

# **AMERICAN SHORT LINE AND REGIONAL RAILROAD ASSOCIATION**

## ***2007 ASLRRA MARKETING AWARDS COMPETITION***

### **CRITERIA AND NOMINATION PROCEDURES**



***Celebrating customer service and successful  
marketing concepts and techniques in the  
small railroad industry.***

## ***PURPOSE OF THE AWARD***

The purpose of the ASLRRRA Marketing Awards Competition is to recognize the Class II or III railroads that have designed and enacted the most innovative and successful marketing initiatives in the small railroad industry. Entries should give particular focus to how the program helped to improve customer service.

## ***WHO IS ELIGIBLE?***

All ASLRRRA member railroads are invited to enter the Marketing Awards Competition and may receive this prestigious award. Eligibility and outcome are not affected by the size of a competing railroad's project or operations.

In particular, railroads that have developed any of the following should consider entering:

- A proven marketing program or concept.
- An innovative method for providing customer service that has resulted in an improved relationship with clientele.
- New concepts, methods, or models for understanding their market and/or customers.
- An Internet presence that promotes their operation.
- An inventive promotion of e-commerce.

## ***HOW DO I ENTER?***

To enter, simply submit a written description of your railroad's marketing initiative to ASLRRRA. Your entry should contain sufficient detail to allow outside judges to understand and assess the essential elements of your program. Photos and video tapes are welcome, but certainly not necessary. Should you choose to provide either of these supplementary items, you must do so in triplicate so that each of the three judges may have a complete set. Any photographs or videos submitted to ASLRRRA cannot be returned.

### **Send your entry to:**

Jenny McKinney, Marketing Manager  
ASLRRRA  
50 F Street, N.W., Suite 7020  
Washington, D.C. 20001-1536

## ***MAY A RAILROAD SUBMIT MORE THAN ONE ENTRY?***

Yes, a railroad may submit more than one entry. It is possible that, in an effort to best serve its customers and address their different needs, a railroad would have found it necessary to develop separate marketing programs. This competition aims to demonstrate the ability of short line and regional railroads to serve and expand their customer bases. To this end, each of a railroad's initiatives is eligible for entry and will be judged separately.

## ***WHAT FACTORS ARE USED TO EVALUATE THE ENTRIES?***

### Small Railroad Factor

This aspect takes into account the operation's ability to:

- use the unique characteristics of a short line or regional railroad to develop new business while maintaining existing customers.
- work successfully with economic development authorities and Class I railroads.
- be a positive economic factor in the community.
- establish strong relationships with the community and its shippers.

### Customer Service Factor

This factor includes the railroad's ability to:

- identify customer needs.
- shape railroad services to meet those needs.
- react to market conditions with innovative and workable solutions.

### Success Factor

The Success Factor evaluates how well the railroad has translated marketing concepts and proposals into solid results in order to gain and keep new and/or expanded business opportunities.

## **HOW MANY AWARDS WILL BE GIVEN?**

Three Marketing Awards will be given. All submissions received by ASLRRRA on or before Friday, March 9, 2007 will be evaluated by a panel of distinguished judges, who will then select the top three entrants.

## **WHEN WILL THE AWARDS BE PRESENTED?**

The winners will be recognized and presented with their awards on April 23, 2007 at the ASLRRRA Annual Convention in Baltimore, Maryland.

## **WHO SHOULD I CONTACT FOR MORE INFORMATION?**

Call Jenny McKinney at (202) 585-3449 or email her at [jmckinney@aslrro.org](mailto:jmckinney@aslrro.org) for additional details.

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## **PAST WINNERS OF THE ASLRRRA MARKETING AWARD INCLUDE:**

### **2006**

Arkansas & Missouri Railroad Company / Missouri & Northern Arkansas Railroad Company  
Arkansas Midland Railroad Company  
St. Lawrence & Atlantic Railroad

### **2005**

California Northern Railroad  
Red River Valley & Western Railroad  
R.J. Corman Railroad Company / Central Kentucky Lines  
and Memphis Line

### **2004**

Providence & Worcester Railroad  
North Shore Railroad Company  
San Joaquin Valley Railroad Company

### **2003**

Nittany & Bald Eagle Railroad Company  
Toledo Peoria & Western Railway  
Wisconsin & Southern Railroad Company

### **2002**

New York & Atlantic Railway  
Dallas, Garland & Northeastern Railroad  
Indiana Southern Railroad, Inc.

### **2001**

Philadelphia, Bethlehem &  
New England Railroad Company  
Heart of Georgia Railroad  
Toledo, Peoria and Western Railway

### **2000**

Central Oregon & Pacific Railroad  
St. Lawrence & Atlantic Railroad Co.  
Providence and Worcester Railroad  
Indiana & Ohio Railway

### **1999**

Arkansas Midland Railroad  
Georgia Central Railway, L.P.  
St. Lawrence & Atlantic Railroad Co.

### **1998**

Cedar Rapids & Iowa City Railway  
Central Michigan Railway Co. and  
Huron & Eastern Railway Co.  
Puget Sound & Pacific Railroad

### **1997**

Central Oregon & Pacific Railroad  
Iowa Interstate Railroad, Ltd.  
St. Lawrence & Atlantic Railroad Co.

### **1996**

Crab Orchard & Egyptian Railroad  
Indiana & Ohio Central Railroad  
Lancaster & Chester Railway Co.

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### **For further information, please contact:**

Jenny McKinney  
American Short Line and Regional Railroad Association  
50 F Street, NW, Suite 7020  
Washington, DC 20001  
(202) 585-3449, Fax (202) 628-6430  
[jmckinney@aslrro.org](mailto:jmckinney@aslrro.org)  
[www.aslrro.org](http://www.aslrro.org)