



The Denver Transportation Club presents the
37th Annual Operation Stimulus Conference & Case Competition
 February 1st -2nd, 2018

2018 Sponsors



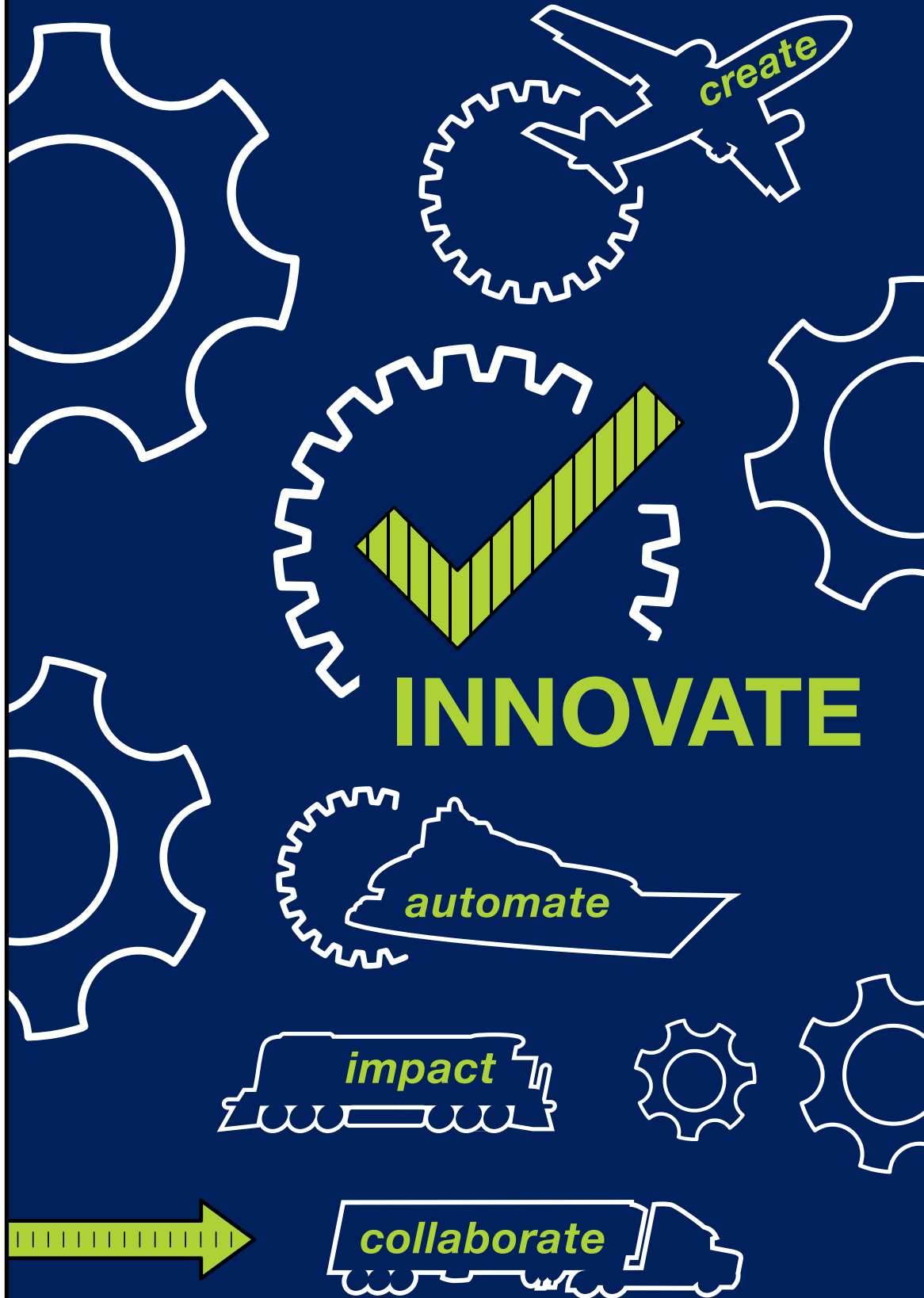
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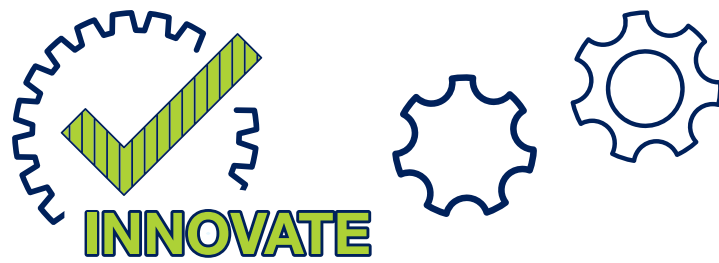
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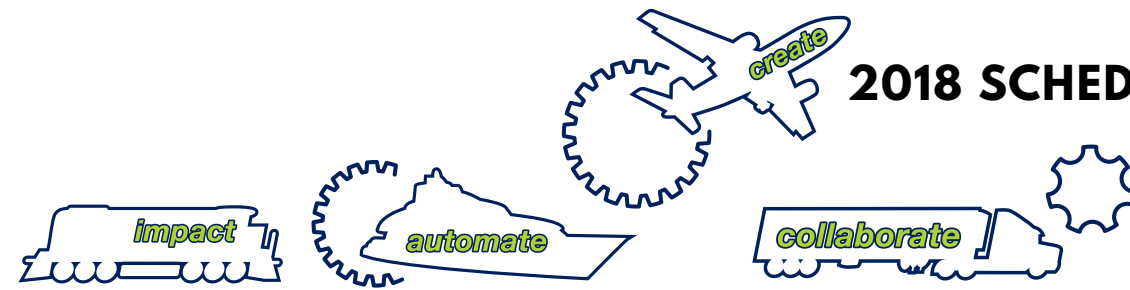
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2018 SCHEDULE OVERVIEW



THURSDAY, FEBRUARY 1ST

9:00 a.m. - 10:30 p.m.	John Deere Facility Tour	John Deere
11:00 a.m. - 12:00 p.m.	Student Check-in, Lunches Provided	Ballroom C
12:00 p.m. - 1:00 p.m.	Opening Remarks, Review of Rules & Questions	Ballroom C
1:00 p.m. - 5:00 p.m.	Case Presentations Boulder Creek, Big Thompson, Platte River, Cherry Creek, Clear Creek	
1:00 p.m. - 2:00 p.m.	Student Speaker: Dave Venberg, Ardent Mills	Ballroom C
2:00 p.m. - 3:00 p.m.	Student Speaker: STIMEopardy	Ballroom C
3:00 p.m. - 4:00 p.m.	Student Speaker: D Worthington, Loop Global	Ballroom C
4:00 p.m. - 5:00 p.m.	Student Speaker: WTC Denver	Ballroom C
5:00 p.m. - 8:30 p.m.	DTC Kickoff Party & Silent Auction	Ballroom D

FRIDAY, FEBRUARY 2ND

7:00 a.m. - 8:45 a.m.	Breakfast - Twist, Welcome Address	Ballroom D
9:00 a.m. - 9:45 a.m., 10:00 a.m. - 10:45 a.m. & 11:00 a.m. - 11:45 a.m.	Breakout Sessions	
	Breakout Session 1: Blockchain Technology: IMPACT on the Transportation Industry Presented by Timothy Leonard, EVP & CTO, TMW Systems	Big Thompson
	The blockchain market is set to grow from \$210M to \$2B by 2021. Much of this business is conducted in the financial market today, but that is changing rapidly. Some of the largest trucking organizations are already talking about implementing blockchain soon. Are you ready?	
	Breakout Session 2: Impacts and Opportunities of "Next-Gen" Transportation Presented by D Worthington, Founder & CEO, Loop Global	Platte River
	Impacts and opportunities that next-gen transportation options will have on the global supply chain.	
	Breakout Session 3: Electronic Log Devices: The Mandate is for REAL! 🤖 Presented by Jesus Rivera, Regional Transportation Manager, MillerCoors	Clear Creek
	With an industry that already struggles to hire and keep the necessary resources, what will be the impact of the implementation of ELD's to the industry. ELD's are here to stay, now what?	
12:00 p.m. - 1:15 p.m.	Lunch & Keynote Address	Ballroom C
	Keynote: Vision & Values Based Leadership Presented by Dan Dye, CEO, Ardent Mills	
	The importance of leading with vision and values at the forefront has never been higher. Finding purpose in work and aligning personal values with company values are increasingly impactful for employees. Leaders must assure that they are bringing vision and values to life for their teams and we will look at what this looks like in the reality of the workplace.	
1:15 p.m. - 1:50 p.m.	Terry L. Priest Scholarship, Eagle Award & Educator of the Year Presentation Top 5 Student Debate Teams Announced	Ballroom D
2:00 p.m. - 5:10 p.m.	Final Student Debate Competition	Ballroom D
5:10 p.m. - 5:40 p.m.	Judges Deliberation	Ballroom D
5:45 p.m. - 6:00 p.m.	Student Case Competition Awards	Vail Hospitality

2018 SPEAKERS

FRIDAY, FEBRUARY 2, 2018

9:00 a.m. – 9:45 a.m., 10:00 a.m. – 10:45 a.m., 11:00 a.m. – 11:45 a.m.

BIG THOMPSON

Timothy Leonard EVP & CTO, TMW SYSTEMS

BREAKOUT SESSION 1

Blockchain Technology: IMPACT on the Transportation Industry

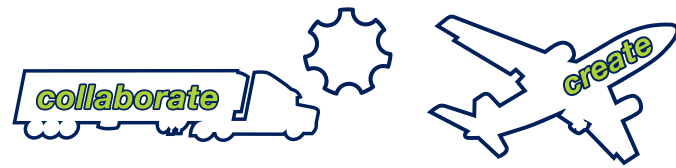
BREAKOUT SYNOPSIS The blockchain market is set to grow from \$210M to \$2B by 2021. Much of this business is conducted in the financial market today, but that is changing rapidly. Some of the largest trucking organizations are already talking about implementing blockchain soon. Are you ready?



BIO Timothy Leonard, former Executive at General Motors and CTO and VP of Information Management at US Xpress Inc, has over 27 years' experience in configuration management planning for Information Management System, Operational Data Stores and Order Entry Systems. His expertise includes delivery/implementation of mechanisms to identify, control, and track changes during project rollouts across functional teams.

He has written procedures on the effectiveness of formalized methodologies for managing change requests to re-baseline technology and business initiatives. A "patent holder" for Internet Order Entry System, Mr. Leonard, a publisher of several articles on effective collaboration techniques, has practical experience in all phases of project life cycle from product inception, maturity, through steady-state rollout, and cohesive integration into main-stream quote through cash systems.

Mr. Leonard has spear-headed and deployed proven methods at fortune 10,100,500 companies to identify, track and evaluate the implication of changes through statistical configuration synthesis and measurements across initiation and release cycles of enterprise solutions. His methods proven by empirical evidence have effectively converged the optimum balance of delivering business solutions through efficient and enabling IT assets. Optimization tools, Supply Chain Visibility and risk analytics are moving forward at a quickening pace. Ensure that you are ahead of the curve.



FRIDAY, FEBRUARY 2, 2018

9:00 a.m. – 9:45 a.m., 10:00 a.m. – 10:45 a.m., 11:00 a.m. – 11:45 a.m.

PLATTE RIVER

D Worthington FOUNDER & CEO, LOOP GLOBAL

BREAKOUT SESSION 2

Impacts and Opportunities of "Next-Gen" Transportation

BREAKOUT SYNOPSIS Impacts and opportunities that next-gen transportation options will have on the global supply chain.



BIO Loop is an early stage tube transportation manufacturer and mobility project developer. Our core technology operates car sized capsules within a network of tubes. Loop's vision is to create a "physical internet" for people, cargo, and utilities. D is a former participant of Operation Stimulus in 2010 and excited to part on the event!

2018 SPEAKERS

FRIDAY, FEBRUARY 2, 2018 | 9:00 a.m. – 9:45 a.m., 10:00 a.m. – 10:45 a.m. & 11:00 a.m. – 11:45 a.m.

CLEAR CREEK

Jesus Rivera REGIONAL TRANSPORTATION MANAGER, MILLERCOORS

BREAKOUT SESSION 3 | Electronic Log Devices: The Mandate is for REAL! 🤖



BREAKOUT SYNOPSIS With an industry that already struggles to hire and keep the necessary resources, what will be the impact of the implementation of ELD's to the industry. ELD's are here to stay, now what?

BIO Jesus Rivera is a seasoned Supply Chain/Logistics/Transportation veteran with a strong background in retail supply chain. Jesus spent 16 years in C-store industry with Total Petroleum including 4 in supply chain. Before that, he spent 18 years in big box industry with Sports Authority, including 10 in Transportation and Supply Chain. Jesus now calls MillerCoors his home where he's been part of the logistics and supply chain team for 2 years.

FRIDAY, FEBRUARY 2, 2018 12:00 p.m. – 1:15 p.m.

BALLROOM C

Dan Dye CEO OF ARDENT MILLS

Keynote | Vision & Values Based Leadership



KEYNOTE THEME The importance of leading with vision and values at the forefront has never been higher. Finding purpose in work and aligning personal values with company values are increasingly impactful for employees. Leaders must assure that they are bringing vision and values to life for their teams and we will look at what this looks like in the reality of the workplace.

BIO Dan Dye was named CEO of Ardent Mills in March 2013. Ardent Mills is the independent joint venture of its parent companies – Cargill, ConAgra Foods and CHS. Dye officially became CEO when Ardent Mills opened for business on May 29, 2014. Ardent Mills operates a network of 40+ community flour mills and bakery mix facilities along with a specialty bakery in the United States, Canada and Puerto Rico. It is a values-based organization committed to being a trusted partner delivering innovative and nutritious grain-based solutions with a brand promise of "Nourishing What's Next."

Prior to the formation of Ardent Mills, Dan held various merchandising and managerial positions since joining Cargill in 1981. In 2009, Dan was named president of Horizon Milling, a Cargill joint venture with CHS. In this capacity Dan was responsible for the flour milling, mix and bakery operations of Horizon

Milling in the U.S. and Canada, offering wheat and flour products and solutions for a wide range of ingredient applications.

Prior to that, Dan served for 10 years as president of Cargill Ag-Horizons, U.S., and was responsible for the overall management of Cargill's grain handling and retail crop input business in the U.S.

Dan currently serves on the Executive Committee of the North American Millers' Association and the Board of Trustees of the Grain Foods Foundation. Dan also serves on the Board of Advisors for the University of Colorado-Denver Business School and on the Board of Trustees of Bethel University, St. Paul, Minn.

Dan graduated from Bethel University in 1981 with a bachelor's degree in business administration and economics. He currently resides in Denver, Colo.

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Established 1906



STUDENT CASE COMPETITION

THE HISTORY OF THE DENVER TRANSPORTATION CLUB

The Colorado Traffic Club was incorporated March 29, 1906. The organization was the culmination of a movement to get the business men and railroad men together in one large organization. The following names appear in the initial incorporation papers:

Charles F. Freeland • Lester B. Bridahan • Aaron D. Lewis • Ralph R. Gillette • Joshua P. Hall • John F. Vallery • Karl K. Mayer • Charles D. Griffin • George W. Brooks • William P. McPhee • A. D. Parker • William M. Lampton • James C. Ferguson • Lewis F. Kimball • W. C. Metzger • A.D. Parker was chosen as the first president.

The original motto of the club was:
"Strive for the Up-Building of Denver and Colorado"

On the membership roll of the club are the names of nearly every man or woman of note in the commercial, industrial and railroad affairs of Denver and Colorado throughout our History. Membership was initially limited to 800 and there was a waiting list of applicants wanting to join.

Today, the membership and the possibilities are unlimited. Help us write the next chapter in the history of this elite group of logistic professionals. Join today!

Online Membership Application

denvertransportation.org



EDUCATOR OF THE YEAR - PAST EDUCATORS

Dr. Paul Murphy John Carroll University	Dr. Mike Crum Iowa State University	Paul Nuzum University of Denver Daniels College of Business	Dr. Ted Wallin Syracuse University
Scott Keller University of West Florida	Dr. Paul S. Dempsey University of Denver College of Law	Dr. John D. Ozment University of Arkansas	Dr. Jerry Wilson Georgia Southern University
Christine Schrage University of Northern Iowa	Dr. Kay Dobie North Carolina A&T University	Mr. Bruce Potter Chatfield High School	Dr. Paul Zinszer Syracuse University
Dr. James Adams Auburn University	Dr. Martin Farris Arizona State University	Mr. Darwin Hansen Pueblo High School	Dr. Carol Johnson University of Denver Daniels College of Business
Mr. William J. Augello, Esq. Augello, Pezold and Hirschmann, P.C.	Dr. Jerry Foster University of Colorado	Ms. Diane Hageman Red Rocks Community College	Roy Becker Roy Becker Seminars
Mr. John Betz Betz and Associates	Ms. Michelle Meyer University of Denver Daniels College of Business	Ms. Lynda Siegel Siegel Enterprises	Mr. Newton A. Graves Houg Enterprises, Inc.
Dr. Brian Canada Colorado Community College and Occupational Education System	Ms. Linda Harrison Jefferson County Schools	Dr. Joseph Szyliowicz University of Denver Intermodel Transportation Institute	Dr. Daniel Lynch Dalhousie University
Mr. Rand Coolman Northglenn High School	Dr. Jon S. Helmick U.S. Merchant Marine Academy	Ms. Laurie Urich Colorado Community College and Occupational Education System	Greg Counts University of Colorado – Denver
Mr. Jim Crowell University of Arkansas			



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PARTICIPATING SCHOOLS, 2018

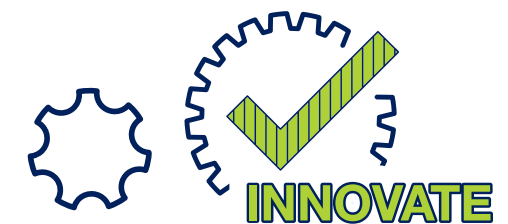
University of Northern Iowa	Colorado State University
University of Wyoming	Texas Tech University
Central Washington University	John Carroll University
University of West Florida	Wayne State University
Georgia Southern University	Iowa State University
University of North Texas	Dalhousie University
Palo Alto College	Western Illinois University
Syracuse University	Miami University-Ohio
Pennsylvania State University	

JUDGES, 2017-2018

Patrick Mulstay UniGroup	Chuck Marion Ardent Mills	Bret Marstad Perky Jerky
Christian Dickerson Micro Motion	Phil Hendricks SMA	Laura Bair Bixbi Pet
Steve Rose MillerCoors	Evan Price Cap Logistics	Susie Wilkinson Aeronet
Tom Knight Reddaway	Anthony Halch Overcon Containers	Karine Zubialde Vestas
Henri Duhot Imagine Communications	Israel Torres DSV Air and Sea	Aaron Lord Quinn Snacks
Richard Salazar Reddaway	Sharon Roberson Johns Manville	

STUDENT CASE COMPETITION - PAST WINNERS

2017 Dalhousie University	2007 Colorado State University
2016 University of North Texas	2006 Texas Christian University
2015 Dalhousie University	2005 Arizona State University
2014 Dalhousie University	2004 Arizona State University
2013 Michigan State University	2003 University of Arkansas
2012 University of West Florida	2002 Michigan State University
2011 Colorado State University	2001 University of Tennessee
2010 University of North Florida	2000 University of Denver
2009 The Ohio State University	1999 University of Colorado Boulder
2008 University of West Florida	1998 University of Colorado Boulder





XPO Logistics > We're a proud sponsor of Operation Stimulus.



We're looking forward to learning from the next generation of logistics leaders.

THE TERRY L. PRIEST EDUCATIONAL SCHOLARSHIP AWARDS

FRIDAY, FEBRUARY 2, 2018 1:15 p.m. - 1:50 p.m.

BALLROOM D



Terry L. Priest
1/20/1942 - 5/19/2002

Terry L. Priest spent his entire professional career seeking ways to provide opportunities to students who are interested in pursuing transportation, logistics, or supply chain careers. He was born in Shoshone, Idaho in 1942. Terry began his employment as an Agent/Telegrapher with the Union Pacific Railroad, with time out for military duty. He then went to work for J.R. Simplot Company as a Corporate Traffic Manager with the provision that they would pay for Terry's higher education. Terry went on to achieve a bachelor's degree in business aviation and transportation from Boise State, then a master's degree in transportation law. During the years, he also studied at Syracuse University and MIT. Terry then went to work for Coors Brewing Company in Golden, Colorado as

a Corporate Commerce Manager. After an 18-year career with Coors Brewing Company, he turned to teaching at the University of Colorado at Denver. He held the highest leadership posts at the American Society of Transportation and Logistics, whose mission is to advance transportation education. In addition to the many awards Terry earned over the years, he was awarded the Lifetime Achievement Award by the Colorado Transportation Community for his dedication to transportation education. Mr. Priest passed away on May 19, 2002 at the age of 60. The Terry L. Priest Scholarship Fund was created through donations made by numerous friends and professional associates to an endowed fund established in Terry's memory.

Terry, you were a driving force behind Operation Stimulus, the Colorado Transportation Community & in our lives. We love you and we miss you.

Contributions may be sent to:

The Terry L. Priest Transportation Education Fund
c/o The Denver Foundation
950 S. Cherry Street, Suite 200
Denver, Colorado 80246

Or donate on The Denver Foundation's website,

www.denverfoundation.org. Select the Terry L. Priest Scholarship Fund as the recipient of your gift.



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- MillerCoors has reduced GHG emissions by more than 25% since 2010.

Save the Date!



THE 2018 TLP SCHOLARSHIP WINNERS

THE EAGLE AWARD

Dear Denver Transportation Club and Terry L. Priest Scholarship Committee,
I want to thank all of you for giving me this opportunity. I have been saving since my freshman year of high school to be able to afford an education at Penn State, and this means so much to me in helping me with that goal.

By awarding me this scholarship, I can truly focus on my studies, my extra curricu-
lars, and my graduation thesis on transportation. I hope I can continue to make the
foundation proud in my remaining semesters. Again, thank you
so much – this means a great deal to my family and I.



Sincerely,
Maria Lucchi
Pennsylvania State University
Senior, Supply Chain Management

Dear Denver Transportation Club and Terry L. Priest Scholarship Committee,
Thank you so much for awarding me with the Terry L. Priest Scholarship! I take
great pride in Texas A&M University's Supply Chain Management Program and see
the value in continuous education. With the knowledge I have gained throughout my
undergraduate program I will be able to become a leader in the profession of logistics
upon graduation. It is not often for students, like myself, to have the ability to be re-
warded and recognized for their effort and hard work during college, so I thoroughly
appreciate the opportunity. Due to my lack of financial resources during college, I



believe I have had to overcome more obstacles than the average
student to get to where I am today.
Sincerely,
Shannon Plumer
Texas A&M University
Junior, Supply Chain Management

Dear Denver Transportation Club and Terry L. Priest Scholarship Committee,
Thank you very much for your generous scholarship, which will greatly aid me in con-
tinuing my business education at Michigan State University. It was a great privilege, to
find out that I was the recipient of this scholarship.

During my studies at the Eli Broad College of Business, I have found my passion for
leadership, problem solving, and Supply Chain Science and strategy. My confidence
in these areas has given me the ability to learn, grow, and develop my interests in my
field of study. I am honored by the foundation's confidence in my abilities. Outside
of my academic activities, I am heavily involved as chair of the Supply Chain Depart-
ment's mentor program, which belongs to the Supply Chain Management Associa-
tion. This year I will also serve as a Supply Chain Consultant in a student- run not for
profit organization.

Thank you again for your generosity and support. I plan to express my gratitude by
continuing to make the most out of my education and my career
opportunities.



Sincerely,
Kaylee Zajac
Michigan State University
Senior, Supply Chain Management & Economics

Created in 1993, the Operation
Stimulus Eagle Award is presented to
a corporation that has demonstrated
excellence in transportation and logistics
education, advocacy and leadership.

Past Recipients

- 2017 ICOSA Media
- 2016 CAP Logistics
- 2015 MillerCoors
- 2013 Gates Corporation
- 2011 CEVA Logistics
- 2010 K2 Transportation
- 2009 Rocky Mountain Transload
- 2008 IBM
- 2007 Maritime Administration
Office of Cargo Preference
- 2006 Navajo Express
- 2005 C.F. Lynch & Associates
- 2004 DHL
- 2003 Gunderson of Colorado
- 2002 Graebel Companies
- 2001 BNSF Railway
- 2000 Roadway Express
- 1999 United Parcel Service
- 1998 Gates Rubber Company
- 1997 Houg Enterprises, Inc.
- 1996 Southern Pacific Lines
- 1995 NationsWay Transport
Service, Inc.
- 1994 Union Pacific Railroad
- 1993 Coors Brewing Company



BUILDING CONNECTIONS WHEREVER WE GO.

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