



TO: **RTA MEMBERS, ASSOCIATES and GUESTS**
 SUBJECT: **95th Annual RTA Technical Conference & Symposium in Incline Village, NV**

Publishers of
CROSSTIES

OFFICERS
& EXECUTIVE
COMMITTEE

PRESIDENT
Jeffrey L. Parrett
Wheeler Lumber, LLC
P.O. Box 8
Whitewood, SD 57793
800.843.8304

VICE PRESIDENT
Kenneth E. Dailey
Boatright Railroad Products
1051 Highway 25 South
Montevallo, AL 35115
205.288.4330

Timothy R. Ries
Koppers Inc.
4020 Koppers Road
Salem, VA 24153
540.380.2061

Jeffrey C. Broadfoot
National Salvage and
Service Corp
PO Box 300
Clear Creek, IN 47426
800.769.8437

William G. Downey
Stella-Jones
Two Gateway Center,
Suite 1000
Pittsburgh, PA 15222
412.325.0202

Frank S. Beal
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P.O. Box 409
Little Mountain, SC 29075
803.932.2100

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CSX Transportation
500 Water Street, J430
Jacksonville, FL 32202
904.359.4829

Kevin D. Hicks
Union Pacific Railroad
1400 Douglas Street
Omaha, NE 68179
402.544.6550

Andrew J. Thompson
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ern Railroad
P.O. Box 608
Wahpeton, ND 58074
701.642.8257

EXECUTIVE DIRECTOR
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Soon after Nevada gained statehood in 1864, the Tahoe Basin was actively logged and the timbers were taken to the Comstock Lode to support the mine shafts and the buildings in the boom towns of Virginia City, Gold Hill, Silver City and the mill town along the Carson River. The timbers, comprised of native fir, cedar and pine trees, arrived in Virginia City by way of water flumes and, after 1869, the Virginia and Truckee Railroad.

WHEN: **WEDNESDAY, OCTOBER 9TH THRU FRIDAY, OCTOBER 11TH, 2013**
WHERE: **Hyatt Regency Lake Tahoe, Incline Village, Nevada**

CONFERENCE APP URL: <http://eventmobi.com/rta2013>

Download the conference app, with the **QR code to the right**, for all the speakers, attendee lists, surveys, and a LOT of other information to keep you up to date on events!



HIGHLIGHTS

- ◊ Kern Schumacher, with A&K Railroad Materials, is graciously hosting this year's President's Reception at his beautiful lakeside home a short distance from the hotel. Shuttles will begin departing the front of the hotel at 5:15 p.m.
- ◊ Special Focus on the Economy with Presentations by Beth Ann Bovino, Senior Economist for *Standard & Poor's* and ABH Consulting President, Tony Hatch
- ◊ Short Line & Regional Railroad Session featuring Mike Ogborn of Ogborn Consulting, Brad Lefevers of Atlantic Western Transportation, Nathan Henderson of RJ Corman Group, and Mike Smith of Finger Lakes Railway Corp
- ◊ Railroad Contractor Forum featuring Larry Laurello of Delta Railroad Construction, Jim Hansen of RailWorks Corp. and Joe Dalosisio of Railroad Construction of South Jersey
- ◊ Luncheon Keynote Address, by Terry Jones, Chairman and CEO of Kayak.com
- ◊ Railroad and Washington DC Session featuring invited speakers, Joseph Szabo and Frank Mulvey of the FRA and STSB, Dan Keen of AAR and Keith Hartwell of Chambers, Conlon & Hartwell
- ◊ Class 1 Engineering and Purchasing Forums with special presentations and an update from incoming AREMA President Joseph Smack, Director, Track Standards & Specifications for Amtrak
- ◊ Industry Tabletop Exhibits and Product Demonstrations by RTA Member Suppliers
- ◊ Informative Reports from Railroad Supply Management Experts and Others
- ◊ RTA Wood Preservative Research Session with In-Depth Presentations by Industry Leaders
- ◊ Spouse/Guest Continental Breakfast at the scenic Lone Eagle Grill on property. Following this is an optional visit to Virginia City for an historical walking tour, lunch & Wild West show
- ◊ Special Event Activities Including **Great Golf** at Championship Golf Course (with a blackjack clinic and tournament as back-up in the event of bad weather); a trip to the **Truckee River Winery & Shopping**; or a **Chocolate and Wine Pairing** experience at the hotel
- ◊ Supplier Sponsored Hospitality Suites

Join Us for the All Black (& a Little Gold) Nevada Party

We encourage banquet attendees to bring their dressy black attire (not-so-dressy is fine too) and help us celebrate the annual RTA award winners. Plan also to be entertained by the comedic talents of Al Jackson—a former public school teacher turned comedian!

Cordially,
Jeff Parrett, RTA President

Optional Event Details and Banquet Information



#rtaxties

QR Code



Truckee River Winery was established 21 years ago with the vision of sourcing quality grapes to bring to the Sierras in order to take advantage of the high elevation. You will be treated to a private tasting with winemaker, Russ Jones, and sample his unique and delicious Pinot Gris, Pinot Noir, Zinfandel and Port wines. You can also have the opportunity to visit the historic railroad town of Truckee, California—just minutes away from the winery, which offers quaint shops and restaurants to browse and enjoy!

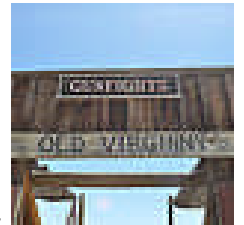


If golfing is your passion, then sign-up now to play in a shot-gun start at the beautiful **Championship Golf Course**! Come and see why Robert Trent Jones, Sr. described Incline Village as “the ideal mountain layout with a challenge you won’t want to miss and views you will never forget.” Golfers are faced with bunkered greens and lateral water hazards on almost every hole. Challenging, to say the least! And never fear...we have a back-up plan should the weather turn winter-like! How about a blackjack clinic at the Casino Royale followed by an actual tournament (with chips), as well as a slot tournament!



For those that have a sweet tooth AND enjoy a good glass of wine, you will enjoy Dorinda’s Chocolate & Wine Pairing demonstration at the hotel. You will explore how to choose the right wine to compliment the right chocolate to create a match made in heaven! By examining the attributes of the chocolate, and following the same steps as you would in a classic chocolate tasting. Before tasting it, though, take the same notice of the wine. Dorinda will show you the basic techniques for creating world-class truffles. Imagine how impressive you will be at your next dinner party

with your very own signature truffle!



And for the spouses and guests...we have a fun and historical tour of Virginia City. This city, which dates back to 1859, sprang up as a boomtown on the top of the Comstock Lode, the first major silver deposit discovered in the United States. The mining bonanza turned this old west town into the most important industrial city between Denver and San Francisco, and it turned destitute prospectors from all over the world into millionaires. While the Virginia Truckee Railroad transported bullion from the rural highlands of Virginia City to Carson City, the *Territorial Enterprise*, with literary whiz Mark Twain, delivered news of the day to the vibrant mining metropolis of 25,000 citizens at its peak. The wealth of Virginia City, from its vast mining, helped finance the U.S. government during the

Civil War. In fact, silver from this city may have helped save the Union! The history and stories of Virginia City are as unique, rich, and colorful as the streets and buildings themselves. One must see this historic place to even remotely understand it!

You Are Cordially Invited for the All Black (and a little gold) Nevada Party!!!



Our banquet this year will feature the comedy of Al Jackson. Al has had his own “Comedy Central Presents” show; been a writer and guest on “Upload with Shaquille O’Neal”; The John Oliver Show, MTV’s “MADE”; Last Comic Standing Seasons 4 & 6 and Comedy Central’s “Live at Gotham” - just to name a few! Al also participated in the 2011 Just For Laughs Comedy Festival in Chicago where he was voted one of the best of the fest and can be heard on the nationally syndicated Bob & Tom Radio Show as well as the Opie & Anthony Show. According to Al, “those who can’t do, teach. Those who don’t want to teach anymore, do stand-up comedy!”



SYMPOSIUM & TECHNICAL CONFERENCE

October 9-11, 2013 | SCHEDULE AT A GLANCE



#rtaxties for 2013 Conference Tweets

WEDNESDAY, OCTOBER 9

- 9:00 AM** **RTA Golf Tournament**
Casino Royale Competition as Weather Back-up. *Additional activities for attendees during golf outing. (See box below.)*
- 3:00 - 5:30 PM** **RTA Guest Sponsored Hospitality Suites**
- 5:30 - 7:00 PM** **President's Cocktail Reception**
at the home of Kern Schumacher on Lake Tahoe sponsored by A&K Railroad Materials. *(Shuttles available at 5:15 pm in front of the hotel.)*

FRIDAY, OCTOBER 11

- 7:45 - 10:30 AM** **Research Forum**
Shane Kitchens, Assistant Professor, Mississippi State University
"Effects of Borate & Creosote Treatments on Electrical Resistance Properties of Wood Crossties"
- John Butala**, Member, Creosote Council,
"Creosote Absorption Through Skin After Contact With Creosote Treated Wood"
- Kris Vanherbergen**, Gen. Director, Global Procurement/Marketing/Sales, Ruetgers AG,
"Europe's Experience, Continued Use of, and Manufacturing Capabilities for Custom Creosotes"
- Robert Fronczak**, AVP, Environment & Hazardous Materials, AAR
"Report on EPA Submittal & Update on Boiler MACT Rules for Creosote Ties"
- Tim Carey**, Industrial Products Specialist, Lonza
"ACZA Update on Testing & Usage Experience"
- Carmen Trevizo**, Assistant Director, TTCl,
"Ongoing Work at TTCl in FAST Heavy Haul Applications" (Invited)
- Dr. Samuel Weaver**, President/CEO Proton Power,
"Cellulose to Hydrogen Power - Growing a Cleaner Tomorrow"
- 10:30 - 10:45 AM** **Hardwood Markets**
Judd Johnson, President, Hardwood Market Report,
"Update on Hardwood Markets"
- 10:45 - 11:00 AM** **Vendor-mercials**
Vendor-sponsored 3 minute presentations *(Must sign up in advance)*
- 11:00 AM - 12:30 PM** **Railroad Purchasing Forum**
Chad Rolstad, BNSF (Invited)
Sheila Gudenrath, Union Pacific
Lisa Pleasants, CSX Transportation
Kristine Storm, Genesee & Wyoming
Chris Laddish, Kansas City Southern
Jon Zillioux, Norfolk Southern
Bruce Emberly, Canadian National (Invited)
Rob Churma, Canadian Pacific

THURSDAY, OCTOBER 10

- 7:30 - 8:00 AM** **RTA General Business Session & Welcome**
- Economics:**
Beth Ann Bovino, Senior Economist, Standard & Poor's
Tony Hatch, President, ABH Consulting
- 8:00 - 8:25 AM**
8:25 - 8:50 AM
- 8:50 - 9:15 AM** **RTA Website & Conference Networking 101**
Midori Connolly & Jessica Levin
- 9:15 - 10:30 AM** **Short Line & Regional RR Forum**
Mike Ogborn, President, Ogborn Consulting Group
Brad Lafavers, President/CEO, Atlantic Western Transportation
Nathan Henderson, VP Strategic Sales & Marketing, RJ Corman Group, LLC
Mike Smith, President, Finger Lakes Railway Corp.
- 10:30 - 11:30 AM** **Railroad Contractor Forum**
Larry Laurello, Vice President, Delta Railroad Construction
James Hansen, Vice President, Business Development, RailWorks Corp.
Joe Daloisio, Track Division Manager, Railroad Construction Co. of South Jersey
- 11:30 AM - NOON** **Break for Exhibits/Lunch**
Buffet lunch to be served in the Exhibit Hall at 12:00 pm - Luncheon seating is in A/B - Introductions of Dignitaries & Keynote Speaker will begin at 12:15 pm.
- 12:30 - 1:30 PM** **Keynote Address - RTA General Business Session Luncheon**
Terry Jones, Chairman & CEO, Kayak.com
- 1:30 - 3:00 PM** **Railroad & Washington DC Session**
Joseph Szabo, Administrator, FRA (Invited)
Frank Mulvey, Vice-Chairman, Surface Transportation Board (Invited)
Dan Keen, AVP, Policy Analyst, Association of American Railroads
Keith Hartwell, President, Chambers Conlon & Hartwell, Inc.
- 3:00 - 5:30 PM** **Engineering Forum & AREMA Presidential Address**
Joseph Smak, Director, Track Standards & Specification, Amtrak
John Cech, BNSF
Mike Wheeler, Norfolk Southern
Todd Wimmer, Union Pacific
Tod Ehler, CSX Transportation
Dave Ferryman, Canadian National
Brent Laing, Canadian Pacific (Invited)
- 7:15 PM** **Annual RTA Banquet & Awards Ceremony:**
The All Black (& a little gold) Nevada Party



Download the Conference App with this QR code and at

<http://eventmobi.com/rta2013/>

SPOUSE/GUEST AND OTHER OPTIONAL ACTIVITIES:

The golf tournament, Truckee River Winery Tasting & Shopping, & Chocolate & Wine Pairing are on Wednesday, October 9, & the Historical Virginia City Walking Tour is on Thursday, October 10. These activities are optional & require additional registrations. Minimum & Maximums must be met. There will be an additional charge for anyone who wants to attend & who doesn't pre-register for these activities.

RTA GOLF TOURNAMENT CHAMPIONSHIP COURSE - 9:00-3:00 PM

Considered by many to be one of the top courses in the West, the Championship Course has everything you would expect from a Robert Trent Jones masterpiece! *(In the event of snow, a blackjack clinic at The Casino Royale followed by an actual tournament with chips will be held, as well as a slot tournament for those who would like to compete.)*
Pre-event cost: \$199 At the event: \$225

TRUCKEE RIVER WINERY TASTING & OLD TOWN TRUCKEE SHOPPING - 11:00 AM - 2:00 PM

You will be treated to a private tasting & be able to sample a variety of unique & delicious wines. After this, comes a visit to the historic railroad town of Truckee, California, just minutes away from the winery, which offers quaint shops & restaurants to browse & enjoy! **Pre-event cost: \$130 At the event: \$150**

CHOCOLATE & WINE PAIRING - 1:00-4:00 PM

You will learn how to choose the right wine to complement the right chocolate to create a match made in heaven! You will also be shown the basic techniques for creating world-class truffles & be able to impress your friends at your next dinner party with your very own signature truffle! **Pre-event cost: \$115 At the event: \$140**

THURSDAY, OCTOBER 10 - 8:30 - 10:00 AM

SPOUSE & GUEST HOSPITALITY BREAKFAST LONE EAGLE GRILL

There is no additional fee for this since it is covered with the spouse/guest registration cost.

VIRGINIA CITY HISTORICAL WALKING TOUR, LUNCH & WILD WEST SHOW & MORE - 10:00 AM - 3:00 PM

Virginia City was once one of the most prominent cities in the U.S. as gold & silver mining attracted people from the world over. The walking tour will share colorful stories & will be enhanced by a ride on the Silverline Express Steam Train or a heart-stopping stagecoach ride. **Pre-event cost: \$125 At the event: \$150**

2013 RTA CONFERENCE SPONSORSHIP OPPORTUNITIES & EXHIBITOR FORM

October 8 – 11, 2013 * Incline Village, Nevada * Hyatt Regency Lake Tahoe

CORPORATE EXHIBIT TABLE REGISTRATION

- _____ \$550 There is more Tabletop Exhibit space (30'x6') than the last time we were in Tahoe, but space is still limited. You can start setting up at 8:00 a.m. Tuesday, October 8th & tear down by noon on Friday, the 11th.
- _____ \$1,000 If you would like to sign up for one of the LIMITED number of Vendor- Mercial spots, you must first sign up for an Exhibit Table.

CORPORATE SPONSORSHIPS AVAILABLE

- _____ \$7,500 Banquet Bar (Full)
- _____ \$7,500 Thursday Business Luncheon (Full)
- _____ \$5,000 Conference App for Smart Devices – Exclusive Top Banner Ad
- _____ \$1,250 Bottom Banner Ads for Conference App (2 available sponsorships for this category)
- _____ \$3,750 Thursday Business Session Luncheon (Partial – 2 available)
- _____ \$3,750 Banquet Event Sponsorship
- _____ \$3,000 Premium Conference Gift Sponsor
- _____ \$2,950 Logo Conference Bag
- _____ \$2,950 Thursday Continental Breakfast
- _____ \$2,950 Friday Continental Breakfast
- _____ \$2,000 Hotel Key Card Sponsorship
- _____ \$1,750 Conference Gift
- _____ \$1,500 Name Badge Sponsorship
- _____ \$1,500 Audio/Visual Sponsorship (Logo Privileges)
- _____ \$1,500 Spouse Hospitality Breakfast
- _____ \$1,500 Conference Photography Sponsorship
- _____ \$1,500 Speaker's Gift Sponsorship
- _____ \$1,250 Spouse Gift
- _____ \$1,250 Thursday Morning Coffee Break
- _____ \$975 Friday Morning Coffee Break
- _____ \$975 Thursday Afternoon Refreshments
- _____ \$975 Conference Signage Sponsorship
- _____ \$975 Conference Programs
- _____ \$850 Truckee Winery Tour Transportation
- _____ \$850 Virginia City Tour Transportation
- _____ \$750 General Conference Sponsorship
- _____ \$750 Awards Sponsorship
- _____ \$300 AMEX Gift Card
- _____ \$200 AMEX Gift Card

GOLF TOURNAMENT SPONSORSHIP

- _____ \$1,250 Beverage Sponsorship
Golf Tournament Lunch
- _____ \$750 **GOLD LEVEL**
- _____ \$600 **SILVER LEVEL**
- _____ \$295 **BRONZE LEVEL**
(Individual Hole)

Your Name: _____ Company: _____

Credit Card # _____ Exp. Date: _____ Security # _____
(Security # is the 3-digit validation code from back of card or 4-digit from front of AMEX card)

Cardholder name if different from above: _____

Phone: _____ E-Mail Address: _____

TOTAL SPONSORSHIP AND EXHIBIT COMMITMENT: \$ _____

*(If you are not including your credit card information, please include your check for payment)
Please mail to the Railway Tie Association, 115 Commerce Dr., Suite C, Fayetteville, GA 30214
If you wish to submit this form electronically, please click on our email address of ties@rta.org*