



## *Sunday Recap: Exhibit Hall Opens, Committee Meetings in Full Swing*

Day two of the 2009 ASLRRRA Annual Convention found attendees enjoying the opening of the Exhibit Hall and reconnecting with colleagues in various board meetings. Meetings ran throughout the day, after which attendees had the opportunity to network and learn about other members' services at the Exhibit Hall Opening Reception. Beginning also on Sunday was the Railroad Security Officer Training, an additional benefit of attendance that continues on Monday morning and what has already proved to be a great success. Many committees held meetings on Sunday and committee members reported excellent attendance and great interest in participation. The information on what came out of those meetings will be shared at Tuesday's General Membership meeting.

### *Did you know?*

Short lines employ nearly 20,000 people, serve over 13,000 facilities and haul over 14 million carloads per year.

[www.aslrra.org](http://www.aslrra.org)

## **Today's Schedule**

### **Monday, April 27, 2009**

7:00am - 7:30pm	<b>REGISTRATION</b>
7:00am - 7:50am	<b>EXHIBIT HALL CONTINENTAL BREAKFAST</b>
8:00am - 12:30pm	<b>RAILROAD SECURITY OFFICER TRAINING SESSION - PART 2</b>
8:00am-12:30pm	<b>GENERAL SESSION</b>
8:00am - 8:10am	<b>Call to Order and Safety Briefing</b> Thomas L. Schlosser, ASLRRRA Chair Thomas E. Streicher, ASLRRRA Staff
	<b>Welcome Presentation</b> Jalene Forbis, Pacific Region VP and Convention Chair
8:10am - 9:30am	<b>Keynote Presentation</b> <b>Taming the Financial Zoo: Caging the Bear and Unleashing the Bull</b> Moderator: Tony Hatch, Wall Street Analyst Bengt Muten, Principal, HIS Global Insight William J. Hunter, Managing Director– Investment Banking, Jefferies & Co.

## Today's Schedule (cont.)

9:30-9:50am	<b>Safety Award Presentations</b> ASLRRA Safety Awards ASLRRA Safety Person of the Year
10:00am -10:45am	<b>REFRESHMENT BREAK - EXHIBIT HALL</b>
10:45am-11:00am	<b>Marketing Award Presentations</b> ASLRRA Marketing Awards Railway Age's Short Line and Regional Railroads Awards
11:00am-12:30pm	<b>Betting on the Future, A Sure Thing or Roll of the Dice? A Report from the Class I Chief Marketing Officers</b> John J. Koraleski, Union Pacific Dave Garin, BNSF Railway Clarence W. Gooden, CSX Transp. Fred Ehlers, Norfolk Southern Group
12:30pm - 2:00pm	<b>LUNCH AMONG THE EXHIBITS</b> Open to all Registered Annual Convention Attendees and Exhibitors; Replaces traditional sit-down luncheon
12:30pm - 2:00pm	<b>GENERAL COUNSEL COMMITTEE LUNCHEON MEETING</b>
2:00pm - 5:00pm	<b>EXHIBIT HALL OPEN</b>
2:10pm - 5:00pm	<b>BREAKOUT TRACKS</b>
3:55pm - 4:20pm	<b>REFRESHMENT BREAK - EXHIBIT HALL</b>
5:15pm - 5:45pm	<b>ASSOCIATE MEMBERSHIP MEETING &amp; ELECTIONS</b>
6:00pm - 7:30pm	<b>RECEPTION - EXHIBIT HALL</b> Be sure to attend this reception to get in on the door prize drawing
7:30pm	<b>DINNER ON YOUR OWN</b>

## Monday's Breakout Tracks

### Monday, April 27 - 2:10pm – 2:55pm

- Session 101 – Economics of Crosstie Density Replacement: Does the Business Support the Investment?  
RR101
- Session 201 – Tired of Filtering Through Paper Job Applications? Imagine the benefits of an Online Applicant Tracking System
- Session 301 – Common Carrier "Obligation"–What Is It and When Does it Apply, and its affect on TIH/  
HazMat RR101
- Session 401 – Short Line Tax Incentive – Get in the Game
- Session 501 – Transforming Your Short Line into a Transloading Success Story
- Session 601 – Hey Lucy! What Goes Into a Fatigue Management Plan? (Hint: Not Vitameatavegamin)  
RR101
- Session 701 – Advancements in Locomotive Technology

## Monday's Breakout Tracks (cont.)

### Monday, April 27 - 3:10pm – 3:55pm

- Session 102 – Essential Elements of a Bridge Management Plan RR101
- Session 202 – Making “Cents” of Safety: A Case Study of a Successful Safety Incentive Program
- Session 302 – Preemption: Where It Stands
- Session 402 – 2009 Action Plan for Truck Size and Weights
- Session 502 – Revenue Settlement Methods - ISS, Junction, Switch, or Handling Line: Which is Best for Your Railroad? RR101
- Session 602 – Do You Know What You Don't Know About HR 2095? (Get Smart on the Requirements to be in Compliance)
- Session 702 – The ABCs of PTC (Positive Train Control) RR101

### Monday, April 27 – 4:20pm – 5:05pm

- Session 103 – Extreme Engineering: Case Studies of Challenging Projects - Tunnel Restoration and Underpass Below Sea Level
- Session 203 – Working for the Railroad: What's All the Fuss about Railroad Retirement? RR101
- Session 303 – Diagnosis of an FELA Case
- Session 403 – New President/New Congress: 2009 Legislative Developments Impacting Our Industry
- Session 503 – Ethanol – Is it “Gone to the Wind”? The Outlook for Ethanol and the Emerging Wind Turbine Market
- Session 603 – Switching Operations Fatality Analysis [SOFA], Causative Factors for Injuries, Accidents, and Fatalities
- Session 703 – Imagine the Possibilities: New Options in Handheld Technology

Welcome to Vegas! New attendees of the Annual Convention speak exclusively to *The Manifest*

By Eileen Keane, ASLRRA Staff Assistant



Galen White



Steve Bookout

At this year's ASLRRRA Annual Convention, the staff welcomes many first-time attendees, some of whom joined the association in the past months and others who have been members for years. In this issue of *The Manifest*, we feature two such attendees. After joining the ASLRRRA with the Louisiana & North West Railroad Co. in 1995, Galen White marks 2009 as his first year in attendance at the Annual Convention. As a first-time attendee and a new member of the ASLRRRA, Boatright Companies VP/CFO Steve Bookout represents just one of the many new members who are attending the Annual Convention in 2009.

**(1) What prompted you to attend?**

**GW:** Hey! It's VEGAS! Seriously and in my opinion, the opportunity to attend the annual convention is not something to be passed up. The ASLRRRA meetings and conventions are well known for providing a fantastic vehicle for furthering one's education, so the annual meeting should be the best of the best.

**SB:** Alison Potts, our VP of marketing, felt that I should attend and get to meet members of the association. I attended Railroad Day on the Hill with her and really enjoyed it.

**(2) Where are you from?**

**GW:** I'm an ol' country boy, raised on the banks of White Creek right here in Claiborne Parish, Louisiana. I graduated Athens High School even though it took twelve long, hard, and difficult years to do so! I live in Homer, where the offices of the Louisiana and North West Railroad are located. Homer is a small, rural town of approximately 4500, and its courthouse is one of the most beautiful and oldest public buildings in continuous use in the state. The antebellum edifice is a classic example of Greek Revival architecture and is the symbol of the town and parish. You've gotta see it, as well as the H. S. Ford Museum, if you come through our community.

**SB:** I was born and raised in Alabama, and I currently reside in Hoover, AL. Hoover is a city south of Birmingham, AL.

**(3) What events are you looking forward to?**

**GW:** Since transloading is a major business development for railroads today, I'm really looking forward to the session "Transforming Your Short Line into a Transloading Success Story".

**SB:** Short Line Tax Incentives, Session 401. We devote a lot of time and effort in this area and I fully support any and all incentive for our industry. [Also] Golf and the Craps Table.

**(4) How do you think attendance will help your business?**

**GW:** As I said in the beginning, ASLRRRA meetings and conventions are a great place to further your education. You learn what others have done in the past, what they are doing today, and what their plans are for the future. This knowledge, coupled with the vendors and their wares, is certainly a combination which will provide an educational experience that will stick with you and pay dividends in the future.

**SB:** Boatright Companies has always supported the ASLRRRA and we feel that getting to know the decision makers will help to solidify relationships and future new business opportunities.

**(5) Why haven't you attended in the past?**

**GW:** Basically, we simply failed to take advantage of what was being offered. However, our parent company, Patriot Rail Corporation, opened our eyes to the possibilities and experience being offered. After attending the regional meeting in New Orleans last year, I realize how much we've missed by not attending sooner.

**SB:** I joined Boatright Companies in June 2008.

**(6) If you get recognized at the convention because of this feature, what do you hope people will say or do?**

**GW:** That's a difficult question to answer. I guess it would be nice if some said, "Hey! I know that guy. He's an okay dude." As for what I hope they will do...., I just hope they don't throw tomatoes!

**SB:** I hope they recognize our efforts to show our support of ASLRRRA and the railroad industry as a whole. We can only hope that after we leave each convention, that in return the railroad industry continues to support us too.

**(7) When it comes to the convention, I hope I walk away with...**

**GW:** .... an experience I will never forget. And I fully expect that to be the case.

**SB:** A lot of new friends and contacts

**(8) What's your favorite Elvis song?**

**GW:** Well, being an ol' country boy, maybe "Hound Dog"?

**SB:** Promise Land

**Galen White is the Marketing Manager at the Louisiana and North West Railroad Co. in Homer, LA Steve Bookout is the VP/CFO of Boatright Companies in Birmingham, AL.**

## Benefits and Features of the Updated ASLRRRA Website

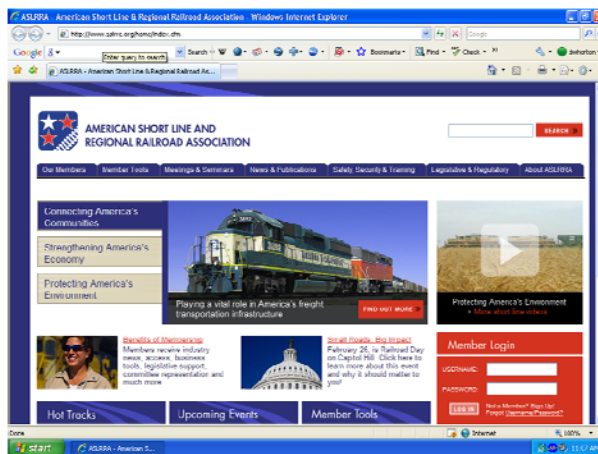
By David Whorton, ASLRRRA Manager, Communications & Data, special to *The Manifest*:

Earlier this year, after five months of preparation and design, the ASLRRRA debuted their remodeled website. Designed around the new three-pronged theme – Connecting America's Communities, Strengthening America's Economy, and Protecting America's Environment – the new-look website is designed with an eye toward increasing visibility in the marketing and legislative spheres, while maintaining ease of use for the member company.

Among the features that enhance ASLRRRA's profile within the "outside world", are a series of fact sheets that provide data about the short line/regional railroad industry, and a railroad video section. The sheets reveal concisely the role that the small rail industry provides in keeping America's infrastructure flexible and on the cutting edge, while the videos provide a succinct visual element to deliver the short line/regional message.

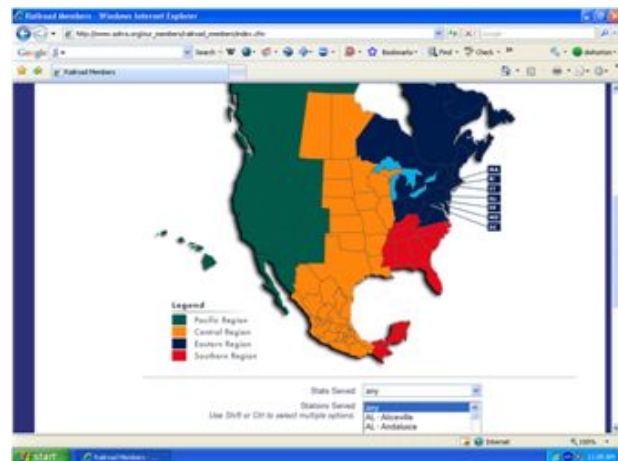
Industry outsiders will not be the only ones to benefit from the new website, however. In addition to providing the same beneficial features as before, such as the e-Marketplace, the Hot Tracks press release section and classified ads, ASLRRRA members companies will benefit from a direct log-in portal to the members website. This log-in will allow you to access your section of the ASLRRRA members' website directly, without extra steps.

Last but not least, one of the crown jewels of the new website is our members' directory. All ASLRRRA Railroad Member companies have an entry through which potential customers can search for a railroad by commodities hauled, states and stations served, or connecting railroads. The members' directory is a key avenue by which railroads in the short line and regional railroad industry can grow their business.



r): Member Directory section of ASLRRRA's new website

l): www.aslrra.org Updated Homepage



## ASLRRA MARKETING AWARD WINNERS NAMED

ASLRRA's Marketing Manager Jenny McKinney reports on the ASLRRA 2009 Marketing Awards:

ASLRRA is pleased to announce the winners of its Fourteen Annual Marketing Awards Competition. Since its introduction more than a decade ago, submissions to this competition have improved each year, and 2009 was no exception! This year we saw our most competitive pool of applications yet, making our judges' task of selecting just three winners especially difficult. After much deliberation, however, they chose their top entries, which are:

**The Bay Line Railroad LLC:** The Bay Line was recognized for their work with Green Circle Bio Energy to construct the world's largest wood pellet bio-fuel production facility in Cottondale, FL.

**R.J. Corman Railroad Company/Memphis Line:** R.J.Corman was recognized for their work with the Logan Aluminum and Precision Strip Companies to shift substantial truck business to rail.

**St. Lawrence & Atlantic Railroad:** The St. Lawrence & Atlantic was recognized for its work developing and implementing a strategy for shifting ethanol and bio-diesel truck traffic to rail in New Hampshire, Maine and Vermont.

Representatives from each of these railroads will accept their awards this morning during the General Session at 10:45am in the Summerlin Ballroom. The three railroads will also make brief presentations about their winning projects in the closing Marketing breakout track on Tuesday, April 28.

### Did You Know?

- Railroads consume almost a third less fuel than trucks per ton mile moved. [www.aslrra.org](http://www.aslrra.org)

## Safety Awards Announced for 2008

Dave Whorton, ASLRRA Manager, Communications & Data, special to *The Manifest*:

The ASLRRA is proud to announce the winners of our Safety Awards for the year 2008. These awards - the Safety Person of the Year, the President's Awards, Jake Awards with Distinction, and Jake Awards - have been made possible through the generous sponsorship of BNSF Railway, CSX Transportation, Norfolk Southern Corp., and Union Pacific Railroad. The Safety Program enables the ASLRRA to

recognize the continued efforts of our members to maintain a high level of safety.

The 2008 Safety Person of the Year is Bob Jones, the Vice President of RailAmerica's West Region. A panel made up of representatives from railroads, labor, shippers and suppliers selected Jones from a field of entries submitted by ASLRRA member railroads.

The President's Awards were awarded to seven railroads that truly achieved exemplary safety accomplishments, both for the year and over extended periods. Four of these railroads earned President's Awards for reaching their 34th consecutive year without an FRA-reportable personal injury. These railroads are: the Delta Valley & Southern Railway Co.; the Hollis & Eastern Railroad Co.; the Louisville, New Albany & Corydon Railroad; and the Omaha Lincoln & Beatrice Railway Co.

Willamette & Pacific Railroad, Inc. achieved two President's Awards – the second time in the history of the President's Awards that this has occurred. The WPRR earned awards for having the lowest FSI in the 250,000+ man-hours category, as well as for having the most man-hours while maintaining an FSI of 0.00. The Indiana Harbor Belt Railroad Company claimed a President's Award for having the most man-hours

below the industry average FSI. Last but not least, the West Texas and Lubbock Railway Co. was awarded the Most Improved Award. In recognition of this achievement, this year's Jake Pin will feature a bright yellow border which is the predominant color in the WTLC's logo. This year's Jake Pin distribution is once again sponsored by Zurich.

2008 was a successful year from a safety standpoint for ASLRRA member railroads. 235 railroad members earned Jake Awards with Distinction for reaching the ultimate goal of achieving a 0.00 FSI for the entire year. 105 additional railroads received Jake Awards for having an FSI rate lower than the industry average of 20.26.

The Safety Awards will be presented on Monday during the General Session at 8:40am in the Summerlin Ballroom.

**The ASLRRA recognizes and thanks the following Gold, Silver, and Bronze sponsors of the 2009 Annual Convention:**

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## **Red Rock Restaurant Hours**

### ***T Bones Chophouse***

Open nightly from 5:30pm – 10pm  
Patio open until 11pm and 2am on the weekends

### ***Terra Rossa***

Open nightly from 5:00pm – 10pm, weekends until 11pm

### ***Hachi***

Open nightly from 5:00pm – 10pm, weekends until 11pm

### ***Grand Café***

Open 24 hours

### ***Feast Buffet***

Breakfast 8am – 11am  
Lunch 11am – 4pm  
Dinner 4pm – 9pm  
Sunday Brunch from 8am – 4pm

### ***Salt Lick BBQ***

Open for dinner daily from 4pm – 9pm  
Saturday & Sunday 2pm – 9pm

### ***Cabo Cantina***

Monday -Thursday 5pm-9pm  
Friday 5pm-10pm (appetizers served @ the bar until midnight)  
Saturday 12pm-10pm (appetizers served @ the bar until midnight)  
Sunday 12pm-9pm

### ***LBS: A Burger Joint***

Open daily from 11am – 11pm

### ***Turf Grill***

Monday thru Friday from 12:00pm – 9:00pm  
Saturday & Sunday 8:00am – 7:00pm

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