



MINUTES

PUBLIC RELATIONS MEETING INTERMODAL ASSOCIATION OF NORTH AMERICA

**SUNDAY, NOVEMBER 16, 2008
10:00 a.m. - 11:30 a.m.**

**ROOM 118
GREATER FORT LAUDERDALE/BROWARD COUNTY CONVENTION CENTER
FORT LAUDERDALE, FLORIDA**

IANA staff member Tom Malloy called the meeting to order at 10:09 a.m. In attendance were Julie Long, CSX Intermodal; Jim Rodgers, BNSF, George Baima, Pacella Trucking and Matt Mlynarczyk, Advocatus Group and IANA P/R and Media contractor.

Malloy said IANA has had a Public Relations Committee for approximately 15 years, with varying degrees of participation and effectiveness. He said the current roster comprises 14 members, and the Committee tries to meet twice a year, as well as holding conference calls and additional meetings as warranted. Malloy said the last PR Committee meeting had been one year earlier in Atlanta, Georgia. He said that, after the March 2008 departure of IANA staff member Rip Watson, who had been the Committee liaison, efforts had been deferred. Also, according to Malloy, Suann Lundsberg of BNSF Railway, the committee's chairperson, had moved to a different role within her organization and advised that she would have to resign her Committee leadership position.

Malloy cited two initial fundamental reasons for the committee. The first was that, during the early days of intermodal, people were struggling to understand the business so a speaker's bureau/"Intermodal 101" slide presentation was put together by the group. Secondly, the PR Committee formed a vetting mechanism for the Intermodal Freight Transportation Book. The committee later became rejuvenated as it developed the Industry Resource Network (IRN), designating speakers on intermodal issues; that list has not been updated recently, but there has not been significant demand, Malloy said.

Malloy asked if there is a need or desire for the PR Committee to continue and, if so, what might be its objective(s) and task(s). George Baima of Pacella Trucking Express Inc. said IANA President and Chief Executive Officer Joni Casey and Prince have done an outstanding job of relating to media. Baima said a PR Committee could be of value in submitting ideas, but wondered what such a committee's specific focus could be.

Ted Prince, IANA Chairman, said he perceives three requirements that a PR Committee could fill:

- setting up a social network including perhaps a LinkedIn group consisting of intermodal experts and credentialed media;
- providing industry data, including expansion of *Intermodal Market Trends & Statistics* information; and
- developing an intermodal “Wiki,” an online source for explaining what the intermodal industry does, serving as a natural successor to the now-outmoded Intermodal Freight Transportation Book.

Malloy said the ideas were worthy of consideration, and he was assured by Prince that the technology involved would be quite simple.

Prince said he believes the PR Committee is very important and is more about facilitation than big-bang productions. Malloy said IANA may not be fully availing itself of opportunities to promote how “green” intermodal transportation has become. Baima asked if the above tasks should be done by IANA staff, and Malloy responded that industry related resources of IANA staff are limited, but that the staff could play a facilitative role.

Julie Long of CSX Intermodal, noting that only six people were present for the committee meeting, and three of them are IANA staff, said more active participation in the PR Committee is essential. Jim Rogers of BNSF Railway said he believes the Committee will become more active as LinkedIn and/or Wiki activity grows. Rogers suggested the PR Committee could control a Wiki as a review entity or could function in a fact-checking mode.

Malloy and Mlynarczyk said they would conduct due diligence on the suggested social networking opportunities while also looking into inviting additional PR Committee participation.

Baima moved to accept minutes of the November 2007 meeting of the PR Committee, a motion seconded by Long and unanimously accepted.

Baima moved for adjournment, seconded by Rogers and unanimously approved at 11:16 a.m.