



Transportation Experts Convene for Transformation 06

Industry-leading conference blends personal and professional growth opportunities

LAS VEGAS, Feb. 3 /PRNewswire-FirstCall/ -- More than 2,000 transportation and logistics decision-makers are gathered this week at the Mandalay Bay Resort and Casino in Las Vegas for Transformation 06. The conference brings together industry-leading business and logistics experts for personal and professional growth. Introduced in 2001, Transformation has quickly become a "must attend" business and logistics event.

"Transformation is at the heart of our success," says James L. Welch, president and chief executive officer of Yellow Transportation, the title sponsor of the conference. "Success today, depends on anticipating the future and preparing for it. Participating in Transformation 06 is one way Yellow inspires change among employees and the industry."

The conference offers participants more than 50 educational sessions on topics ranging from using supply chain as a competitive advantage to unleashing creativity in the workplace. Keynote speakers include:

- General Colin L. Powell, USA (Ret.) and former U.S. Secretary of State
- Malcolm Gladwell, best-selling author of *The Tipping Point* and *Blink*
- Mike Helton, president, NASCAR
- General John Handy, USAF (Ret.)
- Williams Zollars, chairman, president and chief executive officer, YRC Worldwide

Transformation 06 is hosted by title sponsor Yellow Transportation and professionally managed by ProActive, Inc. Sponsors include: Arizona State University, AT&T, The Center for Services Leadership, Georgia Tech, IBM, Imperial, The Logistics Institute of Georgia Tech, Lucent Technologies, Meridian IQ, Pilot Travel Centers, Sprint, Teradata, Verizon Wireless and Volvo. For more details please visit transformation06.com.

About Yellow Transportation

Yellow Transportation offers a full range of national, regional and international services for the movement of industrial, commercial and retail goods. Through a broad array of innovative customer solutions including Exact Express, Definite Delivery, Standard Ground, and Standard Ground Regional Advantage, Yellow provides customers with best-in-class service. Yellow Transportation is a subsidiary of YRC Worldwide Inc (Nasdaq: YRCW).

SOURCE Yellow Transportation

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