



*Southeast Association of Rail Shippers*  
*Fall 2021*

Meeting Schedule

**TUESDAY, OCT 26**

**1:30 pm - 3:30 pm**

**Networking Event at Top Golf Atlanta-Midtown**  
**1600 Ellsworth Industrial Blvd NW, Atlanta, GA 30318**

Meeting attendees who registered for this event should check-in at Top Golf Atlanta at 1:15pm. Participants are responsible for their own transportation to the facility.

**4:45 pm - 5:45 pm**

**Vendor Expo Table Set-Up**  
(Please complete registration before set-up)  
**Westin Atlanta Buckhead, 4<sup>th</sup> Floor Pre-function area**

**4:30 pm - 6:30 pm**

**Meeting Registration**  
**Westin Atlanta Buckhead, 4<sup>th</sup> Floor Pre-function area**

**6:00 pm - 07:00 pm**

**Welcome & Networking Reception**  
**Westin Atlanta Buckhead, 4<sup>th</sup> Floor Pre-function area**

## **WEDNESDAY, OCT 27**

**ALL PRESENTATIONS AND ACTIVITIES WILL TAKE PLACE IN THE BALLROOM MEETING  
AREA ON 4<sup>TH</sup> FLOOR**

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|----------------------------|--|
| <b>7:00 am -</b>           | <b>Registration Opens</b><br><b>Westin Atlanta Buckhead, 4<sup>th</sup> Floor</b>  |
| <b>7:00 am - 8:00 am</b>   | <b>Continental Breakfast</b><br><b>Westin Atlanta Buckhead, 4<sup>th</sup> Floor</b>   |
| <b>8:00 am - 8:20 am</b>   | <b>Welcome and Opening Remarks</b><br><b>Safety &amp; Emergency Evacuation Briefing</b>  |
| <b>8:25 am - 8:30 am</b>   | <b>NARS Update</b><br>Tom Tisa, Head of Business Development, CSX<br>Immediate Past President, NARS  |
| <b>8:30 am - 9:15 am</b>   | <b>The Changing North American Carrier Landscape</b><br>Farrukh Bezar<br>SVP Marketing, Strategy & Analytics<br>CSX Transportation, Inc.               |
| <b>9:15 am - 10:00 am</b>  | <b>The Impact of America's Failing Infrastructure on Supply<br/>Chains</b><br>Kenny Rocker, Executive VP of Marketing & Sales<br>Union Pacific Railway |
| <b>10:00 am - 10:30 am</b> | <b>Morning Networking Break</b>  |

**10:30 am - 11:15 am**

**Information Network Security. The threats facing companies today and in the future.**

Richard J. Harknett, PhD Head and Professor Dept. of Political Science  
Chair, Center for Cyber Strategy and Policy  
Co-Director Ohio Cyber Range Institute  
University of Cincinnati

**11:15 am - 12:00 pm**

**Rail Pulse: The Realization of Railcar Location, Condition, Health and Telematics Sensors**

Mike McClellan, Vice President-Strategic Planning  
Norfolk Southern Corp.

**12:00 pm - 01:15 pm**

**Networking Lunch**

**1:15 pm - 2:00 pm**

**Economic Review**

Walter Kemmsies, PhD  
The Kemmsies Group

**2:00 pm - 2:45 pm**

**Improving Rail Car Utilization by Employing Proactive Preventative Defect Measures**

Kevin Brandon, President  
Road & Rail Services

**2:45 pm - 3:15 pm**

**Afternoon Networking Break**

**3:15 pm - 4:00 pm**

**Mega Rail: Changing Intermodal in the Southeast**

Duke Acors, Director of Strategic Operations  
Georgia Ports Authority

**4:00 pm - 4:10 pm**

**SEARS Board of Directors 2021-2023 Officers Election**

**4:15 pm - 5:00 pm**

**Committee Meetings, Shippers Only and other Support Committees**

**5:00 pm - 6:00 pm**

**Closing Reception**