

## BOARD OF DIRECTORS MEETING

FALL 2013

SEPTEMBER 16, 2013  
DENVER, COLORADO

NATIONAL COAL TRANSPORTATION ASSOCIATION

**FALL BOARD OF DIRECTORS MEETING**  
**Monday, September 16, 2013**  
**3:00 to 5:00 PMMDT**  
**Boettcher Room, Brown Palace Hotel, Denver, Colorado**

**AGENDA**

- **3:00 PM – CALL TO ORDER** – Jerry Wess, President, Presiding
- **3:00 – ADMONITION REGARDING ANTI-COMPETITIVE BEHAVIOR** – Paul Linton, Legal Counsel
- **3:05 – APPROVAL OF MINUTES** – Eric Linn, Secretary
  - Special Summer Teleconference Board Meeting - July 23, 2013
- **3:10 – PRESIDENT’S REPORT** – Jerry Wess, President
- **3:15 – EXECUTIVE DIRECTOR’S REPORT** – Tom Canter, Executive Director
  - Fall Conference Preview
  - Washington D.C. Meeting Plans
  - Future Meeting Venues
- **3:35 – LEGAL REPORT** – Paul Linton, Legal Counsel
- **3:45 – NOMINATING COMMITTEE REPORT** – Jack Reid, Chairman
- **3:55 – TREASURER’S REPORT** – Emily Regis, Treasurer
  - Budget Variance Report and Balance Sheet YTD 2013
- **4:10 – INVESTMENT COMMITTEE REPORT** – Don Vissat, Chairman
- **4:25 – COMMUNICATIONS REPORT** – Pat Scherzinger, Director of Communications
- **4:35 – COMMITTEE REPORTS**
  - ▲ Western Logistics & Planning – Pat Scherzinger for Greg Key, Chairman
  - ▲ Eastern Logistics & Planning – Pat Scherzinger for Edwin Fisher, Chairman
  - ▲ Operations & Maintenance – Gayle TenBrink, O&M Executive Committee
  - ▲ Education – Mindy Watson-Ward, Chairperson
  - ▲ Social Media – Mindy Watson-Ward, Chairperson
  - ▲ Associate Member – Harry Zander, Chairman
- **4:55 – NEW BUSINESS**
- **5:00 – ADJOURNMENT**

NATIONAL COAL TRANSPORTATION ASSOCIATION

**TELEPHONIC BOARD OF DIRECTORS MEETING**  
**Wednesday, July 23, 2013**  
**11:00 AM to Noon EDT**  
**317-713-0120**

**ATTENDEES:**

Jerry Wess	Constellation	President
Emily Regis	Arizona Electric Power Coop	Treasurer
Sharon Robinson	Patriot Coal	Board Member
Jim Henry	American Electric Power	Board Member
Randy VanAartsen	We Energies	Board Member

## MINUTES

### CALL TO ORDER – Jerry Wess, President – Presiding

Mr. Wess, President, presiding, called the meeting to order at 11:00 EDT.

### ADMONITION REGARDING ANTI-COMPETITIVE BEHAVIOR – Tom Canter, Executive Director

Mr. Canter instructed the attendees to be particularly vigilant in adhering to the following admonition:

“In pursuing lawful cooperation, assistance, and exchange of ideas, Association members must be aware in particular, of antitrust laws. In any gathering of competitors, suppliers, and customers, we must be mindful to avoid discussions on prices, allocation of territories, excluding or limiting dealings with suppliers or customers, or broadly speaking, any discussions which are intended to, or which may have the effect of, restricting competition in any sense.

We must all be vigilant to avoid such discussions. If anyone has concerns about the course our discussions take, or is at all uncomfortable in that regard, he or she should feel free to express his or her reservations in the knowledge that such concerns will be treated very seriously and that action will be taken to have them understood and addressed. If not satisfied with the response, any attendee has the choice of withdrawing from the meeting, and your withdrawal will be noted, or objecting in writing to the Secretary, or both.”

### APPROVAL OF MINUTES – Tom Canter, Executive Director

The minutes of the Board of Directors meeting held on April 15, 2013 in Tucson, Arizona, as distributed via email on July 18, 2013 were presented for approval. Ms. Regis made a motion, seconded by Mr. Wess that the minutes be approved as submitted. Upon vote, the motion was unanimously approved.

### EXECUTIVE DIRECTOR'S REPORT – Tom Canter, Executive Director

#### *Quarterly Report and Conference Reviews*

Spring Conference attendance of about 200 was within the range of the last several years. The drawing for an iPad helped maintain attendance at the Wednesday morning session. The steak cookout with Western music was successful. The O&M conference was successful both educationally and financially. We had 113 registered attendees and the four industrial tours were well attended. KCP&L provided extra hard hats that were needed. Conference sponsorship was strong.

#### *Upcoming Meetings and Conference Venues*

Upcoming meetings - Spring conference in 2014 to be held at Marriott, Hilton Head, South Carolina during the last week in April. Wild Dunes was difficult to gain necessary concessions during the final negotiations. The O&M in 2014 will be held at Canyons in Park City, Utah. The Fall 2014 General meeting will be at the Westin in Denver. At the upcoming Fall 2013 meeting, the keynote speaker will be Joe Bastardi who will discuss why hurricane season is not a result of CO2 emissions; Mindy Ward-Watson will lead special session to discuss Social Media. This meeting is to present a rationale for coal to fight back against unfair governmental actions.

#### *Committee Reports*

Eastern L&P meeting held in May at an airport location in Pittsburgh was successful.

#### *Coal Transporter Magazine*

The *Coal Transporter* magazine is in the design phase. The new edition has good advertising support and will meet budget. The issue will contain 80 pages.

### REPORT OF NOMINATING COMMITTEE – Sharon Robinson for Jack Reid, Chairman

The nominating committee recommends Glenn Stoner of Colorado Springs Utilities (CSU) or Mark Pettibone of Western Fuels to fill the utility seat open due to Jack Reid's departure from the Board in September. Mr. Wess and Mr. Van Aartsen have indicated their willingness to serve an additional term.

Mr. Stoner and Mr. Pettibone are not currently serving as designated representatives so either would require a change in status in order to serve. CSU will be contacted first and then Western Fuels, if necessary.

#### **BOARD APPROVAL OF REPLACEMENT DIRECTOR**

Per article 5(g) of the By-Laws, Scott Yaeger, the Vice-President of Transportation at Peabody Energy, was nominated to fill the Board seat vacated by John Hull upon his retirement. Mr. Vissat made a motion that his nomination be approved. The motion was seconded by Ms. Robinson. Upon vote, the motion was unanimously approved. Mr. Yaeger will serve for the remainder of Mr. Hull's term which expires in September of 2015.

#### **TREASURER'S SUMMARY REPORT** – Emily Regis, Treasurer

##### *Financial Report for June and YTD 2013*

Ms. Regis presented an update of the budgeted financial statement for the second quarter 2013, a six month balance sheet for the period January-June 2013 and some statistics on NCTA conference attendance. Emily reported that the loss for the quarter is fairly close to budget and better than expected. (\$76 K loss as compared to a projected loss of \$74 K). Year to date income is \$111,539 which is much better compared to the anticipated YTD income of \$97,793. Ms. Regis noted that Board had lowered its expectations for annual *Coal Transporter* net revenue, but is still doing okay despite the economic environment. Ms. Regis mentioned that in an earlier discussion with the Assistant Treasurer and Executive Director that some revisions may be made to the Staff Travel line item whereby travel expenses for site visits may be moved to meeting expenses as a line item. Additionally, unless there are substantial expenses still to pay for the O&M meeting or *Coal Transporter*, the June financial statement should be pretty solid with a slight edge over the budget.

Ms. Regis presented a few slides showing NCTA conference attendee totals from 2009 to 2013 for the Spring, Fall and O&M meetings and discussed the various reasons why attendance fluctuates and how to increase or preserve attendance numbers. Also presented were slides comparing numbers of voting members, associate members and other attendees at the Spring and O&M meetings in 2013, and also a couple of charts on Eastern and Western L&P meeting attendance and locations for 2009-2013. Discussion ensued regarding the impacts of various factors on attendance and ways that NCTA might address falling or fluctuating attendance. The Board decided to continue this discussion at the next meeting.

##### *Filing of IRS 990*

The Association made its IRS 990 submittal in a timely fashion.

**NEW BUSINESS** – No new business was brought forth.

The meeting was adjourned to Executive Session at 11:50 EDT.

Respectfully submitted,

Tom Canter  
For Eric Linn, Secretary

# National Coal Transportation Association

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Thomas C. Canter  
Executive Director

September 2, 2013

Executive Director Update:

This brief update covers the very short period from July 1, 2013 through August 31, 2013. This period includes a telephonic Board Meeting on July 23, 2013. The timeframe also encompassed a Western Logistics and Planning Committee meeting in Omaha, a webinar, and several site visits. There were multiple opportunities for the NCTA Executive Director to participate with other association meetings.

As always, we are pleased to have a continuing high level of member participation in activities and demand for information and services. The Director of Communications and the Executive Director participate in many lengthy conference calls and reply to a high volume of phone calls and emails. The O&M Executive Committee has a monthly conference call that follows a pre-published agenda. The Issue 2, 2013 of the *Coal Transporter* was published and distributed during this period.

Below is a listing in bullet format of the activities and accomplishments toward current Board Goals:

- The membership list was updated and is purged on a continual basis, as there are never-ending changes in listings for designated representatives and addresses and phone numbers.
- The mail distribution list for the *Coal Transporter* was updated and purged. Nevertheless, the overall size of the list continues to grow which is a good outreach for NCTA. Feedback from readers remains highly complimentary for this publication.
- The Board material in the electronic format has been provided two weeks prior to the Fall Board Meeting.
- Registration and the agenda for the Fall Conference indicate a robust meeting. Attendance will be somewhat less than the record set in 2012. This year will have several presentations outlining the attack on coal and the many false premises for these attacks. We will then have an explanation of possible technology and processes to “fight back” with truthful initiatives. It promises to be a fun and unique meeting with two paid speakers, Joe Bastardi (outspoken climatologist seen on many media outlets) and Mike O’Neil, a technologist to teach the use of Linked-In for benefit to business. A social media panel will close out the conference with the goal of encouraging an NCTA “social media army”.
- The Executive Director attended the American Coal Council conference in August 19-21. The ACC was most gracious and recognized my attendance. The ACC Board desires that the two associations find more initiatives for joint participation. We are reciprocating and will have a warm welcome for Betsy Monseu of ACC and Judy Colgan of Rocky Mountain Coal Mining Institute.
- The Western L&P met on July 24 in Omaha at the UP headquarters. The Union Pacific was a very gracious host and hosted a reception the evening before the meeting. There were about

- 80 attendees and four excellent presentations of interest to the membership and guests. There was a tour of the UP operations center after the meeting.
- A telephonic board meeting was held on July 23. Scott Yaeger of Peabody Energy was appointed to the Board to replace John Hull, who has retired. We certainly are pleased to have a person with the credentials of Scott fill our vacancy. We also thank John for his service to NCTA over the last several years and wish him the very best in his semi-retirement.
  - Issue 2, 2013 of the *Coal Transporter* was placed in the mail four weeks in advance of the Fall Conference. The electronic version is on the website. As always, there is considerable and welcome feedback from recipients on the quality and selection of content by Pat Scherzinger as editor. Every issue is a new challenge and the reflection piece about Bruce Miller was an emotional event for Pat as she had to discuss difficult material with Bruce’s widow.
  - Don Vissat has a draft of an investment policy taken from a sample provided by Paul Linton and knowledge of an RFP. Don plans to discuss at the Fall Board Meeting and revise for approval at the October Board Meeting in Washington, D.C.
  - Mindy Watson is making good progress on a timeline and has a complete and diverse Social

Media panel at the Fall Conference. Mindy is a very busy volunteer and she and Randy are reviewing and winnowing the scholarship applications for a final review by Sept. 16. We will want to discuss a possible use of the scholarship program to honor Daniel Ochoa and/or provide a stipend for his children.

- Our Fall Board Meeting will be in Washington, DC during the last week of October. It will be a follow-up to our social media initiative and will be a “summit” with other associations in Washington to develop more action in support of the coal industry. ACCCE has agreed to provide their conference room and some structure on Tuesday, Oct. 28. The actual Board Meeting will be on Monday afternoon, Oct. 27 at the Marriott Residence Inn at the Capitol. This meeting is designed for a short session on business, but provides more time for a collegial discussion on strategy and planning for NCTA and the coal industry.
- The Executive Director completed a site visit to five venues in the Napa/Sonoma area of northern California after the ACC conference. It is planned to complete a contract for the 2015 Spring Conference as there has been many members asking when we will return to Napa.
- The Executive Director has accepted an invitation to be the dinner speaker at the Rocky Mountain Coal Mining Institute’s Regional Meeting in Sheridan, Wyoming on Sept. 12. This makes for some busy days before our Fall Conference, but it is good for the public image of NCTA.

This completes my summary of many of our activities during the latest reporting period.

Respectfully submitted,

Thomas C. Carter

Run Date 9/6/2013  
Time 14:34:30

**008 National Coal Transportation Assn**  
**Fiscal Year Beginning 1/1/2013**  
**Balance Sheet for Period 8 - August**

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	Current Month	Previous Month	Difference
<b>ASSETS</b>			
<b>Current Assets</b>			
1000 ANB Checking	216,048.60	194,291.56	21,757.04
1010 ANB Money Market	227,324.33	227,296.31	28.02
1050 CD - Bank of the West	90,282.58	90,282.58	.00
1060 CD - First Bank	110,099.14	110,099.14	.00
1065 Ckg - First Bank	2,471.00	2,471.00	.00
1070 CD - Liberty Savings	100,000.00	100,000.00	.00
1400 Conference Deposit	10,250.00	10,250.00	.00
1500 Accounts Receivable	2,500.00	2,500.00	.00
<b>TOTAL ASSETS</b>	<b>758,975.65</b>	<b>737,190.59</b>	<b>21,785.06</b>
<b>LIABILITIES</b>			
2000 Accounts Payable	350.00	300.00	50.00
2300 American Express Credit Card	9,959.75	12,802.27	-2,842.52
<b>Total Liabilities</b>	<b>10,309.75</b>	<b>13,102.27</b>	<b>-2,792.52</b>
<b>NET ASSETS</b>			
3000 Net Assets	645,886.72	645,886.72	.00
Net Assets-Current Year	102,779.18	78,201.60	24,577.58
<b>Net Assets-Total</b>	<b>748,665.90</b>	<b>724,088.32</b>	<b>24,577.58</b>
<b>Total Net Assets</b>	<b>748,665.90</b>	<b>724,088.32</b>	<b>24,577.58</b>
<b>TOTAL LIAB &amp; NET ASSETS</b>	<b>758,975.65</b>	<b>737,190.59</b>	<b>21,785.06</b>

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Run Date 9/6/2013  
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National Coal Transportation Assn  
Fiscal Year Beginning 1/1/2013

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Budgeted Financial Statement for Period 08 August 66.67%  
Summary Income Statement

Description	Budget Annual	Budget for Period	Actual for Period	Variance for Period	Budget YTD	Actual YTD	Var. Actual to YTD Budget Dollar	Var. Actual to Annual Budget %
<b>INCOME</b>								
Membership Dues	204,300.00	1,385.15	.00	-1,385.15	204,300.00	200,590.00	-3,710.00	98.18
Spring Conference - Net	56,317.00	.00	.00	.00	56,317.00	37,746.60	-18,570.40	67.03
Fall Conference - Net	46,390.00	57,511.46	45,551.80	-11,959.66	88,178.11	63,243.80	-24,934.31	136.33
O&M Conference - Net	22,341.00	.00	2,500.00	2,500.00	21,100.28	31,393.23	10,292.95	140.52
Coal Transporter - Net	43,400.00	-8,079.00	-76.05	8,002.95	11,623.00	24,307.16	12,684.16	56.01
Interest Income	2,000.00	166.67	53.50	-113.17	1,333.32	535.34	-797.98	26.77
<b>Total Revenues</b>	<b>374,748.00</b>	<b>50,984.28</b>	<b>48,029.25</b>	<b>-2,955.03</b>	<b>382,851.71</b>	<b>357,816.13</b>	<b>-25,035.58</b>	<b>95.48</b>
<b>Programs &amp; Operations</b>								
Accounting & Audit	8,000.00	500.00	350.00	-150.00	5,725.00	4,330.00	-1,395.00	54.13
Board Meetings	14,000.00	1,166.67	.00	-1,166.67	9,333.32	8,315.39	-1,017.93	59.40
Communications	6,000.00	500.00	375.15	-124.85	4,000.00	3,539.76	-460.24	59.00
Credit Card Fees	14,500.00	1,500.00	1,088.89	-411.11	11,050.00	8,921.00	-2,129.00	61.52
Consultants	300,057.00	20,092.33	19,858.97	-233.36	207,931.26	204,313.44	-3,617.82	68.09
L&P Meeting	12,000.00	189.62	.00	-189.62	12,000.00	6,837.68	-5,162.32	56.98
Legal	7,000.00	.00	.00	.00	3,000.00	3,000.00	.00	42.86
Legal - STB Proceeding	5,000.00	416.67	.00	-416.67	3,333.32	.00	-3,333.32	.00
Other Costs	7,500.00	416.67	168.01	-248.66	4,216.50	2,376.66	-1,839.84	31.69
Scholarships	12,000.00	.00	.00	.00	6,000.00	.00	-6,000.00	.00
Staff Travel	12,000.00	1,000.00	1,610.65	610.65	8,000.00	12,794.85	4,794.85	106.62
Website	1,000.00	83.33	.00	-83.33	666.68	608.17	-58.51	60.82
<b>Total Prog &amp; Oper Expense</b>	<b>399,057.00</b>	<b>25,865.29</b>	<b>23,451.67</b>	<b>-2,413.62</b>	<b>275,256.08</b>	<b>255,036.95</b>	<b>-20,219.13</b>	<b>63.91</b>
<b>Net Income (Loss)</b>	<b>-24,309.00</b>	<b>25,118.99</b>	<b>24,577.58</b>	<b>-541.41</b>	<b>107,595.63</b>	<b>102,779.18</b>	<b>-4,816.45</b>	<b>-422.80</b>

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## WESTERN LOGISTICS AND PLANNING COMMITTEE REPORT

September 2, 2013

### 1. COMMITTEE ACTIVITIES

The Western Logistics & Planning Committee met at the Union Pacific Railroad's offices in downtown Omaha on July 24th. Beth Zeigler, Director of Trainset Logistics at the

Union Pacific was a major factor in planning this event. Beth made arrangements for a networking reception the evening before the meeting and also arranged for attendees to tour the Harriman Dispatching Center on Wednesday afternoon. Attendance was between 60 and 70 including UP personnel.

The meeting was opened by the Union Pacific's Vice President & General Manager of Energy, Doug Glass. Railroad updates were provided by Beth Ziegler for the Union Pacific and Will Cunningham of the BNSF. Kirk Estee of OPPD discussed what factors made the North Omaha Station the 2013 PRB Plant of the Year. Kelly Olenyk of Standard Laboratories was back, this time covering the fundamentals of bias and scale testing.

Carlyn Vigil of Arch Coal presented an OTC nomination form reformatted in Excel to print out on one page. The NCTA offered to convert the form to a fillable pdf form. The form was subsequently generated and has been tested and is available for download from the NCTA Western Logistics and Planning Committee page.

## 2. PLANS FOR UPCOMING MEETINGS

The next meeting of the Western Logistics and Planning Committee will be in February 2014 in Fort Worth, Texas.

## EASTERN LOGISTICS AND PLANNING COMMITTEE REPORT

### 1. COMMITTEE ACTIVITIES SINCE APRIL 2013

The Eastern L&P Committee met on May 24, 2013 at the Embassy Suites Pittsburgh. This location was chosen as a convenient location for members, many of whom are within driving distance.

On the rail side, updates were provided by Jack Burgess of CSX and Mark Hamilton of Norfolk Southern (NS). T. Allen Morgan presented the result of his work on the development with the geographic information system (GIS) for rail marketing agents at the NS. Mark Albertson, Wabtec, highlighted the development and characteristics of AC and DC Locomotives.

On the water side, Richard Lockwood (US Army Corp Engineers) updated the group on conditions on the Mississippi and Ohio River systems. Stanley Johnson (SGS) presented the pros, cons, and techniques of the performing a draft survey as a means to determine the weight of coal being loaded into a vessel.

Of course it seems like no meeting is complete without an update on the latest high cost, low benefit regulation coming out of the EPA. Mark Scaccia of First Energy gave the group not only an update on the MATS regulation, but also covered the various technologies that could potentially be used for compliance.

### 2. PLANS FOR UPCOMING MEETINGS

The Fall Eastern L&P meeting has been set for October 17, 2013 in the Norfolk Southern's facilities in Norfolk, Virginia. While there was no tour offered in conjunction with the Spring meeting, the topic was polled as part of the Audience Response exercise with the Norfolk Southern Pier 6 at Lambert's Point garnering the highest level of interest. The plan is to have presentations in the morning followed by an afternoon tour of the pier.

Tentative Agenda:

- CSX & NS Updates
- Environmental – Regulations Relating Directly to the Energy Generation Markets
- Railroad – Introduction to the Wheeling & Lake Erie Railroad
- Coal Handling – Latest Technology of the Batch/Flood Loadouts
- Water Borne – Kanawha River Terminals Ceredo Dock
- Audience Response System

This agenda is subject to change as speakers availability is confirmed.

## NCTA Operations and Maintenance 2013 Fall Committee Report Denver, Colorado

**2013 Operations & Maintenance Annual Conference** – The NCTA Operations and Maintenance Conference Program was an absolute success with 113 attendees. The four (4) manufacturing plant tours were well attended which added flavor to the Operations and Maintenance Program. The NCTA Associate Member companies that participated were NYAB, Griffin, Timken and Wabtec. The accommodations met expectations and a good overall educational conference was had by all.

**2014 Site Selection Committee** – The Site Selection Committee chaired by Carmen Sparks of Luminant did an excellent job choosing the right venue for 2014. The conference will be held in Park City, Utah. The committee is diligently working on the 2015 selection and many folks on the Committee from our NCTA Associate member folks have once again been invited to participate.

**NCTA O&M Webinar** – We held our quarterly Webinar with Pat Whelan of the BNSF Mechanical group providing an overview on wayside detection technology and issues with vertical coupler pin carrier attachments used in the coupling of coal cars. There were eighteen (18) participants on this webinar. We are working with the UP for our next session.

**Nominating Committee** – There were four (4) NCTA O&M members running for three (3) open seats in Kansas City. The vacant seats went to: Harry Mullins (Southern Company), Carmen Sparks (Luminant – Vice Chairman) and John Casto (FirstEnergy Solutions – Chairman). As of the end of this year there will be three (3) open seats;.. Rich Kotan due to retirement on September 1, On September 20 John Casto from FirstEnergy from personnel cutbacks and at the end of 2013, Kevin Waite due to retirement.. A meeting has been scheduled in late September to address path forward. We thank these folks for their years of service.

**Technical Review Committees** – Dennis Wanless and Tom Sedarski are spearheading this Committee and have solicited member participation by enlisting four (4) NCTA members. The Committee has permission to disseminate information that the AAR provides and discusses at the various AAR meeting as long as it is not an official AAR publication. However, this has been a very slow moving Committee for many reasons.

**Coal Transporter Article(s)** - The articles were reviewed and submitted. There are no articles planned for submission as of this writing for the next issue.

**NCTA Honorary Member – Rich Kotan / Program Chairman** – A majority of Operations and Executive Committee members voting, voted to request that the NCTA Board of Directors consider NCTA Honorary Membership Status for Rich Kotan. Although the NCTA guidelines concerning Honorary member requirements and Rich Kotan's position on our committee are not in perfect alignment, the O & M would NOT be what it is today without Rich's dedication to it's objectives. I respectfully request that this item be discussed by the NCTA Board members as extra ordinary situation that does not fit neatly in the NCTA guidelines and that he is voted Honorary Status. I also

Please see Rich's summary below.

Respectfully Submitted,  
John C. Casto  
Chairman of the NCTA Operations and Maintenance Executive Committee  
August 23, 2013

Rich Kotan & the NCTA

I have been with OPPD for 31 years. I took the job of Manager, Rail Operations & Maintenance in September, 1997 as a result of OPPD's purchase of a common carrier track to provide competitive rail service to our Nebraska City Power Station.

- My first NCTA O&M meeting was in Columbus, OH in 1998.
- I worked on the NCTA Wheel Pool with Tom Canter, Art Lewis, Charlie Harmon, & others beginning in 1998.
- I worked on the O&M Guidelines subcommittee beginning in 2006
- I worked on the Ballast Fouling study beginning in 2007
- I helped Dennis Wanless with the O&M program committee until 2002 when I was allowed to join the executive committee and have been working on the program ever since.
- I have been the "Master of Ceremonies" (or the grunt who failed to keep his hand down) at the O&M meetings, since I think, 2002.
- While I am the program chair, our entire group has been successful in acquiring speakers with topics of current interest to private car owners.
- In previous years we have had speakers from the AAR, FRA, engineering firms, and component manufacturers.
- Of special note will be the attendees from the AAR & TTCI who will speak at this year's conference.
- We have also been successful in rekindling plant tours for our membership with two tours (Amsted & Standard Steel) in 2012 and 4 tours at the Kansas City meeting in 2013. This came from the 1998 meeting where we toured several facilities in Ohio.

The Education Committee chairperson spoke at the spring NCTA conference in Tucson, Arizona to help motivate the membership regarding the NCTA Scholarship process. Mindy Watson-Ward also introduced a special scholarship applicant, Mark Gregory. Mark has been accepted to the University of Colorado Master's Program.

The education committee MEMBERS, (Mindy Watson-Ward/Randy Van Aartsen) have received seventy-six (76) scholarship applications. Melinda Canter was good enough to copy all of the applications and send them to us and also provide us with an Excel spreadsheet of all of the applicants. The process has been especially challenging because of the extraordinary volume of applicants that have a better than 3.75 cumulative GPA. The committee will be meeting before the NCTA fall conference to make the final decision on the five scholarship recipients.

For 2013 only, NCTA/Tom Canter is awarding a fifth scholarship in the memory of Daniel Ochoa for \$1,500.

The Education Committee Chairperson, Mindy Watson-Ward will be announcing the scholarship recipients at the NCTA fall conference on September 17<sup>th</sup> morning session.

## **SOCIAL MEDIA COMMITTEE REPORT**

### **COMMITTEE ACTIVITIES SINCE APRIL 2013**

August 27, 2013

During the NCTA spring conference board meeting Jerry Wess and John Hull asked Mindy Watson-Ward to head up a social media committee. Since John Hull's retirement, Jerry Wess, Tom Canter, Pat Scherzinger and Mindy Watson-Ward have conducted several conference calls in order to organize timelines and a conference social media panel for the NCTA fall conference.

Tom Canter and the Social Media Committee have scheduled Bianca Prade (ACCCE), Mike O'Neil (Integrated Services), Caleb Bonham (Caleb Bonham Show), Marita Noon (Energy Makes America Great), Gary Turner (Trinity Rail) and Mindy Watson-Ward (Cloud Peak Energy) as the panel moderator.

Each social media panel participant will take 5-10 minutes to comment and give their unique perspective on the social media trends and impart guidance on how each member can become more involved in social media in support of the coal industry. The NCTA membership will have the opportunity to direct questions to each panel member.

Some potential questions may include:

1. What makes LinkedIn different from others like Facebook and Twitter?
2. How do you participate in social media according to your employer's policies?
3. Is there social media etiquette? Tips?
4. How can a company leverage LinkedIn, Twitter, etc.?
5. Is it that important that I become involved as an individual?

In addition to various discussions on LinkedIn conducted by the NCTA and Social Media Committee, Mike O'Neil (LinkedIn Spokesman) will be giving a presentation on "All You Need to Know-LinkedIn" during the NCTA fall conference in Denver. NCTA membership will have online follow-up sessions for additional tutoring on LinkedIn via the Integrated Services website.