

ON TRACK



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FEATURE FROM THE PRESIDENT



A fact that is not lost on anyone who has been with our company, or any railroad for that matter, is that you cannot take any business for granted. In fact, the very preservation of the railroads we operate took place (in part) for shippers that no longer exist.

There is an analogy used in our company about business-cycles: "Business is like a funnel." Sand passing through a funnel is the business you lose - not due to your failure or challenges, but due to the very nature of business. Subsequently, without intervention, the level at the top is dropping (sometimes nearly indiscernibly). In order to keep the level of sand in the top at a satisfactory level, you better have someone pouring more sand in.

For railroads, that analogy is a simple and adequate way of saying you better invest in marketing, you better invest in industrial development, and you better invest in infrastructure, so you are prepared to seize opportunities when they come to fruition.

And so.. We do.

We put a substantial amount of effort into marketing the properties and regions we serve. We think outside the box in order to maintain and develop existing business and to attract new business. We partner with economic and industrial development organizations as well as Class I partners and fellow shortline railroads to leverage our investment and reach a greater opportunity network than would be otherwise available. We significantly invest in the infrastructure we operate, with 2019 slated to be the most robust maintenance of way plan we have instituted in our 35-year history.

We take nothing for granted. We will not be content with status quo.

We will grow. Our customers will prosper. We will never lose sight of the privilege it is to positively impact the areas we serve through all that we do.

Jeb Stotter
President & CEO

Cover Photo Courtesy of Chris Partsch

(featured in the month of August in our 2019 calendar)

LVRR 9050 (GP10) leads NBER 1602 (GP8) and NSHR 2012 (GP38) in Wingate, PA, heading towards Milesburg, PA. This picture shows 5,400 horsepower... plus three.

EVER EVOLVING

Marcus Lemonis, the successful businessman of the popular TV show, *The Profit*, says, "If you are not evolving, you are dying." In that regard, we are constantly developing new lines of business with both existing and potential customers and thinking of creative ways to create affordable solutions to our customers' transportation needs.

We are seeing the successes of these efforts as we welcome five new customers to our lines in the first half of 2019:

- New Marcellus Shale Customer
- New Chemical Customer (*pictured below*)
- New Lumber Customer
- New Concrete Customer (*pictured below*)
- New Grain Customer

The success doesn't stop there - as we have much more new business in the pipeline!

In addition to our new customers, we continue to aggressively work on handling high and wide shipments (a service we have mastered, and for which we have received significant recognition in the past from [Railway Age](#), [ASLRRA](#), and [Norfolk Southern](#)). We have continued to handle these shipments on the Juniata Valley Railroad and the North Shore Railroad.

Another aspect of adding value to our company, for the sake of our customers, is the fact that we continue to invest in railroad equipment. Recently, we purchased a significant fleet of additional box-cars, and we are constantly evaluating needs and opportunities for equipment acquisitions.

Finally, we stay engaged with our key Class I partner Norfolk Southern (NS). As many changes have been made nationally to Class I schedules, we have worked diligently to make sure our customers don't see any interruption in schedules/service.

In May, we hosted a local visit by an NS Paper Marketing account representative to see progress on a major expansion project.

In June, Joe Kantz and Todd Hunter attended the annual NS Shortline Marketing Meeting in Norfolk, VA. They enjoyed a flurry of meetings to discuss joint business opportunities. It was a very productive time and a great opportunity to meet with many NS employees - to learn of additional ways we can be a good partner and grow as a railroad.

We keep evolving and would like to assist your company to do the same! Give us a call!

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NORTH SHORE AND EMPLOYEES IN THE COMMUNITY

Lewisburg Train Rides

On Saturday, June 29th, on our Union County Industrial Railroad, we were happy to once again donate train rides in conjunction with the Union County Veteran's 4th of July Parade.

Two (one at 1pm and one at 3pm) one-hour round trips departed from Hufnagle Park, in Lewisburg, PA, and traveled south along the Susquehanna River to Winfield, PA, before they returned to the park.

We took this opportunity to teach the kids on-board about railroad safety. It was a beautiful day and a lot of fun (despite a little bit of rain).

We donated 100% of the fuel, switching, crews, and equipment-use for the train rides. Both trips were sold out; the parade committee was able to utilize 100% of all proceeds to help cover parade expenses.

For more information about the parade and its many events, please visit the parade's [website](#).

