



# "Talking Freight" Seminars Series

*Come hear the latest on freight transportation trends and challenges in the 21st Century.*

The Federal Highway Administration's (FHWA's) Office of Freight Management and Operations, in partnership with the FHWA's Office of Planning, is hosting the "Talking Freight" seminars via the telephone and Internet. The seminars are part of a broader Freight Professional Development Program initiative aimed at providing technical assistance, training, tools, and information to help the freight and planning workforce meet the transportation challenges of tomorrow. Seminars will be held on a monthly basis throughout the year and are open to all interested parties in both the public and private sectors. The schedule of planned seminars is on the reverse. **To register for the "Talking Freight" seminars, please go to <http://talkingfreight.webex.com>.** If you have questions, please call or email Jennifer Seplow, SAIC, at 703-676-0851, [Jennifer.E.Seplow@saic.com](mailto:Jennifer.E.Seplow@saic.com).

## Why dial in?

With limited travel budgets and busy work schedules, it has become increasingly more difficult for freight and freight planning practitioners to get needed information, training, and education to keep up to date with the latest trends, tools, and noteworthy practices in freight transportation. *The seminars provide a convenient and no-cost way for transportation practitioners to broaden their knowledge base and develop new skills to help them do their jobs better.* These topics were chosen based on suggestions made at various freight outreach events and during conversations with freight stakeholders. For 2004, we identified many speakers and topics outside the traditional public transportation development process, including the perspectives of freight transportation users (shippers and manufacturers) and providers (trucking companies and railroads), economic development organizations, and professional associations, to name a few.

As an added benefit, participants will be given the opportunity to register for a Freight Peer Exchange. The Peer Exchange will take place through the Freight Planning Listserv ([www.fhwa.dot.gov/freightplanning](http://www.fhwa.dot.gov/freightplanning)), which is managed by FHWA's Office of Planning in coordination with FHWA's Office of Freight Management and Operations. The Peer Exchange will serve as another resource to expand participants' freight transportation knowledge.

## How it works

The seminars are interactive and will be held via teleconference and the Internet. All that is needed is a telephone and a 56K Internet connection. This format allows for extensive participation of freight stakeholders from across the country. Each seminar will last 90 minutes, with 60 minutes allocated for the presentation, and 30 minutes for audience Q&As. Through the use of web conferencing, participants will be able to view the speaker's presentation on their personal computer and hear the audio portion of the presentation by dialing into the assigned teleconference number.

The "Talking Freight" Web site provides details about each of the seminars and information about registration. It is also used for logging on to the web conference and providing feedback after each seminar. Seminars are recorded and archived on the "Talking Freight" Web site as well. Once participants register for a particular seminar, they will receive an email with directions for logging on to the web conference and the teleconference.

We look forward to your participation and hope that you will find the "Talking Freight" seminars beneficial to your professional needs.

Date & Time	Topic	Description of Topic	Speakers
Jan 21st, 1:00 – 2:30 pm Eastern Standard Time (EST)	Perspectives from Freight Transportation Users	Major transportation shippers and manufacturers will speak on their respective business processes and describe present and future trends, challenges and solutions.	<ul style="list-style-type: none"> <li>• Jeff Tew, General Motors</li> <li>• Other panelists TBD</li> </ul>
Feb 18th, 1:00 – 2:30 pm EST	Tying Freight to Economic Development	Hear about freight transportation and economic development considerations for attracting new business, keeping existing ones, and balancing the concerns of both business and residents. The seminar will address both rural and urban economic development issues and their relationship to freight.	<ul style="list-style-type: none"> <li>• Glen Weisbrod, Economic Development Research Group and Chair of TRB Committee on Transportation and Economic Development</li> <li>• Martin Weiss, FHWA Office of Planning</li> <li>• Matt Preisler, Wilbur Smith Associates</li> </ul>
Mar 17th, 1:00 – 2:30 pm EST	Perspectives from Freight Transportation Providers – Trucking and Rail  (Part 1 of 3)	Hear how trucking and rail industries are planning for future projected increases in freight shipments and volumes and how they balance those strategies with current trends and challenges.	<ul style="list-style-type: none"> <li>• Daniel C. Murray, American Transportation Research Institute</li> <li>• Todd Spencer, Owner Operators Independent Drivers Association</li> <li>• Craig Rockey, American Association of Railroads</li> <li>• Rob Martinez, Norfolk Southern</li> </ul>
April 21st, 1:00 – 2:30 pm Eastern Daylight Time (EDT)	*SAFETEA: Reauthorization of TEA-21	*Tentatively Scheduled Seminar  Following the passage of the next Highway Bill, this seminar will discuss the new provisions applicable to freight.	<ul style="list-style-type: none"> <li>• Tony Furst, FHWA Office of Freight Management and Operations</li> <li>• Jill Hochman, FHWA Office of Planning</li> </ul>
May 19th, 1:00 – 2:30 pm EDT	Don't Just Study It — Do It!	Learn about a study to analyze the regional economic impacts of restricting trucks on bridges in Oregon. The Oregon DOT's economic and bridge options study resulted in a number of freight projects and can be used as a model for other states facing similar issues.	<ul style="list-style-type: none"> <li>• Tara Weidner, Parsons Brinckerhoff</li> <li>• Bill Upton, Oregon DOT</li> </ul>
June 16th 1:00 - 2:30 pm EDT	Perspectives from Freight Transportation Providers – Ports and Shipping Lines  (Part 2 of 3)	Hear how ports and shipping lines are planning for future projected increases in global freight trade and how they balance those strategies with current trends and challenges.	<ul style="list-style-type: none"> <li>• Jeannie Beckett, Port of Tacoma</li> <li>• Bob Blair, World Shipping Council</li> <li>• Other Panelists TBD</li> </ul>

### For more information, please contact

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