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NORTHWOODS COMPETITIVE FREIGHT RAIL CONTACTS NETWORK
A Collaborative Project of the
Northwoods Rail Transit Commission and Wisconsin Central Group

Our Goal:

Competitive rail service and rates for Northwoods shippers and receivers of freight.

Step One:

Build a contacts network of:

- People living in Northwoods communities and working at facilities in their communities which ship and/or receive freight; and
- People making freight transportation decisions for those facilities.

Step Two:

Invite network contacts, subject to Confidentiality, to share Actionable Shipper Data.¹

Why Now?

Since the 1970s, most Northwoods freight left rail for over-the-road truck. Since the early 2000s, strong trends have and will continue to reduce the competitiveness of ORT trucking – driver shortage, congestion, fuel efficiency and emissions, increasingly strict safety regulation and enforcement, emergence of new rail and rail intermodal competitiveness in many regions. We seek access to these new rail and rail intermodal competitive services and rates for Northwoods shippers/receivers of forest products and other freight. Rail access is critical. As never before in our life times, “Industries, jobs and taxes want to go where the railroad is.”²

Why Us?

- Railroads are swamped with new demands for service and investment.
- Northwoods railroads do not have OTR truck freight Actionable Shipper Date (“ASD”).
- In our region, ASD from multiple shippers/receivers is necessary to make a difference.
- We are the people who can get this job done.

Fill in contact information: See reverse side.

1 “Actionable Shipper Data” (“ASD”) is detail, by freight lane, on which railroads rely to make service, rate and investment decisions.

2 Wick Morman, then CEO Norfolk Southern, [Congressional Testimony](#), 4/24/2013.

Re: Northwoods Competitive Freight Rail

Local Contact (living in Northwoods, working at facility that ship/receive freight):

First Name: _____ Last Name: _____ Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____ Email: _____
Comments: _____

First Name: _____ Last Name: _____ Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____ Email: _____
Comments: _____

Freight Transportation Decision Maker (for Northwoods shipper/receiver of freight):

First Name: _____ Last Name: _____ Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____ Email: _____
Comments: _____

First Name: _____ Last Name: _____ Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____ Email: _____
Comments: _____

Forward this information sheet to Martha S. Olson, DeWitt Firm, 2 E. Mifflin Street, Suite 600, Madison, WI 53703, mso@dewittross.com, fax 608-252-9243, tel 608-252-9234. Call or email with questions or for additional information. For more contacts, use additional copies of this form.