

FHWA Operations Workshop
“ Building Freight Capacity through Better Operations:
Defining the National Agenda”

CONFERENCE AGENDA
July 26-27, 2001

July 26, 2001 – Day One

7:45 – 8:30am Registration, Breakfast & Networking

8:30 - 9:00am Introduction

Operations Conference Dramatization: The objective of the dramatization is to quickly and vividly portray the fragmented, but real, world of freight operations from key stakeholders perspectives.

9:00 – 9:15am The Freight Operations Challenge (Christine Johnson, FHWA OPS CBU)

“That’s the freight operations problem.....” The challenge is to define a national agenda for freight operations as part of a national freight productivity program for consideration in policy development for the reauthorization of TEA-21.

The World of Freight Operations – I (2 ½ hours; 1-2 strong speakers per plenary panel)

9:15 – 10:30am Panels

Panel 1 Shippers’ Perspective: Trends, Issues and Opportunities

1. **Don Snyder**, Manager Import/ Export Logistics, Mattel, Inc. (Retail/Distribution)
2. **Rose Bauss**, National Logistics Operations Manager, Toyota Motor Sales (Manufacturer/Distribution)

Panel 2 Carriers’ Perspective: Trends, Issues and Opportunities

1. **Patty Senecal**, Vice President Sales & Marketing, Transport Express (Motor Carrier/Drayage)
2. **Tom Brown** Consultant, IMC (Rail/Intermodal/E-commerce)

10:30 – 11:00am Break

11:00 – 12:15pm Panels

Panel 3 Infrastructure Managers’ Perspective: Trends, Issues and Opportunities

1. **Philip Wright**, Operations Manager, Hanjin Shipping Co., Ltd (Port/Terminal Infrastructure)
2. **Norman King**, Executive Director, San Bernardino Associated Govts. (Highway Infrastructure/MPO)

Panel 4 Operators Perspective: Trends, Issues and Opportunities

1. **Frank Quon**, District Director, Caltrans (Highway/TOC Incident Management) Invited
2. **John Siebert**, Project Manager, OOIDA Foundation, Inc. (Trucking/Drivers)

12:15 – 1:30pm Luncheon Speaker

- .. **Larry Magid**, Deputy Secretary of Transportation, Introduction of speaker and state role in freight operations
- .. **Governor Gray Davis** California– Welcome

1:30 – 5:00pm The World of Freight Operations – II (Two 1 ½ hour sessions in breakout groups with focus on exploration and understanding of issues and possible solutions)

Breakout groups: (Each group is predetermined from attendee list for balance and appropriate involvement. Each group will

have a facilitator and recorder). There are expected to be 5 breakout groups: 2 focused on national issues, 1 focused on regional issues and 2 focused on local issues.

5:00 – 7:00 Reception - Sponsored by the Port of Long Beach (No Host)

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CONFERENCE AGENDA, Continued July 26-27, 2001

July 27, 2001 – *Day Two*

8:00 – 9:30am The World of Freight Operations – III (One 1 ½ hour session in the same breakout groups with focus on pragmatic solutions, defined benefits and national policy development agenda ideas.)

Break

9:30 – 11:15am Defining the National Agenda I (Plenary Session, 1 hour, John Vickerman and Geraldine Knatz as moderators)

Breakout Reports (Facilitators of each group presents a summary of their session’s findings and conclusions. A standard electronic format will be used to facilitate ideas.

11:15 – 12:15pm Defining the National Agenda II (An interactive plenary session with the audience, like a town hall meeting)

12:15 – 1:30pm Luncheon

.. **Mr. Ed Emmett**, President/CEO, National Industrial Transportation League (NITL) (the National Shipper’s Association)
... “How do you sell a national operations agenda to shippers, Congress and the public...”

1:30pm –

Alameda Corridor Tour – Takes place after the luncheon, then adjournment