



Freight Cost Reduction Strategies Qualifies for 8 CPE Credits

Understanding Motor Freight Transportation Charges and How It Impacts Your Industry

Featuring:

**Joseph E. Compton, Jr.
Compton & Associates, LLC**

**Bruce Nichols
Director, Executive Education Programs
Brock School of Business
Samford University**

**August 13, 2009
8:00 am - 5:00 pm
Brock School of Business
Dwight Beeson Hall
Brock Forum
Samford University**

Program Overview:

The Freight Cost Reduction Strategies course helps participants understand how motor freight transportation providers charge for services and how it impacts the cost of goods sold and the bottom-line. Participants will learn the key elements involved in determining how charges are assessed to manufacturers, distributors or payers of motor freight transportation.

In addition, participants will be able to bring value to their business by identifying freight cost and if they are out of line with the market and share valuable strategies. Cost cutting and improving profits will build loyalty and could provide additional revenue streams to the business.

Learning Objectives:

- Explain how Motor Freight Carrier's rate base structures vary and how you determine freight charges for Small Package, Less Than Truckload and Truckload shipments.
- Explain differences in Carrier Contracts versus Tariffs, the differences in Carrier Rules, and explain how the National Motor Freight Classification impacts your LTL shipments.
- Explain the importance of building Carrier relationships and negotiating skills.
- Develop guidelines to minimize cargo loss and damage claims, and overcharge claims.
- Explain how 3PL's, Website Tools, and Technology can be valuable in managing your freight cost and product distribution.
- List five keys to saving money and building value.

Testimonials:

Chris Nichols, Vice President, Supply Chain, McWane, Inc., Birmingham, AL

"His group has assisted us in reducing millions of dollars from our supply chain over the past two years."

Karen Grelick, Corporate Traffic Manger, Wilton Brands, Woodridge, IL

"Joe and his group were instrumental in helping us achieve millions of dollars in cost reductions to our Supply Chain. Their professional approach made me feel as if they were not just a consulting firm out to streamline our process but that they were a partner in the Wilton Transportation department. They strove to understand our needs and our business and helped us partner with firms who matched our company goals."

Brett Gross, President, Alegacy Foodservice Products Group, Santa Fe Springs, CA

"You have become our competitive advantage."

Scott A. Haygood, Finance & Operations Officer, Can-Am Care, LLC, Alpharetta, GA

"While reviewing the breakout sessions at the Georgia Society of CPA Southeastern Accounting Show, I was interested in Freight Cost Fundamentals as our Company needed a better fundamental understanding of the complicated and confusing area of Less than Truckload (LTL) pricing. During the class, Mr. Compton did a very nice job of explaining this complicated pricing situation, and I have used Joe's firm for helping our Company to fundamentally better understand freight and logistics. I believe that our Company has turned freight management into a strategic and competitive advantage for our Company in addition to saving hundreds of thousands of dollars along the way."

Facilitator: Joseph E. Compton, Jr.

Upon graduation Joe went to work in the steel industry of Birmingham, AL and in early 1978 moved to Memphis, TN to begin a 27½ year career with the largest LTL carrier in the nation. Joe's career moved him from operations into various senior sales management positions with more than 40 full- time sales executives and responsibility of more than \$100 million in global sales.

Upon retiring from the carrier side of the industry, Joe and a partner formed Freight Technology, Inc. and developed a freight rating software tool called "Comp-U-Rate" which is licensed and used across the United States. In 2005 Joe and his partners formed Freight Management, LLC specializing in freight program development and supply chain cost reduction. They currently manage more than \$120 Million in freight expense and have saved their clients millions of dollars in the process.

Registration:

Tuition: \$350.00 per person. Payment is due by August 1, 2009 to ensure enrollment. Lunch will be included.

Register through Samford University's EvE Event Enrollment System:

<https://secure.samford.edu/php-bin/eve/index.php?formid=456>

Registration is completed upon receipt of payment.

Checks should be made payable to Brock School of Business and mailed to:

Lucy Phillips
Brock School of Business
Samford University
800 Lakeshore Drive, DBH 412
Birmingham, AL 35229

Class Date and Location:

The class will be held on Thursday August 13, 2009 in the Brock Forum in Dwight Beeson Hall at Samford's Brock School of Business from 8:00 a.m. to 5:00 p.m.

If you have questions about the course please contact Bruce Nichols, Director of Executive Education at 205-726-4486. If you have administrative questions please contact Lucy Phillips at 205-726-2040.

Parking:

Parking is available in various locations on campus. You will not need a parking pass to park on campus during the class. A campus map will be provided to those who register for the course.