



## 2017 HeritageRail Conference Seminar Schedule

	North Loop 100	Bryn Mawr 50	Kenwood 24	Loring 40
Thur 8:30	<b>Brand Building: Who Are You?</b> Tim Brunelle	<b>FRA Regulations</b> Mike Ramsey Bob Opal	<b>Canadian Council</b> Bob Evans	<b>Parts Meeting</b> Rod Fishburn
Thur 9:45	<b>Brand Building: Public Relations - Promote &amp; Protect</b> Glenn Karwoski	<b>Restoring Winona 10</b> Howie Melco Dick Zawacki	<b>Riding the High Iron</b> Nick Modders	<b>Insurance Update</b> Dan Roddy Trip Salisbury
Thur 11:00	<b>Brand Building: Volunteers as Brand Ambassadors</b> Jean Nierenhausen Ronda Maurer	<b>Brand Building: Making Events Special</b> Rod Eaton	<b>Wexford Depot Project</b> Scott Becker	<b>Alternative Fuels for Steamers</b> Davidson Ward
Fri 8:30	<b>Brand Building: Joining the Online Community</b> Gianna Kordatzky Tracy Babler Samara Postuma	<b>Brand Building: Creating an Eco-Oasis</b> Ross Hammond Rich Harrison	<b>Steam Up</b> Steve Sandberg	<b>Rebuilding 1300's Trucks</b> Karl Jones Rob Mangels Dennis Stephens
Fri 9:45	<b>Brand Building: New Brand Stories</b> Bob Medcraft Collette Morgan	<b>Brand Building: Working with Agencies</b> Dave Peterson	<b>IT for Museums</b> Ben Franske	<b>Recommended Practices</b> Bob LaPrelle
Fri 11:00	<b>Brand Building: Telling Compelling Stories</b> Tim Pearson	<b>Brand Building: What's In Store?</b> Rose Arends Bill Arends Karen Kertzman	<b>Hiring an Executive Director</b> Scott Becker, Jim Schantz Richard Anderson Peter Gagnon	<b>Program Roundhouse</b> Erik Johnson Kate McDonald