

2020 RTA CONFERENCE: Survive & Thrive

By Ashley Goodin, RTA Executive Director



Even though RTA's 2020 conference is virtual, the annual golf tournament will go on—just in a somewhat revised format. This year's virtual golf tournament invites teams to play their own course, have their score card certified, and enter the results and course into a system that will log results. Scores will be adjusted according to course difficulty.



Although the typical in-person networking will move to a virtual format, conference attendees will be able to connect during the conference.



The RTA team is finalizing plans for a virtual exhibit hall showcasing wood tie product vendors.

The Railway Tie Association (RTA) maintains a long-standing tradition of holding an annual conference for its members and stakeholders. Through wars, conflicts and tough economic times we have come together as an association to further our industry with education and valuable opportunities to build your network.

While we have all learned to expect the unexpected in 2020, this year will be no exception to the RTA tradition as we move to a virtual conference Oct. 20-22, 2020. The theme for the three-day event is “Survive and Thrive.”

While we will all miss the ability to meet with each other in person, the RTA team has been busy assembling the meeting platform, schedules and activities we know will keep you engaged. We are working with other association industry professionals to create new opportunities for our sponsors to get their message out. While we know that we can never replicate the experience that face-to-face networking brings, we hope that you will participate and try something new.

The exact conference agenda is still being finalized at this time, but I would like to

share a few details with you. The meeting is structured so that sessions will be presented live each afternoon between the hours of 1 and 6 p.m. EST, with each topic occupying roughly an hour block of that time. Each day, there will be content geared toward sawmills, railroads and suppliers. Sessions will also be recorded and made available so that registrants may login and view them when convenient. Popular sessions, such as Engineering, Purchasing and Procurement, will be presented as online panels with the ability for attendees to participate in a live question-and-answer discussion with the panelists.

Pre-conference activities are also in the works. We are in the process of finalizing the plans for a virtual golf tournament to be held the week prior to the conference. This format allows for teams to play at their own course, have their score card certified, and then enter the results and course played using an online service. The difficulty of the course that you play and your score will be adjusted to compare to others playing at different courses throughout the country. We will host a virtual happy hour

for golfers to have the opportunity for 19th hole bragging rights at the conclusion of the tournament. We are also exploring opportunities for spouses to have an opportunity for social interaction. Registrants will receive a “Virtual Conference Survival Kit” in advance of the conference. This is a great opportunity for sponsors to put items and information directly in the hands of attendees.

Look for more details and information to be released very soon with the conference schedule, presenters and registration information.

If you have never attended an annual conference, this will be an opportunity for you to experience conference content without the cost of travel and time away from your business. If you are a regular attendee, you will find the information that you have come to rely on delivered in a new way.

The RTA team is excited about engaging new presenters, new attendees and new sponsors that may not have participated in the past. Look for conference information and exciting changes to the RTA website (www.rta.org) in the weeks to come. ■



THE DAWNING OF A NEW · AGE



RAILWAY TIE
ASSOCIATION

102ND ANNUAL CONFERENCE

October 19-22

REGISTRATION OPEN
ONLINE
RTA.ORG



WHERE WE SURVIVE AND THRIVE AT RTA'S VIRTUAL EVENT

This year's virtual sessions include:

- » RTA Executive Director Ashley Goodin Delivers the State of the Association Address
- » A hardwood procurement panel discussion
- » Railroad engineering and purchasing forums
- » Research and innovations in preserving and disposal
- » A special Address from Alex Chausovsky - ITR Economics
- » A Survive and Thrive box delivered to your home or office

A BONUS NETWORKING HAPPY HOUR
PLUS A VIRTUAL GOLF TOURNAMENT



115 COMMERCE DRIVE, SUITE C | FAYETTEVILLE, GA 30214
VOICE: 770-460-5553 | FAX: 770-460-5573 | TIES@RTA.ORG | WWW.RTA.ORG

FOR SPONSORSHIP OPPORTUNITIES
CONTACT REGINA ROBUCK
RROBUCK@RTA.ORG



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