2020 ASLRRRA BUSINESS DEVELOPMENT AWARDS COMPETITION

CRITERIA AND NOMINATION PROCEDURES

Celebrating customer service and successful marketing concepts and techniques in the small railroad industry.
PURPOSE OF THE AWARD

The purpose of the ASLRRA Business Development Awards Competition is to recognize the Class II or III railroads that have designed and enacted the most innovative and successful marketing initiatives in the small railroad industry. Entries should give particular focus to how the program helped to improve customer service.

WHO IS ELIGIBLE?

All ASLRRA member railroads are invited to enter the Marketing Awards Competition and may receive this prestigious award. Eligibility and outcome are not affected by the size of a competing railroad’s project or operations.

Railroads that have developed any of the following should consider entering:

- A proven marketing program or concept.
- An innovative method for providing customer service that has resulted in an improved relationship with clientele.
- New concepts, methods, or models for understanding their market and/or customers.
- An online presence that promotes their operation.
- An inventive promotion of e-commerce.

HOW DO I ENTER?

Submit a description of your railroad’s initiative to ASLRRA by Friday, February 14, 2020. Please email a copy of your entry to Amy Krouse, akrouse@aslrra.org. Photos and video are welcome and encouraged. Photos and/or video will be necessary if your railroad is selected for an Award for the presentation at ASLRRA’s Connections Convention 2020.

MAY A RAILROAD SUBMIT MORE THAN ONE ENTRY?

Yes, a railroad may submit more than one entry for consideration. It is possible that, in an effort to best serve its customers and address their different needs, a railroad would have found it necessary to develop separate marketing programs, or worked with different customers to achieve success. This competition aims to demonstrate the ability of short line and regional railroads to serve and expand their customer bases. Each of a railroad’s initiatives is eligible for entry and will be judged separately.

WHAT FACTORS ARE USED TO EVALUATE THE ENTRIES?

Small Railroad Factor

This aspect takes into account the operation’s ability to:
• use the unique characteristics of a short line or regional railroad to develop new business while maintaining existing customers.
• work successfully with economic development authorities and Class I railroads.
• be a positive economic factor in the community.
• establish strong relationships with the community and its shippers.

Customer Service Factor

This factor includes the railroad’s ability to:

• identify customer needs.
• shape railroad services to meet those needs.
• react to market conditions with innovative and workable solutions.

Success Factor

The Success Factor evaluates how well the railroad has translated marketing concepts and proposals into solid results in order to gain and keep new and/or expanded business opportunities.

HOW MANY AWARDS WILL BE GIVEN?

Multiple Awards will be given. All submissions must be received by Friday, February 14, 2020 and will be evaluated by a panel of judges, who will select the top entrants.

WHEN WILL THE AWARDS BE PRESENTED?

The winners will receive their awards during the ASLRA CONNECTIONS Convention taking place in Grapevine, Texas from May 2-5, 2020.

All railroads receiving an award will be asked to assist with the production of a short video about their winning project to be shown during the awards ceremony. To this end, all winning railroads will be required to submit b-roll video and still photographs to support the production of this video. Please consider submitting these types of materials with your entry to facilitate creation of the video, should your entry be selected as one of the winners. We also ask that key representatives from winning railroads make themselves available prior to and during the Convention for taped interviews, which will also be incorporated in the videos.

WHO SHOULD I CONTACT FOR MORE INFORMATION?

Contact Amy Krouse akrouse@aslrra.org for more details.
### Past Winners of the ASLRA Business Development (Marketing) Award

**2019**  
Lake State Railway  
Delaware & Lackawanna Railroad Company  
Texas & New Mexico Railroad

**2018**  
Lake State Railway  
Louisville & Indiana Railroad  
Reading & Northern Railroad

**2017**  
North Shore Railroad Co.  
Springfield Terminal - A Subsidiary of PanAm Railways  
Wisconsin & Southern Railroad

**2016**  
Buffalo & Pittsburgh Railroad, Inc./Nittany & Bald Eagle Railroad Indiana Rail Road Company  
Reading & Northern Railroad

**2015**  
Arkansas & Missouri Railroad  
Greenville & Western Railway Company, LLC  
Heart of Georgia Railroad, Inc.

**2014**  
Green Mountain Railroad Corporation  
Montana Rail Link, Inc.  
Reading & Northern Railroad

**2013**  
Alaska Railroad Corporation  
Gardendale Railroad, Inc.  
New York & Atlantic Railway  
Texas – New Mexico Railroad/West Texas & Lubbock Railway

**2012**  
Arkansas Midland Railroad  
Finger Lakes Railway  
R.J. Corman Railroad Company/Pennsylvania Line

**2011**  
Finger Lakes Railway  
Providence and Worcester Railroad Company  
R.J. Corman Railroad Company/Central Kentucky Line

**2010**  
Greenville & Western Railway Company, LLC  
Lycoming Valley Railroad Company  
Reading & Northern Railroad

**2009**  
The Bay Line Railroad, L.L.C.  
R.J. Corman Railroad Company/Memphis Line  
St. Lawrence & Atlantic Railroad

**2008**  
Montana Rail Link, Inc.  
Pioneer Valley Railroad Co., Inc.  
R.J. Corman Railroad Company/Central Kentucky Lines

**2007**  
Arkansas Midland Railroad  
Buckingham Branch Railroad Company  
New England Central Railroad

**2006**  
Arkansas & Missouri Railroad Company / Missouri & Northern Arkansas Railroad Company  
Arkansas Midland Railroad Company  
St. Lawrence & Atlantic Railroad

**2005**  
California Northern Railroad  
Red River Valley & Western Railroad  
R.J. Corman Railroad Company / Central Kentucky Lines and Memphis Line

**2004**  
Providence & Worcester Railroad  
North Shore Railroad Company  
San Joaquin Valley Railroad Company

**2003**  
Nittany & Bald Eagle Railroad Company  
Toledo Peoria & Western Railway  
Wisconsin & Southern Railroad Company

**2002**  
New York & Atlantic Railway  
Dallas, Garland & Northeastern Railroad  
Indiana Southern Railroad, Inc.

**2001**  
Philadelphia, Bethlehem & New England Railroad Company  
Heart of Georgia Railroad  
Toledo, Peoria and Western Railway

**2000**  
Central Oregon & Pacific Railroad  
St. Lawrence & Atlantic Railroad Co.  
Providence and Worcester Railroad  
Indiana & Ohio Railway

**1999**  
Arkansas Midland Railroad  
Georgia Central Railway, L.P.  
St. Lawrence & Atlantic Railroad Co.

**1998**  
Cedar Rapids & Iowa City Railway  
Central Michigan Railway Co. and Huron & Eastern Railway Co.  
Puget Sound & Pacific Railroad

**1997**  
Central Oregon & Pacific Railroad  
Iowa Interstate Railroad, Ltd.  
St. Lawrence & Atlantic Railroad Co.

**1996**  
Crab Orchard & Egyptian Railroad  
Indiana & Ohio Central Railroad  
Lancaster & Chester Railway Co.

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**For further information, please contact:**  
American Short Line and Regional Railroad Association  
50 F Street, NW, Suite 500  
Washington, DC 20001  
(202)585-3449, Fax (202)628-6430  
[www.aslrra.org](http://www.aslrra.org)