

ONE-TIME  
SPECIAL OFFER

## SMC<sup>3</sup> Online Education / LTL201 Summer Special



### What is LTL201?

LTL201 is the first of five online classes offered by SMC<sup>3</sup> through LogisticsTrainingCenter.com that provide the industry's only coursework geared toward mastery of less-than-truckload transportation concepts. Created by LTL professionals, for LTL professionals, SMC<sup>3</sup>'s "Fundamentals of Less-than-Truckload" course is the perfect introductory offering for anyone looking to take their first steps in navigating the complex world of LTL operations. The 8-hour course, comprising eight modules, is the first brick in the foundation of 21st century LTL expertise.

The eight modules are:

- Module 1** The LTL Transportation Market
- Module 2** Development of the three Highway Services
- Module 3** National Versus Regional LTL
- Module 4** How LTL Makes Money
- Module 5** Major Players in the LTL Space
- Module 6** The Role of Tariffs & Contracting
- Module 7** Key Roles in Operations
- Module 8** Issues Facing the Industry
- Final Exam** LTL 201 1-Hour Final

### What is the course workload?

Each module is an hour long, which can be completed on your own time. In addition, students can participate in four live sessions featuring other attendees and industry thought leaders that span an additional six hours and forty-five minutes. That's nearly 15 hours of intensive LTL education!

### How is the LTL201 summer session different from the normal LTL201?

SMC<sup>3</sup>'s LTL201 Summer Special combines the online LTL201 coursework with live sessions throughout July and August. These deep-dive, interactive LTL sessions are hosted by LogisticsTrainingCenter.com professors, transportation experts and thought leaders:

Week 1	<b>Wednesday, July 15</b>	Course Overview & Live Session	1–1:45 pm EST
Week 2	<b>Wednesday, July 22</b>	Module Review & Live Session	1–3:00 pm EST
Week 3	<b>Wednesday, July 29</b>	Module Review & Live Session	1–3:00 pm EST
Week 4	<b>Wednesday, August 5</b>	Module Review & Live Session	1–3:00 pm EST

### How much does it cost?

The registration fee for the LTL201 Summer Special is **\$495** for SMC<sup>3</sup> members, and **\$695** for non-members.

### Are there any registration discounts?

Students that register by July 15 receive a **25%** discount on the LTL 201 summer special. The discount is available to both members and non-members. No additional discounts apply.



## What great insight will be shared in the four live sessions?

Over four weeks of “Live” discussions, professors and knowledge experts will address a number of timely topics:

Week 1	<b>From Dock to Desk: Career Insight with SMC<sup>3</sup>'s Brian Thompson</b>
Week 2	<b>LTL from Origins to Basics</b>
Week 3	<b>LTL's Road to Pricing &amp; Revenue</b>
Week 4	<b>COVID-19, LTL, and You</b>

### Will the live sessions be recorded?

Yes. Recordings will be conveniently located alongside the on-demand coursework. Attending the live sessions gives students the opportunity to interact with the speakers and chat with fellow students.

### For the summer course, do students need to attend online study at specific times?

No. SMC<sup>3</sup> online coursework is on-demand, allowing students to work at their own pace. Students will need to be at the live sessions at the given date and time. The live sessions can be accessed via a link on the coursework page.

### How long do I have to complete the course?

From the date of registration and payment, students have 90 days to complete the online course. Students are encouraged to complete the online study coursework in conjunction with the live sessions to enhance the learning experience. Coursework can be accessed immediately upon successful registration and payment.

### In addition to LTL201, what other online courses does SMC<sup>3</sup> offer through LogisticsTrainingCenter.com?

Visit [LogisticsTrainingCenter.com](https://LogisticsTrainingCenter.com) for details on all SMC<sup>3</sup> courses:

- LTL 201** The Fundamentals of LTL
- LTL 202** LTL Operations
- LTL 203** LTL Carrier Pricing & Costing
- LTL 204** US LTL Transportation Laws and Regulations
- LTL 205** LTL Business Analytics

Register today at  
<https://student.portal.logisticstrainingcenter.com/catalog/info/id:164>

### Are the four live sessions mandatory?

No. The sessions are a value-add not normally found in the LTL 201 coursework. While they are not mandatory, attendance is suggested.

### Are quizzes and tests necessary?

Short, non-proctored quizzes are scheduled at the end of each module. Course administrators do monitor progress to ensure students grasp the key takeaways found within each module. The final test includes questions about topics from the entire course.

### Does the course include a certificate of completion?

Yes! Upon successful completion of the course and final exam, a download of the certificate of completion will become available.



# LTL201 SUMMMER SPECIAL

## LTL201: THE FUNDAMENTALS OF LTL

### WEEK 1 /// JULY 15

**1:00 – 1:30 p.m.** From Dock to Desk: Career Insight with SMC<sup>3</sup>'s Brian Thompson

**1:30 – 2:00 p.m.** Weekly Module Review and Discussion

### WEEK 2 /// JULY 22

**1:00 – 1:30 p.m.** LTL from Origins to Basics with Averitt Express's Barry Blakely and J.B. Hunt's Kevin Housley

**1:30 – 2:00 p.m.** Weekly Module Review, Part I and Discussion

**2:00 – 2:15 p.m.** Break

**2:15 – 3:00 p.m.** Weekly Module Review, Part II and Discussion

### WEEK 3 /// JULY 29

**1:00 – 1:30 p.m.** LTL's Road to Pricing and Revenue with Southeastern Freight Line's Clete Cordero and Estes Express's Webb Estes

**1:30 – 2:00 p.m.** Weekly Module Review, Part I and Discussion

**2:00 – 2:15 p.m.** Break

**2:15 – 3:00 p.m.** Weekly Module Review, Part II and Discussion

### WEEK 4 /// AUGUST 5

**1:00 – 1:30 p.m.** COVID-19, LTL and You with Texas Tech University's Dr. Stephen M. Rutner and C.H. Robinson's Greg West and QCS Logistics's Jason Burns

**1:30 – 2:00 p.m.** Weekly Module Review, Part I and Discussion

**2:00 – 2:15 p.m.** Break

**2:15 – 3:00 p.m.** Weekly Module Review, Part II and Discussion

# LTL201 SPEAKERS



## **Barry Blakely, VP – Operations | Averitt Express**

Barry Blakely serves as the vice president of operations for Averitt Express. In addition to supporting the company's LTL operations, Blakely also oversees Averitt's safety compliance, cargo claims services, distribution & fulfillment, Final Mile and maintenance teams.



## **Jason G. Burns, Sr., President | QCS Logistics**

Jason G. Burns, Sr. serves as President of QCS Logistics. He also serves as treasurer of the Customized Logistics & Delivery Association (CLDA), the industry's leading trade association, and serves as Treasurer and chairs its Membership Committee. In addition to his leadership role with the CLDA, Burns serves as a current board member for the Urban League of Louisiana.



## **Clete Cordero, Director of Pricing | Southeastern Freight Lines**

Clete Cordero is the Director of Pricing for Southeastern Freight Lines. Previously he was the Vice President of Business Improvement at Benton Express in Atlanta, GA. He is a member of the National Motor Freight Traffic Association and the current Vice Chairman of the National Classification Committee.



## **Webb Estes, VP – Process Improvement | Estes Express Lines**

As vice president of process improvement at Estes Express Lines, Webb Estes is responsible for facilitating connections between IT and other business leaders in order to develop technology solutions that improve efficiencies for employees and customers.



## **Kevin Housley, LTL Carrier Relations Manager | J.B. Hunt**

Now in his second year with JB Hunt managing LTL Carrier Relations and LTL Pricing, Kevin Housley started his career with Arkansas Freightways (later to become American Freightways, then FedEx Freight), Kevin brings over 30 years of transportation experience with him. His tenure in transportation includes pricing analysis, pricing management, interaction with corporate sales and customer direct, claims, receivables and operations.



## **Karl B. Manrodt, Professor of Logistics | Georgia College**

Karl B. Manrodt, author, educator and thought leader, is a Professor of Logistics at Georgia College. He leads development of innovation and research as Director of the university's Master of Logistics and Supply Chain Management. His pioneering work in logistics and supply chain performance and relationships has led to several books in contracting as well as international research studies on trends in logistics.



## **Dr. Stephen M. Rutner, Professor of Practice/Supply Chain Management | Texas Tech University**

A member of Texas Tech University faculty since 2016, Brigadier General Rutner serves with other 30 years as an Army Officer serving in the transportation and logistics fields to include multiple tours in the Middle East. Dr. Rutner has published over 30 articles in peer review journals covering a myriad of topics on transportation.



## **Brian Thompson, Chief Commercial Officer | SMC<sup>3</sup>**

As chief commercial officer, Brian Thompson oversees SMC<sup>3</sup>'s sales, marketing and industry education departments. Before joining SMC<sup>3</sup>, Thompson worked at YRC Worldwide for 17 years, most recently serving as vice president of pricing and yield management.



## **Greg West, VP – LTL Transportation | C.H. Robinson**

As vice president of LTL transportation, Greg West manages sales, operations, carrier management, training and other aspects involve in growing the company's less than truckload business. He holds additional responsibilities in growing the company's consolidation centers and European Groupage business.

**REGISTER TODAY** >>>

<https://student.portal.logisticstrainingcenter.com/catalog/info/id:164>