

Date: December 5th, 2023

Place: Temple University, Science, Education, and Research Center, Hazel M. Tomlinson Lecture Hall, 1925 N. 12th St., Philadelphia, PA

YOUR INVITATION FROM OUR FOUNDER, MICHAEL SUSSMAN

Thank you for engaging with me in this conversation. I am honored to be hosted by Temple University's Industrial & Systems Engineering Program to present the essence of my thirty-year exploration of how to solve the world's challenges. Early in my work in industrial systems, I learned that moving goods on a train saves 50-80% of the diesel fuel and emissions compared to trucks. This misuse of the wheel was the catalyst that revealed everything that needs to be reoriented in society. We must embrace capital sustainability: not just financial capital but natural resources, land, environmental, and human capital.

In 1914, we had a 240,000-mile robust rail network in the U.S. However, instead of intelligently integrating the new trucking industry with railroads, the nation committed to building roads as a public investment. What was the result? An imbalanced freight system that pitted trucks and railroads against each other—as if this kind of competition is a productive orientation for society. We have been paying the price for that missed opportunity ever since, as the rail network has shrunk to 139,000 route miles. We can fix this. It is time to shift from the fearful rhetoric against “picking winners and losers” to a new era where we consciously and collectively design industrial policies that benefit all.

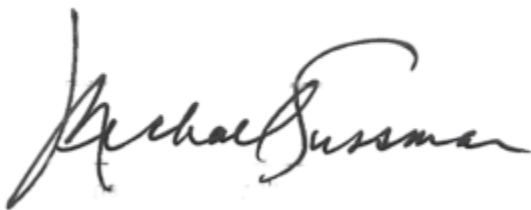
Working with and learning from over 11,000 individuals on infrastructure projects in 43 U.S. states and Canadian provinces led to our invention of a set of practical and productive methods and tools for communities and stakeholders to work together in solving problems.

We call this process IntelliSynthesis®, and it is eminently accessible and applicable to all issues.

That is why I am inviting you to this important evening on December 5th. Experience IntelliSynthesis® for yourself and discover its power in charting a brighter future.

Focusing initially on growing freight rail service will deliver cascading benefits to the economy, environment, and our future quality of life. We don't have to settle for suboptimal use of railroads or highways. Together, we can redesign governance, commerce, industry, and supply chains. We all want to improve our quality of life, combat the climate crisis, and find more effective ways to coexist. When we think and plan together with IntelliSynthesis®, we have a way forward that vastly improves matters for all of us.

Attend the talk to learn how you can contribute to the Continental Action Plan for Sustainable Industry (CAPSI), a collaborative effort among stakeholders in Canada, the United States, and Mexico to redesign our industrial systems. I look forward to your participation.

A handwritten signature in black ink, reading "Michael Sussman". The signature is fluid and cursive, with the first name "Michael" written in a larger, more prominent script than the last name "Sussman".



In service to CAPSI, OnTrackNorthAmerica is introducing its new institutional model for citizens, businesses, and government to think and plan together for breakthrough results.

Invariably, when we face our most difficult yet critical issues, we hear someone say, “We need to have a national conversation.” Where exactly would we have those conversations: on social media, in news outlets, in the courts, or in the town square?

The Continental Action Plan for Sustainable Industry and IntelliSynthesis® provide practical answers to the urgent need for large-scale, multi-stakeholder dialogue that is transparent, inclusive, and efficient.

Participation Agreement:

IntelliSynthesis thoughtfully utilizes everyone’s time and intellect. We begin with a fundamental participation agreement. Attendance is free, but requires:

1. Commitment to attend, excluding personal or professional emergencies.
2. Arrive prepared to begin at the scheduled start time of 5:30 PM Eastern
3. Participate for the entire duration, which is scheduled to end at 8:00 PM Eastern
4. Be physically and mentally present by avoiding cell phones and emails. We ask that you remain on video if you are participating via Zoom.

Thank you, Professor Julie Drzymalski and the Temple University Industrial & Systems Engineering Program, for sponsoring our IntelliConference.