



TRAFFIC CLUB OF CHICAGO

"Where Transportation and Logistics Professionals Network and Learn"

2019 Business Development Symposium

The Keys to the Kingdom

(Collaboration, Association & Communication)

November 14th, 2019

8:30AM - 4:30PM

DePaul Center

1 E. Jackson Blvd. Room 8005

Chicago, IL 60604

Overview: A compendium of content driven speakers and panelists who analyze Business Development and lay down a "best in class" process designed to build the Top Line Revenue within the enterprise.

Business has never been so simple and yet, it has never been so complex. Business is a people to people activity. Technology brings tools to the process. Business Development involves the art of connecting and then activating the customer with the supplier...the buyer with the seller. When that happens, the tools that support the activity (behind the enterprise) generate a multiplier that can engage many, many more customers, one customer at a time. So, it's not about you...it's about the customer and the customer's customer and serving inside the business community that you are connected to through your business.

REGISTRATION IS NOW OPEN!

Space is limited - Register today to guarantee your spot

Cost:

Members & Member Guests: \$100/person

Non-Members: \$125/person

Students: \$50/person

[Click Here to Register](#)

Agenda

8:30 AM - 9:00 AM	Registration: Sips & Sweets
9:00 AM - 9:15 AM	Welcome
9:15 AM - 9:30 AM	Attendee Introductions
9:30 AM - 10:00 AM	Future of Freight: <i>George Abernathy, President, FreightWaves</i>
10:00 AM - 11:00 AM	Shipper Panel #1: What Customers Want Moderator: Bill Cassidy, Journal of Commerce Panelists: Timothy Egan, Kerry Jennifer Krueger, Ulta Beauty Vito Parise, Batory Foods Todd Peterson, World's Finest Chocolate Bev Petraitis, TransformCo (formerly Sears)
11:00 AM - 11:15 AM	Coffee Break
11:15 AM - 11:45 AM	Relationships that Matter: <i>Jim Butts, Retired Senior Vice President, C.H. Robinson</i>
11:45 AM - 12:15 PM	Six Essential Aspects of Workplace Culture: <i>Denis Beausejour, Managing Director, O.C. Tanner</i>
12:15 PM - 1:00 PM	Lunch: Table Topic Discussions
1:00 PM - 2:00 PM	Presidents Panel #2: How Business Leaders Lead Moderator: Nezh Altay, DePaul University Panelists: Scott Grady, Rush Trucking Al Iannelli, Polaris Intermodal Mike McClelland, Kenco Bob Moran, First Logistics
2:00 PM - 3:00 PM	Strategies to Keep Your Business Ahead of the Curve: <i>Bill Bartlett, Founder & President, Corporate Strategies & Solutions</i>
3:00 PM - 4:00 PM	Providers Panel #3: Why Business Development Matters Moderator: Bill Fahrenwald, James Street Associates Panelists: Karen Galena, First Logistics Jason Hilsenbeck, Drayage.com Brent Hutto, Truckstop.com Joe Locastro, Polaris Intermodal Brent Michel, Tranzact Technologies Andrew Smith, Circle Logistics
4:00 PM - 4:30 PM	Reflections

Guest Speaker Details

(Alphabetical Order by Last Name)

George Abernathy, President, FreightWaves



George Abernathy has responsibility for all revenue and commercial efforts at FreightWaves, including SaaS, Trucking Freight Futures and membership engagements. He is the former President of Transplace, a leading provider of non-asset based third-party logistics and truck brokerage services. He also held the COO role and was a key contributor in the company's sale to Greenbriar Equity Partners in 2013. George has more than 30 years of supply chain and transportation industry leadership experience with carrier, broker and technology companies. Previously, he held senior management positions at J.B. Hunt, Logistics.com, Sabre, Transflo and North American Van Lines.

Bill Bartlett, CEO, Corporate Strategies & Solutions Inc., a Sandler Training Center



Bill Bartlett is the CEO of Corporate Strategies & Solutions Inc., a Sandler Training Center. Critically acclaimed coach and best-selling author of "The Sales Coach's Playbook", Bill has been dedicated to furthering the professional development of sales leaders in the Greater Chicago area for over 25 years. As a facilitator, Bill excels at identifying core challenges and implementing growth strategies that are transformative in their depth.

Bill has a client list spanning from small companies to the Fortune 500. As an accomplished executive coach, Bill also works with Fortune 1000 CEOs, professional athletes (PGA, Major League Baseball) and actors in Hollywood. With over 40 years of experience, Bill helps clients increase productivity and profit by developing high performance behaviors, winning attitudes and superior sales and management techniques.

Denis Beausejour, Managing Director, O.C. Tanner



Denis is a graduate of William and Mary and earned his MBA from Kellogg School of Management. He has lived and worked internationally throughout Asia and the Americas and now resides in a suburb of Chicago where he works for O.C. Tanner—a global provider of workplace culture services. Leveraging O.C. Tanner's CultureCloud™ suite of offerings, Denis consults with Fortune 1000 companies on how to create peak employee experiences throughout the career cycle that lead to high-performing work cultures.

Jim Butts, Retired Senior Vice President, C.H. Robinson



An employee at C.H. Robinson since 1978, Butts was a Senior Vice President from December 2007 - 2012 and served as a member of the executive team from April 2002 - 2012. His previous positions with C. H. Robinson included Manager at both the Chicago South and Detroit offices.

Butts' experience in the transportation, logistics and supply chain field has provided him with a balanced perspective of the practical and creative, in addition to the tactical and strategic aspects of addressing issues and providing solutions for customers of all sizes.

Panel Details

Shipper Panel #1: What Customers Want

Moderator: Bill Cassidy, Journal of Commerce

Panelists: Timothy Egan, Kerry
Jennifer Krueger, Ulta Beauty
Vito Parise, Batory Foods
Todd Peterson, World's Finest Chocolate
Bev Petraitis, TransformCo (formerly Sears)

What do customers (shippers) want? Well, everything of course. It's about quality, price and service isn't it. The focus is "perfection." It's everything manufactures and retailers deliver to their customers...right? Really?

If companies have "Customer Service" departments then they have people and systems built into their processes that suggest that there are returns, reconsiderations or reimbursements required to allow their business relationships to work, then that reality alone says that we are not perfect. We never are.

So, if perfection isn't in the cards, what do customers really want? What are their actual expectations? Well, they want suppliers that are easy to do business with. They want systems that are mostly managed by exception. They want supplier's personnel to be reasonable and responsive. When things go wrong (and they will) business needs to find ways to make the customer whole so that the customer's customer doesn't see or is not concerned about the behind the scenes problems.

And then we need systems in place and methods outlined that will provide "the best response" so that personal and professional relationships are not challenged and that going forward, trust is rebuilt, reestablished and rekindled. We know that we don't live in a perfect world so this session is to explore what expectations "really are" and then work to be the best that we can be.

If we learn anything it will be to understand how we can work better together especially when perfection is just beyond our grasp. If business was perfect "they" wouldn't need us (or a panel of experts) to fix problems or offer solutions. So, when we embark into new business and new relationships or even when growing our businesses, we should "begin with the end in mind" (Steven Covey). Start by understanding that perfection is a great goal but is not likely over time. That said, let's start by planning for and understanding what pitfalls might occur and in advance consider what we might do to fix stuff so that our relationship does not break.

Relationships built on trust are how business gets done in a free economic system. Now let's go and build those relationships that really matter.

Presidents Panel #2: How Business Leaders Lead

Moderator: Nezh Altay, DePaul University

Panelists: Scott Grady, Rush Trucking
Al Iannelli, Polaris Intermodal
Mike McClelland, Kenco
Bob Moran, First Logistics

Marketplace leaders "make it happen" by focusing on their people, their process and their profit. It starts with the team (their field force). They are the front-line differentiators that make you different from your competition. But you can't be successful without "the process" and that process must be perceived as the "best in class" in the eyes of the customer or prospect, especially as it relates to carrier equipment, driver availability, company sustainability, competitive technologies and real-time visibility. And all that is just for "openers." It's what you need to have just to get in the game.

So how is it that transportation and logistics is still such a fragmented industry with a plethora of players that are prevalent throughout the market. Could it be that price, service, specialization or relationships are "wild cards" that keep those "card sharks" at the table? When people do business with people "influence" will trump whatever card is being played. Influence is delivered

through truth, trust and the “Royal Flush” called “relationships.” People make-up the difference. People insert the human element that statistics just can’t seem to deliver on their own. Statistics aren’t believable by themselves but when backed by trusted industry advocates with impeccable integrity, everybody wins.

Learn from the best among leaders (and legends) in logistics. “Take home” insights that you can put into practice immediately. Invest in yourself so you can grow in the marketplace of understanding. This session (titled *The How*) is filled with concepts and connections that add value to careers in supply chains. This is a network building opportunity you can’t afford to miss. You can’t win unless you put up your “ante” and get in the game. Be there. Make that investment. Be a winner and take home “the Jack Pot” that we call new (or additional) business.

Providers Panel #3: Why Business Development Matters

Moderator: Bill Fahrenwald, James Street Associates

Panelists: Karen Galena, First Logistics
Jason Hilsenbeck, Drayage.com
Brent Hutto, Truckstop.com
Joe Locastro, Polaris Intermodal
Brent Michel, Tranzact Technologies
Andrew Smith, Circle Logistics

Customers don’t buy your what or how, Customers buy your why – so says Simon Sinek. And therein lies the opportunity. When people ask you what you do...you tell them what and then how rather than reversing the order so that when you lead with your why they will be compelled to want to know what is behind the why of what you do.

Business Development should be based on your customer’s customer. It’s about what they really want and then delivering your value based on their needs. It’s not about telling them everything you think that they need to know but rather it’s about understanding the value that they offer and helping them deliver on their promises. It’s not even about them. It’s about their customer. And when you know their why, you can better find solutions that will make a difference in their supply chain. We are just one link in that chain. But we need to be a strong one.

Steven Covey would say, begin with the end in mind. Peter Drucker would say that business is not about profit, it’s about getting, keeping and growing customers. And now Simon Sinek adds to the conversation by asking us to consider our Why...what is the purpose of our business. Once the customer understands why we do what we do there is a much greater likelihood that they will want to do business with us because we have triggered the exact portion of their brain to get an affirmative response.

This team of marketplace practitioners brings encouragement to the session as they are all about relationships that build on their organizations “why.”