



## PRESS RELEASE

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BNSF Logistics, LLC Wins Silver in the 2014  
Brandon Hall Group Excellence Awards

September 29, 2014



BNSF Logistics, a leader in innovative, flexible and value driven logistics solutions, won a coveted Brandon Hall Group silver award for excellence in the **Best Custom Content** category. The award specifically recognizes BNSF Logistics for its successful eLearning course, Intermodal 101. BNSF Logistics' win was announced on September 9, 2014. A comprehensive list of winners is located at the [Brandon Hall awards page](#).

BNSF Logistics' Intermodal 101 e-learning course provides the opportunity for learners to take an interactive journey where they are introduced to "Joe," a fictitious BNSF Logistics employee who falls on desperate times because he was unable to talk about intermodal with his customer. Learners try to avoid Joe's mistakes as they react to real-world sales, logistics, and customer service challenges. As they progress through the challenges, learners are brought up to speed on the basics of intermodal transportation – what it is, how it works, what the benefits are, and when it is an ideal solution for our customers. "Intermodal 101 is the first level in a series of e-learning courses designed to educate employees into the deep multi-modal expertise that BNSF Logistics is known for throughout the industry," said Dale VanSickle, Manager of Learning & Development.

The BNSF Logistics Learning & Development team is an internal group dedicated to the continued on-going education and training of our employees, in turn allowing our employees to provide the best customer service possible. "We're honored to be recognized by the Brandon Hall Group," said Craig Parrish, Vice President of Human Resources, "This award affirms our commitment to develop compelling content that aligns our employee needs with our strategic business objectives. Training courses such as this are developed from a collaborative effort involving our learning and development professionals and operational subject-matter experts."

"I'm honored to recognize this group of elite organizations with phenomenal programs across HCM functions. The winners truly exemplified excellence around the critical business dimensions across the award categories, including a high standard of performance in their organization and demonstrated clear, measurable business results through these innovative programs," said Rachel Cooke, COO of Brandon Hall Group.

"Our company is proud to receive submissions from organizations all over the world that have demonstrated major successes across their HCM business areas," said Brandon Hall Group CEO Mike Cooke. "The beauty of our new [HCM Excellence Conference](#) is that some of these elite executives will now be able to share lessons learned through panel discussions, Q&A discussions, executive roundtables and peer-to-peer networking. We are delighted to be able to share the winners' insights and case studies with a larger circle of colleagues."

The entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group Sr. Analysts and Executive Leadership based upon the following criteria: fit the need, design of the program, functionality, innovation, and overall measureable benefits.

### About BNSF Logistics, LLC

BNSF Logistics, LLC is an indirect, wholly owned subsidiary of Burlington Northern Santa Fe, LLC, a Berkshire Hathaway company. A 3<sup>rd</sup> party logistics services provider specializing in movement of freight around the globe, featuring uncommon service scope, resources and financial depth. One of the fastest growing North American

based 3PLs with a reputation for service flexibility, customer focus and the resources needed to deliver real solutions to solve complex supply chain challenges. The company operates over 40 offices throughout North America, as well as in Europe, South America and Asia.

### **About Brandon Hall Group**

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results. ([www.brandonhall.com](http://www.brandonhall.com))

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