

Supplier Committee Focus:

Increasing, retaining and engaging
ASLRRA membership for railroad suppliers

ASLRRA Joint Committee Meeting

Anchorage, Alaska

Tuesday, August 22, 2023



Supplier Committee Mission Statement:

To bring quality and value to the ASLRRA membership's strategic goals, resulting in a positive environment for the entire industry.

Supplier Committee Objectives:

- Give supplier members a meaningful voice within the association.
 - Develop better and stronger communications which focus on educating Supplier Members on the value of their ASLRRA investment
 - Provide increased exposure to the railroads for each supplier member



Committee Members

Leadership:

Chair:

Erika Bruhnke

Vice-Chair:

Shea McLaughlin

Secretary:

Debbie Taylor

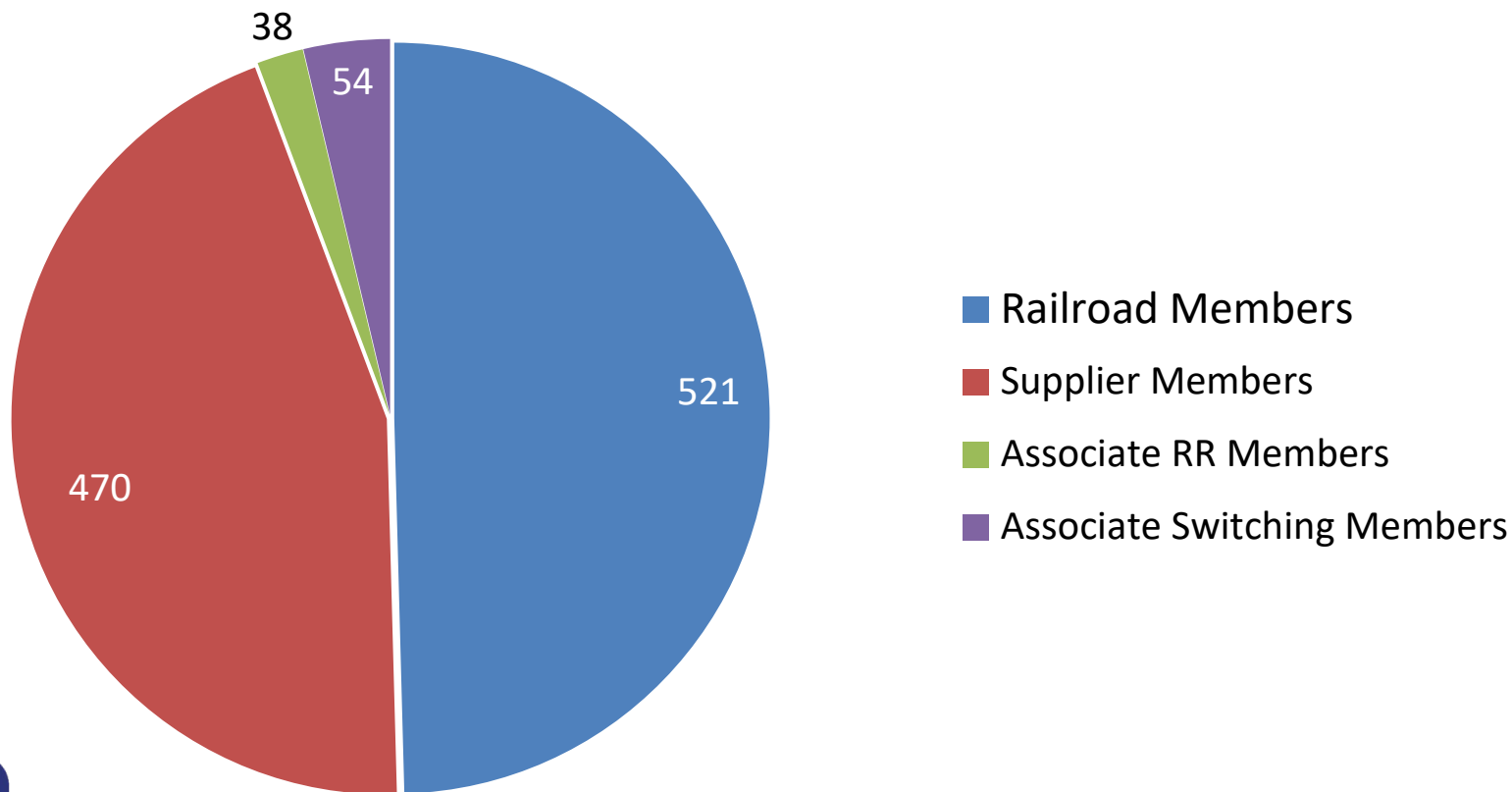
Staff Liaison:

Kathy Keeney

Jack	Brady	Frauscher Sensor Technology USA, Inc.	Key Account Manager	Member
Timothy	Brake	E-RAILSPOT	CEO	Member
Mark	Bremmer	PS Technology, Inc.	Senior Marketing Director	Member
Lucas	Brewer	Bergmann, a part of Colliers Engineering & Design	Geographic Discipline Leader	Board Member
Erika	Bruhnke	RailPros	Vice President, Training Services	Chair
Moritz	Christl	HOPPECKE Batteries Inc.	Principal Consultant - Rail	Member
David	Conner	Kaleris	Enterprise Software Sales Executive	Member
Aaron	Dean	Advanced Rail Systems, LLC	Product Development Engineer	Member
Steven	Friedland	Short Line Data Systems, Inc.	President	Member
Beth	Garguilo	Lincoln Transportation Insurance Brokers, Inc.	VP Marketing & Sales	Member
John	Gravenkemper	Hatch & Kirk Inc.	Outside Sales Manager	Member
Kareem	Gray	Wabtec Corporation	VP Sales - Regional Railroads, Short Lines & Ports	Board Member
Eddie	Horton	Stella-Jones Corporation	Regional Sales Manager	Member
Sarah Lynne	Howie	RailSoft Systems, Inc.	Director of Operations	Member
James	Huenefeldt	A&K Railroad Materials	Executive Vice President - Sales	Member
Andy	Jones	Bottom Line Company	CEO	Member
Matt	Kopitzke	JMA Railroad Supply Company	National Short Line Sales Manager	Member
Peter	LaChapelle	Hydrogen On Demand Technologies	VP, Contracts	Member
Alejandro	López	Western Railroad Cars Inc.	VP - Sales	Member
Philip	McDonald	Koppers Inc., Railroad Products and Services	Western Region Sales Manager	Member
Shea	McLaughlin	PS Technology, Inc.	Senior Director of Sales	Vice Chair
Ellis	Meyer	Advanced Rail Systems, LLC	Business Development	Member
JoAnne	Miner	Wabtec Corporation	Product Manager, SME	Immediate Past Chair
Joseph	Mocciaro	Bowers & Company, CPAs, PLLC	Partner	Member
Michael	Ogborn	Ogborn Consulting Group, LLC	President	Member
Brian	Royak	L.B. Foster Company	Regional Manager Field Service	Member
Jon	Ryan	HEPACO, LLC	Railroad Service Manager	Member
Louis	Sanders	Ayers Electronic Systems, LLC	Director of Marketing	Member
Deborah	Taylor	Edna A. Rice, Executive Recruiters Inc.	Executive Recruiter	Secretary
Steven	Youschak	TranSystems Corporation	UAS Program Manager	Member
Kathy	Keeney	American Short Line and Regional Railroad Association	SVP, Membership & Business Development	ASLRRA Staff



ASLRRA Membership by Category



MAKE-UP OF THE SUPPLIER MEMBERSHIP

Mechanical: **28%**

Technology (including C&S): **20%**

MOW: **17%**

Consulting: **10%**

Contracting: **10%**

Legal: **5%**

Insurance: **5%**

HR: **3%**

Manufacturer's Rep: **1%**

Media: **1%**



ASLRRA New Members

Good News

Topped 145 New Members in 2022

- 78 New Members in 2023
- More prospects in pipeline – especially suppliers that eye exposure at regionals or booth at 2024 annual in Kansas City

Inside the Numbers

- New members came in across all categories with most from
 - Short Lines
 - Suppliers
 - Switching operations



This Year's New Member Companies

360 Rail Services
3M
Acuity International
AITX
Ameritrack
ArcelorMittal Infrastructure Canada s.e.n.c.
Arcosa Components
Brandt Road Rail
Buffalo Southern Railroad
Bundrick Rail Services
Burns Harbor Railraod
Cervello Ltd.
Charlotte Western Railroad
Columbia Strategic Consulting
Cornhusker Railroad
Cory's Rail
Crowell & Moring
Davrail
Delta Railroad Construction

Delta Wheel Truing
Double R Inc.
DPS Electronics
Drill Tech Drilling & Shoring, Inc.
Driven Engineering, Inc.
Duos Technologies
Easy Recycling Services
E-RAILSPOT
Eurofins TestOil, Inc.
Galveston Railroad Museum
Gentry Locke
Geofabrics Limited
Geostabilization International
Harbour Contractors
Hitachi Rail
Innovative Claims Strategies
Innovative Operations Technology
JVCKenwood
Knoxville & Cumberland Gap Railroad
KPFF

Lewis Bolt & Nut
MapleMark Bank
Metal Culverts Inc.
Meteorcomm
Metra
Midwest Industrial Supply
Miller Ingenuity
Missouri Eastern Railroad
Muskogee City-County Port Authority
Nabholz Rail Services
National Salvage & Service
New Brunswick Southern Railway
Omni River Ridge
Ontario Midland
Pacific Rail Solutions
Phoenix Group LLC
Pioonier Group International
Pointer Smith Contracting
Polystar Containment

Port Manatee Railroad
Port of Catoosa Industrial
Railroad Compliance Management, LLC
Railroad Track Inspection
Rio Grande Pacific Industrial Rail Services
Savannah Industrial Transportation
Schaeffer Manufacturing
Signal Training Solutions
The Okonite Company
Uplink
URETEK USA
US Rail & Logistics
Viance
Vossloh Tie Technologies
VP Racing
Western Railroad Cars Inc.
Willamette Valley Company
Workforce QA
Xcel Properties LLC



ASLRRA

Committee Impact

More Networking

- Pushed for/got:
- Early bird welcome happy hour in NOLA for extra networking
- Closing night party in NOLA
- Special events like the train excursion opposite golf outing and Baseball outing pre-conference in St. Louis

More Support

- Strong backing for last year's regionals by suppliers
- Strong \$\$ support in booth sales & sponsorships (record) for St. Louis & NOLA
- Provided survey feedback on annual and regional site locations and on meetings



Committee Impact

Marketing

- Committee members promoted meetings by creating videos
- Committee members made phone calls/personal pitches to colleagues & friends to attend events
- Committee members acted as member evangelists, helping Association reach record levels of new members.

Elections

- Two committee members ran the election process for new board member representing suppliers.
- New elected board member came from the Supplier Committee.
- Board election was first one done entirely online.



Give supplier members a meaningful voice within the association.

- Supplier member advocate group
- Additional resources to encourage sandhouse participation
 1. Letters/Mailers
 2. Booth to booth communication
 3. Handout in the raffle ticket envelope



Develop better and stronger communications which focuses on educating Supplier Members on the value of their ASLRRRA investment

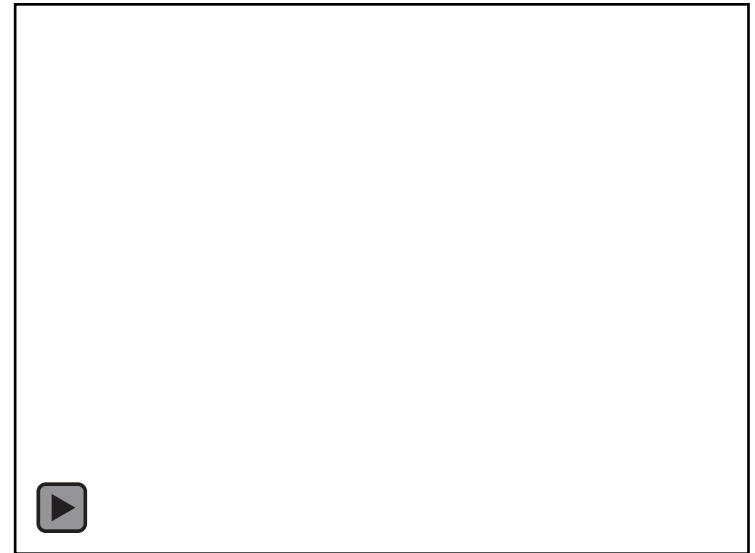


- Membership videos/testimonials to drive membership
- New member outreach
 1. Fielding a phone call to new members
 2. Coffee with new members
 3. Email or an in person at one of the regional/national events
- Supplier Committee leaders and Board members to join in the ASLRRRA Teams welcomes hosted by Chuck and Kathy for new members



Provide increased exposure to the railroads for each supplier member

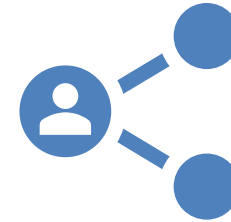
- Grassroots events with other committees
- Supplier-sponsored events during the regional or national meetings
*Party with a purpose/Games outings/Bowling/ Etc...)
- Webinars hosted/moderated by supplier members
- **Supplier-run educational breakout session like our Procurement Session in NOLA.**
- PAC sessions only at the regional events



A Force, United



Throughout 2020 and into 2023, Committee served as sounding board to assist ASLRRR decision making on holding in-person events.



Strong supplier support made in-person regionals possible throughout 2022/2023.

