



March 5, 2013

**Wisconsin Intermodal Shippers Association
Concept Outline Only***

- 1. Can a “shipper association” model:**
 - Produce cost savings over conventional drayage for its members?
 - Provide service advantages through collaborative consolidations?
 - Facilitate/manage change, development of local intermodal connections?
- 2. Savings through WIISA master “Fuel Recovery” program?**
 - Attract stable group of dray operators, insulated from fuel risk?
 - Facilitate early adoption of alternative fuel, *e.g.*, CNG.
- 3. Operate in conjunction with CN “remote” intermodal development plan?**
 - Leverage opportunities to by-pass dray to/from Chicago connections?
 - Capability of highway to connections to expedite?
 - Capability of linking “remote” locations, optimize loadings?
 - Increase potential use/efficiency of international weight loading permits?
- 4. Could Breakthrough host the WIISA?**
 - Load posting, optimization and dispatch? SC visibility?
 - Optimize positioning equipment? Pooling locations?
 - Minimize detention and dwell time?
 - Direct or providing tech support to contract operator, *e.g.*, PTI or affiliate?
- 5. How to build from start-up to sustainable operation?**
 - Benchmark with other operating models, *e.g.* WI Paper Group.
 - Business plan?
 - Start-up funding? Benefit-cost analysis, public sector benefits?

* Per discussion with Transportation Subcommittee of “Lakeshore International Networking Knowledge exchange” (“LINKe”), March 4, 2013 at Rockline Industries, 4343 Taylor Road, Sheboygan.

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