, Inc.
Himont USA, Inc.
Hoechst Celanese Corp.
Holnam, Inc.
Huntsman Corp.
Hydra-Company Enterprises, Inc.
Hydro Agri North America
Idaho Power Company
IMC
Imperial Oil, Ltd.
Indiana Railroad Company
Indianapolis Power & Light
Indspec Chemical Corp.
Ingram Barge Company
International Paper Company
Iowa Interstate Railroad, Ltd.
ITW Signode Corp.
J M Huber Corp.
Kellogg
Kennecott Energy Company
Kentucky Electric Steel Company
Kerr-McGee Corp.
Kiewit Mining Group, Inc.
Koch Carbon, Inc.
Koch Industries, Inc.
Kosa
Kraft Food, Inc.
L G Everist Inc.
Lackawanna County Railroad
Leigh Cement Co.
Los Angeles Water & Power
LaFarge Corp.
Lodestar Energy, Inc.
Lone Star Industries, Inc.
Louisville Gas & Electric
Lower Colorado River Authority
Lyondell Chemical Co.
Manitoba Hydro
Marsulex, Inc.
Martin Marietta
Massey Coal
McCain Foods, Inc.
Mead Corp.
Midwest Energy Resources
Midwest Grain Products, Inc.
Military Management Command
Minnesota Power & Light
Mitsubishi
Monex Resources, Inc.
Monsanto Chemical Company
Montana Rail Link, Inc.
Montell Polyolefins
Mountain Cement Company
Nabisco Company, Inc.
National Gypsum Company
National Starch & Chemical Co.
National Steel Corp.
Nestle Purina Petcare Co.
Nevada Cement Company
New Ulm Quartzite Quarries
North American Chemical Co.
North American Logistics Service
North Star Steel Company
Northern Indiana Public Service Co.
Northern States Power
Nova Chemicals, Inc.
Nucor-Yamato Steel
Oil-Dri Corp. of America
Owens Corning
Pacific Ammonia, Inc.
Paramount Petroleum Corp.
Paxon Polymer Company
PCS Nitrogen, Inc.
Peabody Pen Coal Corp.
Pennsylvania Power & Light
Pennzoil
Phillips Petroleum
Pittsburg & Midway Coal Co.
Potash Company of Canada
Potomac Electric Power Co.
PPG Industries
PPL Energy
Praxair, Inc.
Procter & Gamble Company
Progress Energy
Public Service of Colorado
Quaker Coal Company, Inc.
Rayonier, Inc.
Red River Valley Railroad
Redland Stone Products Co.
Reilly Industries, Inc.
Reynolds Metals Company
Rhône-Poulenc, Inc.
Rio Tinto Minerals
Rubicon, Inc.
Santee Cooper
Schenectady International, Inc.
Schuller International, Inc.
Seminole Electric Coop.
SGL Carbon Corp.
Shell Chemical Company
Solvay Polymers, Inc.
Sora Limestone
South Carolina Electric & Gas
Southern Company Services
Southwestern Public Svc Co.
Sun Company, Inc.
Sunoco, Inc.
Tampa Electric Company
Tate & Lyle Ingredients
Tennessee Valley Authority
Texas Industries, Inc.
Texas Municipal Power Agency
The Heritage Group
The Indiana Railroad
The Washington Rail Group
Total Petrochemicals, Inc.
TransAlta
Trevira
Tropicana Products, Inc.
Tucson Electric Power Co.
U. S. Cilica Company
U. S. Dept. of Agriculture
U. S. Post Office
US Borax, Inc.
Union Carbide Corp.
Universal Forest Products, Inc.
Virginia Power Company
Volkswagen of America
Vulcan Chemicals Company
Warren Petroleum
West Texas Utilities
Westaim Corp.
Westinghouse Electric Corp.
Westlake Chemical Co.
Westmoreland Coal Co.
Westway Trading Corp.
Weyerhaeuser
Wimpey Minerals USA
Wisconsin Electric Power Co.
Wisconsin Power & Light Co.
Wisconsin Public Service Corp.
Wyandot Dolomite, Inc.
Yellow Freight System, Inc.

Sheraton North Houston

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*Courtesy transportation to and from
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