

HeritageRail Alliance 2021 Virtual Spring Symposium March 23 – 25, 2021

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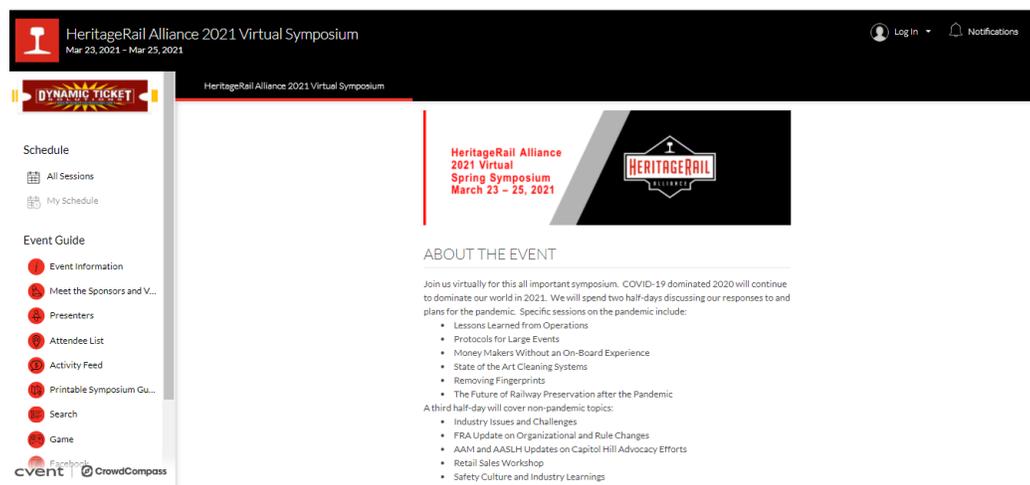
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About the Virtual Spring Symposium

This year's Spring Symposium will center on lessons learned in 2020 and how to adapt and apply new practices to recovery efforts in 2021. The presenters are fellow operating and commercial members and supporters of HeritageRail Alliance who are eager to share their first-hand, on-the-ground experiences and observations since the initial waves of shutdowns in March 2020. One of the cornerstones of the Alliance is mutual membership support and sharing of information. You will see that although the program will be held in a virtual setting, all sessions will be held live with opportunities for interaction and discussion, including panel participation.

About the Conference Platform: CrowdCompass



CrowdCompass is the platform HeritageRail Alliance will use to host the virtual conference. It is an event app for in-person and virtual events that gives its users real-time access to schedules, programming and interactive communications with vendors and other conference attendees. Using the app, attendees can

- Access the event schedule and customize their agendas with personal appointments
- See all the speakers, read their bios, and view their presentations (if provided in advance)
- Engage with vendors
- Get important updates through Push Notifications
- See who's attending and share contact information by networking with other attendees

In order to participate in the conference, in advance of the conference start date, registrants will need to either log in to the CrowdCompass site from a PC or download the CrowdCompass app to the mobile device they intend to use. URLs and links to download the app will be included in the registration confirmation e-mail.

About the Meeting Platform: Zoom

Zoom is a cloud-based video communications app used for virtual video and audio conferencing, webinars, live chats, screen-sharing, and other collaborative projects. If you are unfamiliar with Zoom or a first-time user, we recommend viewing the following YouTube videos in advance of the conference to learn how to access and attend the sessions: [Joining Zoom for the First Time](#) OR [Flipped Classroom Tutorial: Zoom](#). CrowdCompass will e-mail the Zoom login information to each registrant the day prior to each session. Please be sure to check spam or junk mail folders. Authentication will be required to join the Zoom platform each day.

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Tuesday, March 23, 2021

<p>3/23/2021 12:45 PM to 3/23/2021 1:00 PM</p>	<p>Day 1 Check In</p>
	<p>This is the time for everyone to check-in, be allowed into the lobby, and wait on the first session to begin.</p>
<p>3/23/2021 1:00 PM to 3/23/2021 1:45 PM</p>	<p>Welcome and Opening Remarks</p>
	<p>The opening session will update everyone on conference rescheduling. We'll discuss the new quarterly board meetings which will be both live and virtual. We will discuss The Boy Scouts of America Youth Engagement Workshop currently planned for the Fall of 2021. This event may be coupled with a virtual event to provide maximum availability for everyone. Our sponsors and vendors will be recognized. Then we'll hear from the Chair of the Covid Response Protocol Task Force, Cheryl Marcell, for any updates identified for 2021.</p>
<p>3/23/2021 1:45 PM to 3/23/2021 2:15 PM</p>	<p>Vendor Break</p>
	<p>Vendor Booths are open! Go to the Vendor Hall and visit the vendors of your choice.</p>
<p>3/23/2021 2:15 PM to 3/23/2021 3:00 PM</p>	<p>Plenary Session 1 - Covid-19: Lessons Learned from Operations</p>
	<p>We'll hear from some of the Alliance members to share some of the lessons learned from operations during the pandemic. This will be a moderated panel as they share what went well and what didn't go well. Audience Q&A will be a large part of this conversation.</p>

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<p>3/23/2021 3:00 PM to 3/23/2021 3:30 PM</p>	<p>Vendor Break</p>
	<p>Vendor Booths are open! Go to the Vendor Hall and visit the vendors of your choice.</p>
<p>3/23/2021 3:30 PM to 3/23/2021 4:15 PM</p>	<p>Plenary Session 2 - Covid-19: Protocols and economic models for holding large events during and after the pandemic.</p>
	<p>Hear from Mattel, Rail Events, the Colorado Railroad Museum, and the Strasburg Railroad on how they successfully hosted Day Out with Thomas and Polar Express events during the pandemic.</p>
<p>3/23/2021 4:15 PM to 3/23/2021 4:30 PM</p>	<p>Day 1 Daily Wrap</p>
	<p>Final closing comments from G. Mark plus any housekeeping announcements and a peek at the next day's sessions.</p>
<p>3/23/2021 4:30 PM to 3/23/2021 5:00 PM</p>	<p>Vendor Break</p>
	<p>Vendor Booths are open! Go to the Vendor Hall and visit the vendors of your choice.</p>
<p style="text-align: center;">Wednesday, March 24, 2021</p>	
<p>3/24/2021 12:45 PM to 3/24/2021 1:00 PM</p>	<p>Day 2 Check-In</p>
	<p>This is the time for everyone to check-in, be allowed into the lobby, and wait on the first session to begin.</p>

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<p>3/24/2021 1:00 PM to 3/24/2021 1:45 PM</p>	<p>Plenary Session 3 - Money Makers without an On-Board Experience</p>
	<p>When faced with restrictions on crowd size, some members really thought outside the box. Both static and operating museums came up with new ways to earn revenue with their facility during the height of the pandemic. We'll review some of these such as walking tours, drive-in events, and virtual exhibits. These money making ideas may provide additional sources of low-cost revenue any beyond the pandemic.</p>
<p>3/24/2021 1:45 PM to 3/24/2021 2:15 PM</p>	<p>Vendor Break</p>
	<p>Vendor Booths are open! Go to the Vendor Hall and visit the vendors of your choice.</p>
<p>3/24/2021 2:15 PM to 3/24/2021 3:00 PM</p>	<p>Breakout Session 1 -Hands Free Devices. Avoiding Fingerprints, Creating a Touch Free Experience for your Guests.</p>
	<p>We'll take a look at many of the touchless systems deployed to eliminate the need for visitors to leave their fingerprints on toilets, faucets, paper dispensers, and door entry systems. Learn about the technology and lets talk about the value of that experience for your guests.</p>
<p>3/24/2021 2:15 PM to 3/24/2021 3:00 PM</p>	<p>Breakout Session 2 - State of the Art Cleaning Methods</p>
	<p>This session will look at new developments in cleaning systems with Electrostatic Foggers and UV light systems. A review of appropriate disinfectants will be included. Use of faster systems can shorten turnaround time and reduce labor costs.</p>

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<p>3/24/2021 2:15 PM to 3/24/2021 3:00 PM</p>	<p>Breakout Session 3 - Touchless Ticketing. Avoiding Fingerprints, Creating a Touch Free Experience for your Guests.</p>
	<p>This session will discuss the use of cashless ticketing systems, the different technologies available and touch free interaction with frontline staff.</p>
<p>3/24/2021 3:00 PM to 3/24/2021 3:30 PM</p>	<p>Vendor Break</p>
	<p>Vendor Booths are open! Go to the Vendor Hall and visit the vendors of your choice.</p>
<p>3/24/2021 3:30 PM to 3/24/2021 4:15 PM</p>	<p>Plenary Session 4 - After the Pandemic Railway Preservation</p>
	<p>2020 challenged in ways we never thought possible. What lessons did we learn? What changes do we keep? Our President, G. Mark Ray, presents his thoughts on the face of railway preservation beyond the pandemic.</p>
<p>3/24/2021 4:15 PM to 3/24/2021 4:30 PM</p>	<p>Day 2 Daily Wrap</p>
	<p>Final closing comments from G. Mark plus any housekeeping announcements and a peek at the next day's sessions.</p>
<p>3/24/2021 4:30 PM to 3/24/2021 5:00 PM</p>	<p>Vendor Break</p>

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Thursday, March 25, 2021	
3/25/2021 12:45 PM to 3/25/2021 1:00 PM	Day 3 Check-In
	This is the time for everyone to check-in, be allowed into the lobby, and wait on the first session to begin.
3/25/2021 1:00 PM to 3/25/2021 1:45 PM	Plenary Session 5 - Industry Issues and Challenges (non-COVID)
	This session is for you! This is an opportunity for you to bring up any challenges you are facing and get solutions directly from those who have encountered the same challenge. This will be a moderated session with input from some of HRA's Board members and advisors but the true experts will be your industry peers attending the conference. Be sure to bring a challenge or concern with you!
3/25/2021 1:45 PM to 3/25/2021 2:15 PM	Vendor Break
	Vendor Booths are open! Go to the Vendor Hall and visit the vendors of your choice.
3/25/2021 2:15 PM to 3/25/2021 3:00 PM	Breakout Session 4 - FRA Update on Organizational and Rule Changes
	Eric Armpreister will provide an update on activities of the Rail Safety Advisory Committee (RSAC) and representatives of the FRA will provide an update the recent organizational changes and current rulemaking including the status of changes to 49CFR230.

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<p>3/25/2021 2:15 PM to 3/25/2021 3:00 PM</p>	<p>Breakout Session 5 - AAM and AASLH Update on Capitol Hill Advocacy Efforts</p>
	<p>Bob Laprelle, our resident expert on public policy, will provide an update on current advocacy efforts with AAM and AASLH. Bob will also address the INVEST act and our efforts to amend the act to include funding for heritage transportation facilities.</p>
<p>3/25/2021 2:15 PM to 3/25/2021 3:00 PM</p>	<p>Breakout Session 6 - The New Normal</p>
	<p>Now that we have discussed our experiences with Covid, what issues and changes are here to stay? We will have a few short topic presentations on virtual communication and social distancing challenges but then we want to hear from you Please participate and share the changes that you have made that are probably here for good.</p>
<p>3/25/2021 3:00 PM to 3/25/2021 3:30 PM</p>	<p>Vendor Break</p>
	<p>Vendor Booths are open! Go to the Vendor Hall and visit the vendors of your choice.</p>
<p>3/25/2021 3:30 PM to 3/25/2021 4:15 PM</p>	<p>Plenary Session 6 - Safety Culture</p>
	<p>How strong is your Safety Culture? How do you know? Do you have volunteers or employees who task risks to accomplish a task? Is the probability of something bad happening minimized? Is the worst thing that could happen considered? Stathi Pappas will address the key elements of a strong Safety Culture.</p>

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3/25/2021 4:15 PM to 3/25/2021 4:25 PM	10 Minute Break
	Break Before Closing Session
3/25/2021 4:25 PM to 3/25/2021 5:30 PM	Business Meeting and Awards Ceremony
	<ul style="list-style-type: none">• 2020 Recap• Financial Status• Board of Director Election Plans• Future Events• Awards Ceremony