



Susan Arko
Assistant VP of
Customer Service Operations

By: Arden Backus
George Deleanides

CSX
How tomorrow moves

Agenda

- Introduction
- Education
- Work history
- Day to day
- Professional and non-profit affiliations
- Advice
- Sun Tzu quote
- CSX overview

2

How tomorrow moves **CSX**

Education

- Attended College of Coastal Georgia (2 years)
 - Brunswick, GA
- Extracurricular activities
 - Dance
 - Ballet
 - Initial career goal
- Did not earn a degree
- College Work
 - Administrative Assistant
 - Marine Ports Terminals Brunswick, GA

3

How tomorrow moves **CSX**

Work History

- 1976-1987
 - Marine Port Terminal
 - Brunswick, GA
 - Secretary
 - Vice President
- 1988-2009
 - CSX Intermodal Jacksonville, FL
 - Made lateral moves within the intermodal division
- 2009-Present
 - CSX Transportation
 - Assistant Vice President – Customer Service Operations



4

How tomorrow moves **CSX**

Day to Day

- Strategy meetings to learn valuable ways to guide CSX in the future
- Designing and developing training programs
- Training to develop cross functional employees
- Dealing with customers



5

How tomorrow moves 

Professional and Non-Profit Affiliations

- 2008- Present
 - Board of Directors of Ronald McDonald House
 - Jacksonville, FL
- 2000- Present
 - Ambassador Chair for CSX United Way Campaign

6

How tomorrow moves 

Career Challenges and Advantages

- Lack of degree was strong motivator for success
- Often faced adversity for being female.
- Had to work harder to achieve same goals as others



7

How tomorrow moves 

Susan's Advice

- First and foremost, get your degree no matter what
- Be open to knowledge and learning new things
- Not every move will be a "promotion"
- Learn leadership skills and technical skills to excel in the workforce

8

How tomorrow moves 

Sun Tzu

- “Thus it may be known that the leader of armies is the arbiter of the people’s fate, the man on whom it depends whether the nation shall be in peace or in peril”

9

How tomorrow moves 

About CSX



History

- Started July 4, 1828 as B&O Railroad
- CSX Transportation begins July 1, 1986
- In 1997 CSX and Norfolk Southern purchased and divided Conrail.
 - CSX bought 42% and gained 3,200 miles of track
 - Last major addition to CSX’s current network



11

How tomorrow moves 

Today

- 21,000 miles of track crossing 23 states
- Serves two-thirds of the American population
 - East of the Mississippi
 - District of Columbia
 - Ontario and Quebec
- CSX has a network of
 - 32,235 employees
 - 4,000 locomotives
 - 70 ports



12

How tomorrow moves 

Financial Information

- 2010 Operating ratio at 71.1%
 - 28.9% profit
- 2010 Operating income 3.1 Billion
 - 18% increase from 2009
- Current stock price \$22.09 (10:00 a.m. - 2/7/12)



13

How tomorrow moves 

People and Responsibility

- Large focus of CSX is safety
 - Customers
 - Employees
 - Surrounding communities
- Rated as one of the safest corporations in America by the US Department of Labor
- Employs over 32,000 people
- Plans in place to plant a tree for every mile of CSX track (21,000)

14

How tomorrow moves 



15

How tomorrow moves 