



Business Development Symposium

November 10, 2022 – Timeline

8:00 – Meet & Greet: Networking – Continental Breakfast – Registration

9:00 – Welcome: Housekeeping – Sponsor Recognition

9:15 – Keynote: “Persistence, Perseverance & Patience” – Ed Elkins, Norfolk Southern

9:45 – Panel #1 “What Shippers Want”

Moderator: Bill Cassidy, Journal of Commerce

Panelists: Wendy Buckley, STARS HazMat Shippers
Stephen Gniadecki, Mush
Beverly Petraitis, Tractor Supply Co.
Conrad Victor, CLEVELAND CLIFFS, INC.

Is it just about quality, price or service? Is it something in between? The challenge is “to get it right every-time.” It should appear seamless to the customer’s customer. That is what manufactures and retailers hope to deliver. But “hope” is not a strategy. So then, how do “the players” deliver what the customers want? This panel of logistics experts will address the role and relationship that is needed to sustain a supply chain that really works...end to end.

10:45 – Coffee Break: Sponsor Recognition

11:00 – “Creating Your Legacy” – Brian Bowers, Ohio State University

11:30 – Panel #2 “Leaders in Logistics”

Moderator: Brian Bowers, Professor, Fisher College of Business, The Ohio State University

Panelists: Jim Becker, Becker Logistics, LLC
BJ Boldog, R&K Logistics
Delbert Wilkins, Canal Barge
Mark Yeager, Redwood Logistics

Today’s logistics industry is infused with amazing leaders at exceptional companies. They’ve come a long way in a short number of years (20 years ago-3PLs & technology, 40 years ago-deregulation, 60 years ago-Intermodal & containerization). Truly great leadership is essential to be successful in a free market. It starts with entrepreneurial individuals, visionaries, innovators and front-line connectors that are different from their competition. In logistics, the competition is fierce but that makes every business better. Success is being rewarded by customers. Alliances are being formed to better serve the customers’ customer. This panel exemplifies what is good about leaders and legends in logistics and positions up-and-comers to see opportunities for personal and professional growth.

12:30 – Lunch: Table Topic Discussions

1:15 – Panel #3 “Collaboration – Better Together”

Moderator: Josh Chesser, Traffic Club of Chicago

Panelists: Jimi Allen, Bureau Gravity
Lisa Gelsomino, Integrity Sourcing LLC
Bill Cassidy, Journal of Commerce
Jason Hilsenbeck, Loadmatch & Drayage.com
Stephen Hofmeister, Empowerment Marketing

A “business development strategy” done well incorporates collaboration. It is the key link that drives business relationships in a positive direction. We don’t sell what we want to sell, we provide what the customer needs. Logistics is a “derived demand” industry. The goal is to get, keep and grow customers. We know that it costs 5X more to re-gain a customer than to retain one and 20X more to get one than to keep one, so how do you do that? This panel of business development professionals has dealt with real life issues. They’ve turned challenging situations into significant business building programs. Come prepared to gain new insights about business development and your role in it from those who have been there. Then engage and grow professionally through content, connections and conversations.

2:15 – “Put the Wind in Your Sales” – Bob Lambert, Samurai Business Group LLC

2:45 – Panel #4 “Go To Market”

Moderator: Jason Olinger, Yellow

Panelists: Andrew Gulovsen, Hubtek
Sheryl Koning, QCSS
Cathy Cain-Blank, CC Marketing
Michelle LaBlanc, Drop & Hook
Holly LaBoda, Luminaries Consulting

At some point “tactics” become the way we deliver our marketing plan. What does that look like for you and your organization? What should it look like? What are the numbers and percentages that we should expect? What could you do better and why? What might you be missing out on or what might you need in order to build your own sustainable revenue model? What would that look like? How might you compare your ideas to the “best practices” in today’s marketplace. This Go to Market panel will address these issues and more. They will discuss and deliver everything from “What We Do” to “State of the Art” business development processes being implemented throughout the transportation and logistics world. Marketing, sales and communications methods have continued to morph largely because of technology but people remain “the constant.” Learn from some of the industry’s leading decision makers, practitioners and implementers who are responsible for making the Top Line numbers work as they generate the revenue for their company.

3:45 – Reflections: Closing Remarks – Sponsor Recognition