Dear Colleagues,

This year’s President’s Service and Safety Awards (PSSA) gave us an opportunity to honor and celebrate excellence. I have been in the railroad business for more than 40 years. I know what “good” looks like in our industry. And I can tell you: Amtrak’s people are great. We have a team of 20,000 people who deeply care about our customers and our colleagues. We are committed to giving our customers the very best experience possible, we work hard to meet our commitments and we support our colleagues in everything we do. Without question, people choose to ride Amtrak and to come to work for Amtrak because of our people.

During the PSSAs, we recognize employees who have been identified by their peers as being truly exceptional. This year, we honored 58 employees and three external advocates who have lived our values and made strong contributions to safety and security, taking care of our customers and achieving strong financial performance in the past year. You can read more about their accomplishments in this issue, which describes the 28 PSSAs we presented this year.

On behalf of our board of directors and our entire leadership team, I want to recognize our PSSA recipients for helping make Amtrak a great way to travel and a great place to work. Thank you for all that you do for Amtrak, and I wish you continued success on your journey ahead!

Sincerely,

Wick Moorman

Wick Moorman
Amtrak Names New President and CEO

Richard Anderson, a 25-year veteran of the aviation industry, was named Amtrak’s next president and chief executive officer. The former CEO of both Delta and Northwest Airlines began his role on July 12.

To ensure a smooth transition, Anderson will serve in a co-CEO capacity with current CEO Wick Moorman through Dec. 31, 2017, at which time Wick will become an advisor to the company. Wick joined Amtrak in September 2016 as a transitional CEO tasked with improving the company’s operations, streamlining the organizational structure and helping recruit his successor.

“The board believes he is the right leader at the right time to drive the quality of customer service that our passengers, partners and stakeholders expect and deserve while continuing our path toward operational and financial excellence,” Amtrak Chairman of the Board Tony Coscia said.

Anderson, 62, most recently was executive chairman of the Delta Air Lines board of directors after serving as the airline’s CEO from 2007 to 2016. He was executive vice president at United Healthcare from 2004 to 2007 and CEO of Northwest Airlines from 2001 to 2004, which later merged with Delta. Anderson also served in the legal division at Continental Airlines and was a former county prosecutor.

“Amtrak is a great company today, and I’m excited about using my experience and working with the board to make it even better,” Anderson said. “I’m passionate about building strong businesses that create the best travel experience possible for customers.”

Anderson earned a bachelor of arts degree at the University of Houston at Clear Lake City and a juris doctorate at South Texas College of Law. He is a native of Galveston, Texas, where his father worked for the Atchison Topeka and Santa Fe Railway.

He was named Aviation Week’s Person of the Year in 2015. In 2014, he was recognized as one of the World’s Best CEOs by Barron’s magazine and was ranked among the Top 25 Most Influential Industry Executives by Business Travel News. In 2013, he was named to Fortune magazine’s Top People in Business list.

John Pielli supervises the Engineering Production department that performs track, signal and structures renewal work around the Amtrak network. He makes sure that projects are conducted safely, and stay on budget and on schedule.

Pielli has taken a temporary assignment in New York as the engineering lead for total infrastructure asset replacement in selective zones within the station's A Interlocking track replacement and Penn Station Central Control.

Continued on page 4.
While the renewal project began on July 10, the work on replacing infrastructure focused on the tracks started several months ago.

“We need to replace six football fields worth of track. That means we need to remove six football fields, place them on flat cars and get them out of our narrow tunnels, and then move in six new football fields,” said Pielli.

These sections of scissor crossings tracks are called “jumbos.” The team has already installed the first jumbo, and is midway through installing the second. The renewal period will be committed to installing the third and fourth jumbos.

Typically, routine maintenance work on the tracks is completed during 55-hour shifts, held between Friday night and Monday morning. For the renewal period, there will be a team of 360 Engineering employees working around the clock, through two 12-hour shifts daily.

“This is an incredibly complex job,” Pielli said. “We are working in a confined space that extends from 8th Avenue to 11th Avenue in New York, and in a place that was designed in 1890 to accommodate many different trains. We are very focused on working safely in this environment.”

Pielli says there is no better team to handle this renewal project than Amtrak’s. “It comes down to having an experienced, professional team who has been through this kind of project before, and knows what it takes to get it done.”

Pielli, who has been with Amtrak for 42 years, says that several senior Engineering leaders will be responsible for major parts of the renewal program, including John Semliachenko, leader for the independent track team, with 70 employees; Anthony Civil, who commands our SES switch exchange group, with 45 employees; Kristin Leese, who directs structure production, with 125 employees; and Terry Tiller and John Manna, signal experts who direct about 85 employees. And all of them work with John Cavanaugh, who is the acting director of Engineering Production.

“The positive is when this work is done, it will feel like the station has a new pair of shoes to put its feet in,” Pielli said. “We will have a much more reliable infrastructure, that can provide a safe, reliable railway when we are done.”

Bob Cottrell and Deborah Heard lead Amtrak’s customer service personnel at the station.

“We have 160 employees at the station, and for the renewal project, we’re going to be divided into teams that will cover the station seven days a week, 24 hours a day,” Heard said. “We have divided the station into four different zones that will be covered by our people. And during the project, our management team will hold daily briefings with our employees to let them know what to expect and what to do.”

“We’ll be working closely with all the other departments, including Operations, to make sure everyone has the most updated information on what time trains will be arriving and departing,” Cottrell said. “This will help us keep the information flowing out to passengers as often as possible.”

“More employees will be on the floor, wearing fluorescent vests to make it easier for customers to identify them as Amtrak personnel,” Heard said. “We’re also going to set up special tables in addition to our normal customer service booths, which will be staffed the entire time.”

“We know some of our customers are going to be frustrated, and our people are going to be on the front line receiving those complaints. But we have the best team working here. We’re up for the challenge,” Cottrell said.
Marty Conway and Gary Hearn are the leading representatives for APD and EMCS, respectively, at New York Penn Station. The two teams are focused on making sure that people have a safe and secure experience at the station. APD manages crowd control and security, while EMCS handles emergency management.

“We know that we have the potential for overcrowding at the station during the renewal project, so we’re working very closely with our partners—including the NYPD, MTA Police, New Jersey Transit Police, our National Guard and the TSA,” Conway said. “Just in the last two months, we’ve trained 300 members of these agencies so they’ll know exactly what to do at Penn Station when they’re working here.”

“During the renewal period, we’re going to man our command post during the morning and afternoon rush hours with police and transportation personnel from all three railroad partners,” Hearn said. “This will give us the opportunity to react quickly and make unified decisions to address any issues that come up.”

“The one thing we will need is to be patient,” Conway said. “This experience may be difficult for some of our passengers. We need to do everything we can to make it as pleasant as possible.”

Kristin Leese leads a team of engineers and construction professionals in building and upgrading structures that support Amtrak operations across the network—most typically bridges and station platforms, but also tunnels.

Her team will be focused on installing new block ties and supporting concrete slab along the passenger platforms and within the tunnels leading into New York Penn Station. A block tie is a timber that supports the track structure, but is directly fixed in concrete rather than sitting on ballast. Block ties are often used through stations and tunnels because they allow for specialized drainage layouts and tight clearances.

“Our team has actually been coming in and doing either spot replacements of certain areas of timbers, or going through and busting out a large section of the concrete and doing a full replacement, which includes replacing the slab, as well as the timbers,” Leese said. “They have already been working, and will continue to work, around the clock to complete our portion of the project.”

She added: “I think the level of teamwork at Penn Station, with everything going on, is just awesome. We want Amtrak to do well, we want our passengers to have a safe, reliable service—and we know what it takes to make that happen.”

Kristin Leese, Manager, Structures Production Department

Marty Conway, Deputy Police Chief, Amtrak Police Department (APD) and Gary Hearn, Regional Emergency Manager, Emergency Management and Corporate Security (EMCS)

Congratulations
2017 President’s Safety and Service Awards

The annual President’s Safety and Service Awards (PSSAs) were held on June 21, 2017, at the historic Marriott Wardman Park Hotel in Washington, D.C., bringing together Amtrak employees and families from across the country. An Amtrak tradition for more than 30 years, the PSSAs celebrate employees who set the example for an already outstanding workforce. Congratulations to the 2017 winners!
Amtrak Winter Park Express Service Implementation Team
Operations Department—Marketing and Business Development and Law Department, various locations

Working as a collaborative, interdepartmental group, the Amtrak Winter Park Express Service Implementation Team executed a successful concept for a new seasonal, weekend ski train service linking Denver and the famed Winter Park Resort in the Rocky Mountains.

Dedicated ski train service that connected Denver and the resort for nearly seven decades ended in 2009. The team examined the feasibility of a new ski train.

“This was a terrific example of a group of people unwilling to accept ‘no’ for an answer,” said Mark Murphy, vice president, Long Distance Service Business Development. “Every obstacle and system limitation was overcome through hard work, collaboration and creativity.”

Inaugurated on Jan. 7, 2017, the Amtrak Winter Park Express used Superliner equipment made available through “right-sizing” efforts aimed at efficiently allocating the Amtrak fleet during the slower winter travel months. Winter Park Resort took the lead on building a permanent, accessible platform, which was funded through public and private resources.

Using revenue from the approximately 17,600 tickets sold, sponsorships from nationally-recognized companies like CenturyLink and Noosa Yoghurt and the strong partnership with Winter Park Resort, Amtrak covered the service’s cost and generated a profit.

Members of the Amtrak Winter Park Express Service Implementation Team include:

James M. Brzezinski, Senior Regional Director State Corridors, Marketing and Business Development Department—State Supported Services Business Development, Chicago, Ill.
Johnson T. Busbee III, Manager Onboard Services, Marketing and Business Development Department—Passenger Experience, Denver, Colo.
Mari Hirabayashi, Senior Marketing and Sales Specialist, Marketing and Business Development Department—Marketing and Advertising Programs, Seattle, Wash.
James H. Hlavaty Jr., Assistant Superintendent Road Operations, Operations Department—Operations Central, Chicago, Ill.
Jacklyn Meredith-Batchelor, Senior Associate General Counsel, Law Department, Philadelphia, Pa.
Colleen M. Richter, Director of Marketing and Sales, Marketing and Business Development

Sanford Mechanical Team
Operations Department—Sanford, Fla.

To save money and reduce fuel consumption, the Sanford Mechanical Team replaced 480-volt heating, ventilation and air conditioning (HVAC) units with 74-volt units in four P-32 locomotives in the Southeast Region. Each HVAC replacement cost Amtrak only $13,000, for a total of $52,000.

Amtrak saw a return on investment in just three months, something that would have normally taken at least two years. As a result of their work, Amtrak saved $1,335,036 and 233,387 gallons of fuel per unit, per day over the past year. The team’s work reduced not only noise pollution, but also greenhouse gas emissions by 5,251,207 pounds of carbon dioxide.

Members of the Sanford Mechanical Team include:
Matthew A. Abney, Electrician Journeymen, Operations Department—Operations East, Sanford, Fla.
Lewis D. Beckley, Technician-Locomotive, Operations Department—Operations East, Sanford, Fla.
Christopher B. Hart, Machinist Journeymen, Operations Department—Operations East, Sanford, Fla.
Peter “John” Lovato, Electrician Technician, Operations Department—Operations East, Sanford, Fla.
Juan R. Molina, Foreman II, Operations Department—Operations East, Sanford, Fla.
Virlyn D. Sheppard, General Foreman, Operations Department—Operations East, Sanford, Fla.

AMTRAK CHAMPION

Richard and Christina Anderson
External Volunteers, Marshall, Texas

Richard and Christina Anderson have been champions of Amtrak for more than 20 years. Working as volunteers with the Ark-La-Tex Corridor Council since 2006, the Andersons have initiated, led and developed a strong multistate coalition to establish the Southern Passenger Rail Connection. This proposed connection would extend a section of the Crescent along the busy I-20 Corridor between Meridian, Miss., and Fort Worth, Texas. Richard and Christina secured more than $750,000 in federal grant monies to help Amtrak with the expansion project.
They donated their resources and energy and sought signatures on memoranda of understanding from 48 counties and parishes along the I-20 Corridor.

The Andersons also support Amtrak in other ways. They participate in the Texas Eagle Marketing and Performance Organization. They also assisted the Marshall, Texas, depot in getting a $150,000 chairlift for passengers with disabilities at no cost to the company. Working with Amtrak, the East Texas Council of Governments and EasTexConnects, they helped create a program—which is nearing completion—to get veterans to the Veterans’ Administration Medical Center in Shreveport, La.

Over the years, they have promoted preservation projects at the stations in Marshall, Longview and Texarkana. They have also advocated for higher-speed passenger rail between Fort Worth/Dallas, Texas, and Shreveport/Bossier City, La., and from Dallas/Fort Worth to Arkansas and Louisiana border connections.

Carol Kelsheimer
External Volunteer, Arcadia Valley, Mo.

For the first time since 1968, Missouri’s Arcadia Valley now has regularly scheduled passenger rail service. This is largely due to the commitment of Carol Kelsheimer. In 2011, she and the non-profit organization Our Town Tomorrow began working with Amtrak, Union Pacific and state and local governments to open the train station in Arcadia. With the addition of the new stop, the Texas Eagle now serves three stations in Missouri—St. Louis, Poplar Bluff and Arcadia Valley.

Amtrak credits Carol’s persistence and business savvy with making the initiative a success. As president of Our Town Tomorrow, the owner of the property and existing station structure, she led the communities of Arcadia, Ironton and Pilot Knob in raising funds from stakeholders and working with contractors to construct the required platform. Throughout the project, Carol remained open-minded and quick to learn about the railroad and challenges faced by Amtrak.

On opening day, Nov. 17, 2016, hundreds of people visited the new station to enjoy fireworks and watch the Texas Eagle arrive. The station is projected to attract approximately 7,500 new passengers and earn roughly $450,000 in ticket revenue per year for Amtrak.

Seymour A. Dunkley
Lead Service Attendant, Marketing and Business Development Department—Passenger Experience, New Orleans, La.

As a lead service attendant on the City of New Orleans, Seymour A. Dunkley, who joined Amtrak in 2007, oversees the dining car and food service. Seymour takes initiative in everything he does. He works on holidays and always finds ways to assist coworkers and customers. If there is no line on the cafe side, Seymour helps the service attendant by taking orders, delivering drinks and meals, and doing whatever leads to faster service.

“For Martha, the customer always comes first, and she tries to accommodate every request and resolve every issue. She even finds treats for customers celebrating special events, and loves to play jazz music for them and decorate during the holidays. On one occasion, a passenger with low vision told Martha she was afraid she would not be able to find her seat if she left it. Martha assisted her to the restroom and put a pink slip of paper in the seat check, so the woman could find her way back. Customers describe Martha as professional, informative and friendly—and an absolute joy. Eric Roberts, customer service quality supervisor, said, “She makes everyone feel welcome.””

EXCELLENCE IN CUSTOMER SERVICE

Martha A. Boyd-Shafer
Train Attendant, Marketing and Business Development Department—Passenger Experience, New Orleans, La.

Martha A. Boyd-Shafer is a “one-person show” on the City of New Orleans. Since joining Amtrak as a train attendant in 2012, she has been both a leader and team player, and her supervisors and colleagues appreciate her positive attitude and strong work ethic. “Martha provides exceptional service to our passengers on every trip,” said Elijah Brown, manager of Onboard Services. Anella Popo, director of Onboard Services, added, “I am proud to work with Martha because she is what customer service should be.”

For Martha, the customer always comes first, and she tries to accommodate every request and resolve every issue. She even finds treats for customers celebrating special events, and loves to play jazz music for them and decorate during the holidays.

EXCELLENCE IN LEadership

Howard C. Conway
Senior Director System Operations, Operations Department—Network Support, Wilmington, Del.

Howard C. Conway started at Amtrak as a leverman in 1998 and rose through the ranks to become senior director of System Operations in 2014. What distinguishes Howard’s work
is his attention to each member of his team. Cindy Cole and Donna Myers, both senior managers of System Operations, called Howard the best supervisor they ever had. “Howard believes in Amtrak and makes it a wonderful place to work and grow professionally,” added Senior Manager of System Operations Oliver Childs.

Howard encourages employees to develop their skills by taking classes and urges them to look for promotional opportunities within Amtrak. He has a great sense of humor, and says, “Let’s get the job done but have fun doing it.”

Howard pushes his team to find ways to increase business for Amtrak. His team is adding coaches to trains on the Northeast Corridor to increase ticket sales. He oversees the Operations department in ensuring that the equipment is prepared for the annual Autumn Express, Amtrak Winter Park Express and Polar Express excursion trains. One of his proudest moments was helping with President Barack Obama and Vice President Joe Biden's inauguration train.

Dequincy McRae
Senior Director Onboard Services, Marketing and Business Development Department—Passenger Experience, Wilmington, Del.

Dequincy McRae started as a crew manager at Amtrak in 1989 and became a senior manager of Crew Management in 2014. Earlier this year, Dequincy was promoted to his current position of senior director.

Dequincy always makes himself available, from supporting his team during a crisis to daily mentoring. More people earn promotions from Dequincy’s group than from any other part of the Consolidated National Operations Center (CNOC). He offers his staff constructive criticism, teaches them technicalities of the business and encourages them to grow their individual strengths. Last year, he asked each person to think of a goal unrelated to the department to encourage creative thinking and hard work.

Beverly Davis, station manager 1, acknowledges Dequincy’s influence: “He is part of the reason I got into management—encouraging me, answering all my questions, doing mock interviews and allowing me to be a part of different Amtrak programs.” He even urges his managers to look at their teams to identify future managers.

Under Dequincy’s leadership, at least a dozen employees now have perfect attendance records. “His wow factor is his fairness,” said Conductor Steve Young.

When facing service disruptions, Dequincy is proactive. Thom Chawluk, senior director of Crew Management, credits “Dequincy’s technical expertise and dedication to seeing our way through service disruptions.”

Taryn L. Tiberi
Supervisor Sales and Customer Service, Marketing and Business Development Department—Mid-Atlantic Reservation Sales and Contact Center, Philadelphia, Pa.

Taryn L. Tiberi joined Amtrak 18 years ago as a ticket sales clerk. She is one of two customer relations desk supervisors in the Mid-Atlantic Reservation Sales and Contact Center (MARCSCC) in Philadelphia.

When Taryn became a supervisor in the Customer Relations department, the average call took almost 13 minutes. Within six months under Taryn's leadership, the average call time improved by more than a minute. When talk-time started creeping up again, she helped create a call form and developed a new system for handling baggage claims. Her innovations saved Amtrak salary and other costs, while departmental morale skyrocketed.

“We need forward thinkers like her to propel Amtrak into the next generation.”

Taryn also reworked the department’s email system, which was months behind in emails. Thanks to Taryn’s initiative and eGain, the desk eliminated the backlog in eight weeks. “We now respond within 24 or 48 hours maximum,” said Donna Enstrom, the Customer Relations representative/lead.

Even at the worst of times, Taryn is there for Amtrak. After Train No. 188 derailed, she was instrumental in reunifying customers with their belongings. Suzanne Griffin, communications manager in Emergency Management and Corporate Security (EMCS), said, “Her number one skill is that she leads with compassion. Seeing her as we prepared to handle our passengers in a critical situation was second to none!”

After the accident, Taryn helped the Customer Relations department and EMCS rewrite the standard operating procedure for emergencies to include drills and better instructions. Because of her input, Taryn now serves as the deputy incident hotline response officer.

“We need forward thinkers like her to propel Amtrak into the next generation,” added Dennis O’Rourke, director of MARSCC.

Victor “Vic” M. Zare
(Retired) Senior Director Public Health, Law Department, Washington, D.C.

In 1980, Victor “Vic” M. Zare joined Amtrak as assistant director of Public and Health Standards. As senior director of Public Health, a position he assumed last year, Vic was the final authority on sanitary standards for food, beverage, food equipment and food-warehouse facilities. He was also proficient in pest control services, including proper application of insecticides and fumigants. System-wide, he oversaw sanitation and public health policies for food handling and preparation, food security, car watering and cleaning.
Vic was a coach as well as a leader. He always encouraged his staff to update their public health qualifications and think about their career goals. According to Camille Ross, senior manager of Business Services in Washington, D.C., his team members worked hard to please him because he invested so much of himself into their growth. “Just being around him you wanted to do better and be smarter,” another employee said.

Knowing that nothing is more harmful to a company’s bottom line and reputation than a public health crisis, Vic held his employees to a high standard. In 2014, he and his team implemented a plan to eliminate food spoilage, thereby preventing illness and waste. In 2015, he led a number of departments in instituting the Fresh Blanket policy.

“Protecting the health of the passengers and staff is a priority aboard our trains,” said Vic, who retired in June.

**INNOVATION**

**Troy D. Congdon**

*Mechanical Engineer, Operations Department—Operations East, Boston, Mass.*

Thanks to Troy D. Congdon, Acela Express trains on the Northeast Corridor are much more efficient today. After hours in his home workshop, Troy, who joined Amtrak in 2009, redesigned the S-2 switch on the Acela side door. The problematic switch had been the primary cause of delays on the train.

When a S-2 switch does not work correctly, the engine does not receive the “close and lock” command. If the engine does not receive the signal from all doors on an Acela trainset, the train does not move. While there is an override procedure, it requires manually locking and putting the door out of service. If both doors on a car become nonoperational en route, passengers have to move to other cars on the train.

Thankfully, Troy came up with a solution. He produced a switch with a new mount and a cam with a time-saving Zerk fitting for lubrication. He used 3D graphic software to make all necessary drawings for the machine shop and completed a cost-benefit analysis. Rolling Stock Engineering agreed to test a model switch on eight doors on one trainset for six months. During the test, which began in October 2015, there were no faults. Troy’s assembly now works on all 400 side doors of the 20 Acela trainsets.

As a result, there has been a 71-percent reduction in delays related to the side doors on Acela Express trains. Troy’s innovation has saved the company thousands of dollars. It has the potential to save labor expenditures and millions of dollars lost to delays on Acela and other Northeast Corridor trains.

“By far, this is the most tangible, best improvement in 13 years that I have seen for that specific system,” said Christopher Madden, senior manager of Equipment Engineering and Troy’s supervisor.

In addition to his work redesigning the switch, Troy created a method to install new coffee machines so Amtrak could serve coffee from Dunkin’ Donuts, a corporate partner. The new machines are operational on all Acela Express trains and will soon function on other Northeast Corridor trains and the rest of the Amtrak fleet.

**Selian R. Roach**

*Coach Cleaner, Operations Department—Operations East, Miami, Fla.*

Selian R. Roach wondered whether Amtrak could clean seat cushions in-house to get cars back into service faster and save money in the process. She decided that a little research might lead her to an effective solution, which it did.

Her resourcefulness led to a new cost-saving system on board the *Silver Service*.

Selian, who joined Amtrak in 1997, began by experimenting on her own time with her own supplies. She tried different stain-removal techniques and detergents to test for cleanliness, color shrinkage and shaping. She found a combination that worked and took the idea to her managers.

While there was no money initially budgeted for the new process, Selian and her colleagues in Facilities tested equipment, built a jig for ergonomic installation and removal of cushions and sewed in tags on which staff could record washings. They also lab-tested the flame resistance of frequently washed cushions and found new ways to store them. After they ensured an ample supply of power and water, management gave them permission to purchase an industrial washer and dryer.

The cost of implementing Selian’s program was approximately $26,000, most of which went to the washer and dryer. Within just two months, Amtrak saw a return on its investment. From late June 2016 to early February 2017, Selian’s innovation saved Amtrak approximately $140,000.

Her supervisors and coworkers describe Selian as “very driven,” “very conscientious,” someone to “rely and count on” and, quite simply, “the best employee.”

**LIVING OUR VALUES**

**Ragnar “Pablo” Martinez**

*Lead Service Attendant, Marketing and Business Development Department—Passenger Experience, Miami, Fla.*

Ragnar “Pablo” Martinez, who started in Onboard Services in 2009, always contributes beyond expectations. Since 2012, he has worked as the lead service attendant on the *Silver Star*. For two years in a row, he received the Perfect Attendance Award from his crew base manager.

Pablo has an unwaveringly positive attitude and takes pride in everything he does. To him, safety and service are paramount. He is a former member of the Miami Station Safety Committee and a trained Safe-2-Safer observer. Currently, he is an active member of the Amtrak Customer Service Excellence Committee.
Under Pablo’s entrepreneurial leadership, the cafe car averages $150,000 to $200,000 in revenue each year. From 2015 to 2016, the electronic Customer Satisfaction Index (eCSI) score increased from 66 percent to 74 percent within six months.

No task is too small or challenge too big for Pablo. He has received perfect annual job evaluations and many commendation letters from supervisors and managers. Delighted customers write letters praising his service. He is always open to feedback and takes advantage of all trainings. He sees participation in committees as a means of growth.

Joy S. Smith epitomizes professionalism in everything that she does. During her 38-year career with Amtrak, Joy has served in many roles, including as a general manager, district manager and assistant superintendent. As senior manager, she collaborates with all departments to generate revenue, supports Amtrak’s managers in promoting excellence in customer service and works toward achieving our corporate goals.

Joy goes above and beyond to assist customers, community stakeholders and colleagues, who use adjectives like “trustworthy,” “accountable,” “sincere” and “committed” to describe her. Her positive attitude and enthusiasm to make Amtrak an exceptional travel experience for customers is contagious. She strives to stay abreast of Amtrak policies and focuses on how these policies will affect our business. She also has a knack for fostering relationships with people from all walks of life because of her integrity and charismatic approach.

“Joy is always seeking opportunities to improve herself and the company,” said Mark Murphy, vice president of Long Distance Services Business Development.

Joy has been a mentor to many colleagues and always finds time to share her wisdom with others. “Joy has years of institutional knowledge that she is quick to share with more junior employees,” said DJ Stadtler, executive vice president and chief administrative officer. “She is a valuable leader who will not ask you to do something that she will not do herself, and leads by example as she tirelessly and consistently leads with our values.”

As a liaison between the Long Distance Product Line and the Group Sales Department at the Riverside Contact Center, she has helped to identify customers’ needs and to refine processes for customer satisfaction. More recently, Joy was a member of the team that spearheaded the launch of the Amtrak Winter Park Express, which exceeded expectations in ridership and revenue.

SAFETY ACHIEVEMENT

Wallace “Wally” K. Pulley
Carman-welder, Operations Department—Mechanical, Beech Grove, Ind.

Amtrak hired Wallace “Wally” K. Pulley as a carman-journeyman in 2008. Now a carman-welder, Wally works the first shift in the Beech Grove Maintenance Facility’s hoist, which des-trucks and trucks cars.

As one of just a few Class IV engineers and one of three air brake-certified employees in the shop, he can build trains and operate locomotives in the yard. He is also qualified to inspect and authorize cars to ship out, and approve private cars attached to Amtrak trains. None of these qualifications is required of a carman, but Wally always chooses to better himself to benefit Amtrak.

“I wish I had six more of him in my shop,” said Foreman II Rob Hodge.

If Wally sees someone about to do something unsafe, he shuts everything down, calls attention to the problem and helps troubleshoot. On one occasion, a car’s light turned green, and its air brakes released. Because it had passed inspection earlier, the train was scheduled to depart. But Wally kept the car behind and discovered that one of the diaphragms had a small leak that had led to the brakes’ release. Because of Wally’s insistence on safety, the shop now holds the brakes on cars for one hour to ensure there are no leaks.

“I wish I had six more of him in my shop.”

Wally is also a mentor to his colleagues. “Wally was instrumental in getting me certified for private car inspections, Class IV engineer and air brakes” said Rob Voland, a carman-welder. Carman Todd Atkins added, “He has encouraged me to get engineer certified. I never thought about it, and now here I am with more certifications than I ever thought I would have. It is absolutely because of Wally.”

Robert “Bob” C. Schwarz
Assistant Division Engineer, Operations Department—Engineering, New York, N.Y.

Robert “Bob” C. Schwarz joined Amtrak in 1990 as director of Communications and Signals and in 2010 assumed his current position as assistant division engineer.

While auditing safety supplemental devices, Bob saw a limitation in the graphics in the Central Electrification and Traffic Control (CETC) system. When Amtrak employees had blocked a fouled or out-of-service (OOS) track, the screen showed a solid blue line. Bob came up with the idea of a dashed line that would display better and protect workers who had applied a shunt to the track. He worked closely with CETC software designers to ensure proper design and implementation of this safety improvement.

“Joy has years of institutional knowledge that she is quick to share with more junior employees.”
In January 2016, the division implemented the new graphic, which can help save lives by ensuring the visibility of roadway workers working on OOS track. Now, employees in the field can tell if their shunts show in the system. Dispatchers can see exactly where people are, so they can communicate with them before sending work trains and other moving equipment toward the location. The possibility of human error has significantly diminished.

Thanks to Bob, approximately 800 Roadway Protection forces and hundreds of others can work with less fear of injury.

Amtrak Police Department
NARCAN® Team
Amtrak Police Department and Law Department, Philadelphia, Pa.

In September 2016, the Amtrak Police Department (APD) launched a pilot program enabling specially trained APD officers to deploy nasal NARCAN (naloxone hydrochloride) when encountering suspected opioid overdoses at Philadelphia 30th Street Station. NARCAN is a drug that reverses the effects of an opioid and is regularly deployed by emergency responders.

Recognizing that the rate of opiate addiction is rising, the APD NARCAN team saw an opportunity to help. The team developed a successful program that has resulted in the Mid-Atlantic North Division staff saving 13 lives through mid-May 2017.

“I am really proud of the team and their work to develop a model program to assist in battling this national epidemic,” said APD Chief Neil Trugman. “We plan to roll out this program nationwide in the future.”

Members of the APD NARCAN Team include:
David “Dave” J. Domzalski, Senior Associate General Counsel, Law Department, Philadelphia, Pa.
Lee O’Brien, Captain, Amtrak Police Department, Philadelphia, Pa.
Brian P. Ravert, Captain, Amtrak Police Department, Philadelphia, Pa.
Lisa A. Shahade, Deputy Chief, Amtrak Police Department, Philadelphia, Pa.

SAFETY COMMITTEE OF THE YEAR AWARD

The Division Road Safety Committee
Operations Department, Marketing and Business Development Department and Amtrak Police Department, Boston, Mass.

With keen observation of coworkers on the job, monthly meetings preceded by walkabouts and a collection of drop-box suggestions, the Division Road Safety Committee has worked to improve the security of Amtrak employees and, by extension, customers.

They repaired holes on the Boston South Station platform and erected a fence to keep cars and customers off the tracks at the Kingston, R.I., station. They pruned trees that prevented engineers from seeing the mainline, removed blinding lights on the right-of-way, repaired downed or faded mile markers and fixed “dark signals” (blown lights).

By introducing waist-side radios, the committee improved communication between the Central Electrification and Traffic Control department, locomotive engineers and conductors.

With help from the committee, cleaning crews began to clear trash from the area below the station platform monthly. Committee members then ordered trash barrels for the platform. To ease the load for end-route cleaners of Acela Express trains, they arranged to have trash removed at New York Penn Station. The committee also removed a hazard that caused cleaning crews to trip while off-loading bags of trash and dirty linen at South Station.

Perhaps its most stunning safety achievement was installing snow markers, which cost $15 a piece, near dwarf signals that New England snows can dangerously cover. To prevent injuries, deaths and rules violations by engineers, retired Assistant Superintendent Ray Ciarlo engaged a company to develop glass fiber poles, which guide engineers and gives them time to ensure the right-of-way is unobstructed.

Assistant Superintendent Joseph Burgess said, “It is a very hard-working and dedicated committee that strives to make the workplace safer for everyone.”

Members of the Division Road Safety Committee include:
Tina R. Conran, Manager Onboard Services, Marketing and Business Development Department—Passenger Experience, Boston, Mass.
Emanuel R. Gilbert, Road Foreman, Operations Department—Operations East, Boston, Mass.
Barrymore A. Greaves, Acela—Employee in Charge, Marketing and Business Development Department—Passenger Experience, Boston, Mass.
President’s Safety and Service Awards

Melissa M. Libby, Secretary, Operations Department—Operations East, Boston, Mass.
Sean W. McAuley, Passenger Engineer, Operations Department—Operations East, Boston, Mass.
Peter E. Whitaker Jr., Police Officer, Amtrak Police Department, Boston, Mass.

SUSTAINED EXCELLENCE

Franklin “Frank” W. Armstrong Jr.
Foreman III, Operations Department—Mechanical, Wilmington, Del.

For 19 years, Franklin “Frank” W. Armstrong Jr., has worked at Amtrak as a car repairman, safety inspector and quality assurance manager. As a foreman III in the electric shop in Wilmington, Del., he helps supervise other foremen and mechanics and assists with special projects.

Frank has never shied away from additional work or learning more about his job. He researches the safety of new technologies, safe handling of new chemicals and ways to improve on-the-job safety.

Marcus Hill, general foreman, said, “Mr. Armstrong makes my job much easier since he takes on the things that I have begun and carries them out to my satisfaction and sometimes beyond. He is the epitome of attending to duties, arrives substantially before his shift begins and stays when asked to perform extra duties.”

With Frank’s assistance, his shops have received American Association of Railroads certification. Because of his leadership, the electric shop has had no issues with compliance. He also acts as a safety coordinator for shops other than his own.

“He has high accountability in all things he does, is extremely dependable and the go-to guy for problems in any department he has worked in,” said Paul Allen, manager of Mechanical Operations.

As a trainer, Frank leads discussions on safety for mechanics. To help everyone know what is acceptable in each flammable cabinet in the electric shop, he also developed a guide for his colleagues.

Kenneth “Ken” Cole
Manager Accounting, Finance Department—Controller Office, Philadelphia, Pa.

Kenneth “Ken” Cole joined Amtrak in 2000 as the manager of Capital Planning and moved through the ranks to become manager of Capital Accounting in 2016. He is responsible for the accounting and analyzing of the company’s overhead rates, reviewing capital expenditures, supporting the annual audit and maintaining the all-important SAP CO module software that aids in planning, reporting and monitoring the operations of a business.

Because of Ken’s calculations and constant monitoring and updating of the module, Amtrak has been able to recover between $100 million and $200 million of revenue annually. “He is the expert! His ability is phenomenal,” said Bill Auve, assistant controller of Finance.

“Because of his mostly self-taught expertise on the SAP module, we have a system called Power Plan (basically a fixed-assets sub-ledger). I asked him to become the go-to person on this system, and he jumped right in. That speaks to his work ethic,” said Sarah Lu, assistant controller of Finance and Ken’s supervisor.

In early 2015, one of Amtrak’s mechanical shops called Ken about an increase in its overhead rate since the end of the previous fiscal year. Ken calculated the current rate and discovered that the shop’s overhead had risen by 40 percent. He did an in-depth study of the shop’s costs, made a presentation to management and facilitated a discussion on ways to lower the overhead increase. By the end of the fiscal year, the shop’s overhead had returned to the level of the year before—thanks to Ken’s help.

Timothy “Tim” Cooper
(Retired) Superintendent Operations, Operations Department—Operations West, Fort Worth, Texas

Timothy “Tim” Cooper retired on Jan. 30, 2017, after spending nearly 27 years with Amtrak. Joining the company in April 1990 as a product line director, he transitioned to assistant general manager of Customer Service a decade later. He subsequently served as assistant superintendent, Road Operations.

Ending his career as the superintendent of the Texas Eagle, Tim was known for practicing what he preached. He made sure that employees had the support and supplies they needed, and he set a strong example of safety for coworkers by always being the first to don his personal protective equipment.

Tim represented Amtrak with great spirit. At the State Fair of Texas, he answered questions about Amtrak and made sure employees could attend. He also participated in annual Employee Appreciation Day and Make-a-Wish Foundation activities. Tim was very active with the Texas Eagle Marketing and Performance Organization, which was created by Amtrak at the request of the Texas Eagle Mayors’ Coalition as a mechanism for gathering local input on issues affecting the route.

Sophia S. Holder-Ryales
Senior Customer Service Operations Specialist, Marketing and Business Development Department—Passenger Experience, Wilmington, Del.

Sophia S. Holder-Ryales joined Amtrak in 1988 as a reservation and information clerk. For the past 20 years, she has handled inquiries about service...
breakdowns from passengers, crew members and managers. As a senior customer service operations specialist since 2014, she always goes beyond the call of duty to assist customers.

Sophia is able to calm even the most irate customers by assuring them she will do everything in her power to resolve the problem. “She follows the task to the end. She never stops until she knows the issue has been completely resolved,” said Oliver Childs, senior manager of System Operations.

Route Director Karen Shannon recalled a weekend when a Thruway bus provider service failed to dispatch a bus for a Silver Service train: “During a period when there was no district manager in the Orlando area, Sophia went way above my expectations to ensure passengers made their bus connections. Sophia worked with the bus company directly and several cab companies to ensure that all passengers reached Orlando. When she told me about the actions she had taken, I was blown away with the persistence and compassion that she demonstrated for our customers!”

Co-workers can count on Sophia to solve problems, and many customers have also written or called to commend Sophia.

**John E. Rooney III**

*Director, Budgets and Planning, Operations Department—Engineering, New York, N.Y.*

John E. Rooney III has worked for Amtrak since 1977. He served as director of Finance until 2002 when he became director of Business Operations for the New York Division. He became director of Budgets and Planning in 2014.

John is the quintessential Amtrak employee. He is a master communicator according to peers and employees. He respects everyone’s opinion, whether he agrees with it or not. After brainstorming sessions, he compiles the data and ideas and takes them to management, confident that his team has uncovered the best course of action for Amtrak.

He also has an amazing ability to build lasting relationships with internal and external customers—without ever a lapse in ethics or his will to get the job done. To help his team master the industry, he even buys them books on railroad terminology and history.

While planning an approximately $400 million budget, John used his problem-solving and relationship-building skills with the Metropolitan Transportation Authority (MTA) and the Pennsylvania Department of Transportation (PennDOT). The MTA, John discovered when analyzing capital construction project invoices, had taken $73 million in exceptions to Amtrak’s bills. John met with the MTA and worked out a way for them to pay Amtrak the outstanding amount incrementally, so their cash flow would not suffer. The MTA has paid back more than $6.4 million, thanks to John’s patience and ability to listen to customers. Instead of accepting only 50 percent of Amtrak’s charges, they now accept over 99 percent. His work has positively affected cash flow in Amtrak’s receivables department, and there is now a monthly meeting to review exceptions.

**Janet E. Schlotthauer**

*District Station Manager II, Operations Department—Operations West, Albuquerque, N.M.*

Janet E. Schlotthauer joined Amtrak as a human resources specialist in 1980. As district station manager since 2011, Janet oversees the employees and operations of 23 Amtrak stations across 4,000 miles. Her territory—the largest in the region—includes Arizona, California, Kansas, New Mexico and Texas.

Janet is known for her strong work ethic. Everyone agrees that she truly cares for her employees, coworkers, customers and Amtrak. “We have morning conference calls. Even when she takes a day off work, she’s still on that morning call,” said Superintendent of Operations Jack Rich.

When the Flagstaff, Ariz., station was down to two agents, Janet worked with her employees to prevent burnout. She also traveled to Los Angeles, which is well beyond her territory, to help interview district manager candidates and spent three weeks training the new person. She even traveled to Los Angeles to help the Pacific Surfliner district manager catch up on audits.

“Janet never gets discouraged, she has excellent time management and does way more than is expected. She is the most wonderful person that has ever walked the face of the earth,” said Jesse Padilla, retired district manager of stations.

Customers receive equal care and consideration from Janet. Over the summer, 100 to 150 Boy Scouts attend camp in Raton, N.M., and Janet has visited the camp in the past to speak to the scouts about their travel experience. Janet also helped start the thruway bus service from Newton, Kan., to Tulsa and Oklahoma City, Okla., which offers a connection between the Heartland Flyer and Southwest Chief.

**Aretha J. Ward**

*Sheet Metal Worker, Operations Department—Mechanical, Beech Grove, Ind.*

Aretha J. Ward is a highly skilled sheet metal worker and pipefitter, who values quality and safety. Aretha has reconstructed air-conditioning units for the Superliner I since 1998. She always demonstrates concern for her coworkers and helps them meet and exceed the facility’s goals.

Aretha always jumps in to improve workflow, tools and equipment. When an air-conditioning unit had a drainage
problem, she relocated pipes to make it work more efficiently. She also keeps an eye out for safety. On one occasion, noticing that an air conditioner lacked a guard over a fan piece on the bottom, she designed and produced a new guard to protect her coworkers who tested it.

Throughout the shop, Aretha encourages her coworkers to do their best. Not a single person’s anniversary goes unnoticed by Aretha. If a coworker faces hardship or is retiring, Aretha collects donations. Since its inception, she has participated in the Beech Grove Improvement Committee, where she freely passes on her knowledge and offers team members positive feedback.

Off the clock, Aretha demonstrates compassion for young people. For 11 years, she has operated a Toys for Tots collection during the Christmas holiday season and has volunteered for food bank drives. For five years, she has served as a mentor in Beech Grove’s Big Brothers Big Sisters program for technical high school students. She meets at the school to brief the students, takes them to the shop for firsthand experience, observes them back in their classrooms and conducts mock job interviews.

**VALOR**

Jake W. Alliman  
Passenger Conductor,  
Operations Department—Operations West, San Luis Obispo, Calif.

Bradley “Brad” K. Wardman  
Assistant Passenger Conductor,  
Operations Department—Operations West, San Luis Obispo, Calif.

Japonica D. Boone  
Customer Service Representative,  
Operations Department—Operations East, Durham, N.C.

Larry “Mike” Woten  
Train Attendant, Marketing and Business Development Department—Passenger Experience, New Orleans, La.

Japonica D. Boone reported to work on Jan. 25, 2017, ready for a normal workday. At approximately 8:15 p.m., a passerby came to the ticket office and told Japonica that a man crossing the tracks at the Durham station had been struck by a freight train.

Japonica took off with no hesitation to the platform, where she could see a man holding on to the fence. She approached him and quickly called 911. The man was very disoriented and started walking in circles. As Japonica tried to help the man sit down, he went into shock and fell to the ground where he added to his injuries with a laceration to the head and several very deep cuts to his face and back.

The 911 operator instructed Japonica to get some towels and apply pressure to his wounds. She did that and kept the man calm, reassuring him that everything would be okay until the paramedics arrived and finished assisting the man. Throughout the experience, she was calm and reassuring to the man who had been struck.

Larry “Mike” Woten joined Amtrak as a train attendant in 2008, and has served on coach and, sometimes, sleeping cars ever since.

On Sept. 14, 2016, Mike was working onboard the Crescent, Train No. 19, as it entered Washington Union Station at approximately 6 p.m. Because there was a layover, passengers were told that they could detrain, stretch or smoke in designated areas. Mike and his co-worker, Katie Rutcher, were standing at their door when Mike saw a passenger on his cellphone in the gauge of the tracks.

Suddenly, the engineer on a Virginia Railway Express (VRE) train, which was coming into the station, sounded his horn. Mike and others yelled at the passenger to move, but he did not respond. The VRE train went into emergency mode, and Mike sprinted 40 to 50 feet to reach the customer. Mike grabbed the man and pulled him to safety.

**Please note that not all members of the teams are depicted in the photos in this publication.**
Project unITy Reinvents Amtrak IT

In November 2016, Amtrak President and CEO Wick Moorman announced the rollout of “Project unITy,” which looks to integrate, simplify and centralize technology and data services and solutions from across the business. Through a partnership with every functional area, Project unITy has brought together more than 80 technology projects as well as a team of IT employees and contractors who previously supported Marketing, Finance, Human Resources, Operations Foundation, System Operations, Mechanical and Engineering as part of Amtrak IT.

Project unITy wrapped up June 30, with an outline of the financial, operational and governance processes for this new, combined Amtrak IT organization. Evaluating all the projects, people and investments that Amtrak is making in technology was a significant undertaking. At the helm of this critical project is Amtrak’s Chief Information Officer (CIO) Ghada Ijam. When Ijam was appointed CIO in late 2015, she knew she was building on a strong foundation. “Jason Molfetas, my predecessor, who now leads Marketing and Business Development, laid the groundwork for building the IT leadership structure, defining standard operating procedures and establishing our critical engagement with the business,” Ijam said.

The next step in the journey, she said, was understanding the full scope of Amtrak’s technology and data business needs. Project unITy sought to bring together all of the technology investments Amtrak is making across the company to better understand the money being invested and the inventory of assets we currently have in place.

“Technology is embedded in everything we do. It’s how we engage with our customers—from online ticket reservations to delivering an exceptional customer experience,” she said. “It’s also how our employees run the business—from the mobile devices that conductors use to lift tickets, communication systems that keep us connected, data reporting systems that inform decision-making to security systems that protect our information and assets.”

Once the Project unITy team had a better understanding of the investments and business needs, it set out to ensure that current technology projects were resourced in the most effective, efficient way possible. “All business units rely on technology solutions to meet their goals, so we will continue to work with our leaders to provide funding based on the Amtrak Strategic Plan and corporate priorities,” Ijam said. “This includes investments to keep up with rapidly changing customer expectations, new revenue growth offerings and improvements in our operations systems, safety and security enhancements and enabling better connections and communication with our mobile workforce.”

Like other aspects of the business, safety and security top the list of priorities for Amtrak IT: “We have a Secure Operations Center team dedicated to monitoring our systems and networks using state-of-the-art systems, utilities and tools,” Ijam said. “The team continuously monitors Amtrak’s systems and networks for potentially malicious traffic and takes action to negate or otherwise minimize the threats posed by cyberattacks.”

But Ijam insists that Amtrak IT can’t do it alone: “Consistent with the campaign that Amtrak launched in...
February 2017, ‘Safety Starts with Me,’ IT employees follow the precept that, ‘Security Starts with Me.’ Every level of our organization must be vigilant in protecting customers, employees and Operations data,” Ijam said.

**Anticipating Business Needs**

Amtrak IT has a team of Business Solution Officers who are responsible for relationship management with the company’s internal customers, solving problems for the business with data and technology services.

“We work closely with our business partners to anticipate their needs and understand their challenges to offer the right technical solutions,” Ijam said.

To continuously improve and evolve as an IT organization Ijam believes that Amtrak must challenge the status quo. She recognizes that the best ideas for solutions that simplify how we do our jobs, eliminate redundancy and improve the customer experience begin with every other functional area. She encourages employees to provide feedback to the team’s Business Solution Officers and Amtrak leaders.

“Feedback from our employees is critical to our ability to continuously innovate and improve,” she said. “I really believe great ideas tend to rise to the top.”

**The Future of Technology at Amtrak**

Recent service enhancements have brought free onboard Wi-Fi to more than 90 percent of Amtrak’s customers. And the adoption of technology has been rapid: 71 percent of reservations are made online—either through Amtrak.com, our mobile app, in-station kiosks or Julie (voice recognition system). That doesn’t include the 11 percent of customers using third-party travel sites like Travelport, or the 18 percent of station and contact center agents who use our reservation technology on their desktops.

When Ijam thinks about the future of technology at Amtrak, one word seems to capture it all: personalization.

U.S. eCommerce sales are predicted to grow from $263 billion in 2013 to $414 billion in 2018. “As we learn more about our customers and improve our ability to predict their behavior and travel patterns, we can improve the customer experience,” Ijam said. “We can harness customer information to make it easier for our customers to complete the reservation process in one or two clicks.”

A big part of that change is Amtrak’s Customer Experience (previously called EPIC)—a project intended to create a seamless and personalized customer experience across Amtrak.com, mobile applications, call centers, in-station kiosks and third-party touchpoints. Following the initial launch in 2017, Amtrak will continue to identify opportunities to leverage the Customer Experience platform in other parts of the organization; for example, bag tagging and tracking, food and beverage presales and sales of ancillary services.

Ijam said: “The Customer Experience platform will help us respond more quickly to changing market needs, offer customers a seamless travel experience and better support our distribution partners. We are approaching it with the customer at the center: we want to simplify the booking process to make self-service faster and special reservations like pets and bikes on the train easier.”

Ijam believes Amtrak will continue to mine data, information and analytics to take a 360-degree view of customers. These insights will inform how best to reach, engage and retain customers before, during and after their journey.

Amtrak continues to expand Wi-Fi on long-distance trains and in our stations. “We want customers to be able to stay connected and be productive during their journey with us,” Ijam said. “Our next generation of onboard technology solution, in combination with our trackside network, will enable us to provide our customers with a better, faster and even more reliable internet experience, and onboard entertainment options—ensuring we remain competitive and a top choice for travel.”

**What’s Next for Amtrak IT**

Amtrak’s IT is an integral part of the business.

“Technology has the power to bring us together—to foster collaboration; ensure safety and security; share information; create stronger connections; and bring efficiencies to the way we work. It is our role to make those connections possible, and, for me it begins with the Amtrak IT team,” Ijam said.
Employee Milestones

Congratulations to All of You!

20-Year Anniversary
May 2017

PAUL ACU
W. Oakland Maintenance Facility

RODNEY ANDERSON
Auto Train Lorton Station

DAVID ATCHLEY
NY Penn Station

JOHN BARRY
Southampton St. Yard

BERNARD BAZNE
Southampton St. Yard

RANDY BENFER
New Orleans Station

MARK BRISSETTE
Chicago Locomotive Shop

MARY MARGARET BUDZIAK
Boston South Station

GEORGE CONNOLLY
Boston South Station

JASON COX
Portland, Ore.

MELITA DARBY
CA Reservation & Sales Office

MICHAEL DIGGIN
Boston South Station

KETTLYEN DOUGE
Miami Station

STEVEN ERTEL
San Diego Station/Mechnical

BRENDA FARMER
Rocky Mount Station

DENNIS HAMBY
NY Division HQ

ReneE KING
CA Reservation & Sales Office

CHERYL KYLER
NY Sunnyside Yard

TONY LADD
Albuquerque T&E Crew Base

ARMIDA LEYVA
Tucson Station

TIMOTHY O’CONNELL
New Haven Station

JAMES PACHECO
NY Penn Station

MICHAEL PETERSON
Boston South Station

BRIAN PRESSLEY
Philadelphia 30th Street Station

ROGER RICE
Seattle Mechanical Yard

THOMAS RUFF
Wilmington Shops

LITA SCHOFIELD
Auto Train Lorton Station

ROGER SHADECK
New Haven Station

RICHARD STOVELL
Boston South Station

DUY UONG
Los Angeles Offices

BRIAN VAIR
Schenceditary Station

SHERRIE KNUTSON
CA Reservation & Sales Office

HAROLD LEE
Los Angeles Offices

DEBORAH MITCHUM
Redondo Junction Engine House

MONICA PISCIOTTA
Santa Barbara Station

LAWRENCE RUDOLPH
Lincoln Station

RICK SANCHEZ
Los Angeles Offices

DENNIS SCHERER
Morrisville Storehouse

DAVID SHERMAN
NY Division HQ

MICHAEL STEFFEY
MOW Base, Hamden, Conn.

JANN WALLACE
NY Sunnyside Yard

JOHN WEISINGER
NY Division HQ

FRANK WILLIAMS
Atlanta Station

30-Year Anniversary

RICHARD BERNHARDT
Philadelphia 30th Street Station

JOHANNE CARUSO
Southampton St. Yard

ROY DOBRY
Brighton Park Facility, Chicago, Ill.

TRACEY GALMON
Raleigh Offices

STEVE GIST
Richmond Station

MARK GREENIDGE
Paoli, Pa., Station

PADGET GUNTHROPE
NY Penn Station

GARY HANSEN
Albuquerque T&E Crew Base

TODD HARDING
Philadelphia 30th Street Station

LEONARD HARRISON
NY Penn Station

MARK HODGSON
Los Angeles Offices

PETER HUDSON
Chicago Crew Base

CELESTE JACKSON
CNOC, Justison Office

ANDRE JOHNSON
NY Penn Station

WILLIAM LEE
Edmonds, Wash., Station

DIANE LORFUMENTO
PA Reservation & Sales Office

AUGUSTINE LOPEZ
Los Angeles Offices

THOMAS MEREDITH
Kalamazoo, Mich., Station

MICHAEL OTWAY
NY Division HQ

GREG PEREZ
Kansas City Maintenance Facility

LYNETTA PURCELL
Miami Station

LEONARD ROBIDOUX
San Diego Station/ Mechanical

RICKY ROSE
Ivy City Maintenance Facility

ANNEmARIE RUGGIA
PA Reservation & Sales Office

GLENN SABB
Philadelphia 30th Street Station

TIMOTHY SMITH
Philadelphia 30th Street Station

KEVIN TRANSUE
NY Division HQ

RENEA WILLIAMS
Oakland Station

35-Year Anniversary

WALTER CASANOVA
Miami Mechanical Yard

PHILIP JANNES
NY Penn Station

LINDA MURPHY
NY Penn Station

BERNARD PHILLIP
Philadelphia 30th Street Station

VERONICA UEZ
NY Penn Station

STEVEN YOUNG
NY Division HQ

40-Year Anniversary

DAVID ALBERT
Los Angeles Offices

MILMAN APOSTOL
Seattle Mechanical Yard

VINCENT AURIemma
Engineering, Groton, Conn.

PATRICK BRADLEY
Beech Grove Maintenance Facility

WANDA CAMPBELL
Philadelphia Coach Yard

WILLIAM CRAVEN
NY Division HQ

GERALD DALIEGE
Chicago Union Station

DANIEL DELOUGHERY
NY Sunnyside Yard

DONALD FICHTER
Odenton, Md., MW Base

LIONEL GRASSO
Lancaster Station

ROBERT GUTOWSKI
Quad Ave. MW Base, Baltimore, Md.

EDWIN HERNDON
Washington Union Station

FLOYD HOOKS
Boston South Station

WILLIAM HRABELSKI
Bear Car Shop

 CRAIG KIRKEY
Portland, Ore.

THOMAS MARCARELLI
Mechanical Office, New Haven, Conn.

MILAGROSA MARTINEZ
PA Reservation & Sales Office

THOMAS REEVES
Pontiac, Mich., Crew Base

KEVIN REGAN
New Haven Station

WILLIAM RIGGIN
Baltimore Station

OWEN ROTH
NY Penn Station

DAVID SANDS
Philadelphia Coach Yard

DOUGLASS SHELbURN
MOW Base, Hamden, Conn.

ALAN SMITH
Washington Union Station

ABRAHAM URQUHART
Philadelphia 30th Street Station

WILLIAM WEBER
NY Penn Station
**Employee Milestones**

**Congratulations to All of You!**

| DALLAS WHITE | Wilmington Shops |
| RONALD ZICHELLO | NY Division HQ |
| NELSON ASTACIO | Miami Station |
| ELLIOTT BADGER | Meridian Station |
| LAWRENCE BERG | W. Oakland Maintenance Facility |
| JOHN BERRY | Winter Park, Fla., Station |
| DENNIS BIELECKI | Providence Station |

**Marketing Snapshot**

**Amtrak Guest Rewards**
In March, the Amtrak Guest Rewards email marketing team developed and delivered a newly designed member eStatement. The monthly electronic statement offers each recipient a snapshot of his or her current point balance, progress toward earning tier status and customized Amtrak Guest Rewards and Amtrak.com offers that are relevant to the individual. Results from the first delivery showed a notable increase in the inbox open rate as well as a double digit increase in Amtrak.com revenue compared to the fiscal year average prior to the refresh.

**Major League Baseball Marketing Campaigns**
Through Amtrak’s marketing program with Major League Baseball’s (MLB) Advanced Media, Amtrak is reaching MLB’s fan base to drive ridership and revenue in key markets. Amtrak’s digital advertising placements include banner ads, video placements and homepage takeovers across some of the most popular team sites, as well as MLB.com. Additionally, Amtrak is producing travel-related video content featuring top players from the Chicago Cubs, L.A. Dodgers, N.Y. Mets, San Francisco Giants and Washington Nationals that will run on their respective team sites and be promoted via team social channels and email blasts.

In its first month, the program—which runs through September—generated $509,000 in revenue. Total expected impressions for the duration of the program are 81 million. In addition, separate sponsorship deals with the Mets and Boston Red Sox include valuable assets like TV-visible signage, which reached approximately 9 million fans during game broadcasts in April.

**Midwest 20 Percent-off Winter Fare Sale**
To encourage ridership during the colder off-peak months, Amtrak worked with state partners on the Midwest 20 Percent-off Winter Fare Sale promotion. This offer was available for purchase Dec. 1, 2016–March 30, 2017, with travel between Jan. 3–March 31, 2017. Missouri, Illinois and Michigan participated in the sale that drove an additional 5,185 passengers and $219,272 in revenue.

**Whitefish Winter Campaign**
From November 2016 to February 2017, Amtrak partnered with Whitefish Mountain Resort and Whitefish Convention and Visitor’s Bureau to launch a digital advertising campaign targeting major markets in Seattle and Portland for the Empire Builder. The campaign brought in nearly $200,000 in revenue.

**Audi FIS Ski World Cup at Squaw Valley**
As part of a sponsorship that runs through July 2017, Amtrak was a sponsor of the World Cup at Squaw Valley (in Lake Tahoe, Calif.), which was held March 10-13 and promoted travel on the California Zephyr. More than 20,000 people attended the event and media coverage reached 500 million people through 800 placements online and in print.

**Marketing Snapshot**

**Congratulations to All of You!**

| WILLIAM BURNS | New London, Conn., Station |
| ROBERT BYUS | C&S Repair Shop |
| GARY CARROLL | Philadelphia 30th Street Station |
| PAUL CLEMENTS | Seattle Transportation Bldg. |
| ERIC FELD | Philadelphia 30th Street Station |
| VICTOR GRYNEWICZ | Chicago Offices |
| PATRICK HALLISEY | Springfield, Mass., Station |
| JOHN HUHN | Philadelphia Coach Yard |
| PAUL HUMMEL | NW Base, North Brunswick, N.J. |
| JUANITA JOHNSON | Philadelphia 30th Street Station |
| DOUGLAS JONES | Seattle Transportation Bldg. |
| DAVID KLOUDA | Chicago Offices |
| MARTIN MACK | NY Penn Station |
| JACK MCRAE | Meridian, Miss., Station |
| GREGORY MEADOWS | Beech Grove Maintenance Facility |
| RANDY MOODY | Auto Train Sanford Station |
| RICHARD PAESMAN | Los Angeles Offices |
| KEITH PUGH | Philadelphia 30th Street Station |
| DELMA REYNOLDS | NY Sunnyside Yard |
| ROBERT SALIM | Transportation Bldg., Washington, D.C. |
| STANLEY SLATER | Philadelphia 30th Street Station |
| EDWARD STULGINSKY | 10 G, Washington, D.C. |
| JEROME TURNER | Vancouver, Wash., Station |
| RONALD WALKER | Philadelphia Coach Yard |
February 1980 saw the opening of a larger and more sophisticated Amtrak data center in downtown Philadelphia. Over the course of the previous year, the company had investigated more than 70 sites along the East Coast and in the Midwest, and had even considered building a shared facility with USAir.

The data center was intended to be used for functions including development of the new ARROW ticketing and reservation system. Due to growing ridership in the late 1970s, the existing Automated Reservation and Ticketing System (ARTS) was sometimes overwhelmed with calls that triggered delays and shutdowns. ARROW would have 10 times the computing capacity.

A false floor allowed technicians to safely lay all the wires necessary to connect the machines, which included two IBM 3033 computer systems and their associated disc drives, card readers, tape stations, printers and communications controllers. As the data center’s opening neared, crews shipped 15,000 reels of magnetic tape up from Washington headquarters, while other employees tested the computers. The center and its powerful new systems ultimately helped Amtrak streamline business activities for greater efficiency. As one example, payroll processing that had previously taken almost five hours was reduced to just 59 minutes.

Learn more about Amtrak history by visiting History.Amtrak.com