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
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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
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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
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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
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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
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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.
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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
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