As the saying goes - there is some good news and some bad news. First the good news - a record 149 exhibitors displayed their products and services at the 46th Annual RSSI C&S Exhibition in Louisville, May 24th & 25th. Although attendance was down somewhat from previous years, enthusiasm for the “all-together” format was evident throughout the two days. One exhibitor expressed it in a positive manner - the quality of the customers attending is more important than the quantity.

Several exhibitors unveiled new products or services while others showed technology upgrades to existing products. From inflatable lights to improved lubricants, from safety devices to IT services - it was all on display in Louisville. A few weeks after the show one railroad manager mentioned that he had discussed several products at the Louisville show and since that time has been reviewing and testing the products in-house. Similar happenings have been the norm over the past several years under the new exhibition format. Several exhibitors have mentioned that as a result of discussions during the exhibition several new and/or improved products are planned. These are examples of when people are given the chance to converse, change happens. All of this is further proof of why the railroad C&S managers continue to support the RSSI exhibition format.

New this year was the Cyber Cafe sponsored by RSSI. The internet cafe was a huge success based on the number of users who chose to access this FREE service. Attendees were able to utilize either the desktop units that were provided or connect their own device to the ultra high-speed service.

New Ideas + Technology = A Great Experience!

The RSSI C&S Exhibition has proven itself as the premier exhibition for communication and signal technology and services. We are looking forward to our Next Stop: Calgary!
President Higginbottom’s
Message To The Membership

My third term as President will end in October at the Fall meeting of the Board of Directors. It is almost impossible to imagine the difference between the first AAR meeting I attended in 1956 and the 2006 meeting in Louisville of RSSI and the C&S section of AREMA. The meetings back then took place from 8AM until 5PM for three days and the hospitality rooms stayed open from the close of the meeting until dawn of the next day. By the end of the week, everyone was exhausted and went home to recuperate. With our format today, our energy is focused on learning from 8AM until 8PM the first day and 8AM until 6PM the second day and there is a charged atmosphere that education about the new technologies brings. Meeting the engineers and technicians who continue to develop the systems that our industry needs so that we can continue to lead the world in safe and efficient systems is also stimulating. The common threads between 1956 and 2006 are the characteristics of the people. These people, today like yesterday, have great integrity and dedication. They spend their lives giving maximum effort to the industry that keep the railroads safe, efficient and profitable. To be a part of such an industry has been a great honor for me. I am very grateful to have had the privilege of the associations and the relationships that have been such an important part of my life.

All of us strive to leave our industry better than we found it. This year at the RSSI show we had all of the major railroad executives in the industry and all of their staff members both from the Engineering and Purchasing departments in attendance. We did miss many of the field supervisors and technicians and we can only assume that they are just not able to attend every year. When I walked the floor each day, I did see everyone there covering as much ground as they were able and each and everyone I witnessed were visiting all of the suppliers in whom they had a major interest. As all of us in positions of major responsibility also know, we have to take time during each day to be sure our own area of concern is being covered so there are times when we must disappear and communicate with “the home office”.

Our opening banquet was as good as ever and we were fortunate to have spectacular entertainment who gave us a little bit of humor to go with the wonderful time with our associates. We hope to continue that feature too.

We can now look forward to our next show that will take place in Calgary beginning on May 23rd of 2007. Our friends in Canada are looking forward to being our Co-Hosts and the membership and Board of Directors of RSSI will do our best to continue to produce the “Best Show in the Industry”

I personally want to thank our Co-Hosts from this year and particularly Craig King of CSX and Ray Rumsey of NS for their support in making the 2006 show the huge success that we can remember with pride. We will however, with the efforts of the RSSI Staff and Board of Directors, look for ways to improve it.
RSSI is pleased to announce the newest member of the RSSI Board of Directors, George Sokulski. George is Associate Publisher and Vice President of the Simmons Boardman Publishing Company, Rail Group: Railway Age, RT&S and IRJ. He has been with S-B for the past 7.5 years. Prior to joining S-B George was VP Marketing of Western-Cullen-Hayes, Inc. He has also held senior management positions with Racine Railroad Products as Executive Vice President, and Tamper, now Harsco Track Technologies. He has a bachelor's degree from the U of I and is a board member of REMSA, RSI, MARTS (Coordinated Mechanical Group) and President of the Western Railway Club.

The Scholarship Program, since it's introduction in 1992 has proven to be a valuable service offered to RSSI member company employees. Since it's inception a total of 47 young adults have been awarded scholarships.

Two scholarships expired at the end of the spring 2006 semester. Two new scholarships have been awarded from the forty-five qualified applications received during this year's competition. The $8,000 scholarships ($1,000 per semester) are being awarded to the following:

Alicia R. Bekeny
Sponsor: Father, Frank Bekeny employed by GE Transportation Systems
Attending: University of Pittsburgh
Intended Major: Economics

Zieanna F. Chang
Sponsor: Father, Bo Chang employed by Union Switch & Signal
Attending: Undecided
Intended Major: Pre-med

In addition to the two new scholarships, the following are also active:
Roman R. Barinas / Safetrax Systems Corp. / Cornell University
Johanna W. Chung / GE Transportation Rail / Grove City College
Nathan A. Edwards / PWH Inc. / Northwestern University
Mark I. Koch / Transportation Technology Center / Texas Tech University
Sriram Rajan / GETS Global Signaling / University of Pennsylvania
Josh Z. Tan / GE Transportation / Yale University
Adam A. Vukovic / ERICO Products, Inc. / University of Cincinnati
Hanhan Wang / Union Switch & Signal / Massachusetts Inst. of Technology

RSSI would like to extend a warm welcome to the twenty-nine new members who have joined RSSI since the 2005 Exhibition. The new members who exhibited at the 2006 Exhibition in Louisville are shown in bold print.

NEW RSSI MEMBERS

Advanced Video Technologies, LLC
Arkansas Ironworks
Armorcast Products Company
Backupower Company LLC
Bombardier Transportation
Central Signal, LLC
Custom Services, Inc.
Duos Technologies Inc.
Global Rail Systems, Inc.
Markwik Corporation
Modular Mining
Prism Lighting Services
Quality Signal Construction
Qualmega, Inc.
RELH / BK Radio
RF Trax, Inc.
Robsen Inc.
Roemer Industries, Inc.
Roxtec Inc.
Rycom Instruments Inc.
Sabre Communications Corp.
Sensis Corp., Seagull Technology Center
Summit Signal, Inc.
TDJ North America Ltd.
Track Shacks, Inc.
Transportation Product Sales Co., Inc.
Transportation Safety Apparel
Triunity Engineering & Management
Wireless Matrix
The Customer Speaks...
By Gary McLellen, Manager System
Radio Support, CSX Transportation

Another convention has come and gone and WOW what a good show it was! A special thank you goes out to Bucky & Sharon for their dedication in making this yet another great show!

I was truly impressed this year that suppliers had more knowledgeable employees at their booths! Years past there were times when it was “Here is our product - Would you like to order?” Now it is a full team of people that have knowledge about the product and can give you all the details of how it works and how it applies to different situations.

From a personal standpoint, I am also very glad to see the Communications side grow each year! More and more suppliers offering their products in this field is making the exhibition even more attractive to attend. As a railroad attendee, I truly appreciate the team of RSSI staff members for their dedication and willingness to help with any issues that arose and heard other railroaders mentioning, that they too were well pleased with how smoothly it went this year.

I was some what disappointed with the low turn out (from the last show held in Louisville) from the railroad attendees and can only say the ones not there sure missed out on an opportunity to see many new products on the market that can enhance our systems.

In closing, I want to put a plug in for the 2007 exhibition in Calgary, and hope that all the suppliers and railroads support this endeavor.

2006 Annual Membership Meeting

One of the highlights of the 2006 Annual Membership Meeting was a briefing of the customs requirements for the 2007 C&S Exhibition in Calgary, Alberta, Canada. Geo. E. Fern Company will again be the official RSSI Show Contractor. Marty Usher, of Geo. E. Fern Co. provided valuable insight for exhibitors and advised that Mendelssohn has been contracted to provide customs services for the May 23-24, 2007 RSSI C&S Exhibition. Mendelssohn will perform all customs requirements on the dock of the Telus Convention Center for all exhibitors on the Official Exhibitors List. Complete information and required forms will be provided in the Exhibitor’s Service Manual. He also reminded everyone in attendance that as of May, 2006 passports will be required effective January 1, 2007 (this could change so we encourage everyone to check the requirements closer to the end of 2006).

Other items of interest included a review of legislative issues impacting the rail industry by Ms. Nicole Brewin, Asst. VP - Washington, Railway Supply Institute. Ms. Brewin discussed such issues as the Crossing Safety Program Funding, Amtrak Funding and Infrastructure Tax Credit.

Mr. Lester Hightower, Chief Technology Officer, 10East Corp. explained the operation and advantages of the new railHOUND feature on the RSSI website. He also discussed some of the plans for future expansion of railHOUND.

During the business portion of the meeting, the following Director’s were elected for three year terms expiring in 2009:
- George L. Kline - Safetran Systems Corp.
- Franklin Brown - Dixie PreCast, Inc.
- George W. Rudge - Union Switch & Signal
- Stephen W. Bolte - Progressive Railroading
- David K. Fox - Railway Equipment Company

The 2007 Annual Membership Meeting will be held Tuesday, May 22, 2007 in Calgary, Alberta, Canada.
railHOUND has been very well received by our industry. I hope all the RSSI members are as pleased with it as I am. If you’re not, or you’re just not sure what you think about it, then you need more information and I can help with that!

First, railHOUND has made it much easier for relevant business and trading partners to find you. That means increased business opportunities.

Secondly, we are working to ensure that search results become even more relevant through time. We have the dedication and commitment to support the evolution, but your feedback is important. Get involved and let us know your experiences. Relevancy is also dependent upon you. There are things you can do to ensure your own web site investment is best realized. That is, making it more discernable to search engines, whose job it is to deliver those valued customers and prospects to your virtual doorstep. The Internet is today’s business tool, and without search engines, your web site (and your company) is about as visible to new prospects as an individual grain of sand on a beach. To help, we have documented how search engines work. Not just railHOUND, but search engines in general. (Just follow the “Learn More” link on railHOUND.). A few little tweaks on your web site will ensure you are getting the most out of your Internet investment.

Now, and this is a big one…. if you really want to make your corporate web site better, add railHOUND’s searching capability to it. Yes, railHOUND can provide searching capability right on your web site without the need to spend a penny (or thousands if you purchase a web site search appliance that does the same thing), and it is easy to do.

How is railHOUND doing? Good question! It’s doing great! I wish people would just ask me that. Instead, because everyone is an “Internet expert” these days, I hear; “How many hits did railHOUND get last month?” I wish the answer to that meant something, but it really doesn’t because it has no context. A traditional web site is designed to “be the information”, like a book in a library. A search engine is simply the index of those books. So it is easy to see that comparing how many people checked out a certain book with how many people looked in the index just doesn’t make sense, but it’s what people do. So how do we know how well railHOUND is doing? Just listen. Listen to your employees, your customers, and your business peers. Ask them if they are using railHOUND. If they are not, tell them about it, because it only serves to promote your own business. Look at your own web site logs. You will see the referrals from railHOUND. Compare railHOUND’s referrals with referrals from other resources. You might even want to compare how much each of those referrals cost you. railHOUND’s success and its value is subjective for each of us, but when armed with the facts, it is easy for each of us to make our own assessment of how railHOUND is doing. As I said, and as you probably already know, it’s doing great!

Are we done? NOT EVEN CLOSE! Some innovative features are in the planning and development stages for railHOUND, and best of all, they have been (and are being) driven by users. It is our goal for railHOUND to speak to the needs of our industry, SO BE HEARD!

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**RSSI Member Companies Celebrating Milestones**

Two RSSI founding member companies are celebrating milestones in 2006.

### Railway Age Celebrates 150 Years:

Railway Age, founded in 1856 at The Railroad Gazette, is believed to be the world’s oldest trade publication. At one time, Railway Age was the world’s biggest periodical in sheer size, with single issues containing 200, 300 or even 400 or more editorial and advertising pages.

Railway Age has been credited with helping the U.S. railway industry win three monumental battles: against government ownership, which had wide support in the early 1920s and again in the 1960s; against federal regulation that paralyzed the entrepreneurial spirit, drove many railroads into bankruptcy, and came close to pulling down the whole industry; and against anachronistic work rules that penalized railroad labor in lost jobs and railroad management in lost productivity.

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### Union Switch & Signal Celebrates 125 Years:

Union Switch & Signal celebrates 125 years of innovative contributions to the railroad and rail transit industries. Founded in 1881 by George Westinghouse, US&S has pioneered the development of technologies, products and systems that have made railway operations safer, more reliable and more efficient.

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### RSSI Ad Wins Award

Railway Systems Suppliers, Inc. won the Advertising Excellence Award from the Baxter Research Center and Progressive Railroading Magazine for our ad that ran in the January 2006 issue of Progressive Railroading. As a service to their advertisers, every other issue, Progressive Railroading hires Baxter Research Center to do a study of the magazine’s readership scoring the ads on recall and readership. This study produces very valuable information used to determine if an ad campaign is accomplishing its goals. Our ad won this award for outstanding overall readership compared to other ads that appeared in that issue.

Watch for the new 2007 ad in the upcoming issues of the various trade magazines. Remember - Next Stop: Calgary!
NEXT STOP: CALGARY
May 23-24, 2007

The RSSI C&S Exhibition will make it’s “Next Stop” in Calgary, Alberta, Canada at the Telus Convention Centre. For the exhibiting RSSI members, the 2007 exhibition will be an opportunity to introduce their products and services to the Canadian rail and rail transit market. For many of the railroad and rail transit attendees it will be their first experience with the RSSI “all-together” format.

In order to utilize the exhibition space to it’s full potential RSSI has planned an integrated floor plan that utilizes different sized spaces than the customary 10’ x 10’. This year, RSSI will offer mini-booth spaces to exhibitors that wish to exhibit but who don’t need the entire 10’ x 10’ space. The mini-booth spaces will be 10’ wide and 5’ deep and will include carpeting. The mini-booth allows exhibitors to exhibit and control their costs by utilizing a table top or pop-up display. As always, there will be an ample supply of the standard 10’ x 10’ booths along with “bulk” spaces for the large exhibitors.

Exhibit information will be mailed to all Active members in late November, 2006. Below is the preliminary floor plan for the upcoming Calgary exhibition.