

Crude Oil on Rail Enterprises

Enabling Information, Education and Co-Marketing

Presentation to the Joint CCQTA-COQA Meeting;
Edmonton, AB. June 9, 2016



Crude Oil on Rail Enterprises (CORE)

- Concept and Drivers
- History and Value Proposition
- Vision and Mandate
- CORE Board and Member Companies
- Membership Information
- Quarterly “Saltlik Summits” in Canada
- Quarterly “Saltgrass Summits” in the US
- Full-Day Workshops
- The Future of CORE

Crude Oil on Rail Enterprises (CORE)

Concept and Drivers

- CBR was a new industry with unique issues
- No single vendor provided a total solution
- Need to encourage CBR vendors to collaborate
- Must be flexible and able to evolve
- Industry representatives were new to their roles
- An experience and knowledge “gap” existed
- Industry was seeking information at low cost

Crude Oil on Rail Enterprises (CORE)

History and Value Proposition

- Concept Over Coffee; November 2013
- Vision Identified; January 2014
- “Flesh Out” Meetings; Dec. ‘13, Feb. and Mar. ‘14
- Our First CORE “Public” Meeting; April 1, 2014
- Quarterly Summits and CORE Business Meetings
- First Full-Day Workshop; April 13, 2015 in Calgary
- US Launch on April 21, 2015

Crude Oil on Rail Enterprises (CORE)

Vision

- A member alliance of individuals and companies involved as vendors in the Crude By Rail (CBR) and Commodities by Rail businesses
- Members came together to provide a mutually beneficial and broad reaching source of information, education, products, technologies and services
- Members work together to inform and assist their customers and each other; and to co-develop educational programs, workshops, marketing strategies, materials and tools
- Maximum benefit; minimum cost to members

Crude Oil on Rail Enterprises (CORE)

Realizing The Vision:

- CORE is evolving as a single point of contact for all aspects of the Crude By Rail and Commodities by Rail business in Canada and the US
- Federally-registered not-for-profit company in Canada
- Elected a seven member Board of Directors from many high profile and engaged Crude By Rail vendor companies in Canada
- The CORE Board is evolving to add US Members
- CORE Members share Values: Honesty and Integrity; Pursuit of Mutual Benefit; Commitment to Customer Service, Quality Relationships and Teamwork

Crude Oil on Rail Enterprises (CORE)

Board of Directors:

- President: Jim Benedict; President, GeoMetrix Rail Logistics
- Vice President: Rick Woods; President and CEO, JORI International
- Director: Marvin Trimble; President, Simba Industries Transload
- Director: John Forchuk; Applications Manager, Sky Eye Measurement
- Director: Kurt Horner; President, Fortress Engineering Ltd.
- Director: Scott Hite; Business Unit Leader, SafeRack PLC
- Director and Administrative Officer: Bob Eccleston; President; Cobble Hill Management; Consultant to GeoMetrix Rail Logistics

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CORE Member Companies:

- GeoMetrix Rail Logistics Inc.
- JORI International Ltd.
- Maxxam Analytics (a Bureau Veritas Group Company)
- Simba Industries Transload Inc.
- Canadian Heartland Training Railway (CHTR)
- Cobble Hill Management
- Fortress Engineering Limited
- Sky Eye Measurement Inc.
- Egistix Corporation
- Railserve, Inc.
- Spartan Controls Ltd.

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CORE Member Companies:

- Mica Controls Ltd.
- TransRail Innovation Group
- IONX/Amsted Rail
- ATBD Inc.
- Aaron Oil Company
- Excel Rail Management LLC
- Engineered Rail Services LLC
- Inspectorate, a Bureau Veritas Company
- SafeRack PLC
- Northern Plains Rail Services
- Kinley Construction Group, Ltd.

Crude Oil on Rail Enterprises (CORE)

CORE Objectives and Strategies

- Co-Marketing
- Networking
- Information
- Education
- Workshops and Conferences
- Advocacy as Required

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A Typical CORE Summit (all complimentary):

- Networking Session; Lunch and Refreshments
- Presentations and Q&A
- Networking Session
- Starts at 11:30 am; ends by 4:00 pm
- Venues:
 - Calgary: Saltlik Restaurant in downtown Calgary
 - Houston: Petroleum Club of Houston
 - Attendance: typically 60-75 in Calgary

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Educational Presentations

- Industry and Current Issue Driven
- Presentations Posted to the CORE Website
- Past Presentation Topics:
 - Rail Yard Operations and Safety
 - Alberta Government Safety Enforcement
 - Crude Oil Testing
 - “Smart” Railcars
 - Rail Terminal Efficiency Improvement
 - Legal and Regulatory Issues, etc.

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Co-Marketing Opportunities

– Joint Projects

- GeoMetrix and Simba Industries
- GeoMetrix and Sky Eye Measurement
- Spartan Controls and ATBD, Inc. and many others

– Joint Marketing

- CORE Website and Brochures
- Joint Conference and Workshop Participation
- CORE Branding

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Membership

Industry Categories (alphabetically)

- Consulting
- Engineering and Construction
- Facilities and Operations
- Logistics
- Technology
- Testing, Inspection, Verification and Environmental
- Others Where and When Required

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Membership

Example Sub-Categories:

- For Logistics:
 - Rail Car Tracking and Logistics (i.e. GeoMetrix)
 - “Back Office” Logistics Services (i.e. Egistix Corporation)
 - Brokerage Services, etc.
- For Facilities/Operations:
 - Rail Terminal Operations (i.e. Railserve, Inc.)
 - Transloading Terminal Operations (i.e. Simba Industries)
 - Rail Operations Training (i.e. CHTR)

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Membership

Application Process:

- Complete Membership Application Form on the Crude Oil on Rail website www.crudeoilonrail.com
- Email to bob.eccleston@crudeoilonrail.com with acknowledgement of membership fees and sponsorship responsibility
- Exclusivity and Non-Compete Aspects of CORE Membership

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Membership

Membership Fees:

- Annual Membership Fees for 2016: \$1,500 *
(Calendar Year) *currency of home country

Sponsorships:

- Each member is expected to sponsor one Saltlik or Saltgrass Summit on a rotating basis, including:
 - Identifying and arranging a speaker (or speakers) for the event in coordination with a defined and agreed “theme”
 - Paying the full the cost of the event
- Recognition: Branding, exhibits, program mention, etc.

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The Future of CORE

- Member driven
- Co-marketing focus
- Evolve with the times
- Conference participation
- Educational Summits 4x/year Calgary and Houston
- Annual workshops
- Informational website
- Single Point of Contact
- Industry Advocacy – as needed

Crude Oil on Rail Enterprises (CORE)

- www.crudeoilonrail.com
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