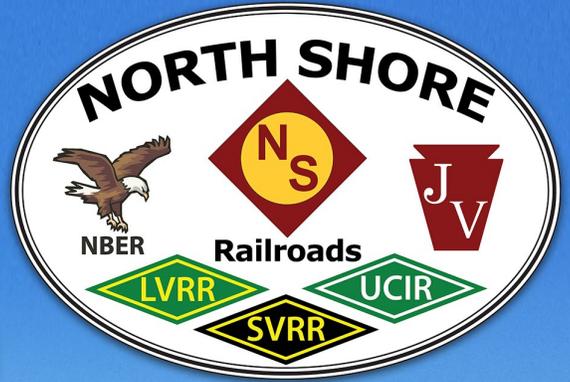


# ON TRACK

## UCIR Special Edition



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## FEATURE FROM THE PRESIDENT

In 2017, marketing efforts were diversified and taken to a new level on our Union County Industrial Railroad (UCIR). We exercised our ability to be a dedicated partner to our customers and region. As a result, UCIR saw growth for its existing customers and the addition of two new customers, while establishing and maintaining strong relationships with the community.

One UCIR customer saw an 11% increase over the previous four year average in railcar volume, and another customer saw a 20.9% increase in 2017 railcar volume over 2016, representing a 17.5% increase over the previous four year average.

Another UCIR customer received more railcars in 2017 than any other year since UCIR's inception in 1995. This customer's 2017 railcar volume represented a 37.6% increase over 2016's total and a 100% increase over the previous four year average.

New customer, GAF, despite still renovating its plant, started receiving railcars in 2017. In 2018, these railcar counts will increase dramatically. Once fully-staffed, GAF will have brought approximately 60 (family sustaining) jobs to the region.

In 2017, UCIR handled high and wide loads for projects in the region. That work continues in 2018.

UCIR's successful 2017 ended in an increase in railcar volume of 19% verses 2016, which represented a 28% increase. Volume is expected to increase again in 2018, especially with the opening of another new customer, White Deer Gas.

In this issue of *On Track*, you might recognize some of the stories from past issues, but we felt they were worth expanding upon, and you will see why.

The articles highlighted in this *On Track*, while focused on UCIR, are a reflection of the efforts we put forth on all six of our short lines to attract new business to the region. The amount of time and work put in from conception to fruition, proves that marketing really is more than sales.

**Jeb Stotter**  
*President & CEO*



Cover photo by: Randy Ulrich

# MARKETING IS MORE THAN SALES

## NOTES FROM MARKETING

Running a railroad is a coordinated effort that involves a lot of communication, attention to detail, and focus on doing it all safely. Further, it takes being a committed partner with our customers and the regions we serve. The cumulative result is a growing and successful business.

We look forward to continuing to go above and beyond for our customers.

We are proud of what we have accomplished. The efforts covered in this issue is indicative of what our company can do for your business!

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Vendors Setting up for the PAD Open House

## CUSTOMER OPEN HOUSE

We initiated a unique marketing concept to UCIR customer, Rickenbaugh Building Supply/PAD Distribution (PAD). On April 21st, after months of coordinating, we cohosted an open house at the PAD facility.

We assisted with planning, invitations, catering, and serving lunch on our dining car – parked at PAD’s dock, just off of the warehouse, where ten of PAD’s vendors had open displays. The event was a success for PAD, as its customers, partners, and vendors had the chance to network. It was a success for us, as we were able to work on new business opportunities with shippers.

Also present for the event were representatives from Pennsylvania State Representative Fred Keller’s office. This event gave Representative Keller’s staff the opportunity to learn more about the business of PAD, and how it impacts local builders. They also learned about the importance of affordable, reliable rail freight service to local businesses, such as PAD.

## FOCUS CENTRAL PA

In March of 2017, Joe Kantz, UCIR Business & Development Manager, joined the Board of Directors of the region’s economic development group, *Focus Central PA*.

We have been contributing to this nonprofit since its inception in 2015. Focus’ efforts span seven counties (including the two counties UCIR operates in).

Having Joe serve on the Focus Board keeps us abreast of any local developments and allows him to be a voice of our customers and help attract new customers to the region.



PAD owners and employees with UCIR and Norfolk Southern employees

# MARKETING IS MORE THAN SALES

## CUSTOMER EMPLOYEE TRAIN RIDE

On May 20th, we utilized our passenger equipment for another UCIR customer, National Gypsum.

National Gypsum asked for an exclusive train ride for its employees and their families. This trip helped the employees and management realize how important rail is to our area and gave us "face" time with their management team.

*"We had a great time on our train ride, and we are looking forward to the opportunity to do it again. UCIR did a great job!"*

*Curt Shellenberger  
Receiving  
National Gypsum*

*"Thank you does not seem enough for what you've done for our community and our Bicentennial Celebration. On behalf of a grateful community, I'd like to express our sincere appreciation for your generous gift to us. You certainly started our celebration week with moments that will be cherished for years to come.*

*I can still hear the spontaneous applause and cheers from the riders on the first ride of the morning. And I'll never forget the smiles on the faces of the two ladies waiting in line for the last ride. They've been lifelong Milton residents and said they'd never been on a train and it was on their bucket list - so I gave them the last two VIP tickets I had. Their smiles said it all.*

*You fulfilled dreams. You made memories. You brought joy. And you did it with compassion and class and selfless devotion to others.*

*I am personally grateful to have had the opportunity to meet and work with all of you. It's been one of the highlights of my year.*

*The entire community is all the better because of you. And I know my life is as well. Thank you."*

*John Meckley  
Bicentennial Chair  
Milton2017*



## BICENTENNIAL TRAIN RIDES

2017 marked Milton, PA's 200th birthday! To kick-off their Bicentennial Celebration Week, on June 10th, we hosted train rides on UCIR!

These special, rare-mileage, round-trip train rides departed from UCIR customer ConAgra Brands, in Milton, PA, and traveled north on former Reading Railroad lines, over the Susquehanna River, towards New Columbia, PA, and returned to ConAgra.

This was the first time since 1964 that passengers traveled on this rail line, making it a once-in-a-lifetime opportunity for its 1,158 riders. Ticket sales raised \$11,580 for the Milton Bicentennial celebrations.

Thank you to Conagra for providing the passenger boarding location and Penn Valley Railroad for the use of added coaches.



Passengers quickly fill coaches for a Milton Bicentennial Train Ride

# MARKETING IS MORE THAN SALES



GAF employees, local elected officials, Chambers of Commerce, and area leaders gather to learn more about UCIR's new customer GAF and what they offer the Region

GAF locating in the region is more than great news for UCIR. GAF's Care Program will bring 30 to 40 contractors to the area every month as they become certified installers of the specialized product GAF will manufacture.

## INAUGURAL RAILCAR RIBBON CUTTING

On October 30th, 30 dignitaries from local chambers of commerce and other area leaders joined us and new UCIR customer, GAF, for an inaugural railcar ribbon cutting.

GAF's new plant was purchased in 2016, and renovations will be complete in the spring of 2018. Upon completion, the plant will manufacture two different roofing products, utilizing automation throughout their production facilities.

Joe Gregory, of GAF, said GAF had looked at five other sites before deciding to locate in New Columbia, on UCIR. GAF chose UCIR and this region for the company's investment and future.

Joe Kantz and Todd Hunter first met GAF's North East Rail Manager at a North Eastern American Rail Shippers (NEARS) conference in Rhode Island in October 2015. They happened to share a lunch and after that they shared many emails, phone calls, and site visits.

These contractors will bring their wallets and spend their money at local gas stations, hotels, and restaurants every month. It is likely that once they see the beauty of this area and the attractions, some of them will return with their families for vacation.

Prior to the inaugural railcar ribbon cutting, we worked with GAF to help fill vacant positions. GAF's management team was new to the area and looking for ways to recruit new employees.

We introduced and recommended GAF to local chambers of commerce and assisted with the publishing of an announcement to local media outlets about GAF's new location and its available career opportunities.



GAF's first railcar is delivered

# MARKETING IS MORE THAN SALES

## TRAIL OF TREATS

On October 24th, a group of our employees was blessed to participate in WNEP-TV's Trail of Treats in Lewisburg, PA, just across the road from UCIR tracks.

We were one of WNEP-TV's 30 community-minded businesses and service organizations that hosted more than 500 special needs folks from Central PA. The event, by invitation only, affords the participating groups the opportunity to trick or treat in a safe environment.



2017 Trail of Treats



Photo of UCIR by: Ronald E. Vognet Jr.

**"UCIR's service is second to none. UCIR is always looking out for our best interest."**

**Ed Hoffman**  
*Plant Manager*  
**Cargill Feed & Nutrition**

## SUCCESS INTO 2018

White Deer Gas was looking to locate its new terminal on industrial-zoned land in Central PA in 2013. We presented White Deer Gas with a site that had great highway access and was located on UCIR. It was the perfect fit!

White Deer Gas bought the property we presented and began building in 2015. This past February, construction for the site concluded, and by March we started receiving rail shipments for the terminal!



White Deer Gas' first railcars are delivered



UCIR delivers railcars to PA Distribution