

THE RSSI Communicator

FALL 2012

Fifty-Second RSSI C&S Exhibition held in Cincinnati



On Monday May 21st, 2012 at 5:00pm the doors opened and the kickoff event for the Fifty-Second RSSI C&S Exhibition commenced in classic fashion. The opening event was a reception hour held in a piano bar atmosphere on the third floor of the Cincinnati Duke Energy Center.



Following the opening reception all guests were invited to attend a buffet dinner served in the adjoining ballroom. The buffet dinner which was a change from the normal more formal sit down dinner proved to be a success. The food served by the convention center catering group was outstanding, which was the case for all meals served during the following two days of the exhibits, and the more than adequate serving lines made for quick trip through the buffet lines.

After dinner a hospitality event was held at the convention center with a casino theme similar to the C&S Night Spot held at the Minneapolis Railway Interchange Exhibition in 2011. The casino games, horse races and raffles afforded high energy entertainment which was enjoyed by all who participated. For those who wanted a more relaxed atmosphere to socialize with old friends or to use this opportunity to discuss business the piano bar area offered the perfect setting.



The casino floor was highlighted by a large train layout including a mountain and tunnel. The entire display was made out of chocolate cake and a frosting that sent everyone who sampled it into a sugar high. It was an appropriate centerpiece that was appreciated by everyone.

It was back to business when at 8:00am on Tuesday May 22nd Joseph Noffsinger, RSSI President, Tom McFarlin, FRA Staff Director, Signal and Train Control Division, Ray Rumsey, AVP Signals Norfolk Southern and David Olson, Chief Engineer Signals CSX took part in the ribbon cutting opening ceremony for the exhibits.

It had only been eight months since the 2011 Combined Railway Interchange Exhibition in Minneapolis so there was concern that the suppliers may not have new products to exhibit or that the rail and transit customers may feel that not enough time had passed since the last exhibit. Both of these concerns proved to be unfounded as more than 160 exhibitors and over 1400 attendees including 500 rail and transit C&S customers filled the convention hall.



Since this was an RSSI only C&S exhibit we were able to return to our policy of no private parties, dinners or entertainment and we served breakfast, lunch and dinner during the exhibit hours. We received numerous compliments on the food served by the convention center catering staff.

We thank our exhibiting and non-exhibiting member companies and our rail and transit customers for making the Fifty-Second RSSI C&S Exhibition another successful event.

We look forward to seeing everyone at the 2013 Railway Interchange Combined Technical Conference and Exhibition in Indianapolis from September 29 – October 1, 2013.

2012 Show Gallery





President's Article

It has been my privileged to serve as this year's RSSI President, and to serve on the RSSI Board of Directors for the past 8 years. When enjoying the RSSI Exhibition, it's easy to overlook the year of preparation and hard work by Mike Drudy and Sharon Morris of the RSSI staff, and all the 250 member

companies, that make the event a success. I especially want to thank our customers who invested the time to make this event a success and I congratulate all on the fine RSSI 2012 C&S Exhibition in Cincinnati. The rate of change in our technologies continues to accelerate, and it still fascinates me after 30+ years to see new ideas transformed to products year to year.

My first RSSI experience was the Chicago RSSI Exhibition / AAR C&S Technical Conference in 1985. As a regional C&S inspector at Chicago, I was "volunteered" to work the registration desk for the event. I was able to spend limited time in the exhibits, but it opened a new world. Touching new equipment, talking to the designers (& taking things apart) rapidly accelerated my understanding of the greater C&S world. I was particularly struck by the number of exhibitors willing to tutor me, having no expectation that I would later become Chief Engineer. That early experience, as well as attending subsequent shows as a customer, and later as a supplier, has formed my expectations for what constitutes a productive exhibition.

My important points for a successful exhibition: 1) Create an open, contentious atmosphere, where customers, regulators, suppliers, and labor can discuss visions for technology, rail safety, and plans for the future. 2) Show real products. C&S people are "hands on". A lot of ad hoc training goes on at the show, with some "aha" moments. 3) Make ample time available. There is no more efficient venue to examine C&S products from across the industry, get feedback, spark ideas for improvements and new inventions, and resolve issues. Suppliers make a significant investment in the displays, and customer contact time is essential for them to continue to support the event. 4) Set a little time aside for networking and sharing experiences. Folks in our industry have a high responsibility for technical skill and operational safety. The respect and camaraderie is unique. 5) Keep the cost down for exhibitors and customers to make it all accessible.

Looking ahead, RSSI is working closely with AREMA, RSI, and REMSA to plan the Railway Interchange 2013 event in Indianapolis. Planning for the 2014 RSSI C&S Exhibition at Nashville is already in process.

Tom Ulrich will take the reins as RSSI President in October, and I wish him the best of luck, and my continuing support in preparation for Railway Interchange 2013.

- Joe Noffsinger

New RSSI Member Companies

RSSI would like to welcome the twenty-nine companies who have joined RSSI since the 2011 exhibition. The new members who exhibited at the 2012 exhibition in Cincinnati are shown in ***bold italics***.

Aircraft & Commercial Enterprises, Inc.

Alteryx Systems

Argenia Systems Inc.

Asentria Corporation

AT&S

Chance (Hubbell Power Systems)

Controlled Products Systems Group

Cubic Global Tracking Solutions

Diverging Approach, Inc.

DuraComm Corporation

Fluidmesh Networks, LLC

G4S Technology, LLC

Industrial Networking Solutions

Industrial Networks

Kathrein Scala Division

Lattice Communications

National Solar Technologies

Orion Safety Products

PC Tel

Presidio Networked Solutions

Railcom

Railroad Signal International, LLC

Reflective Apparel Factory

Rosenberger Site Solutions, LLC

Sealite USA LLC

Textit USA, Inc.

Tianjin Railway

Vecom USA, LLC

Vossloh North America



2011 Railway Interchange Conference & Exhibition - Minneapolis, MN



The North American Rail and Transit engineering community came together September 2011 in Minneapolis in numbers that exceeded all expectations. The event which was hosted by AREMA, REMSA, RSI and RSSI began on Friday September 16th with the AREMA Educational Foundation Golf Tournament and ended on Wednesday September 21st when the Exhibitions closed at noon.

The over two years of planning by the four associations paid dividends as the six day event included close to 9000 participants, the AREMA technical seminars and papers and over 500 exhibits was carried out with minimal issues.

In addition to the technical presentations and exhibits there were also a large number of social gatherings and business meetings which took place over the course of the six days.

The city of Minneapolis and the convention center were suitable hosts for the first combined Conference and Exhibition since 2000. The spacious convention center and convenient downtown hotels and restaurants offered numerous options for the conference attendees to gather in both intimate dinner settings and large social events.



RSSI, in order to give their communications and signal attendees a place to meet, modified its no private dinner or party policy and hosted a three hour C&S Nite Spot on each of the three days that the exhibits were open. The Nite Spot included casino type games and sponsored giveaways including a 50 inch HD television and a \$10,000 cruise.

Feedback on the C&S Nite Spot was extremely favorable and the RSSI Board of Directors is considering a similar hospitality event at future RSSI exhibitions.

There were over 150 C&S exhibitors with booths in the RSSI exhibit hall and over 1400 C&S customers and suppliers in attendance.



The concern that the railroad and transit companies may be reluctant to send a majority of their mechanical department, MofW department, purchasing department and IT department employees to the event proved to be unfounded as all associations enjoyed large attendance numbers.

The CP Railroad allowed RSI and REMSA to use its Humboldt yard facility to hold outside exhibits featuring large car and locomotive exhibits.

With the success of the 2011 combined Railway Interchange Conference and Exhibition now solidly established we are looking forward to the 2013 combined event to be held in Indianapolis, Ind. from September 26th to October 1st, 2013.



IN CONJUNCTION WITH



2011 Show Gallery





Is It Time to “Change It Up”?

Looking back through the mounds of photo's taken over the past seventeen years in which I have been involved with the RSSI exhibition, it's apparent that “the times they are a changing.” Or, for some, it is time to “change it up a little.”

Over the past few years, I have earned two certifications related to the exhibition industry. I would like to share some of the knowledge as it relates to trade show exhibitions. Obviously, I cannot delve into great detail on all the aspects of trade shows; but, I would like to try to assist the RSSI member companies in making their experience with exhibiting at the RSSI exhibitions both positive and prosperous.

7 Steps to a Successful Exhibit Experience:

1. Book Early! RSSI does not choose your exhibit space – YOU DO! Mark your calendar, set a reminder and call early. The exhibit floor is “real estate” and as with choosing a home, or a location for your business – location matters! Be prepared...
 - a. What are you planning on displaying?
 - b. How many folks from your company will be participating? (remember, you do need to have room for the customer)
2. Process the Exhibit Space Contract and Payment promptly – you don't want to lose the space you so carefully chose as a result of forgetting to submit the contract or payment.
3. Exhibit Service Manual – you will receive an Exhibit Service Manual developed solely for this exhibition – read it! Remember that during set-up and tear-down – closed toed shoes are mandatory! Safety is a priority!!
4. Register your representatives early and book those hotel rooms. This information will be available in the Exhibit Service Manual and on the RSSI website.
5. Planning your Exhibit:
 - a. Change it Up! Never put up the exact same exhibit twice - move the items that are being displayed, refresh the graphics, etc. When an attendee walks the aisles, they will be drawn to something new – if you have been setting up the exact same booth for numerous years – they are apt to pass by -- they've already seen it! (Some stores relocate their merchandise daily!)
 - b. The booth layout – look at your booth from the customers viewpoint. The booth is your “office” - are you inviting them in? Or are you keeping them on the outside? Keep the front of the booth open, invite your customer in, allow them to stand on your carpet (hopefully you've added padding – they will stay a little longer if they are made to feel comfortable).

6. The show is about to begin – are you prepared?
 - a. DON'T SIT! The days are long (very long) and it is wise to rest periodically by using the high chairs or stools. If you have standard height seating, be certain to stand upon the arrival of any guest. It is proven that people are generally uncomfortable walking up to someone that is seated. Better yet, rotate the booth personnel so they are fresh! We all realize that business continues while you are on the exhibit floor, schedule the personnel so they have time away from the booth to handle email and phone calls. NEVER get caught looking at that phone or device in the exhibit booth, or even worse – don't bring anything to read during your “booth time.” Your attention to anything other than the folks walking into your booth signals that you “might have something better to do!”
 - b. Refresh your booth every few hours during the day. Noone wants to walk into a booth that looks “tired.”
 - c. Engage “guests” in conversation – if you are utilizing the Lead Retrieval System be diligent in making notes! Notes make the follow-up phone call much easier and allow a personal touch. Avoid sounding like a “cold caller” when you make those follow-up contacts.
 - d. Look around! Is there room in your booth for your customer? Often, as I walk the exhibit floor, I notice that a booth is completely full of the company representatives. If it appears that you are having a company meeting (in the booth space) your customer might not want to “interrupt.”
 - e. Give-Aways/Handouts – this is a subject that requires great tact. These gifts are intended for your customer – engage them in conversation prior to handing them the “gift”. Too often the handout meant for the customer is sought out by the trinket collectors, and your investment is wasted. Engage!
 - f. Take time to walk the aisles! Use this time to look at how others are presenting their company.
7. The most important point is to SMILE! Be approachable, a scowl or a look of concern, will deter some people from approaching – the prime reason for a trade show is to be “in-front” of your customer. This is your stage! Remember when selecting the folks to work the booth, there are some people that are just not-approachable; leave them in the office to cover the work there! This is the time to “shine.”

This information is provided to assist you in making the most of your booth space investment. If you have questions regarding the “look” of your booth – please call the RSSI office or find me on the show floor. I would be more than happy to assist you from an “outsider's perspective.”

By: Sharon R Morris, CMP, CEM

2012 Scholarship Winners

The RSSI Scholarship Program, since its introduction in 1992, has proven to be a valuable service offered to RSSI member company employees. Sixty-one young adults have been awarded the \$8,000 scholarships (\$1,000 per semester) since the inception of the program.

The RSSI Board of Directors has elected to award three new scholarships from the 42 qualified applications received during this year's competition. The three \$8,000 scholarships (\$1,000 per semester) are being awarded to the following:

The "RSSI – W. Ed Rowland Memorial Scholarship"



Anne H. Davis

Sponsor: Father, David Davis, employed by Transportation Technology Center Inc.

Attending: California Institute of Technology

Intended Major: Chemistry or Physics

The 2010/2011 RSSI Scholarship



Holly K. Avins

Sponsor: Father, Jeffrey Avins, employed by Okonite

Attending: Purdue University

Intended Major: Engineering



Heather R. Hourdequin

Sponsor: Father, Remy Hourdequin, employed by Okonite

Attending: University of California/Los Angeles

Intended Major: Neuroscience Premed

In addition to the three new scholarships, the following are also active:

Sean T. Albertson - Wabtec / Colorado State University

Jenna C. Bekey - GE Transportation / University of Chicago

Steven J. Chandler - Arthur N. Ulrich Company / Ohio State University

Amanda J. Huynh - XoRail Inc. / University of Florida

Kevin Li - Transportation Technology Center Inc. / Yale University

Madeline K. Smith - Transportation Technology Center Inc. / Colorado University

Nathan E. Sullivan - Progressive Railroad/University of Wisconsin, Madison

Dasun Wang - Ansaldo STS USA / University of California, Berkeley

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Railway Systems Suppliers, Inc.

9306 New LaGrange Rd., Suite 100
Louisville, KY 40242

Michael Drudy
Executive Director

Sharon R. Morris, CMP, CEM
Executive Assistant

Phone: (502) 327-7774
Fax: (502) 327-0541

www.rssi.org

Railway Interchange 2013

After the successful 2011 Railway Interchange Minneapolis Technical Conference and Exhibition AREMA, REMSA, RSI and RSSI are now planning for the second combined conference and tradeshow to be held at the Indianapolis Convention Center from September 29 to October 2, 2013.

In our site visits to Indianapolis we have been impressed with the convention center facilities and with the cooperation we have received from the convention center, hotel and visitor center personnel.

The hotels that will be used by the associations are all located within a short walking distance of the convention center and all have covered walkways that connect to the convention center.

The Indianapolis International Airport terminals have been modernized and enlarged in the last few years and the airport is located a short cab ride from the convention center which is located in the Indianapolis downtown area.

The experience gained from the 2011 event has allowed the three exhibiting associations, REMSA, RSI and RSI, to take a closer look at the areas they have in common to try to provide more of a one show atmosphere across the exhibit halls.

The exhibiting associations are working to establish consistent registration fees, booth rates and food and beverage policies that will help to simplify the exhibition experience for all suppliers and customers.

The four associations are using the attendance numbers from Minneapolis to negotiate reduced decorator, booth space, hotel, and food and beverage rates.

In 2011 registration for both the AREMA Technical Conferences and the Exhibits was handled by the AREMA

registration website and staff. Due to changes in the financial guidelines for associations AREMA will not be able to provide registration services for all four associations. This will result in attendees who preregister and who want to attend both the AREMA Technical Conference and the Exhibits to have to register twice.

Attendees registering on site will also have to register at the AREMA registration booths and again at the Exhibitor registration site to gain access to both events. As in the past there will be no registration fee for rail and transit employees and government officials to attend the exhibits.

Booth spaces will go on sale for exhibitors on October 1, 2012 and preregistration will begin in January 2013.

We are all looking forward to another successful Railway Interchange event in 2013.



IN CONJUNCTION WITH



REMINDER! BOOTH SELECTION STARTS OCT. 1, 2012 @ 8:30 EST

