

New Member Benefit On The Way...

Marketing Materials Ready For Members To Use In Local Media

At this year's annual conference, the Railway Tie Association (RTA) will unveil a member communication kit developed as a tool for those who have opportunities to promote the wood tie industry in their communities.

The kit includes a variety of advertisements and public relations materials. Members can simply add their identities and use the materials as they wish to take advantage of advertising and public relations opportunities in the towns around their businesses.

RTA Executive Director Jim Gauntt said the kit was designed as an aid to members in recognition of the fact they often are asked to advertise in their hometown newspapers, school sports and community event programs, and other local publications. He said sawmill members may find the kit particularly useful since they may not have advertising resources readily available.

All members are encouraged to use the kit's materials frequently. "The materials were prepared as a convenient and effective way for members to send a powerful message about our industry and their pride in their businesses' role in the local communities. We want to emphasize that while the kit will be presented at the convention, it is designed for all members regardless of whether they attend the convention," Gauntt said. "We know many members want to say 'yes' when local advertising opportunities come up, but they often lack the time and skill to create a suitable ad or story. The materials in the Heritage Communication Kit will enable them to easily respond."

The kit includes materials that promote the heritage of service of the wood crosstie in the railroad industry, including copy that links members' roles in serving the industry to the value their companies add as local businesses and employers.

Ads headlined "We help weave the fabric of America" salute the wood crosstie's long history of service and the role the RTA member and its employees play in the crosstie industry and in sustaining America's private enterprise spirit.

Another ad headlined "Renewable. Recyclable. And essential" notes the responsibility that an RTA member shoulders in the renewal of forest resources and the recyclability of wood ties.

"The communication kit also includes guidelines members can use to maximize the value of the 'Heritage' materials," Gauntt said. "It's an easy-to-use tool that members can use to their own benefit as well as to play a very meaningful role in spreading the word about wood crossties' cradle-to-grave value at America's grassroots level."

Gauntt said the kits would be distributed to members attending the 88th Annual Symposium & Technical Conference Oct. 17-20 in New Orleans.

Members who cannot attend the convention or who wish to obtain additional kits can phone the RTA offices at (770) 460-5553 to order them. §

