

# ASLRRA BUSINESS DEVELOPMENT AWARDS

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

## CRITERIA AND NOMINATION PROCEDURES

The ASLRRA Business Development Award recognizes 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 ASLRRA member railroads are invited to submit nominations for this award. Eligibility and outcome are not affected by the size of a competing railroad's project or operations.

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 online presence that promotes their operation.
- An inventive promotion of e-commerce.

### HOW DO I ENTER?

Submit a description of your railroad's initiative via email to Amy Krouse, [akrouse@aslrta.org](mailto:akrouse@aslrta.org). Photos and video are welcome and encouraged. Photos and/or video will be necessary if your railroad is selected for an Award for the presentation at ASLRRA's Annual Convention.

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

Yes, a railroad may submit more than one entry for consideration. 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 or worked with different customers to achieve success. This competition aims to demonstrate the ability of short line and regional railroads to serve and expand their customer bases. 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 evaluates 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?

Multiple Awards will be given. Submissions will be evaluated by a panel of judges, who will select the top entrants.

## WHEN WILL THE AWARDS BE PRESENTED?

The winners will receive their awards during the ASLRRA Annual Convention.

All railroads receiving an award may be asked to assist with the production of a short video highlighting their winning project. To this end, all winning railroads will be required to submit b-roll video and still photographs to support the production of this video. Please consider submitting these types of materials with your entry to facilitate creation of the video, should your entry be selected as one of the winners. We also ask that key representatives from winning railroads make themselves available prior to and during the Convention for interviews, which will also be incorporated in the videos.

## WHO SHOULD I CONTACT FOR MORE INFORMATION?

Contact Amy Krouse [akrouse@aslrta.org](mailto:akrouse@aslrta.org) for more details.

## PAST WINNERS OF THE ASLRRRA BUSINESS DEVELOPMENT (MARKETING) AWARD

---

### 2021

Ironhorse Resources - Santa Teresa Southern Railroad  
Lake State Railway  
Pan Am Railways  
RJ Corman - Carolina Lines

---

### 2020

Ann Arbor Railroad  
Delmarva Central Railroad  
Indiana Rail Road Company  
Reading Blue Mountain and Northern Railroad

### 2019

Lake State Railway  
Delaware & Lackawanna Railroad Company  
Texas & New Mexico Railway

### 2018

Lake State Railway  
Louisville & Indiana Railroad  
Reading & Northern Railroad

### 2017

North Shore Railroad Co.  
Springfield Terminal - A Subsidiary of PanAm Railways  
Wisconsin & Southern Railroad

### 2016

Buffalo & Pittsburgh Railroad, Inc./Nittany & Bald Eagle Railroad  
Indiana Rail Road Company  
Reading & Northern Railroad

### 2015

Arkansas & Missouri Railroad  
Greenville & Western Railway Company, LLC  
Heart of Georgia Railroad, Inc.

### 2014

Green Mountain Railroad Corporation  
Montana Rail Link, Inc.  
Reading & Northern Railroad

### 2013

Alaska Railroad Corporation  
Gardendale Railroad, Inc.  
New York & Atlantic Railway  
Texas – New Mexico Railroad/West Texas & Lubbock Railway

### 2012

Arkansas Midland Railroad  
Finger Lakes Railway  
R.J. Corman Railroad Company/Pennsylvania Line

### 2011

Finger Lakes Railway  
Providence and Worcester Railroad Company  
R.J. Corman Railroad Company/Central Kentucky Line

### 2010

Greenville & Western Railway Company,  
LLC Lycoming Valley Railroad Company  
Reading & Northern Railroad

### 2009

The Bay Line Railroad, L.L.C.  
R.J. Corman Railroad Company/Memphis Line  
St. Lawrence & Atlantic Railroad

### 2008

Montana Rail Link, Inc.  
Pioneer Valley Railroad Co., Inc.  
R.J. Corman Railroad Company/Central Kentucky Lines

### 2007

Arkansas Midland Railroad  
Buckingham Branch Railroad Company  
New England Central Railroad

### 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.