

# 2022 SHORTLINE CONFERENCE



## **i** GENERAL INFO

The RAC will host a shortline event in the Edmonton area from August 23-24. On August 23, the RAC will hold a welcome reception for those who arrive that day at the host hotel. The following day from 9:00 – 13:00 we will hold a shortline conference where we invite speakers to share their SL story with the group. At 13:00, those who wish to attend the Cando tour at Sturgeon Rail Terminals (22131, Vista Rd, AB), will travel to the terminal for a walking tour of the facility, followed by a locomotive tour.

Hon. Minister Omar Alghabra has been invited to speak to attendees on August 24th.

## **📍** LOCATION

**Sandman Signature Edmonton South Hotel** (15 minutes from the Edmonton International Airport),  
10111 Ellerslie Road SW,  
Edmonton, Alberta

## **📍** REGISTRATION LINK AND HOTEL INFORMATION

<https://www.railcan.ca/event/shortline-conference/>

Image courtesy of  
FP Pointe-Noire



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## SCHEDULE

August 23

17:00 – 19:00 **Welcome reception**

08:00 – 09:00 **Continental breakfast**

8:30 – 8:55 **Fireside chat**  
**Amarjeet Sohi**, Mayor of Edmonton (invited)  
**Corina Moore**, President and CEO, Ontario Northland Transportation Commission (invited)

09:00 **Welcome and keynote speaker introduction**  
(RAC staff member)

09:05 – 10:00 **Keynote speaker: Why Collaboration Beats Competition**  
**Graham Sherman**, Owner, Tool Shed Brewing Company (confirmed)

August 24

Graham Sherman is a self-professed “high level geek” who used his love of technology to disrupt an entire industry. Speaking on his bumpy entrepreneurial journey, Sherman’s passion comes through in every talk as he shows audiences how to harness disruption to transform their lives. In the description of his keynote below, you might recognize the resourceful nature of shortlines. We know you will be inspired by Graham.

### Topic: Why Collaboration Beats Competition

Since Graham Sherman and his business partner opened Tool Shed Brewing Company four years ago, they knew they wanted to do business differently. They didn’t want to just sell their beer, they wanted to elevate the craft beer industry in Alberta. Today, not only do they have a 15,000 square foot headquarters in Calgary, sell their products in more than 1000 locations across Canada, and compete with giants like Labatt and Molson, they’ve also helped create a budding, competitive, AND collaborative environment for craft beer to thrive in Alberta. It was this same collaborative working model that saved Sherman’s business during the COVID-19 pandemic, which saw him transform his brewery into a storage facility for a local food delivery service. In this high-energy presentation, Sherman shares why adopting a collaborative approach, even with your competitors, can actually be a healthier way to do business, and lead to exponential growth and a loyal customer base.

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## SCHEDULE

August 24

10:00 – 11:00

### Funding vs. Financing

While we are hopeful that recent changes to the expanded eligibility criteria for the National Trade Corridors Fund can benefit shortline railways, more support is needed. Increased and more reliable access to financing will have a direct impact on the ability of shortline railways to increase capacity and efficiency and improve supply chain fluidity. We know that the American system is more advantageous for shortlines and hope that this discussion will generate a useful and meaningful conversation about the funding sources and funds currently available, as well as the future needs of shortlines.

**Mike Ogborn**, Senior Advisor and former Chairman of the Board, ASLRRRA (confirmed)  
**CPSC**, (invited)  
**Ashcroft Terminals**, (invited)  
**National Trade Corridor Fund**, (invited)  
**Shauna Mcmillan**, Supply Chain Task Force (invited)

11:00 – 11:15

### Break

11:15 – 12:15

### Shortline Member spotlight

An essential but lesser understood part of the supply chain, the shortline sector, in most cases, provides a link to customers and industries that are often located in rural and remote areas. In many cases, local businesses would not exist or be able to survive without access to shortline freight rail service. This session features four case studies illustrating the diversity within the shortline railway sector and explaining, with concrete examples, the crucial role they will play in the integrated supply chains of the Canada.

**Emily Mak**, Director, Corporate Affairs and General Counsel, Southern Railway of British Columbia (confirmed)  
**Louis Gravel**, President, SFPPN (invited)  
**Andrew Glastetter**, President, Great Western Railway (confirmed)  
**Drew Duquette**, Vice President – Transportation, Ontario Northland Transportation Commission (invited)

12:15 – 13:00

### Lunch

13:00

### Travel to Sturgeon Terminal