



Program Faculty

James H. Burnley IV, Esq., Partner, Venable LLP

Former U.S. Secretary of Transportation James Burnley focuses his practice on government relations and regulatory affairs, with a concentration on transportation matters. Prior to his work with the U.S. Department of Transportation, he served as associate deputy general for the Justice Department and as director of the VISTA program.

Aaron S. Gellman, Professor of Transportation, The Transportation Center; Professor of Management & Strategy, Kellogg School of Management, Northwestern University

A noted transportation economist, Professor Gellman's research and teaching include transportation economics and policy, the regulation of transportation, and the management and utilization of research and technology.

Benjamin F. Jones, Associate Professor of Management and Strategy, Kellogg School of Management, Northwestern University

Professor Jones' research focuses on national leadership, higher education, climate change, globalization, and obstacles to growth in developing countries. His research articles have appeared in major academic journals and have been profiled in media outlets such as CNN, The Economist, Time Magazine, and The Wall Street Journal. A former Rhodes Scholar, he also served in the U.S. Treasury during the Clinton Administration.

Mark A. Ratner, Professor of Chemistry, Weinberg School of Arts and Sciences; Co-Director, Initiative for Sustainability and Energy at Northwestern (ISEN)

Mark Ratner is a materials chemist, whose work focuses on the interplay between molecular structure and molecular properties. He has many active international collaborations, particularly in Denmark, Israel, and the Netherlands. Ratner's awards include the Feynman Prize and the Langmuir Award of the American Chemical Society.

Stephen Van Beek, President and CEO, Eno Transportation Foundation

Stephen Van Beek is a public policy and transportation expert who, in addition to his role at Eno Transportation Foundation, serves as a civil transport advisor to NATO. Past work includes serving as the associate deputy secretary for the U.S. Department of Transportation and as a professor. He has also worked at the Jacobs Consultancy, an aviation management consulting firm, and with Airports Council International-North America.

www.transportation.northwestern.edu/exec/CWC10/

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Transportation Center at Northwestern University



Coping with Carbon: Sustainable Strategies for the Transportation and Logistics Enterprise

September 14-16, 2010

An innovative and specially-designed executive program for transportation and logistics professionals in both the private and public sectors

Focusing on the economics of carbon emission regulation, management, and enforcement as well as the emerging technologies which can enable carriers and supply chain managers to limit carbon emissions

Robert R. McCormick School of
Engineering and Applied Science
Northwestern University



Executive Program

Coping with Carbon: Sustainable Strategies for the Transportation and Logistics Enterprise
September 14-16, 2010

Coping with carbon is a clear challenge for all transportation modes and for those providing a wide range of supply chain services. This groundbreaking program will incorporate issues and strategies relevant to numerous transport and supply-chain decisions. Participants will benefit from interaction with executive-level peers, logistics managers, and academics representing a wide range of transportation modes.

An underlying principle of the program is that, while each mode and method of transportation and every aspect of supply-chain management faces different challenges, what is being done or contemplated in one setting (e.g., a transportation mode) will prove of interest and value to others that produce or “consume” transport and logistics services. Innovations for limiting carbon emissions and for energy conservation through technology and revised operating practices will also be stressed.

Sample questions that will be addressed:

- What fuel substitutions are available to reduce carbon emissions?
- Which technological advances are the most likely –and most practical– to reduce the release of carbon?
- What are the implications for competition between carriers and logistics services providers?
- Will domestic-only carriers be subject to different constraints than international carriers?
- What are the economic trade-offs between being “green” and increasing investment in inventory?

Who Should Attend

This three-day program is well-suited for executives from both the public and private sectors having responsibilities related to transportation and logistics. Participants will be from transportation carriers, their suppliers and customers as well as those providing supply-chain services and others concerned with policies and regulations intended to reduce carbon emissions.

Program Content

- Importance of carbon emissions to transport and logistics
- Rationale and means of carbon emission regulation
- Cap-and-trade and carbon tax-based regulation
- Alternative uses of carbon-derived public funds in a broader policy context
- Technologies for reducing carbon emissions
- Tactical use of GPS data to identify “green” routes
- Modal differences in operational strategy to reduce carbon impacts
- Compliance and enforcement of carbon emission regulation
- What each form of energy can contribute to keep transportation and logistics “green”
- International experiences and strategies for limiting carbon emissions

Course Format

Coping with Carbon will feature a series of 90-minute lecture/discussion sessions. Leaders will be highly qualified individuals from the academic community as well as others directly concerned with environmental mitigation. While several sessions will cover relevant theories, both scientific and economic, the greatest amount of time will be devoted to presentations by those with practical experience and responsibilities central to the challenge of “Coping with Carbon.”

Professional Development Credit

For information regarding professional development credit hours, please contact Diana Marek at d-marek@northwestern.edu or 847-491-2280.

Why Northwestern?

The Transportation Center at Northwestern University is an internationally renowned center of transportation education and research founded in 1954. Its interdisciplinary faculty have provided education on transportation economics, policy, financing, and management to undergraduates, graduate students, and transportation professionals for more than fifty years. Transportation Center faculty contribute to the identification, analysis, and resolution of transportation problems and issues concerning all modes of transportation, in all settings—urban, regional, national, and international.



Location and Facilities

Program participants will enjoy the facilities of the state-of-the-art executive conference center in Chambers Hall, the headquarters of the Transportation Center located in the heart of Northwestern’s Evanston campus on the shores of Lake Michigan. Northwestern is located just north of Chicago and approximately 45 minutes from O’Hare International Airport.

Hotel Lodging

Program participants are responsible for their own travel and lodging arrangements. A block of rooms has been reserved at the Hilton Garden Hotel in downtown Evanston, a short walk from the Northwestern Campus.

The Hilton Garden Hotel
 1818 Maple, Evanston, IL 60201
 Reservations: 847-475-6400

Registration & Fees

Program Fee	\$2,700
Early Registration Fee (If paid before August 2, 2010)	\$2,160
Government & academic rate	\$2,160

Program fee includes tuition, all program materials, continental breakfasts, lunches, and a welcome reception.

To Register

For more information or to register on-line, visit www.transportation.northwestern.edu/exec/CWC10/, or contact Diana Marek:
 Phone: 847-491-2280
 Email: d-marek@northwestern.edu