

THE RSSI Communicator

SUMMER 2010

RSSI Celebrates 50 Years!

The City of Omaha welcomed the 50th Annual RSSI C&S Exhibition in May, 2010. The overwhelming attendance by the suppliers and the railroads helped to make the exhibition a memorable event. The over 160 exhibiting RSSI member companies provided the attendees a plethora of opportunities to view the latest technology, discuss the current demands placed on the industry as a result of the Positive Train Control (PTC) mandates, as well as the various other aspects of the signal and communication sector.

The RSSI "all-together" format encourages attendees to not merely just "walk" the show floor; but, to spend time and find solutions among the various exhibitors to solve the increasing demands of operating a safe and profitable railroad. RSSI was extremely pleased to host the 164 exhibiting companies occupying the 334 booth spaces. The photo's included in the newsletter clearly depict that the traffic in the exhibit hall was heavy and consistent – a very clear indicator of the attendee's interest in the products and services represented.

RSSI introduced the "Innovation Theatre" in 2010. The "theatre" offered exhibiting companies an opportunity to "corral" a number of their customers in a private area located at the front of the exhibit hall for a thirty minute presentation on a subject of their choosing. The members that utilized the theatre were quite pleased with the results, many have also already reserved their time for 2011.

RSSI would like to thank all those that attended for making the 50th annual exhibition such a success!





Message from RSSI President Ron McDaniel

This past July 29th was the anniversary of my 53rd year in the industry. I have observed numerous changes during that time. I am confident the future will bring even greater changes and at a more rapid pace.

One change is PTC being mandated for the industry. This will lead to greater opportunities for the supply industry. Return on investment for the railroads is questionable and since this is for the safety of all citizens, I think the cost for installation should be covered under the American Recovery and Reinvestment Act and not mandated as a burden on the railroad industry.

Another major change is to develop a number of high speed rail lines around the country. I am asking myself, while writing this traveling on a high speed train from London to Stafford, England covering 138 miles in 75 minute, will it work in America? I am on one of 38 trains daily. The UK has 640 people per square mile. It is the geographic size of Oregon and has a population over 60 million. Those statistics support the frequency of high speed trains necessary to get people from A to B on a timely basis. America's population density is 80 people per square mile, only one-eighth the density of the UK. I do not believe the routes proposed will support the frequency necessary to provide a reliable high speed service. Illinois, Indiana and Ohio are three Midwestern states where routes are proposed. The total square miles are 140,000 and population is 31,000,000. That is only 220 people per square mile, about one-third of the UK. Today our gasoline costs less than half that of Europe. For fifty years we have not implemented a transportation policy that encourages affordable travel on public transportation. In the 1950's gas cost 25 cents and cars averaged 12 miles per gallon. Adjusting for inflation and the increase in gas mileage we could easily support \$5 per gallon gasoline. This would have encouraged people to use public transportation. That did not happen and today we are paying the price.

We can only trust that our current plans will not result in a high speed transportation service that for a number of generations will be underutilized and a taxpayer burden.

A third change coming our way is the introduction of virtual conferences and exhibits. The Locomotive & Freight Car Virtual Conference & Expo will be a first for

our industry. Certainly it promises more cost effectiveness and may become a better way to market our products to the customer.

It has been an honor and a privilege to serve as your president this year. I want to express my heartfelt thanks to the RSSI board and your staff, Bucky and Sharon, for their invaluable support during my term. They were responsible for managing a very successful exhibit in Omaha. Thanks to all of you members for exhibiting at this event.

Your board and officers will continue to serve your needs to market your products and innovations to our railroad customers during these challenging but exciting times.

New RSSI Member Companies

RSSI would like to welcome the thirty-six companies who have joined RSSI since the 2009 exhibition. The new members who exhibited at the 2010 exhibition Omaha are shown in bold italics print.

3Z Automation
ABB Inc.
Activu Corporation
Alcatel - Lucent
Anoplate Corportion
Battelle
CalAmp
Custom Diamond Internaitonal
DRS Technologies, Inc.
Durham Company, The
FreeLinc
Highline Products
Huber + Suhner, Inc.
Hutton Communications, Inc.
Improved Product Technolgies LLC
J.L. Patterson & Associates, Inc.
Lilee Systems
Lindsay Sales & Services
Muszer Automatika Ltd.
NEC Corporation of America
North American Signal Systems LLC
Parsons Transportation Group
Powertrunk Inc.
Princeton Consultants, Inc.
R.J. Corman Railroad Group
Raytheon
Rip-City Tower Supply, Inc.
RNS Tower company
SSC
Sunbelt Rentals Inc.
TC Communications
TDG Transit Design Group Inc.
Transhield, Inc.
U.S.F. Fabrication Inc.
United CommTel
WK Ross LLC

2010 National Scout Jamboree

Railroading is one of over one hundred Merit Badges offered by the Boy Scouts of America and is sponsored by Railroad Awareness for Youth, a non-profit corporation. The curriculum developed for Railroading Merit Badge by Railroad Awareness for Youth, is the only comprehensive rail educational program nationally designed to familiarize young people with the rail industry and its importance to our country.

In the mid 1990s, Railroading was on its way to abandonment by the Boy Scouts. In 1995, Railroading Merit Badge only attracted around six hundred Scouts yearly and was about to be eliminated as a merit badge. That is when one of RSSI's members, Charles Anderson of Western Towers, stepped forward to chair the merit badge at the 1997 Jamboree, and thanks in part to RSSI's sponsorship, Railroading Merit Badge excelled! Over 1,800 Scouts earned Railroading Merit Badge at the 1997 Jamboree. At the 2001 Jamboree, Railroading Merit Badge set a record of 2223 boys earning the merit badge in a nine day period!

The 2010 National Jamboree marked the 100th anniversary of Scouting in America and the 58th birthday of Railroading Merit Badge. Joining RSSI as a sponsor were member companies, Alstom, Dixie Precast, Railway Age, and Western Towers. RSSI member companies featured in the requirement concerning the rail support industry were XoRail, Western Towers, Alstom, Primus Electronics, Railway Age, and of course RSSI.

The 2010 Jamboree was a great success with 1,455 Scouts completing the Merit Badge and Railroading being named one of the most popular attractions at the Jamboree. During the Jamboree, Railroading Merit Badge was featured in the Jamboree media three times and the VP of BSA Outdoor Activities called the Railroading Pavilion "Truly Amazing".

The Boy Scouts are moving to a new Jamboree site in West Virginia in 2013, and with the help of RSSI and its member companies, Railroading will make the final cut to be included in the 20+ Merit Badges to be featured. RSSI and her member companies have helped Railroading Merit Badge to be transformed from "Most Likely to be Eliminated" to "Most Likely to Succeed."



RSSI Escapes Attrition Charges

RSSI narrowly missed being hit with sizable attrition charges from several hotels in Omaha for the 2010 C&S Exhibition.

RSSI received notification that we did not meet our minimum room usage and that attrition charges would be invoked for the number of rooms to meet the minimum room night commitment. The total cost to RSSI was approximately \$5,000. Thanks to the special efforts of our Housing Contractor (Conference Direct) the charges were withdrawn.

The RSSI office has investigated this matter and found that two factors were the major contributors to this unfortunate situation. First of all a number of member companies wanted to have "a room in their pocket, just in case it was needed", and then cancelled at the last minute-in some cases within 72 hours of the scheduled arrival. Secondly, some companies reserved larger than needed room blocks, then cancelled the "extra" rooms again at the last minute. In both instances, since the cancellations came at the last minute, there was no opportunity for the cancelled rooms to be resold.

The RSSI Office is taking steps to prevent a similar occurrence in future years.

Railway Interchange – Will It/Can It Work?

By D.F. (Bucky) Remaley, Executive Director-RSSI

There are two answers to this question—one from the supplier viewpoint, and one from the railroad point of view. As a member of the planning group charged with the complicated task of making this “all in one” undertaking a reality, I can only speak to that discipline of the supply industry which Railway Systems Suppliers, Incorporated (RSSI) represents – the communications and signal suppliers.

In late 2000, RSSI with considerable input from our railroad counterparts adopted a new format for our annual C & S exhibition. The new format was geared not only to accommodate C&S management and supervisory areas but just as importantly the “hands on” railroad attendees. With the rapid expansion of technology in C&S products and systems, it was our goal to provide a venue where the hands on people could not only get answers to their questions; but, just as important, they could keep up on the technological advances in the new and/or upgraded products and systems. Exhibitors were encouraged to have engineering/technical people present in their exhibit space to interface with railroad management, supervisory and hands-on attendees. Face to face conversations between railroad hands on attendees and supplier design engineers have become normal happenings over the last decade of the RSSI C&S Exhibition.

Our goal over the past decade has been to become an extension of our railroad C&S counterparts training and safety programs. This will continue to be the RSSI goal for Railway Interchange 2011. As has been the practice for the last ten years, food and beverage will be provided in the RSSI exhibit hall during exhibit hours. Exhibit hours have been distributed over the three day period to accommodate part time attendees in addition to those who wish to attend the AREMA technical conference. And most importantly, all railroad attendees are admitted to the exhibits **FREE**. The RSSI Board of Directors has revised the Policy on Entertainment for the 2011 Exhibition to allow for individual entertaining during the hours after the exhibition closes and before the RSSI Hospitality suite opens. RSSI member private hospitality suites are strictly prohibited.

So – the answer to the question from a C&S suppliers standpoint is **YES** Railway Interchange 2011 can – and will work. The exhibits with the latest technological advances will be there – the supplier technical people will be there, the food and beverage will be there, the exhibit hours are distributed over three days to accommodate everyone, and admission is **FREE** to railroad attendees.

Will Railroad Interchange 2011 be successful from a customer attendance standpoint? Can railroads send people from all disciplines in sufficient numbers and still “run the railroad?” Only time will tell.

RSSI Entertainment Policy

After consulting with the primary executives and management of our customer base, the RSSI Board of Directors adopted a modified version of the Policy on Entertainment for the combined Railway Interchange events for 2011, 2013 and beyond. Our railroad counter parts were very emphatic that they do not want to go back to the old practice of private parties and hospitality rooms. The modified policy is shown below.

- This policy has been established by the RSSI Board of Directors and is intended to give all RSSI member companies, large and small, an equal opportunity to participate in the entertainment of our railroad, transit and government customers.
- The policy requires all RSSI member companies and their associates to refrain from organized private entertaining of customers during the days of any and all RSSI scheduled functions during RSSI C&S exhibitions.
- When RSSI combines with AREMA, REMSA and RSI for a combined event, RSSI will provide a common hospitality room at the RSSI headquarters hotel for all RSSI member companies and their C&S customer guests.
- When RSSI sponsors a common hospitality room, RSSI members are permitted to hold impromptu dinners with customers between the times the exhibits close and the common hospitality room opens each day. Members are expected to participate in the common hospitality room activities during open hours.
- All private organized entertaining is to be avoided during the times the RSSI common hospitality room is open.
- When an RSSI common hospitality is provided, it will be located at the RSSI headquarters hotel. Activities as well as food and beverage will be provided to accommodate all RSSI members and their customer attendees. Hospitality room hours of operation will be provided to all RSSI members, as well as posted in the RSSI exhibit hall.
- RSSI member private hospitality rooms are strictly forbidden.
- Those years when RSSI does not partner with AREMA, REMSA and RSI for a combined event and a common hospitality room is not provided, the normal RSSI exhibition format will be followed. That is, private member hospitality rooms are not permitted and no organized private entertaining is permitted.
- The RSSI Board of Directors has consulted with the primary executives and management among our customer base and we have their complete support for this policy. All RSSI members are expected to comply with this policy.
- It is the Contact Officer for each RSSI member company's responsibility to notify all representatives from the member company of this policy.

We are counting on all member companies to support your customer wishes by adhering to the adopted policy.

2010 Show Gallery

“What a great exhibition. Couldn't be happier.”



“I have no complaints. Wonderful experience.”



“Everything was very well done and looked great.”



“I can't wait to come back next year!”



GO21 Survey Response Disappointing

The response to the GO21 facilities survey sent out to member companies by the RSSI office thus far has been disappointing. Only slightly over 50% of the RSSI members have responded.

Perhaps members do not realize the importance of the results of the survey. The GO21 legislative effort covers many federal rail policy issues which directly or indirectly impact RSSI member companies business, such as rail reregulation, tax incentives, high speed rail funding, Section 130 Grade Crossing funding, PTC implementation and cost sharing, and many others.

The GO21 Presidents Club initiative for educating key Members of Congress related to the impact of rail policy decisions on jobs in their congressional districts. The initiative is comprised of four key parts:

1. Facility Tours and Job Events
 - a. Invite Members of Congress to tour facilities in their congressional districts.
2. Letters to Congress
 - a. GO21 will facilitate letters from corporate leaderships and facility managers to Members of Congress focusing on jobs that your facilities provide/support in their districts.
3. Employer Gross roots
 - a. GO21 organizers can assist with the generation of grass root contacts (calls, e-mails, letters) from employees to Members of Congress on job preservation.
4. Blue Green Alliance Partnership
 - a. GO21 is working in conjunction with the Blue Green Alliance, a coalition of some of the nation's largest labor unions and environmental organizations.

The CEO's of all major railroads are actively involved in the GO21 effort as well as the Association of American Railroads (AAR). If your facility is located in an important legislative district you may well be eligible for one of the facility tours.

If you haven't responded to the survey, we urge you to do so immediately. Let's put it another way-if you asked a railroad customer to consider using your products or services, and he refused or ignored your request, what would you think? How would you respond? If you have misplaced the survey form, contact the RSSI office at 502-327-7774 (e-mail rssi@rssi.org). Your participation is important! Respond today



Is Your Company Guilty?

During the show in Omaha, a number of RSSI member companies were observed taking customers out for private entertaining during RSSI functions - a direct violation of the RSSI Policy on Entertainment. Some even attended the reception with the free wine and beer and then left with their customers (you might even call them cheapskates) for private entertainment.

The RSSI Policy on Entertainment was adopted by the Board on (April 15, 2008) and was endorsed and supported by our railroad counterparts. Most of you will remember that prior to that time several of the larger members held lavish hospitality rooms and private parties thus taking most of the customers away and leaving smaller members few customers to entertain each other. The "all together" format leveled the playing field for all members and has been a big contributor to the success of the RSSI event. The policy has worked well and all members are expected to comply with it. No one wants to revert to the old way, so don't kill the goose that laid the golden egg.

The Policy will be modified somewhat for the 2011 combined event with AREMA, REMSA and RSI in that impromptu entertaining will be permitted after the exhibits close and the RSSI Common Hospitality Room (located at the RSSI headquarters hotel) opens each day. More information on the common hospitality room will come later with information on the 2011 Railway Interchange event in Minneapolis.

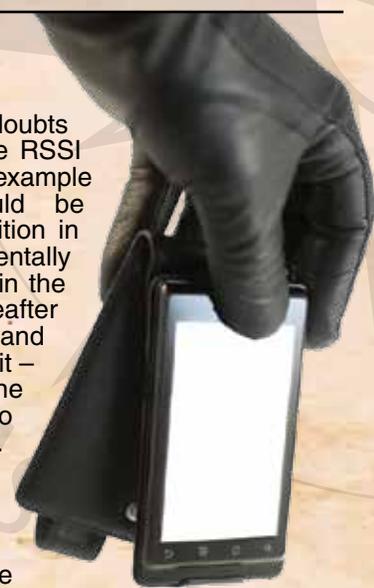
Theft Solved!

For those who may have doubts as to the effectiveness of the RSSI security team, the following example of their capabilities should be reassuring. During the exhibition in Omaha an attendee accidentally left a cell phone unattended in the food court area. Shortly thereafter he realized what he had done and returned to where he had left it - of course it was gone. No one knew what had happened to it or who might have taken it. The gentleman immediately notified our security team.

To make a long story short, the cell phone was back in the owner's hands within eighteen hours. Obviously, we can't go into the details of how it was recovered, but through some high tech investigation employed by the team and close coordination with Omaha City Police, the device was located and recovered several miles from the convention center.

Just as important, the thief (an employee at the convention center) was identified, fired by the center, and was left in the hands of the Omaha City Police.

Thanks guys! Well done.



Innovation Theater a Success!

The first Innovation Theatre unveiled at the C & S Exhibition in Omaha was a success as pointed out by several of the users and attendees. While the overall venture was a success, the individual user success varied. Those users who advertised enjoyed good attendance, while those who did not were less successful. We received a number of suggestions aimed at improving the venture, several of which will be incorporated for the next theatre in 2011. Among these is relocating the theatre to a more convenient location on the exhibit floor (see the preliminary floor plan on page 8).

Several surveys were received that suggested RSSI should handle the advertising for the individual Innovation Theatre sessions. While we will take a look at what we can do without incurring expensive costs, in general RSSI cannot spend the assets of many to advertise for a few. It is up to the theatre user to advertise his product or service. RSSI will provide the venue along with the material needed to make the presentation effective. More information will be available as we look further into the alternatives.



2011 Exhibit Space Reservations – a Real Lesson

Due to the magnitude of coordinating the 2011 event “Railway Interchange” with the other associations involved (RSI, REMSA and AREMA) it was decided to start booth sales early – VERY EARLY! Booth reservations for 2011 opened on July 1st with what can be only termed as OVERWELMING success. By the end of the first day, it was obvious that RSSI would need to expand the exhibit floor to accommodate the size and scope, not to mention the quantity, of the requests. We quickly removed the storage area that would have been located on the exhibit floor and placed an additional 56 booth spaces on the floor plan.

At the time this article is being written, we are pleased to say that 319 of the 365 booths have already been reserved. To put that in perspective, based on the original floor plan we would already be SOLD OUT!

Please visit the RSSI website to view the interactive floor plan. The spaces remaining in green are available – if you haven’t already done so, CALL NOW to reserve your space in what is promising to be a memorable event.

2010 Scholarship Winners

The RSSI Scholarship Program, since its introduction in 1992, has proven to be a valuable service offered to RSSI member company employees. Fifty-six 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 two new scholarships from the fifty-nine qualified applications received during this year’s competition, with one of the scholarships being named the “RSSI – W. Ed Rowland Memorial Scholarship” given in honor of the past Executive Director, W. Edward Roland. The two \$8,000 scholarships (\$1,000 per semester) are being awarded to the following:

The “RSSI – W. Ed Rowland Memorial Scholarship”



Nathaniel E. Sullivan

Sponsor: Father, Edward Sullivan, employed by Trade Press Media Group/Progressive Railroading

Attending: University of Wisconsin-Madison

Intended Major: Computer Science & Mathematics

The 2010/2011 RSSI Scholarship



Dasun Wang

Sponsor: Mother, Zhengrong Zuo, employed by Ansaldo STS USA

Attending: University of California, Berkeley

Intended Major: Electrical Engineering/Computer Science

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

Sean T. Albertson

Wabtec / Colorado State University

Sarah E. Anderson

GE Transportation Global Signaling / University of Kansas

Jack F. Ellsworth IV

Alstom Signaling / Cornell University

Jeffrey A. Green

HNTB Corporation / Yale University

Amanda J. Huynh

XoRail Inc. / University of Florida

Preethi V. Rajan

GE Transportation Global Signaling / Emory University

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Michael Choat
Railroad Controls Limited

Patti jon Goff
PTMW Inc.

Phil Hess
Rails Company

James R. Higginbottom
The Okonite Company

James A. Huntley
ERICO International Corporation

John Paljug
Safetran Systems Corporation

George W. Rudge
Union Switch & Signal Inc.

George Sokulski
Railway Age

Walter Winzen
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Railway Interchange / 2011

AREMA/RSI/REMSA/RSSI



The largest railroad exhibition ever to be held in North America will take place at the Minneapolis Convention Center in Minneapolis, Minnesota on September 18-21, 2011. Named "Railway Interchange 2011" this all inclusive railroad event will feature combined exhibition of communication & signal (RSSI), maintenance of way equipment (REMSA) and rolling stock (RSI) as well as a technical conferences by both AREMA and CMA.

The exhibition will include more than 275,000 GSF of indoor exhibit space as well a 1 ½ miles of outdoor exhibits. The combined event, the first of its kind in North America, is expected to attract suppliers, railroad, transit and government attendees for not only North America, but also from countries worldwide.

Although Railway Interchange 2011 is a combined event sponsored by the four (4)

associations, each railroad discipline will be located independently.

- RSSI – Hall "B" – communication and signal equipment
- REMSA – Hall "C" – maintenance of way
- RSI – Hall "D" – operating equipment
- AREMA & CMA – technical conference

Exhibit space for the Railway Interchange 2011 event went on sale by all three supply associations (RSSI, REMSA & RSI) on July 1, 2010. On-line registration will be available approximately January 1, 2011.

Check the RSSI website (www.rssi.org) or the Railway Interchange website (www.railwayinterchange.org) for more information on this exciting new event.

2011 C&S EXHIBITION FLOORPLAN

