

*The Traffic Club of Chicago Presents...*

Business Development Symposium

November 14, 2018

Panel Session Briefs

**Executive Panel - Great Expectations**

9:45AM - 10:45AM

*Moderated by Bob Voltmann, TIA*

*Panelists: Jim Bellinder, V.P. Sales - United Airlines Cargo*

*Paul Deasy, President - Chicago Freight Car Leasing Co.*

*Bob Moran, President - First Logistics*

*Mark Yeager, President - Redwood Logistics*

Leadership owns the process and has the responsibility for Top Line revenue. So, there is a need for those in Business Development to understand their leader's expectations and what will be required for success. What does success look like for those who "report-up" on the customer facing side of Transportation, Distribution, Warehousing and Logistics? What is Senior Management looking for as it relates to the field force or marketing or even customer service. What kind of support, education, encouragement and training are being delivered to support the people that are ultimately charged with customer acquisition, retention and growth within the organization?

Customers are the life blood of the enterprise, but our people provide the "pump" that is necessary for the blood to circulate. The Drucker model says "we see our people, the customer and the stakeholders (in that order) as partners" for the system to flow properly. That said, what is the optimum leadership model that logistics organizations should employ so that all involved are healthy and sustained?

**Strategy Panel - Collaboration...and so much more**

1:00PM - 2:00PM

*Moderated by Bill Cassidy, Journal of Commerce*

*Panelists: Mike Faucher, Director of Sales - RJW Transport Group, Inc*

*Chris Gerber, V.P. Sales & Marketing - Mitsui Rail Capital*

*Jesse LaDousa, V.P. & Partner - Clientek*

*John Marchese, Senior Director International Business - DHL*

In the B2B Business Development process, collaboration seems to be the key link that drives customer relationships in a positive direction. 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. Customers are the life blood of the enterprise. Together we can do things better than any one of us can do alone. And collaboration is imperative if we are to turn problems into opportunities.

This panel of professionals has dealt with difficult issues and has gone above and beyond – not only retaining the customers' business but they've turned difficult situations into a significant business building reality. Learn how you too might find new heights especially when you are in the deepest valleys. Come prepared to gain new insights about yourself and your business. Then engage and grow professionally through content, connections and conversations gained in this session.

## **Tactical Panel - Going to Market**

3:15PM - 4:15PM

*Moderated by Bill Fahrenwald, James Street Associates*

*Panelists: Jamie Claeys, Product Marketing Manager - 10-4 Systems, Inc.*

*Jason Green, President & Founder - Intelestream*

*Travis Maciejewski, Senior Business Intelligence Analyst - WSI Supply Chain Solutions*

*Brent Michele, Director of Marketing - Tranzact Technologies*

At some point “tactics” become the way we deliver our Business Development 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 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 methods 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 implementors who are responsible for making the Top Line numbers work as they generate the revenue for their company.