



Program Faculty

Far ukh Bezar, Partner, The Clarendon Group, LLC

Mike Brennan, Chief Operating Officer, Peapod

Michael Burton, Chief Executive Officer, C&K Trucking, LLC

Lee Clair, Partner, Norbridge, Inc.

Hani Mahmassani, William A. Patterson Distinguished Professor of Transportation and Professor of Civil Engineering, McCormick School of Engineering and Applied Science; Director, Northwestern University Transportation Center

Shawn McWhorter, President - Americas Region, Nippon Cargo Airlines, Inc.

Ian Savage, Associate Chair of Economics and Distinguished Senior Lecturer, Weinberg College of Arts and Sciences, Northwestern University

Karen Smilowitz, Professor of Industrial Engineering and Management Science, McCormick School of Engineering and Applied Science, Northwestern University

Jan Van Mieghem, Harold L. Stuart Professor of Managerial Economics; Professor of Operations Management, Kellogg School of Management

Steven Rothberg, Founding Partner, Mercator International, LLC

Doug Waggoner, Chief Executive Officer, Echo Global Logistics

Justin Zubrod, Managing Partner, Justin Zubrod & Co., LLC

“Excellent and very informative context was provided... Topics discussed were current and I was able to utilize what I learned immediately... and pass on additional knowledge to my co-workers and staff.”

— Participant in previous Freight Executive Education Program



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Executive Education Program

Freight Transportation and Logistics: Delivering Results in a Volatile Environment

September 9 – 11, 2013

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Executive Program

Freight Transportation and Logistics: Delivering Results in a Volatile Environment

During this period of economic uncertainty, operators and their customers (those who buy freight) face a volatile business landscape and shifting opportunities and expectations. Variability must be managed in freight transportation and logistics decisions with regard to pricing, service, access, mode selection, and contractual arrangements. Strategies for success for both the transportation buyers and sellers must continually adapt in this environment.

To address these challenges, the Northwestern University Transportation Center has developed a customized program for transportation and logistics executives and those who invest, raise capital, and provide services for the sector. This executive program will provide insight into the rapidly changing domestic and international transportation industry, including air, rail, truck, marine, package, third party logistics, and other non-asset sectors such as brokerage.

Questions that will be addressed include:

- How is the volatile business environment and economic uncertainty impacting domestic and international freight transport?
- What are the relative competitive factors among the various modes in terms of access, availability, price, and service?
- What new services and solutions are emerging for logistics strategies and what role is played by third party logistics providers? How applicable are these to my company's requirements?
- What cost, pricing, and regulatory factors can be expected that will impact the shipper/carrier relationships?
- How is technology being leveraged to improve operational performance and service quality?
- What are the roles of freight intermediaries and how can they be used to a shipper's advantage?

Who Should Attend

This course is aimed at transportation and logistics decision-makers engaged in purchasing domestic and international freight transportation; carriers and intermediaries providing those services; and those who invest, raise capital, and provide services and equipment for the sector. This includes transportation executives, staff, and line managers with responsibility for operations, sales, sourcing, marketing, pricing, cost management and supply-chain design.

*The Transportation Center's Business Advisory Council (BAC) members are encouraged to register and receive a 25% discount off the program fee.



†Council of Supply Chain Management Professionals (CSCMP) members are encouraged to register and receive a 5% discount off the program fee.

Program Content

- Global freight marketplace size, scope, and complexity
- Forces driving change in transportation and logistics
- Industry trends in supply chain and logistics
- How customers buy freight in a volatile market
- Understanding the cost structure of freight transportation services
- Understanding the landscape of domestic freight (trucking, rail, intermodal, air, barge) and international freight (ocean, intermodal, air)
- Using data to manage freight and logistics decisions
- Understanding the role of third-party logistics providers
- The role of freight intermediaries (e.g., brokerages)
- Global sourcing, including near-sourcing, decisions in a dynamic environment
- E-fulfillment, and e-logistics best practices

Course Format

Program content will be thoroughly integrated by the course faculty, so that participants will emerge with a comprehensive understanding and perspective of both domestic and international transportation sectors. Both Northwestern faculty and outside lecturers will lead the program.

The focus of the course is on the changing nature of relationships between shippers and carriers. Some prior knowledge and experience in logistics and transportation will be useful.

Professional Development Credit

For information regarding professional development credit hours, please contact Diana Marek at d-marek@northwestern.edu or 847-491-2280.

Why Northwestern?

The Northwestern University Transportation Center is an internationally renowned center of transportation education and research founded in 1954. Its interdisciplinary faculty have provided education on transportation economics, policy, financing, and management to undergraduates, graduate students, and transportation professionals for more than fifty years. NU Transportation Center faculty contribute to the identification, analysis, and resolution of transportation problems and issues concerning all modes of transportation, in all settings—urban, regional, national, and international.



Location and Facilities

Program participants will enjoy the facilities of the state-of-the-art executive conference center in Chambers Hall, the headquarters of the NU Transportation Center located in the heart of Northwestern's Evanston campus on the shores of Lake Michigan. Northwestern is located just north of Chicago and approximately 45 minutes from O'Hare International Airport.

Hotel Lodging

Program participants are responsible for their own travel and lodging arrangements. A block of rooms has been reserved at the Hilton Orrington/Evanston, a short walk from the Northwestern campus.

The Hilton Orrington Hotel

1710 Orrington Ave, Evanston, IL 60201
Direct: 847-866-8700 Reserv: 800-445-8667
<http://www.orringtonevanston.hilton.com>

Registration & Fees

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| Program Fee | \$ 2,700 |
| Early Registration Fee (if paid before August 10, 2013) | \$ 2,160 |
| *BAC Member Rate (25% discount) | \$ 2,025 |
| Government & Academic Fee | \$ 2,160 |
| †CSCMP Member Fee (5% discount) | \$ 2,565 |
| Early CSCMP Member Fee (if paid before August 10, 2013) | \$ 2,052 |

Program fee includes tuition, all program materials, continental breakfasts, lunches, and a welcome reception.

For more information or to register on-line, visit http://www.transportation.northwestern.edu/industry/exec-programs/2013_freight/index.html

Contact Diana Marek:
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