

**Railroad 201**  
**Introduction to the Commercial Side of Railroading**

**Syllabus**

Railroad 201 provides a general overview of the North American railroad industry focusing on the factors that impact railroad prices. Part 1 of the course covers railroad capital requirements, markets, strategy, costs and regulation. Part 2 utilizes several examples to illustrate how prices are determined in specific situations.

Railroad 201 is designed for supply chain professionals and others who are new to rail transportation or are interested in the rail industry. The course takes about two hours including time for questions and discussion.

The course is usually combined with an interactive workshop that addresses the current issues and needs of individual clients.

**Course Outline**

- 1. Introduction**
- 2. Part 1 – Overview of the North American railroad industry**
  - 2.1. Markets
  - 2.2. Capital requirements
  - 2.3. Investment climate
  - 2.4. Railroads' place in the supply chain
  - 2.5. Regulatory environment
- 3. Part 2 – Pricing**
  - 3.1. Railroad pricing overview
  - 3.2. Railroad pricing strategy
  - 3.3. Railroad costs and margins
  - 3.4. Rail pricing and negotiating strategy – 3 examples
- 4. Summary and Final Questions**

## **Instructor**

John Schmitter, President – KEP LLC

John is the President and founder of transportation consulting firm KEP LLC. John works with industrial companies, energy producers and transportation companies on transportation issues including transportation strategy, transportation rate and contract negotiations, rail cost analysis, rail operations, railcar acquisition, leasing, maintenance and management, intermodal transportation, technology acquisition and regulatory issues.

John is also Adjunct Professor of Supply Chain Management at the Daniels College of Business, University of Denver. He has 30 years of experience in transportation operations, marketing and sales.

Prior to starting KEP, John was Vice President of Business Development at DTE Rail Services, a railcar repair, software and services company. He was Managing Director of Metals & Ores at Southern Pacific Railroad and has held marketing and sales positions in the intermodal and LTL trucking industries. John began his career as a trainmaster for Conrail. John has a MBA from Penn State University and a BS in Business from Northeastern University.