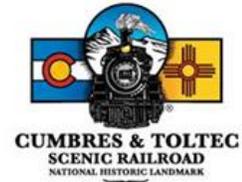


**HERITAGERAIL ALLIANCE 2018 FALL CONFERENCE**  
**Hosted by the Cumbres & Toltec Scenic Railroad**  
**Santa Fe, NM**



**Seminar Sessions:**

***Managing Social Media: Launch Advertising: Joy Meadows and Rich Grant***

The power and reach of social media is well established. Yet sometimes the potential is difficult to put into practice. Learn powerful strategies for using social media platforms to your institution's best advantage.

***Digital Advertising: Launch Advertising, Durango and Silverton RR: Christian Robbins Marketing Director***

Print media is dead, Radio is dead, Television is almost dead... Ten years after the primacy of the digital revolution, is your institution effectively using digital media to broaden your potential customer pool?

***Group Sales: Corrine Williams C&TS RR, Laurie Frantz - Executive Director Grand Circle, Paul Nakamoto VP Greyline Tours***

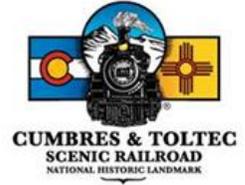
As the era of the walk-up ticket sale continues to decline, heritage and museum railroads are becoming ever more creative in creating ticket sales. One major source of numbers is the creation and stewardship of group sales. Participate in a discussion with railroad managers, tour operators, and tourist bureaus as to how best to solicit group sales.

***Retail and Gift Shop Management: Museum Store Association***

How many dollars per customer does your retail operation yield? Learn from experts both within and outside of the heritage rail industry what works and what does not so as to effectively serve your patrons and fund your institution.

***Safety: Dave Shrank Rail Events Durango & Silverton RR, Mike Ramsey FRA, John Bush, Pres. C&TS RR***

Safety is not just a set of rules, it is a culture that is created, fostered, and improved upon in daily practice. Participate in a discussion of how safety consciousness is imparted and fostered within the heritage railroad industry.



***FRA Issues: Bob Opal, Illinois RR Museum, Mike Ramsey FRA***

What are the latest challenges facing operating heritage railroads this year? Bring your questions regarding the latest regulations and upcoming changes or additions to the CFR.

***Strategic Planning: Ed Beaudette C&TS RR, John Hankey, Don Evans***

Knowing the direction your institution is going is one thing, planning and steering toward a desired outcome is another. Learn more about the process of strategic planning with specific case studies in this panel discussion.

Fund Raising and the Future: Donald Tallman CO RR Museum, Charise Boomsma, John Garner

Heritage and Museum Railroad is a capital intensive and never ending process of restoration, rehabilitation, and maintenance. How can one assure the financial viability of your institution? This panel discussion is intended to provide case studies of campaigns building for the future.

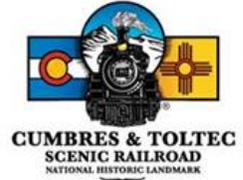
***Historic Landmark Status: Keith Hayes, Friends of the C&TS RR***

When is a heritage railroad or museum more than the sum of its component parts? Investigate the challenges and rewards of seeking historic landmark status through the case study of the Cumbres and Toltec Railroad.

***Locomotive #168 Restoration: John Bush President/GM C&TS RR, Stathi Pappas***

Returning a locomotive to service after many decades of outdoor display presents a number of unique challenges. This seminar will focus on project management, the necessity of skilled evaluation, budgeting, and capital fund raising as critical components of returning a locomotive to service.

***Premium Service and Customer Service: Rich Millard, Asst. GM Royal Gorge RR, Roberta Martinez HR and Reservations Manager C&TS RR***



One of the fastest growing sectors of the heritage and museum railroad industry is premium services. However, with premium service also comes the need for enhanced customer satisfaction. Speak with experts on the topic, and make sure your patrons have the best experience possible.

***Historic Car Restoration: Randy Hees, Stathi Pappas and Zell Olsen C&TS RR, Wendell Huffman, Chris Dewitt***

From chicken coop to story teller. Historic railroad cars are vehicles that drive narratives and experiences for the public. Participate in a discussion involving novel approaches to the preservation, rehabilitation, and use of cars to build compelling narratives for the public.

***Disaster and Emergency Preparedness: Wade Hall, Mike Ramsey, Jim Miller***

Invariably, the unexpected will happen. Do not let the unexpected be unplanned. Learn how to develop strategies to solve problems and protect your patrons, staff, and equipment through the case studies of Tennessee Valley Railroad Museum and Cumbres and Toltec's Disaster and Emergency Preparedness Plans, and the perspective of seasoned FRA leaders.

***Insurance: HMBD and McRAIL***

All heritage railroads and museums are exposed to liability, potential loss, and damage. This panel discussion is intended to highlight how insurance works to limit exposure and properly protect your institution.

***Volunteers: Friends of the Cumbres and Toltec, Tim Tenant President, Bob Ross Chairman***

It is often humbling how much enthusiasm exists for the preservation and operation of historic railroads and artifacts. However, how do you harness enthusiasm and convert it into effective resource management? Learn from one of the most successful volunteer organizations on the continent how they have and continue to succeed.

***OTHER TOPICS:***

Parts Roundtable

How To Attract the Movies: NM Film Commission

Harvey houses and hotels: Ed Pulsifer Sales Director, La Fonda on the Plaza, Santa Fe, NM

Resource directory: who's who of institutions