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Newsletter

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Donald F. Remaley, Executive Director

Fall, 2000



REVIEW

The first AREMA/REMSA/RSSI joint technical conference and exhibit is now history and from all indications it was an overall success. The Dallas Convention Center was the site of the REMSA and RSSI exhibits with the AREMA technical conference held at the Adam's Mark Hotel. Although several attendees questioned why the conference and exhibits were not located at the same facility - shuttle bus service as well as DART (Dallas Area Rapid Transit) maintained this inconvenience at a tolerable level.

The joint REMSA/RSSI exhibition officially opened at noon Sunday, September 10th with a ribbon cutting ceremony. Phil Hess (RSSI President), George Farris (REMSA President), David Kelly (AREMA President) and Jolene Molitoris (FRA Administrator) shared the ribbon cutting honors. Following the opening ceremonies a reception was held in the exhibit area for the crowd estimated at over 1800. The reception, jointly sponsored by RSSI and REMSA, was well received by both exhibitors and customer attendees.

A total of 272 companies (109 RSSI members) occupied 70,300 net square feet (30,000 by RSSI members). Visitor traffic was consistently heavy throughout the show. As one of the RSSI exhibitors remarked "I accomplished my goal as far as contacts was concerned by the end of the first day. Everything beyond that was a bonus".

AREMA Executive Director Charles H. Emely reported a total conference registration of 1605 (plus 268 spouses). Chuck also reported a standing room only crowd of over 300 attended the C&S session on Tuesday. REMSA and RSSI registration figures were also impressive as evidenced by the final figures (see Convention Statistics).

Dallas Alley was the scene of the "Texas Fun Night". An estimated crowd of over 2700 attended the event cosponsored by RSSI and REMSA. With seven night clubs, four varieties of food, four bands and two disc jockeys there was something to please everyone (some attendees even became performers). People started arriving at 6:00, appeared to be having a good time, and stayed late -- some stayed very late.

All in all, Dallas 2000 can be considered an above average success - a well attended technical conference, an active and above average attended exhibition and an enjoyable and well attended social event.



State of the Association

President Phil Hess in his State of the Association address reviewed developments regarding 2000 and discussed steps that the RSSI Board of Directors has or will be taking in the future.

President Hess began by reviewing the AAR reorganization and the transfer of the C&S segment to the newly formed AREMA. He explained that prior to the transfer AREA (now AREMA) had formalized contracts for conferences at the Palmer House in Chicago. Since the Palmer House did not have adequate exhibit space, RSSI looked for space at other facilities in downtown Chicago without success. Subsequently, RSSI offered to conduct a "mini-exhibit" at the Palmer House. This offer was declined by AREMA. The RSSI Board ultimately considered several opportunities and has chosen a new approach for 2001 (see A New Direction For RSSI in 2001 article on page 6). President Hess emphasized that the new approach taken for 2001 would not impact our relationship or support of the AREMA Technical Conferences. RSSI will continue to support these events in future years and conveyed their willingness to sponsor C&S exhibitions in 2002 and 2004.

Plans for 2002 and beyond are incomplete as of this time. Several alternatives are under consideration by the RSSI Board.

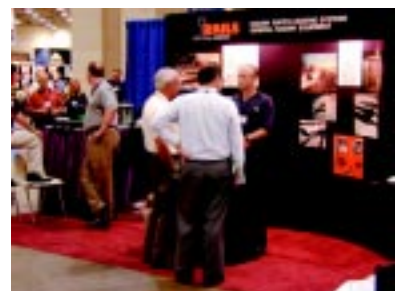
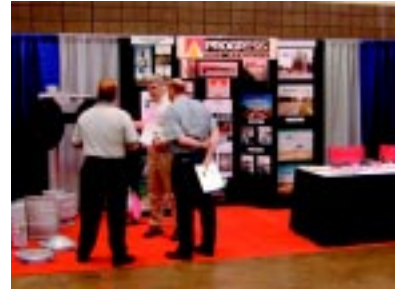
President Hess then addressed the issue of a merger of various supplier associations into a single large organization. He pointed out that RSSI has participated in several investigative meetings on this subject along with REMSA, RSA, RPI, NRC and others. The general consensus of the group is that while there is no inclination toward merger at this time, there is a need for more coordination and concurrent events. This is especially true with regard to the lobbying efforts of the RPI. As a result, RSSI as well as REMSA and RSA have become members of RPI thus broadening the RPI base and strengthening their efforts. You will be hearing more about these efforts as we go forward with these plans. In the meantime, each RSSI member company's voting representative will begin receiving the RPI Newsletter containing the status of legislative and regulatory issues in the near future.

CONVENTION STATISTICS

	Dallas 2000		
	<u>RSSI</u>	<u>REMSA</u>	<u>AREMA</u>
Number of Exhibitors	109	163	
# Booth Spaces	300	430	
Total Registration	1200	1472	1873 (1)
Railroad/Special Guest (2)	79	141	

(1) Includes all technical session registrants (breakout unavailable)

(2) Railroad/Special Guest Attendees are included in the Total Registration.



ASLRRA CONTRACTOR OF THE YEAR

RSSI member Railroad Controls Limited was awarded the ASLRRA Contractor of the Year Award to recognize contractor safety and performance. This was the first year of presentation to a contractor. The presentation of the award was made by FRA Administrator Jolene Molitoris to Rick Campbell and Bob Albritton of RCL at the ASLRRA 87th Annual Meeting held in Chicago on October 2, 2000. Congratulations!



GET MORE FROM YOUR BOOTH SPACE

Many exhibitors have commented that they don't see as much booth traffic as they used to. We asked our show decorator (Geo. E. Fern Co./Marty Usher) to offer a few suggestions as to how our exhibitors can improve their booths.



CHANGE IT

Change the appearance of your booth - if it looks the same the customer will assume they know what you have to offer and will move on.



WELCOME IN

Don't create a barrier between you and your guests. (We intentionally don't carpet the aisles so guests will want to "enter" your space.)



STAND UP

Don't Sit Down - be standing when a person comes to your booth.



EXCUSE ME

Don't make the guest feel like they are disturbing you. Talking on the phone or sitting reading a book will send the message that you don't want bothered.



FIT IN

Dress Appropriately? Don't Stand Out All the representatives from a company dressed alike has been proven successful..



TEAM UP

If you are displaying a "Technical" product have the engineer or technician available. Don't let the "Sales" person try to handle "technical" issues - use the TEAM approach.



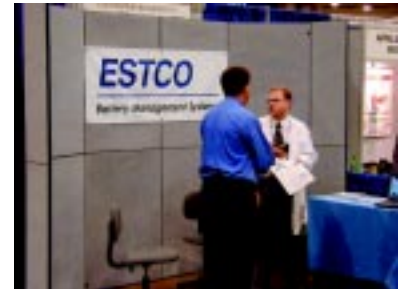
MOVE IT

If a client comes to the booth to discuss a "negative issue" take it someplace else - concession area, hallway, "a more private place".



FOLLOW-UP

Set aside time when you return to your office to follow-up the prospects in a timely manner. Don't allow "Follow-Up" to take a "back seat" to phone calls and other business that has been put on hold during your absence.



A NEW DIRECTION FOR RSSI IN 2001

For the past several months the RSSI Board has been considering several alternatives aimed at enhancing customer attendance at all levels thus providing members a broader exposure for exhibiting their products and services. Following several meetings with major railroads, an approach with "no frills" was endorsed by all parties. The first "no frills" event will take place May 16 & 17, 2000 at the Crown Center Convention Center in Kansas City, Missouri. Co-hosted by BNSF, UP and RSSI it will be called the Western C&S Exhibition. Both President Hess and President-Elect Rudge emphasized that "Western" did not mean that it is a regional event, but rather another way of recognizing our western railroad co-hosts. The exhibition will be open to all railroads, transit, federal and state agencies. Mr. Rudge also said that if this new approach is as successful as we expect it to be, additional exhibitions would most likely be scheduled in other areas of the U.S. and Canada in the future.

The general show schedule for the 2001 Western C&S Exhibition is as follows, please note that all food functions will be held in the exhibit area:

Monday, May 14th:	Exhibitor Move-In, Set-Up Private Railroad Meetings (no suppliers admitted)
Tuesday, May 15th:	Exhibitor Move-In, Set-Up Private Railroad Meetings (no suppliers admitted) Social Hour 6:00 - 7:00 PM Dinner 7:00 - 9:00 PM
Wednesday, May 16th:	Exhibits Open 10:00 AM - 9:00 PM Lunch 11:30 AM - 1:30 PM Dinner 7:00 - 9:00 PM
Thursday, May 17th:	Exhibits Open 8:00 AM - 6:00 PM Continental Breakfast 8:00 - 9:30 AM Lunch 11:30 AM - 1:30 PM Dinner 6:00 - 9:00 PM
Friday, May 18th:	Show Move-Out Private Railroad Meetings (no suppliers admitted)

Show Parameters:

- No individual supplier hospitality or entertainment.
- No individual supplier outside functions.
- No supplier or RSSI technical program.
- All social events will be open to all registered attendees.
- RSSI will be responsible for all event functions.
- All food & beverage functions will take place in, or near the exhibit area (free to all registered attendees).
- Meeting room space will be made available to railroads, transit and government agencies for private meetings.

Exhibits:

- Approximately 230 exhibit spaces will be available.
- Space to be made available on a first come, first served basis with previous year exhibitors given priority.
- Space rental cost - \$1200 per 100 sq. ft. space (approximate)
- Exhibitor information will be available in mid-January 2001.

Registration:

- Three (3) free registrations given with each booth space.
- Additional exhibitor registrations - \$200
- Non-exhibitor, RSSI member - \$400
- Railroad, Transit, Federal/State Government - **FREE**



PRESIDENT'S COMMENTS



With only seven months to go until our next exhibit, things are moving at a rapid pace. We are very excited about the venue for the May exhibit. There will be no outside entertaining - this will afford all exhibitors maximum exposure to the customers attending.

We have extended the exhibit hours and are expecting increased customer attendance. Customers are anticipating spending time with suppliers and not having to rush to another meeting. It will increase the benefits of both supplier and customer if technical representatives are available during the exhibit. This is the first exhibit where no other programs are concurrently scheduled. There isn't another trade show that will offer you a better showcase for your products and services.

So register early and plan to stay late in Kansas City. Let's make this the very best RSSI Exhibit ever. See you in Kansas City.

**2001 Western C&S
Exhibition Kits
Mailing Early
January, 2001**

RSSI Member Honored



The Memorial Union Ballroom at Emporia State University, Emporia, Kansas was the scene of the 16th Annual Minority Enterprise Development award ceremony on September 26, 2000.

This year's Minority Enterprise Development Kansas Woman Owned Business Award for Manufacturing Firms was presented by

Kansas Lt. Governor Gary Sheerer to Patti-jon Christensen of PTMW, Inc.

PTMW not only is a member of RSSI, but also Patti, President of PTMW, is a member of the RSSI Board of Directors as well as First Vice President of the Association.

Congratulations Patti!



C&S BUYERS GUIDE Your Free Marketing Tool



The C&S Buyers Guide established on the RSSI website is showing positive results for many RSSI members. This free member service, established in August 1999, contains over 400 products and services provided by RSSI member companies. The site receives thousands of "hits" each month.

As of this time, approximately one half of the RSSI member companies are taking advantage of this free member service. Check the website (www.rssi.org) and if you are not included contact the RSSI office for details on how to make the Buyer's Guide a part of your marketing operation.



2000 RSSI Scholarship Awarded

The 10th Annual RSSI Scholarship Contest set a new record for applications received. Fifty-one applications were received surpassing last year's 45. The quality of the applications was exceptional again this year. The RSSI Board of Directors, following the recommendation of Scholarship Committee Chairman Jim Higginbottom unanimously agreed to grant four new scholarships. In addition to the four new scholarships, the following scholarships are also currently active:

Jesse T. Bickmore / Amtech Systems Corp. / University of Texas at Austin
 Andrea Dawn Crawford / The Okonite Co. / Transylvania University
 Eli D. Frame / Tessco Technologies / University of Virginia
 Rachel A. Fautz / Fabricated Metals Corp. / University of Louisville
 Nicholas J. Ulrich / Arthur N. Ulrich Co., / Miami University



Heather E. Boyle

Father, Charles F. Boyle, is employed by Union Switch & Signal, Inc.
 Attending: Wheaton College.
 Major: Mathematics



Justin G. Hagan

Father, Joseph Gary Hagan, is employed by Safetran Systems Corp.
 Attending: The University of Louisville.
 Major: Finance & Economics



Mark J. McElroy

Father, Jack M. McElroy, is employed by Union Switch & Signal, Inc.
 Attending: Pennsylvania State University.
 Major: Engineering



Parker E. Terril

Mother, Christine F. Terril, is employed by Union Switch & Signal, Inc.
 Attending: Bucknell University.
 Major: Computer Engineering

NOTE: Application information for 2001 will be distributed to the voting representative of all RSSI member Companies after the first of the year. We depend on the voting representative to spread the word within their company. Let's make 2001 another record setting year.

NEW RSSI MEMBERS

We would like to welcome the 31 new members who have joined RSSI during 2000. Most exhibited in Dallas (shown in *italics*).

"J" Manufacturing, Inc.

Access Battery & Power Systems

Alcatel Transport Automation (US)

Aldridge Electric Inc.

AVO International

BESCO Inc.

Control Chief Corp.

CosmoRail Inc.

Daniels Electronics Ltd.

Dialight Corporation

Draper, Inc.

ESTCO Battery Management Inc.

German Special Profiles, LLC

Group Alpha Inc.

Hertz Equipment Rental Corporation

I.D. Systems, Inc.

IRail.com, Inc.

K&G Associates LLP

Lockheed Martin

MAC Products Inc.

Nortel Networks

Power Engineering Industries

Rail Development Group LLC

RailNet-USA, Inc.

Roxtec Inc.

Signal Masters, Inc.

Spacecraft Components Corp.

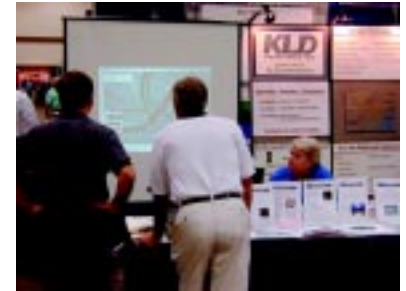
Springboard Wireless Networks Inc.

Swaromex, S.A. de C.V.

The AIMS Group

Transpo Industries Inc.

X-Rail Inc.



RSSI Officers & Directors for 2001

The RSSI Officers and Board of Directors would like to welcome Michael P. Pracht, Vice President Marketing & Business Development, Siemens Transportation Systems, Inc. as the newest member of the RSSI Board of Directors. Mike, a graduate of State University of New York with an undergraduate degree in Management & Economics has spent the past sixteen years in executive management in the rail transportation business. Prior to entering the rail supply industry he spent five years in Project Management & Marketing in the Middle East.



We would like to introduce the RSSI Board of Directors for 2001:

Chairman & President: George W. Rudge/Union Switch & Signal, Inc.

Executive Vice President: Ronald L. McDaniel / Western-Cullen-Hayes, Inc.

First Vice President: Patti-jon Christensen/PTMW, Inc.

Second Vice President: Robert P. DeMarco/Railway Age

Executive Director, Secretary/Treasurer: Donald F. Remaley

2001 Board of Directors:

Franklin Brown / Dixie PreCast, Inc.

David K. Fox / Railway Equipment Company

Phil Hess / Rails Company

James R. Higginbottom / The Okonite Company

James A. Huntley / Erico, Inc.

John W. Johnson / Harmon Industries

George L. Kline / Safetran Systems Corporation

Michael P. Pracht / Siemens Transportation Systems Inc.

Richard J. Zemencik / Progressive Railroading