



*Excellent and very informative! The topics discussed were current, and I was able to utilize what I'd learned right away. I passed along the valuable knowledge to my co-workers and staff immediately.*

– Former Participant, Executive Education Series



# Northwestern

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## TRANSPORTATION CENTER

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For more than six decades, Northwestern University Transportation Center has proudly conducted research, provided education and performed outreach for the benefit of the Northwestern community and transportation networks worldwide.

Visit [transportation.northwestern.edu](https://transportation.northwestern.edu) to learn more.

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#### PROGRAM TOPICS

- Overall Trends Shaping Freight Transportation & Logistics
- North American Trucking
- North American Railroads
- North American Intermodal
- Third Party Logistics (3PLs)
- Transportation Economics
- International Logistics Trends
- Air Cargo & Freight Forwarding
- Global Sourcing (GS Strategy)
- Ocean / Maritime Shipping
- Package / Parcel Shipping & Last-Mile Services
- Data Science & Transportation Analytics
- Emerging Freight Technologies & Trends

**EXECUTIVE EDUCATION SERIES**  
**Freight Transportation & Logistics**

# Accelerating First to Last Mile

MAY 18 - 20, 2020



Co-sponsored by the Council of Supply  
Chain Management Professionals

Northwestern University Transportation Center  
600 Foster Street, Evanston, IL 60208  
[tcinfo@northwestern.edu](mailto:tcinfo@northwestern.edu) / @infoNUTC #ExecEd2020



# Freight Transportation & Logistics

## Accelerating First to Last Mile

MAY 18 - 20, 2020

The global transportation and logistics market is undergoing rapid transformation. Many challenges are upon us—shifting trade environments, evolving digital requirements, consolidation and transformation of retail, ever-evolving growth of e-commerce, looming talent shortages, aging infrastructure, and more. At the same time, there have never been more opportunities—more efficient vehicles, improved information management systems, increased digital and analytics technology, nimble agile business models, opportunities for supply chain collaboration, and new capital pouring into the transportation to name a few. Rapid expansion of e-fulfillment in global supply chain networks have been a constant stress on the industry. From the first mile to the last in transportation, carriers, customers, investors and their network, service levels, and economics are being tested. The transportation playbooks of the past, promising higher productivity, lower costs and cheaper shipping, are facing challenges—calling for new thinking and innovative approaches.

**Northwestern University Transportation Center's (NUTC)** Spring 2020 Executive Education Freight Transportation & Logistics program, *Accelerating First to Last Mile*, will take place May 18 - 20 at NUTC headquarters in Evanston. The program will provide participants with actionable insight on the dynamic domestic and international transportation industry, including air, rail, truck, intermodal, marine, non-asset transportation, package delivery, supply chain networks, third party logistics, and trade. The focus will be on understanding the state of play, and learning successful strategies used by industry leaders to address challenges and leverage existing opportunities.

### Who Attends?

The Spring 2020 program is aimed at transportation and logistics decision-makers engaged in logistics business strategy and sourcing domestic and international freight transportation for shippers; carriers and intermediaries providing those services; and industry analysts engaged in studying organizational and economic aspects of the freight and logistics industry. This includes transportation executives, staff, and line managers with responsibility for operations, sales, sourcing, marketing, pricing, cost management and supply-chain design.

### Why NUTC?

The Northwestern University Transportation Center (NUTC) 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 sixty years. NUTC faculty contribute to the identification, analysis, and resolution of transportation problems and issues concerning all modes of urban, regional, national, and international transportation.



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### LEADERS

- **Hani Mahmassani** - Patterson Distinguished Chair in Transportation & Director, Northwestern University Transportation Center
- **Justin Zubrod** - Managing Partner, Justin Zubrod & Company

### FACULTY

- **Rick D. Blasgen** - President & CEO, Council of Supply Chain Management Professionals
- **Sean Burke** - Chief Commercial Officer, Echo Global Logistics
- **Timothy Jones** - Owner, Timothy Jones & Associates
- **Hani Mahmassani** - Patterson Transportation Chair & Director, NUTC
- **Shawn McWhorter** - President (Americas Region), Nippon Cargo Airlines
- **Woody Richardson** - Senior Vice President, Global Commercial Services, Schneider
- **Ian Savage** - Associate Chair and Professor of Instruction in Economics, Northwestern
- **Joseph L. Schofer** - Associate Dean, Faculty Affairs; Professor, Civil & Environmental Engineering, Northwestern
- **Karen Smilowitz** - James N. and Margie M. Krebs Professor in Industrial Engineering & Management Sciences, Northwestern
- **Jan Van Mieghem** - Harold L. Stuart Distinguished Professor of Managerial Economics and Professor of Operations, Management, Kellogg School of Management, Northwestern
- **Barbara W. Wilson** - President & CFO, RailUSA, LLC
- **Justin Zubrod** - Managing Partner, Justin Zubrod & Co.

*Program faculty subject to change.*

### REGISTRATION

*Registration rates include tuition, materials, breakfast, lunch & reception.*

<b>General Registration</b>	<b>\$ 3,000</b>
- Early Rate (by April 16, 2020)	\$ 2,400
<b>BAC Member Companies*</b>	<b>\$ 2,100</b>
<b>CSCMP Members**</b>	<b>\$ 2,850</b>
- Early Rate (by April 16, 2020)	\$ 2,280
<b>Government &amp; Academic Professionals</b>	<b>\$ 2,250</b>

*\* Business Advisory Council member companies receive 30% discount*

*\*\* Council of Supply Chain Management Professionals receives 5% discount*

*Program content will be thoroughly integrated by 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 program is interactive in nature, and will provide ample opportunity for networking with the faculty and fellow participants.*

*Prior knowledge and experience in logistics and transportation will be useful, but is not a pre-requisite.*

### LOCATION & FACILITIES

Program participants enjoy the state-of-the-art executive conference facilities in Chambers Hall, NUTC's headquarters. Located on the shores of Lake Michigan in Evanston, Chambers Hall is just north of Chicago and an approximately 45-minute drive from O'Hare International Airport.

**Northwestern University Transportation Center**  
Chambers Hall - 600 Foster Street, Evanston, IL 60208  
[www.transportation.northwestern.edu](http://www.transportation.northwestern.edu)

### ACCOMMODATIONS

Program participants are responsible for their own travel and lodging arrangements. A block of rooms has been reserved at the Hilton Orrington Hotel, which is a short walk from Northwestern University's Evanston Campus.

Reserve online ([www.orringtonevanston.hilton.com](http://www.orringtonevanston.hilton.com)) using booking code "FC20" at checkout OR call 1-800-HILTONS (1-800-445-8667) and mention "NUTC Freight Course 2020" for the special group rate.

**Hilton Orrington Hotel**  
1710 Orrington Avenue, Evanston, IL 60201  
[www.orringtonevanston.hilton.com](http://www.orringtonevanston.hilton.com)

### Questions?

Please contact NUTC Senior Associate Director,  
**Bret Johnson** - 847.491.2194 / [bretj@northwestern.edu](mailto:bretj@northwestern.edu)

