

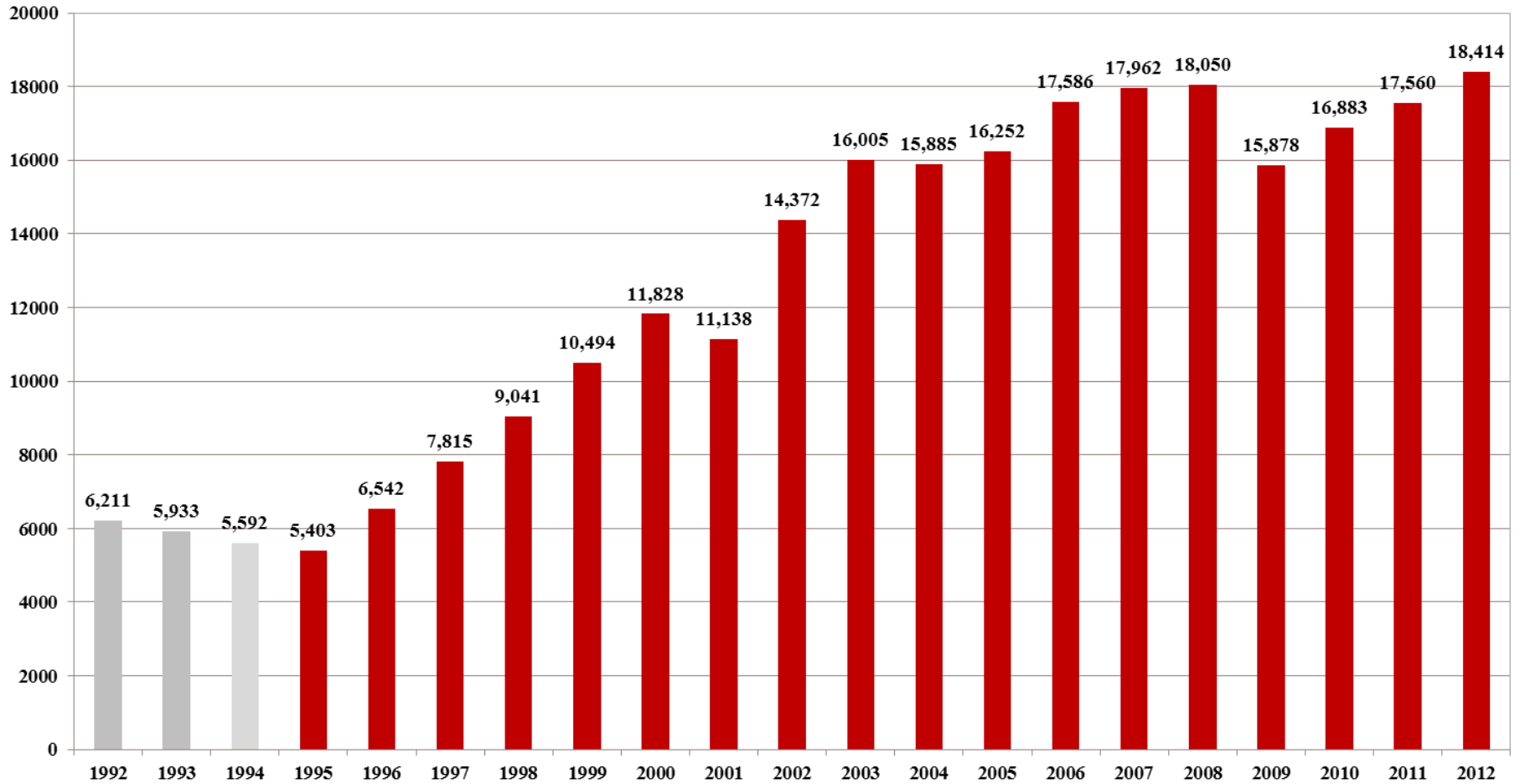


Shortline Panel NEARS September 2013
Rail Marketing, Sales, Proactive Customer Service
Helping Energize the Northeast

Innovative & Creative Solutions for
Consistent Service, Competitive Pricing & Quality Car Supply



FINGER LAKES RAILWAY CARLOADS



Conrail/July 22, 1995 - FGLK



Rail Can Energize the Northeast

- ▶ Creative railway marketing & sales techniques focused on growth
- ▶ Skills required to create value for the customer that grows share
- ▶ Competitive gateways-service routes
- ▶ What shortlines can do for customers
- ▶ What customers can do for shortlines
- ▶ Summary

Creative Marketing & Sales

- ▶ Look for creative rail solutions for customers' logistics problems
- ▶ Use a rail portfolio to include, rail direct, warehousing, cross docking and transloading
- ▶ Act as a consultant for your region's industrial development
- ▶ Understand regional economic environment & politics
- ▶ Be a partner in every aspect

Skills Required to Create Value

- ▶ Stick to it attitude
- ▶ Good customer knowledge and good people skills
- ▶ Treat customers as customers
- ▶ Know who pays your salary-the customer
- ▶ Problem solving and networking with other Class 1's and shortlines
- ▶ Creditability-know your competition and do all your homework to get competitive rail pricing from your connections

Competitive Gateway with Service Options

- ▶ Hopefully-multiple rail partners and connections
- ▶ Create an EASY to understand service matrix for both local industrial switching and interchange partners
- ▶ Always price the service routes
- ▶ Keep a portfolio of partners who can provide cost effective truck to rail and rail to truck services on and off your railroad
- ▶ Minimize circuitry
- ▶ Create the service based on the demand and potential demand

What Shortlines can do for Customers

- ▶ Pro-Active customer service for loads and empties – door to door and not just on your railway
- ▶ Act as a consultant & resource if need rail anywhere-not just on your own railway
- ▶ Provide options for industrial switching, car ordering, warehousing, transloading and car storage
- ▶ Share your network of partners and contacts
- ▶ Price door to door-one stop shopping
- ▶ Answer the phone/problem solve with creative solutions to help customers
- ▶ Ask for a test load while researching other lanes where you can help customers keep costs down with competitive rail solutions

What Customers can do for Shortlines

- ▶ Show us ALL your traffic-even SHORT HAUL
- ▶ Share as much information as possible so we can move your leads thru the price, service and car supply matrix quicker, faster & better
- ▶ Give advance notice of demand changes and customer requirements on holidays
- ▶ Include us in all planning, expansions & programs so we can help save transportation \$
- ▶ Treat us as an extension of your production line-we can deliver



SUMMARY of FGLK Railway Services *“Carrier of Choice in the Markets we Serve”*

- ▶ We are your consistent service provider with competitive pricing and good quality car supply.
- ▶ We can help facilitate all your warehousing, trans-loading and multi-modal logistics needs.
- ▶ We have the expertise, knowledge, and entrepreneurial background in Industrial and Real Estate Development to help establish/or build new facilities on ONCT or FGLK. We can expand on existing sites and develop plans to meet your and your customer’s total logistics needs.
- ▶ WE have the ATTITUDE, EFFORT, and PRO-ACTIVE CUSTOMER SERVICE to grow as you grow within our FGLK Network.
- ▶ Give us a CALL and we will deliver on what we sell.

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