



## **PUBLIC RELATIONS COMMITTEE MEETING**

INTERMODAL ASSOCIATION OF NORTH AMERICA

**FRIDAY, NOVEMBER 11, 2005**  
**4:00p.m. – 5:30 p.m.**

**Salons C/D**  
**ANAHEIM MARRIOTT**  
**ANAHEIM, CALIFORNIA**

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Committee Chairman Bob Hewett, TTX Company, welcomed members and guests of the Public Relations Committee and called the meeting to order at 4:02 p.m. Following self-introductions, Jim Morrow, IANA staff, reviewed the Association's antitrust guidelines.

Bob Hewett requested a motion to accept the minutes of the May 10, 2005 meeting. A motion to approve the minutes from the meeting in Oak Brook Hills, Illinois was made by Carl Berkowitz, Florida Atlantic University. David Wenger, RoadLink USA, seconded the motion and the Committee approved the minutes.

### **Industry Resource Network (IRN) Task Force Update**

Bob Hewett, Task Force leader provided the group with an update on the IRN progress since the May meeting. He reiterated the need and usefulness of establishing this network of industry contacts, and commented the IRN still has some "gaps" that need to be addressed. Jim Morrow distributed the most recent document to attendees.

During review it was noted that contacts for Schneider National, the Port of Los Angeles, the Port of Long Beach and the Port of Vancouver have been added to the grid. In addition, it was noted that several recent personnel changes have been made at the participating organizations and the network needs to reflect the most recent information. Committee members agreed to review the current listing and provide additional information to Jim Morrow at IANA by December 15, 2005. IANA will edit the network and redistribute to the Committee.

In further discussions, both David Wenger and George Baima, Pacella Trucking Express, agreed to add their respective companies to the drayage participants. It was also noted that P&O Nedlloyd would no longer be available due to the pending merger with Maersk Sealand. Bill Duray, NYK Line, agreed to contact K Line and Jeff Heller, Norfolk Southern, will contact Hanjin Shipping, Hyundai Intermodal, MOL America and

Hamburg Sud for possible participation. Suann Lundsberg, BNSF, will again contact U.S. Xpress, and Bob Hewett will contact the new management at Swift Transportation to solicit their participation. The group also felt it was necessary to expand the contacts in the academic community and Jerry Wilson of Georgia Southern volunteered to contact Associate members. It was determined that a follow up with IRN designates should be undertaken in the form of a “thank you” letter, and to use this opportunity to reaffirm participation. Suann agreed to draft the letter and submit to IANA for distribution.

### **Intermodal Fact Sheet Update**

Suann Lundsberg distributed an updated version of the Intermodal Fact Sheet for review and discussion. Some minor edits were discussed, with Suann agreeing to make the changes and send the updated sheet to IANA by December 15, 2005. **[The document was received by IANA prior to December 1, 2005.]**

A discussion ensued on potential usage of the document and consensus was that IANA should add the pdf document to the IANA website with possible email distribution to all voting members encouraging their use of the information. Additional possibilities included inclusion with IANA member recruitment efforts, with industry associations such as AASHTO, colleges and universities, and with AST&L membership. Task Force members will explore these options and make recommendations to IANA staff.

### **2005 IANA Press Releases – Schedule**

Jim Morrow distributed the 2005 IANA Scheduled Press Release Distribution Calendar. All members present acknowledged receiving copies of the press releases as they are distributed throughout the year.

### **Intermodal Freight Transportation Textbook**

IANA conducted two surveys regarding the *Intermodal Freight Transportation* textbook, 4th edition (IFT4) and the proposed Fifth edition. The first survey, **Previous-Purchaser Opinion Survey**, was sent to 49 previous buyers. The second survey, **Academic Opinion Survey**, was sent to 157 supply chain and logistics professors at academic institutions. The executive summaries of both surveys were distributed to the Committee members.

Jim Morrow discussed the key points in each survey. For the Previous-Purchaser Opinion Survey, IANA received a 12% response. This was a low response for most of the surveys that IANA conducts, but a reasonable response for most surveys.

The respondents considered most of the current material useful. IFT4 offered some value to their organizations. The primary reason they purchased the book was for personal reference, with staff training as the secondary reason. Overall 78% of the respondents indicated that IFT4 still has value; unfortunately only 6 respondents said they would purchase a Fifth Edition. This would result in less than 60 copies sold to previous buyers.

The Academic Opinion Survey realized a 22 % response rate. The questions were similar in scope to the Previous-Purchaser Opinion Survey. Of the respondents, 11% indicated that they would use the book for classroom use. Respondents that indicated they were unsure if they would use the book in their classroom commenting the book was “too narrow in scope towards intermodal, and intermodal is just one element of the global supply chain issues.” Twenty-four respondents requested a review of the Fourth Edition. IANA distributed complimentary copies to those respondents.

Based upon the survey results, IANA and the ENO Foundation do not believe there is compelling interest to move forward with a Fifth Edition. The ENO Foundation is the co-copyright holder and joint publisher along with IANA of the Intermodal Freight Transportation Textbook.

The Committee discussed the merits of the current Fourth Edition and the future of an additional edition. The Committee discussed other options that might be available to IANA and its members. Jerry Wilson motioned that the Committee make a recommendation to IANA and the ENO Foundation not to proceed further with the fifth edition. Suann Lundsberg seconded the motion. The motion was passed unanimously.

Carl Berkowitz offered to review the two IFT4 surveys; then discuss with his colleagues at the Institute of Transportation Engineers and the University Consortium for Intermodal Transportation Safety and Security to offer an alternative to the current textbook. David Wenger motioned that the committee should allow Dr. Berkowitz the opportunity to present the viability of a project to develop an alternative format. Dr. Berkowitz will have the recommendation on the project to the committee by February 1, 2006. Jerry Wilson seconded the motion, and the motion was passed unanimously.

### **Other Business**

Barry Michaels of the Union Pacific Railroad, and IANA Chairman, presented Bob Hewett with a certificate of appreciation and thanked him for his contribution to the industry, the Association and the Committee. Bob will officially retire from TTX Company in February 2006.

During discussion on future efforts, it was agreed that the Committee should broaden its focus becoming more involved with the educational aspects of the industry. The Committee would like to become more involved with the Intermodal Expo and Operations and Maintenance Seminars, especially along the lines of educational forums. The Committee also felt it could become more involved with the media focus of the industry. Suann Lundsberg volunteered to draft a Public Relations Vision/Mission outline for committee review. Suann will forward the outline to IANA for distribution to the full committee.

The Committee also discussed the viability to reinstitute the “Intermodal 101” (formerly the Speaker Bureau presentation). It was available previously as a 35mm slide and PowerPoint presentation. Jerry Wilson agreed to review the current copy and distribute to the Committee for further review.

With no further business to discuss, Bob Hewett asked for a motion to adjourn. David Wenger made the motion, which was seconded by Suann Lundsberg. The meeting was adjourned at 5:53 PM.

### Action Items

Subject	Item Description	Name	Due
<b>Industry Resource Network Task Force</b>	1 Additional recruitment of IRN participants for Phase II expansion	Hewett/ Lundsberg/ Duray/Heller/ Wilson	1/8/2006
	2 Distribution of Updated IRN participants to the Committee	IANA Staff	12/15/2005
	3 Engagement Follow Up Letter with current IRN participants	IANA Staff	1/8/2006
<b>Intermodal Fact Sheet Task Force</b>	1 Intermodal Fact Sheet Update to IANA staff for distribution	Suann Lundsberg	12/1/2005
	2 Distribution to IANA Members	IANA Staff	1/8/2006
	3 Uses for <b>Intermodal Fact Sheet</b> ideas and Committee Members recommendations to IANA Staff	Committee Members	1/8/2006
<b>Alternative Project Viability Plan for IFT Textbook</b>	1 Recommendation from Dr. Berkowitz on alternative format to current textbook project to Committee Chairman and Vice Chairman	Carl Berkowitz	2/1/2006
<b>Intermodal 101 PowerPoint</b>	2 Distribution of PowerPoint to Committee for review and comments	Jerry Wilson	1/8/2006
<b>Future PR Focus</b>	Vision/Mission Outline for PR Committee to Committee Members Review	Suann Lundsberg	1/8/2006