

And The Winner Is...

RTA Announces Sawmill Member Drive Winners

From Staff Reports

On March 1, the Railway Tie Association (RTA) launched a Sawmill Education and Member Drive designed to revitalize the efforts made by direct producer members in the field with hardwood sawmills. The contest concluded on April 30, with more than 150 new hardwood sawmills enrolled.

"The idea was to refresh our collective approach to sawmills and hopefully reinvigorate the membership."

—Gary Williams, RTA president

"Since the initial sawmill member drive almost 20 years ago, some members had been lost to attrition and other factors, said RTA President Gary Williams. "The idea was to refresh our collective approach to sawmills and hopefully reinvigorate the membership."

To do this, all RTA direct producers were encouraged to update their field procurement personnel on RTA programs and activities. Then, armed with a one-page flyer outlining these key points (see March/April 2009 issue of *CrossTies*), these RTA ambassadors were asked to hit the road and seek out new potential members.

"Procurement people understand the rich historical nature of the tie industry's sawmill base, and they also know that it is a constantly evolving business with new challenges everyday and uncertainty

around every corner," Williams said. "But, it is gratifying to learn that sawmills, even in these economic times, can so easily recognize the benefits of belonging to the RTA once they know about us."

It started out as a wide-open contest open to all Direct Producer members, but it became apparent early that Koppers Inc. staff saw the challenge as a way to have some competitive fun within their own organizations. And, that seems to be the reason why out of the more than 150 new members more than 140 were enrolled by Koppers staff.

"We did not know that our folks would be so enthusiastic, but everyone took it seriously, had a little fun competing with each other, and the results, well, let's just



Roskovensky

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Standard Specification for
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Type: BNSF / CP / CN



Notched, 5/8" square, with head 5/8" x 11/16"

5 notched tie plugs	= 1 stick
500 tie plugs	= 1 Bundle (14 lbs)
84 bundles	= 1 pallet (1175 lbs)
40-44 pallets (double stacked)	= 1 trailer load
3696 bundles	= 1 trailer load
Pallet size (double stacked)	= 40" x 48" x 102"

Untreated Cedar Tie Plug



Type: UP



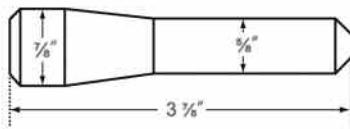
Notched, 9/16" square

5 notched tie plugs	= 1 stick
500 tie plugs	= 1 Bundle (12 lbs)
98 bundles	= 1 pallet (1175 lbs)
40-44 pallets (double stacked)	= 1 trailer load
4312 bundles	= 1 trailer load
Pallet size (double stacked)	= 40" x 48" x 102"

Untreated Cedar Tie Plug



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say that we are very proud of the team effort," Williams said.

The overall contest winner was Gerry Roskovensky with 45 new member sign-ups. For that effort he receives a \$250 Cabela's gift card. Runners up to his totals included Harold Hayslip (23) and Stacy Hobbs (16), both also of Koppers. Random drawings were held among the other participating procurement staff for RTA logo items and \$75 Cabela's gift cards.

Williams summed it up by saying that RTA producer members can't allow sawmills to feel as if they are living in a twilight zone in our association.

"We all need to see what 'can' be, not just what 'is'—the status quo. All of our members are vitally important and while the contest is over, the real test lies ahead," Williams said. "Imagine, if you will, how much more effective we all would be in serving the railroads if we could increase our numbers even more. Just because the contest is finished doesn't mean we can stop telling the RTA story to our valued sawmillers." §

RTA Reaches Out Even More

During the RTA Sawmill Education and Member Drive, it became apparent that the outreach should not stop with just procurement people.

RTA staff contacted numerous state forest products organizations and the *Hardwood Market Report* in an effort to complement what members were doing in the field. As a result of these contacts, several articles about RTA were published and several new members were enrolled. "In addition, we now have 13 reciprocal agreements with state associations for links to our web site (see <http://www.rta.org/IndustryLinks/tabid/58/Default.aspx>)," said RTA Executive Director Jim Gauntt. "And, we are scheduled to present at the Missouri Forest Products Association's (MFPA) summer 2009 meeting. MFPA's Brian Brookshire has also agreed to pres-

ent at our conference in Baltimore this fall."

Another interesting outcome of these contacts is that Gauntt will be interviewed live in late May by the Alabama Forest Owners Association for their series of "web audio" interviews entitled "Capital Ideas – Live!" This interview will be archived and available on the AFOA's website in early June.

"We feel very fortunate to have had our outreach achieve so much in such a short period of time," Gauntt added. "We all learned something in these efforts—that you can't tell the RTA story too many times or too frequently. Our association creates value in the marketplace and is meaningful to treaters, sawmills, tie contractors, railroads and a host of suppliers to these industries. We all just have to excel in getting the word out!" §

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